Social Media Advertising and Consumer Buying Behaviour: A Mediating Role of Customer Trust of Mobile Phones in Bauchi State, Nigeria

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Abstract: This study examined social media advertising and consumer buying behavior: a mediating role of customer trust in mobile phones in Bauchi State, Nigeria. The study adopted a descriptive survey research design and sampled 384 mobile phone users in Bauchi state through the use of Cochran's formula due to the heterogeneous nature of the targeted population under study. The instrument used for collecting data from the respondents is the questionnaire, and hypotheses were tested using regression analysis and the Sobel test. The result shows that there is a significant relationship between social media advertising and consumer trust among mobile phone users in Bauchi State. This suggests that social media advertising plays a crucial role in shaping consumer trust in the region. Also, the use of social media for advertising purposes has a noticeable impact on the behavior of consumers in the mobile phone market. Additionally, the interconnectedness of consumer behavior and the level of trust they have in the products or services they encounter. The Sobel test results provide valuable insights, indicating that consumer trust significantly mediates the relationship between social media advertising and consumer behavior among mobile phone users in Bauchi State. This mediation effect suggests that trust is a key factor in how social media advertising influences consumer behavior in the mobile phone market in the region. The study, therefore, recommends that consumer trust should be a central focus for businesses in the mobile phone market. Companies should work on building trust through transparency, customer service, and product quality. Enhanced consumer trust can lead to higher customer loyalty and positive word-of-mouth marketing. Recognizing the mediating role of consumer trust, marketers should aim to strengthen trust-building efforts within their social media advertising campaigns. Ensuring that trust is nurtured and maintained can maximize the positive effects of social media advertising on consumer behavior in Bauchi State.

Keywords: Consumer buying Behaviour, Customer Trust, Mediating, Mobile and Social Media Advertising

Introduction

Social media advertising plays a significant role in consumer behaviors. The mutual benefits of easy brand accessibility via Twitter, Facebook, YouTube, and others allow easy customer contact and engaging social interaction, providing brand building and wide-scale contact through multiple channels. Social media may be a recent development in our society that now influences our lives daily. However, when it involves defining the term "social media", there's no official, universally applicable definition. Some authors employ a broad definition incorporating a social media platform, which allows users to upload and share content also on discuss these.

Unlike traditional media, social media enabled by the internet have features that enable huge amounts of information to be stored at different locations to be shared and accessed by many at a lower cost (Hewage & Madhuhansi, 2019). This makes it possible for consumers to obtain the desired information at the click of a few buttons. Consumers use this modern information technology through computers and phones to assess information about companies and their products. This common meeting point for consumers and marketers is enhanced through social media, either by joining a page or following a friend by someone. Several social media platforms that enable this are Facebook, Twitter, Instagram, MySpace, and lots of others. Almost all students of Nigerian universities use social media surfing-enabled phones to share information, discuss issues, and entertain themselves. Social media has brought ease to the stages in the process of consumer buying decisions. Therefore, the number of people who use social media as a platform for business activities has increased rapidly (Onyeajuwa, 2017).

Consumer behavior has always been of great interest to marketers. Knowledge of consumer behavior and attitudes assists marketers in understanding how consumers think, feel, and choose from alternatives such as products, brands, and the like, as well as how consumers are influenced by their environment, reference groups, salespeople, family, and so on. Buyer purchasing behavior can be influenced by cultural, individual, and psychological factors. Consumer buying behavior is regarded as the sum of a customer's attitudes, preferences, intentions, and decisions regarding the customer's behavior in the marketplace when purchasing a product or service (Chang et al., 2014). Mobile phone devices have become an essential part of daily life and a valuable means of information dissemination since its evolution in the late 1990s' in Nigeria and most developing countries.

Keeping in view the importance of consumers' trust, researchers have proposed to test it as a mediator among different antecedents like website quality and outcomes like online purchase intentions (Wang, Yu, & Wei, 2015). However, discussion about consumers' trust towards retailers present on social media as an underlying mechanism in affecting the relationships between consumers' motivations and their online purchase intentions has largely remained unexplored (Lu, Hirschheim, Schwarz, 2016; Irshad, 2018; See-To and Ho, 2014). Trust is important in mitigating uncertain feelings to enable real purchases as it is a vital driving force

of consumer online purchase intentions (Wang, Yu, & Wei, 2015). Consumers can develop favorable behavioral intentions (e.g. purchase intentions) when their needs are met (Mikalef, Giannakos & Pappas, 2017). However, when the element of trust is missing, then consumers would be less open to online shopping through social media channels. Social-mediated marketing environment is characterized by an element of uncertainty; that is why it is assumed in this research that the links between consumers' motivations and online purchase intentions are mediated by trust in social media.

1. Statement of The Problem

Physical clues in the traditional shopping environment, such as the appearance of the store and direct contact with salespersons affect consumers' sense of trust and are absent in the online environment. This lack of physical clues and physical interactions in the online environment makes it more difficult to establish trust with the consumers and lack of trust. This constitutes a major challenge for companies that engage in e-commerce, most especially country like Nigeria.

Tedeschi et al., (2017) emphasize that the nature of online platforms, if not reorganized, can lead to a lack of trust among consumers in the future and, therefore, to create trustworthy systems. In addition Yang and Chiang, (2017) found that lack of trust in online platforms can lead to a client's reluctance to participate in online marketing, so it is always necessary to establish trust. Various studies have been conducted on social media advertising and consumer behavior. Barger et al. (2016), Bandyopadhyay, (2016), Aprem and Krishnamurthy, (2017), Von et al. (2018), Nwukamaka et al. (2021), Ali and Martina, (2021) and Jalal, (2022) carried out a study on the influence of social media advertising, customer trust, and consumer behavior in foreign countries and found a significant relationship between the influences of social media advertising on consumer behavior.

To the best of the researcher's knowledge, only a few studies were conducted in Nigeria on social media advertising and consumer buying behavior. Also, none of the studies examine the mediating effect of customer trust on the relationship between social media advertising and consumer buying behavior: a mediating role of consumer trust of mobile phones in Bauchi State Nigeria. Hence, the a need to fill these gaps by examining the mediating role of customer trust on social media advertising and consumer buying behavior of mobile phones in Mubi, Bauchi State, Nigeria.

2. Research Hypotheses

The following research hypotheses will be formulated to guide the study:

H_01: There is no significant relationship between social media advertising and consumer buying behavior in Bauchi State

H_02: Social media advertising has no significant relationship with consumer trust in Bauchi State

H$_0$3: There is no relationship between customer trust and consumer buying behavior in Bauchi State

H$_0$4: Customer trust does not mediate the relationship between social media advertising and consumer buying behavior in Bauchi State

3. Literature Review

Social media advertising is part of digital marketing. It refers to all tools and activities used on social media to increase brand awareness and start and manage conversations and exchanges insight one or several target groups. Social media advertising was created with the emergence of Web 2.0 and the increase of social media users. Social media advertising aims to share highly valued content with the company's customers and prospects (Solomon et al., 2016). Weinberg (2009), refers to social media advertising as leveraging the 'social' through the 'media' to 'market' businesses' constituents. Social media advertising is the process of empowering individuals to promote their services or products through different social media channels to attract a larger amount of people that may not have been available via traditional ways of advertising. The advertisements via mass media are no longer as efficient as they were in the past. The social web is a place where people with common interests gather to share ideas, information, thoughts, etc. Yadar and Rahman (2017) have defined Social media advertising as a concept that facilitates connectivity and interactions among existing and prospective customers.

Consumer Buying Behaviour

Consumer behavior refers to how an individual responds to a specific idea or circumstance. Consumer behavior is defined as the "Processes involving the choice, purchase, use or disposal of products, services, ideas or experiences to meet needs and wants" (Solomon, Bamossy, Askegaard & Hoggs 2010). Consumer buying behavior is determined by the level of involvement that a consumer shows toward a purchase decision (Disha, 2018). The degree of risk involved in a transaction also influences purchasing behavior. Larger-priced items tend to have a higher level of risk, necessitating a greater level of engagement in purchasing choices (Clootrack, 2021). According to Rani (2014), consumer purchasing behaviors are the decision processes and acts of people involved in buying and using products. Arshad (2019), defines consumer purchasing behavior as those acts of individuals directly involved in gathering, using, and disposing of economic goods and services including the decision processes that precede and determine these acts.

Consumer Trust

Trust arises from a long process. If trust exists between the customer and the company, then the effort to foster cooperative relationships will be easier. Trust arising is indicated by the earned credibility of the other party because it has the desired expertise to perform a task. Confidence can also be obtained by doing something the best thing for another party through a relationship.

Trust in question in this research is customer awareness of the expectations of the performance of the brand based on the experience and confidence embodied in the form of an attitude (Utami, 2015).

Ba and Pavlou (2002) customer trust as an assessment of one's relationship with others who will conduct certain transactions in line with expectations in an environment full of uncertainty. Trust occurs when a person is confident in the reliability and integrity of the people you trust. Customer trust is defined as the perception of the reliability of the customer's perspective based on experience or more in the sequences of transactions or interactions characterized by the fulfillment of expectations of product performance and satisfaction (Ba & Pavlou, 2002). Tatar and Eren-Erdoğmuş (2016) customer trust is depicted as a protected inclination in which consumer feels that the brand being referred to will live up to their desires.

Social Media Advertising and Consumer Buying Behaviour

Today, marketers are increasing their efforts to enhance the number of consumer engagements on social media platforms (Barger et al., 2016). However, to engage consumers, it is important to keep posting new and fresh content (Bayne, 2011). Social media has proved to be beneficial because the information reaches a large number of people in a short period, thereby making it a cost-effective means of advertising. Smith and Zook (2011) also find that social media platforms are effective tools for validating purchase decisions. However, most consumers are still deemed to be 'inactive', namely, passive about sharing word of mouth with others on available social media platforms. Although social media offers an overwhelming amount of information to consumers, before making a decision, consumers still go through various stages of consideration before purchase, rather than buying instantly (Bandyopadhyay, 2016).

Because of the emergence of community and media-sharing websites and the gradual development of website-based community networks, social media users have begun to use these platforms for value creation and information exchange (Al-Debei et al., 2013). On Facebook, for example, users can retrieve information by browsing through the 'About', 'Status', and 'Photo' sections and ultimately develop friendships with other users (Luarn, Al-Lozi, & Papazafeiropoulou, 2014). Goyal (2013) described how social media advertising, which involves placing advertising messages on social media websites, yields maximum profits by accessing user information and then displaying specific advertising messages for target audiences. Khanfar, (2010) found that advertisers who apply customer marketing through social media advertising create more favorable relationships between brands and customers.

Online purchasing is spreading globally and creating globalized segmentation across different cultures (Vinerean et al., 2013). If consumers have an issue or problem with a product, they can reach the company directly through social media, which provides a direct connection and rapid response. The top three consumer benefits of social media are considered to be entertainment, information, and social interaction (Heinonen, 2011). Consumers are motivated to use social media as a means to achieve personal benefits. These can be grouped under rational motivations,

which achieve advocacy and knowledge sharing, and emotional motivations, which achieve self-expression and social connection (Krishnamurthy & Dou, 2008). These motivations can be connected to business reviews and friends' recommendations that support their purchase decisions and provide information about the value of the dollar spent.

One study by Von Helversen et al. (2018) indicates that business reviews have a strong effect on the motivation of consumers. Marketers and retailers must increase their awareness of the factors that influence customer attitudes and motives as consumers frequently create content about brands, which, in the past, have been controlled solely by the companies (Heinonen, 2011). In analyzing the effects of social media advertising on consumer purchasing decisions, this study suggests several moderating variables including age, gender, income, and education level. The age of the consumer has been considered as a direct independent variable in qualitative and focus group studies on the effect of social media on consumer purchasing decisions (Diffley et al. 2011) but has yet to be quantitatively examined. The effect of social media advertising on consumers' buying decisions by considering consumer's age and education level as moderating variables was examined quantitatively (Ertemel and Ammoura, 2016) and found insignificant.

Social Media Advertising and Consumer Trust

The customer is an individual who purchases products inside or outside the organization. Satisfaction is a key construct in the marketing area. Customer satisfaction is a crucial element in establishing a strong relationship. Khristianto and Suyadi (2012) State that customer satisfaction is generally observed as it is an evaluation of customer expectations and experience. Moreover, customer satisfaction is considered while customer experience meets their expectations or across their expectations. Satisfied customers buy the same product, again and again, give positive ideas to others about the product, avoid competitors, and decrease their sensitivity about the product's price. Research explains that customer satisfaction influences consumer purchase intention (Ajay et al., 2017; Chi, 2018; Chu & Zhang, 2016; Nodira & Přemysl, 2017; Xu, 2017). In contrast, some studies revealed that there is no relation between customer satisfaction and consumer purchase intention (Sanjeev, 2017). Due to inconsistency in results, this study has used a moderator between customer satisfaction and consumer purchase intention.

Trust is very important for customers. If they trust they will have stronger intentions toward purchasing, in the current study trust was used as a moderator. Literature shows that trust has a positive effect on consumer purchase intention (Kooli et al., 2014; Liew, 2015). Trust is considered an important factor in the marketing area. Trust is a belief that one party needs to have to exchange something with other parties. Furthermore, it is a central part of organizations because trust reduces the uncertainty in the consumer's mind. In contrast, it is very difficult to know about other's motives and intentions because trust is an individual expectation within the society where they are ruled or living. Trust can build a strong relationship between consumers

and sellers. Not having trust causes frustration, misunderstanding, and obstruction between consumer and seller (Lee, et al., 2014). Literature determines that trust is positively linked with consumer purchase intention and it is trying to find support for this relationship (Kumar et al., 2017; Che et al., 2017; Rafsandjani, 2018).

Relationship between Customer Trust and Consumer Buying Behaviour

Trust is an important index for evaluating consumer behavior. It represents the degree or possibility the consumer would be willing to purchase. Consumer trust can measure the possibility of a consumer buying a product, and the higher the purchase intention, the higher the consumer's willingness to buy a product. Consumers are more likely to have a stronger intention to purchase a product when they react favorably to an advertisement about that product (Haley & Baldinger, 2000). Trust indicates the marketers what consumers would buy. The intention is the buyer's forecast of which product they will buy. Raney et al. (2013) described consumer trust as a key indicator of the success of online advertisements. While it indicates that this attitude relates positively to purchase intentions, the factors that mediate the relationship between attitudes and intentions are unclear. Many researchers considered the attitude toward advertising to have a significant effect on consumer's purchase intention.

You and MacInnis (2005) suggested that positive feelings toward an online advertisement enhance the advertisement's credibility, while negative feelings result in negative evaluations of the advertisement. Brackett and Carr (2011) further validate Ducoffe's model and extend the model to include credibility and consumer demographics. Credibility is shown to be directly related to both advertising value and attitude towards advertising. Demographic variables such as college major, age, and gender are shown to affect only attitudes toward advertising. Purchase intentions can be defined as an individual's conscious plan to make an effort to purchase a brand.

Trust and perceived benefits are the fundamental factors that play a prominent role in consumers' buying behavior in Digital Bangladesh (Al Amin et al., 2020). Consumers are the ones whose trust makes the business thrive or adverse and makes the consumers aware through effective practical benefits regarding social media (Dachyar & Banjarnahor, 2017). Online buying behavior will positively impact the success of the business in Digital Bangladesh (Al Amin et al., 2020).

The mediating role of Customer Trust on the relationship between Social Media and Consumer Buying Behaviour

Customer trust according to Dastan and Geçti, (2014) is explained by the consumer's willingness to depend on other people in which they have a degree of trust. The Foundation has a strong connection with each other and with personal behaviors, which is important in the development of attitudes and behaviors towards brands. Tedeschi et al. (2017) define customer

trust as "the desire of the average consumer to believe in its ability to perform its particular function". It suggests the importance of trust in any relationship and its role as a key mediator of relational exchange. Other scholars such as (Bhandari & Rodgers, 2018) have made enormous contributions to the role of trust in building relationships, and they believe it plays a positive mediating role between online customer relationships and behavior. But Tedeschi et al., (2017) emphasize that the nature of online platforms, if not reorganized, can lead to a lack of trust among consumers in the future and, therefore, to create trustworthy systems.

In addition Yang and Chiang, (2017) found that lack of trust in online platforms can lead to a client's reluctance to participate in online marketing, so it is always necessary to establish trust. Trust is chosen as a moderating variable between digital media marketing and purchase intention. This is influenced by the intellectual work of (Sung & and Kim, 2010), that belief significantly mediates the relationship between brand-related participation and customer intent, which is referred to as behavioral intention. The concept of trust in the evaluation of social networks has received particular attention in the literature on relationship marketing (Mckinney & Benson, 2013). Most studies have described trust as an antecedent variable and sometimes as a consequence (Chinomona, 2016), and some studies suggest that trust plays a significant role in enhancing information exchange and knowledge integration (Swift & Hwang, 2013). Trust has been disclosed to be, the eagerness of a client to depend/depend on the association's declaration towards them accepting that the firm would be straightforward towards them (Ngo et al., 2020). Most investigations have recognized trust as an intervening variable in social trades (Boateng & Narteh, 2016). Again Arnott, Wilson, Mukherjee, and Nath, (2007) discovered that trust plays a key noteworthy interceding constructs and behavioral intentions on online platforms.

Trust has been identified as an important mediating variable in several studies (e.g. Vohra and Bhardwaj, 2019). Different variables exert an impact on the behavioral outcomes of consumers following a rational route, i.e. trust that signifies its mediating role (Huang, 2017). Trust develops a cooperative environment between different parties involved in a relationship and helps consumers make prudent decisions (Hashim & Tan, 2015). Wang Yu and Wei, (2015) in their study, demonstrated that Trust mediates the relationship between hotel website quality and consumers' online booking intentions.

4. Theoretical Framework

McLuhan is of Canadian origin and is a renowned philosopher and educator. He coined the famous quote, 'The media is the message' (McLuhan, 1995). He points out that the transformation of people and society is by the media, as opposed to the media's actual content. In essence, the messages that are being communicated will vary on any new media but the connections and repetition of the communication patterns will change the consumer behaviors for good. Hence the impact of the media is greater than the content of the media. He further divides the media's content into two categories, 'Hot' and 'cool'. 'Cool' media requires the viewer to concentrate and participate in understanding its message. This can be in the form of Seminars,

television, and cartoons. On the contrary, 'Hot' media relies on the viewers' senses, so they do not need an immense effort to understand it. An example of these is films, radio, and pictures (McLuhan, 1995). In this case, social media would fall under hot media because it relies on the viewers' senses to actively participate in purchasing decisions, based on communication.

This study will use McLuhan's Media Theory because the theory states that the media, rather than the media's actual content, is responsible for the transformation of people and society, i.e., communication improves knowledge and the behavior of end consumers, including people and families, who purchase products and services for personal consumption, which is relevant to the subject matter under study.
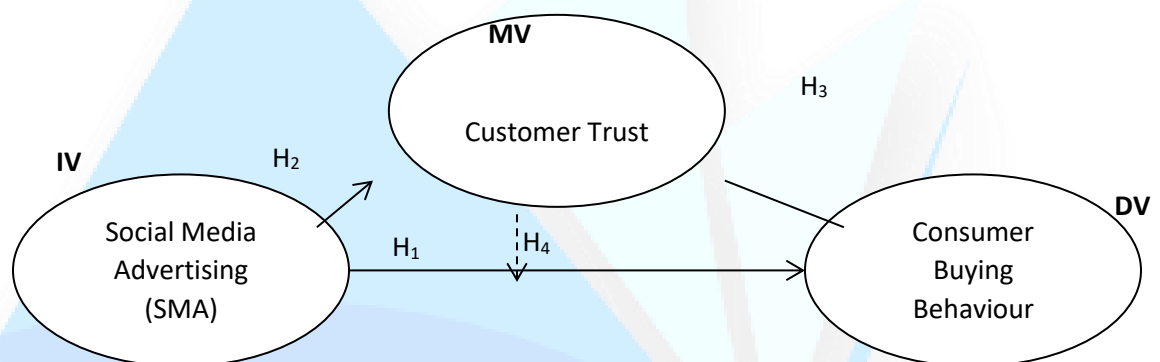

Fig. 1: Conceptual framework of the study

In Figure 1, the independent variable is social media advertising, while the dependent variable serves as consumer buying behavior, and customer trust is the mediating variable in this current study.

5. Empirical Review

Jalal (2022) examine the impact of social media marketing features on consumers' purchase decision in the fast-food industry: Brand trust as a mediator. Using data gathered from the visitors of different fast-food cafes in UAE via a quantitative online survey. After obtaining the desired responses, the data was analyzed by the AMOS 21- structural equation modeling. The results confirmed the significance of brand trust in predicting purchase decisions. Above all, the findings showed that informativeness, perceived relevance, and interactivity have positive effects on purchase decisions. However, it was found that the effect of entertainment on purchase decisions is insignificant. The results also confirmed that brand trust mediates the association between only two social media marketing features (interactivity and informativeness) and consumer purchase decisions. Theoretically, this paper advances the current literature by exploring the mediating effect of brand trust among the four features of social media marketing and purchase decisions with new empirical insights from UAE, taking into account that the earlier research of this nature in the Arab region is scarce.

Nwukamaka et al. (2021) examine social media characteristics and consumer purchase of mobile phones in Southeast Nigeria. Using the Taro Yamani formula was adopted to obtain a sample size of 398 from the 68,392 population students in the five Federal Government-owned Universities in South East Nigeria. The method for data analysis was percentage frequencies, bar charts, and multiple regression analysis. The results showed that all the social media characteristics jointly influence about 93% of consumer purchases of mobile phones. The specific findings showed that: Social media accessibility has a positive and significant (coef = 0.358, t=13.228; $p < 0.00$) influence on consumer purchase of mobile phones; Social media interactivity has a positive and significant (coef = 0.678, t=26.911; $p < 0.00$) influence on consumer purchase of mobile phones; social media connectedness has a positive and significant (coef = 0.034, t=6.321; $p < 0.00$) influence on consumer purchase of mobile phones; social media conversation has a positive but insignificant (coef = 0.034, t= 1.537; $p < 0.125$) influence on consumer purchase of mobile phones; and social media communality has a positive and significant (coef = 0.050, t= 2.227; $p < 0.027$) influence on consumer purchase of mobile phones. The study posits that improved involvement with social media characteristics has a positive influence on consumer purchases. Based on the findings, the study recommended that marketers should build and maintain a proper mechanism through social media for enhanced consumer patronage. As social media characteristics have a high impact on consumer purchase experiences, manufacturers of mobile phones and other volition-controlled production should engage social media as a veritable e-marketing channel.

Nasidi et al. (2020) carried out a study on mediating the role of Social Media in the Relationship between Reliability and perceived Usefulness in Online Shopping Behaviour: Building a Conceptual Framework and found that in today's world, online shopping is relaxation for individuals engaged in a busy life. Recently, there have been changes in the way clients shop from traditional to virtual. While customers prefer to purchase goods from a retail store, internet shoppers feel safer buying online. People who are too involved with their everyday operations are unlikely to spend a lot of time shopping in a physical store. The right choice is to indulge in online shopping. It saves vital time and resources. Social media helps increase awareness about Nigeria's online films and spread the word about online shopping services. Online shopping is gaining momentum globally, but the penetration rate in Nigeria is low. Thus, this research tries to propose a conceptual framework for social media's mediating effect on the relationship between Reliability and perceived Usefulness in Online Shopping Behaviour.

Zhang et al. (2021) examine trust in social media brands and perceived media values: A survey study in China. Using survey data collected from Chinese social media users, our study finds that: (1) Chinese users perceive five layers of values in using social media applications, including information value, entertainment value, social networking value, social status value, and organizational communication value; (2) these perceived media values have different effects on trust in social media brands: while entertainment value, social networking value, and

social status value directly affect social media brand trust, information value and organizational communication value indirectly affect social media brand trust through social status value, social networking value and/or entertainment value. Our study suggests an important explanation for trust in social media and develops a scale of perceived media values (PMV) that can be used by future researchers.

6. Methodology

This study employed a descriptive survey research design. The population of the study comprised consumers using mobile phones for transactions. Due to the heterogeneous nature of the targeted population under study, it is not possible to ascertain a certain figure for this particular study as a population, because it is very difficult to cover the entire consumers using mobile phones in Bauchi State. In determining the sample size, the researcher adopted the use of Cochran's (1977) formula due to the heterogeneity of the population under study. This calculation is as follows:

$$n_o = \frac{Z^2PQ}{e^2}$$

Where

$Z = 1.96$

$P = 0.5$

$Q = 1-P$

$e = 0.05$

i.e.

$$n_o = \frac{Z^2PQ}{e^2}$$

$$n_o = \frac{1.96^2 0.5(1-0.5)}{0.05^2}$$

$$n_o = \frac{3.8416(0.5)(0.5)}{0.0025}$$

$$n_o = \frac{0.9604}{0.0025}$$

$$n_o = 384.16$$

$$n_o \approx 384$$

Therefore, the sample size is 384 mobile users.

Primary data was collected. The questionnaire was used as an instrument for data collection. The data to be collected was analyzed using multiple regression with a 5% level of significance with the help of Statistical Package for Social Sciences (SPSS) version 21.

7. Result and Findings

Table 1: Model Summary of Relationship Social Media Advertising, Consumers Buying Behaviour, and Customer Trust

Variables		Coefficient	Std. Error	T-Values	P-Values	Hypotheses
1	(Constant)	5.523	2.874	1.922	.007	Rejected
		0.72	0.04	16.40	0.00	Rejected
		0.86	0.06	15.54	0.00	Rejected
		0.75	0.03	24.16	0.00	Rejected
	R	0.924				
	R^2	0.853				
	Adjusted R	0.850				
	F-Stats	269.594				

a. Dependent Variable: EP

(Source: Computed using SPSS 21. 2023)

The result in Table 1 shows the summary of the regression model on the relationship between social media advertising, consumer buying behavior, and customer trust. The result of Person correction shows that the bivariate relationship between dependent and independent variables is strong and positive (r = 0.92). The values of the coefficient of determination (R-Square) extracted from the summary of the regression model show that the relationship between social media advertising and consumers' buying behavior only explains about 85.3% of the variation in consumer trust while about 14.7% is attributed to variables not included in the model of this study. The analysis of variance (ANOVA) results, which represent the goodness of fit of the model is statistically significant (F $_{3, 382}$ = 269.594, P < 0.05), implying that the variables in the model have jointly predicted consumer trust.

Test of Mediation

Where:
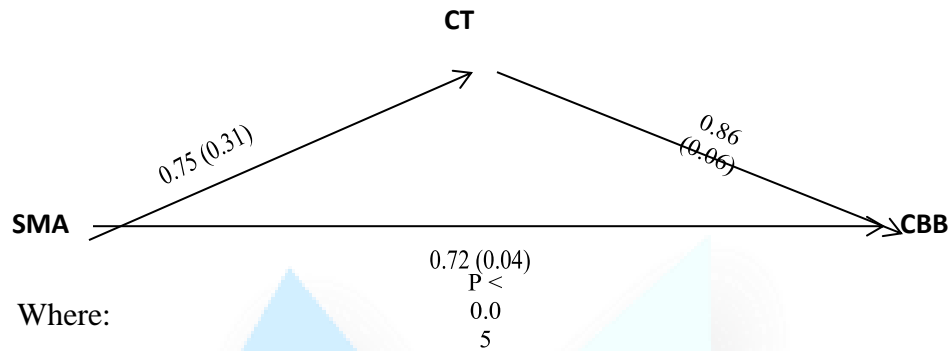
Social Media Advertising (SMA)

Customer Trust (CT)

Consumer Buying Behaviour (CBB)

Table 2: Sobel Test Result

Path	Input:	Test statistics		Std. Error:	p-value:
SMA – CBB	0.72	Sobel test:	2.39	0.27	0.00
SMA – CT	0.75	Aroian test:	2.38	0.27	0.00
CT - CBB	0.86	Goodman test:	2.39	0.27	0.00

https://quantpsy.org/sobel/sobel.htm, 2023

An indirect effect occurs when the relationship between job satisfaction and customer satisfaction is influenced by one or more variables, that is, mediated by other variables. The paths "SMA – CBB", "SMA – CT", and "CT - CBB" represent the regression coefficients, the correlation between the relationship between social media advertising, consumers buying behavior, and customer trust, respectively. This implies that customer trust significantly mediates the relationship between social media advertising and consumer buying behavior of mobile phone users in Bauchi State Nigeria

8. **Summary of Findings**

The summary of the findings of the study includes:

i. The result of the above analysis shows the relationship between social media advertising and consumer trust of mobile phone users in Bauchi State

ii. The above analysis revealed the relationship between social media advertising and consumer behavior of mobile phone users in Bauchi State

iii.   In addition, the analysis also shows the relationship between consumer behavior and consumer trust of mobile phone users in Bauchi State

iv.   Lastly, the result of the Sobel test revealed a consumer trust significantly mediates the relationship between social media advertising and consumer behavior of mobile phone users in Bauchi State.

10. Conclusions:

The findings of this analysis indicate that there is a significant relationship between social media advertising and consumer trust among mobile phone users in Bauchi State. This suggests that social media advertising plays a crucial role in shaping consumer trust in the region. Also, the use of social media for advertising purposes has a noticeable impact on the behavior of consumers in the mobile phone market. Additionally, the interconnectedness of consumer behavior and the level of trust they have in the products or services they encounter. The Sobel test results provide valuable insights, indicating that consumer trust significantly mediates the relationship between social media advertising and consumer behavior among mobile phone users in Bauchi State. This mediation effect suggests that trust is a key factor in how social media advertising influences consumer behavior in the mobile phone market in the region.

11. Recommendations:

1.   Mobile phone marketers and advertisers in Bauchi State should prioritize their social media advertising efforts. These findings emphasize the importance of using social media platforms as an effective means to build and maintain consumer trust. Companies should invest in quality content and engagement strategies on social media to foster trust among their target audience.

2.   Marketers should leverage the strong connection between social media advertising and consumer behavior. They can tailor their advertising campaigns to appeal to the specific behaviors and preferences of mobile phone users in Bauchi State. Understanding the impact of social media on consumer behavior can lead to more effective advertising strategies.

3.   Consumer trust should be a central focus for businesses in the mobile phone market. Companies should work on building trust through transparency, customer service, and product quality. Enhanced consumer trust can lead to higher customer loyalty and positive word-of-mouth marketing.

4.   Recognizing the mediating role of consumer trust, marketers should aim to strengthen trust-building efforts within their social media advertising campaigns. Ensuring that trust is nurtured and maintained can maximize the positive effects of social media advertising on consumer behavior in Bauchi State.

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