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SOCIAL MEDIA ADVERTISING AND ABIA AUDIENCE BUYING BEHAVIOR

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Abstract

Advertising is one form of communication that creates awareness about a particular product or service through the media by an identified sponsor. Prior to the current technological breakthrough, advertising seem to be a one-way communication. Consumers did not have the opportunity to react to advertisements directly. The only available responses to messages then were measured through the level of patronage of advertised products and services. However, the emergence of the social media advertising has helped to foster transactional communication and to a reasonable extent, advertising. The interactive nature of social media communication enables consumers to assess and compare message contents as well as present their perceptions in form of likes, comments, shares, etc. This innovation in turn assists advertisers in the creation of marketing campaigns by building on the reactionary inputs. This study is focused on ascertaining consumers' exposure to social media advertising vis a vis the perceived influence of the advertisements on their buying behaviors. The social interaction theory and the diffusion of innovation theory served as framework for the study. The researchers surveyed a sample of 384 social media users in Abia State. In the end, it was found that Abia audiences were highly exposed to social media advertising. It was also found that social media advertising messages influenced the buying behaviour of Abia users. it was therefore concluded that consumer's buying behaviour is influenced positively through constant exposure to advertisements on social media. The researchers, therefore, recommend that advertisers should constantly employ the affordances of social media innovation to promote products and services.

Keywords: *Social-Media, Advertising, Audience, Buying Behaviour*

INTRODUCTION

Advertising is one form of communication that creates awareness about a particular product or service through the media by an identified sponsor. Prior to the current technological breakthrough, advertising seemed to be a one-way communication. All over the world people and companies utilize advertising to good advantages in the keen competition encountered in the world regional and local markets. Advertising sells more than products. It sets an image, value, goods and concepts of who we are and who we should be. It shapes our attitudes and our attitudes shape our behaviors (Ahunaya, 2004).

Today nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards, music, movies, magazines, and the internet) etc. Among the whole marketing tools, advertising is distinguished for the continuing impact on the observer's mind as its impact is broader. Basically, advertising is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion. Nowadays, advertising is a great source for promoting the business in the whole market. The consequences of advertising continue to accelerate every year. Advertising is used to build up the product's strong image in the consumer's mind. Advertising has become a vital issue which Kotler (2012) points out that the appeal aroused by advertising is the main idea of the process so as to get the attention of the audience. Now in the twenty-first century, the messages can be delivered by different modes of media that consist of the new media, newspaper, radio, magazines, mail order, direct mail, outdoor displays, etc (Abdul, Muhammad, Fauzia & Farisa, 2016).

All over the world today, advertising seems to have been recognized as an important tool, which facilitates the sale of products and strengthens consumer's preferences. Manufacturers who continuously work for the sale of their product tend to see advertising as an indispensable tool. However, manufacturers cannot win the consumers over successfully; or make them prefer their brand of products if the brand does not live up to the expectation of the products' advertisements. Haller (1977) criticized the power of advertising "claims" in selling a product. He observed that when the product feature seems very small or the claims exaggerated the consumer may change his or her mind not to buy that brand anymore. Haller further remarks that a product will only remain the darling of the consumers, if it matches up to the claims in the advertisement and meet the consumers taste, needs and expectation. Sustained advertisements help to create a desired brand image for a brand.

Brand image is defined as "the perception of the brand in the minds of the customers" (Pahwa, 2016, p.15). Consumers through repetitive exposure to an advertisement tend to develop a certain perception about the brand advertised which most of the time, may not have any bearing on its functional utility. Television advertisements have been very popular ever since they were introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/lull time), sometimes the show on which it will be broadcast, and of course, the popularity of the television channel itself. Not only does the term "television advertising" refer to a commercial with color, motion, and sound like those you see on television, it also refers to those same types of commercials you might see on the web, in social media such as on YouTube, or on Facebook (Ihechu, Dike & Oduh, 2019).

The language of advertising differs from our normal speech because of differences in objectives, its syntactical structure has a psychological effect on consumers as it plays on their mind, creating an artificial want and making use of their ignorance and emotions. This is achieved through the presentation of persuasive images such as social status, prestigious ambition and love (Samuel, 1987). Faced with the phenomenon of competing brands of products, it is easy to see the value and impact of advertising on the consumers. Consumers have limited financial resources and consequently spend the available money on commodities they value.

According to Ambler (2000), advertising has major influences on consumption volume of consumers, as well as sales volume. Advertising may not necessarily bring about a huge volume of sales in the short-run, but will certainly increase sales and profits in the long run if done properly (Ihechu & Nwabuisi, 2021). Successful advertisement skillfully engages the mind of the consumer and motivates him to buy the product advertised. Advertising plays an important role in the process of moving the goods from the producers to the consumers. With mass marketing to distribute the output of production, the Gross Domestic Product (GDP) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced by advertisements in our day-to-day life.

The emergence of the internet has really brought innovations into the advertising world. It is no longer the one-way communication model which used to characterize the advertising industry. Social media have strengthened integrated marketing communication, which serves as a two-way communication model. For many decades, most organizations relied on their advertising agencies for guidance in nearly all areas of marketing communication. At the turn of the century the society witnessed the most dynamic and revolutionary changes of any era in the history of marketing of goods and services, as well as advertising promotions. Social media is an internet-driven technology enabling social interaction among users by deploying media tools websites, also called social networking sites (Hussain, 2012).

The evolution of social media can be traced back to weblogs (shortly termed as blogs) which have been in vogue for nearly a decade. Individuals tend to manage and own blog-based websites and register their comments or perspectives about different arenas of diary-like, maintaining a diary to record personal views. The incorporation of new technology led to advancement, enabling pictures, graphics, videos and multimedia into blogs. The most recent posts tend to stay at the top of the blog in reverse chronological order, as is the case of modern social media like Instagram and Facebook. The social networking sites possess video and audio characteristics composed of web-blogs, social bookmarking, RSS Feeds, wikis, media sharing spaces & micro-blogging sites, which promote asynchronous and synchronous communication and interactions (Armstrong & Franklin, 2008). Social media are the combination of media channels and contents which are created by the social interaction of individuals and

among organizations and individuals; however, the primary source of information is a consumer rather than an organization (Kietzman *et al.,* 2011).

STATEMENT OF THE PROBLEM

Before the emergence of the internet, advertising used to be one way communication. The promotional function in most organizations was dominated by the traditional mass media advertising and as such created little or no feedback mechanism. Advertisers could only gauge the success of their promotional campaigns and ascertain the behavior of their consumers towards their brands by the volume of sales made after each advertising campaign. Even when there were legitimate reason for complaints on the side of the consumers, the one way communication model characteristic of the traditional media advertising made it almost impossible to reach back to advertisers. However, social media advertising has changed all that. Advertisers on social media now enjoy instant feedback from their prospective customers, by way of likes, comments, shares, etc. These reactionary inputs further aid advertisers of goods and services to better meet the demands of their customers and invariably enjoy large scale turnovers. Based on the above premise, the [problem of this study focuses on how social media advertising has influenced the buying behavior of the audience in Abia state, Nigeria.

OBJECTIVES OF THE STUDY

The objectives of this work were to:

i.   Ascertain the level of Abia audience exposure to social media advertising;

ii. Ascertain the extent to which social media advertising influence Abia audience's buying behavior; and

iii. Determine Abia audience's preference of social media advertising platforms.

RESEARCH QUESTIONS

i.   What is the level of Abia audience's exposure to social media advertising?

ii. To what extent does social media advertising influence Abia audience's buying behavior?

iii. Which of the social media advertising platforms does the Abia audience prefer?

THEORETICAL FRAMEWORK

The Social Interaction Theory and the Diffusion of Innovation Theory guided the conduct of this study.

The Social Interaction Theory

The theory was developed by Robert Freed Bales in 1950 (Janse, 2020). The theory studies the ways that people engage with one and another. Basically, the essence of this theory is based on the social interaction process supplemented with value analysis on the content of interaction. Amongst other things, it created a database that made it possible to search for connections between human interaction that went much further than previously known. The theory also emphasized that the mental processes of individuals and social interaction take place in systemic contexts that can be measured. In this way, behavior can now be explained and predicted more accurately than ever before.

The relevance of this theory to the study is that it has established the usefulness of the feedback mechanism of social media advertising that influences consumer's buying behavior, which was lacking during the era of traditional media advertising characterized by one-way flow of communication. Therefore, the audience's level of understanding advertised messages is harnessed during the multiple exchange of information on social media regarding the message contents and the advertised product or service. This further influences the nature of reactions and attitude towards patronage considering their perceived experiences about the products or services.

The Diffusion of Innovation Theory

This theory was propounded by E. N. Rodgers in 1962. It originated in communication to explain how, overtime, an idea or product gains momentum and diffuses or (spreads) through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behavior or product. When promoting an innovation to a target population, it is important to understand the characteristics of the target population that will help or hinder adoption of the innovation. So the stages by which a person adopts an innovation, and whereby diffusion is accomplished include awareness of the need for an innovation, decision to adopt (or reject) the innovation, initial use of the innovation to test it, and continued use of the innovation.'

There is no doubt that the internet is an innovation that has helped the diffusion of information beyond the boundaries of limitation created by the traditional media channels as a one-way communication model. Internet users get first hand info about trending topics, products and services etc. and how it affects their daily lives. The internet has helped its users to be able to rate service providers based on their service delivery. The service providers should also be able to understand their consumers and barriers that may hinder them from accessing their products. Therefore, both advertisers and the audience are faced with improved co message exchange offered by social media technology; and as such are likely to adopt the social media advertising affordances for improved and effective communication.

REVIEW OF RELATED LITERATURE

Concept of Advertising

Advertising is a paid for message by an identifiable sponsor directed to a particular target audience and transmitted via the mass media. Ozoh (2013) gives a comprehensive definition of advertising, thus:

> Advertising is the process of persuading potential customers to buy products or promote its services. It is the branch of marketing that deals with communicating to customers about products, brands and services. Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to producers, ideas or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid-for by sponsors and viewed via various traditional media including mass media such as newspapers, magazines, television commercials, radio advertisements, outdoor advertising

or direct mail or new media, such as websites and text messages (p.58).

The purpose of advertising is to sell something: a product, a service or an idea. The real objective of advertising is effective communication between goods and clients and increasing awareness.

Impact of Media Advertisements on Consumer Behaviour

In a competitive market, it is important for advertising managers to grab consumers' attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. This study intends to explore the importance of various media advertisements on consumer behavior (CB) stages such as awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR). The consumer expectations of information from various media such as TV, radio, newspapers, magazines and the Internet are entirely different. The characteristics of different media and its immediate and long-term effects on consumers are also varied (Doyle & Saunders, 1990). For instance, TV allows high-quality audio–visual content that is more suitable for product categories, which require physical demonstration. Radio offers audio content and is most suitable for businesses catering to the local markets (Petersen, 2018).

The digital advertising spending was the third largest with a growth rate of 15.5 per cent (Pahwa, 2017). The Internet is a more engaging medium than print because of its various leveled structure. Compared to a reader of newspapers and magazines, the Internet gives more control to users for watching the content of their choice (Bezjian-Avery, Calder & Iacobucci, 1998).

In this study, the term 'internet' encompasses digital channels, namely, Facebook, Twitter, Instagram, YouTube, email to name a few (Ducoffe,1996; Gilaninia, Taleghani & Karimi,2013; Mishra & Vashiath,2017; Trivedi, 2017). In the light of the varied influence of different media platforms, Opeodu and Gbadebo (2017) indicate that an advertisement on various media platforms plays a vital role in influencing consumer's choice. Hence, wise choice of media platform for advertisement is the key for the promotion of products and services (Singh, 2012). Advertisements are a widely accepted source of information among the consumers as compared to other sources, and hence, media mix decisions are crucial for advertisers (Shrivastava, 2014). This research is relevant because for a marketer, prioritizing the usage of different media platforms for advertising is proving to be a conundrum.

Today, the advertising cost of each medium is very high, and any inappropriate media strategies can be a costly decision. Thus, it is essential for advertising managers to understand various media advertisements and their impacts on consumer behavior. This study is of utmost relevance to the current situation of the advertisement market, as this will give crucial insights regarding balancing between traditional and digital media.

Influence of Social Media Advertisement on Customer's Purchase Decision

Wang & Yu (2015) suggest that there are both negative and positive reviews about the service or product which affects the consumer's purchase decision. In social media, word of mouth has a huge impact on consumer's purchase intention to buy any product. Thus, word of mouth is very helpful in sharing information about the product or service on social networking sites.

The study considers word of mouth as one of the most important variables in marketing. The study shows the features of social media advertisement and its effects on consumers' buying intention. It provides a collection of consumer's responses towards social media advertisement with respect to the customer's purchase intention. It shows that the users of social networking sites found this kind of advertisement technique very interesting and they are also showing interest by responding to those ads and purchasing the products with help of those advertisements.

Balakrishnan, Dahnil & Yi (2014) submit that the online groups, electronic word of mouth, various internet communication and online publicity are very much helpful to build the positive brand image and consumer's buying intention with the help of social media. This shows that the marketing managers must reach the customers of the young generation and consider social media as the best tool for selling. This study provides information to various sellers before applying it to social media advertisement techniques to market their product. The idea behind targeting the young population is because most social media users belong to the younger age group and they are more aware with the latest technologies coming up as compared to the older generation. Hence social media advertising is very beneficial for them as well as for the firms who are targeting the audience.

Lee (2013) explains that the customers look intensively for the information about the product on social media sites with respect to any other mass media. The search is more subjective and selective. The ads in the social media also provide a platform for comparing the products with the other brands also and this is this feature is liked by almost all the social media users. The information content about the product is also given in a detailed form of specification which helps customers to know about the product very well and they can also do a detailed comparison according to the specification they are looking for. The social media keeps a track and to pattern analysis which helps to know about the taste and buying intention of customers as well as it also tries to give choices and preferences according to the buying intention and travel pattern of the customers.

Hoyer, Chandy, Dorotic, Krafft, and Singh (2010) reveal from the findings of the study that social media is a platform where customers convey information to others by the help of electronic word of mouth, recommendations, and reviews. Thus, it is found that opinions and reviews given by others in social media are very important for the buyers. It also helps to build trust in the group and influence the buying decision process. On the other hand, it also shows that few factors such as trust, rewards, satisfaction, and credibility play a very important role in building a positive or negative electronic word of mouth which ultimately affects the consumer's purchase intentions.

Bughin, Doogan and Vetvik (2010) say that the social media advertisement has a great impact on customers particularly those that buy the product for the first time. The social media advertisements are very helpful to do analysis and comparison of high-end products before purchasing them. As a result, customers will always use social media to get data about the products and services and they will always look for the good word of mouth before purchasing any product or availing any services.

METHODOLOGY

The survey research design was deemed most appropriate for the study because it focuses on Abia resident's views, opinions and

conceptions on the issues or events in the society. The questionnaire was used as an instrument of data collection. According to the National Population Commission, the population projection for Abia State in 2022 was estimated at 4,143,100. However, the purposive sampling technique was used to select three areas in Abia State, they include; Aba North (155,600), Aba South (622,400) and Arochukwu (246,600). The total population of the three areas under study is 1,024,600. The sample size for the study was 384 which was calculated using Finite population sample size determination formula: $SS=Z^2NP(1-P)e^2/N-1+ Z^2P(1-P)$

DATA PRESENTATION AND ANALYSIS

The table below contains the data generated for the study. The items are aligned to the research questions. Thus, the analysis was done in line with the research questions. The indices of measurement were weighed on a 4-point scale to determine the respondents' level of agreement and disagreement with each index. Thus, scores of 2.5 and above were accepted; whereas scores that were below 2.5 were rejected.

Table 1: Study data

S/N	Indices	SA	A	D	SD	xi	%	Decision
1.	Abia audiences are exposed to Social Media Advertising.	220	102	43	20	3.3	82	Accepted
2.	Abia audience surf the internet regularly.	250	105	5	25	3.5	87	Accepted
3.	Social media advertising messages influence buying behavior of Abia audience.	270	90	25	--	3.0	75	Accepted
4.	Social media advertising has encouraged swift service delivery among its users.	120	230	35	--	3.2	80	Accepted
5.	In social media advertising, Facebook and Instagram mostly influence buying behavior of its users.	115	210	20	40	3.0	75	Accepted
6.	Abia audience prefers Facebook and Instagram to other platforms	14	55	201	115	1.9	47	Rejected

In the above table, six indices were used to ascertain the opinions of the respondents on the way social media advertising affects Abia audiences' buying behavior. Out of the six items five were accepted while one was rejected. Index 1 shows that there was an average score of 3.3>2.5. The score is significant because by implication, there was 82% agreement that Abia audiences are exposed to social media advertising, hence accepted. Furthermore, index 2 shows a significant mean score of 3.5>2,5 and indicates 87% agreement that Abia audience surf the internet regularly, hence accepted. Index 3 shows a mean score of 3.0>2.5. Thus, there was 75% agreement that Social Media advertising messages influence buying behavior of Abia audience, hence accepted. Index 4 shows a significant mean score of 3.2>2.5. Thus, there was 80% agreement that social media advertising has encouraged swift service delivery among its users, hence accepted. Index 5 contains data that resulted in a significant mean score of 3.0>2.5 which implies 75% agreement that in social media advertising, Facebook and Instagram mostly influence buying behavior of its users, hence accepted. Index 6 shows an insignificant mean score of 1.9<2.5 which indicates 47% agreement that the audience prefers social media platforms to others, hence rejected.

DISCUSSION OF FINDINGS

This study set out to ascertain social media advertising and Abia audience buying behavior. The audience buying behavior is discussed based on the research questions earlier posed to guide the study; as well as previous scholarly positions in the reviewed literature.

Research Question One: What is the level of Abia audience's exposure to social media advertising?
According to Table 1, the first item shows that there was an average score of 3.3. The score is significant because by implication, there was 82% acceptance that Abia audiences are exposed to social media advertising. However, findings show that the majority of Abia audiences were exposed to social media advertising because they are trying to level up with the recent

technological advancement in the 21st century. Social media advertising is a new wave equipping marketing environment, users are always trying to keep themselves abreast with what is trending. It is beyond doubt that the internet has revolutionized the living patterns of people, and it has achieved universal acceptance in bringing comfort in almost every mode of life (Williams, 2009).

According to Hussain (2001), consumers are habitual to discover new means of communication progressively that has been fulfilled by the internet in every era. The usage of the internet has been advanced through all the developments of technology and equipment, the consumers want more, and they feel privileged for giving feedback and opinion to the web pages, they share their info and experiences with other consumers. It has comforted the usage as well so that the people belonging to any age group can easily adopt the new trends and equipment (Ihechu, Madu & Onwuzuruigbo, 2022).

Research Question Two: To what extent does social media advertising influence Abia audience's buying behavior?
According to item 3 on the table, there is a mean score of 3.0 implying a 75% acceptance that social media advertising has a great influence on Abia audience buying behavior. Therefore, findings show that social media advertising is a welcome development among internet users in Abia state. Social media advertising is considered to be the sum of activities on social media that increase consumer awareness of the value of the firm's product and services (Paquette, 2013; Ihechu, Osuagwu & Nwankwo, 2021). These social media platforms offer practical programs and online media to facilitate cooperation, interaction, and content sharing (Richter & Koch, 2007).

By acting as a platform for exchanging information and ideas among individuals, the channel can reduce prejudice and misunderstandings about a brand's equity (Kim and Ko, 2012). Specifically, social media can enhance communication among consumers and brands. The success of online advertising, however, depends on product characteristics (Kiang & Chi, 2001). Social media advertising can be effectively utilized as a strategy in times

of sales decline and during economic crises (Mohr, 2013). Today, marketers are increasing their efforts to enhance the number of consumer engagements on social media platforms (Barger et al, 2016). However, to engage consumers, it is important to keep posting new and fresh content (Bayne, 2011).

Social media has proved to be beneficial because the information reaches a large number of people in a short span of time, thereby making it a cost-effective means of advertising. This finding is related to Smith and Zook (2011) that social media platforms are effective tools for validating purchase decisions. However, most consumers are still deemed to be 'inactive', namely, passive about sharing word of mouth with others on available social media platforms. Although social media offers an overwhelming amount of information to consumers, before making a decision, consumers still go through various stages of consideration before a purchase, rather than buying instantly.

Research Question Three: Which of the social media advertising platforms does the Abia audience prefer?
According to item 6 on the table, it shows a mean score of 1.9. However, there was 47% rejection that Abia audiences do not prefer any social media advertising platform to the other. Therefore, findings show that Abia audience makes use of all social media platforms, without preference to the other. Crosbie (2002), in explaining new media, said there are three different kinds of communication media; interpersonal media as 'one to one' mass media as 'one to many' and new media as 'individuation to media' or 'many to many.' In corroboration, Samuel (2014) states that new media is a term meant to encompass the emergence of digital, computerized or networked information and communication technologies in the later part of the 20th century. Carley, cited in Flew (2002) states social media, an offspring of new media, typify these features as they have eliminated geographical distance in global communication.

In addition to social media, Kaplan and Haenlein (2010) see social media as "media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. It uses internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogue (many to many). Interactive possibility of social media has distinguished social media from mass media. To an extent, the mass media depend on social media to make mass media interactive. Interaction is the basis of mass communication. According to Adelabu (2011), one of the major attributes to social networking is its high level of interactivity. This aids communication values through its ability to facilitate meaningful conversation with, and between users of social media.

One of these values is to update information that is the update of information that is recent. Heathfield (2013), social media are the tools and platforms that people use to publish contents and interact socially online. Heathfield goes on to say that user-generated contents include: conversation, articles, images, or pictures, recipes and anything that an individual might share with others in their daily life. On his part, Greenshow(2009) said "social media refers to media for social interaction which use highly accessible and scalable publishing techniques. They include the various online technology tools that enable people to communicate easily via the internet to share information and resources.

The advent of the internet encouraged social media usage. The internet opened the opportunities of interacting with social media.

This finding is in line with Samuel (2014), the invention of the internet brought a new dimension to the media landscape. The internet is the connection of computers through the web system. This is better called a network of computers that becomes a distinct line between social media and social networking. Corollary to the above submissions, each social medium has its peculiar offering that differentiates it from others. It is therefore not easy for the users to escape any. That was why this study could not record significant preference for the social media platforms; rather, they got exposed to all of them.

CONCLUSION
With the widespread use of smartphones, the internet has provided the advertising industry with more rich media tools and global influence. It enables marketers to use digital media to disseminate brand information interactively at a lower cost. As the role of traditional media is gradually weakened, this has led to a significant increase in the popularity of digital advertising. By investing in advertising in digital media, marketers can formulate marketing strategies for a wider range of regions and more target audiences, and it is easier to measure results compared with traditional advertising. As social media has become more and more popular in this decade, it enables consumers to participate in brands more deeply and widely than ever before. Social media has become a strategic tool for rapid development, marketers consider social media as their important advertising channel since it allows them to create personalized messages to target audiences and receive feedback effectively.

Although social media platforms have their negative influence on the users, however, their influence outweighs the negative. This interactive communication helps both consumers and their organizations to have a better understanding of what each other needs. It would be apt, therefore, to conclude that consumer's buying behavior is influenced positively through constant exposure to advertisements on social media; while the organization's advertising campaign records a huge success through improved sales.

RECOMMENDATIONS
Based on the results of this study, the following recommendations are made:

1. There is no doubt that the internet is an innovation that has helped its users get firsthand information about trending products, and how it affects their daily lives. Therefore, advertisers should adopt social media advertising to help increase the awareness of products in the minds of their consumers.

2. Nowadays, through social media advertising, purchasers make inputs regarding what they like or dislike about goods and services. Therefore, service providers should be able to understand their consumers and barriers that hinder them from accessing their products.

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