

Exploring the Effect of Social Media as Omnichannel on Retail Marketing in Kebbi State

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Abstract

Omnichannel as an emerging concept provide a seamless, unified customer experience. Hence, the main purpose of this study was to analyse the effect of social media platforms as Omnichannel on retail marketing, with retailers currently experiencing the transition from multi-channel to Omnichannel and its several implications. The study adopts a qualitative and quantitative research technique by reviewing literature and highlights the concept of Omnichannel, on some selected Social media on retail marketing. Regression analysis anchored in testing the hypotheses. Service ecosystems model was adopted and the population sample of the study was 346. The finding revealed that omnichannel is transforming user experience with a single touch point of retail marketing in Kebbi State. Therefore, the finding revealed that Facebook, Tiktok and Instagram serve as significant in omnichannel retail marketing. Against this backdrop, that the study recommended that retail marketing should adopt social media as omnichannel and harness the contribution of Omnichannel as one touch-point in generating a lead conversion.

Keywords: omnichannel, retail marketing, Instagram, Tiktok, Facebook

1.1 Introduction

Social media plays a key role in the survival of small businesses and Sustainable development of developing countries like Nigeria depends largely on the performance of their indigenous micro, small and

medium scale enterprises (Suleiman, Aliyu & Bello, 2021). The role of social media had significant impact in managerial and marketing arenas (Hibbler-Britt & Sussan 2015). Consumers are riding a wave of digital technology that provides massive momentum to the retailing and marketing

industry. Social networks are a group of digital platforms used to create and share content online. Various social media networks like Facebook are used to share news, exchange and micro-messaging services on Twitter, Photo and video sharing platforms such as Instagram, YouTube, WhatsApp and professional networking sites like LinkedIn. Flipkart, Jumia, JiJi konga, and shopify are providing omnichannel-tech platform that combines all customers, (Nandi, 2020). Retail social media marketing is the practice of using Internet-based social media platforms to promote goods and services and to share information and ideas (Dahnil et al., 2014).

Omnichannel aims to improve user experience and relationship building by creating a seamless experience for customers between all the channels (Beck & Rygl, 2015). The development of commerce has led to an increase in retailers going from online-channels and multi-channels as sales channels to Omnichannel (Piotrowicz & Cuthbertson, 2014). Mena, and Bourlakis, (2017), posit that, omnichannel as a system involving not only consumers and retailers, but an entire supply chain as well the idea. Hence, the omnichannel retailing will enhance the interaction with customers through countless channels such as websites, physical stores, kiosks, direct mail and catalogs, call centers, social media, mobile devices, gaming consoles, televisions, networked appliances, home services, and more (Rigby, 2011). Omnichannel is not a new sales channel, but instead, it is the integration of all channels to create a seamless purchase experience from a customer's perspective (Rai et al., 2018),

and integrating an omnichannel could potentially be the key for this make or break moment (Jones & Livingstone, 2018). The omnichannel strategy includes all channels used throughout the buyer journey through social media platforms, website, and physical store, are linked and take into account what is happening on other channels (OutSystems, 2023). The concept of retail categories could be selling goods or commodities directly to an end customer with the focus of pursuing a profit (Hudson, 2016). Retail marketing heavily uses social media in order to attract the customer's attention. The social media platforms allow the retailers to reach out to the consumers through various social media platforms 24/7 (Rajiv, 2012). Retailers were able to get information to consumers by using various social media platforms (Nobre & Silva, 2014). One marketing strategy was to leverage digital technology to facilitate online reviews and inform customers of a product or service (Keng, Tran, Liao, Yao, & Hsu, 2014) with the intent to influence Consumer-buying behavior. This method of retail marketing ensures long-lasting relationships, unlike the traditional method of retail marketing. As digital technologies have become more commonplace in retail marketing, a growing number of retailers have been investing in digital transformation initiatives in order to stay competitive.

In particular, many retailers have been investing in omnichannel strategies, which allow them to provide a seamless shopping experience to their customers across all channels (Hänninen, 2021). Piotrowicz and Cuthbertson (2014) mention that the

omnichannel customer experience as using many retail channels in the same transaction process. Highlighted, the omnichannel perspective as the intermingled use of touchpoints, which allow a seamless experience within the entire retailing ecosystem (Shen et al. 2018). Generally, an Omnichannel refers to an approach that transcends multi-distribution, multi-media channels connecting the Internet (e.g., social-media, web sources), mobile tech (including ubiquitous), and brick-and-mortar into a seamless integration through multiple touch points (Ternstrand, Niklas, Selidin, & Linder, 2015). This omnichannel allows the customer to view products online, purchase it using his/her mobile devices such as smart-phones, and pick up the ordered product by dropping by the nearby brick-and-mortar store. In addition, the omnichannel structure permits the retailer to link its inventory to customer demand. Hence, the mobile revolution has created along with the growth of social media, the situation in which customers bring their entire social environment into their shopping experience.

As an important part of the omnichannel shopping experience, customers have a multiple options that allow them to gather information about product features and availability (Hoke, 2021). The expansion into omnichannel retailing poses a significant challenge for retailers, necessitating adjustments to their business models and the integration of core elements. This involves understanding how customers simultaneously utilize digital and physical touch point in making purchasing decisions

(Hoogveld & Koster, 2016). However , the striking problems are channel integration quality is a way of organizing the use of different channels like retail stores, websites, social media such as Tiktok , Instagram and Facebook with each distinct characteristics , and physical stores. It is about how aware customers are of the services available to them and how the features of services are different across these channels. The goal is to make the most of each channel, avoid competition between them, promote cooperation, and ultimately improve how well the business performs (Neslin et al., 2006). Sometimes, retail marketing might be doing well in providing good quality through physical and virtual channels separately. Nevertheless, if there are differences or issues between these channels, the overall perception of quality might not be that good. This is where channel integration quality comes in.

It means making sure that the service standards is high across all the different channels. Single customer view and availability of multichannel options may confuse some customers that will navigate through different channels with conflicting product/price information and varying transaction processes- (Hoke 2021).Therefore, this research aims to explore the gap on how retail marketing business are leveraging Tiktok, Instagram and Facebook as omnichannel to engage customers journey across distinct social media platforms in kebbi State.

2.0 Review of Related Literatures

The chapter is a review of contributions from scholars that have connections with this topic. This is followed by descriptions of the concepts of omnichannel, social media, and retail marketing. The analysis of theories and empirical studies.

2.1 Concept of Social Media

Social media marketing can define as an organization's integrated pattern of activities based on a careful assessment of customers' motivations for brand-related social media use and the undertaking of deliberate engagement initiatives to transform social media platforms links, and interactions (influences) into valuable strategic means to achieve desirable retail marketing outcomes (Fangfang, Jorma, Leonidas & Leonidou, 2020). Social media platforms are platforms on which businesses build networks, and share information and/or sentiments about goods and services (Kaplan & Haenlein 2010). The social media networks have a distinctive nature of being "dynamic, interconnected, egalitarian, and interactive organisms" (Peters et al.), social media have generated three fundamental shifts in the marketplace. First, social media enable firms and customers to connect in ways that were not possible in the past. Such connectedness is empowered by various platforms, such as social networking sites (such as, Tiktok and Facebook), micro blogging sites (such as, Twitter), and content communities (such as, YouTube), that allow social networks to build from shared interests and values (Kaplan & Haenlein 2010).

2.2 Tiktok

According to Jenkins, Sam and Joshua (2013) state that Tiktok features that allow users to be creative and collaborate, as well as its viral capabilities, are embedded as its characteristics. At the same time, this platform has a competitive advantage over others. It includes picture-in-picture, duets, dialogues, songs, singing, facial expressions, soundtracks and lip-syncing. Levin, (2020), Tiktok retail marketing strategies on social media emphasize influencer-centric and content creator focused approaches. Individuals have the ability to track and subscribe to any content creators that capture their attention. Tiktok provides a new opportunity for retail marketing to team up with influencers in order to connect with the brand-desired audience. When collaborating, an influencer usually creates content that is linked to the brand or that highlights a particular product in return for payment. If the influencer has a smaller following, companies might reach a deal with them and provide free products as compensation, nevertheless, seasoned influencers usually anticipate receiving payment in addition to the complimentary products. Typically, the larger an influencer is following, the more they can charge for collaborations. Businesses can provide influencers with a unique promotional code to share with their followers in order to persuade them to convert into customers.

By utilizing this approach, companies can monitor the source of sales by determining which influencer customers have used to redeem their discount codes (Levin (2020)

as summarized that the findings supported previous research.

2.3 Instagram

In the era of digital marketing and digitalization, platforms such as Instagram are gaining traction and attention from small retail business owners and from equally interested customers. It is not very different from e-commerce since it offers a diverse range of opportunities to generate a considerable consumer base. With an expanded functional scope that includes product design, marketing, and customer relationship management, Instagram for small business owners is really emerging as a stable platform to sell products ranging from customized phone cases and jewelries to customized clothing and thrift clothing. These small business owners on Instagram are very similar to the sellers on e-commerce platforms, a link be drawn between the two (Talwar, Kaur, Fosso Wamba, & Dhir, 2021).

2.4 Facebook

Facebook initially served as a social media platform for personal connections, and now offers businesses the option to establish business pages for their brands or products. Hence, Mark Zuckerberg launched Facebook, an online social networking platform, in 2004. Users can create profiles on this platform, share personal information such as images and quotes, and reply to or link to other user posts or business page for advertisement (Laura, 2010). However, Facebook has become an additional tool for customer communication. According to

Jansen, Zhang, Sobel and Choudhury, (2009) mention that, an increasing number of retail marketing companies think that maintaining or growing sales records can be achieved by having their brand or organization on Facebook by posting information about the brand in their status updates, and can be users visible to thousands of prospective customers via Facebook news feeds. In addition, It seems that widgets buttons that, when clicked, let users share content from the internet on their Facebook Profile page have a significant potential impact on this issue. Facebook profile page, amusing videos and product references are readily shared. In the event that it concerns a product, (Jansen et al, 2009) Facebook about the expansion of retail marketing and the ways in which Facebook business pages and applications can help small businesses grow.

2.5 Omnichannel

Omnis is a word of Latin origin and means 'wholly' or 'universal', therefore the term omnichannel can be a grouping of all channels (Lazaris & Vrechopoulos, 2014). Omnichannel is the process that gives the full view of all channels to consumers and supply chain members (Cunnane, 2012). Hence, Omnichannel is a strategy where we can do promotions, make consistent products, and manage information properly (Berman & Thelen, 2004). It refers to extended multi-channel retailing and comprises the utilization of various channels in a particular transaction (Cicea et al., 2022; Kaczorowska-Spychalska, 2017). Therefore, it involves employing various

channels to engage with customers and meet their requirements (Lee, 2020). From the customer's perspective, omnichannel not only facilitates the buying of products across various e-commerce platforms but also allows them to check the availability of items in physical stores (Indiani & Febriandari, 2021; Majeed et al., 2022). Omnichannel retailing refers to 'the synergetic management of the numerous available channels in such a way that the customer experience across channels and the performance over channels is optimized (Verhoef et al 2015). Omnichannel retailing is a retail strategy that integrates all sales channels to facilitate customers to have a seamless experience by eliminating the traditional boundaries between them (Beck & Rygl, 2015). Omnichannel retailing entails the integrated management of the various customer touch points in such a manner that customer experience across all interactions can be maximized, (Huré, Picot, & Ackermann 2017) One way to better manage omnichannel touchpoints is to develop a customer journey map. A customer journey map is an innovative visualization tool that aimed to understand the customer's motivation and behavioral patterns for a product/service purchase. As such, it helps the marketer to improve the target customer's shopping experience by gaining valuable insights into a series of customer touch points (Rosenbaum; Otalora; Ramírez; Rosenbaum; Otalora; Ramírez,(2017) and Vakulenko; Shams; Hellström; Hjort, (2019)

2.6 Retail Marketing

Retail marketing is involves with the sale that is connected with a consumer purchase for individual or family use (Chan, 2013; Levy, Weitz, & Ajay, 2009). Now retailers use different types of channels to reach a big number of customers (Zhang et al., 2010). Hence, they use Omnichannel strategy to provide high quality, trustable, and consistent service for customers (Verhoef et al., 2015). With retailing channels, the retailing industry has experienced a "single-multi-Omni" evolution process. "Single" refers to retail service providers that sell products or services to customers through only one distribution channel. In this regard, the single-channel model may include the traditional business model (e.g., brick and mortar stores, catalogs, mail order) or e-commerce (i.e., online stores (Schoenbachler (2002), Gordon et al (2003). Multichannel as "the set of activities involved in selling merchandise or services through more than one channel or all widespread channels, whereby the customer cannot trigger channel interaction and/or the retailer does not control channel integration" (Beck & Rygl, 2015) . Omnichannel retailing, the seamless integration of online and offline channels, is an emerging paradigm that is transforming the retail industry (Mounaim, 2021).

2.7 Empirical Review

The following proceeding studies were described for empirical reviews, Lazaris, (2019), anchored a study on From Multichannel to "Omnichannel" Retailing: on the continuously changing retail, practices and consumer behavioural patterns

mainly attributed to the wide diffusion and adoption of innovative technologies and applications for retail purposes, call for research initiatives that should investigate this topic through multiple perspectives and approaches. The paper provides a thorough literature review and implications for research and practice on the evolving retailing landscape, emphasizing on the transformation of multichannel to omnichannel retailing. Min, (2021) conducted a research on the Exploring Omni-Channels for Customer-Centric e Tailing in volatile post-COVID environment where customers look for ways to order products online using personal computers and mobile devices, a traditional sale/delivery of products via single distribution channel needs to be reassessed.

As a revolutionary alternative to a conventional distribution channel, this paper proposes an omnichannel strategy. The omnichannel aims to maximize the customer shopping experience by diversifying and integrating the product purchase and delivery media through customer engagement. The omnichannel also facilitates the sales of products by allowing customers to seamlessly interact with retailers across the multiple channels such as websites, social media, brick-and-mortar stores, kiosks, call centers, and the implementing the Omnichannel strategy, while identifying key success factors for the application of the omnichannel concept to e-tailing. Salvietti et al (2021) anchored their study on an overview on omnichannel research: intellectual foundations

and implications for research. Retailers are currently experiencing the transition from multichannel to Omnichannel and its several implications. Consumers are taking advantage of new opportunities to interact both online and offline with retailers during their customer journeys. Omnichannel represents a huge challenge for practitioners are called to integrate the online and offline channels to offer a seamless customer experience. Omnichannel is also emerging as a relevant topic for researchers. In academic research, so far, Omnichannel has been discussed from different perspectives and in diverse research fields, Maisyura and Nanda (2021) conducted a study on Omnichannel Strategy an Innovation of Marketing in New Normal Era they examines an innovative marketing strategy carried out by marketplaces in Indonesia in the new normal era, namely omnichannel. This strategy is interesting to write about because it is still something new in Indonesia, From the results, it is known that this omnichannel strategy is very suitable for use in the current new normal condition because it can reduce consumer mobility to shop directly, the drawback is that this strategy requires enormous costs, it requires experts in web programming, technology, software, that need a very strong data security system.

2.8 Theoretical framework

2.8.1 The flow theory,

The flow theory introduced by Csikszentmihalyi in 1977 is based on the comprehensive experience individuals undergo when they engage in activities with complete immersion. This theory

encompasses the integration of action, awareness, focus, self-awareness, control, feedback, and the intrinsic motivation that characterizes an autotelic experience. He further stated that Flow theory exists in various service contexts and suggested that an optimum state of flow, or “autotelic experience”, occurs when a clear set of goals requires an appropriate response, feedback is immediate, and a person’s skills are fully involved in overcoming a significant but manageable challenge. Quach et al. (2022) emphasize the significance of customer experience as a fundamental element of an omnichannel strategy, aiming to deliver a cohesive and integrated experience across various touchpoints. This is achieved through the utilization of augmented reality (AR) or virtual reality (VR), which enables customers to navigate effortlessly between different channels, fostering a sense of immersion in their interactions with retailers. The concept of flow is crucial, highlighting the necessity of maintaining high standards in channel integration to enhance the overall customer experience.

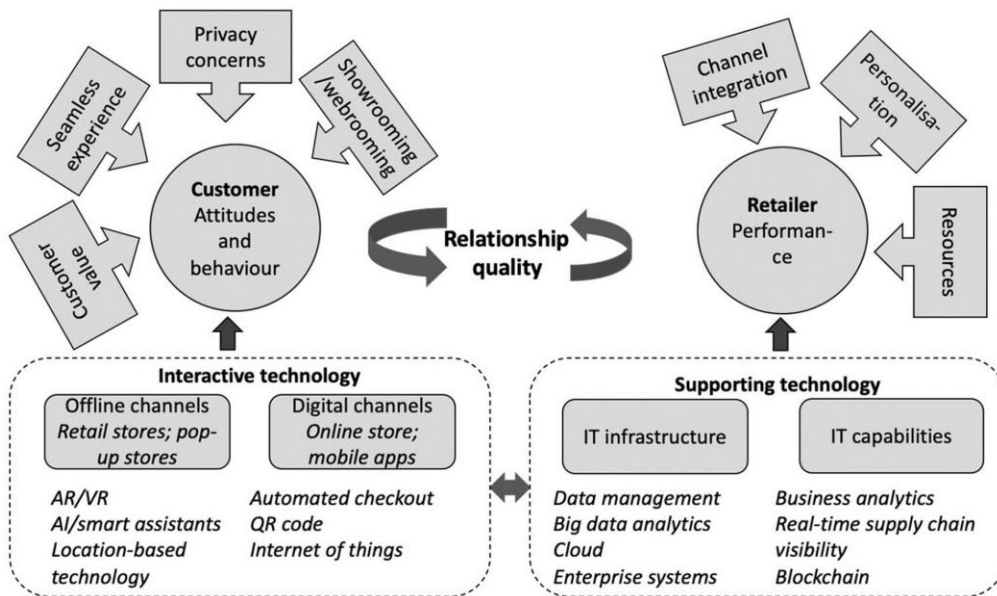
2.8.2 Service ecosystems model (SQM)

Service ecosystems refer to such complex service systems that are self-adjusting systems of resource-integrating actors, connected by shared institutional logics and mutual value creation through service exchange with an emphasis on dynamic

features like adaptation, viability, and Sustainability (Kijima, et al 2016) service ecosystem is a ‘relatively self-contained, self-adjusting system of resource-integrating actors connected by shared institutional arrangements and mutual value creation through service exchange’ (Vargo & Lusch, 2016). This view draws attention to multiple levels of interaction between different actors such as firms, customers and technology (Akaka et al., 2013; Chandler & Vargo, 2011). Consumer experiences in an omnichannel-retailing context (Gibson, Dahl, Hsu, & Moreno, 2024). The value co-creation process takes on value as a joint process of integration and exchange of resources between several actors, which bases its strength on the relationship between company and customer (Smith, 2022,).

As highlighted above, this study anchored the Service ecosystems to determine the antecedents of social media as omnichannel. Hence, in omnichannel retailing, technology facilitates the interactions between customers and retailers via various, interconnected touchpoints aiming to create personalized and seamless experiences. The service ecosystem view to validate and integrate themes in omnichannel retailing technology. Therefore, the omnichannel as social media for channel integration requires strategic use of resources and technology.

Figure 1. Technology-Facilitated Omnichannel Retailing.



Adopted from, Thaichon, P., Quach, S., Barari, M., & Nguyen, M. (2024). Exploring the Role of Omnichannel Retailing Technologies: Future Research Directions. *Australasian Marketing Journal*, 32(2), 162-177.

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3.0 Methodology

The study was carried out in Birnin Kebbi, Zuru and Yauri local governments in Kebbi State, Nigeria.

3.1 Research Design

Burns and Grove (2003) described the characteristics of research design. As a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings. Hence, this study used a cross-sectional survey design approach for its research design. The study used both primary and

secondary methods of data gathering. The primary method of data collection used to generate data from the field of study through structured questionnaire to elicit response from the respondents who are stickily on social media as omnichannel retailers and some selected customers within the study. The study's population consisted of all registered SMEs in, Kebbi State, Nigeria, as of 9 June 2024. The researchers obtain the data from Kebbi state headquarters of Ministry of Commerce and Tourism Commercial and Industrial office of the State Ministry of Commerce and Industry have registered 8,226 active SMEs 2024. Hence, Taro Yamane's formula of determining sample size adopted, since the population is known to determine. The sample size for the study the formula is given as

$$n = \frac{N}{1+N(e)^2} \cdot \text{Where:}$$

N=the finite population is 8,226 and the

n= sample size is 399

e= level of significance (limit of tolerable)
is 0.05

1= unit (constant)

Applying the formula at 95% confidence level.

Therefore: $n = 8,226 / (1 + 8,226 (0.05)^2)$.

$n = 8,226 / (1 + 20.565)$.

$n = 8226 / (1 + 20.565)$.

$n = 8226 / 20,566$.

$n = 399$.

Table 1: Questionnaire Administration and Return Rate

Category of Respondents	Administered	Completely filled and returned	Number not returned	Percentage Response
Customers	110	85	25	26.9%
Retailers	289	260	30	65.1%
Total	399	346	55	92.%

Source: Field Survey, 2024

The table above revealed that, Questionnaires distributed across Birnin kebbi, Yauri, and Zuru, and the total number of 399 respondents, who are active users of social media platforms as omnichannel, of Facebook, Tiktok, and Instagram. A total of 399 copies of the questionnaire were issued to the respondents but only 346 copies were correctly filled and returned. This gave a success rate of 92 percent success rate. However, 25 (26.9%) and 30 (65.1%) copies of the questionnaire from the customers and retailers were not correctly filled or returned. Based on the 81.2 percent success rate, the data from the correctly filled copies of the questionnaire were deemed adequate

for use. However the questionnaire was worded with a five-point Likert scale Strongly Agreed [SA], Agreed [A], Undecided [U], Disagreed [D], Strongly Disagreed [SD] The content validity of the research instrument was done to ensure that the instrument adequately measure topic. For the internal consistency of the instrument, Cronbach alpha formula was used resulting to 0.743 and was adjusted suitable for the study. The result revealed that the questionnaire was reliable and valid to be used. Therefore, descriptive statistics, regression n techniques of data analysis, was utilized in SPSS version 26 statistical tools of analysis

Table .2. Respondents' Demographic Variables

VARIABLES		FREQUENCY	Percent (%)
	Male	231	66.6
Gender	Female	115	33.4
	Single	94	27.2
Marital Status	Married	121	35.0
	Divorced	120	34.7
	Widowed	11	3.2
	< 20 years	21	6.1
Age Bracket	21-30	80	23.1
	31-40	107	30.9
	41-50	101	29.2
	51 above	37	10.7
	F.L.S.C	56	16.2
Educational Qualification	WASSCE/NEO	180	68.2
	DIPLOMA/NCE	34	78.0
	B.Sc./HND	31	87.0
	Undergraduate/Graduate	13	90.8
	Masters/PhD	32	
	Fashion/Apparel	11	3.2
Describe Omnichannel retails marketing	Beauty/Personal Care	132	38.4
	Electronics	62	18.0
	Home Goods/Furniture	138	40.1
	Total	346	100%

Source: Field Survey, 2024

The table above highlighted the survey consisted of 346 participants, with a gender distribution of 66.6 percent males and 33.4 percent females. In terms of marital status, 27.2 percent were single, 35.0 percent were married, 34.7 percent were divorced, and 3.2 percent were widowed. The age brackets showed a range of distributions, with 6.1 percent under 20 years, 23.1 percent between 21-30 years, 30.9 percent between 31-40 years, 29.2 percent between 41-50 years, and 10.7 percent above 51 years. The educational qualifications revealed 16.2 percent with F.L.S.C, 68.2 percent with WASSCE/NECO, 78.0 percent with Diploma/NCE, 87.0 percent with (link unavailable), 90.8 percent with Undergraduate/Graduate, and 5 percent with Masters/PhD. Lastly, the type of business on social media as omnichannel distribution showed 3.2 percent Fashion/Apparel, 38.4 percent

Beauty/Personal Care, 18.0 percent Electronics, 40.1 percent Home Goods/Furniture

4.0 Data Analysis

4.1 Regression Analysis for testing hypotheses

4.2 Development of Hypotheses

There is no positive significant variation between *Tiktok*, *Instagram* and *Facebook* as omnichannel for retail marketing in Kebbi State. Hence, in an attempt to ascertain, the position of the research hypotheses for the purpose of inferences, simple and multiple linear regressions adopted. The simple linear regression used to obtain the R, R², R² Adjusted and the F-statistics, while the multiple linear regressions was employed to obtain SE (standard error), β (regression coefficient), T (t-statistic) and P-Value (probability) as shown below.

Ho₁: Having a Tiktok presence has no positive significant effect on omnichannel for retail marketing

Relationship between Tiktok and omnichannel for retail marketing

ITEMS	B	T	P-VALUE
Tiktok1	1.07	5.02	.003
Tiktok2	1.88	4.81	.000
Tikto3	1.18	5.41	.001
Tiktok4	1.09	6.78	.000
Tiktok5	2.63	4.07	.000
R	R square	Adjusted R square	Std. Error of the Estimate
Model 1	.690^a	.476	.469
Model 2	.464^a	.404	.423

Source: IBM SPSS, version 26

Findings of the multiple regressions on the relationship between Tiktok presence and omnichannel retail marketing. The results indicated that Tiktok presence has significantly positive effect on omnichannel retail marketing (Model 1: $R = .690$, $R^2 = .476$, Adjusted $R^2 = .469$, $p < .001$; Model 2:

$R = .464$, $R^2 = .404$, Adjusted $R^2 = .423$, $p < .001$). The standardized coefficients (β) ranged from 1.07 to 2.63, indicating a strong positive relationship. By implication, having a Tiktok presence has positive significant effect on omnichannel for retail marketing; therefore, the null hypothesis was rejected

H₂: Having Instagram presence has no positive significant effect on omnichannel for retail marketing

Relationship between Instagram and omnichannel for retail marketing

ITEMS		B	T	P values
Instagram1		0.83	6.28	.000
Instagram2		0.04	5.22	.000
Instagram3		1.23	8.03	.000
Instagram4		-0.86	6.60	.000
Instagram5		0.61	5.75	.000
	R	R square	Adjusted R square	Std. Error of the Estimate
Model 1	.326^a	.106	.393	.859
Model 2	.487^a	.408	.405	.900

Source: IBM SPSS, version 26

The regression analysis conducted to examine the relationship between Instagram presence and omnichannel retail marketing indicated a significant positive effect of Instagram presence on omnichannel retail marketing ($R = .326$, $R^2 = .106$, Adjusted $R^2 = .393$, $p < .001$; $R = .487$, $R^2 = .408$, Adjusted $R^2 = .405$, $p < .001$). The

standardized coefficients (β) ranged from 0.04 to 1.23, indicating a moderate to strong positive relationship. This implies that having Instagram presence has positive significant effect on omnichannel for retail marketing; hence, the null hypothesis was rejected

H₀₃: Having a Facebook presence has no significant effect on omnichannel for retail marketing

Facebook has no significant effect on Omnichannel

ITEMS		B	T	P-VALUE
Facebook1		0.58	7.20	.000
Facebook2		1.12	-5.52	.000
Facebook3		-0.93	8.04	.000
Facebook4		-0.15	-6.40	.000
Facebook5		1.16	5.76	.000
	R	R square	Adjusted R square	Std. Error of the Estimate
Model 1	.388^a	.150	.138	.838
Model 2	.374^a	.140	.137	.838

Source: IBM SPSS, version 26

The table above indicated the relationship between Facebook presence and omnichannel retail marketing. Contrary to accounted for a significant negative effect of Facebook presence on omnichannel retail marketing (Model 1: $R = .388$, $R^2 = .150$, Adjusted $R^2 = .138$, $p < .001$; Model 2: $R = .374$, $R^2 = .140$, Adjusted $R^2 = .137$, $p < .001$). The standardized coefficients (β) ranged from -0.93 to 1.16, indicating a mix of negative and positive relationships. This means that that having a Facebook presence has no significant effect on omnichannel for retail marketing, therefore, the null hypothesis was accepted.

4.1 Result and Discussion

Findings of the multiple regression on the relationship between Tiktok presence and omnichannel retail marketing. The results indicated a significant positive effect of Tiktok presence on omnichannel retail marketing (Model 1: $R = .690$, $R^2 = .476$, Adjusted $R^2 = .469$, $p < .001$; Model 2: $R = .464$, $R^2 = .404$, Adjusted $R^2 = .423$, $p < .001$). The standardized coefficients (β) ranged from 1.07 to 2.63, indicating a strong

positive relationship. By implication, having a Tiktok presence has positive significant effect on omnichannel for retail marketing with 42% influence. This outcome aligns with the study by Zhang et al (2018) on how social media usage influences B2B customer loyalty: Roles of trust and purchase Results find that consumer perceptions of channel integration have a positive relationship with consume empowerment in an omnichannel environment, consumers. The regression analysis conducted to examine the relationship between Instagram presence and omnichannel retail marketing indicated a significant positive effect of Instagram presence on omnichannel retail marketing ($R = .326$, $R^2 = .106$, Adjusted $R^2 = .393$, $p < .001$; $R = .487$, $R^2 = .408$, Adjusted $R^2 = .405$, $p < .001$). The standardized coefficients (β) ranged from 0.04 to 1.23, indicating a moderate to strong positive relationship. This implies that having Instagram presence has positive significant effect on omnichannel for retail marketing, this outcome suggests that 40% of change in retail marketing is accounted by Instagram.

This result affirms the outcome revealed by Min, (2021) in his study reported that omnichannel strategy is very suitable for use in the current new normal condition because it can reduce consumer mobility to shop directly, the drawback is that this strategy requires enormous costs, it requires experts in web programming, technology, software, and needs. Santharam, (2023) Mentioned that, research concludes by providing evidence that omnichannel retail brand experience positively impacts consumers' subsequent behaviours, namely brand loyalty, repurchase intention, and word of mouth, and the effect is mediated by consumer satisfaction. Furthermore, the results for relationship between Facebook presence and omnichannel retail marketing. Contrary to accounted for a significant negative effect of Facebook presence on omnichannel retail marketing (Model 1: $R = .388$, $R^2 = .150$, Adjusted $R^2 = .138$, this means that 13% change in retail marketing can be accounted for by Facebook. $p < .001$; Model 2: $R = .374$, $R^2 = .140$, Adjusted $R^2 = .137$, $p < .001$). The standardized coefficients (β) ranged from -0.93 to 1.16, indicating a mix of negative and positive relationships. This means that that having a Facebook presence has no significant effect on omnichannel for retail marketing. These results disagree with findings of Maisyura and Nanda (2021) in their study the findings revealed that omnichannel strategy is very suitable for use in the current new normal condition because it can reduce consumer mobility to shop directly.

5.0 Conclusion

This study conducted in kebbi state, and from the findings of the study, it can be inferred that Tiktok, Instagram and as omnichannel has a positive significant effect on retail businesses in kebbi state, while Facebook accounted for positive effect as omnichannel on retail marketing. The findings have important implications for online shopping customers for easy navigation across multiple social media channels and businesses seeking to enhance customer satisfaction and experience.

5.1 Recommendations

1. The retail marketing should investigate how omnichannel retail experience differs in consumers while using different social media sites like Instagram and Facebook Tiktok to interact seamlessly.
2. The retail marketing should optimized Omnichannel Strategy to integrate online channels for Seamless customer experience. And to develop a unified customer database across channel and provide consistent customer experiences
3. Future research should validate the various factors associated with omnichannel experiences and pave the path for researchers/ retailers in the direction of factors that drive the omnichannel experience based on newer emerging technologies, such as artificial intelligence, and robotics, the internet of things, and virtual reality

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