



## **Emerging Media Technologies and Advertising Practice in Yola North, Adamawa State, Nigeria**

Nyiyongu Charles Ngusha<sup>a\*</sup>, Ndefo Ifeoma Comfort<sup>b</sup>, Albert Orem<sup>c</sup>

<sup>a</sup>Department of Communication and Multimedia Design, American University of Nigeria, Yola, Adamawa State, Nigeria

<sup>b</sup>Visiting Professor of Communication, SUPdeCo Global Business School, Banjul Campus, Gambia

<sup>c</sup>Corporate and Strategic Communications Division, Nigerian Ports Authority, Nigeria

\*Corresponding email: [kimexnig@gmail.com](mailto:kimexnig@gmail.com)

### **Abstract**

The study examined the adoption of emerging media technologies and their application in advertising among business owners in Yola North, Adamawa State, Nigeria. Specifically, it investigated the technologies adopted for advertising, their perceived influence on advertising practice, and the challenges associated with their use. The study was anchored on Technological Determinism Theory and adopted a quantitative survey design. Data were collected from 150 purposively selected business owners using a structured questionnaire and analysed using frequencies and percentages. Findings showed that Facebook (85.3%) and WhatsApp Business (82.7%) were the most widely adopted technologies, while artificial intelligence tools (38.7%) recorded the lowest adoption. Emerging media technologies were perceived to enhance brand awareness and visibility (89.3%), reach target customers (88.0%), improve customer feedback and interaction (86.7%), and increase customer engagement (85.3%). However, high internet/data costs (83.3%), poor network connectivity (80.0%) and unreliable electricity supply (76.7%) were the major challenges. The study concludes that emerging media technologies are reshaping advertising practice in Yola North, although their effective integration is constrained by infrastructural, financial and technical limitations. It recommends targeted digital skills development and improved access to enabling infrastructure.

**Keywords:** advertising practice, business owners, digital advertising, emerging media technologies, Yola, Nigeria

### **Introduction**

The rapid development of digital technologies has transformed the contemporary communication environment and, consequently, the ways organisations communicate with existing and potential consumers. The emergence of new media technologies has expanded the channels through which advertising messages are produced, distributed and consumed, while also introducing greater interactivity, audience participation, personalisation and real-time feedback into advertising communication (Wang, 2021; Kumar & Gupta, 2016). Unlike traditional advertising media, which are largely characterised by one-way communication, digital media provide opportunities for advertisers to establish more interactive relationships with audiences and to monitor audience responses to advertising messages (Sreejesh et al., 2020; Jain et al., 2021). In Nigeria, studies have documented the growing use of social media platforms such as Facebook and Twitter as advertising vehicles, particularly among business organisations seeking to communicate with customers and promote their products and services (Nyekwere et al., 2014; Udenze & Aduba, 2020).



Advertising has traditionally served as an important means through which organisations create awareness, provide product information, differentiate brands and communicate with target audiences (Raithel et al., 2026; Todorova, 2015). However, changes in the media environment have increasingly altered conventional advertising practices. The expansion of digital platforms has enabled advertisers to move beyond conventional mass-mediated communication towards more targeted, interactive and flexible forms of advertising (Kumar & Gupta, 2016). Social media, for instance, provide opportunities for organisations to communicate directly with consumers, receive feedback and maintain continuing interaction with their audiences. The transformation of advertising is not limited to the adoption of social media platforms. Emerging technologies have introduced additional capabilities that can affect how advertising campaigns are conceived, executed and evaluated (Huang & Rust, 2021). Data-driven technologies, mobile communication, automated systems and artificial intelligence can facilitate audience segmentation, content personalisation, interaction and measurement of advertising outcomes (Maseeh et al., 2021; Rini et al., 2024). Thus, the contemporary advertiser operates within a media environment characterised by technological change, fragmented audiences and multiple channels of communication.

The Nigerian advertising environment has consequently experienced changes associated with the increasing adoption of digital and social media technologies (Otugo et al., 2015). Studies by Eze et al. (2021), Ladokun (2019), and Ekwueme and Okoro (2018) examined social media advertising and marketing among Nigerian businesses and identified both adoption and technical-knowledge challenges associated with its use. These studies suggest that technological availability does not automatically translate into effective incorporation of emerging technologies into advertising practice, thereby raising important questions about how emerging media technologies are being adopted and incorporated into advertising practice, particularly within specific Nigerian contexts. Although previous studies (Nyekwere et al., 2014; Udenze & Aduba, 2020) have examined social media advertising and online advertising in Nigeria, much of the available evidence has focused on particular platforms or specific aspects of digital advertising. This leaves room for broader examination of the range of emerging media technologies available to advertisers and the ways in which their adoption relates to contemporary advertising practice.

This issue is particularly relevant in Yola North, Adamawa State, where businesses, organisations and consumers operate within an increasingly digital communication environment. The adoption of emerging media technologies potentially provides advertisers with additional channels for reaching target audiences, engaging consumers and assessing campaign responses. At the same time, the use of these technologies may be constrained by challenges such as inadequate technical skills, infrastructural limitations, cost, privacy concerns and difficulties associated with adapting to rapidly changing technological environments. The present study therefore focuses on emerging media technologies and advertising practice in Yola North, Adamawa State, Nigeria. It focuses on the adoption of emerging media technologies, their reported implications for advertising practice, and the challenges associated with their use. By examining these issues within a defined local context, the study seeks to contribute empirical evidence to the understanding of how technological developments are shaping contemporary advertising practice in Nigeria.

### **Statement of the Problem**

Emerging media technologies potentially enable advertisers to reach clearly defined audiences, deliver relevant and interactive messages, obtain real-time feedback, measure campaign



performance and improve advertising effectiveness at relatively lower cost. However, even though businesses and advertisers in Nigeria increasingly use emerging technologies, adoption does not necessarily translate into effective advertising practice. Where emerging technologies are adopted without adequate skills, strategic planning or understanding of their capabilities, advertisers may fail to achieve effective audience targeting, meaningful engagement, message optimisation and measurable campaign outcomes. They may also encounter challenges relating to cost, technical competence, infrastructure, privacy and the rapidly changing nature of digital platforms. This means that technological adoption alone may not guarantee improved advertising or business communication.

Although previous studies have provided useful evidence on social media advertising in Nigeria, particularly the use of Facebook, Twitter and Instagram (Nyekwere et al., 2014; Ekwueme & Okoro, 2018; Udenze & Aduba, 2020), much of this research has examined individual platforms or specific dimensions of online advertising. What remains insufficiently established is how the broader range of emerging media technologies is being adopted and how such adoption is influencing advertising practice, advertising messages and business communication within specific local settings such as Yola North, Adamawa State. This gap matters because, without context-specific evidence, it is difficult to determine whether technological adoption is producing meaningful changes in advertising practice or merely expanding the number of available communication channels. The present study therefore investigates the adoption of emerging media technologies and their implications for advertising practice in Yola North, Adamawa State.

### **Research Questions**

The following research questions guided the understanding of this study.

1. What emerging media technologies are adopted for advertising practice in Yola North, Adamawa State?
2. What is the perceived influence of the adoption of emerging media technologies on advertising practice in Yola North, Adamawa State?
3. What challenges are associated with the use of emerging media technologies for advertising practice in Yola North, Adamawa State?

### **Review of Concepts**

#### **Emerging Media Technologies**

Emerging media technologies, also known as new media, refer to evolving digital and networked communication technologies that expand the ways in which media content is produced, distributed, accessed and interacted with (Lister et al., 2009). The concept extends beyond particular platforms such as Facebook or Instagram to encompass the technological capabilities that distinguish contemporary digital communication from conventional mass media. Lister et al. (2009) conceptualise new media through characteristics including digitality, interactivity, hypertextuality, dispersal and virtuality, highlighting the shift from relatively centralised, one-way media systems towards digitally encoded, interconnected and participatory communication environments. Digitality enables the production and circulation of different forms of content through a common technological infrastructure, while interactivity gives users greater capacity to respond to, modify and participate in media content. Hypertextuality facilitates connections among multiple pieces of information, whereas dispersal reflects the decentralisation of media production and distribution (Deuze, 2003). Virtuality, meanwhile, concerns digitally mediated environments in which communication and social interaction take place (Soukup, 2004). These characteristics



make emerging media technologies particularly significant to advertising because they allow advertisers to move beyond the relatively linear communication model of traditional media towards communication that is interactive, networked, personalised, measurable and responsive to audience behaviour.

### **Review of Empirical Studies**

Emerging media technologies have increasingly transformed advertising from a predominantly one-way, mass-mediated activity into a more interactive, targeted and data-informed process. Studies show that this transformation is evident in the adoption of social media, mobile and online advertising technologies. Adeyemi et al. (2015) found that Lagos-based advertising practitioners were aware of new media technologies and used them to reach target audiences, although their application in media planning and buying was still developing. Similarly, Ekwueme and Okoro (2018) found that Nigerian online businesses had adopted social media advertising, but inadequate technical expertise constrained effective utilisation. Akhagba (2014) also reported the adoption of new media technologies across different stages of advertising practice. From the consumer perspective, Anyanwu et al. (2018) found substantial exposure to online advertising among Jumia users, while Enitan (2021) reported that social media marketing characteristics, including platform convenience and brand-page engagement, were associated with purchase engagement among Nigerian Generation Y.

Furthermore, studies have highlighted challenges associated with the integration of emerging technologies in advertising. Agbasimelo (2023) highlights the capacity of mobile technology to facilitate targeted and immediate advertising but also identifies privacy concerns, intrusiveness and advertising irritation as important challenges. Aríjeníwà and Asemah (2025) further argue that artificial intelligence, big-data analytics and automation are creating opportunities for personalised and targeted communication while simultaneously raising concerns about skills, privacy, misinformation and accountability.

Despite the contributions made by existing literature in Nigeria, gaps related to context and concepts are prevalent. Specifically, it can be deduced that much of the research is concentrated on Lagos and other major urban markets (Adeyemi et al., 2015; Ladokun, 2019), specific platforms such as social media and mobile advertising (Ekwueme & Okoro, 2018; Agbasimelo, 2023), or consumer responses rather than the practices of advertisers themselves (Anyanwu et al., 2018; Enitan, 2021; Udenze & Aduba, 2020). This indicates a limited understanding of how advertising practitioners and businesses in smaller urban environments integrate a range of emerging media technologies into their advertising activities and the practical challenges they encounter. The present study therefore extends existing knowledge by examining these dimensions within the specific local advertising environment of Yola, thereby providing context-specific evidence on how technological change is shaping contemporary advertising practice in Adamawa State.

### **Theoretical Framework**

The study is anchored on Technological Determinism Theory (TDT), which is associated with Thorstein Veblen and was subsequently developed and popularised in media studies by Marshall McLuhan in 1964 (McLuhan, 1964). The theory assumes that technological developments, particularly communication technologies, are major forces that shape patterns of human communication, social interaction and institutional practices (Miller, 2011; West & Turner, 2018). McLuhan's proposition that media technologies function as extensions of human



capabilities suggests that changes in communication technology can alter how people interact, organise activities and respond to their environment (Baran & Davis, 2009).

Applied to advertising, the theory suggests that the emergence of digital and networked technologies creates new possibilities and pressures that transform conventional advertising practices. Thus, the theory provides a useful explanation of the relationship among emerging media technology adoption, advertising practice and the challenges associated with its use. Specifically, the adoption of social media, mobile technologies, websites, online advertising platforms, data analytics and other emerging technologies represents the technological change that provides advertisers with new capabilities for audience targeting, message personalisation, interactivity, rapid feedback, content distribution and campaign measurement. These technological capabilities, in turn, can influence how advertising messages are designed, delivered and evaluated, thereby explaining the study's construct of advertising practice.

### **Methodology**

The study adopted a quantitative survey research design. The population comprised business owners within Yola North, Adamawa State. A convenient sample of 150 respondents was purposively selected. Data were collected using a structured questionnaire covering respondents' demographic characteristics, exposure to emerging media technologies, adoption and use of digital advertising technologies, and their perceived effects. The completed copies of the questionnaire were analysed using descriptive statistics in SPSS, including frequencies, percentages, means and standard deviations, and the findings were presented in tables and interpreted in relation to the research questions.

### **Data Presentation and Analysis**

**Table 1.** *Demographic Characteristics of Respondents*

| <b>Item</b>                              | <b>Category</b>     | <b>n</b> | <b>%</b> |
|------------------------------------------|---------------------|----------|----------|
| Gender                                   | Male                | 90       | 60.0     |
|                                          | Female              | 60       | 40.0     |
|                                          | Total               | 150      | 100.0    |
| Age                                      | 18–30 years         | 65       | 43.3     |
|                                          | 31–45 years         | 55       | 36.7     |
|                                          | 46 years and above  | 30       | 20.0     |
|                                          | Total               | 150      | 100.0    |
| Educational Qualification                | Secondary education | 45       | 30.0     |
|                                          | Diploma/NCE         | 25       | 16.7     |
|                                          | First degree/HND    | 60       | 40.0     |
|                                          | Postgraduate degree | 20       | 13.3     |
|                                          | Total               | 150      | 100.0    |
| Type of Business                         | Retail              | 40       | 26.7     |
|                                          | Fashion             | 30       | 20.0     |
|                                          | Hospitality         | 30       | 20.0     |
|                                          | Education           | 20       | 13.3     |
|                                          | Other businesses    | 30       | 20.0     |
|                                          | Total               | 150      | 100.0    |
| Years of Business/Advertising Experience | Less than 2 years   | 35       | 23.3     |
|                                          | 2–5 years           | 60       | 40.0     |
|                                          | 6–10 years          | 35       | 23.3     |
|                                          | More than 10 years  | 20       | 13.4     |
|                                          | Total               | 150      | 100.0    |

**Note.** (*N* = 150)



The demographic profile shows that the respondents were relatively diverse in terms of age, gender, education, business sector and experience. Most were within the economically active age range and had post-secondary education, suggesting adequate exposure to contemporary communication technologies. The representation of retail, fashion, hospitality, education and other businesses also provides a range of business contexts for understanding emerging media adoption.

**Table 2.** *Emerging Media Technologies Adopted for Advertising Practice*

| Item                               | N   | %    |
|------------------------------------|-----|------|
| Facebook                           | 128 | 85.3 |
| WhatsApp Business                  | 124 | 82.7 |
| Instagram                          | 112 | 74.7 |
| TikTok                             | 96  | 64.0 |
| Websites/Blogs                     | 78  | 52.0 |
| Google Ads/Search Advertising      | 65  | 43.3 |
| Mobile Advertising/SMS             | 92  | 61.3 |
| Artificial Intelligence (AI) tools | 58  | 38.7 |
| YouTube                            | 70  | 46.7 |

**Note.** Multiple responses were allowed; therefore, frequencies and percentages do not sum to 150 and 100%, respectively.

The findings indicate that social media and mobile-based technologies constitute the dominant emerging media technologies used for advertising in Yola North. Facebook and WhatsApp Business record the highest adoption, followed by Instagram and TikTok, suggesting a strong preference for platforms that provide direct, interactive and relatively accessible communication with customers. Mobile advertising also shows substantial adoption, while websites, YouTube and Google Ads have moderate use. In However, record comparatively lower adoption, indicating that more advanced or specialised digital advertising approaches are yet to achieve the same level of uptake.

**Table 3.** *Perceived Influence of Emerging Media Technologies on Advertising Practice*

| S/N | Perceived Influence                                               | Yes n (%)  | No n (%)  | Total     |
|-----|-------------------------------------------------------------------|------------|-----------|-----------|
| 1   | Improved return on investment (ROI)                               | 120 (80.0) | 30 (20.0) | 150 (100) |
| 2   | Increased customer engagement through personalised advertisements | 128 (85.3) | 22 (14.7) | 150 (100) |
| 3   | Enhanced brand loyalty through personalised advertising           | 115 (76.7) | 35 (23.3) | 150 (100) |
| 4   | Improved reach to target customers                                | 132 (88.0) | 18 (12.0) | 150 (100) |
| 5   | Increased speed and timeliness of advertising                     | 125 (83.3) | 25 (16.7) | 150 (100) |
| 6   | Improved customer feedback and interaction                        | 130 (86.7) | 20 (13.3) | 150 (100) |
| 7   | Reduced cost of advertising                                       | 108 (72.0) | 42 (28.0) | 150 (100) |
| 8   | Improved measurement of advertising performance                   | 110 (73.3) | 40 (26.7) | 150 (100) |
| 9   | Increased brand awareness and visibility                          | 134 (89.3) | 16 (10.7) | 150 (100) |
| 10  | Improved overall advertising effectiveness                        | 127 (84.7) | 23 (15.3) | 150 (100) |

**Note.** Multiple responses were permitted; therefore, the total across items exceeds 150.

The findings suggest that respondents generally perceive emerging media technologies as positively influencing advertising practice. The strongest perceived influences are increased brand awareness and visibility (89.3%), improved reach to target customers (88.0%), improved customer feedback and interaction (86.7%), and increased customer engagement (85.3%). Perceived effects on ROI, advertising cost reduction and performance measurement are comparatively lower, although a majority of respondents still reported these benefits.



**Table 4.** *Challenges Associated with the Use of Emerging Media Technologies for Advertising Practice*

| S/N | Challenges                                                             | Yes <i>n</i> (%) | No <i>n</i> (%) | Total     |
|-----|------------------------------------------------------------------------|------------------|-----------------|-----------|
| 1   | High cost of internet data and digital services                        | 125 (83.3)       | 25 (16.7)       | 150 (100) |
| 2   | Poor internet network connectivity                                     | 120 (80.0)       | 30 (20.0)       | 150 (100) |
| 3   | Inadequate technical and digital skills                                | 105 (70.0)       | 45 (30.0)       | 150 (100) |
| 4   | Unreliable electricity supply                                          | 115 (76.7)       | 35 (23.3)       | 150 (100) |
| 5   | High cost of producing digital advertising content                     | 95 (63.3)        | 55 (36.7)       | 150 (100) |
| 6   | Difficulty keeping up with changing digital technologies and platforms | 100 (66.7)       | 50 (33.3)       | 150 (100) |
| 7   | Privacy and data protection concerns                                   | 85 (56.7)        | 65 (43.3)       | 150 (100) |
| 8   | Cybersecurity risks and online fraud                                   | 90 (60.0)        | 60 (40.0)       | 150 (100) |
| 9   | Limited customer digital literacy                                      | 88 (58.7)        | 62 (41.3)       | 150 (100) |
| 10  | Information overload caused by the volume of online advertisements     | 92(61.3)         | 58 (38.7)       | 150 (100) |

The findings indicate that the major challenges associated with emerging media technologies are high internet/data costs (83.3%), poor network connectivity (80.0%) and unreliable electricity supply (76.7%). Inadequate technical and digital skills (70.0%) and difficulty keeping pace with changing technologies (66.7%) also constitute notable challenges. Information overload (61.3%), cybersecurity risks (60.0%) and limited customer digital literacy (58.7%) were moderately reported, while privacy and data protection concerns (56.7%) recorded the lowest proportion.

### Discussion of Findings

The study generally examined emerging technologies and their application in advertising among business owners in Yola North, Adamawa State. Specifically, the study sought to identify the emerging media technologies used by businesses in Yola North for advertising purposes. The findings indicate that Facebook and WhatsApp Business were the most widely adopted emerging media technologies among business owners in Yola North, whereas AI tools recorded the lowest level of adoption. This pattern suggests that businesses tend to adopt technologies that are familiar, accessible and capable of facilitating direct interaction with customers, rather than more specialised technologies that may require greater technical expertise or financial investment. The finding is consistent with Adeyemi et al. (2015), who found that advertising practitioners in Lagos were aware of and used new media technologies to reach target audiences, although their exposure to such technologies remained at an early stage of development. It also agrees with Ekwueme and Okoro (2018), who reported the adoption of social media advertising among Nigerian online businesses but identified inadequate technical expertise as a constraint. Similarly, Akhagba (2014) found that new media technologies had become relevant across different stages of advertising practice, with practitioners applying them in the planning and execution of advertising campaigns. However, the relatively low adoption of AI and influencer marketing in the present study differs from the growing emphasis on AI, big-data analytics and automation identified by Arijenìwà and Asemah (2025), suggesting that the incorporation of more advanced technologies may vary according to context, technological capacity and users' competencies.

From the perspective of Technological Determinism Theory, the dominance of social and mobile technologies demonstrates how available communication technologies create new possibilities for interaction, audience reach and message distribution, while the lower adoption of specialised technologies indicates that technological change does not produce uniform patterns of



adoption. The implication is that technological transformation in advertising in Yola North is occurring progressively, with businesses first embracing relatively accessible platforms before moving towards more sophisticated and specialised advertising technologies.

Also, the study investigated the perceived influence of the technologies on advertising practice. The findings further show that respondents perceived emerging media technologies as having a substantial influence on advertising practice, particularly through improved brand awareness and visibility, target-customer reach, customer feedback and interaction, and customer engagement. This suggests that emerging technologies are perceived not merely as alternative channels for placing advertisements but as tools that enhance the reach, interaction and responsiveness of advertising communication. The finding agrees with Adeyemi et al. (2015), who established that new media technologies enabled advertising practitioners to reach target audiences. It also agrees with Enitan (2021), who found that social media characteristics such as platform convenience and brand-page engagement were associated with actual purchase behaviour among Nigerian Generation Y consumers. The finding also corresponds with Agbasimelo's (2023) observation that mobile technology facilitates targeted and immediate advertising, while extending the evidence from consumer-oriented studies such as Anyanwu et al. (2018) by demonstrating these perceived benefits from the perspective of businesses themselves.

Viewed through Technological Determinism Theory, these findings illustrate how technological capabilities reshape advertising practice by expanding the advertiser's capacity for audience targeting, rapid communication, interaction and feedback, thereby moving advertising beyond the predominantly one-way communication associated with traditional media. The implication is that businesses in Yola North can employ emerging media technologies not only to disseminate promotional messages but also to establish more interactive and responsive relationships with customers, potentially strengthening brand visibility and engagement.

Additionally, the study sought to identify the challenges facing business owners while adopting emerging technologies for advertising purposes. The findings reveal that high internet/data costs, poor network connectivity (80.0%) and unreliable electricity supply were the most prominent challenges associated with the use of emerging media technologies for advertising, while inadequate technical and digital skills (70.0%) and difficulty keeping pace with changing technologies (66.7%) were also notable. These findings indicate that the constraints to digital advertising in Yola North extend beyond the availability of platforms to the infrastructural, economic and human resources required for their effective utilisation. The finding is consistent with Ekwueme and Okoro (2018), who identified inadequate technical expertise as a constraint on effective social media advertising among Nigerian businesses, and complements Agbasimelo (2023), who identified privacy, intrusiveness and advertising-related concerns surrounding mobile technology. It also supports Arijeníwà and Asemah's (2025) observation that the increasing application of AI, big-data analytics and automation creates new competency and accountability requirements alongside technological opportunities.

From the perspective of Technological Determinism Theory, these challenges demonstrate that technological change introduces new demands on users and organisations: as advertising technologies evolve, businesses require appropriate infrastructure, digital competencies and resources to adapt their practices to the new technological environment. The implication is that the effectiveness of emerging media advertising in Yola North depends not only on businesses'



willingness to adopt digital platforms but also on the availability of affordable connectivity, reliable electricity, technical competence and continuous digital skills development.

### Conclusion

Based on the results of this study, emerging media technologies have become an important component of contemporary advertising practice among business owners in Yola North, but their adoption and application remain uneven. The dominance of Facebook, WhatsApp Business and other relatively accessible platforms indicates that technological change is being incorporated into advertising primarily through tools that facilitate direct customer contact, visibility and interaction. However, the comparatively limited adoption of AI tools and influencer marketing suggests that the transition towards more advanced forms of technology-enabled advertising is still developing within the local business environment. Thus, the presence of emerging technologies does not in itself signify a complete transformation of advertising practice; the extent of such transformation depends on businesses' capacity to understand, access and integrate these technologies into their communication activities.

### Recommendations

Considering the findings of this study recommends the following:

1. Business owners in Yola should gradually expand their use of emerging technologies beyond Facebook and WhatsApp Business by acquiring basic training in AI tools, influencer marketing and other digital advertising platforms, enabling them to diversify their advertising strategies without requiring substantial additional investment.
2. The owners should integrate emerging media technologies into their advertising planning by setting specific objectives for audience targeting, customer engagement, feedback and brand visibility, and routinely monitoring these indicators to determine which digital activities are producing useful advertising outcomes.
3. Relevant business associations and digital service providers in Yola should organise periodic, affordable digital advertising and skills-development sessions, while businesses should adopt practical measures such as scheduled content production and offline content preparation to reduce the effects of high data costs, poor connectivity and unreliable electricity on their advertising activities.

### References

- Adeyemi, R., Akashoro, G. O., & Okunnu, G. (2015). *Influence of new media on media buying among selected Lagos-based advertising practitioners*. Singaporean Journal of Business Economics and Management Studies, 4(4), 53–65. DOI: 10.12816/0017711.
- Adler, R. P. (2006). *Technological determinism*. In S. Preissle & W. G. Tierney (Eds.), *Communication and information technology* (pp. 121–134). Sage Publications.
- Agbasimelo, C. I. (2023). Mobile technology and advertising in Nigeria: The emerging complexities. *International Journal of Research and Innovation in Social Science*, 7(6), 1516–1526. <https://doi.org/10.47772/IJRISS.2023.7729>
- Akhagba, O. M. (2014). New media technologies and advertising practice in Nigeria. *Estudos em Comunicação*, 17, 277–308.



- Anyanwu, G., Okorie, N., & Salawu, A. (2018). Online advertising influence for promoting preference for e-shopping in Nigeria: A study of Jumia. *Academy of Strategic Management Journal*, 17(6), 1–9.
- Aríjeníwà, A. F., & Asemah, E. S. (2025). Strategic communication in emerging technologies and digital environments. *GVU Journal of Research and Development*, 2(1), 222–236. <https://doi.org/10.5281/zenodo.149735634588>
- Baran, S. J., & Davis, D. K. (2009). *Mass communication theory: Foundations, ferment, and future* (5th ed.). Wadsworth Cengage Learning.
- Deuze, M. (2003). The web and its journalism: Considering the consequences of different types of newsmedia online. *New Media & Society*, 5(2), 203–230. <https://doi.org/10.1177/1461444803005002004>
- Ekwueme, A. C., & Okoro, N. (2018). Analysis of the use of social media advertising among selected online businesses in Nigeria. *International Journal of International Relations, Media and Mass Communication Studies*, 4(5), 21–36.
- Enitan, O. O. (2021). Social media marketing: A new platform that influences Nigerian Generation Y to engage in the actual purchase of fast-moving consumer goods. *Journal of Emerging Technologies*, 1(1), 19–32. <https://doi.org/10.57040/jet.v1i1.34>
- Eze, S. C., Chinedu-Eze, V. C. A., & Awa, H. O. (2021). Key success factors (KSFs) underlying the adoption of social media marketing technology. *SAGE Open*, 11(2), 1–15. <https://doi.org/10.1177/21582440211006695>
- Jain, R., Kamboj, S., Kumar, V., & Rahman, Z. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Kumar, V., & Gupta, S. (2016). Conceptualizing the evolution and future of advertising. *Journal of Advertising*, 45(3), 302–317. <https://doi.org/10.1080/00913367.2016.1199335>
- Ladokun, I. O. (2019). Exploring social media as a strategy for small and medium enterprises (SMEs) performance: Evidence from Oyo State, Nigeria. *South Asian Journal of Social Studies and Economics*, 3(4), 1–8. <https://doi.org/10.9734/sajsse/2019/v3i430110>
- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction* (2nd ed.). Routledge.
- Nyekwere, E. O., Okoro, N. M., & Azubuike, C. (2014). An assessment of the use of social media as advertising vehicles in Nigeria: A study of Facebook and Twitter. *New Media and Mass Communication*, 21, 1–9. <https://doi.org/10.7176/NMMC.VOL21-1-9>
- Miller, K. (2011). *Communication theories: Perspectives, processes, and contexts* (2nd ed.). McGraw-Hill.



- Otugo, N. E., Uzuegbunam, C. E., & Obikeze, C. O. (2015). Social media advertising/marketing: A study of awareness, attitude and responsiveness by Nigerian youths. *Online Journal of Communication and Media Technologies*, 5(Special Issue), 117–140. <https://doi.org/10.30935/ojcm/5679>
- Raithel, S., Mafael, A., Amberg, B., Taylor, C. R., & Stewart, D. W. (2026). The missing big idea: Brand-differentiating messages and advertising effectiveness across the brand funnel. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-026-011660>
- Rini, A. S., Wandrial, S., Lutfi, L., Jaya, I., & Satrionugroho, B. (2024). Data-driven marketing: Harnessing artificial intelligence to personalize customer experience and enhance engagement. *Join: Journal of Social Science*, 1(6), 282–295. <https://doi.org/10.59613/akx6j040>
- Sreejesh, S., Paul, J., Strong, C., & Pius, J. (2020). Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. *International Journal of Information Management*, 54, 102155. <https://doi.org/10.1016/j.ijinfomgt.2020.102155>
- Soukup, C. (2004). Multimedia performance in a computer-mediated community: Communication as a virtual drama. *Journal of Computer-Mediated Communication*, 9(4). <https://doi.org/10.1111/j.1083-6101.2004.tb00294.x>
- Todorova, G. (2015). Marketing communication mix. *Trakia Journal of Sciences*, 13(1), 368–374. <https://doi.org/10.15547/tjs.2015.04.058>
- Udenze, S., & Aduba, O. (2020). Online advertising in Nigeria: An examination of approaches in Facebook and Instagram. *Galactica Media: Journal of Media Studies*, 2(2), 87–122. <https://doi.org/10.46539/gmd.v2i2.62>
- Wang, C. L. (2021). New frontiers and future directions in interactive marketing: inaugural Editorial. *Journal of Research in Interactive Marketing*, 15(1), 1-9.
- West, R., & Turner, L. H. (2018). *Introducing communication theory: Analysis and application* (6th ed.). McGraw-Hill Education.

#### AI Use Disclosure:

In preparing the manuscript, Research Rabbit was used as a research-aid tool to support the identification, organization, and review of literature relevant to the study. Google Scholar was used to search for recent and relevant scholarly articles and publications related to the topic under investigation. OpenAI tools, including ChatGPT, were used to provide limited editorial and writing assistance, particularly in language refinement, grammar and sentence correction, improvement of clarity and coherence, restructuring of selected passages, and organization of some sections of the manuscript. ChatGPT was also used to assist in refining the wording and presentation of some ideas and addressing limited areas where additional clarification or wording was required. All substantive content, sources, arguments, interpretations, and research decisions were reviewed by the authors. The authors also take responsibility for verifying the accuracy and appropriateness of the citations, references, factual claims, and interpretations contained in the manuscript.