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# Social Media Marketing Credibility and Consumers' Purchase of Local Fabrics in Selected States in South-West Nigeria.

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**Abstract:** Dealers of local fabrics have failed in embracing the use of social media marketing as means of stimulating demand for local fabrics. This study examined social media marketing credibility and consumers' purchase intention of local fabrics in South-West Nigeria. The objective of this study was to assess the effect of social media marketing credibility on consumers' demand for local fabrics in South West Nigeria The study adopted cross-sectional survey. The population of study comprised of consumers of local fabrics in three selected of South-West of Nigeria. Quota and convenience sampling techniques were used in selecting 600 samples. Structured questionnaire was used for collection of primary data. Binary Logistic regression with the aid of SPSS version 27.0 was used for data analysis. The finding indicated that credibility had a positive relationship with demand but insignificant relationship with consumer demand. Since credibility was found positive but insignificant on consumers' demand for local fabrics (C=0.195, Wald=2.422, p=0.120<0.05). The study concluded that credibility did not significantly influence consumer demand for local fabrics in South-West Nigeria. It was therefore recommended that local fabric marketers should embrace effective medium in disseminating product information to create trust and credibility in the heart of target customers.

**Keywords**: Social media, Credibility, Consumer, Demand, Consumer demand, Local fabrics.

## INTRODUCTION

Globally, the textile industry has contributed greatly to the economy of many nations in terms of employment creation and trade (Etim, 2019). The Textile and Clothing industry which is one of the oldest, largest and most global industries in the world has aided industrialization of many developing nations through exporting (Adetayo, Agelebe & Bankole, 2017). The industry offers a range of opportunities including entry-level jobs for unskilled labour in developing countries. The technological features of the Textile and clothing industry have made it suitable as the first step on the 'industrialisation ladder' in poor countries some of which have experienced a very high output growth rate in the sector, such as Bangladesh, Sri Lanka, Vietnam and Mauritius, and have since become middle income countries (WTO, 2021).

Despite the tremendous role it plays in national growth and development, the textile and clothing sector seems to have been underrated in Nigeria. The awful demand for local fabrics in Nigeria has been a source of worry for textiles industry in the country. This appalling demand is due mainly to globalization via trade liberalization and inability of some countries to subsidise the outputs of their industries for sustainable competitiveness. Globalization has catalyzed the growth of apparel industry, but consumers demand for local apparel has being greatly affected because of inability of the industry to explore emerging opportunities such as the social media to promote its products. Findings have shown that consumers demand tend towards goods that are of value than luxury ones which now make consumers easily switch to more economical products and favouring products that are oriented towards meeting their basic and current needs (Adetayo, Agelebe, & Bankole, 2017). Another study by Etim (2019) shows that consumers from developed countries have the

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tendency of preferring products from their own country, while consumers in underdeveloped or developing countries often choose foreign products.

Furthermore, Kala and Chaubey (2018) discovered that education system in developing countries pay less emphasis on encouraging the public to accept the use of local products and be proud of products from their country of origin. The perception of general public that most local products are of poor quality contributes greatly to the acceptance attitude of consumers. Marketing had existed in one form or another before the philosophy surrounding marketing came about at the beginning of 20th century. The basic idea behind marketing is to make people develop interest in the company's products. Since printing press was introduced in the mid-1400s, which brought about revolution into the ability to communicate on a mass scale, human being have always been looking for methods to connect and intercut with consumers (Villacis Zambrano et al., 2022).

Hensel and Deis (2010) stated that the use of primitive method of advertising such as print media seems to be losing it relevance in this current dispensation. Marketers were faced with the complex situation of handling a large number of marketing channels simultaneously with the introduction of the broadcast media. Hence, the need to understand better way to communicate and connect consumers for a more favourable Return on Investment is inevitable. This made marketers to develop strategies that went beyond the traditional method of sending messages to customers. Extant literature shows that social media credibility contributes to the perception of trust in the brand. Essentially, social media credibility enhances accessibility and sharing of information that is advantageous in creating demand (Rahman & Rashid, 2018).

A boom of social media platform such as LinkedIn, Face Book, YouTube and Twitter was experienced in 2000s (Makadam & Tripathi, 2021). The definition of social media is in various forms. (Adetola et al., 2020) defined social network as the technology that aid social interaction, establish potential collaborations, and facilitate deliberation across stakeholders. This forms of technologies include blogs, wikis, media (audio, photo, video, text) sharing tools, social networking sites (such as Facebook, twitter), and virtual worlds. Smart phones and internet also became popular during third decade after the iphone was invented in 2007. Consumers become increasingly users of digital electronics in their lives. This change in consumer demand increased the diversification of marketing technology and shifted the focus of marketers to online marketing (Kyule, 2017). The efficiency of social media has been acknowledged by industries and has been integrated as the most important part of business policies at organizational level. The usefulness of social media as marketing communication tool as asserted by Yadav and Rahman (2017) is that it has immediacy, responsiveness and social presence of interaction increasing the communication range between all the users, thereby improving interaction between sellers and buyers of products. A social network is made up of a set of ties and actors which describes the links between the pairs of actors (Ajibade et al., 2017). In the studies of formation of social network in online discussion-based classes, the actors are the participants in the discussion while the ties are the interactions that occurs in between the actors (Ajibade et al., 2017).

Anchor on this cursory observation and background challenges, this study examined the influence of Social Media Marketing Credibility on consumer demand for local fabrics in South Western, Nigerian.

**Statement of the Problem**

Owing to rising consumers demand for variety and global economy competition, most firms now seek for new ways of improving communication between them and the consumers (Shareef, Mukarji, Dwiveivdi, Rana & Islam 2019). The social media revolution has opened up more avenues for marketers to communicate information on the multiple products and services in the market. Advertisement on the internet has opened up opportunities and convenience for consumers in seeking and obtaining information about product and services (Chahat & Sachin, 2020). Despite the new trend, one of the germane questions that calls for immediate is the extent of the influence of social media marketing credibility on consumers demand for local fabrics in South West Nigeria. A handful of studies on social media marketing credibility has been conducted, however, there is a study gap in learning about customer buying behaviour via social media in South-West Nigeria. Additionally, there are issues in recognizing lack of knowledge concerning the role of social media marketing credibility in building trust and establishing perceived market benefits to influence consumers demand for local fabrics as against foreign fabrics in Nigeria (Adegbuyi, Akinyele & Akinyele, 2018).

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Until now and to the best of the researcher's knowledge, not much study has been carried out in this area and the few studies that have been conducted were outside the shore of Nigeria in general and in South-West in particular. More so, lack of credibility of traditional means of marketing local fabrics seems to be responsible for the low patronage of local fabrics in South West Nigeria. Considering the aforementioned problems, this study seeks to investigate how social media marketing credibility can be used as marketing tools to enhance and improve consumers' demand for local fabrics in South West Nigeria, thereby, reducing the preference for foreign fabrics and improving the economy of Nigeria.

## LITERATURE

### Social Media Marketing.

Biligin (2018) defined social marketing as concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. Other school of thought also see Social media marketing (SMM) as a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of Social Media Marketing is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach, according to Tech Target. Techopedia explains Social Media Marketing (SMM) Social media presence is a necessity for many customer-driven enterprises as it gives the impression of a more immediate connection between the customer and the seller. Moreover, campaigns spread through social media are believed to have more resonance because they are usually discovered through links shared by trusted sources. The rich data available through social media can allow advertisers to target their message to very specific audiences, providing the potential for better results.

From a marketing perspective, Dwivedi, Kapoor and Chen. (2015) provided a conceptualization of social media marketing by focusing on the dialogue (provided by the interactivity) that is created around a marketing offering. This dialogue helps other social media users to come in contact with promotional information or learn from other people's experiences with a certain marketing offering.

### Credibility.

Some scholars (Yadav and Rhman (2017); Tarsakoo and Charoensukmangol (2020) have explored ways to build trust in a virtual environment. Ismagilova, Slade, Rana and Dwidedi (2020 found that not only did online factors contribute to the perception of trust in the brand, but also that offline factors, such as traditional advertising, influence the perception of the brand's online presence. Essentially, the findings showed that the online world is not a self-contained culture and should not be approached as an incubator with separate environments of credibility. Kaye and Johnson (2017) suggested that online credibility should be explored largely in two facets: visual and technological dimensions. However, this seems to largely ignore the role of message and source, which still play a role in credibility. This is exactly what Winarko, Sihabudin and Dua (2019) also suggested, arguing that in the online environment a mixture of source and medium dimensions should be used to explore credibility. Ebrahim (2020) stated that expertise and trustworthiness are primary dimensions, influencing online environment but not necessarily confined to these two. Kaye and Johnson (2017) recommended that a third element, attractiveness," should be considered as a dimension. The dimension of attractiveness is not a new consideration, as it also has previously been explored primarily as a source credibility dimension (Winarko, Sihabuarn, Dua, 2019). As observed by Arshad (2019) unlike watching TV or listening to the radio, the interactivity of new media lets consumers become more than just passive recipients of stimulation. Interactivity can be broadly described as the extent to which users participate in modifying the form and content of a mediated environment in real time (Ahuja & Ivan, 2020). Interactivity is one of the defining characteristics of new media technologies, giving greater access to information as well as supporting increased user control of and engagement with social media content ( Filiz & Cemre, 2016 Hill; Provost & Volinsky, 2018).

### Consumer Demand.

According to Kotler and Armstrong (2018) consumer demand is the sum of the individual demand for a product from each consumer in the market. If more people enter the market and they have the ability to pay for items on sale, then demand at each price level will rise. Demand in economics must be effective which means

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that only when a consumer's desire to buy a product is backed up by an ability to pay for it does demand actually have an effect on the market. Consumers must have sufficient purchasing power to have any effect on the allocation of scarce resources. For example, what price are you willing to pay for your consumer goods like local fabrics, foreign textiles and other related fabrics? If the price of good decreases, the demand for good increases, because with price being less, the consumer may prefer to buy the good. The extent to which this is applicable to demand for local fabrics is yet known ( Abubakar, Hashimu & Mohammed, 2021). Latent demand is probably best described as the potential demand for a product, it exists where there is willingness to buy among people for a good or service, but where consumer lack the purchasing power to be able to afford the product. Latent demand is affected by advertising - where the producer is seeking to influence consumer tastes and preferences, (Akayleh, 2021).

**Theoretical Background**

The study is anchored on the diffusion of innovation theory. This theory was postulated by Rogers (1995). According to Rogers, diffusion occurs progressively within a market (a system of users) when information and opinions about a new technology are shared among potential users through various communication channels. In this way, users acquire personal knowledge about new technology (Rogers, 1995). Knowledge is the first step of Rogers' five-stage process of adoption. The other four steps are: persuasion, decision (to adopt or to reject new technology), implementation and confirmation. Accepting this framework, non-adoption can be explained as the final outcome of an individual process of adoption that failed. Alyoubi and Yamin (2021) argued that a great number of conditions (for example personal limitations of the potential user) and/or external obstacles (e.g. ineffective communication channels) may inhibit the success of the adoption process.

According to this theory, the rate of diffusion is affected by an innovation's relative advantage, complexity, compatibility, trialability and observability (Kim & Ko, 2022). Rogers (1995) defines relative advantage as 'the degree to which an innovation is seen as being superior to its predecessor'. Complexity, which is comparable to technology acceptance model's (TAM) perceived ease of use construct, is 'the degree to which an innovation is seen by the potential adopter as being relatively difficult to use and understand'. Compatibility refers to 'the degree to which an innovation is seen to be compatible with existing values, beliefs, experiences and needs of adopters'. Trialability is the 'degree to which an idea can be experimented on a limited basis'. Finally, observability is the 'degree to which the results of an innovation are visible' (Rogers, 1995).

In an organizational context, when considering adoption and diffusion of technology, two concepts are significant: the radicalness of the innovation and its disruptiveness. Radicalness is generally regarded as the extent to which an innovation involves new technology that differs from what is existing (Dewan & Spindel, 2020): disruptiveness of innovations refers to the extent that a customer segment (not mainstream) values the innovation such that it disrupts mainstream markets. In terms of innovation, radicalness relates to a technology dimension: disruptiveness to a market dimension (Dalila, Latif, Jaafar & Afthamorhan, 2020 ).

The theory originated in communication to explain how, over time, an idea or product gains momentum and diffuses (spreads) through a specific or social system. The adoption of social media marketing by most organisations has enhanced the demand for locally produced goods with particular reference to local fabrics. Though local fabrics(Adire and Ofi) are produced and marketed majorly in South West Nigeria but its adoption and usage has spread across Nigeria, Africa and the rest of the world. This has been made possible through credibility in term of trust of consumers on social media. Consequent upon the above, the theory is relevant to this study.

**METHODOLOGY**

Cross-sectional survey design was adopted in this study. It was adjudged to be suitable because it provides an accurate portrayal or account of the behaviour, opinions, beliefs, and knowledge of a particular individual or group through the use of questionnaire. Cross-sectional survey was viewed by Saunders, Thornhill and Lewis (2012) as a plan of action that a researcher has to take in order to arrive at a reasonable conclusion in a more economical manner. Saunders, Thornhill, and Lewis (2019) further assert that this survey research design is most appropriate when the population to be studied is relatively large.

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The study was conducted in South-West geopolitical zone of Nigeria. Ogun, Osun and Oyo states were used as study areas for this study. These three states have large international markets for sales of local fabrics (Adire and Ofi) in the South West. Itoku international market is situated at Abeokuta in Ogun state; Oje international market is situated at Ibadan in Oyo state while Ede international market is cited at Osun state. The zone was used because of their passion and usage of local of local fabrics, especially Adire (Tie & Dye) and Ofi (Handwoven Fabric).

The study population comprises of all local fabrics customers in the three states of the South West selected for the study. The states are: Ogun, Osun and Oyo states). Thus, the population of this study was large since the number of local fabrics customers in the zone with exactitude through a secondary source, could not be ascertained. The choice of local fabric customers as population of study was informed by previous empirical studies (such as Soares, Sarquis, Cohen & Soares, 2019 and Sutopoh, Agus, Lili, & Heny 2020) who are leading proponents of knowledge in social media marketing studies. Drawing inference from the foregoing, other reasons that informed the choice of this group was because they were most suitable and were in better position to volunteer necessary information required to achieve the goals of this study. More so, it was a consumer-based study. The category of local fabrics consumers used in this study were those that have purchased local fabrics in the past 5 years.

This study employed both quota and purposive sampling techniques (a form of non-probability sampling). Some of the related past studies that made use of non-probability sampling technique include Adetayo & Kareem (2019), Adetayo, Agelebe & Bankole (2017) and Ajibade, Ogunode & Osho (2016).Quota sampling is ideal for this study because it allowed the researcher to select a sample group to represent some specific characteristics of the population (Okeke, Olise & Eze, 2012). More so, quota sampling enable the researcher selects a sample group to represent some specific characteristics of the population. Also, purposive sampling technique was used because the respondents for this study met the under-listed yardsticks to be selected: The respondents used had purchased local fabrics in the past 5 years at any of the three states selected for this study in Southwest Nigeria; the respondents were resident in the zone during the period of collecting primary data for this study and the respondents were 18 years and above.

The number of local fabrics customers in the South West geopolitical zone who purchased local fabrics is unknown. Due to this, Cochran's formular for calculating sample from unknown population was used following the yardsticks (Tull & Hawkins, 2003): allowable error margin ($e^2$), level of confidence to be obtained ($z^2$) and an estimated variance for the population ($\alpha^2$). Therefore the formula used in determining the sample size was:

$$n = \frac{z^2\alpha^2}{e^2}$$

As indicated by Field (2009), the coefficient Z., for a 95% degree of certainty is 1.96 and as per Tull & Hawkins (2003), the change $\alpha^2$ for a 5 point Likert scale, is 0.3. A five point interval Likert scales was utilized to quantify the influence of social media marketing and demand for local fabrics.
Therefore, the sample size for this research is statistically calculated as follows:

$$n = \frac{1.96^2 \, 0.3}{0.05^2} = 461$$

For sadequate representation and to provide for the instrument that may not be returned, 30% of the sample size would be added and this brings the sample size to 600, that is, 461+139 (30% 0f 461) (Bujang, 2021). A sample size of 600 local fabrics customers were purposively selected from Osun, Oyo and Ogun States in the following order: Osun: 200, Oyo: 200, and Ogun: 200. The three states in the South West were selected because manufacturing and consumption of local fabrics are more concentrated there. Participants in the study were consumers of local fabrics found to be patronizing local fabrics in the three international markets (Itoku in Abeokuta, Ogun state; Oje in Ibadan, Oyo state and Ede in Osun state) at the time of investigation. Copies of questionnaire were distributed to customers who visited the three designated markets and met the yardsticks earlier specified.

Quantitative method of data analysis was used for this study. Similar previous studies that employed quantitative research method include: Ibe and Ifediora (2014)**,** Makudza, Mugarisanwa & Siziba (2020) and Alakali, Alu, Tarnong & Ogbu (2020))**.** This method is adjudged suitable for the study because responses were

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solicited from a large number of respondents. A quantitative research refers to the systematic investigation of scientific or mathematical properties and their relationships. The decision to adopt the quantitative analytical approach for this study is based on the fact that it increases the statistical reliability of the results (Yahya, 2014). The descriptive statistical technique involved the use of simple percentage and non-parametric test (Chi-Square) in measuring the relationship between the variable and itemized parameters. Binary logistic regression was used to test the hypothesized influence of exposure on consumers demand for local fabrics.

**Table 1: Social Media Marketing Credibility**

| QUESTION ITEMS | SA | A | U | D | SD | chi-square($\chi^2$) |
|---|---|---|---|---|---|---|
| Social media credibility build customer trust on brand | 162 | 283 | 87 | 26 | 37 | |
| | 27% | 47.2% | 14.5% | 4.3% | 6.2% | 429.686(p<0.05) |
| Social media credibility build customer trust on product messages | 142 | 269 | 105 | 46 | 33 | |
| | 23.7% | 44.9% | 17.5% | 7.7% | 5.5% | 333.909(p<0.05) |
| Social media credibility build customer trust on product quality | 111 | 303 | 102 | 50 | 31 | |
| | 18.5% | 50.6% | 17% | 8.3% | 5.2% | 430.774(p<0.05) |
| Social media platforms build sustainable firm/ customer relationship over a long time | 176 | 255 | 108 | 50 | 6 | |
| | 29.4% | 42.6% | 18% | 8.3% | 1% | 364.929(p<0.05) |
| Social media platforms create opportunity for price comparison. | 114 | 368 | 88 | 17 | 5 | |
| | 19% | 61.4% | 14.7% | 2.8% | 0.8% | 764.114(p<0.05) |

**Source:** Researcher's Computation (2023)

From table 1, one hundred and sixty two (27%) of the total respondents strongly agree that social media credibility build customer trust on brand, two hundred and eighty three (47.2%) of the total respondents agree that social media credibility build customer trust on brand, eighty seven (14.5%) of the total respondents cannot decide if social media credibility build customer trust on brand, twenty six (4.3%) of the total respondent disagree that social media credibility build customer trust on brand, thirty seven (6%) of the total respondents strongly disagree that social media credibility build customer trust on brand, while the remaining four (0.7%) accounted for the missing value thus implied that most of the total respondents agree that social media credibility build customer trust on brand.

The Chi-square statistic is 429.686, with p<0.05 (statistically significant). This indicates a significant relationship between the credibility of social media and its role in building customer trust on the brand.

Furthermore, one hundred and forty two (23.7%) of the total respondents strongly agree that social media credibility build customer trust on product messages, two hundred and sixty nine (44.9%) of the total respondents agree that social media credibility build customer trust on product messages, one hundred and five (17.5%) of the total respondents cannot decide if social media credibility build customer trust on product messages, forty six (7.7%) of the total respondent disagree that social media credibility build customer trust on product messages, thirty three (5.5%) of the total respondent strongly disagree that social media credibility build customer trust on product messages while the remaining four (0.7%) accounted for the missing value thus implied that most of the total respondents agree that social media credibility build customer trust on product messages.

The Chi-square statistic is 333.909, with p<0.05 (statistically significant). This signifies a significant association between social media credibility and its impact on building customer trust on product messages. The distribution of responses highlights the influence of social media credibility on customer trust in product messages.

More so, one hundred and eleven (18.5%) of the total respondents strongly agree that social media credibility build customer trust on product quality, three hundred and three (50.6%) of the total respondents agree that social media credibility build customer trust on product quality, one hundred and two (17%) of the total respondents cannot decide if that social media credibility build customer trust on product quality, fifty (8.3%) of the total respondent disagree that social media credibility build customer trust on product quality,

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thirty one (5.2%) of the total respondents strongly disagree that social media credibility build customer trust on product quality, while the remaining two (0.3%) accounted for the missing value thus implied that most of the total respondents agree that social media credibility build customer trust on product quality.

The Chi-square statistic is 430.774, with p<0.05 (statistically significant). This implies a significant relationship between the credibility of social media and its effect on building customer trust on product quality

One hundred and seventy six (29.4%) of the total respondents strongly agree that social media platforms build sustainable firm/ customer relationship over a long time, two hundred and fifty five (42.6%) of the total respondents agree that social media platforms build sustainable firm/ customer relationship over a long time, one hundred and eight (18%) of the total respondents cannot decide if social media platforms build sustainable firm/ customer relationship over a long time, fifty(8.3%) of the total respondent disagree that social media platforms build sustainable firm/ customer relationship over a long time, six (1%) of the total respondents strongly disagree that social media platforms build sustainable firm/ customer relationship over a long time, while the remaining four (0.7%) accounted for the missing value thus implied that most of the total respondents agree that social media platforms build sustainable firm/ customer relationship over a long time.

The Chi-square statistic is 364.929, with p<0.05 (statistically significant). This, points to a significant connection between social media platforms and their role in building sustainable firm/customer relationships over time. The distribution of responses across categories emphasizes the role of social media platforms in fostering long-term relationships.

One hundred and fourteen (19%) of the total respondents strongly agree that social media platforms create opportunity for price comparison, three hundred and sixty eight (61.4%) of the total respondents agree that social media platforms create opportunity for price comparison, eighty eight (14.7%) of the total respondents cannot decide if social media platforms create opportunity for price comparison, seventeen (2.8%) of the total respondent disagree that social media platforms create opportunity for price comparison, five (0.8%) of the total respondents strongly disagree that social media platforms create opportunity for price comparison, while the remaining seven (1.2%) accounted for the missing value thus implied that most of the total respondents agree that social media platforms create opportunity for price comparison.

The Chi-square statistic is 764.114, with p<0.05 (statistically significant). This highlights a significant association between social media platforms and the opportunity they provide for price comparison. The distribution of responses indicates that social media platforms influence price comparison behaviors

**Table 2:** Consumer Demand

| QUESTION ITEMS | SA | A | U | D | SD | chi-square($\chi^2$) |
|---|---|---|---|---|---|---|
| Consumer demand for local fabrics is largely influenced by price | 242 40.4% | 260 43.4% | 59 9.8% | 14 2.3% | 20 3.3% | 507.356(p<0.05) |
| Consumer demand for local fabrics is largely influenced by product availability | 129 21.5% | 320 53.4% | 111 18.5% | 29 4.8% | 8 1.3% | 530.919(p<0.05) |
| Consumer demand for local fabrics is largely influenced by competing brand | 102 17% | 295 49.2% | 115 19.2% | 70 11.7% | 15 2.5% | 384.226(p<0.05) |
| Consumer demand for local fabrics is largely influenced by taste. | 282 37.1% | 211 35.2% | 104 17.4% | 44 7.3% | 16 2.7% | 302.823(p<0.05) |
| Consumer demand for local fabrics is largely influenced by income of buyers | 234 39.1% | 256 42.7% | 73 12.2% | 5 0.8% | 27 4.5% | 478.375(p<0.05) |

**Source:** Researcher's Computation (2023)

From table 2, two hundred and forty two (40.4%) of the total respondents strongly agree that consumer demand for local fabrics is largely influenced by price, two hundred and sixty (43.4%) of the total respondents agree that consumer demand for local fabrics is largely influenced by price, fifty nine (9.8%) of the total respondents cannot decide if consumer demand for local fabrics is largely influenced by price, fourteen (2.3%) of the total respondent disagree that consumer demand for local fabrics is largely influenced by price, twenty (3.3%) of the total respondents strongly disagree that consumer demand for local fabrics is largely influenced

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by price, while the remaining four (0.7%) accounted for the missing value thus implied that most of the total respondents agree that consumer demand for local fabrics is largely influenced by price.

The Chi-square statistic is 507.356, with p<0.05 (statistically significant). This indicates a significant relationship between the influence of price and consumer demand for local fabrics. The distribution of responses suggests that price plays a substantial role in influencing consumer demand for local fabrics.

Furthermore, one hundred and twenty nine (21.5%) of the total respondents strongly agree that consumer demand for local fabrics is largely influenced by product availability, three hundred and twenty (53.4%) of the total respondents agree that consumer demand for local fabrics is largely influenced by product availability, one hundred and eleven (18.5%) of the total respondents cannot decide if consumer demand for local fabrics is largely influenced by product availability, twenty nine (4.8%) of the total respondent disagree that consumer demand for local fabrics is largely influenced by product availability, eight (1.3%) of the total respondent strongly disagree that consumer demand for local fabrics is largely influenced by product availability while the remaining two (0.3%) accounted for the missing value thus implied that most of the total respondents agree that consumer demand for local fabrics is largely influenced by product availability.

The Chi-square statistic is 530.919, with p<0.05 (statistically significant). This signifies a significant association between the influence of product availability and consumer demand for local fabrics. The distribution of responses indicates that product availability has a notable impact on consumer demand.

More so, one hundred and two (17%) of the total respondents strongly agree that consumer demand for local fabrics is largely influenced by competing brand, two hundred and ninety five (49.2%) of the total respondents agree that consumer demand for local fabrics is largely influenced by competing brand, one hundred and fifteen (19.2%) of the total respondents cannot decide if that consumer demand for local fabrics is largely influenced by competing brand, seventy (11.7%) of the total respondent disagree that consumer demand for local fabrics is largely influenced by competing brand, fifteen (2.5%) of the total respondents strongly disagree that consumer demand for local fabrics is largely influenced by competing brand, while the remaining two (0.3%) accounted for the missing value thus implied that most of the total respondents agree that consumer demand for local fabrics is largely influenced by competing brand.

The Chi-square statistic is 384.226, with p<0.05 (statistically significant). This, points to a significant connection between the influence of competing brands and consumer demand for local fabrics. The distribution of responses highlights the role of competing brands in affecting consumer demand.

Two hundred and eighty two (37.1%) of the total respondents strongly agree that consumer demand for local fabrics is largely influenced by taste, two hundred and eleven (35.2%) of the total respondents agree that consumer demand for local fabrics is largely influenced by taste, one hundred and four (17.4%) of the total respondents cannot decide if consumer demand for local fabrics is largely influenced by taste, forty four (7.3%) of the total respondent disagree that consumer demand for local fabrics is largely influenced by taste, sixteen (2.7%) of the total respondents strongly disagree that consumer demand for local fabrics is largely influenced by taste, while the remaining two (0.3%) accounted for the missing value thus implied that most of the total respondents strongly agree that consumer demand for local fabrics is largely influenced by taste.

The Chi-square statistic is 302.823, with p<0.05 (statistically significant). This implies a significant relationship between the influence of taste and consumer demand for local fabrics. The distribution of responses emphasizes the role of individual taste in impacting consumer demand.

Two hundred and thirty four (39.1%) of the total respondents strongly agree that consumer demand for local fabrics is largely influenced by income of buyers, two hundred and fifty six(42.7%) of the total respondents agree that consumer demand for local fabrics is largely influenced by income of buyers, seventy three (12.2%) of the total respondents cannot decide if consumer demand for local fabrics is largely influenced by income of buyers, five (0.8%) of the total respondent disagree that consumer demand for local fabrics is largely influenced by income of buyers, twenty seven (4.5%) of the total respondents strongly disagree that consumer demand for local fabrics is largely influenced by income of buyers, while the remaining four (0.7%) accounted for the missing value thus implied that most of the total respondents agree that consumer demand for local fabrics is largely influenced by income of buyers.

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The Chi-square statistic is 478.375, with p<0.05 (statistically significant). This underscores a significant association between the influence of buyer income and consumer demand for local fabrics. The distribution of responses indicates that buyer income contributes to variations in consumer demand.

**Table 3** Parameter Estimate of the influence of social media credibility on consumers' demand for local fabrics in South-West Nigeria

| Demand for Fabrics | B | Wald | Sig. | Exp(B) |
|---|---|---|---|---|
| Credibility | .195 | 2.422 | .120 | 1.215 |
| Constant | 1.731 | 7.326 | .007 | 5.645 |

**Source:** Author's Computation (2023)

The influence of social media credibility on consumers' demand for local fabrics in South-West Nigeria was estimated using binary logistic regression. Table 3, reports the parameter estimate of the influence of social media credibility on consumers' demand for local fabrics in South-West Nigeria. The Parameter Estimates table reports the coefficients, Wald test and their p-values (Sig.). The credibility of the social media marketing report statistical insignificant relationship with the demand for fabrics in South west, Nigeria.

**Table 4:** Omnibus Tests of Model Coefficients of the influence of social media credibility on consumers' demand for local fabrics in South-West Nigeria

| Omnibus Tests of Model Coefficients | | | | |
|---|---|---|---|---|
| | | Chi-square | Df | Sig. |
| Step 1 | Step | 24.620 | 6 | .000 |
| | Block | 24.620 | 6 | .000 |
| | Model | 24.620 | 6 | .000 |

**Source:** Author's Computation (2023)

Table 4 report the Omnibus Tests of Model Coefficients; the chi-square of the model was 24,620 with p-value less than 0.05. This result shows that the independent variable explained some considerable proportion of the dependent variance. It is revealed the robustness of the model compares to the baseline model.

**Table 5:** Model fitting summary of the influence of social media credibility on consumers' demand for local fabrics in South-West Nigeria

| Model Summary | | | |
|---|---|---|---|
| Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
| 1 | 762.682ᵃ | .042 | .057 |

**Source:** Author's Computation (2023)

The table 5 report the model summary, Cox & Snell R Square shows that model explain about 4.2% of the model variation was explained by the independent variables. The statistics of Nagelkerke R Square report that about 5.7% of the sources of variation swere accounted for by the independent variables. Since Nagelkerke R-Square can be equal to 1, the result implies that the model explains 5.7% of factors that influence the demand for local fabrics while remaining 94.3% represents other factors that are not included in the model.

**Discussion of Findings**

The unstandardized beta co-efficient of credibility 0.195 with Wald = 2.422 and (p= 0.120 < 0.05). These results showed that credibility has a positive but insignificant relationship with consumer demand. Since credibility was found positive but insignificant on consumer demand, this suggests that credibility will not significantly influence consumer demand for local fabrics in South-West Nigeria. This finding sharply deviates from the opinion of several scholars (Walid, Dojanah & Bader, 2019; Wang 2018) who concluded in their

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various studies that credibility have the potential of building trust in a virtual environment which can translate into online demand. The study also negate the study of Theodosia and Yustisia (2019) who examined credibility in social media in Indonesia using SEM (Structural Equation Modelling). According to Theodosia and Yustisia (2019), source credibility has a positive and significant effect on the motive for maintaining information sharing and intentions but does not affect the motive for information seeking and entertainment motives. The study found that source credibility has a positive and significant effect on the motive for maintaining information sharing and intentions but does not affect the motive for information seeking and entertainment motives. The insignificance of credibility in this study might be as a result of the medium or source of the message passed.

### Conclusion/ Recommendation

Based on the finding, it was shown that social media credibility cannot be underestimated in determining and enhancing consumer demand. Proxies measured have both Positive credibility and negative with significant and insignificant effect on consumer demand. However credibility was found positive but insignificant on consumer demand. The hypothesis was found to be significant thus the alternate hypotheses was accepted Hence it was concluded that social media credibility is positively related to consumer demand for local fabrics in Southwest, Nigeria.

Based on the study result, it was recommended that local fabric marketers should embrace effective medium in disseminating their product information to create trust and credibility in the heart of target customers. This has a long term effect on customer retention and loyalty in creating large market share for the product.

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