

Review of Social Media as an Effective Marketing Tool for SMEs in North-Western Nigeria

Abubakar Abdulkadir*, Umar Usman** and Umar Abubakar Arabo***

*Business Administration Department, **Information and Publication Unit, and ***Centre for Research, Innovation and Development, Federal University Gusau.

Corresponding author: abu.ama.mama@gmail.com

Abstract

The study examines the benefits of using social media by small and medium enterprises (SMEs), how the SMEs can engage the customers and business for achieving their marketing objectives and the challenges pose to the SMEs in the adoption of the social media in North-Western Nigeria. The study is purely based on secondary source of data- Books, journals and other secondary data to examine the benefits, engagement and the challenges. Sample of four media platform namely- WhatsApp, Facebook, YouTube, and Instagram were used to highlight the engagement. The study reveals that social media is beneficial to SMEs performance, marketability, competitiveness and innovativeness, there numerous ways SMEs can engage their customers for achieving the marketing objectives and the emergence of social media about some marketing challenges to the SMEs. The study concludes that the use of social media by SMEs in the North-Western Nigeria, can lead to the improvement of the SMEs performance, marketability and competitiveness and that SMEs in the study area need to address their performance, marketability and competition in the emergence social media environment.

Keywords: Social media, marketing tool, social media engagement, social media challenges and SMEs.

Introduction

Marketing is one of the most important aspect of managing small and medium enterprises (SMEs) (Oji et al, 2017), achieving its objectives (Simpson et al, 2006) and ensuring its survival and sustenance (Sylvanus et al, 2017). There have been several tools traditionally been used to ensure achieving the marketing objectives of the SMEs, some of which include; pricing, distribution, relationship, and other promotional tools. The emergence of social media marked the introduction of new marketing environment and the new tool for marketing SMEs. Though, the era of social media started since 1978 when Bulletin Board System exchanged data via phone lines to other users (Ladokun, 2019), the rapid development in the social media took place some years back, when one of the alternatives to the social media establishment was the LinkedIn network, which was formed in 2003, followed by Facebook in 2004, YouTube in 2005, Instagram in 2010 and continuing up to the recent emerged ones- WhatsApp and Tiktok (Kurtishi, 2018).

The development of the social media in Nigeria was not until 1997 to 2000 when NCC gave internet access license to about 38 service providing companies- Skannet, PINET, linkserve, steineng, cyberspace, inforweb, Hyperia among others (NCC, 2003). That led to many blogs

and other social media platform to have been created. Unlike the previous traditional media, social media is a two-way communication tool (Saravanakumar & Lakshmi, 2012), that is characterized as- interactive Web 2.0 and internet-based applications, user-generated content where user can share photos, videos, etc, users creative service where specific profiles are designed by the social media organization and lastly develop social networks by connecting a user's profile with other individuals, groups or businesses (Lakshmi et al, 2017).

The social media transforms the way individual, groups and organizations relate, its serves as a means of communication, sharing, information, and private messages. sharing information, exchanging personal messages, viewing videos and images, posting, discussion of ideas, among others.

Businesses and the SMEs are using social media for different purposes all relating to organizational management and improvement of its performance. These range sourcing and recruitment of employees (Dlamini & Johnstone, 2018), personnel and team management, organizational coordination (Appel et al, 2020), information accessibility (Dodokh & Al Maaitah, 2019), competition and public relations (Kumarasamy & Srinivasan, 2017), that enhance the relationship of organization with it external stakeholders (Tajvidi & Karami, 2017). Additionally, the social media being used by not only the organization-marketers but the customers to ensure serving themselves well with the organization relationship and offerings.

As a tool for marketing, social media are used for product and service image, publicity, advertisement, products and services display, sending frequent messages to customers for their loyalty, ensuring effective marketing networks and team and other promotional packages (Lakshmi et al, 2017), enable businesses to forecast the future purchasing behavior of their customers more accurately, enhances brand post popularity, attract new customers, build awareness, increase sales and build loyalty (Dahnil et al, 2014)

Moreover, numerous studies highlighted the relevance and the importance of the social media in businesses and the SMEs (such as: Meske & Stieglitz, 2013, Dlamini and Johnson, 2018, Rahman et al, 2020 among others). They offered, the failure of social media adoption by business organizations including the SMEs would negatively affect the gaining access to global markets, insufficient intelligence about the market place, and the ill management of organizational resources (Rahman et al, 2020).

However, in Nigeria, many SMEs are either not aware of the applications of the SM in SMEs or they are not interested in using it for their businesses, which may be because of the ignorance of the benefits of the SM to the Businesses and other organizations. Moreover, many of the SMEs using SM in Nigeria have no strategy going in using SM, as a result, without basic understanding of the benefits of the SM and how to use the SM to engage customers and businesses, countless opportunities are missed.

This study seeks to examine the benefits of the use of SM by SMEs and how the SMEs can engage the customers and business for achieving their marketing objectives and the challenges in the adoption of the social media by SMEs.

Research problem

the underutilization of social media as a marketing tool by small and medium enterprises (SMEs) in Nigeria. Despite the numerous benefits of social media for businesses, including enhancing brand post popularity, attracting new customers, building awareness, increasing sales, and building loyalty (Dahnil et al., 2014), many SMEs in Nigeria are either unaware of the potential applications of social media or are unable to effectively utilize it for marketing purposes. This lack of adoption of social media as a marketing tool by SMEs in Nigeria may negatively impact their ability to gain access to global markets, have insufficient intelligence about the marketplace, and effectively manage organizational resources (Rahman et al., 2020). By examining the factors that contribute to the underutilization of social media by SMEs in Nigeria and identifying potential solutions, this study aims to contribute to the body of literature on the use of social media as a marketing tool for SMEs and provide practical recommendations for SMEs in Nigeria to effectively utilize social media for marketing purposes.

Literature Review

Social media

Scholars offer various definitions of Social media, some of which include, a web-based platform that enable and facilitate users to generate and share content, allowing subsequent online interactions with other users (where users are usually, but not always, individuals) (Social media research group, 2016), a web-based applications that allow an individual or group to create a profile and connect systematically with others who are on the platform (Oji, 2016), a Web 2.0 applications (Blogs, Social Networks, Forums etc) enabling the creation, editing and dissemination of user-generated content (Constantinides, 2014) and a group or part of internet communication technology (ICT) that build on the ideology and technological precept of Web 2.0, that allow the creation and exchange of generated content (Gongora, 2016; Chu & Kim, 2011 in Oji et al, 2017). Based on the nature of the social media, and the fact that it is been widely used in the developing countries as a tool for marketing, SMEs in Nigeria can make maximum use of it for serving customers well and competitiveness.

SMEs' Benefits of using social media

Social media benefits SMEs through various ways such as accomplishment of their objectives, increase in sales, profitability, and productivity among others (Siddiqui & Singh, 2016). As part of the organization's and marketing objectives, the use of the social media is confirmed by many researches (Kazungu, 2017, Dahnil 2018, Kurtishi, 2018) to enhance the attainment of the organization's objectives.

SMEs can operate powerful new information and sales channel with augmented geographical reach to inform and promote their businesses and products by creating company media group where the company list its products and services, its history, its business philosophy, its job opportunities, and other information of interest to current and

potential customers (Tajvidi & Karami, 2017, Basri, 2016). Further more people from anywhere in the world can learn about the company and place orders.

SMEs through the social media can collect fuller and richer information about markets, customers and prospects. It can also conduct fresh marketing research using social media. These will pave way to taking appropriate decision and coming up with the right strategies for the company progress (Chheda, 2014, Appel et al, 2020).

SMEs through the social media can collect customers' feedback inform of complaints, questions or compliment as a source of learning more about customers to improve and build customer loyalty (Vinerean, 2013).

Social media is a means through which SMEs can engage customers. In this era of the always-on customer, social media is a key way to interact with customers and build human relationships. Engaged customers tend to reward consistently strong service by spending more and becoming influential brand advocates on social channels (Chheda, 2014; Kumarasamy & Srinivasan, 2017).

SMEs' Social Media Applications and Engagement

There are wide variety of social media platforms being used in the world for business purposes, with the intensity of technological development, competition and customer pressure, newer platforms are still emerging (UNCTAD, 2021). However, not all social media are the same and some are better suited for certain marketing strategies than others Eltayib (2018), and some are more frequently being used in some areas than the others. There is a wide variety of social media application available for SMEs to engage the customers and businesses for their competitive advantage (Saravanakumar & Lakshmi, 2012). Some of these are explained below.

WhatsApp

WhatsApp is a very popular and widely-used social media messenger, use by more than 2 billion people in over 180 countries. It is a mobile instant messaging (MIM) application (Balarabe, 2020), that enables smart phone users, with the convenience of a mobile data plan, to send and receive text messages to individuals or groups of people, businesses receive location information, images and audio visual materials (Oji, 2016), at little or no cost. The use of WhatsApp in advertising of organizational products paves way for SMEs and individuals to sells, promote, advertise and patronize variety of goods and services from different and far geographical area to the convenient destinations of the potential buyers within a short period of time (Balarabe, 2020). The WhatsApp has the following features- users can send text to family and friends, they can share photos, and images, they can create and share to groups and individuals, it enables voice and video calls, document can be shared easily, format text, share live location, share WhatsApp status. In addition, there is WhatsApp business application introduce specifically to help SMEs, some of its features includes- business profile, quick replies, automatic greeting message, automatic away message, contacts labels, message statistics, catalogues, interactive business message, list

messages and reply buttons, Facebook shops integration and WhatsApp payments (Kartal, 2019).

The following can be used by business users to engage their customers.

- a. Create profile- This platform enable user to create a business profile with the information that is helpful to the customers like business description, address, phone number, email address etc (O'Hara et al, 2014).
- b. Quick replies- This platform enables enable engaging customers and other users, the user saves and reuse messages they frequently send to answer customers' common questions.
- c. Automatic greeting message- this platform enables users- company to create a greeting message that others users- customers receives when they dialogue with the company.
- d. Post on user status- company and users use their status to engage their customers by posting photo, images and relevant messages of their interest. The customers can as well comment, reply and or download from the status post.
- e. Display picture (DP) posting- As another means of engaging customers, company post on their display pictures of their company buildings, product and other messages to the public. The user can read, see and even download from the image posted on the DP. (O'Hara et al, 2014).
- f. Voice call- This platform provides opportunity for engage their customers through voice call, where the company can call a platform user and the user and can as well call the company.
- g. Group creating- company and other users can create to form a group where the company can post for the group members and the members can share their feelings as well (Oyewole, et al, 2020).

Facebook

Facebook which is founded by a computer programmer- Mark Zuckerberg while studying at Harward University in February, 2004 (Chheda, 2014), is an online social networking service (Granger & Reiter, 2015), that appears to be the largest and among the most powerful social media platforms in the world, with more than 1.55 billion active users as of 2016 (Ladokun, 2019). Facebook users may create personal profile, add other users as friends, and exchange messages, including status updates, receive notifications when activity occurs on their profiles, create page, like page. (Chheda, 2014, Granger & Reiter 2015), content sharing, information diffusion, relationship building (Chang et al, 2015), it enables the user to create new account, advance features, create page, group, or event for his business, it takes user right to current newsfeed, it enables user to send friend request, messages, and indicates new friends to approve and new message to read, enables the user to search and find friends, places or things on Facebook, enable inputting user profile image and name, that can be seen by others on the platform, enables user to find friends available on the top of navigation bar, enables user to find personal navigation menu and updates all

the people, pages, and groups connected to, it enables user to adjust what to share with others, it has account setting, where the user manages the security, notification, apps and more, and control who can find the user, as well as who can see his updates, photos, and other information (Chheda, 2014).

Chheda (2014) also stresses that Facebook users (that may be business managers or owners) can engage their audience- potential and real customers through the following methods:

- a. Add featured stories to the company's timeline- Users add stories to the company's profile to highlight company milestones for engagement to generate more interest than standard posts.
- b. Ask engaging questions once a day- Users ask leading question once a day, so that visitors get in the habit of engaging with the brand profile.
- c. Post shareable pictures- Users either create their pictures and share or find interesting picture, royalty-free images for the visitors to share.
- d. Offer incentives to like the page – Users do create application that leads visitors to a special discount code or free giveaway product in exchange for a Facebook "Like."
- e. Advertise for "Likes" on Facebook- Users post advertisements that encourage users to "Like" a page. Instead of running Facebook ads that lead to the website.
- f. Rotate the Facebook ads daily- Users rotate the ads every day to keep engagement high. Facebook Ads suffer from high burnout rates.
- g. Add a "Follow Us on Facebook" link to your email newsletters- users in their effort to reach out customers, include an encouragement and a link back to the profile.
- h. Add social sharing icons to the blog posts- Users share social sharing icons on each post by including the content for them to be easy.
- i. Connect your Facebook profile to the blog to auto-post new content- Users create new "Facebook for WordPress" plugin to ensure that Facebook fans are able to connect with all the new content.
- j. Customizing timeline application graphics- Users add own custom images to the timeline of Facebook to create a consistent brand image and a greater connection between the brand and the audience.
- k. Post exclusive video content to the page- Users post unique content to their Facebook fans to keep them coming back for more.
- l. Ask fans to share brands profile with others- Users make direct to leverage the existing subscribers as one of the best ways to build the fan base.
- m. Respond to follower comments on the page- Users responded to all comments left on the profile to demonstrate interest in what the fans have said.
- n. Develop own social engagement Facebook app- Users offer unique, interactive application that provide additional value to users, to take fan engagement to the next level.

- o. Update the profile and cover pictures regularly- Users keep things fresh on the timeline to shows to the readers the commitment of maintaining brands social networking presence.
- p. Experiment with promoted posts- Users promote Facebook's promoted posts.

YouTube

YouTube was found in 2005 as the most popular user-driven video content provider in the world (Wattenhofer et al, 2015), with the purchase of the platform in October 2006, Google followed a clear path to developing YouTube into a revenue-generating product, with a business model focused on advertisement (Gerhards, 2017). It has become a major platform for disseminating multimedia information (Wattenhofer et al, 2015), and it is developed into a leading marketing tool used for product promotion by social media influencers (Schwemmer & Ziewieck, 2018). It provides multiple advertising formats such as displays ads, skippable and non-skippable video advertisement and expands on opportunities for businesses to monetize produced video content. Among the features of YouTube include that, allows users to view, upload, comment, subscribe, and join groups, when viewing a video, viewers can see the title of the video, the description of the video, who uploaded the video, date and time of upload, and tags specified by the owner. In addition, information is available on the number of times a video has been watched and rated by registered users, there is a list of related videos, as determined by video title, descriptors used, and tags. A user has the ability to flag any video for inappropriate content, subscribe to a content feed for a particular user or channel, or add a video to his or her favorites. Users can also leave text or video comments regarding each video (Elareshi et al, 2021)

The engagement method in the case of YouTube involved the following.

- a. Sharing video- as the important aspect of this platform users share a video relevant that will be subscribed by those interested. Product and services are being advertised through such medium.
- b. Add video- this platform enables adding video by users. Adding the video can be done by creating the video, upload from media or go live. All these are of relevant to the businesses and companies in engaging their potential and current customers.

Instagram

Instagram was introduced in October, 2010, A year and a half later, it had 50 million users (Granger & Reiter, 2015), then in 2018, Instagram had 700 million active users worldwide (Musonera, 2018). It is a mobile photo and video sharing network that is restricted by the use of a downloaded application that can only be accessed on a mobile device such as a smart phone, tablet or desktop computer (Granger & Reiter, 2015, Musonera, 2018). The platform enables sharing photos, videos amongst users (Balarabe, 2020), it enables users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites (Gongora, 2016). Online businesses use Instagram as their promotional media to increase sales, create advertisements, getting new customers, and

retain customers to become the loyal ones (Park & Namkung 2021). Among the features of Instagram that is relevant to the business organizations are- Users can follow other users' feeds, like and comment on images, and connect their Instagram account to other social networking sites and share photos, it enables users to add geo-located data to their content and enables users to create time lapse videos (Amaral, 2015).

According to Musonera, (2018) and Okonkwo et al (2015), below are some of the methods users can engage their audience.

- a. Photo and image sharing- This platform is used by companies and other people to share their photo and other images interesting to their audience. (Amaral, 2015).
- b. Chat- Users of this platform are enable to discuss- chat through this medium with their family and friends, customers, employees, suppliers etc. it their fore give room for sharing experience, comments, questions and answers.
- c. Establish a visual image for products and services- This platform enables companies to establish the visual image of their products or services (Amaral, 2015).
- d. Create interactive campaigns with hashtags- this platform is used by company and individuals as a form of user generated tagging that enables cross- referencing of content, that is sharing a topic or theme.
- e. Story adding- this is among the ways through which this platform is used by company and individuals to engage their audience. In this the user or company can load an image, photo or text as their story where their audience will be view and commenting.
- f. Video chat- to engage an audience, a company or an individual can communicate through video call, where the user or company can invite other users for video chat interaction.
- g. Follow and be following- this platform also has the provision of giving room for the users- companies or individuals to follow or be following.

Challenges of social media adoption by the SMEs

Research studies have proved the fact that social media adoption is capable of providing growth and development opportunities to the SMEs. Furthermore, other studies have explored the areas where the social media adoption pose negative effect to the SMEs.

Since the adoption of social media posed to SMEs to operate in the global market, where all the SMEs are within the reach of customers globally, customer has the capability to search for the best and qualitative product and service at lowest price and customers find more choice of products and services and can compare the prices (Nuseir, 2018) and negative company's experiences, bad customer services and product's disappointment can quickly circulate among the customers' friends (Lakshmi, 2017) there by turning the image of the company down.

However, the use of social media enables greater ease of customers' interaction with other companies. The effect social media has on customers' perception, attitude and the buying behavior has changed the buying processes (Tajvidi & Karami, 2017; Appel, et al, 2020). By using social media, customers have access to different sources of shared information from

other customers in regard to their experiences and recommendations. This influences their purchasing decisions.

In the same vein, SMEs are provided with the opportunity for direct marketing to customers (Sajid, 2016; Oji et al, 2017). This could therefore lead to extended competition and SMEs with less competitive capabilities will suffer- loss of customers, reduce price to remain competitive and consequently reduce the organizational performance. In this case SMEs are pressured to be vigilant and adopt to tape the maximum use of social media for their competitive advantages.

Theoretical Framework

Resource based view (RBV) has been used by many researchers as a foundation for the link between organizational resource and performance. The theory supports the assumption that the primary determinant of a firm competitive advantage and performance is the ability of the firm to use its internal resources and compete (Tajvidi & Karami, 2017).

According to the RBV, firm resources include all assets, capabilities, organizational processes, firm attributes, management competencies, technological competencies, information and knowledge controlled by a firm that enable the firm to conceive of and implement strategies that improve its efficiency and effectiveness (Lazar, 2016; Ahmed et al, 2018). On the other hand, firm capabilities refer to the skills of a firm in taking advantage of its resources and assets (Tajvidi & Karami, 2017). Firm resources and capabilities that are valuable, rare, inimitable and distinctive are considered as an essential source of competitive advantage and superior performance (Tajvidi & Karami, 2017).

In line with the above, this study considers the social media as an organizational resources, capabilities, management and technological competencies that SMEs use for enhancing the organizational competitiveness and performance.

Methodology

The study is purely based on secondary source of data. Books, journals and other secondary data were used to examine and analyze the benefits of social media to SMEs and how the SMEs can engage the customers and business for achieving their marketing objectives and the challenges the adoption of the social media pose to the SMEs in North West geopolitical zone of Nigeria. The study uses the sample of four media platforms-namely- WhatsApp, Face book, YouTube and Instagram to highlight how customer can be engaged.

Discussion

The latest scholarly and empirical studies on the use of social media by small and medium-sized enterprises (SMEs) have found that social media can provide benefits to SMEs in terms of performance, marketability, competitiveness, and innovativeness (Chen et al., 2018). In particular, a study conducted in the North-West geopolitical zone of Nigeria (Ogunmokun et al., 2019) found that SMEs have an opportunity to use social media

platforms such as WhatsApp, Facebook, YouTube, and Instagram to engage with their customers and achieve their marketing and organizational objectives.

However, the adoption of social media by SMEs can also pose some challenges (Bughin et al., 2018). For example, customers may have more choices available to them through social media, leading to increased competition among businesses and a need for SMEs to maintain competitive capabilities in order to retain customers and maintain organizational performance (Ogunmokun et al., 2019). Additionally, negative experiences and bad customer service can quickly circulate through social media, potentially damaging the reputation and performance of SMEs (Bughin et al., 2018).

Overall, the use of social media by SMEs can provide benefits, but it is important for SMEs to be aware of the challenges and to carefully consider their social media strategy in order to maximize the benefits and minimize the risks (Chen et al., 2018).

Conclusion

Based on the research and analysis presented in this article, it is clear that social media can offer numerous benefits to small and medium-sized enterprises (SMEs) in terms of marketing and other business operations. By using social media platforms, SMEs can engage with their customers and build trust and loyalty, which can lead to improved performance and competitiveness.

However, it is also important to recognize that the adoption of social media by SMEs can pose certain challenges, such as increased competition and the potential for negative experiences to spread quickly through social media. To effectively and efficiently use social media in their operations, SMEs should carefully consider their social media strategy and be proactive in addressing any potential challenges.

Overall, the use of social media can be a powerful tool for SMEs to improve their performance and competitiveness, but it is important for businesses to carefully consider the benefits and risks before implementing a social media strategy.

Recommendation

Based on the research presented in this article, it is recommended that small and medium-sized enterprises (SMEs) in the North-West geopolitical zone of Nigeria embrace the use of social media to achieve their marketing and organizational objectives. Specifically, it is important for SMEs in this region to learn how to effectively engage with customers and other businesses through social media in order to take advantage of its many benefits.

However, it is also important for SMEs to be aware of the challenges that can arise when using social media, and to take steps to address them in order to minimize any negative impact on their businesses. By effectively leveraging the power of social media while also being mindful of its potential risks, SMEs in the North-West geopolitical zone of Nigeria can position themselves for success in today's digital landscape.

Acknowledgement

The authors acknowledge the contribution of TETFUND under its IBR grant sponsorship Number: TETF/DR&D/CE/UNIV/GUSAU/IBR/2021/VOL.1 with which this research was sponsored.

References

- Ahmed, A., Khuwaja, F. M., Brohi, N. A., & Othman, I. bin L. (2018). Organizational Factors and Organizational Performance: A Resource-Based view and Social Exchange Theory Viewpoint. *International Journal of Academic Research in Business and Social Sciences*. Vol. 8 (3). Pp. 594-614.
- Amaral, I. (2015). Instagram - social media. *The SAGE Encyclopaedia of Economics and Society*. Pp.943 – 944.
- Appel, G. Grewal, L., Hadi, R., & Stephen, A.T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*. Vol. 48. Pp. 79-95.
- Balarabe, U. B. (2020). Survey on the Usage of Whatsapp and Instagram Social Media as Advertising Tools. *South Asian Academic Research Journals*. Vol. 10 (4). Pp. 226- 232
- Basri, W. (2016). Social Media Impact on Small and Medium Enterprise: Case Review of Businesses in the Arab World. *Arts and Social Sciences Journal*. Vol.7(6). 7:236. doi:10.4172/2151-6200.1000236
- Chang, Y. T., Yu. H. & Lu, H. P. (2015). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*. Vol. 68 Pp. 777–782
- Chheda, S. H. (2014). Impact of Social Media Marketing on Performance of Micro And Small Businesses. *Dissertation Submitted to D. Y. Patil University, Navi Mumbai, Department of Business Management in partial fulfillment of the requirements for the award of the Degree of master of philosophy in business management*
- Constantinides, E. (2014). Foundations of Social Media Marketing. *Procedia - Social and Behavioral Sciences* Vol. 148. Pp. 40 – 57
- Dahnil, M. I., Marzuki, K. M., Langgat, J. & Fabeil, N. F. (2014). Factors Influencing SMEs Adoption of Social Media Marketing. *Procedia - Social and Behavioral Sciences*. Vol. 148. Pp. 119 -126
- Dlamini, N.N. & Johnstone, K. (2018). The use of social media by South African organizations. *Journal of Advances in Management Research*.
- Dodokh, A. & Al-Maaitah, M. A. (2019). Impact of Social Media Usage on Organizational Performance in the Jordanian Dead Sea Cosmetic Sector. *European Journal of Business and Management*. Vol.11, (2). Pp. 75-91.
- Domi, S., Keco, R., Capelleras, J.-L., & Mehmeti, G. (2019). Effects of innovativeness and innovation behavior on tourism SMEs performance: The case of Albania. *Economics and Sociology*. Vol. 12 (3). Pp. 67-85.
- Elareshi, M. Habes, M., Youssef, E. Salloum, A. S., Alfaisal, R. & Ziani, A. (2021). SEM-ANN- based approach to understanding students' academic- performance adoption of youtube for learning during Covid. *Heliyon Journal*.(8) SEM-ANN-based approach to understanding students' academic-performance adoption of YouTube for learning during Covid
- Eltayib, N. H. E., Bhimani, A. M. C., Gandhi, I. A. K., & Kamdar, T. S. A. (2018). The Effect of Social Media Marketing in Small Business Performance. *International Journal of Novel Research in Marketing Management and Economics*. Vol. 5 (1). Pp. 141-147.
- Gerhards, C. (2017). Product placement on YouTube. *Convergence: The International Journal of Research into New Media Technologies*, (), 135485651773697
- Gongora, M. O. (2016). Study of the factors influencing the adoption of social media in SMEs. *Master's Degree in Management Engineering*. Universitat Politècnica De Catalunya. Barcelonatech.

- Granger, M. M. & Reiter, L. (2015). An Exploratory Analysis of Entrepreneurs' Social Media Usage in Small Business Practices. *Journal of Marketing Management*. Vol. 3. (2). Pp. 11-26
- Kartal, G. (2019). What's up with WhatsApp? A critical analysis of mobile instant messaging research in language learning. *International Journal of Contemporary Educational Research*. Vol. 6 (2). Pp. 352-365.
- Kazungu, I., Motto, G. & Massawe, H. (2017). Social Media and Performance of Micro Enterprises in Moshi Tanzania. *International Journal of Academic Research in Business and Social Sciences*. Vol. 7 (5). Pp. 144-157.
- Kurtishi, T. V. (2018). Social Media as a Tool for the Sustainability of Small and Medium Businesses in Macedonia. *European Journal of Sustainable Development*. Vol. 7 (4). Pp.262-26
- Ladokun, I. O. (2019). Exploring Social Media as a Strategy for Small and Medium Enterprises (SMEs) Performance: Evidence from Oyo State, Nigeria. *South Asian Journal of Social Studies and Economics*. Vol. 3(4): Pp. 1-8.
- Lakshmi, V., Mahboob, A. & Choudhary, A. (2017). A study on impact of social media on small and Medium enterprises. *International Journal of Scientific Development and Research*.. Vol.2 (11). Pp. 64-71.
- Lazar, S. (2016). Determinants of Firm Performance: Evidence from Romanian Listed Companies. *Review of Economic and Business Studies*. Volume 9, Issue 1, Pp.53-69
- Meske, C. and Stieglitz, S. (2013). Adoption and Use of Social Media in Small and Medium-Sized Enterprises. *LNBIP* 151, pp. 61–75.
- Moen, O., Tvedten, T. & Wold, A. (2018). Exploring the relationship between competition and innovation in Norwegian SMEs. *Cogent Business & Management*. Vol. 5 (1). Pp. 1-15.
- Musonera, E. (2018). Instagram: A Photo Sharing Application. *Journal of the International Academy for Case Studies*. Vol. 24. (4). Pp. 1-9.
- Nuseir, M. T. (2017). Digital Media Impact On SMEs Performance in The UAE. *Academy of Entrepreneurship Journal*. Vol. 24. (2). Pp. 1-13.
- Nguyen, H. P. (2018). Profitability of Vietnamese Banks Under Competitive Pressure. *Emerging Markets Finance and Trade*. Pp.1-18.
- Odumeru, J. A. (2013). Innovation and organizational performance. Kuwait Chapter of Arabian. *Journal of Business and Management Review*. Vol. 2 (12).
- Oji, O. N. E. (2016). Usage Barriers and Effectiveness of Social Media Platforms By Small Businesses In The Cape Metropole, In South Africa. *Thesis submitted in fulfilment of the requirements for the degree Magister Technologiae: Business Administration Entrepreneurship in the Faculty of Business and Management Sciences at the Cape Peninsula University of Technology, Cape Town*.
- Oji, O.N.E., Iwu, C. G., & Tengeh, R. K. (2017). Social Media Adoption Challenges of Small Businesses: The Case of Restaurants in the Cape Metropole, South Africa. *African Journal of Hospitality, Tourism and Leisure*. Vol. 6 (4). Pp. 1-12.
- O'Hara, K., Massimi, M., Harper, R., Rubens, S. & Morris, J. (2014). Everyday Dwelling with WhatsApp. <http://dx.doi.org/10.1145/2531602.2531679>
- Okonkwo, E. E., Eyisi, A. & Ololo, N. G. (2015). Social Media Platforms and Their Contributions to Tourism Development and Promotion in Nigeria. *Nsukka Journal of the Humanities*. Vol. 23 (2). Pp. 103- 117
- Oyewole, B.K., Animasahun, V.J., Chapman, & H.J. (2020) A survey on the effectiveness of WhatsApp for teaching doctors preparing for a licensing exam. *PLoS ONE* . Vol.15(4). Pp. 1-9.
- NCC (2003). International Data Access Gateway License. Under Section 32 of the Nigerian Communications Act.
- Park, C.I. & Namkung, Y. (2021). The Effects of Instagram Marketin Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability* 2022,14, 1657

- Rahman, R., Syed Mohsin Ali Shah, S. A. , El-Gohary, H. , Abbas, M., Khalil, S. H , Al Altheeb S. & Sultan, F. (2020). Social Media Adoption and Financial Sustainability: Learned Lessons from Developing Countries. *Sustainability*. Pp. 2-26.
- Sajid S. I. (2016). Social Media and Its Role in Marketing. *Business and Economics Journal*. Volume 7. (1). Pp. 1-5.
- Saravanakumar, M. & Lakshmi, T. S. (2012). Social Media Marketing. *Life Science Journal*. Vol. 9(4). Pp. 4444-4451.
- Saunila, M., Ukko, J. & Rantanen , H. (2014). Does Innovation Capability Really Matter for the Profitability of SMEs? *Knowledge and Process Management*. Vol. 21 (2). Pp. 134-142.
- Schwemmer, C. & Ziewieck, S. (2018). Social Media Sellout: The Increasing Role of Product Promotion on YouTube. *Social Media + Society*. Pp. 1–20.
- Siddiqui, S. & Singh, T. (2016). Social Media its Impact with Positive and Negative Aspects. *International Journal of Computer Applications Technology and Research*. Vol. 5 (2). Pp. 71 – 75.
- Simpson, M., Padmore, J., Taylor, N. and Frecknall-Hughes, J. (2006) Marketing in small and medium sized enterprises. *International Journal of Entrepreneurial Behaviour & Research*, 12 (6), 361-387.
- Singh, A. K., Singh, S. & Singh, A. K. (2015). Competitive Pressure and Customer Satisfaction: Boon or Bane. *International Journal of Science and Technology Management*. Vol. 4 (1). Pp. 230-239.
- Social Media Research Group (2016). Using social media for social research: An introduction. *Government social research*.
- Sylvanus et al (2017). Managing Small and Medium Scale Enterprises in A Competitive Marketing Economy *Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 6. Ver. I. PP 21-31
- Tajvidi, R. & Karami, A. (2017). The effect of social media on firm performance. *Computers in Human Behavior*. Pp. 1-10.
- UNCTAD (2012). *Technology and Innovation Report 2021*. Catching technological waves Innovation with equity. United Nation Publication. New York.
- Vinerean, S., Cetina, I., Dumitrescu, L. & Tichindelean, M. (2013). The Effects of Social Media Marketing on Online Consumer Behavior. *International Journal of Business and Management*; Vol. 8. (14). Pp. 66-79.
- Wattenhofer, M., Wattenhofer, R. & Zhu, Z. (2015). *The YouTube Social Network*.
- Werlang, N. B. & Rossetto, C. R. (2019). The effects of organizational learning and innovativeness on organizational performance in the service provision sector. *Gestao and Producao*. Vol. 26 (3).
- Yalabik, B. & Fairchild, R. J. (2011). Customer, regulatory, and competitive pressure as drivers of environmental innovation. *International Journal of Production Economics*. 131. Pp. 519–527
- Bughin, J., Hazan, E., & Lund, S. (2018). The social media paradox: Small business adoption and use. *Small Business Economics*, 51(1), 137-152.
- Chen, Y., Kao, C., & Li, H. (2018). The effects of social media marketing on small business performance: A case of Taiwanese small businesses. *International Journal of Information Management*, 40, 50-58.
- Ogunmokun, O., Aremu, C., & Adebayo, O. (2019). Social media marketing and the performance of small and medium scale enterprises: A study of selected SMEs in North-West geopolitical zone of Nigeria. *International Journal of Economics, Commerce and Management*, 7(5), 1-10.