

**SOCIAL MEDIA AND SMALL, AND MEDIUM SIZE ENTERPRISES.**



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**BY**

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF BUSINESS  
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## **DECLARATION**

I, Josephine Ohama Ondah, do hereby declare that this project has been written by me and that it is entirely my own work and composition. The work has not been submitted in candidature for any degree and is not concurrently being submitted for any other degree, to the best of my knowledge. All sources of information collected and materials used have been duly acknowledged by means of reference.

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**Josephine Ohama ONDAH**  
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Date

## CERTIFICATION

This is to certify that the research was carried out by **Josephine Ohama ONDAH** with matriculation number **MGS1808073** in the Department of Business Administration and that the work is adequate in scope and qualify for the requirements for the award of B.Sc. Honours in Business Administration

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## **DEDICATION**

I dedicate this project to God Almighty, my creator and the source of my inspiration, wisdom, and knowledge.

I also extend this dedication to my parent, Mr and Mrs Ondah, who paved the way for me to embark on this journey.

## ACKNOWLEDGEMENTS

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## ABSTRACT

*The study examined social media and its impact on small scale businesses in Nigeria using Ovia North East Local Government Area of Edo State as a case study. The study specific objectives was to examine the role of social media in enhancing the SMEs' profitability, determine if social media affect market expansion of SMEs and examine whether social media influence the growth and development of SMEs. The study was restricted to SME operator in Ovia North East Local Government Area of Edo State.*

*The study's research population consisted of small and medium-sized enterprises (SMEs) operating in the Ovia North East Local Government Area of Edo State, with a particular focus on their utilization of social media. In this local government area, there exists a substantial pool of SMEs, numbering more than one thousand (1,580), as revealed in a field survey conducted in 2023. The selection was entirely random, involving the participation of 100 employees from a selection of four (4) distinct SMEs. Specifically, 25 questionnaires were distributed to each of the four SMEs. The reason for using simple random sampling technique is to ensures that every member of the population has an equal chance of being included in the sample. The data collected will be analyzed in regard to the research questions and hypotheses for the study using the Statistical Package for Social Science (SPSS 22).*

*It was concluded the importance of maintaining a strong social media presence to engage with the audience effectively. However, there are several areas that warrant attention and improvement. The skepticism around the financial benefits of social media is noteworthy, with approximately one-third of respondents expressing doubt about its positive impact on their SME's financial performance. Also, the need for SMEs to reevaluate and possibly refine their social media strategies to ensure they are in harmony with broader business goals. Additionally, while there is recognition that social media can enhance brand awareness, respondents were less confident about its role in improving products and services. And it's clear that SMEs should consider revisiting their social media strategies, enhancing their ROI measurement, and exploring ways to make social media a more integral part of their product improvement and promotion efforts. However, based on the conclusion the necessary recommendation was made.*

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background to the Study**

The world celebrates the remarkable advancements in communication technology, which have greatly expanded the realm of communication through Information and Communication Technologies (ICTs). Modern communication technology undeniably has transformed the entire globe into a "Global village." However, like a double-edged sword, technology brings both positive and negative aspects with it. On the positive side, it empowers people to stay well-informed, enlightened, and up-to-date with global developments. Technology introduces humanity to more efficient ways of accomplishing tasks, and individuals use these technologies to engage with both existing and new acquaintances, whether they are in the physical world or online (Acquisti & Fong, 2020). The swift evolution of technology has rapidly reshaped the world, making it the primary conduit for exploring a vast sea of knowledge.

Small and Medium-size Enterprises (SMEs) constitute the most embraced business model in Africa, breathing life to the economy of the majority of developing and emerging economies across the globe (Central Bank of Kenya, 2017). In Nigeria, they are considered engines for economic growth as they create over 80% of employment (Ainin, 2015). Growth of SMEs has been attributed to a number of factors including the use of social media. Studies show that social media add value to business;

however, it has not been established if their use has a direct effect on the growth of SMEs (Algharabat, 2020).

Social media is one of the fastest-growing promotion channels in the world. This trend reflects a paradigm shift in the way business has been conducted. There is a shift from the use of traditional media such as television, newspapers, radio, and magazines to interactive platforms (Fuentes, 2017). However, while the significance of social media in business is being acknowledged, the decision to use this new promotional technology by SMEs is not automatic. Apenteng (2020) argue that SMEs, particularly from developing countries, are slow adopters and users of social media. Research has further shown that attitude is the key factor in analysing ICT usage (Apenteng, 2020). The exchange of information on social media platforms has an effect on the attitudes of SMEs owner-mangers, and this greatly shapes their usage of social media for business purposes (Acquisti & Fong, 2020). While studying social media, attitude is an important factor in defining their usage and the extent to which users can engage each other by explaining the preference or rejection (Rafael, Carla & Silvia, 2013).

Agresta and Bough (2010:2) argue that the key message of social media is that information is shared with people in your inner circle who are identified as your friends or followers. Due to Selg (2010:8) social media combine technology, social interaction and usergenerated content and therefore fit to the concept of Web 2.0. Selg (2010:8) further explains that social networks, blogs, micro blogs, wikier and communities are part of this Web 2.0 concept. According to Findahl (2011:18) 52 % of Sweden's population (of those who are 12 years or older) are using social media today. The statistic further

shows that the most common use of social media is Facebook, but other communities where people can share and talk about their special interest are still very popular. People who are writing blogs haven't increased so much in recent years, but on the contrary people who read blogs have increased a lot and have created a new type of media form where the women are most active.

There are several social media outlets that Small and Medium Enterprises have to choose from to enjoy the benefits that social media brings to businesses. Most of the social media platforms used by SMEs include Social networking sites include: Twitter, Yahoo Messenger, Facebook Messenger, WhatsApp, Badoo, Skype, Google talk, Google Messenger, Zoom, Telegram, Instagram & Snapchat. Most SMEs at every point in time run promotions on at least, one of these platforms. These social media sites are amongst the popular sites in recent times. Nonetheless, the choice of the type of social media to be adopted by the SME is dependent on the number of individuals who patronize the social media platform, and how accessible the social media platform is (Ghezzi & Cavallo, 2020). Moreover, Acquisti and Fong (2020) have indicated that social media has the advantage of delivering businesses to end-consumers directly, at a low price and on time.

Similarly, social media facilitates two-way communication between individuals and business entities. This provides the opportunity to associate with other people, looping feedback effectively. Also, Gligor and Bozkurt, (2020) disclosed that consumers and customers can interact with one another and retailers on social networking sites. Thus individuals can express freely their concerns and can receive an immediate reply from SMEs. Brand awareness, acquisition of information, purchase

behaviour, and post-purchase communication and evaluation are stages of consumer decision making processes that are considerably influenced by social media. Ghezzi and Cavallo (2020) conducted a study to describe why, when, and how social media had impacted the buying behaviour of consumers. The study employed a quantitative research approach of which empirical data was collected by sending out questionnaires to individuals. Findings from the research revealed that before buying a product, consumers were extremely selective in processing, attending, and selecting information.

## **1.2 Statement of the Research Problem**

One of the major ways of businesses to get their contents to the consumers is through proper advertisement and marketing which is a great determining factor that influence the annual outcome of businesses across the country. Whilst the competition is hard amongst SMEs, the importance of finding new creative ways to communicate and creating a dialogue with potential and existing consumers also raises which is seen to be lack in many SMEs in the country. A couple of years ago having a blog and Facebook account was then seen as something innovative and new, but has now turned into a normality if not to say a necessity. Even high-end brands like Oscar de La Renta and Alexander McQueen uses new digital platforms, such as Tumblr, to attract a new audience (Gligor & Bozkurt, 2020). Participating and being active within the different digital communication platforms, is something that therefore has become necessary for almost every company today. Almost every big company use social media today as a natural way of communicate to their consumers. Small and medium sized enterprises (SMEs) on the other hand don't use it as frequent or not at all.

Many of the SMEs in Nigerian do not have the necessary expertise to properly engage social media as a platfor to market their products. Abdul (2021) stated that many firms in Nigeria who fall below 2 million naira annual returns are those who do not properly engage social media in reaching out to both existing and new customer. He stated that one reason why SMEs don't use social medium as frequent as bigger companies is the fact that social media often is too time consuming for smaller companies with few employees which can be very strenuous due to insufficient staff (Groeger &Buttle, 2020). Furthermore, many SMEs do not have the financial strength to hire social media professionals (influencers or social media managers) who can help get their products and services to a larger reach of potential customers. This has made many SMEs to stull remain in the same financial outcomes over a long period of time. Keegan and Rowley (2020) agrees that SMEs tend to have more limited personnel and financial resources and therefore need to be more creative in how the business can use social media. Therefore it's important for these small companies to consider a social media strategy which will be time friendly to them. By having that, companies can in many ways reinforce and strengthen their brand image. Reaching appropriate customers and creating a dialogue with them can gain great knowledge of their customer base and can also result in valuable input from them. It is against this backdrop that this research is conducted to examine social media and its impact on small scale businesses in Nigeria, using Ovia North East L.G.A of Edo State as a case study.

### **1.3 Research Questions**

The study will aim to answer the following research questions:

1. How does social media increase the profit of SMEs?

2. How does social media impact the communication of SMEs?
3. To what extent does social media influence the growth and development of SMEs?

#### **1.4 Aim and Objectives of the Study**

The aim of this research is to examine social media and its impact on small scale businesses in Nigeria, using Ovia North East Local Government Area of Edo State as a case study. To achieve this, the following objectives are to:

1. examine the role of social media in enhancing the SMEs' profitability.
2. determine if social media affect market expansion of SMEs
3. examine whether social media influence the growth and development of SMEs.

#### **1.5 Hypothesis of the Study**

The hypothesis were presented in the null form.

**H<sub>0</sub>:** There is relationship between Social media and SMEs profitability.

**H<sub>0</sub>:** There is relationship between social media and SMEs Communication.

**H<sub>0</sub>:** There is relationship between social media and SMEs Expansion

#### **1.6 Significance of the Study**

The finding of this study will be of benefit to the following groups;

The findings of the study will be of benefit to the public as the generality of the public can now understand the importance of social media in increasing the financial performance of firms in Nigeria and how best they can engage the use of different social media platforms for increased productivity.

Intending business owners may also find the study useful as it will assist them in gathering sufficient information that will help them get started rightly and be able to maximise the various social media platforms with the available resources they have.

This findings of this study will apparently provide a useful and significant guide to SME operators in ascribing and determining the best way to expanding their reach to new clients and be able to get adequate feedback from existing clients so that they can easily maintain good customer relationship. The findings will also help entrepreneurs to break new grounds and venture into new markets regardless of distance as it will help them play in the global market.

The findings of this study may also assist in drawing the attention of the government and other relevant bodies concerned to ensure that SMEs have access to funds in forms of loans and grants which will help them boost their business operation and hire the needed professional for increased market reach which will in the long run increase their financial performance.

This study can also help researchers in identifying trends, informing research design, providing context, supporting policy analysis, and comparing results. The insights gained from these studies can help to advance researchers' understanding of SMEs and how social media can be employed in boosting productivity and financial returns.

### **1.7 Scope of the Study**

The scope of this study is on social media and its impact on small scale businesses in Nigeria, using Ovia North East Local Government Area of Edo State as a case study. The study will take a look at

the role social media in enhancing profitability, market expansion and also growth and development of SMEs in Nigeria. The study is restricted to SME operator in Ovia North East Local Government Area of Edo State.

### **1.8 Definition of Terms**

**Social media:** Social Media is the collection of tools and online spaces (WhatsApp, Facebook, Instagram, twitter, etc.) available to help individuals and businesses to accelerate their information and communication needs.

**SMEs:** Scott & Bruce (1987) in their work titled “five stages of growth in small business” proposed a definition of an SME.

**Market expansion:** is a growth strategy that aims to make a product or service available in new markets when existing ones get saturated.

**Growth:** is the irreversible increase of an organism's size over a given period.

**Revenue generation:** is the process of planning, marketing, and selling products, with the ultimate aim of generating income and increasing profitability.

**Profitability:** is the ability of a company or business to generate revenue over and above its expenses. It is usually measured using ratios like gross profit margin, net profit margin

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This section will be discussing rental variation on residential properties in Ovia North East L.G.A of Edo State, so it expected that at the end of this chapter the reader would be able to understand the impact of social media on small scale businesses in Nigeria. It will be discussed under the following sub-heading:

#### **2.2 Concept of Small and Medium Enterprises**

Small and Medium Enterprises (SMEs) as defined by the National Council of Industries refer to business enterprises whose total costs excluding land is not more than two hundred million naira (N200, 000,000.00) only. A lot has been said and written about SMEs the world over. It has also formed the subject of discussions in so many seminars and workshops both locally and internationally. In the same vein, government at various levels (local, state and Federal levels) has in one way or the other focused on the Small and Medium Enterprises. While some governments had formulated policies aimed at facilitating and empowering the growth and development and performance of the SMEs, others had focused on assisting the SMEs to grow through soft loans and other fiscal incentives (Keegan & Rowley, 2020).

Small and medium-sized enterprises (SMEs) can be categorized using various criteria, encompassing turnover, employee count, profit, capital investment, financial resources, market share, and their relative standing within their industry. This classification can rely on either quantitative or qualitative factors. Quantitative definitions primarily revolve around expressing the size of businesses, often in

monetary terms like turnover, asset value, and profit, or employing quantitative indicators such as the number of staff. For instance, the 1975 Companies Act in the United Kingdom delineated enterprise size as follows: businesses with a turnover of less than £1.4 million were considered small, those with turnovers ranging from £1.4 to £5.7 million were classified as medium-sized, and those with turnovers exceeding £5.7 million were categorized as large. Additionally, the Act further stratified businesses based on their workforce, designating those with fewer than 50 employees as small, those with employee counts ranging from 50 to 250 as medium-sized, and those employing over 250 individuals as large enterprises (Hwang & Zhang, 2020).

In recognition of the enormous potential roles of SMEs, some of which have been outlined above, various special measures and programmes have been designed and policies enunciated and executed by government to encourage their (SMEs) development and hence make them more vibrant in Nigeria.

### **2.3 Concept of Social Media**

Social media is that means that employs mobile and web based technology to create highly interactive platforms via which individuals and community share, co-create, discuss and modifies user-generated content (Keegan & Rowley, 2020). Social media is a phrase being tossed around a lot. It is a website that does not just give you information but interact with you while giving you information. It is a group of internet based application that allows the creation and exchange of users generated content. It is easy to confuse social media with social news because we often refer to members of the

news as the media. Adding to it, that social news site is also social media site. Some media website includes:

- Social Bookmarking: interact by tagging website and searching through website book marked by others (Twitter, Pinterest).
- Social News: interact by voting for articles and commenting on them (Digg, propeller).
- Social Networking: interact by adding friends, commenting on photo and profiles, sharing groups for discussions (Facebook, WhatsApp and Snapchat)
- Social Photo and Video Sharing: interact by sharing photos or videos and commenting on the user submission. (Youtube and Instagram).
- Wiki: interact by adding articles and editing existing articles. (Wikipedia). Social media refers to the means of interaction among people in which they create, share, exchange and comment among themselves in different networks. Andreas and Michael (2010) are of the opinion that social media is a group of internet based application that builds on the ideological foundation and allows the creation and exchange of users – generated content. Social media has become one of the major channel of chatting through platforms such as Snapchat, BADOO chat, and WhatsApp. There has been an increase in the mobile social media which has created new opportunity for browsing.

The impact of social media on internet usage, as described by Nielsen (2012), is evident in the fact that students devote more time to social media platforms than any other online sites. The total time spent on social media via mobile devices saw a significant increase, rising by 37% to

121 billion minutes in July 2012, compared to 88 billion minutes in July 2011. Kaplan and Haenlein (2010) have categorized social media into six distinct classes:

1. Collaborative Projects (e.g., Wikipedia)
2. Blogs and Microblogs (e.g., Twitter)
3. Content Communities (e.g., YouTube)
4. Social Networking Sites (e.g., Facebook, Snapchat, Badoo chat)
5. Virtual Game Worlds (e.g., World of Warcraft)
6. Virtual Second Worlds (e.g., Second Life)

These services can be integrated through social network aggregation platforms. When social media is used in conjunction with mobile devices, it is referred to as mobile social media (Keles et al., 2020). Mobile social media encompasses a group of mobile marketing applications that enable the creation and exchange of user-generated content. Unlike traditional social media, mobile social media introduces new factors, such as the user's current location and the time delay between sending and receiving content. Kaplan, Hwang, and Zhang (2020) further classify social media into four types:

- Space-timers (location and time-sensitive): Exchange of messages relevant to a specific location and time (e.g., Facebook, Snapchat, Badoo chat).

- Quick-time (time-sensitive): Transfer of traditional social media applications to mobile services to increase immediacy (e.g., posting Twitter messages, updating status on WhatsApp, and changing display pictures).
- Space-locators (location-sensitive): Exchange of messages relevant to a specific location, tagged to a certain place (e.g., Yelp, Skype).
- Slow-timers (neither location nor time-sensitive): Transfer of traditional social media applications to mobile devices (e.g., reading a Wikipedia entry).

The term "social networking sites" encompasses websites that allow users to create public profiles, build relationships with other users on the same platform, and access each other's profiles. It is used to describe community-based websites, online discussion forums, chat rooms, and other online social spaces. Ellison and Boyd (2007) define social network sites as web-based services that enable individuals to construct profiles, display connections, and search within their network of contacts.

Social media refers to online platforms and services designed to facilitate the creation of social networks among individuals who share common interests, activities, or real-life connections. These websites enable users to share information within a selected group and provide a convenient way to stay connected and share photos from various events (Keegan & Rowley, 2020). They typically include user profiles, social connections, and various additional features.

Social networks are increasingly playing a pivotal role in the realm of information and communication. They have undeniably reshaped the traditional methods of gathering and disseminating news, marking a significant shift from print and broadcast media to the more dynamic and efficient platforms available today. In Nigeria, social networking played a crucial role in events of historical significance, such as the 2012 fuel subsidy removal, where daily protests were organized and sustained through social networks. It illustrated the remarkable power of networking, to the extent that there were rumors of the government considering suspending their operations. Another notable incident was the tragic case of Cynthia Okojie, who fell victim to individuals she met through Facebook. This occurrence underscores the profound influence of social networks, both as tools for governments and weapons for criminals (Keles et al., 2020).

One of the most shocking and angering thrillers ever was the video and pictures of the “Aluu4”. It was a horrible site to behold, inhumanity at its peak. It was evidently one of the biggest news that rocked 2012. It wasn’t the first “criminals” were butchered and burnt alive by angry uncivilized barbaric mobs. The difference between Aluu4 and other similar occurrences was simply the presence of social networking which led to empathy from the public and resultant involvement of the government. Social Networking Sites (SNS) have been popular since the year 2002 and have attracted and fascinated tens of millions of Internet users (Boyd & Ellison, 2012). Though only a few have gained worldwide publicity and attention, the Federal Bureau of Investigation estimated that there are over 200 different sites that are used for social networking (Kumar, 2019). Most people who are members of these sites, such as Facebook (over 400 million users) and MySpace (over 100 million users)

participate in them on a daily basis (Duven & Timm, 2010). Each person who becomes a member of a social networking sites has the opportunity to create his or her own webpage or “profile” which is supposed to be seen as a reflection of that person’s personality (Kumar, 2019). By using this personal profile, one can build an entire social network based on his or her own personal preferences (Boyd & Ellison, 2009).

The idea behind most of this phenomenon, as with many websites, is to help people feel socially connected and part of a community, even though they may be sitting home alone at their computer. Participants may connect with other people they know through school, work, or an organization, or they may meet complete strangers from all over the world (Odupitan, 2017). They do this by searching for people and adding them as “friends” so that they may share information with them and other networks that those people may be a part of (Nasir, 2015). Being “friends” in the social networking sites world simply means that two profiles have been linked together (Kwaku, 2018). This, in turn, expands a person’s network greatly, so that they may meet and share information with even more members (Coyle & Vaughn, 2008). In addition, being “friends” with someone on a social networking sites allows a person to communicate in a variety of ways such as sending private and public messages, participating in on-line games, commenting on photos that have been posted, sharing music or movie preferences, responding to journal entries, and much more (Livingstone, 2018). In one author’s opinion, “Creating and networking online content is becoming an integral means of managing one’s identity, lifestyle and social relations” (Kumar, 2019).

When conceptualizing why these sites appeal to so many people, it is significant to note that each social networking sites focuses on the presentation of self and social status. Each person who joins a social networking sites must choose a picture to post on their personal profile, which is the picture that will be used as a representation of themselves (Kwaku, 2018). Some people use a recent picture of their face or a photo of a group of friends, while others choose a different image that they want to represent them or their values (Barker, 2019). Either way, this picture is significant when looking at a social networking sites because it shows how each individual would like to be seen by others (Barker, 2019). Social status is also a very important part of social networking sites because it is plays a role in how each individual is viewed on their profile by others (Tufecki, 2009). Most social networking sites will show how many “friends” a person has, as well as how many people have written to that person lately (Kwaku, 2018). Because of this, many social networking sites members will seek out people to connect with, even though they may not personally want to be linked with specific people (Kumar, 2019). Adolescents and college-aged individuals are especially interested in having a lot of friends, because many worry what others will think if they do not have as many friends as their peers (Kumar, 2019). Not only does joining a social networking sites help gain and preserve popularity, but selecting the perfect pictures to post are also very important aspects of the experience. According to a recent study done on visual impression management and social networking sites, approximately 60% of adolescents will spend more time selecting which pictures to post on their profile than actually communicating with others (Kumar, 2019). This shows that these social networking sites are not just for keeping in touch with classmates and meeting new people, they are used to build adolescent

identities (Kwaku, 2018) because social networking sites are used primarily by adolescents and young adults.

There are varieties of social networks like Snapchat, WhatsApp Messenger, facebook, and twitter for people to have access to. Snapchat is a Social Networking Site, chat, and instant messaging (IM) application. It enables users to chat on their mobile phones free. You can meet users and Snapchat users as friends. Chat rooms on different topics are opened where you can join in the discussion and socialize with others and also, Snapchat have gateways that enable users chat with friends on Gtalk, Mxit, and facebook. One of the greatest points of Snapchat chat is its simplicity and light weight, making it available to lots of low-end phones. Snapchat runs on any java enabled phone, Nokia, LG, Samsung, and Sony Ericson. Blackberry users can use Snapchat on their Pc as part of an experimental service by the company and with it, they can chat anywhere and anytime of the day as they so please (Odupitan, 2017). WhatsApp Messenger is a proprietary cross-platform instant messaging subscription service for Smartphone's and selected feature phones that uses the internet for communication. In addition to text messaging, users can send other images, video, and audio media messages as well as their location using integrated mapping features. Facebook allows anyone who claims to be at least 13 years old to become a registered user of the website. Users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile (Roblyer 2010). Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or

"Close Friends" (Odupitan, 2017). Twitter is an online social networking service that enables its users to send and read textbased posts of up to 140 characters known as "tweets.

Users can also follow the updates of friends they "follow," send them direct messages, reply publicly to friends, or just post questions or comments as their current status (Sorav , 2010). In many ways this social network site (twitter) continually provides social network for people at all ages. Twitter as a social network plays a role in communication throughout the world in the sense providing online services to share information with others and connect with them by creating a profile that may include a personal web page and a blog. It has been argued by (Odupitan, 2017) that twitter affects behavior by causing psychological disorder via addiction to the access of the social network. Also twitter affects behavior because the network is open to all (Jaclyn 2011).

#### **2.4 Perceived Ease of Use and Perceived Usefulness of Social Media**

Attitude refers to an individual's general predisposition towards a given behaviour and is the result of individual beliefs concerning the behaviour and its results and the importance attached to such beliefs. Thus, attitude is an individual's positive or negative evaluation of a given object or behaviour (Poell, 2017; Shao, 2016) and includes feelings or affective responses towards the object or behaviour, behavioural and cognitive components that explain preference or rejection by users. Chuttur (2009) further suggests that attitude in social media usage would make the user feel that the decision to use social media is either good/bad, wise/foolish, favourable/unfavourable, beneficial/harmful or positive/negative. In the context of this study, attitude can be understood as a user's favourable or unfavourable predisposition towards the use of a social networking site. Studies

emphasise that attitude to use information technology is a key factor in the analysis of technology usage behaviour. Users who participate in social networking sites can develop affective ties with other participants (Gruen et al., 2006), which in turn influences their attitude. The exchange of information on social networking sites also modifies participants' attitudes (Poell, 2017).

Poell (2017) opine that comments from other users influence participants' attitudes positively or negatively. Positive attitude is therefore important for social media promotion to take place effectively. Most importantly, the owner-managers need to have the right attitude in order to use social media in their businesses as a promotional tool. The perceived ease of use of a technology should lead to greater usefulness of such technology. Perceived ease of use is specifically conceptualised by Davis (1989) to describe a system that is free of effort; an application that a user can navigate the system easily, while perceived usefulness is associated specifically with an individual improving his/her own job performance. Nevertheless, acceptance of a social networking website tool is very much dependent on ease of use and usefulness.

Because social media promotions evolve from social interactions developed in social media platforms, purchase behaviour is less likely to occur without use behaviour being observed (Papanagnou & Scarf, 2020). Compared with inactive users, active members are more likely to engage in usage behaviour. Earlier research suggests that mere categorisation into a social group is not always accompanied by emotional commitment to the group; thus, in-group behaviour is not a natural outcome. When members emotionally get committed to a social group, they are more likely to perform in-group behaviours, such as patronage to online communities in the social media context.

Empirical evidence from a survey of young social media users suggests that users who are emotionally involved with an online group are more likely to actively use social media than those with less emotional involvement (Shao, 2016).

#### **2.4.1 Technological Skill and Small and SMEs Growth**

In most emerging countries economic growth and employment are led by SMEs. Innovation adoption enables SMEs to survive in tight competition, global economic crisis and compete against larger organizations. However, SMEs knowledge and capabilities to adopt technological innovation is limited. Financial institutions and government are less supportive to SMEs. Researchers believe that using a particular system would enhance his or her job performance (Papanagnou & Scarf, 2020). The influence, motivation and encouragement given to an individual employee by peers or in the social network, Virtual network, (Papanagnou & Scarf, 2020). SMEs face unrelenting pressure from powerful customers and competitors to lower prices and accept shrinking margins on sales. They have responded to this pressure by adopting innovations in operational excellence, e.g., lean manufacturing and six-sigma. As these innovations approach their limits, SMEs are starting to seek revenue growth from new products and services. They must offer their customers something different than their competitors offer in order to avoid the same low-margin trap that they now face. This report suggests that a powerful way for SMEs to do this is to offer customers new products and services that allow more efficient and effective use of the products that they currently sell.

These new products may complement existing products, and require new manufacturing and design skills, but offering new services is uncharted territory for most SMEs. Their service experience is

often limited to offering customers free or below-cost installation, training, and maintenance. They must learn to offer services that can make their products yield greater total return over their useful life than can a competitor's products. These services include customization of products to specific customer uses, training for optimal performance, product disposal, and even taking over customer operations that pertain to the use of the product. Among firms of different sizes, SMEs are generally more flexible, adapt themselves better, and are better placed to develop and implement new ideas. The flexibility of SMEs, their simple organizational structure, their low risk and receptivity are the essential features facilitating them to be innovative (Sokolova, & Kefi, 2020).

Therefore, SMEs across industries have the unrealized innovation potential (Sokolova, & Kefi, 2020). Tajudeen et al. (2020), while studying the process innovations of small firms in the USA, observed that economic incentives, internal resources, and technical and organizational competencies that a firm has developed or accumulated over time and a firm's linkage to external sources of expertise for learning about new technological development were the major forces that influenced these firms in adopting a process innovation. Danneels and Kleinschmidt (2011) in the context of new product development argued that it consists of bringing together two main components: markets and technology. According to them, product innovation requires the firm to have competences relating to technology (enabling the firm to make the product) and relating to customers (enabling the firm to serve certain customers). These studies strongly indicate that neither internal competence of the firm nor customer requirements alone will drive a firm to undertake innovations. Innovation will emerge only when a technically competent firm is able to identify and respond to customer requirements by

developing and/or improving products/processes. Tajudeen et al (2020) found that product and process innovations are interdependent and closely linked. Arrow and Lind. (2014) found that Estonian SMEs were engaged in developing their products together with processes. However, Wardati and Er (2019) based on a review of literature covering empirical studies on innovation in the manufacturing sector, found that researchers have primarily focused on product innovations in SMEs, and therefore recommended that future research should consider both product and process innovations.

### **2.5 Social Media and SME Profitability/Revenue Generation**

Social media platforms have impacted positively on the financial performance of SMEs and their business and organizational performance (Wardati & Er, 2019). A study on social media networks or platforms by Arrow et al., (2014) revealed that there is a positive relationship in terms of profitability or revenue generation through the engagement of Facebook. The publication concluded that revenue generation has been increased by SMEs through this construct. Similarly, Cooper and Schindler, (2014) positively expressed that the widespread adoption of social media platforms has consequently increased customer engagement with the firms, leading to improved performance, and affecting the bottom-line through increased revenue generation by the SMEs. The introduction of social media platforms has solved the financial health of Small and Medium enterprises through the maintenance of customer relationship management (Nasir, 2015). Thus, social media is deemed as a key competitive advantage for businesses that seek growth and advancement (Sokolova & Kefi, 2020). For instance, Nasir (2015) highlighted that Twitter was used by the Bank of America to provide real-

time solutions to customer's problems which resulted in significant improvement in their financial performance. Similar research by Street (2014) also provided that the retail giant, Amazon, through the adoption of Twitter in 2011 supported their business strategy in enhancing interactions between customers and the company. These changes saw significant changes in their financial position. It thus supposes that these platforms or networks have altered the dynamism of the markets in terms of customer purchase and post-purchase. Extensive research by DeYoung and Torna (2019), highlighted that social media platforms such as Facebook, Instagram and Twitter have enhanced many fast-moving consumable goods of the food industry to improve upon their sales targets leading to increased profits. Similarly, Fuentes also agreed that social media platforms like WhatsApp and Facebook have increased the sales margins of most hotels in the hospitality industry of Small and Medium Enterprises after its adoption as a marketing tool.

## **2.6 Social Media and SME Communication and Marketing Enhancement**

Social media platforms in postmodernism have made consumer and producer relationships very communicative. This factor has caused SMEs to frequently market and communicates with each other without any impediments (Poell, 2017; Ainin et al., 2015). Extensive studies by Kaplan, (2012) about social media outlined that firms now used social media platforms for marketing research to improve upon customer communication, sales promotions or discounts and above all maintain a proper customer relationship with their customers. It was finalized that these social media networks have improved the communication channels of firms. Thus, there is efficiency in solving challenges as compared to the traditional ways of communication by television and radio. Likewise,

Ehimagunmwende (2016) suggested that social media networks have made two-way conversation possible and easier for consumers and SMEs. However, the key functions of marketing departments such as promotion, product distribution, communication, management, and research have become easy to be carried out.

Social media networks have improved marketing strategies for SMEs. Thus, the promotion of products and services online has proven to be efficient and effective (Sokolova & Kefi, 2020). Also, Hwang & Zhang, (2018) outlined that the issue of para-social relationship which existed between customers and product providers has been eliminated as a result of social media platforms. In this regard, both the customer and provider knows what exists and proceed to establish a more informative and trustworthy relationship than the traditional way of communication. Algharabat et al., (2020) in their publication of investigating the antecedents of customer brand engagement and consumer-based brand equity in social media finalized that three key factors are always factored by firms in marketing and communication enhancement that is consumer involvement, consumer participation, and self-expressive brand. A similar publication by Bianchi & Andrews, (2015) on marketing managers' perspectives on social media also concluded that social media platforms have impacted positively on the marketing practices of SMEs. Further, customer engagement, brand image enhancement, return on investment, and meeting consumer needs through time and place increase with the use of social media.

## **2.7 Social Media and SME Market Expansion**

Social Media platforms have become the *modus operandi* that Small and Medium Enterprise are using to expand their marketing accessibility in the 21st century that has influenced the buying behavior of consumers (Fortis et al., 2012). Also, Shao et al., (2016) pointed out that platforms such as Facebook have changed the consumer pattern of consumption hence affecting SMEs positively. Research by Groeger and Buttle, (2016) revealed that social media networks like Facebook, YouTube, and Twitter have impacted positively on the lives of consumers' communication habits of consumption. It is considered that consumers are always in close contact with brands and products by reading, watching, commenting, liking, and sharing causing SMEs to expand their markets to meet the demands of the market.

Ainin et al., (2015) also investigated the factors influencing social media by SMEs and concluded that a social media platform like Facebook has impacted positively on the market expansion activities of SMEs because Facebook has now become a popular choice of promoting business. This platform allows communications to go beyond private and evolves into a conversation that is easily followed by many users. Therefore, business owners now fully use Facebook for selling, advertising, and marketing at a relatively cheaper cost. SMEs thus do this promotion by sharing, tagging, messaging, commenting, and notifying. Small and Medium Enterprises have expanded their market base through the creation of value for the customer, identifying the value stream, creating flow, producing only what is pulled by the customer, and continuous improvement by continuously identifying and eliminating waste (Ghezzi and Cavallo, 2020). In the study of Acquisti and Fong(2020), it is established social networks have created channels for SMEs to facilitate and improve the firm's and

consumers' markets. Keegan and Rowley(2017), adds that social networks improve the market linkage of SMEs and their consumers than the traditional marketing channels, centering on the two-way communication or exchange. This has improved their engagement in existing social media conservations to protect their corporate and brand reputation.

## **2.8 Social Media and SME Growth and Developments**

Small and Medium Enterprises have seen tremendous changes in their growth and developments as a result of social media platforms or networks. The growth and development of SMEs have peaked in recent times since these platforms have birthed innovation among firms. Further, it has enabled these firms to modify and adapt their products and services and enhanced new product development (Ghezzi and Cavallo, 2020). In similar literature by Scott and Orlikowski(2012), it was established that social media networks have brought about fair growth and development through online accountability which has been a key part of the processes of Small and Medium enterprises. Thus, social media platforms provide a system for growth and development data generation, which has become a very powerful tool for today's SMEs in its developments by serving its consumers right and at the right time.

The perception of owner-managers, on the other hand, has also been identified as a significant predictor of consumer predisposition towards the use of ICT and specifically social media (Kim, Kim, & Shim, 2019). Davis (2019) further explain that people tend to use or not use an application because of the extent they believe it will help them perform their job better (perceived usefulness). Also, even if potential users believe that a given application is useful, they may, at the same time, believe that it is too hard or easy to use and that the performance benefits of usage are out-weighed by the effort of using it (perceived ease of use). Perceived usefulness and perceived ease of use are key constructs in describing acceptance and usage of ICT. Researchers (e.g. Koufaris, 2012) validated

these constructs because they were found to influence ICT usage; however, the study proposed further studies on these constructs regarding their influence on social media usage

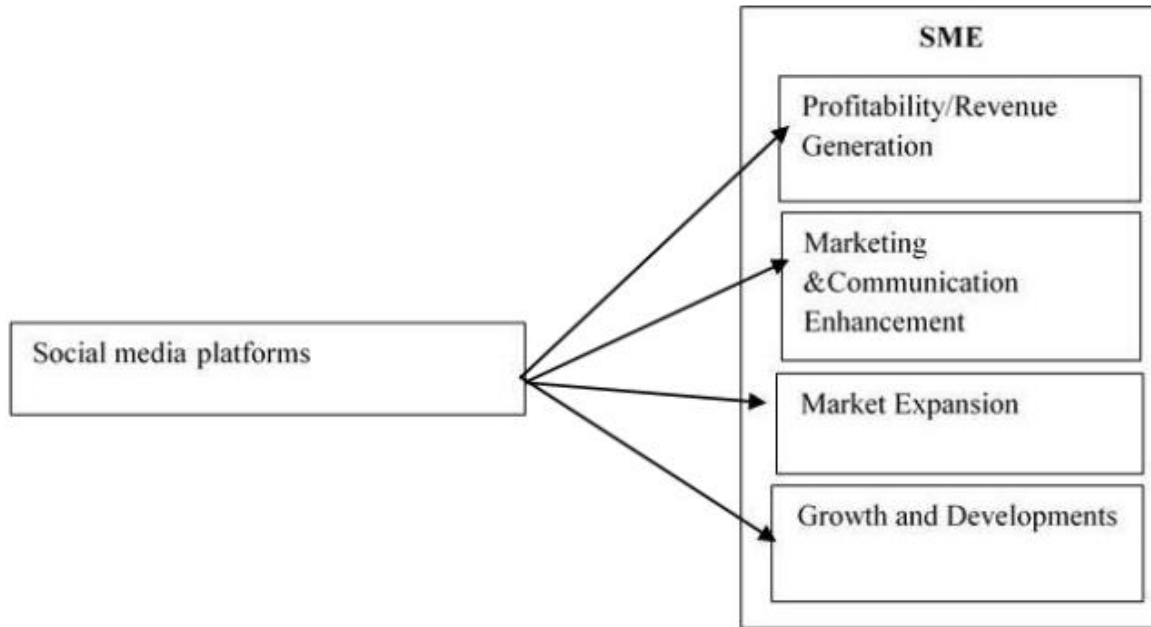


Figure 1: Conceptual model of the study. Source: Author's Concept

## 2.9 Theoretical Framework

### 2.9.1 Assumption of TAM (Technology Acceptance Model)

TAM assumes that both perceived usefulness (U) and perceived ease of use (EOU) of the new technology are central in influencing the individual's attitude towards using that technology. An individual's attitude is hypothesized to influence the behavioural intention to use a technology, finally relating to actual use. Perceived usefulness (U) as described by Farooq and Sajid (2015) is the belief that ICT adoption leads to augmented workplace activity. The perception of ease of use (EOU) is described as a belief that an IS system is effortless in use. In various studies (Ehimagunmwende,

2016), it was discovered that technology acceptance model (TAM) yields high explained variance for why users choose to utilize systems. In the follow-up model TAM2, the attitude component was not included anymore, and the perceived technology characteristics directly influenced the individual's intention to use the new technology under consideration. Additionally, social influences (operationalized norm) re-entered the model. Both TAM and TAM2 have been applied in different forms to explain technology adoption model in a wide variety of contexts ranging from consumer to intra-organizational technology acceptance (Husain, 2016).

In the present study, two more independent variables are added to the original technology adoption model, namely, the pressure to use and resources availability. The strategy was adapted from the method applied by Husain (2016) stating that the rationale behind the use of these two factors is that, in addition to usefulness and ease of use, there must be some pressure on the decision maker to use a particular innovation (accelerated product innovation by all competitors is an example of such a pressure), and decision maker must have the resources to adopt such an innovation. TAM essentially describes how users of technology come to accept and use the technology. Kehinde et al. (2017) developed TAM which specifies the causal relationships between system design features, perceived usefulness, perceived ease of use, attitude toward using and actual usage behaviour.

When users are presented with a new technology, the decision about how and when to use it is influenced by several factors. These include perceived usefulness; the degree to which a person believes that using a particular system would enhance their job performance, and perceived ease of use; the degree to which a person believes that using a particular system would be free

from effort. TAM has been used in a number of researches in social media use (Kehinde et al., 2017). These studies agree that the use of social media is anchored on perceived usefulness and perceived ease of use. Perceived usefulness and perceived ease of use influence an individual's attitude towards using social media (intention). According to TAM, intentions to use technology will determine whether a person will use the technology or not (behaviour). This theory is significant in this study because the study derives two constructs from TAM: perceived usefulness and perceived ease of use (Kisaka, 2015).

### **2.9.2 Stakeholder Theory**

Stakeholder theory is examined in the literature from three perspectives: the instrumental, the descriptive, and the normative perspectives (Donaldson and Preston 1995). While the first two perspectives suggest that a business should strategically manage powerful stakeholders by identifying them with the self-interest of the business, the normative perspective suggests that managers should address all stakeholder groups from an accountability perspective (Trepel et al., 2015). Under the instrumental and descriptive perspectives, CSD is seen as a means to manage only the perception of powerful stakeholder groups (Ullmann 2009). Therefore, CSD is provided for the strategic purpose of gaining approval and support for the firm's continuing operation, rather than for accountability purposes (Deegan 2002). In line with this suggestion, CSD is made to manage the perception of stakeholder groups who are seen as important to the firm.

On the other hand, the normative stakeholder perspective explains that firms have a duty and obligation to a wider range of stakeholder groups and that CSD is obligatory for the firm in order to

discharge wider accountability by providing information to relevant stakeholders (Trepel et al., 2015). However, this perspective provides a prescription for how managers can undertake strategies to manage and treat their various stakeholders; it does not have a direct role in predicting managerial behaviour in practice (Deegan 2002). Based on the notion that a firm is perceived not as a bilateral relationship between shareholders and managers, but as a multilateral set of relationships amongst stakeholders, Prior et al. (2008) argue that EM not only affects a firm's shareholders but also has an impact on stakeholders. Hence, when stakeholders suspect EM, the firm is expected to immediately lose value on the stock market. Although stakeholder theory is useful because it "defines the influencing /influenced groups for us and explicitly defines what accountability the organisation itself is willing to recognise and discharge" (Tversky & Kahneman, 2017)", it has been criticised because it is based on the relative power and influence of stakeholders, which could marginalise the rights of other stakeholders who may be seen as less important (Trepel et al., 2015).

### **2.9.3 Legitimacy Theory**

Legitimacy theory argues that a firm's activities must be legitimate in the eyes of society if it is to be allowed to continue its operations. According to Suchman (2012), legitimacy theory is "a generalised perception or assumption that the actions of any entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs and definitions" (p. 574). Hence, if the company loses its legitimacy, society may revoke its contract and prevent it from continuing its operations (Deegan and Rankin 2003; Guthrie and Parker 2014). In accordance with this perspective, it is accepted that companies disclose social information to show that they are

conforming to the expectations and values of the society within which they operate, as well as to legitimise their behaviour (Tversky & Kahneman, 2017).

Maali et al. (2006) argue that firms need to provide voluntary social disclosure in order to meet broad expectations of society relating to employee welfare, community and the treatment of the natural environment. Furthermore, Kisaka (2015); and Brown and Deegan (2005) state that social expectation is not a static concept; in fact, it may change over time, which means that firms need to improve their social activities in order to continuously maintain their legitimacy. According to Wattanapruttipaisan (2019), there are various strategies that firms can adopt in order to maintain their legitimacy within the society in which they operate, and all these strategies can be involved to make social disclosure as a means of showing that firms are conforming to society's expectations. In this regard, Valverde et al. (2015) argues that, when a disparity between an entity's value system and the value system of the larger social system is present, there is a threat to the entity's legitimacy. In addition, the study suggests that firms can narrow this legitimacy gap by adopting one of four strategies.

## **2.10 Empirical Review**

Algharabat (2020) accesses the antecedents of customer brand engagement and consumer-based brand equity in social media. The contribution of SMEs to the development of many developed and developing countries cannot be overemphasized in job creation and its significance to the contribution to their Gross Domestic Products (GDPs). Social media has taken dominance in the world and has subsequently introduced a new paradigm in the operations of businesses. The

introduction of Smartphone has significantly informed the decisions by SMEs to deploy social media platforms (networks) for their operations. Despite growing interest in this area of research, knowledge gaps still exist, providing opportunities for further research to be conducted. A qualitative approach has been adopted in this research as a methodology, specifically, document analysis. The database of SCOPUS, WoS, and Google Scholar was the source of generating scientific papers via keywords search. The theoretical implication of this paper would add to the existing body of knowledge and contribute to filling the existing research gap in this research area. The results provided by this paper would help SME practitioners to obtain adequate information on the various social media platforms available for them to adopt, and how those platforms can contribute to their success. The study provides the basis for further research since it is purely a literature review.

Ghezzi and Cavallo (2020) examines agile business model innovation in digital entrepreneurship: Lean startup approaches. A survey involving 394 owner-managers of fashion SMEs from Nairobi and Kiambu counties was done, using a structured questionnaire; and multivariate analysis was done through structural equations modelling. Social identity and perceived ease of use bore significant influence on the usage of social media whereas perceived usefulness showed no significance in influencing owner-managers' intention to use social media. The use of social media on the other hand had a significant influence on SME growth. Social media usage is considered useful in business but there is no motivation towards usage by the owner-mangers. Policy makers can therefore provide an enabling environment to encourage use of social media by SMEs. This study sought to find out whether or not the use of social media has a direct effect on growth of SMEs.

Keegan and Rowley (2020) carried out a study on Management Decision Evaluation and decision making in social media marketing. The rules of marketing are changing all the time and companies have to develop new types of marketing to survive in the hard competition today. Technology has taken marketing in a new direction, where online marketing is the most dynamic and fast-moving field within marketing today. Social media is a part of online marketing that has increased a lot over the past years. Companies in the apparel industry are using social media frequently today as a way to communicate with their customers and are now being able to communicate and reach to their consumers to a much lower cost than ever before. Research Question: - What should a small and medium sized enterprise in the fashion industry consider when approaching social media successfully as a marketing strategy? Method: This thesis is based on a qualitative study with mainly in-depth interviews. We have held interviews with several respondents within our research field but with knowledge in different areas. We believe that this gives an overall perspective to the problem. Purpose: The purpose of this thesis is to increase our knowledge of how social media can be used as a marketing tool by SMEs in the fashion industry. Conclusions in short: Our main conclusion to the research is that to work with social medium in a successful way as a small or medium sized fashion company you need devotion. There is no "right" way, and the strategy takes time. Everything should be well planned according to the nature of the business and the goals. Furthermore it is important to realize that social media is not focused on creating sales, but instead on building relationships and giving you as a business owner an insight to your customers' minds.

Keles, Mccrae, and Grealish (2020) assessed the role of the Social Media on the growth of Small and Medium Size Enterprises (SMEs) in Cameroon while trying to do a comparative analysis with Kanjo (2018) assessed the role of the Social Media on the growth of Small and Medium Size Enterprises (SMEs) in Cameroon while trying to do a comparative analysis with the case of Finland. In addition, it was to analyze and establish if there is a positive link between social media and the growth of Small and medium size enterprises. Descriptive survey design was used; a sample of 25 SMEs were sampled from Cameroon and 25 from Finland as well. Primary data was collected using questionnaires. Analysis was done using Statistical Package for Social Science (SPSS). Study findings indicated that the Social Media were highly instrumental in the growth of SMEs in Cameroon and Finland. Additionally, adoption of social media tools like Facebook, twitter, Whatsapp, Blogs were important in reaching out to potential customers of SMEs in Cameroon related to growth of SMEs. Therefore, findings indicated that high growth of SMEs was mostly associated with usage of social media. The study recommended that SMEs should consider using the Internet through software solutions, meet increasing use and for research to be conducted to identify additional challenges that will enable SMEs operations to be efficient, ensure growth and sustainability.

Nzoja *et al* (2023) investigated the relationship between utilization of social media and performance of SMEs in Dodoma City, Tanzania. The specific objectives of the study were to examine the effect of effect of social media on SMEs performance, and the relationship between social media use and innovation and branding in SMEs. Data were collected from 336 systematic randomly selected SMEs

using a structured questionnaire. Data analysis involved the use bivariate correlation analysis, structural equation model and confirmatory factory analysis. It was found that use of social media has significant effect on SMEs performance as it contributes to cost effectiveness, customer satisfaction and market performances. Similarly, use of social media also positively affects innovation and branding of SMEs. Thus, SMEs should be encouraged to fully exploit and use various available and affordable social media networks for marketing and networking purposes to rapidly increase performance and their growth.

Eltayib *et al.* (2018) examined the effect of social media marketing in small business performance. The problem of research was to identify strategies to help SME's through the use of social media to interact with consumers, as there is a lack of use of these means in institutions. The aim of the research is to assess the impact of social media on small businesses, to identify social media strategies used in small businesses, to identify the application of social media to small businesses, and to define how social media can be applied to small businesses. The importance of research is important to study the impact of social activity on the performance of small businesses, in the social media environment where it is necessary for small companies to understand the strategies of using Face book, Twitter. The research followed the descriptive analytical method, by linking the variables theoretically and through the questionnaire to produce conclusions and recommendations useful in the field of scientific research and small business activity. One of the main findings of this research is that the analysis of the field study shows a positive relationship between the applied work and the small

business. The implementation of the social media strategy leads to the growth of small businesses. The research recommendations should focus on increasing the use of social media in business, conducting more studies and researches on the application of social media in various businesses, spreading the culture of using social media in business.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter focuses on the methodology the researcher used to execute the study. It also presents the description of research design, population of study and sample size, research instrument, validity of research instrument, method of data collection as well as data analysis.

#### **3.2 Research Design**

It is a term used in a number of decisions which need to be taken regarding the collection of data before they are collected Nwana, (2010). It provides guidelines which direct the researcher towards solving the research problem and may depend on the nature of the problem being studied. Okaja, (2013), research design means the structuring of investigation aimed at identifying variables and their relationship, it is used for the purpose of obtaining data to enable the investigator test hypothesis or answer research question by providing procedural outline for conducting research”. For the purpose of this study, the causal research design was adopted in this study because it investigates the effect of one variable on another i.e. social media and small scale business.

#### **3.3 Population of the Study**

The study's research population consisted of small and medium-sized enterprises (SMEs) operating in the Ovia North East Local Government Area of Edo State, with a particular focus on their utilization of social media. In this local government area, there exists a substantial pool of SMEs, numbering more than one thousand (1,580), as revealed in a field survey conducted in 2023. The selection of

SMEs for this study was based on their prominent presence and engagement on various social media platforms within the local community. The four SMEs chosen for the research are JARA, Nadia Bakery, Stop2shop, and MM2, all of which have demonstrated significant activity and impact on social media in the context of their business operations.

### **3.4 Sample and Sampling Technique**

For this study, a Simple random sampling method was employed to choose participants for the study. The selection was entirely random, involving the participation of 100 employees from a selection of four (4) distinct SMEs. Specifically, 25 questionnaires were distributed to each of the four SMEs. The reason for using simple random sampling technique is to ensure that every member of the population has an equal chance of being included in the sample. This helps in creating a sample that is more likely to be representative of the entire population, reducing the risk of bias. The chosen employees was from various locations, ensuring a diverse range of perspectives.

### **3.5 Research Instrument**

The research instrument chosen for this research work is Questionnaire. The questionnaire was in two (2) sections labelled Section A and Section B. Section A will consist of questions on the socio-demographic profile of respondents. E.g. Sex, Age, etc. Section B comprises of items that shows the data to be used for the analysis.

### 3.6 Validity of the Instrument

The validity of the instrument was established by the project supervisor and two other experts in the department. The questionnaire items were scrutinized and corrections and recommendations were used to produce the final instrument.

### 3.7 Reliability of the Instrument

Reliability demonstrates that the study can be repeated with the same outcome. Joppe, (2000) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under study. If the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. The researcher used clear and well defined questionnaire as a method of data collection. Questions by the respondents were also clarified. This is easily applicable to another sample to test the reliability of the results. However, subjectivity that may distort responses cannot be over ruled. The Cronbach alpha reliability test was used to determine the reliability of the response scale of the questionnaire.

**Table 3.1 Cronbach Alpha Values**

| S/N | Variable  | Question | Number of Items | Cronbach alpha value |
|-----|---|----------|-----------------|----------------------|
| 1   | Sex   | 1        | 2               | 0.698                |
| 2   | Religion  | 2        | 3               | 0.711                |
| 3   | Marital status  | 3        | 3               | 0.712                |
| 4   | Age   | 4        | 4               | 0.682                |
| 5   | Social media as a means to increase profit in SMEs                | 4        | 5               | 0.743                |
| 6   | Social media as a means of Communication between costume and SMEs | 6 – 10   | 5               | 0.707                |
| 7   | Social media as a means of expanding market in SMEs               | 11 – 15  | 5               | 0.726                |

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

### 3.8 Method of Data Collection

Data was collected using the questionnaire which the researcher administered face to face to the respondents. 100 copies of questionnaire were administered to the respondents. And a number of data collection techniques were used to enable me collect as much and relevant information as possible.

### 3.9 Operationalization/Measurement of Variables

The operationalisation of variables is presented in the Table 3.1 below. The variables were measured using the 5-point Likert scale ranging from strongly agree to strongly disagree.

**Table 3.2:** Operationalisation of Variables

| S/N | Variable  | Operationalisation   | Measuring Scale              | Question/ Statement |
|-----|---|--|------------------------------|---------------------|
| 1   | Sex   | Sex of the respondent.   | Two-point categorical scales | Q1                  |
| 2   | Religion  | Religion of the respondent   | Three-point scale            | Q2                  |
| 3   | Marital status  | Current marital status of Respondents'   | Three-point scale            | Q3                  |
| 4   | Age   | Respondents age as at last birthday.   | Four-point Likert scale      | Q4                  |
| 5   | Social media as a means to increase profit in SMEs                  | Evaluate the percentage of social media-generated leads that result in actual sales or conversions. This can be tracked over time to determine the impact of social media on profitability.                  | Five-point Likert scale      | Q5 - Q10            |
| 6   | Social media as a means of Communication between costumers and SMEs | Measure the number of leads or inquiries generated through social media channels. This can include tracking how many people sign up for newsletters, request quotes, or contact the SME through social media | Five-point Likert scale      | Q11 – Q15           |
| 7   | Social media as a means of  | Determine whether social media efforts have led to market expansion  | Five-point Likert scale      | Q15 - Q20           |

|  |                          |   |  |  |
|--|--------------------------|---|--|--|
|  | expanding market in SMEs | in new geographical areas. Track sales or inquiries from previously untapped regions. |  |  |
|--|--------------------------|---|--|--|

### **3.10 Method of Data Analysis**

The data collected will be analyzed in regard to the research questions and hypotheses for the study using the Statistical Package for Social Science (SPSS 22). These methods include both descriptive and inferential method such as mean and standard deviation, while regression analysis will be used to test the hypotheses.

## **CHAPTER FOUR**

### **ANALYSIS, PRESENTATION AND INTERPRETATION OF DATA**

#### **4.1 Introduction**

This chapter analysis presented is based on the data obtained from response to the questionnaire administered. The respondents were the staffs among the small and medium-sized enterprises (SMEs) operating in the Ovia North East Local Government Area of Edo State. The analysis of the data was to obtain answer to the research questions and specific objectives. The data were estimated with Statistical Package for Social Sciences (SPSS) version 22. The analysis was done and interpreted in headings and subheadings such as response rate, data presentation and interpretation of results and then discussion of findings.

#### **4.2 Data Presentation and Analysis**

A total of one hundred (100) questionnaires were distributed among the small and medium-sized enterprises (SMEs) operating in the Ovia North East Local Government Area of Edo State one hundred (100) was properly filled and returned. The response from the respondents were in pie chart showing the options, the decision made.

**Section A**

**Table 4.2.1: Respondents Personal Data**

| <b>Items</b>                  | <b>Options</b>  | <b>Frequency</b> | <b>% of Response</b> |
|-------------------------------|-----------------|------------------|----------------------|
| <b>Sex</b>                    | Male            | 38               | 38%                  |
|                               | Female          | 62               | 62%                  |
|                               | <b>Total</b>    | <b>100</b>       | <b>100%</b>          |
| <b>Age</b>                    | Less than 30yrs | 43               | 43%                  |
|                               | 31 – 40yrs      | 37               | 27%                  |
|                               | 41 - 50yrs      | 13               | 13%                  |
|                               | 51 – 60yrs      | 7                | 7%                   |
|                               | <b>Total</b>    | <b>100</b>       | <b>100%</b>          |
| <b>Marital Status</b>         | Single          | 41               | 41%                  |
|                               | Married         | 37               | 37%                  |
|                               | Other           | 22               | 22%                  |
|                               | <b>Total</b>    | <b>100</b>       | <b>100%</b>          |
| <b>Religion</b>               | Christianity    | 69               | 69%                  |
|                               | Islam           | 27               | 27%                  |
|                               | Others          | 4                | 4%                   |
|                               | <b>Total</b>    | <b>100</b>       | <b>100%</b>          |
| <b>Year (s) of Experience</b> | Less than 3yr   | 22               | 22%                  |
|                               | 4-6yrs          | 54               | 54%                  |
|                               | 7-10yrs         | 13               | 13%                  |
|                               | 11yrs above     | 11               | 11%                  |
|                               | <b>Total</b>    | <b>100</b>       | <b>100%</b>          |

**Source:** Field Survey 2023.

Table 4.2.1 shows that 38% of the respondents are males while 62% are females, 43% of the respondents age are less than 30years, whereas 37% are from 31-40yrs, 13% are from 41-50yrs, 7% are from 51-60yrs. 41% of the respondents are single, 37% are married, 22% are others. Also, 69% of the respondents are Christians, 27% are Muslims, 4% are other. Lastly, 22% of the respondent has experience less than 3year, 54% has it for 4-6yrs, 13% has it for 7-10yrs, while 11% has it for more than 10yrs.

**Section B**

**Table 4.2.2: Social Media and Profit in SMEs.**

| S/N | Statements   | SD<br>%   | D<br>%    | U<br>%    | SA<br>%   | A<br>%    | Total<br>%                |
|-----|--|-----------|-----------|-----------|-----------|-----------|---------------------------|
| 1   | I believe that my SME has benefited financially from its presence on social media.         | 21<br>21% | 12<br>12% | 13<br>13% | 33<br>33% | 21<br>21% | <b>100</b><br><b>100%</b> |
| 2   | We regularly measure the return on investment (ROI) of our social media marketing efforts. | 28<br>28% | 39<br>39% | 5<br>5%   | 17<br>17% | 11<br>11% | <b>100</b><br><b>100%</b> |
| 3   | We have a clear social media marketing strategy that aligns with our business goals        | 12<br>12% | 17<br>17% | 2<br>2%   | 42<br>42% | 29<br>29% | <b>100</b><br><b>100%</b> |
| 4   | Social media has helped us gain a competitive edge in our industry                         | 18<br>18% | 21<br>21% | 14<br>14% | 23<br>23% | 24<br>24% | <b>100</b><br><b>100%</b> |
| 5.  | Our SME allocates a sufficient budget for social media advertising and promotion.          | 8<br>8%   | 13<br>13% | 9<br>9%   | 31<br>31% | 39<br>39% | <b>100</b><br><b>100%</b> |

**Source:** Field survey 2023.

Table 4.2.2 show that 21% of the respondents strongly disagreed that their SME has benefited financially from its presence on social media while 12% disagreed, 13% undecided, 33% strongly agreed and 21% agreed. 28% of the respondents strongly disagreed that they regularly measure the return on investment (ROI) of their social media marketing efforts, whereas 39% disagreed, 5% undecided, 17% strongly agreed and 11% agreed. 12% of the respondents strongly disagreed that they have a clear social media marketing strategy that aligns with their business goals, 17% disagreed, 2% undecided, 42% strongly agreed, 29% agreed. 18% of the respondents strongly disagreed that social media has helped them gain a competitive edge in their industry, then 21% disagreed, 14% undecided, 23% strongly agreed and 24% agree. Lastly, 8% of the respondents strongly disagreed that their SME allocates a sufficient budget for social media advertising and promotion, 13% disagreed, 9% undecided, 31% strongly agreed, 39% agreed

**Table 4.2.3: Social Media and Communication between Costumers and SMEs**

| S/N | Statements  | SD %      | D %       | U %       | SA %      | A %       | Total %                   |
|-----|---|-----------|-----------|-----------|-----------|-----------|---------------------------|
| 1   | Social media platforms are an effective means for customers to communicate with SMEs          | 9<br>9%   | 14<br>14% | 3<br>3%   | 41<br>41% | 33<br>33% | <b>100</b><br><b>100%</b> |
| 2   | Social media marketing has increased our brand awareness among potential customers            | 8<br>8%   | 17<br>17% | 13<br>13% | 23<br>23% | 39<br>39% | <b>100</b><br><b>100%</b> |
| 3   | Interacting with customers on social media has helped us improve our products or services     | 11<br>11% | 19<br>19% | 10<br>10% | 36<br>36% | 24<br>24% | <b>100</b><br><b>100%</b> |
| 4   | Social media analytics and insights are used to make informed marketing decisions in our SME. | 17<br>17% | 17<br>17% | 16<br>16% | 28<br>28% | 22<br>22% | <b>100</b><br><b>100%</b> |
| 5.  | Social media platforms help us engage with our target audience effectively                    | 12<br>12% | 17<br>17% | 2<br>2%   | 42<br>42% | 29<br>29% | <b>100</b><br><b>100%</b> |

**Source:** Field survey 2023

Table 4.2.3 show that 9% of the respondents strongly disagreed that social media platforms are an effective means for customers to communicate with SMEs, while 14% disagreed, 3% undecided, 41% strongly agreed and 33% agreed. 8% of the respondents strongly disagreed that social media marketing has increased their brand awareness among potential customers, whereas 17% disagreed, 13% undecided, 23% strongly agreed and 39% agreed. 11% of the respondents strongly disagreed that interacting with customers on social media has helped them improve their products or services, 19% disagreed, 10% undecided, 36% strongly agreed, 24% agreed. 17% of the respondents strongly disagreed that social media analytics and insights are used to make informed marketing decisions in our SME, then 17% disagreed, 16% undecided, 28% strongly agreed and 22% agree. Lastly, 12% of the respondents strongly disagreed that social media platforms help them engage with their target audience effectively, 17% disagreed, 2% undecided, 42% strongly agreed, 29% agreed.

**Table 4.2.4: Social Media and Market Expansion in SMEs**

| S/N | Statements   | SD<br>%   | D<br>%    | U<br>%    | SA<br>%   | A<br>%    | Total<br>%                |
|-----|--|-----------|-----------|-----------|-----------|-----------|---------------------------|
| 1   | Social media platforms are effective tools for reaching a wider audience and expanding market reach for SMEs | 10<br>10% | 13<br>13% | 0<br>0%   | 44<br>44% | 33<br>33% | <b>100</b><br><b>100%</b> |
| 2   | Social media campaigns have increased our brand visibility and recognition among potential customers.        | 3<br>3%   | 22<br>22% | 21<br>21% | 23<br>23% | 31<br>31% | <b>100</b><br><b>100%</b> |
| 3   | Social media has played a significant role in attracting new customers to my SME                             | 11<br>11% | 24<br>24% | 16<br>16% | 23<br>23% | 26<br>26% | <b>100</b><br><b>100%</b> |
| 4   | Social media platforms are essential for promoting products or services in my SME.                           | 14<br>14% | 24<br>24% | 15<br>15% | 33<br>33% | 14<br>14% | <b>100</b><br><b>100%</b> |
| 5.  | Our SME allocates a sufficient budget for social media advertising and promotion to expand the market        | 8<br>8%   | 13<br>13% | 9<br>9%   | 31<br>31% | 39<br>39% | <b>100</b><br><b>100%</b> |

**Source:** Field survey 2023.

Table 4.2.4 show that 10% of the respondents strongly disagreed that social media platforms are effective tools for reaching a wider audience and expanding market reach for SMEs, while 13% disagreed, 0% undecided, 44% strongly agreed and 33% agreed. 3% of the respondents strongly disagreed that social media campaigns have increased their brand visibility and recognition among potential customers, whereas 22% disagreed, 21% undecided, 23% strongly agreed and 31% agreed. 11% of the respondents strongly disagreed that social media has played a significant role in attracting new customers to their SME, 24% disagreed, 16% undecided, 23% strongly agreed, 26% agreed. 14% of the respondents strongly disagreed that social media platforms are essential for promoting products or services in their SME, then 24% disagreed, 15% undecided, 33% strongly agreed and 14% agree. Lastly, 8% of the respondents strongly disagreed that their SME allocates a sufficient

budget for social media advertising and promotion to expand the market, 13% disagreed, 9% undecided, 31% strongly agreed, 39% agreed.

### 4.3 Analysis of Research Hypotheses

In order to test the hypothesis, regression analysis techniques were used and the validity test of the hypothesis is done through T-test method.

#### Hypothesis I

H<sub>0</sub> There is relationship between Social media and SMEs profitability.

H<sub>1</sub> There is no relationship between Social media and SMEs profitability.

**Table 4.3.1**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estima |
|-------|-------------------|----------|-------------------|--------------------------|
| 1     | .677 <sup>a</sup> | .131     | .553              | 1.077                    |

a. Predictors: (Constant), Social Media

b. Dependent Variable: SMEs Profitability

**Table 4.3.2**

| Model |            | Sum of Squares | Df  | Mean Square | F     | Sig.              |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1     | Regression | 8.756          | 2   | 4.378       | 3.773 | .002 <sup>a</sup> |
|       | Residual   | 271.497        | 234 | 1.160       |       |                   |
|       | Total      | 280.253        | 236 |             |       |                   |

a. Dependent Variable: SMEs Profitability

b. Predictors: (Constant), Social Media

**Table 4.3.3**

| Model |              | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|-------|--------------|-----------------------------|------------|---------------------------|--------|------|
|       |              | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)   | 2.128                       | .206       |                           | 10.315 | .000 |
|       | Social Media | .194                        | .059       | .102                      | 3.584  | .001 |

a. Dependent Variable: SMEs Profitability

Table 4.3.3 shows the value of  $R^2$  which is 0.131 indicates that all the independent variables (explain 13.1% of the systematic variation in the dependent variable). From the table, the t-test of social media is (3.584) significant at p-value (0.001) less than the critical value (0.05). This shows that social media is significant because the p-value is 0.001 which is less than 0.05 and it has predictive significance for the profitability of SMEs.

## Hypothesis II

$H_0$  There is relationship between social media and SMEs Communication.

$H_1$  There is no relationship between social media and SMEs Communication.

**Table 4.3.4**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .561 <sup>a</sup> | .314     | .308              | 1.059                      |

a. Predictors: (Constant), Social Media

b. Dependent Variable: SMEs Communication

**Table 4.3.5**

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 120.838        | 2   | 60.419      | 53.840 | .000 <sup>a</sup> |
|       | Residual   | 263.717        | 235 | 1.122       |        |                   |
|       | Total      | 384.555        | 237 |             |        |                   |

- a. Dependent Variable: SMEs Communication
- b. Predictors: (Constant), Social Media

**Table 4.3.6**

| Model |              | Unstandardized Coefficient |            | Standardized Coefficients | T      | Sig. |
|-------|--------------|----------------------------|------------|---------------------------|--------|------|
|       |              | B                          | Std. Error | Beta                      |        |      |
| 1     | (Constant)   | 2.727                      | .202       |                           | 13.527 | .000 |
|       | Social Media | .443                       | .058       | .422                      | 7.675  | .000 |

- a. Dependent Variable: SMEs Communication

Table 4.26 shows the value of  $R^2$  which is 0.314 indicates that all the independent variables (explain 31.4% of the systematic variation in the dependent variable). From the table, the t-test of social media is (7.675) significant at p-value (0.000) less than the critical value (0.05). This shows that the relationship between social media is significant because the p-value is 0.000 which is less than 0.05 and it has predictive significance for the communication of SMEs.

### Hypothesis III

$H_0$  There is relationship between social media and SMEs Expansion

$H_1$  There is no relationship between social media and SMEs Expansion

**Table 4.3.7**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estima |
|-------|-------------------|----------|-------------------|--------------------------|
| 1     | .247 <sup>a</sup> | .061     | .653              | 1.072                    |

- a. Predictors: (Constant), Social Media
- b. Dependent Variable: SMEs Expansion

**Table 4.3.8**

| Model |            | Sum of Squares | Df  | Mean Square | F     | Sig.              |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1     | Regression | 17.516         | 2   | 8.758       | 7.614 | .001 <sup>a</sup> |
|       | Residual   | 270.303        | 235 | 1.150       |       |                   |

**Table 4.3.7**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estima |
|-------|-------------------|----------|-------------------|--------------------------|
| 1     | .247 <sup>a</sup> | .061     | .653              | 1.072                    |
| Total |                   | 287.819  | 237               |                          |

a. Dependent Variable: SMEs Expansion

b. Predictors: (Constant), Social Media

**Table 4.3.9**

| Model |              | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------|-----------------------------|------------|---------------------------|--------|------|
|       |              | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)   | 3.120                       | .202       |                           | 15.478 | .000 |
|       | Social Media | .439                        | .062       | .214                      | 3.207  | .002 |

a. Dependent Variable: SMEs Expansion.

Table 4.3.9 shows the value of  $R^2$  which is .061 indicates that all the independent variables (explain 6.1% of the systematic variation in the dependent variable). From the table, the t-test of social media is (3.207) significant at p-value (0.002) less than the critical value (0.05). This shows that social media is significant because the p-value is 0.002 which is less than 0.05 and it has predictive significance for the expansion of SMEs.

#### 4.4 Discussion of Findings

The findings presented in Tables 4.2.2, 4.2.3, and 4.2.4 shed light on the complex relationship between small and medium-sized enterprises (SMEs) and their use of social media as a marketing and communication tool.

In table 4.2.2 this table reveals that a substantial percentage of respondents express skepticism about the financial benefits of social media for SMEs. Approximately 33% of respondents disagreed in

some form with the idea that social media has a positive impact on their SME's financial performance. This indicates that a significant portion of SMEs may not be experiencing a clear and direct return on investment from their social media efforts. Furthermore, the data shows that less than 30% of respondents strongly agreed that their social media marketing strategy aligns with their business goals. This suggests that many SMEs may lack a well-defined strategy, which is a vital component of successful social media marketing.

Table 4.2.3: In this table, it's apparent that the majority of respondents acknowledge the effectiveness of social media as a communication tool. Over 70% either strongly agreed or agreed that social media platforms are effective for customer communication. This finding underscores the significance of social media as a customer engagement and support channel. However, when it comes to other aspects of social media's impact, the data is less clear. While 74% of respondents agree that social media has increased brand awareness, only 60% strongly agree that it helps improve products. This suggests that SMEs might not fully recognize or harness the potential for using social media for product development and enhancement.

Table 4.2.4 focuses on the expansion of market reach and brand recognition through social media. A considerable number of respondents, 77%, agreed that social media platforms are effective tools for reaching a wider audience and expanding market reach for SMEs. This aligns with the broader understanding of social media's role in reaching a global audience. On the other hand, the data suggests that there's some room for improvement when it comes to promoting products or services on social media. Only 47% of respondents strongly agree that social media platforms are essential for

promoting products or services. This indicates that a significant portion of SMEs might not fully leverage social media for promotional purposes.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 Summary of Findings,**

In summary, the findings indicate that SMEs generally recognize the importance of social media as a communication tool and acknowledge its potential for expanding market reach and increasing brand awareness. However, there are doubts about the direct financial benefits, alignment with business goals, and leveraging social media for product improvement and promotion. SMEs should consider addressing these issues through clearer strategies, better measurement of ROI, and more targeted efforts to fully unlock the potential of social media marketing.

#### **5.2 Conclusion**

In conclusion, the findings from Tables 4.2.2, 4.2.3, and 4.2.4 collectively demonstrate a nuanced picture of how small and medium-sized enterprises (SMEs) perceive and utilize social media in their marketing and communication efforts.

On the positive side, it's evident that SMEs generally recognize the effectiveness of social media as a means of communication with customers. Over 70% of respondents strongly agreed or agreed that social media platforms are valuable for customer interaction. This underscores the importance of maintaining a strong social media presence to engage with the audience effectively. However, there are several areas that warrant attention and improvement. The skepticism around the financial benefits of social media is noteworthy, with approximately one-third of respondents expressing doubt about its positive impact on their SME's financial performance. This suggests the need for better

measurement and clearer strategies to demonstrate a tangible return on investment (ROI) from social media efforts.

The finding that less than 30% of respondents strongly agreed that their social media strategy aligns with their business goals is another important observation. Aligning the digital marketing strategy with business objectives is critical for success. This highlights the need for SMEs to reevaluate and possibly refine their social media strategies to ensure they are in harmony with broader business goals. Additionally, while there is recognition that social media can enhance brand awareness, respondents were less confident about its role in improving products and services. This implies an opportunity for SMEs to explore how they can leverage social media to gather customer insights and enhance their offerings.

Finally, the data suggests that there's room for improvement in terms of using social media for product or service promotion. Only 47% of respondents strongly agreed that social media platforms are essential for this purpose, indicating that some SMEs may not be maximizing their promotional potential. In light of these findings, it's clear that SMEs should consider revisiting their social media strategies, enhancing their ROI measurement, and exploring ways to make social media a more integral part of their product improvement and promotion efforts. Overall, this study underscores the significance of social media in the modern business landscape but highlights the need for SMEs to adapt and refine their approaches to fully realize its benefits.

### **5.3 Recommendation**

Based on the findings discussed, here are some key recommendations for small and medium-sized enterprises (SMEs) looking to improve their social media marketing and communication strategies:

1. SMEs should develop well-defined social media marketing strategies that align closely with their overall business goals. This alignment is essential for ensuring that social media efforts contribute to tangible business outcomes.
2. It's crucial for SMEs to establish robust mechanisms for measuring the return on investment (ROI) from their social media marketing efforts. This includes tracking metrics such as leads generated, sales conversions, and customer acquisition cost.
3. SMEs should use social media as a platform for gathering insights and feedback from customers. This can help in product or service improvement and customization to better meet customer needs and expectations.
4. To fully capitalize on social media's promotional potential, SMEs should invest in targeted advertising campaigns and content marketing strategies. This can help raise brand visibility, drive sales, and reach a wider audience.
5. Interacting with the target audience effectively is crucial. SMEs should actively respond to customer queries, comments, and feedback on social media platforms. This engagement fosters a sense of community and trust.

6. Social media trends and algorithms change frequently. SMEs should continuously assess and adapt their strategies to stay current and effective. Staying agile and open to experimentation is key.
7. Consider investing in training for employees or hiring social media experts who can navigate the ever-evolving landscape effectively. Having skilled professionals can make a significant difference in social media success.
8. SMEs should regularly monitor and analyze social media analytics and insights to make informed marketing decisions. This data can provide valuable information for optimizing strategies.

#### **5.4 Suggestion for Further Studies**

Here are some suggestions for further studies in the realm of social media marketing for small and medium-sized enterprises (SMEs):

1. Conduct detailed case studies of SMEs that have achieved notable success in their social media marketing efforts. Analyze their strategies, challenges, and outcomes to identify best practices.
2. Explore how SMEs handle crises and negative events on social media platforms. Examine strategies for reputation management and customer retention during such situations.
3. Investigate how SMEs manage and coordinate their social media presence across multiple platforms. Analyze which platforms are most effective for specific objectives and industries.

4. Examine the efficiency and return on investment of various forms of social media advertising, including paid ads, influencer partnerships, and sponsored content.
5. Research how consumer behavior on social media platforms influences SME marketing strategies. Understand how factors like user engagement, content preferences, and reviews impact decision-making.

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**APPENDIX**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
FACULTY OF MANAGEMENT SCIENCES  
UNIVERSITY OF BENIN  
BENIN CITY**

**QUESTIONNAIRE ON SOCIAL MEDIA AND SMALL AND MEDIUM SIZE  
ENTERPRISES**

Dear Respondents,

**APPEAL FOR THE COMPLETION OF QUESTIONNAIRE**

I am a 400 level student of the above-named Department. As part of the requirement for the programme, I am conducting a research on “**Social Media and Small and Medium Size Enterprises in Edo State**”. In this regard, you have been randomly selected as a member of the sample.

I also wish to assure you that your responses will be treated in strict confidence and used for the stated academic purpose only.

Thank you.

Yours faithfully.

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**Josephine Ondah**

**SECTION A: PERSONAL DATA**

**Instruction: Please kindly tick (√) in the spaces provided against each question.**

1. **Sex:** Male ( ) Female ( )
2. **Age:** Less than 30 years ( ) 31 - 40 years ( ) 41 – 50 years ( ) 51 – 60 years ( )
3. **Marital status:** Single ( ) Married ( ) Other ( )
4. **Religion:** Christianity ( ) Islam ( ) Others ( )
5. **Experience:** Under 3yrs Below [ ] 4-6yrs [ ] 7-10yrs [ ] 11yrs above [ ]

**SECTION B**

In this section, please tick (√) in the appropriate box against the correct answer in your own opinion.

**KEY: SA = Strongly Agree, A = Agree, U = Undecided, D = Disagree, SD = Strongly disagree**

| S/N  | ITEM   |           |          |          |          |           |
|--|--|-----------|----------|----------|----------|-----------|
| <b>SOCIAL MEDIA AND PROFIT IN SMEs</b>                           |  | <b>SA</b> | <b>A</b> | <b>U</b> | <b>D</b> | <b>SD</b> |
| 6  | I believe that my SME has benefited financially from its presence on social media.         |           |          |          |          |           |
| 7  | We regularly measure the return on investment (ROI) of our social media marketing efforts. |           |          |          |          |           |
| 8  | We have a clear social media marketing strategy that aligns with our business goals        |           |          |          |          |           |
| 9  | Social media has helped us gain a competitive edge in our industry                         |           |          |          |          |           |
| 10   | Our SME allocates a sufficient budget for social media advertising and promotion.          |           |          |          |          |           |
| <b>SOCIAL MEDIA AND COMMUNICATION BETWEEN COSTUMERS AND SMEs</b> |  | <b>SA</b> | <b>A</b> | <b>U</b> | <b>D</b> | <b>SD</b> |
| 11   | Social media platforms are an effective means for customers to communicate with SMEs       |           |          |          |          |           |
| 12   | Social media marketing has increased our brand awareness among potential customers         |           |          |          |          |           |
| 13   | Interacting with customers on social media has helped us improve our products or services  |           |          |          |          |           |

|  |  |           |          |          |          |           |
|--|--|-----------|----------|----------|----------|-----------|
| 14   | Social media analytics and insights are used to make informed marketing decisions in our SME.                |           |          |          |          |           |
| 15   | Social media platforms help us engage with our target audience effectively                                   |           |          |          |          |           |
| <b>SOCIAL MEDIA AND MARKET EXPANSION IN SMEs</b> |  | <b>SA</b> | <b>A</b> | <b>U</b> | <b>D</b> | <b>SD</b> |
| 16   | Social media platforms are effective tools for reaching a wider audience and expanding market reach for SMEs |           |          |          |          |           |
| 17   | Social media campaigns have increased our brand visibility and recognition among potential customers.        |           |          |          |          |           |
| 18   | Social media has played a significant role in attracting new customers to my SME                             |           |          |          |          |           |
| 19   | Social media platforms are essential for promoting products or services in my SME.                           |           |          |          |          |           |
| 20   | Our SME allocates a sufficient budget for social media advertising and promotion to expand the market        |           |          |          |          |           |

Thank you.