SOCIAL MEDIA ADVERTISING AND CONSUMER BUYING BEHAVIOUR: STRATEGIES FOR ECONOMIC DEVELOPMENT IN THE FOURTH INDUSTRIAL REVOLUTION

Oluwaseun OLADEJI[1]
Dept. of Business Administration,
Federal university of Agriculture and Development studies
Iragbiji, Osun State
oluwaseun.oladeji@fuadsi.edu.ng
+2348039479317
KADIRI Kayode Ibrahim[2]
Department of Business Administration
Faculty of Management Sciences
National Open University of Nigeria
kkadiri@noun.edu.ng
Phone: +2347037927883.
AJAO Mudasiru Olawale[3]
Central Store,
Bursary Department
Federal Polytechnic Offa, Kwara State
ajaomudasiru19@gmail.com
+2347065288534

Abstract

The Fourth Industrial Revolution (4IR) has transformed marketing through the integration of artificial intelligence (AI), big data analytics, and social media technologies. Social media advertising has become a driver of consumer behaviour. This paper examines the influence of social media advertising on consumer buying behaviour. A mixed research design was adopted, combining qualitative and quantitative methods. Primary data were collected from 300 users of Facebook, Instagram, TikTok, and X through questionnaires. Data collected were analyzed using regression and qualitative analysis. The findings indicate that social media advertising significantly influences consumer buying behaviour through personalization, emotional engagement, social proof, and trust. These factors enhance satisfaction, strengthen brand loyalty, and enable entrepreneurs and SMEs to expand market reach. Regression results show that social media advertising has a significant positive effect on consumer buying behaviour ($R = 0.742$, $R^2 = 0.551$, $\beta = 0.681$, $t = 18.945$, $p < 0.05$). Personalized advertising significantly affects purchase intention ($R = 0.698$, $R^2 = 0.487$, $\beta = 0.624$, $t = 16.770$, $p < 0.05$), while influencer marketing significantly influences consumer trust and buying decisions ($R = 0.721$, $R^2 = 0.520$, $\beta = 0.653$, $t = 17.948$, $p < 0.05$). The study reveals that social media advertising promotes entrepreneurship, SME growth, market expansion, and employment creation. However, challenges such as data privacy concerns, algorithmic bias, and low digital literacy remain. The study concludes that ethical data governance, digital literacy programmes, and policy frameworks are essential for maximizing the economic benefits of social media advertising and supporting digital development.

Keywords: Consumer behavior, Fourth Industrial Revolution (4IR), Influencer marketing, Social media advertising, Sustainable economic development

1.0 Introduction

The Fourth Industrial Revolution (4IR) has ushered in an era of unprecedented technological advancement characterized by artificial intelligence (AI), big data analytics, automation, and hyper-connectivity (Rane, 2023). These advancements have affected the organizational environments severely and allowed digital platforms to emerge as the primary places for customer engagement and value creation. One of those innovations is social media advertising that has quickly become the most significant marketing strategy and is transforming the very nature of brand-consumer communication and the consumers' purchasing process. The former social networking sites of Facebook, Instagram, TikTok, and X (previously Twitter) have now become data-driven advertising ecosystems that affect daily, millions of purchasing decisions (Kaplan &Haenlein, 2020).The digital interaction of consumers with content has increased so much that even the traditional linear models of buyer behavior have been replaced by interactive, algorithm-driven processes. In the context of 4IR, consumer preferences are not only personal but also involve machine learning algorithms that predict behavior, customize ads, and improve interactions (Dwivedi*et al.,* 2021).

These dynamics have profound implications for economic development, particularly in developing economies, where digital entrepreneurship and online consumption are becoming key drivers of growth. Still, along with great potential, social media advertising comes with new issues. There are concerns about data privacy, digital inequality, and algorithmic manipulation that can lead to the misunderstanding of consumer behavior and the loss of trust. Hence, it is very important to comprehend the role of social media advertising in the decision-making process of consumers and how this role can be managed to foster inclusive economic growth.

This paper investigates this relationship through a conceptual analysis, exploring strategies that align social media marketing innovation with sustainable economic development in the Fourth Industrial Revolution and guided by hypothesis like H_{01}: Social media advertising has no significant effect on consumer buying behaviour in the Fourth Industrial Revolution, H_{02}: Personalized social media advertisements have no significant relationship with consumers' purchase intentions, H_{03}: Influencer marketing on social media platforms has no significant impact on consumer trust and buying decisions.

2.0 Review of Related Literature

Concept of Social Media Advertising

Social media advertising has become one of the most influential forms of digital marketing. It integrates paid promotions, influencer collaborations, sponsored content, and interactive campaigns designed to engage audiences on a personal level (Kaplan & Haenlein, 2020). Research indicates that social media advertising effectiveness depends on several factors, including message relevance, visual appeal, interactivity, and credibility (Boateng, 2022). In the Nigerian context, social media platforms have increasingly shaped consumer behavior, particularly among young adults and professionals who rely on digital content for product discovery and brand engagement (Olaposi & Olatunji, 2023). Social media's ability to foster two-way communication enables consumers not only to receive information but also to share feedback and influence other users making it a participatory and community-driven marketing environment (Alalwan, 2021).

Consumer Behaviour

Consumer buying behavior in the digital era is deeply shaped by the interplay of psychological, social, and technological factors. The Theory of Planned Behavior (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1989) have been widely applied to explain how perceived usefulness, ease of use, and social influence determine consumers' willingness to engage with digital advertisements. Recent research extends these theories to social media contexts, highlighting that emotional appeal, trust, and user experience significantly predict purchase intentions (Dwivedi *et al.,* 2021). Consumers exposed to well-targeted social media ads are more likely to perceive a brand as authentic and relatable, leading to stronger purchase decisions and brand loyalty (Kotler *et al.,* 2022). However, the abundance of advertising on digital platforms has also led to issues of ad fatigue, misinformation, and privacy concerns, which can negatively influence consumer trust (Appel *et al.,* 2020).

Several empirical studies have examined the link between social media advertising and consumer buying behavior. For instance, Aljumah (2023) found that personalized advertisements on Instagram and TikTok significantly increased purchase intention among Generation Z users, primarily due to emotional connection and interactivity. Similarly, Boateng (2022) reported that user engagement measured through likes, comments, and shares has a direct effect on consumers' evaluation and eventual purchase of products advertised online. In Nigeria, Ogbu and Onwuchekwa (2022) demonstrated that social media campaigns significantly influence consumer purchasing patterns, especially for fashion and lifestyle products, though the impact is moderated by trust and perceived value. These findings underscore that successful social media advertising depends not only on exposure but also on the authenticity and quality of the interaction between brands and consumers.

From an economic development perspective, social media advertising contributes to entrepreneurial growth and digital inclusion in the 4IR. By reducing entry barriers, platforms such as Facebook Marketplace, Instagram Shops, and WhatsApp Business have empowered small and medium-sized enterprises (SMEs) to reach wide audiences at relatively low cost (World Bank, 2023). This democratization of advertising has stimulated innovation, job creation, and consumer access to diverse products and services (Kapoor *et al.,* 2022). However, challenges such as limited digital literacy, unreliable internet infrastructure, and regulatory gaps still hinder the full realization of social media's economic potential in developing economies (Eze *et al.,* 2023).

Theoretical Review

Consumer Decision-Making Model

The Consumer Decision-Making Model propounded by Engel et al., (1968), remains one of the most influential frameworks in understanding consumer behavior. The model conceptualizes the buying process as a series of five interrelated stages: need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation (Engel, 1968). It integrates both internal psychological factors such as motivation, perception, learning, and attitudes and external influences including culture, social class, and marketing stimuli. One of its key strengths lies in its comprehensive and integrative nature, offering a holistic understanding of how consumers make purchasing decisions. The model has been widely applied in empirical studies across disciplines, and its structure allows for adaptation to various market contexts. However, the model has also attracted criticism for assuming a rational, linear decision-making process that does not fully capture the emotional, impulsive, and non-linear nature of modern consumer behavior (Banerjee *et al.,* 2025). Furthermore, it was developed in a pre-digital era and thus does not account for technological influences such as social media algorithms, influencer marketing, and AI-driven personalization. Despite these limitations, the Consumer Decision-Making Model remains highly relevant to the current study on social media advertising and consumer buying behavior in the Fourth Industrial Revolution. The model provides a theoretical foundation for understanding how social media platforms shape each stage of the consumer journey from need recognition triggered by targeted ads to post-purchase evaluation expressed through online reviews and social sharing. In this way, the Consumer Decision-Making Model helps explain how digital advertising strategies influence not only individual consumer choices but also aggregate economic activities that contribute to broader patterns of economic

Stimulus–Organism–Response (S–O–R) Theory

The Stimulus–Organism–Response (S–O–R) Theory was developed by Mehrabian and Russell (1974) in their book *An Approach to Environmental Psychology*. The theory was originally proposed to explain how environmental factors influence individuals' internal psychological states and subsequently affect their behavioural responses. According to the theory, individuals do not react directly to environmental stimuli; rather, external stimuli first influence their cognitive and emotional states, which then determine their behavioural outcomes. Over the years, the theory has been widely applied in marketing, consumer behaviour, e-commerce, and digital advertising studies to explain how consumers respond to various marketing stimuli.

The theory assumes that environmental stimuli have the capacity to influence human behaviour through internal psychological processes. It posits that individuals are exposed to external stimuli that trigger emotional and cognitive reactions, such as attitudes, perceptions, trust, satisfaction, and engagement. These internal reactions subsequently shape behavioural responses, including purchase decisions and consumption patterns. The theory further assumes that consumer behaviour is influenced by both rational and emotional factors and that positive psychological evaluation of a stimulus are likely to result in favourable behavioural outcomes. Consequently, consumer responses are viewed as the result of a sequence in which environmental factors affect internal states before producing observable behaviour.

One of the major strengths of the S–O–R Theory is its ability to provide a comprehensive explanation of consumer & by highlighting the psychological mechanisms that connect marketing activities to behavioural outcomes. The theory is flexible and adaptable across various contexts, including traditional marketing, online shopping, social media marketing, and digital advertising. It also emphasizes the importance of mediating variables such as trust, attitudes, emotions, and consumer engagement, which are critical determinants of buying behaviour. Furthermore, the theory has received substantial empirical support from studies examining consumer responses to digital marketing strategies and online purchasing environments, making it particularly suitable for contemporary marketing research.

Despite its strengths, the theory has been criticized for oversimplifying human behaviour by presenting consumer decision-making as a linear process. Critics argue that consumer behaviour is often influenced by multiple factors beyond psychological reactions, including cultural values, social influences, economic conditions, and individual differences. The theory has also been criticized for the difficulty associated with measuring internal psychological states such as emotions and perceptions, which are often subjective and may vary among individuals. Additionally, the model assumes a degree of predictability in consumer responses to stimuli, whereas consumers may react differently to similar marketing messages based on personal experiences and circumstances.

The S–O–R Theory is highly relevant to the study on Social Media Advertising and Consumer Buying Behaviour: Strategies for Economic Development in the Fourth Industrial Revolution because it provides a clear framework for understanding how social media advertising influences consumer purchasing decisions. In the context of this study, social media advertising elements such as personalized advertisements, influencer endorsements, interactive content, targeted promotions, and electronic word-of-mouth serve as the stimuli. These advertising features influence consumers' internal states, including trust, attitudes, brand awareness, perceived value, and engagement, which constitute the organism component. The resulting response is reflected in consumers' purchase intentions, buying decisions, repeat purchases, and brand loyalty. The theory therefore explains the mechanism through which social media advertising affects consumer behaviour and supports the argument that effective digital marketing strategies can stimulate business growth, encourage entrepreneurship, expand markets, and contribute to economic development within the Fourth Industrial Revolution.

Empirical Review

Armutcu et al. (2024) investigated the relationship between digital marketing and product purchase behaviour with a focus on understanding how digital interactions influence consumer decision making. The researchers employed a quantitative research design and collected data from consumers through a structured survey. The data were analyzed using Structural Equation Modeling (SEM) and Partial Least Squares (PLS) techniques through Smart PLS 4.0. These analytical methods enabled the authors to assess the relationships among digital marketing variables and consumers' purchase behaviour while testing the predictive power of the proposed model.

The findings revealed that digital marketing significantly influences product purchase behaviour. Specifically, social media interactions were found to positively affect consumers' decision making processes by providing information, facilitating engagement, and shaping perceptions about products and brands. The study also found that subjective norms significantly influenced purchasing behaviour, indicating that social influences remain important in the digital environment. Furthermore, personalized advertising and customer engagement mechanisms enhanced consumer confidence and strengthened purchase intentions. Armutcu et al. (2024) concluded that digital marketing serves as a powerful tool for influencing consumer purchasing decisions.

Hasim et al. (2025) investigated the influence of digital marketing strategies on consumer behaviour, with particular emphasis on online purchase intention for halal cosmetics in Malaysia. Data were collected through an online survey conducted in 2024 among 268 Muslim female consumers aged between 18 and 26 years. The researchers employed a structured questionnaire using a five-point Likert scale and analyzed the data using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships among social media engagement, halal brand awareness, halal brand quality, consumer attitude, and online purchase intention.

The findings revealed that social media engagement, halal brand awareness, and halal brand quality all exert significant positive effects on consumers' online purchase intentions. Their study further established that consumer attitude serves as an important mediating variable, enhancing the relationship between digital marketing factors and purchase intention. Specifically, active engagement with consumers through social media platforms was found to strengthen brand perceptions, improve customer attitudes, and increase the likelihood of online purchases. The results indicate that digital marketing strategies are effective tools for influencing consumer decision-making processes in the online marketplace (Hasim et al., 2025). The researchers concluded that digital marketing, particularly social media engagement, plays a crucial role in shaping consumer buying behaviour in the digital era. The authors argued that businesses can improve consumers' purchase intentions by investing in effective social media marketing, building strong brand awareness, and maintaining high product quality.

3.0 Methodology

This study adopts a mixed research design**,** combining both qualitative and quantitative methods. The qualitative component is based on a review of secondary data obtained from peer-reviewed journal articles, conference papers, industry reports, and case studies published between 2018 and 2025. Relevant literature was sourced from databases such as ScienceDirect, SpringerLink, and Google Scholar to examine issues relating to social media advertising, consumer buying behaviour, and economic development in the Fourth Industrial Revolution (4IR).

The quantitative component employs a survey research method to collect primary data from social media users and digital consumers who actively engage with platforms such as Facebook, Instagram, TikTok, and X. The study population comprises 500 individuals with exposure to digital advertising and online purchasing activities. 300 Respondents are selected using purposive and convenience sampling techniques, while data are collected through structured questionnaires. The quantitative data are analyzed using regression analysis to determine the influence of social media advertising variables on consumer buying behaviour. The combination of qualitative and quantitative methods provides a more comprehensive understanding of the relationship between social media advertising and consumer buying behaviour in the context of the 4IR.

Furthermore, the study situates its analysis within the Consumer Decision-Making Model (Engel *et al.,* 1968). These frameworks collectively guide interpretation by linking technological adoption, psychological decision-making, and the spread of innovative marketing strategies across populations.

4.0 Data Analysis and Discussion of Findings

Findings from existing literature reveal that social media advertising significantly influences consumer behavior through mechanisms such as emotional engagement, trust formation, peer influence, and algorithmic personalization. In the context of the Fourth Industrial Revolution (4IR), where digital platforms and artificial intelligence (AI) underpin marketing strategies, consumer decision-making is increasingly shaped by interactive, data-driven advertising rather than traditional linear persuasion models (Dwivedi et al., 2021). This combines empirical and conceptual evidence demonstrating how social media advertising affects consumer buying behavior and contributes to economic development.

Social Media Advertising and Consumer Engagement

Empirical research consistently indicates that social media advertising enhances consumer engagement by leveraging interactive and multimedia content. Duffett (2020) found that visual and influencer-based marketing on platforms such as Instagram and TikTok significantly increases brand recall and purchase intention among younger consumers. Similarly, Appel et al. (2020) argue that interactivity likes, comments, and shares fosters a sense of co-creation between consumers and brands, transforming passive audiences into active participants in the marketing process. This participatory engagement not only influences individual purchase decisions but also generates network effects that amplify brand visibility, leading to higher sales volumes and market penetration.

Trust, Personalization, and Behavioral Influence

Trust plays a crucial mediating role in the relationship between social media advertising and consumer behavior. Personalized advertisements that align with users' preferences enhance perceived relevance, increasing purchase likelihood (Kotler et al., 2021). However, excessive personalization and data misuse can lead to privacy concerns, diminishing trust and deterring engagement (Zuboff, 2019). AI algorithms deployed by platforms such as Facebook Ads and TikTok for you pages analyze behavioral data to predict consumer interests, enabling precise targeting. When implemented ethically, such predictive personalization strengthens consumer confidence and satisfaction; when opaque, it reinforces perceptions of manipulation and loss of autonomy. This duality underscores the importance of ethical AI practices and transparent data governance in digital marketing.

The Role of Influencers and Digital Communities

Influencer marketing has emerged as a defining feature of 4IR advertising strategies. Studies by De Veirman, et al., (2019) reveal that consumers perceive influencers as authentic and relatable, often trusting their recommendations more than traditional advertisements. Influencer endorsements function as social proof mechanisms that shorten the consumer decision-making process particularly during the information search and evaluation stages of the Engel–Kollat–Blackwell model. Furthermore, digital communities built around influencers or brands foster emotional attachment, increasing loyalty and repeat purchasing behavior. This phenomenon has expanded the power of micro-entrepreneurship, allowing content creators to become economic actors within the digital marketplace.

Case Studies from Emerging Economies

The transformative power of social media advertising is most evident in emerging economies, where digital platforms have enabled small enterprises and large e-commerce firms to connect with vast, previously unreachable consumer segments. Three notable examples Jumia in Africa, Shopee in Southeast Asia, and Instagram-based SMEs in Nigeria illustrate how digital marketing strategies have reshaped consumer buying behavior and stimulated economic participation.

Case 1: Jumia (Leveraging Social Media for Market Expansion in Africa)

Jumia, often described as "Africa's Amazon," exemplifies how e-commerce firms use social media advertising to influence consumer decisions and build trust in digital marketplaces. Operating across countries such as Nigeria, Kenya, and Egypt, Jumia employs Facebook, Instagram, and YouTube advertising to promote flash sales, discounts, and customer testimonials. Studies by Akanbi and Ofoegbu (2023) reveal that these targeted campaigns significantly enhance purchase intention by emphasizing convenience, affordability, and reliability key decision factors for first-time online shoppers. Social media engagement also builds perceived trustworthiness, mitigating concerns about fraud, which historically limited e-commerce growth in Africa. The firm's digital marketing approach has not only expanded consumer access to goods and services but also created employment opportunities through logistics, digital marketing, and SME partnerships, thus contributing to regional economic development.

Case 2: Shopee (Live Commerce and Consumer Engagement in Southeast Asia)

In Southeast Asia, Shopee demonstrates how interactive social media strategies can transform consumer engagement into economic growth. Shopee integrates live-stream advertising on Facebook and TikTok, where influencers host real-time product demonstrations. Lim and Kumar (2022) note that this live commerce model stimulates impulse buying by combining entertainment and direct purchasing, shortening the consumer decision-making process. The immediacy of engagement and peer interaction increases purchase confidence, especially among younger consumers in Indonesia, Malaysia, and the Philippines. Beyond influencing individual buying behavior, Shopee's marketing innovation supports thousands of micro-entrepreneurs who use its platform for cross-border sales. Consequently, the firm's strategy contributes to digital inclusion and SME empowerment, key pillars of economic development in the 4IR.

Case 3: Instagram Based SMEs (Digital Entrepreneurship in Nigeria)

Social media advertising has also enabled grassroots entrepreneurship. In Nigeria, numerous small and medium enterprises (SMEs) rely on Instagram advertising to market fashion, beauty, and food products. According to Chukwu and Okoro (2022), the visual nature of Instagram allows small businesses to project brand aesthetics, communicate authenticity, and engage directly with consumers. Hashtag campaigns and influencer partnerships drive visibility and trust, while features such as Instagram Shops facilitate seamless transactions. These businesses report increased sales and customer loyalty driven by online engagement and peer recommendations. Importantly, this digital micro-entrepreneurship has created new employment opportunities, especially for women and youth, highlighting the broader developmental impact of social media-driven commerce.

Collectively, these cases illustrate how social media advertising shapes consumer behavior by building trust, enhancing engagement, and personalizing experiences. At the macro level, these digital marketing innovations contribute to inclusive economic growth by supporting entrepreneurship, expanding consumer markets, and enabling job creation. However, these opportunities must be balanced with digital literacy programs and fair data governance policies to ensure equitable participation in the 4IR economy.

Table 1. Key Themes Emerging from the Case Studies

Theme	Description	Illustrative Case Example(s)	Relevance to the Study
1. Digital Trust and Consumer Confidence	Social media advertising builds trust through transparency, testimonials, and user interaction, reducing skepticism about online transactions.	Jumia (Africa): Built trust through Facebook campaigns featuring customer reviews and delivery guarantees.	Trust is a key driver of online purchasing and acceptance of digital marketplaces in emerging economies.
2. Personalization and Consumer Engagement	Use of algorithms and tailored content enhances user experience and purchase likelihood by matching ads with consumer interests.	Shopee: Uses AI-driven live-stream recommendations; Instagram SMEs: Employ targeted ads and hashtags.	Demonstrates how digital personalization influences decision-making stages in

Theme	Description	Illustrative Case Example(s)	Relevance to the Study
			consumer behavior models.
3. Influencer Marketing and Social Proof	Influencers act as credible intermediaries, shaping perceptions and accelerating purchase decisions through social validation.	Shopee: Employs local influencers in live commerce; Instagram SMEs: Collaborate with micro-influencers.	Reinforces the role of social proof and peer influence in modern consumer decision-making.
4. Digital Entrepreneurship and Economic Inclusion	Social media advertising empowers small businesses and individuals to access markets and generate income.	Jumia vendors and Nigerian Instagram entrepreneurs expand their markets through low-cost digital ads.	Connects social media use with SME growth, job creation, and inclusive economic development.
5. Technological Convergence and 4IR Innovation	Integration of AI, e-commerce, and social platforms transforms consumer interaction and marketing efficiency.	Shopee: merges live-streaming, entertainment, and commerce.	Highlights how 4IR technologies redefine marketing and consumer relationships.
6. Socioeconomic Empowerment through Digital Literacy	Digital literacy enhances entrepreneurs' ability to use social media tools effectively and ethically.	Instagram SMEs: Success linked to understanding platform algorithms and content marketing.	Shows that digital capability is essential for sustainable participation in 4IR economies.
7. Ethical and Regulatory Considerations	Raises concerns around data privacy, consumer manipulation, and need for ethical governance.	Jumia: User data handling; Shopee: Influencer authenticity concerns.	Emphasizes that responsible advertising and data use are vital for sustaining consumer trust.

The thematic analysis of the three case studies Jumia, Shopee, and Instagram-based SMEs reveals a coherent pattern illustrating how social media advertising influences consumer behavior and contributes to economic development within the Fourth Industrial Revolution (4IR). Central to these cases is the theme of digital trust, which underpins consumers' willingness to engage in online transactions. Trust is closely linked to personalization and influencer marketing, both of which enhance consumer engagement through relevance, authenticity, and social proof. These psychological drivers are complemented by structural themes such as digital entrepreneurship and technological convergence, demonstrating how AI-driven advertising and platform integration foster market expansion and innovation. Furthermore, digital literacy emerges as a moderating factor that determines whether individuals and SMEs can effectively leverage social media advertising for growth. Finally, ethical and regulatory considerations highlight the need for transparent data use and responsible AI governance to sustain consumer confidence. Collectively, these interconnected themes illustrate that social media advertising functions not only as a marketing tool but also as a developmental mechanism. By shaping consumer choices, enabling entrepreneurship, and driving technological adoption, it plays a pivotal role in fostering inclusive and sustainable economic growth in the digital era.

Strategies for Economic Development

Digital Skills and Literacy Development: Governments and institutions must invest in consumer and entrepreneur digital literacy to maximize the developmental potential of social media platforms.

Support for SME Digitalization: Providing incentives and training to SMEs to adopt AI-driven marketing tools can expand market participation.

Regulation of Data and Advertising Ethics: Transparent data policies and responsible AI standards are crucial for maintaining consumer trust.

Promotion of Innovation Ecosystems: Encouraging tech start-ups, digital marketing hubs, and cross-sector collaborations can boost local digital economies.

Inclusive Infrastructure Development: Expanding broadband access ensures that the economic benefits of digital marketing extend to rural and underserved populations

Regression Analysis

H_{01}: Social media advertising has no significant effect on consumer buying behaviour in the Fourth Industrial Revolution.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.742	0.551	0.547	0.621

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	138.452	1	138.452	358.917	0.000
Residual	112.948	298	0.379		
Total	251.400	299			

Coefficients

Model	Unstandardized B	Std. Error	Beta	t	Sig.
Constant	1.214	0.183		6.634	0.000
Social Media Advertising	0.681	0.036	0.742	18.945	0.000

Decision rule: Since the significance value (0.000) is less than 0.05, the null hypothesis is rejected. This indicates that social media advertising has a significant positive effect on consumer buying behaviour among the 300 respondents.

Hypothesis Two

H_{02}: Personalized social media advertisements have no significant relationship with consumers' purchase intentions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.698	0.487	0.483	0.657

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	121.386	1	121.386	281.224	0.000
Residual	128.614	298	0.432		
Total	250.000	299			

Coefficients

Model	Unstandardized B	Std. Error	Beta	t	Sig.
Constant	1.486	0.201		7.393	0.000
Personalized Advertisements	0.624	0.037	0.698	16.770	0.000

Decision Rule: The significance value of 0.000 is less than 0.05; therefore, the null hypothesis is rejected. This implies that personalized social media advertisements significantly influence consumers' purchase intentions.

Hypothesis Three

H_{03}: Influencer marketing on social media platforms has no significant impact on consumer trust and buying decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.721	0.520	0.516	0.603

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	132.775	1	132.775	322.116	0.000

Model	Sum of Squares	Df	Mean Square	F	Sig.
Residual	122.925	298	0.412		
Total	255.700	299			

Coefficients

Model	Unstandardized B	Std. Error	Beta	t	Sig.
Constant	1.327	0.176		7.540	0.000
Influencer Marketing	0.653	0.036	0.721	17.948	0.000

Decision Rule: Since the p value is less than 0.05, the null hypothesis is rejected. This shows that influencer marketing significantly affects consumer trust and buying decisions among the respondents.

The findings of the study revealed that social media advertising significantly influences consumer buying behaviour in the Fourth Industrial Revolution. The regression analysis showed that social media advertisements positively affect consumers' purchase decisions, indicating that digital platforms have become powerful tools for influencing modern consumer behaviour. This finding agrees with the studies of Alalwan (2021) and Duffett (2020), who found that interactive and visually appealing social media campaigns increase consumer engagement, brand awareness, and purchasing behaviour, particularly among younger consumers using platforms such as Instagram and TikTok.

The study further revealed that personalized advertisements and influencer marketing significantly affect consumers' purchase intentions and trust. The findings showed that consumers are more likely to buy products promoted through targeted advertising and influencer endorsements because such advertisements appear more relevant, authentic, and relatable. This supports the findings of Aljumah (2023), who reported that personalized advertisements enhance emotional connection and purchase intention among Generation Z consumers. The result also aligns with De Veirman et al. (2019), who concluded that influencers serve as credible sources of information that shape consumer perceptions and accelerate buying decisions through social proof and online engagement.

The findings additionally demonstrated that social media advertising contributes to economic development by supporting digital entrepreneurship, market expansion, and SME growth. Businesses operating through platforms such as Facebook, Instagram, and WhatsApp have gained improved access to customers and increased business visibility. This agrees with the report of the World Bank (2023), which emphasized that digital marketing and online platforms promote financial inclusion and economic opportunities in developing economies. However, the findings also suggest that concerns relating to data privacy and ethical use of consumer information remain important challenges that require effective regulation and digital literacy initiatives.

5.0 Conclusions and Recommendations

The Fourth Industrial Revolution has transformed social media into a strategic driver of consumer engagement and economic growth. Social media advertising shapes consumer decisions through personalization, interactivity and social influence mechanisms. However, without transparency and inclusivity, these same tools can reinforce inequality and consumer mistrust.

The following recommendations were made based on the findings:

i. Businesses should increase investment in social media advertising strategies because the findings revealed that social media advertising significantly influences consumer buying behaviour. Organizations should utilize interactive content, video marketing, and platform specific advertising campaigns on Facebook, Instagram, TikTok, and X to enhance consumer engagement and stimulate purchasing decisions.

ii. Marketers should adopt personalized advertising techniques that align promotional messages with consumers' preferences, interests, and online behaviour. Since personalized advertisements were found to significantly influence purchase intentions, firms should leverage data analytics and artificial intelligence tools to deliver relevant and customized advertisements that improve consumer engagement and conversion rates.

iii. Organizations should strengthen their use of influencer marketing by collaborating with credible and trustworthy influencers whose values align with their brands. The findings showed that influencer marketing significantly affects consumer trust and buying decisions; therefore, businesses should prioritize authentic influencer partnerships that can enhance brand credibility and positively shape consumer perceptions.

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