Effect of Social Media Marketing on the Performance of Small and Medium Enterprises in Maiduguri Metropolis, Borno State Nigeria

By

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Abstract

This study examined the effect of social media marketing on the success of selected small and medium-sized enterprises (SMEs) in the North-East region of Nigeria using a descriptive survey approach. Small and medium-sized enterprises that are officially registered in North-East Nigeria SME offices made up the study population. The sample size of 137 business owners who were operating for more than 3 years were selected for the study. The sample was determined using Krejcie and Morgan (1970) formula for determining sample size for categorical data and selected from the population using stratified random strategy following both descriptive and inferential statistics. SPSS 24 and and multiple linear regression were applied to the data set for analysis.The data analysis showed a positive relationship between social media marketing and SMEs performance in the Northeast of Nigeria. Also, the study found that SMEs in Northeast Nigeria saw a significant increase in performance after implementing social media marketing strategies, and it is recommended that SMEs owners should ensure and endeavor to share instant update to customers, as they stand to benefit from increased patronage and loyalty from customers as well as realize a wide coverage of business spread in their business.

Keywords: Performance; SMEs; Social media marketing; Facebook, WhatsApp, Nigeria.

1. Introduction

The business and social fabric of many nations comprises small and medium scale enterprises (SMEs), which contributes to the economic growth hitherto. Similarly, small businesses across countries have tremendous backing on the performance of business growth and development of any economy (Lawal & Adejuwon, 2023). This serves as a means of sustainability in many spheres. SMEs especially in Nigeria contributes to the national development in many aspects such as the provision of employment, revenue generation, citizen's well being and standard of living. As a result, SMEs performance are therefore crucial to business sales and performance. In order to sustain customer base, these SMEs are confronted with fierce competition and many challenges.

The performance of SMEs overtime has contributed to the development of social media which has led to the better performance of SMEs (Ewah et al., 2021). According to Kateri (2021), social media is adopted to interact with existing and potential customers to strengthen relationships and increase sales through online presence and most specifically the social media tools like Facebook, You Tube, LinkedIn, Instagram, Whatapp etc. Similarly, in 2004, reports revealed that online sites such as blogs and Facebook increased their popularity and market growth via online marketing (Ndife, 2020). Online advertisement especially platforms like Facebook and WhatsApp facilitate wider outreach to customers to engage in satisfaction survey, product reviews, online purchases of products and services around the world. Statistics conducted by IPSOS, shows that UAE adult online shoppers polled 63% in the 12 months, which 49 % are both deomestically and cross-border. Similarly, the top three countries UAE online shoppers prefer to buy from revealed United States (30%), United Kingdom (18%) and India (18%).

Business success are attributed to sales and productivity through customer engagement vis a vis social media networks (Lakshmi et al., 2017). By so doing, higher level of productivity and brand awareness may be achieved at lower costs through social media rather than traditional ways of communication. A report by Orient Planet Research as reported by (Ghanem & Hamid, 2020) found that social media channels such as Facebook, YouTube, WhatsApp and LinkedIn are increasingly being used by SMEs and have become major business enablers.

Nowadays, large, small and medium sized businesses are utilizing social media tools for business performance (Is-haq, 2019). This is because, it paves way for instant interaction with external environment and recognition. The application of mobile devices, and social media tools such as Facebook revolutionized the ecommerce adoption process in SMEs (Ghanem & Hamid, 2020)

Additionally, the advent of social media made it possible for individuals to easily and cheaply promote awareness through online networks. The most popular networking facility sites include: Facebook, LinkedIn, Twitter, Instagram, WhatsApp. Viber, WordPress, YouTube, Flikr, Google+, Pinterest, Quora, and Snapchat (Etim, 2020). This development presentes an opportunity for SMEs to increase their operation that leads to increase in revenue and enhance overall performance. Regardless of the many advantages of social media tools, there seems to be little awareness and knowledge gap among SME owners especially, on how to attain effective performance. Hence, this research investigates the effects of social media tools like Facebook and WhatsApp on the performance of selected small and medium-sized enterprises (SMEs) in Nigeria's northeastern states.

Objectives of the study

The study's major goal is to look at the nexus between social media-driven tools and the performance of small, and medium-sized businesses in Borno State. The study's specific objectives are to:

i. ascertain the relationship of Facebook on performance of SMEs in Maiduguri metropolis, Borno State, and

ii. determine the relationship of WhatsApp on performance of SMEs in Maiduguri, metropolis, Borno State.`

2. Literature Review

2.1 Conceptual Review

In this section concepts of the variables will be reviewd and explained as in the following sub-sections:

2.1.1 Concept of Small and Medium scale Enterprises

Concept of Small and Medium Scale Enterprises (SMEs) is defined as follows by the National Council on Industry as:

Micro/Cottage Industry:

Companies having an asset base of less than 1.5 million dollars, excluding land costs, but incorporating working capital and staff strength of less than ten people.

Small Scale Industry:

An industry with an asset base of more than 1.5 million dollars but less than 50 million dollars, excluding land costs, but including working capital and/or a workforce of 11 to 100 people.

iii. Medium Scale Industry:

A company with an asset base of more than $50 million but less than $200 million, excluding land costs, but including working capital and/or a staff of 101 to 300 employees.

The concept of small and medium size enterprises varies from country to country depending on the economic need involved. The performance of SMEs plays a major role, but there is a dearth of literature about their contribution which are not well researched especially in Nigeria (Eniola, 2014). Sokoto and Abdullahi (2013) defined SMEs as a sector that is characterized with jobs creation, unemployment, low growth and poverty eradication. The total number of persons employed by Small and Medium enterprises (SMEs) sector in Nigeria as at December 2020 stood at 39,654,385 (NBS, 2020). Small and Medium Size Enterprises (SMEs) as defined by the National Council of Industries (2009) refer to business enterprises whose total costs excluding land is not more than two hundred million naira (N200,000,000) only. Although, there exists no consensus among policy makers and scholars concerning the point at which a business firm is deemed to be small or medium.

The United Nations Industrial Development Organization (UNIDO) identified fifty definitions of small scale business in seventy-five different countries based on parameters such as installed capacity utilization, output, employment, capital, type of country or other criteria, which have more relevance to the industrial policies of the specific country. However, it was suggested that the SMEs sub-sector may comprise about 87% of all firms operating in Nigeria, excluding informal-enterprises. USAID (2004) defined SMEs as informal businesses employing fewer workers including unpaid family labor. Small scale enterprises are those operating in a formal sector with five to twenty employees; and medium enterprises are those employing 21 to 50 employees.

The Nigerian concepts of SMEs are somewhat contradictory but the Central Bank of Nigeria agrees with the Small and Medium Industries and Equity Investment Scheme (SMIEIS) in their definition of SMEs as any enterprise with a maximum asset base less than N200 million (equivalent of about $1.43 million) excluding land and working capital, and with the number of staff employed not less than 10 (otherwise will be a cottage or micro-enterprise) and not more than 300 (Laurent, 2009; Ogechukwu & Oboreh, 2013; World Bank, 2013).

2.1.2. Social Media

Eltayib et al. (2018) defined social media marketing as placement of advertisements or content on social media platforms, such as Facebook, YouTube, Google, and Twitter, account where people can interact with the firm and the firm can promote their goods and services via placing advertisements on the social media pages for targeted customers and including promotional material on such social media posts. A significant number of social media platforms surfaced in the recent years and despite their similarities, they have managed to keep the whole world engaged (Kajongwe et al., 2020). According to Ile et al. (2018), social media refers to content distributed through social interactions. It allows businesses gain access to resources that may not be available to them, which contributes to the development of firm's worthiness, increase customer and supply contacts, facilitates funding and promotes innovation. Consequently, adopting social media tools as underpinning strategic marketing of SMEs are vital for acquiring and retaining customers, maintaining easy communi-cation with all stakeholders (Salam & Hoque, 2019).

Social media can provide "marketing that is more effective, new communication and distribution channels, shorter time to market, customized products, 24-hour online technical support, and online interactive community" (Mukoolwe & Korir, 2016). This is in addition to immediate connectivity with new markets, supply chain and customers with greater benefits for businesses (Kaplan et al., 2010). Social media (Ndife, 2020) are computer-based technologies that facilitate the creation and sharing of ideas, information, career interests and other forms of expression via virtual communities and networks.

Social media plays positive roles in the domain of marketing and relationship building with customers. The easy entry barrier to social media has increased the adoption of social media platforms by small business owners as a means of achieving business goals (Ghanem & Hamid, 2020). According to Is-haq (2019), business enterprises can increase their sales through the size of their assets and market. As a result of such increase, several strategies are devised to attract sales level and customers through the use of marketing skills of business organizations. This is why SMEs that want to remain in the limelight must aim for market survival and be competitive in the market. SMEs across the world contribute about 60 percent to employment in the business sector. However, sales potentials have attributed for the growth in this sector through the provision of good marketing products of SMEs and its services (Jeremiah et al., 2021).

2.1.3. Facebook

Facebook was launched in 2004 and holds the most promise for retailers in offering varieties of ways to reach and attract new clients. In 2015, Facebook site was reported to have 750 million active users and, as at second quarter of 2015, had 1.45 billion active users. The number of Facebook users has increase to 2.99 billion over the past few years. Facebook site is ranked as the most widely used social network worldwide. Also, on a daily basis, traffic to the network is always on the rise. This site serves as an extension for online companies that utilize it to connect with customers, display content, promote products, offer services, and brands and attract online shoppers. Facebook can also be used to advertise products and provide a link to a blog post about the business or industry to online shoppers. There are several social media platforms but studies indicate Facebook as the leading site in the world (Kajongwe et al., 2020). Estimates report provided that above 1 million small and medium scale enterprises used Facebook to advertise their business (Nel et al., 2010)

According to Subramaniam and Islam (2014), the Statista also proclaim that Facebook has over 2.9 billion monthly users which no other social media network can offer a matching level of potential exposure. Facebook considered as the first and largest social media network to achieve mainstream success offers an outstanding integrated tools compared to other platforms, like buttons, account logins and photo coverage (Ile et al., 2018). Facebook facilitates users contact and information from businesses through various buttons on Facebook ads. This allows business owners more opportunities to interact with small business in little time.

Similarly, these features provide companies reasons to communicate with new clients, by clicking buttons that allows them shop easily online (Eltayib et al., 2018). This process is achieved based on their communication preference on conversion goals like send message, shop now, get directions or call now. Interestingly, over 90 million businesses have active pages on the platform as a result of the population of users across different platforms through the use of marketing tools (Kateri, 2021). It is no gainsay that Facebook is among the leading social media platform for social media marketing and other use.

The practice of using Facebook as a social media platform have contributed in generating customer needs and influence sales (Lakshmi et al., 2017)**.** Facebook users claim they visit a page at least once a week. While about 17 percent say they joined the platform to connect with brands. While about 45 percent of users utilize Facebook to know more about products in the market (Ogbari et al., 2016). This is the reason millions of businesses worldwide confirm the effectiveness of Facebook platform. It beari in mind that a single post can communicate with billions of customers and allows for an easily mix and marketing strategies match (Oyewobi et al., 2021). In the aspect of business perspective, Facebook also developed tools for marketers. The purpose of designing these tools is to target their market, post multimedia content and follow up with their marketing ideologies. Likewise, the introduction of these platforms is also designed to establish viable relationship with their customer base. The simplicity of use of the platform has become a tool for business success especially, for small and medium scale enterprises. This may be a reason why Facebook is the better choice for users.

2.1.4. WhatsApp

The number of WhatsApp users across the world are about 2 billion as of 2020 (Noor et al., 2017). The number has been increasing tremendously every two years. Statista reported that 1.6 billion users access the messaging app each month (Statista 2019)which is 23 percent above its closest competitor. The messaging capabilities of WhatsApp business subjects it to one of the most important aspects that connects a brand to its audience and customer base. The messaging options provides a company with unlimited free message in multiple formats and timely responses (Ukpere et al., 2014). The major requirement for messaging is the receiver's main phone number. WhatsApp business is another channel through which businesses utilize to interact with clients when contacts is synchronized. This channel also allows you connect with only your target audience than sending many messages to your contact. Also doing so can help you funnel traffic through various tools like a WhatsApp Send Message Button, Facebook Ads, or a WhatsApp number listed on your Facebook page.

According to Lawal et al. (2022), the introduction of WhatsApp birthed new features on social media, especially its effectiveness in commercial activities. Additionally, global brands, organizations and SMEs have adopted the services provided by WhatsApp Platform to exploit their peculiarities and capacities for their marketing needs (Ewah et al., 2021)

2.1.5. Performance

Performance is perceived as sacrosanct to the survival of SMEs in any nation (Lawal & Adejuwon, 2023). The conventional small business performance is measured using financial ratio variables as explanatory variables. The financial variables that are commonly used include return on investment (ROI) return on asset (ROA), profits, cash flow and sales growth (Kajongwe et al., 2020). The function of government in the performance of SMEs in Nigeria became significant in the recent dispensation of the economy. This is because SMEs play a key role in the informal sector in Nigeria. The performance and survival of SMEs depends on the favorable parameters that can drive and develop the SME in Nigeria. The link between SMEs performance and economic growth remains complex, and that it remains a necessary component of a country's capability to support economic development (Marolt et al., 2022). SME is the driving force and establish an important mainstay of any nation's economic system (Ndife, 2020). The development of this sector leads to poverty reduction, employment creation and increase of potential entrepreneurs. It also offers linkage development of large industries.

The performance of SMEs has remained a catalyst for change for economic industrialized nations especially in developing world (Jeremiah et al., 2021). Importantly, the performance of SMEs varies according to sectors with their degree of development (Mile et al., 2022). These characteristics such as the capital allocation and requirements, management size and access to market which contributes to the growth parameters of an organization are unavoidable. The quality of performance of SMEs by business owners may determine whether capital investment would grow quickly or whether the growth would involve the innovation of new products or production of new techniques (Madan, 2020). Similarly, the nature of growth rates in nations varies due to the quality of business owners. In addition, production factors such as land, labor, capital are important to entrepreneurs who establish business ventures.

2.2 Innovation Diffusion Theory

The Innovation Diffusion Theory (IDT) was introduced in 1962 by Everett Rogers which has been adopted in case analysis in the past. It discusses the rudiments for understanding innovation adoption and how individuals undertake decisions on their choices of innovation. IDT theory is diverse in scope across many context, which makes it difficult to adopt a process model when making organizational decision that relates to change or innovation (Straub, 2009). The three main proxies in Rogers' diffusion theory: the social system existing around the adopters/non-adopters of the innovation, the innovation, communication channels used to broadcast information about the innovation, and the time it takes for individuals to move through the adoption process. The nexus between these components helps one to understand individual's preferences to adopt an innovation or not (Straub, 2009).

The theory also adopts five attributes that can influence an individual's decision on whether to adopt an innovation or not: compatibility, advantage, observation, complexity and trainability. Compatibility refers to how an innovation fits with a user's specification. The more difficult to learn the less likelihood for adoption. This is due to the high complexity rate. Relative advantage refers to how much greater or lesser the benefits of the innovation are compared with the alternatives. Observation occurs once an innovation is adopted and diffused across enough people within a culture system that those who previously had not thought about adopting it, change their minds or at least begin considering adopting the innovation (Hosking, 1993). Trainability refers to adopters that are more likely to accept innovations through testing or experiment before making a decision whether to adopt or reject.

Organizations applying IDT to help analyze current practices and plan for more effective diffusion of innovations may be useful to understanding the impact that Rogers' theory can have in different contexts (Hosking, 1993). For instance, an innova-tion diffusion approach to examining the adoption of social media by small business-ses: An Australian Case

Study," conducted in Australia around small business adoption of social media.

3. Methodology

The purpose of this study is to examine the effect of social media marketing on small scale business performance of SMEs in Borno state, Nigeria. The study is quantitative which allows for measurement and testing of the stated hypothesis to determine the statistical relationship between variables (Creswell, 2013). Survey research design was adopted as the main research design for this study. The use of questionnaire method was adopted to gather information from respondents. The questionnaire was closed ended questions, which adopted a five-point Likert scale This was administered with the aid of statistical package for social science software and Cronbach's alpha. According to Gorard (2003), Cronbach's alpha assesses the extent to which a group of questions are asking for the same basic underlying information.

The study made use of statistical tools such as descriptive statistics and simple frequency analysis in testing the statements on the questionnaire. The target population of this study was the 137 of the selected small and medium scale business owners/ managers in Borno state, Nigeria. A sample size of 137 owner/managers of the selected small and medium scale business owners/ managers who had been operating the business for more than 7yrs were considered. The sample was determined using Krejcie and Morgan from the selected population using stratified random sampling technique.

4. Data Analysis and Results

Table 1: shows demographic data of small scale business operators.

N = 137. Male = 100 (72%). Female = 37 (27%)		
Characteristics	Male %	Female %
Age Range		
Under 20s	8 (7%)	6 (5%)
21-25	7 (6%)	9 (8%)
26-30	9 (8%)	12 (10%)
31-40	15 (13%)	13 (11%)
41-50	7 (6%)	3 (2%)
50-60	3 (2%)	8 (7%)
60 and above	8 (7%)	2 (1%)
Occupation		
Manager	35 (35%)	10 (3%)
Employee	65 (65%)	25 (9%)
Educational Attainment		
No formal education	5 (5%)	2
Primary	25 (25%)	5 (1%)
Secondary	20 (20%)	5 (1%)
Diploma	20 (20%)	10 (3%)
Tertiary	30 (30%)	15 (5%)
Social Media Use		
0 to 5 years	30 (30%)	5 (1%)
6 to 10 years	10 (10%)	7 (2%)
11 years and above	30 (30%)	10 (3%)
	30 (30%)	15 (5%)

Source: Field Survey 2022

Table 2: Cronbach's Alpha score for the study

Reliability Statistics

Cronbach's Alpha	N of Items
.734	5

Source: Field Survey 2022

The Cronbach coefficient of alpha varies from 0 to 1 and the value of 0.5 or less generally indicates unsatisfactory internal reliability of data (Tavakol & Dennick, 2011). Scales with coefficient alpha between 0.6 and 0.7 indicate are consistent, reliable and acceptable variable.

Table 3: ANOVA results

ANOVA[a]

Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	17.786	2	8.893	30.610	.000[b]
	Residual	38.930	134	.291		
	Total	56.715	136			

Field Survey (2023)

The ANOVA table presented in Table 3 showed the Anova regression estimates which suggests that there is a statistically significant relationship between performance and all the explanatory variables, of F-statistic of the model which is 30.610 which is significant at 5% level.

Table 4: Multicollinearity test on variables

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	FACEBM	WHATAM
1	1	2.991	1.000	.00	.00	.00
	2	.006	22.569	.95	.07	.25
	3	.003	32.090	.05	.93	.75

a. Dependent Variable: PER

The variance rate of independent variable had low collinearity as their coefficients were within the acceptable value range (**Table 4)**. Saunders agreed that variance is an imperfect measure of collinearity, which is a condition that can be attributed to more complicated relationships among the predictors than variance can detect. This method is adopted if the predictors is small in collinearity. The situation would be tedious with more than 12 to 15 predictors. According to Bernard (2011), collinearity exists when independent variables are correlated, especially when two variables strongly predict a third, hence the first two will be correlated. Normally perfect correlation can rarely be faced in a data set, more commonly; the issue collinearity arises when there is an approximate linear relationship between two or more independent variables. Mertens (2014) suggested that even though a strong relationship may be found between a set of variables and an outcome measure, it is not always possible to achieve the desired outcomes by manipulating the set of prediction variables (Mertens, 2014)**.**

Table 5: Model regression coefficients

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	1.683	.497		3.385	.001		
	FACEBM	1.109	.148	.761	7.502	.000	.497	2.011
	WHATAM	-.508	.135	-.381	-3.753	.000	.497	2.011

a. Dependent Variable: PER

Linear Regressions Analysis

Having examined the correlation or relationships between independent variables and dependent variables as models that impact the use of social media marketing on the performance of small and medium scale enterprises, the use of facebook and whatsapp were found to be statistically significant at the 1% level. This suggests that these factors have a significant impact on the performance of SMEs. Therefore, an expression for the relationship between the dependent and the independent variables can be obtained in the form, with a constant, representing the Beta coefficient (B) with value 1.683

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560[a]	.314	.303	.539

a. Predictors: (Constant), WHATAM, FACEBM

The R value (.560) indicates a simple correlation between the dependent variable (Performance) and independent variable (Facebook and Whatsapp). There is a low degree of correlation (.560). R squared shows the total variation in the dependent variable (performance) which can be explained by the independent variable (Facebook and Whatsapp). The Weighted Least Squares Regression is at degree (.314%); inherently not too large. Apparently the column with R2 value (.303%) represents total variation that the dependent variable.

Discussion of findings

Table 1 gives the result of demographic data of small scale business operators in Maiduguri and indicates that 72 percent (100) of the participants were male while 27 percent (37) of the respondents were female. This implies that many of the selected small and medium scale businesses in Maiduguri metropolis are owned either by men or run by a male employee. The age range category of the findings indicates that that majority of the male business owners are between middle age 31-40 years and are actively using social media for their business communication. However, result from the female business owners reveals that females between age 31-40 majorly have high number of social media use.

The education profile category of the findings indicates that majority of the respondents are well educated and would be expected to be aware about the use of social media in small business.

The period of social media use indicates that the majority of owner/operators of the selected small and medium scale businesses are well experienced in the use of social media in small business and are expected to give reliable information regarding the impact of social media advertising on their business performance. The Cronbach coefficient of alpha is seen to vary from 0 to 1 and values of 0.5 or less usually indicates unsatisfactory internal reliability of data. The reliability data of the service quality dimensions used in the study is confirmed. The inter correlation between variables of the study shows that there was a positive significant relationship between all the study variables of Facebook and Whatsapp use and the performance of SMEs. This finding aligns with the empirical work of (Ghanem & Hamid, 2020). The regression analysis R values for the regression model was determined as 1.683. This indicates the explanatory variables; facebook and whatsapp an effect on the level of performance of SMEs.

Conclusion

The study found that social media use such as (Facebook and WhatsApp) was significantly related with increase in the performance of business success. Hence, small and medium scale enterprises must utilize the use of Facebook and WhatsApp effectively in order to achieve increased customer retention and attention of customers which will have significant impact in their business performance. Also, the study further revealed an interesting relationship on the use of WhatsApp and the performance of small and medium scale enterprises. Hence, small and medium scale enterprises should intensify the use of WhatsApp to promote more business potentials.

Recommendations

The study recommends that SMEs, should identify the precise social media that will have impact on their business performance, especially the role of Facebook and WhatsApp, which are the most prominent among the business sphere.

Similarly, SMEs should be familia with the use of the pages by ensuring that they communicate with customers by sharing and educating them about new proceedings in their business.

SMEs should ensure and endeavor to share instant update to customers as they stand to benefit from increased patronage and loyalty form customers as well as realize a wide coverage of business spread in their business.

SMEs owners should build strong relationships with their customers and produce more engaging content on their social media channels that are geared towards their brand to improve their sales performance.

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