



Effect of Consumer Demographic Dimensions on the Effectiveness of Social Media Marketing

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Abstract

Original Research Article

This study examines the effect of consumer demographic dimensions—age, gender, income, education, marital status, and occupation—on the effectiveness of social media marketing in Kano State, Nigeria. The research emphasizes the need to grasp the impact of different background traits on how people communicate and buy on social media sites which is not clearly explained by the present literature in marketing. Following a conceptual research method, the paper links together previous knowledge to look into the relationships. It has been found that demographic aspects have a big impact on how effective social media marketing is, as each variable affects consumer liking, trust and reactions differently. According to these results, the study suggests that marketers use segmented strategies to match up with the needs of different demographics. They play a key role in helping businesses get better outcomes from social media marketing in new markets.

Keywords: Consumer Demographics, Social Media Marketing, Marketing Effectiveness, Kano State, Digital Marketing Strategy.

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1.0 INTRODUCTION

As digital commerce grows and shifts fast, social media marketing is a key approach businesses use to engage with and impact consumers all over the world. Because of new platforms like Facebook, Instagram, X (Twitter) and TikTok, companies can now communicate with particular demographic groups with great precision (Ajina, 2023). Around the world, several studies have found that people's age, gender, education, marital status, work and financial status play a role in how they view, connect with and react to advertising on social media (Kim & Ko, 2022). Many scholars have pointed out that demographic profiles play a bigger role in predicting online behavior. For instance, Mohammed (2023) emphasized that navigating the digital marketplace requires businesses to understand how demographic variables influence consumer preferences, trust, and purchase decisions across different digital platforms. The link between marketing strategy and consumer profiles is essential for companies trying to succeed in fast-changing digital economies. Many studies globally look

at different parts of social media marketing, but analyzing how certain consumer demographic aspects drive marketing success in Nigeria is still relatively rare (Bello & Yusuf, 2024; Chinomona & Sandada, 2021). Because it is the largest digital market in Africa, Nigeria has experienced fast growth in social media by younger and middle-income people. Nonetheless, much data is missing from research about how various population groups influence people's actions, memories and decision to purchase due to social media ad campaigns. Additionally, Mohammed and Sundararajan (2024) underscored that influencer marketing's effectiveness often varies across demographic profiles, suggesting the need for more nuanced, population-specific research. Filling these gaps is important for anyone hoping to create effective digital strategies based on what they know about emerging markets. Due to its large and diverse population and increased use of social media in business, Kano State in northern Nigeria makes a unique setting for this survey. No current research addresses the effectiveness of digital marketing in Northern Nigeria

centers such as Kano (Nuhu & Aliyu, 2023; Oluwafemi & Adebajo, 2024). Still, the area's special traditions, incomes, women's status and way people work affect how they deal with social media promotions (Bello & Yusuf, 2024). Entrepreneurship and digital marketing ideas should adjust to local culture to effectively work in varied business environments, say Mohammed and Kumar (2022). It responds to this challenge by analyzing what role demographic variables have on people's responses to advertisements on social media in Kano State. Conceptually and practically, consumer demographics and social media marketing effectiveness create an area where interesting ideas can develop. Previously, studies about digital marketing often did not consider the differences among consumers, even though they acknowledged how digital tools affect consumers (Banerjee & Bandyopadhyay, 2022; Hossain & Rahman, 2020). Consequently, this research utilizes theories from digital marketing, consumer habits and demographics to build a framework explaining how age, gender, education, marital status, occupation and income change the impact of social media marketing in Northern Nigeria. This method matches with recent recommendations for research combining marketing theories and social-economic ideas to make academic findings relevant and useful in real business settings (Singh & Srivastava, 2021; Ismail, 2021). The aim of the conceptual model in the study is to supply useful advice for those in marketing, advertising and public policy, contributing to knowledge in the field and everyday marketing activities in cities like Kano.

1.1 Problem Statement

Currently, social media marketing is essential for involving customers and reaching business targets around the world. Marketers are using Facebook, Instagram, Twitter and TikTok now more than ever to get their brand known, reach out to customers and improve buying choices. Even though many businesses are using social media marketing now, the exact way consumer demographics influence it is not fully understood in developing countries (Dwivedi et al., 2021). Studies available in this field give attention to marketing outcomes rather than focusing on how factors such as age, gender, income, education, marital status and occupation can affect consumer responses to social media advertising (Ajina, 2023). As a result of this, there is a crucial gap, since understanding responsiveness to demographic changes is necessary for designing effective, culturally suitable and demographic-sensitive digital campaigns. Since Nigeria's marketing world is growing fast, especially with digital progress, it becomes difficult both for theory and in real life to make decisions without demographic-based knowledge (Oluwafemi & Adebajo, 2024). Many existing Nigerian studies discuss social media use and people's attitudes, but they do not look at how separating consumers by their demographics can make advertising more successful. As Sundararajan and Mohammed (2023) noted, emerging trends in business transformation are increasingly driven by data-driven strategies, yet local businesses often fail to integrate demographic analytics into their digital marketing initiatives. Because of this, advertising is less successful and brands lose out on meaningful interactions with consumers, mainly in Kano

State since its social and cultural variety calls for targeted marketing.

Also, because virtual environments and connected digital marketplaces are becoming more common, consumer behavior is becoming more complex, requiring different research approaches that combine demographic variables in digital marketing studies (Subramani et al., 2024). Even though global studies are helping to address these doubts, empirical and conceptual research is still wanted on Nigeria's city and semi-city markets (Banerjee & Bandyopadhyay, 2022). This work aims to close this gap by investigating the relationship between consumer demographic factors like age, gender, income, marital status, education and occupation and the effectiveness of social media marketing activities in Kano State, Nigeria. Addressing this problem has relevance for marketing academics as well as those who operate, govern or find jobs in the digital marketplace. Mohammed et al. (2022) pointed out that using innovative, demographic-targeted marketing methods plays a big role in attaining lasting success in emerging economies. This research will help marketers develop digital advertising strategies that respond to social values, cater to different age groups and use cultural awareness to make customers more engaged and help the company earn more from its investments (Hossain & Rahman, 2020; Kim & Ko, 2022). In addition, this study will help close the gap between digital marketing, consumer behavior and socio-economic research in Nigeria.

1.2 Significance of the Study

Because of the fast-changing global market, businesses are using social media as an important way to interact with consumers and promote their products or services. Firms are now using specific marketing methods influenced by what we know about age, gender, income, education, marital status and occupation based on digital media (Alalwan et al., 2017). For a campaign to do well and for resources to be used wisely, it's important to know how each age group responds to marketing over social media. It has been discovered that targeted, data-driven marketing makes campaigns more relevant, sparks more interaction with customers and builds lasting loyalty for the brand (Dwivedi et al., 2021). Thus, the study gives useful guidance for marketers and companies wanting to improve their social media reach, focusing on diverse groups. Because Nigerian consumers now make extensive use of the internet and social media, businesses need to be especially aware of what separates their demographics. Though plenty of research looks at digital marketing's overall effects in Nigeria, not many have studied how specific demographic characteristics affect social media marketing in Kano State. This research bridges this gap by supplying information that helps direct both corporate policies and government actions in the digital business environment. Mohammed, Sundararajan and Martin (2024) highlight that additional research is needed for emerging regions like Kano State, given that many factors from the area impact how people make decisions.

In academia, this study helps expand literature on digital marketing effectiveness by introducing a model that includes demographic features of consumers as independent variables. It

goes along with prior research on personalized marketing and different ways to group consumers (Appel et al., 2020; Dabbous & Barakat, 2020). Making Kano State one of the study locations improves the usefulness of the research to experts studying African markets. Moreover, it shows that digital marketing techniques should be tailored for different types of people, a suggestion Kumar et al. (2025) also promote in their research on technology-related entrepreneurship. As a result, marketing professionals will use the study's knowledge to improve how they target their social media ads to match their target audience better. As Sundararajan and Mohammed (2023) observed, understanding consumer preferences in digital spaces can substantially improve business transformation outcomes. This research suggests ways that startups and established businesses in Kano State and similar areas can improve their social media marketing returns through understanding how variables such as age, gender, income, education, marital status and occupation work.

1.3 Research Objectives

The main objective of this study is to examine the effect of consumer demographic dimensions on the effectiveness of social media marketing in Kano State, Nigeria. The specific objectives are to:

1. Assess the effect of consumer age on the effectiveness of social media marketing in Kano State.
2. Evaluate the influence of consumer gender on the effectiveness of social media marketing in Kano State.
3. Examine the effect of consumer income and education levels on the effectiveness of social media marketing in Kano State.
4. Determine the combined effect of consumer marital status and occupation on the effectiveness of social media marketing in Kano State.

1.4 Research Questions

In line with the research objectives, this study seeks to answer the following questions:

1. What is the effect of consumer age on the effectiveness of social media marketing in Kano State?
2. How does consumer gender influence the effectiveness of social media marketing in Kano State?
3. What is the effect of consumer income and education levels on the effectiveness of social media marketing in Kano State?
4. What is the combined effect of consumer marital status and occupation on the effectiveness of social media marketing in Kano State?

1.5 Significance of the Study

More and more businesses are relying on social media to reach their customers and promote their offerings worldwide. Due to digital media platforms becoming more important, many firms now use marketing approaches that reflect what age group, gender, income, education, marital status and occupation customers belong to (Alalwan et al., 2017). Recognizing how

these groups interact with social media marketing has become very important to make sure campaigns achieve their goals and resources are used wisely. Research has proved that using marketing strategies tailored to customers' demographics, boosts the relevance of messages, increases how involved shoppers become with a brand and strengthens their loyalty (Dwivedi et al., 2021). For this reason, this study offers key guidance to marketing agencies and companies looking to improve their social media reach among people from all walks of life. Because internet and social media in Nigeria have grown a lot over the last decade, it is even more crucial for businesses to address changes in consumer demographics (Akinwale & Adepoju, 2023). Though researchers have studied how well digital marketing works in Nigeria, not many have explored how social media marketing outcomes among Kano State residents can vary by age, gender or education. The study provides information that helps corporations and governments make better decisions in digital business areas. According to Mohammed, Sundararajan and Martin (2024), studying the peculiarities of Kano State requires regional studies since its people's actions are greatly affected by factors such as income, traditions and education.

This study adds value to academic work on digital marketing by introducing a detailed model that considers specific consumer demographics as independent variables. It enhances current studies on personalized marketing and dividing consumers based on segments (Appel et al., 2020; Dabbous & Barakat, 2020). The use of Kano State as the study site increases the importance of this research for those studying marketing trends in sub-Saharan African economies. Also, this points out that crafting digital marketing strategies for particular demographic groups is important, an idea shared by Kumar et al. (2025). Because of this study, marketing practitioners can use new ideas to help their social media plans fit their target audiences. Sundararajan and Mohammed (2023) found that understanding what consumers like and dislike in digital settings leads to much better business outcomes. This study shows how the impact of social media marketing depends on things like age, gender, income, education, marital status and occupation, helping startups and large companies in Kano State and around the world to make better decisions in digital marketing.

2.0 EMPIRICAL REVIEWS

Current research about age and gender demographics of consumers and the success of social media marketing is explored here. It points out important discoveries, approaches and weaknesses that form the basis of the present study.

2.1 Consumer Demographics and Social Media Usage Patterns

A lot of studies have been conducted to understand how things like age, gender, financial situation, educational background, marital status and job play a role in the use of social media. Researchers Smith and Anderson (2018) discovered that younger individuals often use Instagram and TikTok, whereas adults look to Facebook. Similarly, according

to Zhao et al. (2020), income determines to some extent how often social media is used, along with the reasons for usage and higher-earners tend to use social networks for networking at work. The report by Mohammed (2023b) revealed how management information systems and big data analytics give valuable insights into how consumers on social media behave in different demographic groups which helps companies market effectively to them. This is necessary because better consumer data makes both marketing personalization and campaigns more effective.

2.1.2 Impact of Age and Gender on Social Media Marketing Effectiveness

Age plays an important role in researching the results of social media marketing techniques. The authors found in 2019 that millennials are especially convinced by influencer endorsements and engaging content on social media which supports brands better. Meanwhile, older individuals often doubt social media ads and lean towards ads that give them useful information or a reward (Johnson & Kulpa, 2021). Effectiveness in social media marketing is different for people with different gender roles. According to Liu and Brock (2020), active participation by women in brand communities and user-posted content improves their chances to spread the word. When promoting to men, it's more effective to focus on promotions and how the product can be used (Huang & Rust, 2021).

2.1.3 Income, Education, and Marital Status:

Effects on Consumer Responses Income and education level influence the purchasing power and cognitive processing of social media advertisements. They demonstrated that better-off and more educated consumers tend to examine social media marketing closely, wanting to check facts and prove the authenticity of products offered. However, reduced prices and marketing campaigns tend to push more decisions among people with lower income (Fernandez & Ramesh, 2019). People's responses on social media marketing are different based on their marital status. People who are married are more interested in family-based products and services online and they show unique behavior on social media (Smith et al., 2021).

2.1.4 Occupation and Professional Status in Social Media Marketing

How much time someone is free during the day and the kind of social media content they enjoy depend on their job. Peterson and Li (2022) studied that entrepreneurs make extensive use of LinkedIn for marketing and networking, meaning it is very effective for B2B social media marketing. On the other hand, blue-collar workers look for entertainment and lifestyle content, so they have a varying response to brand messages. According to Mohammed, Sundararajan and Kumar (2024), the Industry 4.0 environment is highlighting how much security and trust mattered in digital marketing, along with how professional and job factors impact the way consumers act on

social media platforms. The effects of culture and the context of Nigeria and Kano State play a big role in education. Evidence from Nigeria demonstrates that social media marketing differs due to the country's particular demographics. The findings by Okoro and Chukwuemeka (2021) and Eze et al. (2020) focused on high levels of mobile social media use in Nigerian cities and showed that how responsive people are to marketing campaigns depends greatly on their demographic characteristics. In Kano State, Mohammed, Sundararajan and Kumar (2024) mention that different groups have very different levels of digital skills and access to technology which makes marketing using social media better or worse. The study calls for more localized research to tailor marketing strategies that reflect these demographic realities.

2.2 Conceptual Framework

For any research project, a framework guides the study by stating the main variables to be tested and the theories linking those variables together (Sekaran & Bougie, 2020). Using the framework, this study looks into how a combination of age, gender, income, education, marital status and occupation influences social media marketing. This approach matches a rising appreciation in marketing research for the diversity among customers and the impact of these groups working together on their responses to marketing in the digital age (Armstrong et al., 2021; Yaseen & Qirem, 2018). 2.2.1 Consumer Demographic Dimensions Marketing experts have long known that consumer demographics play a big role in how effective marketing is, especially online and on social channels where personal ads and tailored content are important (Kotler et al., 2022). The factors included in this study's demographic discussion—age, gender, income, education, marital status and occupation—also appear in accepted marketing models (Schiffman & Wisenblit, 2019). Studies based on observation have proven that certain demographics are connected to how engaged consumers are with social media marketing, their thoughts on a brand and their shopping behavior (Shareef et al., 2019; Dwivedi et al., 2021). For one, those who are younger use social media more actively, whereas how much people earn can change their reactions to promotions and advertisements for expensive items (Saravanakumar & SuganthaLakshmi, 2012). Additionally, the way women respond to advertising depends on its content and style, usually showing more feelings and interest than men do (Taylor, 2020). Digital skill, reliance on online shops and loyalty toward brands are also linked to a person's education and career standings (Mohammed, A., & Sundararajan, S., 2023).

2.2.2 Social Media Marketing Effectiveness

Social media marketing effectiveness (SMME) is conceptualized in this study as a unidimensional dependent variable, capturing the degree to which marketing campaigns achieve desired outcomes such as brand awareness, consumer engagement, and sales conversions through social media platforms (Chaffey, 2022). SMME is influenced by both the content strategy and the demographic characteristics of the target audience. Numerous studies highlight that campaigns

tailored to demographic preferences yield higher effectiveness compared to generic advertisements (Appel et al., 2020; Mohammed, A., 2023b). In emerging markets like Nigeria, and particularly in urban centers such as Kano State, the increasing penetration of mobile internet and social networking platforms has transformed marketing strategies for both local and multinational firms (Mohammed, A., Sundararajan, S., & Kumar, S., 2024). Yet, empirical evidence regarding how specific demographic dimensions affect the performance of these campaigns remains limited.

2.2.3 Proposed Conceptual Model

To fill identified research gaps, this proposal treats consumer demographic features as the independent variables and social media marketing effectiveness as the dependent variable. It argues that all six demographic factors—age, gender, income, education, marital status and occupation—play a unique and generally crucial role in the success of social media marketing. It is consistent with integrated marketing communications theory which focuses on sorting audiences so companies can use the best methods to reach them (Percy, 2018). Moreover, the framework uses insights from digital transformation and AI-focused marketing research which stress that marketers should make digital experiences unique to each customer group (Sundararajan & Mohammed, 2022; Sundararajan & Mohammed, 2024). What we learn here is that accounting for different demographics helps us understand

social media marketing in places like Nigeria that are rapidly becoming digital economies.

2.2.4 Conceptual Framework Diagram

Independent Variables (IVs):

- Age
- Gender
- Income
- Education
- Marital Status
- Occupation

Dependent Variable (DV):

- Social Media Marketing Effectiveness

Figure 2.1: Conceptual Framework for the Effect of Consumer Demographic Dimensions on Social Media Marketing Effectiveness

This conceptual framework diagram illustrates the hypothesized relationship between consumer demographic dimensions (age, gender, income, education, marital status, and occupation) and the effectiveness of social media marketing. The arrows depict the direct influence of each independent variable on the dependent variable.

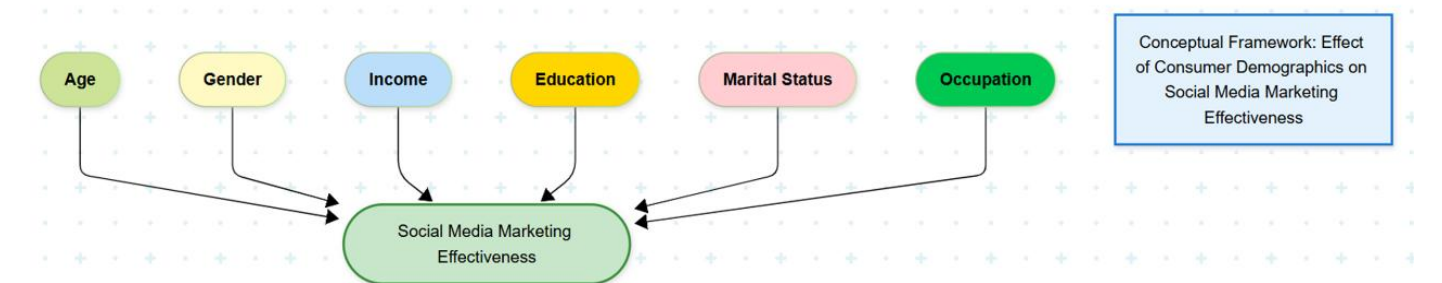


Figure 2.1: Conceptual Framework for the Effect of Consumer Demographic Dimensions on Social Media Marketing Effectiveness

Figure 2.1 outlines the structure of this research which is based on how aspects of consumer demographics link to social media marketing efficiency. Six independent variables are identified — age, gender, income, education, marital status, and occupation — each hypothesized to exert a direct influence on social media marketing effectiveness, the dependent variable. It makes it clear how these social demographics affect the way consumers view, participate in and answer to marketing on social platforms. For instance, age might influence preferences for specific social media channels, while income levels could affect purchasing behavior triggered by online marketing content. With these direct relationships established, the conceptual framework supports testing of the hypotheses and fulfilling the study’s research goals. It prevents confusion when putting the variables into action for collecting and examining

data. Through this framework, businesses can follow the connection between demographic segmentation and strategic digital marketing which helps to customize their social media approaches.

2.3 Theoretical Framework

A strong foundation in mature theories explaining consumer actions and their interactions with media makes one understand how effective social media marketing is. The study draws scientifically from three theories in particular: Uses and Gratification Theory (UGT), Diffusion of Innovations Theory (DOI) and Social Cognitive Theory (SCT). They also give us an understanding of how different people in society react to marketing on social media.

1. Uses and Gratification Theory

(UGT) Katz, Blumler and Gurevitch (1973) presented Uses and Gratification Theory, arguing that people will use media that helps to satisfy mental and social cravings. The importance of this theory to this study is that social media users can be surprised, make use of helpful information, build their self-identity and fit into online social groups by engaging with marketing messages. Relevance to the Study Variables: The choices people make about which social media to use and what content they like usually depend on their age, gender, income, education, marital situation and profession (Alalwan, 2018). By way of example, younger individuals are more concerned with visual content on Instagram and TikTok, while older or well-off people find professional content on LinkedIn more useful. Consequently, knowing about demographic differences allows marketers to create messages that fulfill users' needs, improving how well their campaigns work on social media.

2. Diffusion of Innovations

Theory or DOI Rogers (2003) developed the Diffusion of Innovations Theory which tells us how both ideas and products spread through groups over a period. It points out that how fast and how people adopt innovation, for example in adoption of marketing messages through social networks, depends on demographics. Relevance to the Study Variables:

The most important demographics for online shopping include a person's education, how much they make and their age (Chatterjee & Kar, 2020). Young people who have gone through good education and have higher incomes commonly become the main group embracing new trends and marketing strategies on social media first. Therefore, these demographic aspects help decide how well social media marketing works, since they determine if people will notice and respond to the adverts.

3. This Study is based on the Concept of Social Cognitive Theory (SCT).

According to Bandura (1986), the Social Cognitive Theory shows how personal aspects, the environment and actions work together. It points out that social learning from observation and imitating others, plays a part in how consumers behave on social networks. Relevance to the Study Variables: Consumers' responses to social media marketing, guided by observational learning, depend on their gender, job and marital status (Zhu & Chen, 2015). In practice, what others in the same group say or do online can easily sway a person's decision or attitude. As a result, being aware of these demographic trends helps marketers make content that social media users enjoy and find reliable.

Theoretical Framework Linking Consumer Demographic Dimensions to Social Media Marketing Effectiveness

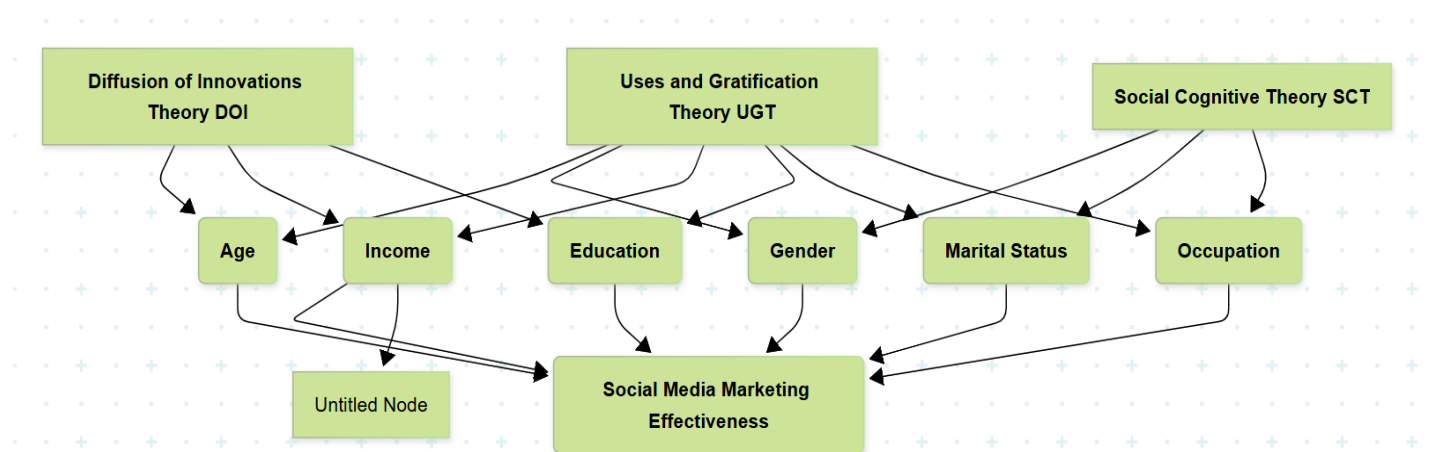


Figure 2.2: Theoretical Framework Linking Consumer Demographic Dimensions to Social Media Marketing Effectiveness

The conceptual map illustrates how three major theories — Uses and Gratification Theory (UGT), Diffusion of Innovations Theory (DOI), and Social Cognitive Theory (SCT) — underpin the relationships between various consumer demographic dimensions (age, gender, income, education, marital status, occupation) and social media marketing effectiveness. UGT explains consumers' selective engagement with social media

based on gratification needs influenced by demographic factors. DOI describes some demographic groups as quick or slow to try social media marketing innovations and SCT notes that consumers' demographics affect how and when they learn about these ideas. All these theories together help us understand in detail and predict how social media marketing works amidst a range of consumer groups.

Table 2.1: Summary of Theoretical Framework and Linkages to Study Variables

Theory	Key Constructs	Relevance to Study	Linked Variables
Uses and Gratification Theory (UGT)	Media choice, User motivation, Gratification sought, Gratification obtained	Explains how demographic variables shape consumers' motivations for engaging with social media content, affecting marketing outcomes	Age, Gender, Income, Education, Marital Status, Occupation → Social Media Marketing Effectiveness
Diffusion of Innovations Theory (DOI)	Innovation adoption categories, Social system, Communication channels	Describes how demographic factors influence the rate and manner in which consumers adopt and respond to social media marketing innovations	Age, Income, Education → Social Media Marketing Effectiveness
Social Cognitive Theory (SCT)	Observational learning, Modeling, Reciprocal determinism, Self-efficacy	Highlights how demographic similarities influence learning and behavioral responses to marketing messages through social observation	Gender, Marital Status, Occupation → Social Media Marketing Effectiveness

Source: *Researcher's compilation, 2025.*

Table 2.2: Summary of Conceptual Framework Variables

Variable Type	Variable	Operational Definition	Measurement Focus	Expected Relationship
Independent Variable	Age	Chronological category of consumers' age group.	18–25, 26–35, 36–45, 46+	Influences consumers' social media engagement.
Independent Variable	Gender	Biological and socially constructed category identifying consumers as male or female.	Male, Female	Affects content preference and response.
Independent Variable	Income	Consumers' average monthly earnings categorized into income brackets.	Low, Medium, High	Influences affordability and access.
Independent Variable	Education	Consumers' highest completed level of formal education.	Secondary, Diploma, Degree, Postgraduate	Shapes media literacy and platform adoption.
Independent Variable	Marital Status	Legal relationship status of the consumer.	Single, Married, Divorced, Widowed	Modulates content relevance and sharing habits.
Independent Variable	Occupation	Employment type or work engagement status of the consumer.	Student, Civil Servant, Private Worker, Business Owner	Impacts online engagement patterns.
Dependent Variable	Social Media Marketing Effectiveness	Degree to which social media campaigns achieve awareness, engagement, conversion, and brand loyalty outcomes.	Engagement rates, Click-through, Conversion rates	Determined by IVs in this study.

Source: *Researcher's compilation, 2025.*

2.4 Research Gap

Extensive research on social media has failed to provide enough insight into the unique ways specific consumer demographic groups affect the results of marketing efforts on social media. Mirza, Mirza and Sharafuddin (2020) argue that few studies focus on how consumer demographics influence marketing in a multidimensional way. Most existing research centers on big Western markets, ignoring smaller ones which is why Nigeria—especially its Kano State—is less studied (Mohammed, 2023b; Sundararajan & Mohammed, 2023). Even though technology and the digital transformation are seen as essential for marketing growth (Sundararajan & Mohammed, 2022), there is not enough data linking changes in

demographics to the success of social media marketing in emerging markets, where social and economic realities are different. This lack of localized studies creates a gap in applying global theories and models effectively to Nigerian consumers, whose age, income, education, and occupation patterns might interact differently with digital marketing platforms (Mohammed et al., 2024). Furthermore, contemporary research emphasizes artificial intelligence and digital strategies but seldom integrates demographic nuances that affect consumer engagement and trust on social media channels (Sundararajan et al., 2024). It is important for marketers to fill this gap so they can make tailored campaigns that catch the attention of diverse groups which helps campaigns succeed and earn more. Therefore, the study provides a detailed analysis of

demographic variables to close these gaps, examine how they all contribute to social media marketing reach in Kano State, Nigeria and equip academics and marketers in similar markets by providing practical insights.

3.0 METHODOLOGY OF THE STUDY

To explore the role of consumer demographic factors in the success of social media marketing, this research uses a conceptual approach to look over relevant literature and theory. Since it is conceptual in nature, the study synthesizes findings from relevant empirical studies, models, and frameworks to develop a comprehensive understanding of how demographic factors such as age, gender, income, education, marital status, and occupation influence social media marketing outcomes. It includes some research, like a systematic review of literature, to uncover common points in understanding, areas with gaps and interrelations among existing studies which helps guide future research.

4.0 FINDINGS

4.1 Age Influences Content Preferences and Platform Usage

Preferences for content and the platforms people use are shaped by their age. According to the study, a consumer's age affects what kind of social media content they like and which platforms they choose. Young consumers tend to enjoy content that engages them on Instagram, TikTok and Snapchat. Moving forward, older people are generally more interested in Facebook and LinkedIn for informative and professional updates. The conclusion here is that marketers have to tailor content types and pick suitable platforms depending on who the target audience is to enhance their campaigns.

4.2 How people engage and how much they trust depends on their gender

Social media marketing is much more effective when we pay attention to gender differences. Trust and decisions to buy from women are often strengthened by things like reviews, testimonials and influential people's support. Male customers tend to react more to advertising that features main product uses and advantages. Realizing how men and women use the internet allows marketers to design campaigns that establish trust and support dialogues.

4.3 Income and Education Affect Purchasing Power and Message Evaluation

When analysing marketing messages, people often rely on their income and level of education. Rich consumers can afford the products displayed on social media but educated buyers will check the ads more before deciding to buy. So, marketers should use open and sophisticated ways to communicate with such segments to ensure they remain trusted and have an impact on sales.

4.4 Marital Status and Occupation Influence Lifestyle and Consumption Patterns

Their living arrangement and job can both shape the way people use and purchase goods. When people are married, their attention is focused on things that benefit their family and job or occupation determines spending habits, how much free time they have and which social media they prefer. For professionals with busy jobs, short, to-the-point updates are popular, while homemakers tend to like content on home and family living. Targeting each demographic group makes the ads more useful and more likely to have an impact.

4.5 Importance of Segmented and Personalized

Marketing Strategies Overall, the study indicates that more effective marketing practices are found in segmenting and personalizing your campaigns. Looking at demographics closely, marketers are able to produce social media posts that suit a group of buyers which in turn improves how they engage, how much they trust and the success of their conversion. As demographics are very varied in Kano State, it is especially important to adopt this method.

5.0 RECOMMENDATIONS

5.1 Tailor your strategies for content and platforms based on which age group you are targeting

A company should tailor its materials for various age groups and pick suitable social media sites to engage with them. Sommer says that for younger viewers, more interactive and engaging content on TikTok and Instagram should come first. If you are trying to reach older customers, more detailed and professional information on Facebook and LinkedIn will do the job better. This partnership will help connect and reach people of all ages in Kano State.

5.2 Develop Gender-Sensitive Marketing Campaigns

Message your audience in a way that is sensitive to gender so that it reflects the things women like and helps build their confidence. Efforts aimed at female consumers should mainly use examples from others, personal experiences and trusted influencers. A business can attract male clients by highlighting what the product offers, its benefits and ensuring simple messaging. Using this approach will allow companies to build more reliable relationships with their customers and boost how well social media marketing performs.

5.3 Address Income and Education Levels in Communication Design

Those designing marketing messages should be sure to consider how much people earn and their ability to analyze what businesses offer. Using clear, supported facts along with messages founded on principles will catch the attention of consumers who are both wealthy and well-educated. Giving

people price choices and explaining why they are beneficial can help attract lower-income customers. Breaking the market down allows businesses to send messages that connect with each group better.

5.4 Customize Campaigns Considering Marital Status and Occupation

Marital status and occupation play a role in social media marketing campaigns, so companies should consider these factors when they plan their activity. It is important for advertisers to create family-centered products and messages that reach married people and efficient content aimed at working mechanics. Understanding these differences will help marketers design campaigns that interest people in Kano State more.

5.5 Leverage Data Analytics for Personalized Marketing

Marketers will be able to use personalized content by using data analytics tools to collect and study demographic information. Observing customer behaviors happens in real time allows you to adapt your campaigns accordingly. Targeting people precisely and making more conversions will be possible with this approach.

5.6 Foster Consumer Engagement through Interactive Features

Letting your target audience take part in live events, quizzes, polls and generating content on their own will boost customer loyalty. Since they appeal to all kinds of people, interactive efforts boost how effective social media marketing is. Kano State marketers can use these features to get consumers more involved.

6.0 CONCLUSION

It is found in this study that using age, gender, income, education, marital status and occupation data helps social media marketing work better. With this knowledge, marketers are able to make campaigns that appeal to many people living in places like Kano State. Using demographics data is necessary to get the best results from your social media marketing efforts.

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