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**IMPACT OF SOCIAL MEDIA MARKETING ON  
PROMOTION OF FOOD AND GROCERY SERVICES:  
A CASE STUDY OF FOODCO NIGERIA IBADAN, NIGERIA**

International Business Administration

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I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

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## ABSTRACT

Marketing via social media entails strong contents that can promote the company outlook, but mostly, some outfits lack these qualities, hence they are not meeting up to the standard accepted in marketing of their companies. The aim of the study is to examine the Impact of Social Media Marketing on Promotion of Food and Grocery Service; a case study of Foodco Plc. Ibadan, Oyo State, Nigeria. Primary data was collected with the use of a semi-structured questionnaire from respondents across five outlets of Foodco Nigeria Plc, Ibadan. Descriptive statistics, Exploratory Factor Analysis and Multiple Regression Analysis was used to analyse the information obtained.

The EFA showed that of all the nine constructs or items used in the EFA, “promotional offers increase curiosity to experience the product in social media” has the highest mean of and “social media can be used for sales and marketing promotion has the lowest mean of respectively. Also, the Kaiser-Meyer Olkin measure of sampling adequacy and Bartlett’s test of sphericity were used to assess the suitability of the sample for principal component analysis. Eigenvalue criterion of greater than one was used to determine an initial set of factors, indicating that the relationships between variables are significantly different from zero.

Furthermore, the study indicates that the majority of the respondents were male, with the majority of the respondent being youth within the active age of social media users. The study also shows that the majority of the respondents had moderate household size members, with the majority of them married. The social media tools used mostly by the respondents for promotion in Foodco are Facebook, followed by Instagram and twitter respectively. The multiple regression result indicates that education, type of social media used “you are satisfied to use social media for promotion” are the variables influencing social media marketing in the Foodco Nigeria Plc.

The study therefore recommends more training to all users of social media across age and gender so as to give more skills that can help in promotion of the enterprises. Also, branding of products of food should be encouraged, this will help in more publicity and create awareness among customers.

***Keywords: Social Media Marketing, Promotion, Food and Grocery Services***

# INTRODUCTION

This chapter introduces the thesis, the research context and background, the statement of research problem, research questions and objectives, justifications of the study and the plan of the thesis.

Social media is described as a new media channel for marketers to advertise their products and services, and it has become a part of the marketing medium for organizations (Neti 2011). Accompanied with the advancement in technology, many organizations rely on social media to reach out directly to existing consumers or to attract new ones (Perumal, Abdul 2017). In marketing, social media has become a major marketing medium rather than traditional marketing, which has shifted how consumers appraise, indicate, and also share information (Patino, Pitta, Quinones, 2012). Major social media such as Facebook, Twitter, Instagram, and YouTube are often used by organizations in the promotion of their businesses (Krisnan *et al.*, 2017). Thus, consumers are able to access information at a very quick pace and only within their precincts since technology is having a huge impact on marketing of products and services (Halji, 2014).

Marketing is considered one of the most important aspects of retail business as the marketing has greatly improved through social media and the internet. Many companies all over the world are using the internet to promote their products and social media is one of their biggest tools in internet marketing (Chianasta and Wijaya, 2014). With a high number of social media users, there is a great advantage for the company as a large number of potential and existing consumers can recognize or see what the organization produces, and possibly establish contact for delivery (Clarfloaty, 2012).

Promotion, also known as marketing communications, as defined by Kotler & Armstrong (2010) is the process of communicating between organization and customers to influence consumer buying decisions and it can significantly impact consumer perceptions and attitudes. In this internet era, social media is one of the cost effective ways that can be used to promote a company's products and services as social media is used throughout the world.

Nigeria is one of the biggest social media users in the world. In 2019, statistics showed that there were approximately 24.59 million social network users in Nigeria, and this figure is

projected to grow to 44.63 million users in 2025 (Statista, 2020). The Food and Grocery Retailing industry includes restaurants, cafeterias, cafés, fast-food joints, pubs, delis, food manufacturing operations, catering businesses, food transportation services, and more. The industry plays a significant role as an employer of labour to the country's economy. The sector comprises 22.5% of the manufacturing industry, generating an estimated 1.5 million jobs and 4.6% of the country's GDP.

Foodco is an indigenous food and retail company in Nigeria, diversified with interests in fast food restaurants, supermarket division, restaurant chain and bakery. The study is important considering the massive effect of social media marketing on sales promotion and retail marketing. Social media has attracted greater attention, especially among the youth, and it has been used massively in sales promotion. In some cases, social media marketing has been able to create market penetration of some commodities that are not available in a particular location. Social media is the platform that assists the progress of getting information sharing and participation from users of the media in order to create and distribute the content to the public (Steenkamp & Hyde-Clarke, 2014). Food and Groceries companies should consider using social media especially when it comes to giving out information about their business and also any information regarding their products or services. The advantage of using social media cannot be over-emphasized. The cost of marketing is relatively low and the marketers still need to maximize the low cost and use it effectively for the success of their business. Companies can make a connection with others and learn from the skills and professionalism used in one to enhance the capacity of a new one. In this sense, it enables companies to connect their business to end-consumers directly by facilitating various areas of marketing such as advertisements, promotions, and marketing communications (Kaplan & Haenlein, 2010).

In recent times, access to information on the product and services supplied by retail stores and other corporate stores are limited, and most commodities didn't reach the final consumers/customers because there are no direct or open channels to market for the commodity in some retail stores. Also, some information on most of the products are not available to end-users, in a situation where the information is available. Social media marketing has been a tool for promotion and also enhances marketplace efficiencies, promotes competition and helps consumer's buying decisions (Wick, 2015). But in the time past, access to information produced in most of the company was non-accessible. Information on the product is not available to end users. In a situation when the information is available, product information



could have positive effects on the overall attitude of the consumer/customers toward food marketing and promotion in social media (Millan and Mittal, 2010).

Regardless of the media channel for marketing and advertising, the information about the product is very necessary to get to the final user, and it is an important factor in social media marketing, which affects customers' attitude toward patronizing the companies (Tan and Loo, 2014). Coupled with this is the problem of finance, management and lack of training for individuals and members that are staff in some company. Marketing in social media entails strong contents that can promote the company outlook, but mostly, some companies lack these qualities. Hence, they are not meeting up to the standard accepted in marketing of their companies. Food and Groceries industries need to be promoted frequently because of competition in the society and an adequate use of it for promotion is very important.

The emergence of social media has changed the way in which companies communicate with their customers, which has allowed them more direct and faster contact using advertising or marketing strategies. In addition, the cost of using social media for advertising is much lower than traditional methods of publicity. Aside from the lower cost of advertising, social media is used to promote transparency, efficiency, and openness by many governments and organizations. Through social media, companies promote new products and services, announce offers, easily learn the tastes and preferences of their customers, and relate directly with them.

Previous studies such as Dean and Lang (2008) opined that simulation of sales is a major strategy in social media marketing by retailers by signaling value in offline environments. While Lovett and Staelin (2016) suggested that actively managing social media sites is an important strategy in social media marketing and can help in building brands in three important ways of reminding, informing, and entertaining consumers.

However, a reviewer of literature suggests that there are no empirical studies conducted in the context of Nigeria. Therefore, a research problem is that we do not know the extent to which social media marketing strategies used in Nigeria are effective from customers' point of view. Little is known about customer awareness of social media tools used and their effectiveness. FoodCo Nigeria Plc has been promoting her services through other means that are limited to the study area. Hence, this study will add to the body of knowledge on promotion by examining

the impact of social media on promotion on FoodCo in Nigeria, due to lack of appropriate social marketing strategies in the study area.

Therefore, correct use of social media can help companies to attract new customers and turn interested people into potential customers in a meaningful way. Because of the above, in addition to many other reasons, there is no doubt about the beneficial role of social media in business. There are few empirical studies on the impact of social media marketing on promotion of the food and retailing service in Nigeria. Considering that the food and retailing services in Nigeria presents a great force for reducing the unemployment rate and increasing economic growth. The major research question is whether there is a meaningful impact of social media on promotion of the food and beverage companies, from the point of view of their customers. This study will fill the gaps created by poor and inadequate usage of social media marketing in Nigeria especially in the retail and other stores. Social media has been identified as a platform that assists the progress of getting information sharing and participation from users of the media in order to create and distribute the content.

The aim of this study is to determine the impact of social media on the promotion of the food and Retail Service using Foodco Nigeria Plc as a case study. In order to fulfil the aim of the study the following research questions were developed:

- (1) What are the various social media tools used for marketing and promotion of organizations including Foodco Nigeria Plc?
- (2) What is the level of awareness towards social media marketing strategies used by Foodco Nigeria Plc?
- (3) How effective is social media marketing for promotion of Foodco Nigeria Plc

The general objective of the study is to examine the impact of social media marketing on promotion and marketing in Foodco Nigeria plc. The following are the specific research objectives;

1. To identify various social media tools used in Foodco Nigeria plc
2. To determine the level of awareness in social media marketing and promotion in Foodco Nigeria Plc.
3. To determine the effects/impact of social media marketing on promotion in Foodco Nigeria plc.

The justification for this study emanates from the view when considering social media as a platform that assists the progress of getting information sharing and participation from users of the media in order to create and distribute the contents to the public (Steenkamp & Hyde-Clarke, 2014). Food and Groceries companies should consider using social media especially when it comes to giving out information about their business and also any information regarding their products or services. The advantage of using social media cannot be over-emphasized. Social media also allows consumers to engage, share and exchange information with other consumers (Sashi, 2012; Hennig-Thurau *et al.*, 2010), and share their experiences about firms and brands through word of mouth or reviews (Chang and Fan, 2017; Chen *et al.*, 2011; Trusov *et al.*, 2010). Also, brand social media pages can be created for a large number of consumers/customers in order for them to interact, get more knowledge about purchase and services, and other information needed (Tzu-Yi Kao *et al.*, 2016, Hajli, 2013; Yadav *et al.*, 2013). Companies can make connections with others and learn from the skills and professionalism used in one to enhance the capacity of the new one. In this sense, it enables companies to connect their business to end-consumers directly by facilitating various areas of marketing such as advertisements, promotions and marketing communications (Kaplan & Haenlein, 2010).

Previous studies (Islam *et al.*, 2017; Lu *et al.*, 2016; Demangeot and Broderick, 2016; Gunawan and Huarng, 2015) focused on consumers' social media behavior and how consumers engage and make purchases through internet channels such as company websites and others. Limited research has assessed the impact of social media on promotion and marketing with a particular focus on a certain industry like the Foodco Nigeria plc. This study focuses on a particular industry in order to explicitly identify the social media that are largely used by management to reach their audience i.e. customers in marketing and promotion. Social media sites are interactive platforms that enable firms, organizations etc. and brands to connect with their consumers on a daily basis (Tafesse, 2016; Lipsman *et al.*, 2012).

Social media has been identified as a platform that assists the progress of getting information sharing and participation from users of the media in order to create and distribute the content. Hence, finding from this study will help inform policies on how social media tools can be effectively adopted in marketing and promotional services.

This thesis is divided into five chapters. Chapter one focuses on the introductory part of the study, the statement of research problems, research questions and objectives and the justification of the study. Chapter two focuses on the empirical and literature reviews, theoretical reviews of various literature related to social media marketing, and promotions. Chapter three is on the methodology that was used to carry out the study, which include description of study area, data used and methods of collection, sampling techniques adopted for the study and the limitation of the study. Chapter four presents the analysis of data collected, discussion and interpretation of results and findings, while chapter five gives the summary of the findings, recommendation, and conclusion of the study.

# **1. THEORETICAL, EMPIRICAL LITERATURE REVIEWS AND CONCEPTUAL FRAMEWORK**

This chapter explains the theory used in this thesis, the literature reviews, empirical reviews and conceptual framework that was used in explaining the concepts of the study.

## **1.1. An Overview of Retailer Industries in Nigeria**

Nigeria had a history of developing the supermarket industry until social and economic changes in the early 1980s diminished the country's middle class significantly. Since then most Nigerians shop at traditional open-air markets or purchase their goods from traders and street vendors. Currently, Nigeria's retail food sector consists of supermarkets, convenience stores/small groceries, and traditional, open-air markets sharing 1.0 percent, 34 percent and 65 percent of total retail food sales, respectively (Rondon *et al.*, 2011). Although the traditional open-air markets remain the dominant channel for Nigeria's retail food sales, the country's retail food sector has been undergoing change over the last decade with international supermarket brands entering the country; new malls being constructed and the steady transformation of informal markets into more formal and modern facilities are setting new bars by providing a wide choice of shopping experiences in a modern, customer-oriented, building.

The modest flourishing in the development of shopping malls and formal outlets is mainly resulting from Nigeria's high oil prices, relative political stability, population growth, the expansion and the general upward trend of all the non-oil sectors of the Nigerian economy, the growing middle-class income with the rising expectations and sophistications of the consumer group. Also, traditional grocery retailers have also increased the stock and range of non-grocery items they offer to include clothes and footwear, consumer electronics and appliances, books, toys, personal and home care products, household furniture and furnishings, etc.

However, demand for the basics or must-haves are still far greater than items perceived to be luxury goods. Growth has also remained strong and steady for the processed and packaged food market in Nigeria. The increase in retailing business is resulting from improving product quality, the growing sophistication of Nigerian consumers, increasing disposable incomes—especially among the middle-class consumers, advertising and marketing activities of firms have also increased (Rondon *et al.*, 2011).

Also, the expatriate community has also continued to expand and dominate the retailing sector. The foreign and multinational companies generally dominate in Nigeria's retail sector and they include ShopRite, a multinational supermarket firm from South Africa, has operated in the Lagos city of Nigeria for more than 5 years and has opened more than 16 additional stores in Nigeria, SPAR partnered with a Nigerian supermarket firm to launch its first outlet also in Lagos. Their presence is expected to set up competition within Nigeria's retail food sector and further the changing shape of the country's retail food merchandising. Industry experts project a quick recovery of Nigeria's supermarket/food retailing as about 200 million additional customers are expected to enter the hypermarket within the next one year. Some large multinationals also partner with Nigerian companies to repackage and/or market their products in Nigeria in order to minimize market entry challenges and sustain on existing marketing and distribution strengths of the local firms. The major players include: Nestlé Nigeria Plc., Cadbury Nigeria Plc., UAC Foods (Nigeria), De-United Foods Industries, Dangote Industries Ltd (Nigeria), Promasidor, PZ/Cusson Nutricima, Coca Cola Company, HJ Heinz Co, CHI, FrieslandCampina /WAMCO Nigeria etc.

## **1.2. Marketing Mix and Promotion Element**

Promotion is one of the basic elements of the marketing mix, which includes the four Ps, i.e., product, price, place, and promotion (Išoraitė, 2016). It refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. It helps marketers to create a distinctive place in customers' mind (Luenendonk, 2020). The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. Promotion is also one of the elements in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, and direct marketing publicity and may also include event marketing, exhibitions and trade shows (Rajagopal, 2007). A promotional plan specifies how much attention to pay to each of the elements in the promotional mix, and what proportion of the budget should be allocated to each element.

### **1.3. A Brief History of Foodco Nigeria Limited**

FoodCo Nigeria Limited was founded in 1982 as a stall for quality fresh foods, over the years, it metamorphosed to become a one-stop shop for consumer goods including a supermarket division, restaurant chain and bakery. It is the largest supermarket chain within the Ibadan metropolis. It is a diversified consumer goods company with interests in retail, fast food restaurants, entertainment and manufacturing. It is the second-largest supermarket chain in South-West Nigeria, outside Lagos. For about 37 years, Foodco has dedicated her services to offering high-quality products, affordable prices, superior customer service and a seamless shopping experience to customers. The company started as a small fresh foods stall in Bodija, Ibadan, Oyo State, and has grown to become a leading brand in South-West Nigeria. For over three decades, it has built a strong reputation as an industry leader in both quality and responsible citizenship. The company has broken new grounds, forged solid ties with partners, customers and staff and continues to make impactful interventions within the host communities. Through continuous innovation, technology and strategic planning, the company has always charted new frontiers in every area of our operations ([www.foodcoonline.com](http://www.foodcoonline.com)). Presently, Foodco Nigeria plc uses social media, dynamically active on twitter, Facebook, LinkedIn and Instagram in reaching their customers in marketing, brands and awareness creation.

### **1.4. Social Media: Definition and User Details**

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. It is any internet communication tool that allows users to broadly share content and engage with the public. It is a digital profile or tool that allows users to quickly create and share content with the public and it encompasses a wide range of websites and applications (Borgatti, 2014).

The term social media is known by everyone in today's world globally, both in urban and remote areas. Generally, people have heard about Facebook. Instagram, Snapchat, Twitter etc. depending on their locations and may be using them daily (Timilsina, 2017). Though, there are changes in the trend of using social media due to rapid development in technology and globalization. Across the world presently (Hendricks 2017 and 2013). The first social media

site was created by Andrew Weinreich in 1997. This permitted the registered users to upload profiles, pictures and make friends with other users across the world, this makes blogging popular. Invention of blogging and social media exploded in popularity.

In 2000, sites such as Myspace, LinkedIn came into existence (Barker, Barker, Bormann, Roberts & Zahay 2016), followed by Facebook in 2004, YouTube in 2005 and Twitter in 2006 was created and available to users all around the world (Timilsina, 2017). Since then, these sites are recognized to be the most popular social networks on the internet. It is very difficult to decide what the future of social networking might look like in the coming years or even decades from now but it seems that it will have its existence until humans exist on earth (Hendricks 2013). It's almost impossible to think about people's daily lives without the use of social media.

Social media user numbers have surged in the past 12 months, with Kepios analysis showing that more than 450 million people started using social media for the first time since October 2019. That equates to annual growth of more than 12 percent, or an average 14 new users every second (Data report, 2020). However, recent figures suggest that social media growth may even be accelerating. More than 180 million people started using social media between July and September 2020, equating to an average of almost 2 million new users every day. It's also worth noting that the 53 percent penetration figure under-reports the real extent of social media use, because most social media companies restrict use of their platforms to people aged 13 and above. At present, more than half of all the people on Earth now use social media, with about 4.14 billion people actively using social media across the planet as at October 2020. This is equivalent to 53 percent of the total global population (Data report, 2020).



Table 1. Major Social Media in the World

S/ N	Social Media	Active user
1	Facebook	2.701billion
2	YouTube	2billion
3	WhatsApp	2billion
4	WeChat (China)	1.206billion
5	Instagram	1.16billion
6	Tiktok	689billion
7	Twitter	330million

Source: Data Report, 2020

### 1.5. Bourdieu’s Theory of Social Capital

This study will draw its references from Bourdieu's theory of social capital because customers use social media to make connections with others. The social capital strength gained from the relationship between customers and other users of social media. In this study, social capital is defined as an aggregation of resources that is linked to the possession of a durable network of relationships of mutual acquaintance and recognition or, in other words, to membership in a group (Bourdieu 1986). This capital provides each of its members with the backing of the collectively-owned capital, a “credential” that entitles them to credit. The profits that accrue from membership in a group are the basis of the solidarity. This does not mean that these profits are consciously pursued as such a world is clearly positioned in opposition to rationality (Qi, Monod, Fang and Deng, 2018).

Many literatures have harnessed the nexus between social capital and social media. For example, customers or consumers are able to connect, interact, market their goods, socialize with others and also build and use social capital. There are many social media sites where the formation of weak ties is required as this allows users to create and maintain larger, and widely spread networks of relationships (Ellison et al. 2007) such as Instagram and Twitter. Also, social media sites like Facebook, YouTube, can be sources of social influence. Social media provides a cheap alternative to long distance communication, and increases the ease of online communications, online interactions can increase communication when compared with face-

to-face meetings (Wellman et al., 2001). This enhances face-to-face and telephone communication as members of a network become more aware of each other's needs and stimulate the relationship through more frequent contact. Moreover, Hampton et al., (2011) submits that online public spaces are where existing social ties are maintained and there is a chance to encounter new acquaintances or friends. Finkbeiner (2013) suggests that social interaction on social media allows "existing ties to be maintained online and as well as the growth of new ties for sharing similar interests.

## **1.6 Social Media Marketing**

Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone (Kenton, 2018). Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are. Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which will enable marketers to tailor their messages to what is most likely to resonate with users (Sprout Social, 2020). Because Internet audiences can be better segmented than more traditional marketing channels, companies can ensure that they are focusing their resources on the audience that they want to target.

Social media marketing campaigns have the advantage of appealing to a broad audience at once (de Villers, 2019). For example, a campaign could appeal to current and prospective customers, employees, bloggers, the media, and the general public, and other stakeholders (such as third-party reviewers or trade groups). Some of the metrics used to measure the success of a social media marketing campaign include website reports (such as Google analytics), return-on-investment (by connecting marketing to sales activity), customer response rates (how much customers post about a company), and reach/virality (how much customers share content).

## **1.7. Benefits of Social Media Marketing**

The use of social media in today's twenty-first century has been increasing rapidly. Over the last decades, the number of internet users have drastically increased. Often in the past, use of social media in businesses was considered a failure but those pessimists vanished as the increased trend of social media. Over 3 billion internet users exist today of which more than 2 billion users are active in social media. (Copp 2016) Distinct kinds of businesses whether it is small sized, medium sized or large-sized businesses, social media and its marketing has been a vital part to promote their business and increase brand awareness among their valuable customers. Some of the advantages of using social media can be highlighted as below.

Social media is one of the most cost-efficient digital marketing methods used to group content and increase business' visibility. Implementing a social media strategy will greatly increase brand recognition since it will be engaging with a broad audience of consumers. By creating social media profiles for business and interacting with others. Employees, business partners, and sponsors to "like" and "share" business pages. Simply having people to interact with content will increase brand awareness and begin building reputation as a business. Each post that is shared will be introduced to a new network of individuals, which can lead them to becoming potential customers, and the more people who know about your business, the better (Blue Fountain, 2019).

Although posting on social media might help in attracting traffic to a site, more effort than that is required to see significant success. Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website. While social media doesn't directly increase search engine rankings, Social Media Examiner states that more than 58% of marketers who have been using social media for one year or longer still see improved search engine rankings. Being able to rank in the top positions for your keywords will revolutionize your traffic and continue to generate positive results for your business.

Also, with increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic. Social media marketing allows business to give a positive impression through a humanization factor. When brands are interactive by sharing content, commenting, and posting statuses on social media, it personifies a brand. People prefer to do business with other people,

rather than companies. Over 51% of marketers claimed that taking the time to develop relationships with consumers showed positive results in sales. The better impression the business makes on a visitor, the more likely they are to think of your business when the need for your product or services arises.

Social media is a networking and communication platform. Creating a voice for one company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on their pages, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of the visitors' needs and aim to provide the best experience. Every customer interaction on your business's social media accounts is an opportunity to publicly demonstrate your compassion for your customers. Whether an individual has a question or a complaint, social media allows them to address the matter using interpersonal dialogue. Social media is not just limited to introducing your brand's products and promotional campaigns. Customers see these platforms as a service channel where they can communicate directly with the business (Bluefountain, 2019).

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are relatively low cost compared to other marketing tactics. Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. Taking decisions using paid advertising on social media, always start small to see what you should expect. As you become more comfortable, fine tune your strategy and try increasing your budget. Just by spending a small amount of time and money can significantly increase your conversion rates and eventually get a return on investment on the money you initially invested (Calder, Isaac, and Malthouse 2016).

Another valuable advantage of social media is marketplace insight. What better way to know the thoughts and needs of the customers than by directly talking to them? By monitoring the activity on the social-media profiles, one can see customers' interests and opinions that you might not otherwise be aware of if your business didn't have a social media presence. Using social media as a complementary research tool can help gain information that will help you understand your industry. Once you gain a large following, you can use additional tools to

analyze the demographics of your consumers. Another insightful aspect of social media marketing is the ability to segment your content syndication lists based on topic and identify which types of content generate the most impressions. These tools give you the ability to measure conversions based on posts on various social media platforms to find the perfect combination for generating revenue (Bluefountain, 2019)

## **1.8. Customer Satisfaction and Customer Loyalty**

Customer satisfaction is the overall evaluation grounded on the total purchase and consumption experience with the good or service over time (Fornell, et al., 1996). It is a measure of how happy customers are with a company's products, services, and capabilities or how products and services supplied by a company meet or surpass customer expectations. Also, Farris et al., (2010) opined that the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Some example Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services.

Customer satisfaction is influenced by specific product or service structures and perceptions of quality. Satisfaction is also influenced by customer's emotional responses, their attributions and their perception of equity. Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer, expanding the life of merchandise the customer purchases and increasing customer's positive word of mouth communication (Trivsel & Trivsel, 2017). When a customer is satisfied with the product or service of the company, it can make the customer purchase frequently and to recommend products or services to potential customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers (Tao 2014)

Customer loyalty is viewed as the strong point or strength of the relationship between an individual's relative attitude and re-patronage. While customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level, but it produces a positive financial result, especially in regular purchases (Trivsel & Trivsel, 2017). According to Oliver (1999), customer loyalty is defined as a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts

having the potential to cause substituting behaviours. Loyalty is more profitable, the expenses to gain a new customer is much more than retaining existing one. Customer loyalty is not gained by an accident, they are constructed through the sourcing and design decisions. Designing for customer loyalty requires customer-centred approaches that recognize the want and interest of service receivers. Customer loyalty is built over time across multiple transactions (Thomas and Tobe, 2013).

They both play a part in making business more authoritative, but it all comes down to communication. When consumers see a company posting on social media, especially replying to customers and posting original content, it makes it appear more credible. Regularly interacting with customers demonstrates that business cares about customer satisfaction, and is available to answer any questions that they might have. Satisfied customers are eager to spread the word about a great product or service and they usually turn to social media to express their opinion. Having customers mention your business on social media will advertise your business and show new visitors your value and brand authority. Once you obtain a few satisfied customers who are vocal about their positive purchase experience, you can let the advertising be done for you by actual customers who enjoyed your product or service (Bronner and Neijens 2006).

### **1.9. Strategy used in Social Media Marketing.**

One major strategy in social media marketing by retailers is the stimulation of sales by signaling value in offline environments. Customers who take advantage of deals typically are not aware of how many others have bought the item on the same deal. When they gain this information, as is possible in social media settings, a larger group of buyers can stimulate further sales as a high number of purchases signals greater value (Dean and Lang, 2008). This idea is consistent with the principle of social proof which predicts that people determine correct behavior by finding out what others think is correct (Cialdini, 2007), and it could be employed easily on social media by reporting just-in-time sales information to prospective consumers. Aggarwal and Vaidyanathan (2003), in a study of offline coupon promotions revealed that time-limited promotions (i.e., those with an expiration date) increase purchase, whereas those that are time independent (e.g., manufacturer coupons) do not. Similarly, Inman and McAllister (1994) discovered that purchase intentions increase as the expiration time draws nearer. As the

coupon expiration date approaches, consumers may sense the impending regret concerning the benefits they will lose if they do not redeem the coupon. The recognition that the savings will no longer be available creates a perception of scarcity, and scarcity of any resource induces action by playing on consumers' fear of losing out (Cialdini, 2007). Thus, social media environments can create purchase urgency by emphasizing the expiration dates of deals and revealing the vast numbers of consumers who already have participated in the deal.

Also, by actively managing social media sites it is an important strategy in social media marketing. Social media can build brands in three important ways: by reminding, informing, and entertaining consumers (Lovett & Staelin, 2016). Information from social media affects 54% of consumers' decision processes, so it has become critically important for companies to manage their online brand discussions, whether those discussions feature third party experts or user reviews (Lovett & Staelin, 2016). Companies should consistently generate strong content that can be picked up and distributed by loyal consumers. Rather than using a shotgun approach, companies should monitor social media and product review sites to see what content works best for generating positive word of mouth. Once they identify these bright spots, they can replicate the winning strategies. A winning message strategy consists of an appropriate combination of rational arguments and emotional drivers to help motivate consumers to move from evaluation to purchase. Some service providers actively manage other firms' media efforts by reporting on what is working well (Heath & Heath, 2010).

Similarly, (Hudson and Hudson, 2003) opined that communication can be encouraged amongst friends to increase customers. According to Facebook, the average user has 130 friends on the social network, and when people hear about a product or service from a friend, they become a customer at a 15% higher rate than when they find out about it through other means. Firms should provide incentives for customers to pass on product information to their friends and acquaintances, which can be done easily and quickly through social media sites. Companies also should promote their social presence in as many places as possible and enable all site visitors to share accessed content with their personal networks easily. A zealous audience that shares company content can reach a broader audience that extends beyond the company's own direct network of fans and followers. If they like the content that friends share with them, potential customers also may be inclined to become direct followers of the companies, make their own purchases, and then join in the brand advocacy, prompting the initiation of a virtuous cycle (Lindsey-Mullikin and Borin, 2017).

## **1.10. Empirical and Literature Reviews**

Chang, Peng, and Berger, (2018) considers the relationship between various social-media activities of a company/brand and its sales. A quarterly revenue data of 13 retail-food brands, over 4 quarters, as our dependent variable, 6 independent variables (Change in number of Twitter followers, number of tweets, change in number of YouTube subscribers, YouTube video-view rank, number of Instagram posts and change in number of Instagram followers) involving the social-media activity of these companies on Twitter, YouTube, and Instagram. Descriptive statistics, simple, multiple, and stepwise regression were performed on the data. The study found out that certain social-media activities do positively relate to quarterly sales revenue, such that using YouTube is higher in one certain quarter, and the sales revenue of this brand will be higher.

Doa, Koa, and Woodside (2014) studied the effects of a brand's sports sponsorship in social media on the brand's consumer's congruence and brand-relationship quality. They conducted a survey on this topic, gathered data from 322 respondents, and found that a brand's sports sponsorship in [social-media activities relating to sports brands had a significant effect on a brand's consumer's congruence and that this congruity significantly influences the brand's relationship quality. However, they collected only subjective data from respondents and did not collect objective data from social media.

Mohammadpour, A., et al. (2014) study aimed to evaluate the effect of social media marketing on online shopping of customers based on the mediating role of value capital, relational capital and brand capital by path analysis method. 169 students of Tehran University were included in this study. The results of path analysis showed that social media marketing had a positive and significant impact on value capital, relational capital and brand capital. The direct effect of relational capital on value capital and brand capital was direct, positive and significant. Three variables of value capital, relational capital and brand capital had a direct and positive and significant effect on e-shopping of customers. Social media marketing had an indirect positive and significant impact on e-shopping of customers via value capital, relational capital and brand capital. Relational capital by value and brand capital had indirect, positive and significant impact on e-shopping of customers.



Angella and Eunju (2012), examined do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands, the results of the study showed that five constructs of perceived SMM activities as entertainment, interaction, trendiness, customization, and word of mouth had significantly positive impact on value equity, relationship equity, and brand equity. For the relationship between customer equity drivers and customer equity, brand equity had a significant negative effect on customer equity

Kumar, Bezawada, Rishika, Janakiraman, and Kannan (2016) evaluated the effects of firm-generated content (FGC) in social media on customer behaviour such as spending, cross-buying, and customer profitability. Through surveys, they assembled a data set composed of customers' social-media participation data, transaction data, and attitudinal data. The study found out that FGC has a positive and significant effect on customers' behaviour, FGC works synergistically with both television advertising and e-mail marketing and also finds that the effect of FGC is greater for more experienced, tech-savvy, and social media-prone customers.

Using data from Facebook and Twitter, Istanbuluoglu (2017) studied the impact of multiple response times on consumer satisfaction. The analysis of the result reveals that both a quicker first response and a quicker conclusive response leads to higher satisfaction with complaint handling. Furthermore, in contrast to previous research on response time in offline redress-seeking situations, which has suggested that when consumers receive redress, response time does not have an effect on satisfaction. The findings conclude that a speedy response increases satisfaction regardless of the consumers' objectives as the findings provide implications for researchers and practitioners. Martin (2017) studied work related to social-media marketing and concluded that companies' activities such as sales promotion, advertising etc. on social-media platforms can help to build brand image quickly and efficiently. Hou (2016) examined the application of social media in enterprise marketing. The study analysed the characteristics, advantages and practical values of enterprise social-media marketing and affirmed that social-media platforms can help companies to get more attention from customers and potentially improve sales performance.

Rodriguez, Ajjan and Peterson (2014) studied the impact of customer relationship management (CRM)/Social-Media Technology on the customer-orientation process and organizational sales performance. The study concluded that CRM and social-media technology positively influence customer orientation activities, which in turn, positively impact sales performance.

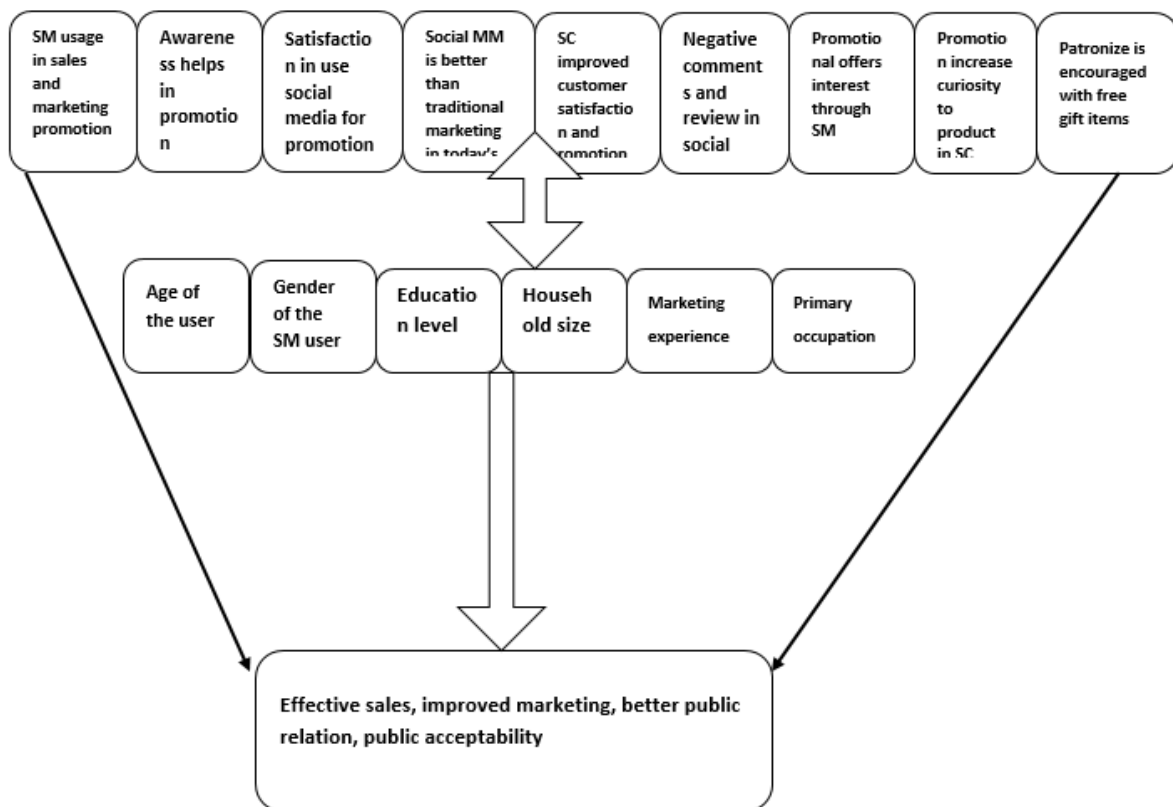
Vries, Gensler, and LeeFlang, (2012) examined Popularity of Brand Posts on Brand Fan Pages: “An Investigation of the Effects of Social Media Marketing. The study showed that positioning the brand post on top of the brand fan page enhances brand post popularity. The findings further indicate that different drivers such as pictorial events, videos, linking websites, voting etc. Influence the number of likes and the number of comments. Namely, vividness and interactive brand post characteristics enhance the number of likes. In their study, do social media marketing activities enhance consumer quality, Angella and Eunju (2012), an empirical study of luxury fashion brand, the results of the study showed that five constructs of perceived SMM activities as entertainment, interaction, trendiness, customization, and word of mouth had significantly positive impact on value equity, relationship equity, and brand equity. For the relationship between customer equity drivers and customer equity, brand equity had a significant negative effect on customer equity.

Olfat, Khosravani, and Jalali, (2011) investigated the effective factors on e-shopping and their prioritization. The results of the study showed that purchase risk index is the most important factor in e-shopping and consumers consider e-shopping useful and they trust it. Sanayei, & Rajabion, (2010) evaluated the effective factors on online buyers' trust and its effect on shopping intention. This study was done by an attitude evaluation by a web-based questionnaire of the customers of internet book stores of Isfahan province. The results of the study showed that trust had a direct effect on customer purchase intention of internet stores and security, internet offenses, web-space control, graphic appearance and website structure were effective on trust. Sanayei et al., (2010) evaluated the effective factors influencing e-shopping. The results of their study showed that the most important factors on e-shopping are attitude to e-shopping, perception of usefulness of shopping at home, interaction speed and response time, privacy and two variables of social benefits and website design had no significant effect on trust in e-shopping.

## **1.11. Conceptual Framework**

The conceptual framework below in Fig 1 shows the relationship between the independent and dependent variables used in this study. The framework showed what happened when the nine constructs or items (Social media can be used for sales and marketing promotion, awareness

level on social media marketing helps in promotion, satisfaction with the use of social media for promotion, Social media marketing is better than other traditional marketing in today's sale promotion, social media can improve customer satisfaction and product promotion, negative comments and review in social media can decrease or affects the beverage business promotion, promotional offers creates interest in me about the brands through social media and promotional offers increase curiosity to experience the product in social media) used in this study interacted with other socio-economic variables that are basically social media user characteristics (age of the social media user, gender, marital status, educational level of the respondent, household size, social media marketing experience and primary occupation.



**Figure 1: Conceptual Framework**

Source: Author's Concept

An effective combination of those variables in social media marketing will lead to achievement of the organizational goals in social media marketing. An organization can make effective use of social media tools such as twitter, Facebook, YouTube, Instagram etc. in the marketing of their commodities to the customers. If there are good communication links between the social media tools, it will give room for effective sales promotion among the customers, public

relationship between customers and the organization will be enhanced, advertisement and public relation of the product through awareness and publicity.

## 2. Research Design

This chapter introduces the methodology used in collecting data and techniques used for analyzing the data for this thesis. The research design, description of survey instrument and data used for the study, and the methods of data analysis.

Research is defined as a systematic search for knowledge and can be considered as an academic activity used in a technical sense (Kothari 2004). This academic activity is defining and redefining problems, formulating hypotheses or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusions to determine whether they fit the formulating hypothesis. In general, research can be recognized as a tool that helps to determine and understand new knowledge by planning, acquiring, analyzing, and disseminating data, information, and insights. Researches in the business and technology fields are characterized by method philosophy, along with the range of associate acceptable analysis methodology that could be a crucial topic that appeals researchers' attention (Phuong & Vu, 2020). Therefore, research related to Economics, Business and Information, and Communication Technology (ICT) aspects researchers have got to select among a spread of research methods, approaches, and techniques to conduct an appropriate research framework (Nikolaos and Yan-nis, 2018).

For this study, survey research design was adopted in this study. The research design is a process of carrying out a study by collecting and analysing data gathered from a sample considered to be representative of the populations, and generalizing the findings to the population. Survey design enables the researcher to describe an event, situation or phenomenon as it is at the time of the study. It also helps the researcher to systematically document current opinions and information on research work (Dillman, 2000). Research surveys are very prodigious in conducting qualitative research because they are able to pull various information together and obtaining diverse feedback from respondents. Also, respondents can make the researchers aware of insights they had not previously considered as a possibility during the study. The drawback in relation to this is that respondents may not feel encouraged to provide accurate, honest answers, they might may not feel comfortable providing answers that present themselves in a unfavourable manner and they might may not be fully aware of the reasons for

any given answer because of lack of memory on the subject, or even boredom, especially if the questions are many.

## 2.1. Target population

The respondents or population for this study was drawn from Foodco Nigeria outlets. Out of the seven outlets of the firm within Ibadan metropolis, five (5) outlets were purposely selected for the study. The five outlets were selected basically because they were centrally located and had the highest number of influx of customers or patronage compared to other outlets. A total of one hundred questionnaires were later administered among the five outlets at 20 respondents per outlet, the respondents comprise customers and few staff of the outlets. The staff were included because they are very active social media users and they make use of it in getting feedback from the customers about information on any items. The full detail of the population is presented in Table 3.1

Table 3.1 Population of the Study

S/N	Location	Sample size
1	Jericho	20
2	Akobo	20
3	Ring road	20
4	Idi-ape	20
5	Bodija	20
	<b>Total</b>	<b>100</b>

Source: This Study, 2021

## 2.2. Sampling and Sample Size

The study adopted a multi-stage sampling procedure. The first stage is the purposive selection of Ibadan, due to its importance in commercial activities in the region. The town is otherwise called the commercial headquarters of the South-West geo-political zone of the country. Also, it has the largest number of internet users in the region after Lagos and fourth biggest economy in Nigeria (Oyo-state report, 2016), with many sales and promotion activities. The second stage was the selection of five (5) Foodco outlets in the town. The selected outlets are located in Jericho, Akobo, Bodija, Idi-ape and Ring road. Twenty respondents comprising customers and staff were sampled from each outlet, making a total of 100 respondents sampled for this study.

### **2.3. Data Sources and Instructions**

The instrument used for collecting data was the questionnaire (paper questionnaire). The questionnaire was in three sections, A, B and C. Section A was on socio-economic/demographic characteristics of the respondents, section B covered questions to identify various social media tools used by the respondents for promotion while section C centered on awareness of social media and its uses for promotion. The questionnaire was distributed to the respondents across the selected outlets through an enumerator, after which they were collected back, coded and entered into the SPSS template for analysis.

### **2.4. Validity and reliability of research instrument**

A pilot survey was done, and a review was conducted to identify various questions that might not be necessary for the study. Reliability and validity are considering concepts used to identify and evaluate the quality of research, which tests the chosen method, technique, or measurement. To be clear, reliability reflects the consistency of a measure, and validity is about the accuracy of a measure (Fiona, 2020). The thesis uses the theoretical findings to create a fundamental structure to impact social media marketing on sales and promotion. To ensure the reliability and validity of the research, an appropriate method of measurement was used and the study ensured that the surveys were sent to the target population.

Reliability test was conducted for the nine items or constructs used in the Exploratory Factor Analysis. The test was implemented to determine the extent of agreement between the respondents in case of each dimension. According to (Nunnally and Bernstein, 1994), a Cronbach's Alpha of more than 0.60 is reliable. A general accepted rule is that  $\alpha$  of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy (Hulin, Netemeyer, and Cudeck, (2001) and Nunnally and Bernstein, 1994).

Details and full analysis of the validity test result is provided inside the next chapter.

## 2.5. Data Analysis and Presentation

Objective one: Profile various social media marketing tools used in Foodco Nigeria Plc. For marketing and promotion. This was analysed with descriptive statistics such as table and frequency.

Objective two: The level of awareness in social media on marketing and promotion was analyzed by using Explanatory Factors Analysis.

Explanatory Factors Analysis (EFA) is considered as one of the best tools to test the relationship between the observed variables and their underlying constructs (latent variable) (Byrne, 2010). Item loadings under only one factor will confirm unidimensionality and discriminant validity (Ahire and Devaraj, 2001). In addition, all the items loading substantially (factor loadings above 0.5) on their underlying constructs will confirm convergent validity (Ahire and Devaraj, 2001, Tabachnick and Fidell, 2007, Du *et al.*, 2012).

For this study, exploratory factory factor analysis was carried out in IBM SPSS 21 to determine the level of awareness in social media in marketing and promotion in Food Co plc. The EFA is a data reduction technique used to reduce a large number of variables to a small set of underlying factors that summarize the essential information contained in the variables. The nine variables are;

- i. Social media can be used for sales and marketing promotion
- ii. Level of awareness on social media marketing helps in promotion
- iii. You are satisfied to use social media for promotion
- iv. Social media marketing is better than other traditional marketing in today's sale promotion in business
- v. Social media can improve customer satisfaction and product promotion
- vi. Negative comments and review in social media can decrease or affects the business promotion
- vii. Promotional offers create interest in me about the brands through social media
- viii. Promotional offers increase curiosity to experience the product in social media and
- ix. I am more likely to patronize your outlet if the promotion comes with a free item to try with the product.

A Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity were first conducted to verify if the data set was suitable for factor analysis. The purpose of both tests is to measure the sampling adequacy in order to determine the factorability of the matrix or data set as a



whole (Richard and Dean, 2007). If Bartlett's Test of Sphericity is large and significant, and the KMO measure is greater than 0.50, it can be assumed that the factorability in the data set

does exist.

The Principal Axis Factoring (PAF) extraction method with Direct Oblimin rotation method was used to extract the underlying factors in this study. By combining these two methods, the value of eigenvalues and Scree plot analysis were obtained and then, the number of factors that exist in the data set can be obtained. The value of eigenvalues must exceed '1' in order to classify it as one factor. The Scree Plot technique was also used in order to confirm the results obtained from the analysis of eigenvalues

Objective three: The impact/effect of social media marketing on promotion in Foodco was analyzed by using multiple regression analysis.

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. An independent variable is an input, assumption, or driver that is changed in order to assess its impact on a dependent variable (the outcome) (Uyanik and Guler, 2013)

Following Wan, (2013), the multiple regression analysis is represented by the equation below;

$$Y = \beta_1 + \beta_2 X_1 + X_2 + X_3 + X_4 + X_5 + X_6 + X_7 + X_8 + X_9 \quad (2)$$

Where:

$X_1$ =Age (Years)

$X_2$ =Sex (Male=0, Female=1)

$X_3$ =Marital (Married=0, and otherwise)

$X_4$ =Education (0=Primary, 1=secondary, 2=Tertiary)

$X_5$ =Household size

$X_6$ =Social Media Marketing experience (Years)

$X_7$ =Occupation (0=Business enterprise, Otherwise)

$X_8$ =Social media Training (Yes=0, No=1)

$X_9$ =Type of social media (0=Facebook, 1=Twitter, 3=Instagram)

$X_{10}$ =Social media used for marketing

$X_{11}$  =Level of social promotion

$X_{12}$  =Satisfied with social promotion

## **2.6. Limitation of the Study**

Reluctance on the part of the respondents to give accurate information about their socio-economic status and other relevant information needed for this study was even a challenge. Also, the data collection was a bit hampered by the Covid-19 pandemic that was at the peak during the data collection process.

### 3. ANALYSIS AND PRESENTATION OF RESULTS

This section presents the analysis, interpretation and discussion of the major findings of the study.

Table 3.1. Distribution of the Respondents by Sex

<b>Sex</b>	<b>Frequency</b>	<b>Percentage</b>
Male	65	66.33
Female	33	33.67
Total	98	100.00

Source: Field Survey 2020

Table 3.1. above indicates that the majority of the respondents were male 65(66.33%), while 33(33.67%) were female, this indicates that there are more male respondents than their female counterparts.

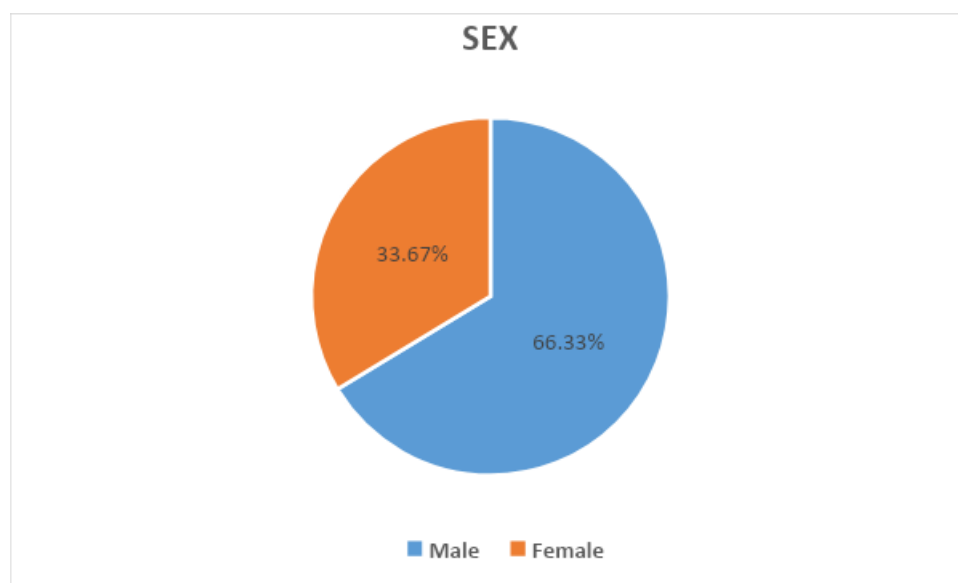


Figure 1: Pie Chart Showing the Distribution of the Respondents by Sex

Table 3.2. Distribution of the Respondents by Age

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
20-30	19	19.39
31-40	49	50.00

41-50	22	22.45
51-60	06	6.12
61-70	02	2.04
Total	98	100.00

Source: Field Survey 2020

Table 4.2. shows the distribution of the respondents by age distribution. The table shows that 50% of the respondents are between 31-40 years, 22.45% were between 41-50 years, 19.39% were between 20-30 years while 6.12% were between 51-60 years and lastly, 2.04% were between 61-70 years. The findings indicate that the majority of the respondents are youth, within the active age of social media users.

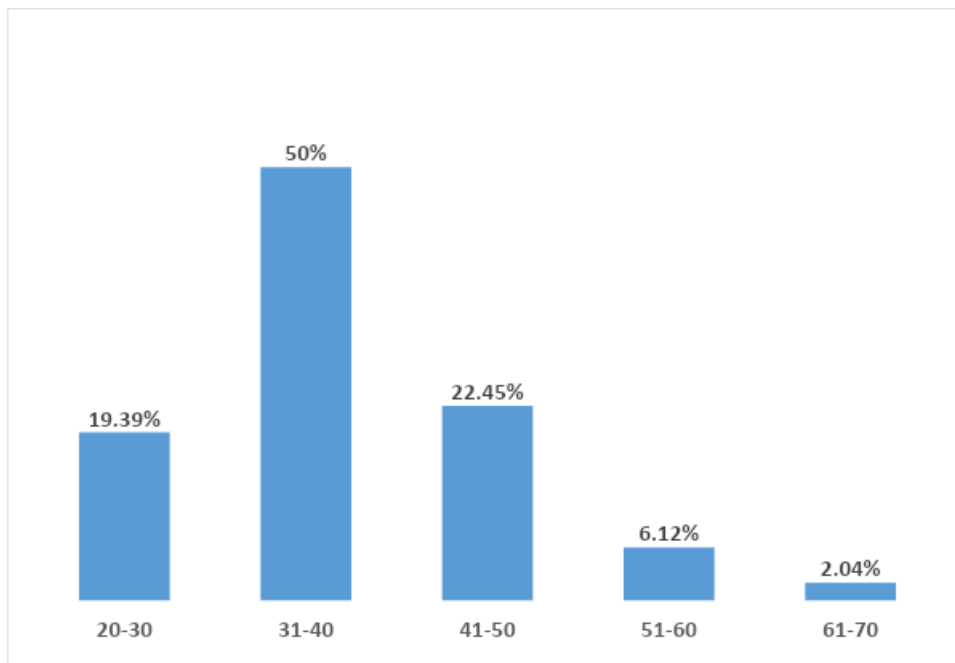


Figure 2: Bar Chart Showing Distribution of the Respondents by Age

Table 3.3. Distribution of the Respondents by Household Size

Household size	Frequency	Percentage
1-2	24	24.49
3-4	65	66.33
5-6	9	9.18
<b>Total</b>	<b>98</b>	<b>100.00</b>

Source: Field Survey 2020

Table 3.3. shows the distribution of the respondents by household size distribution. The table shows that 66.33% had a household size of 3-4 members, while 24.49% had a household member of 1-2 with only 9.18 having household members of 5-6.

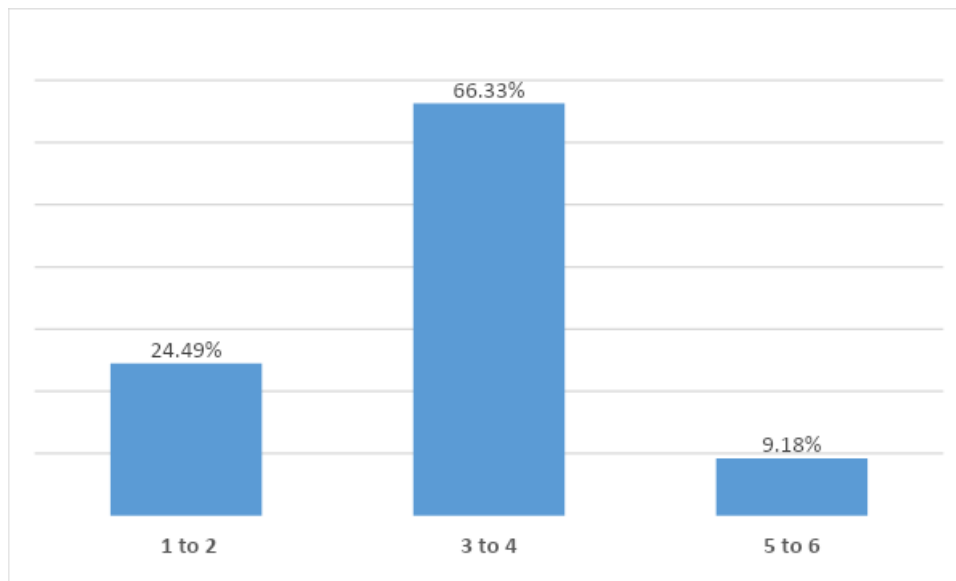


Figure 2: Bar Chart Showing the Distribution of the Household Size

Table 3.4. Distribution of the Respondents by their Status

Status	Frequency	Percentage
Staff	13	13.27
Customer	85	86.73
<b>Total</b>	<b>98</b>	<b>100.00</b>

Source: Field Survey 2020

Table 3.4. shows the status of the respondents interviewed for this study. The table shows that the majority of the respondents 86.73% interviewed were customers of Foodco, while only 13.27% were staff of the company at various branches where the survey was conducted.

Table 3.5. Distribution of the Respondents by Marital Status

Marital Status	Frequency	Percentage
Married	66	67.35
Single	24	24.49
Divorced	1	1.02
Separated	5	5.10
Widowed	2	2.04
Total	98	100.00

Source: Field Survey 2020

The distribution of the respondents by marital status was shown on table 4.5. The table indicates that 67.35% of the respondents are married, followed by 24.49% that are single, 5.10% are separated while 2.04% and 1.02% are widowed and divorced respectively. The findings affirmed that majority of the respondents were married 66 (67.35%)

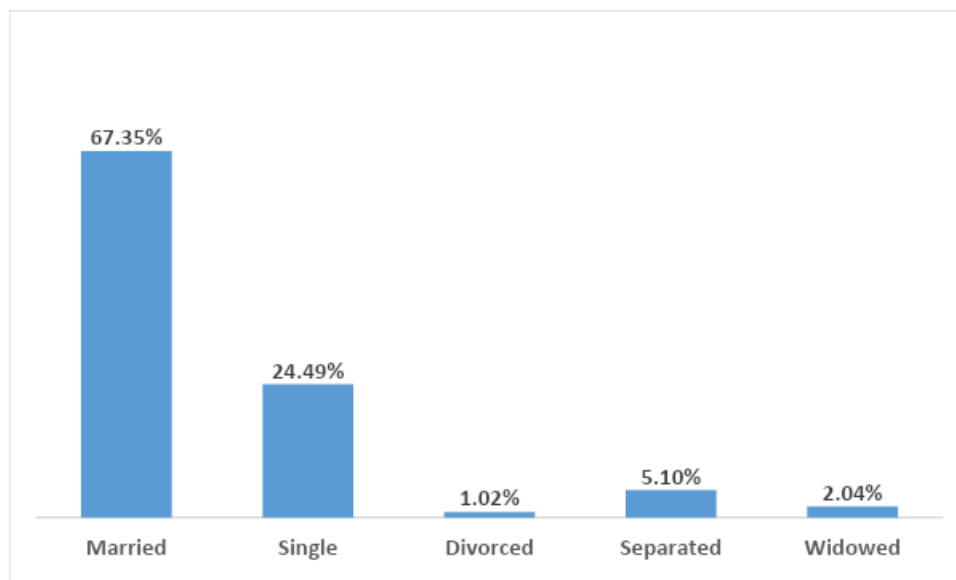


Figure 4: Pie Chart Showing the Distribution of the Marital Status

Table 3.6. Distribution of the Respondents by Education Level

Education level	Frequency	Percentage
No education	14	14.29
Primary education	14	14.29
Secondary	34	34.69
Tertiary	36	36.73
<b>Total</b>	<b>98</b>	<b>100.00</b>

Source: Field Survey, 2020

Education distribution as shown in table 4.1.5 affirmed that the majority (36.73%) of the respondents have tertiary education, 34.69% had secondary education, while 14.29% had primary and no education respectively. This shows that the majority of the respondents were educated, and the uses of social media might not be difficult for them. This is because education qualifications have been found to be associated with social media usage.

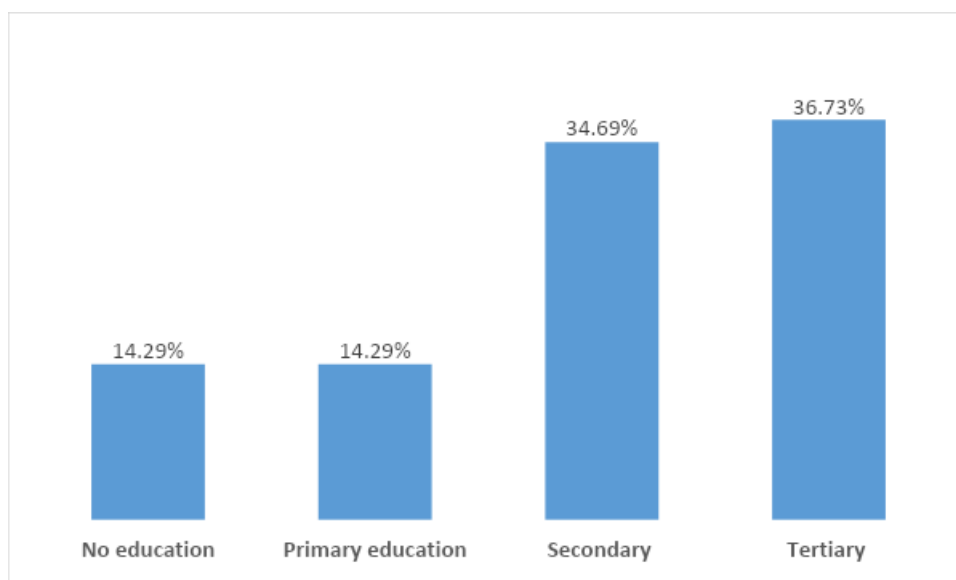


Figure 5: Bar Chart Showing the Distribution of the Education Level

Table 3.7. Distribution of the Respondents by Primary Occupation

<b>Primary Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Business enterprise	35	35.71
Civil Servants	27	27.55
Artisans	20	20.41
Agric-business	9	9.18
Others(please specify)	7	7.14
<b>Total</b>	<b>98</b>	<b>100.00</b>

Source: Field Survey, 2020



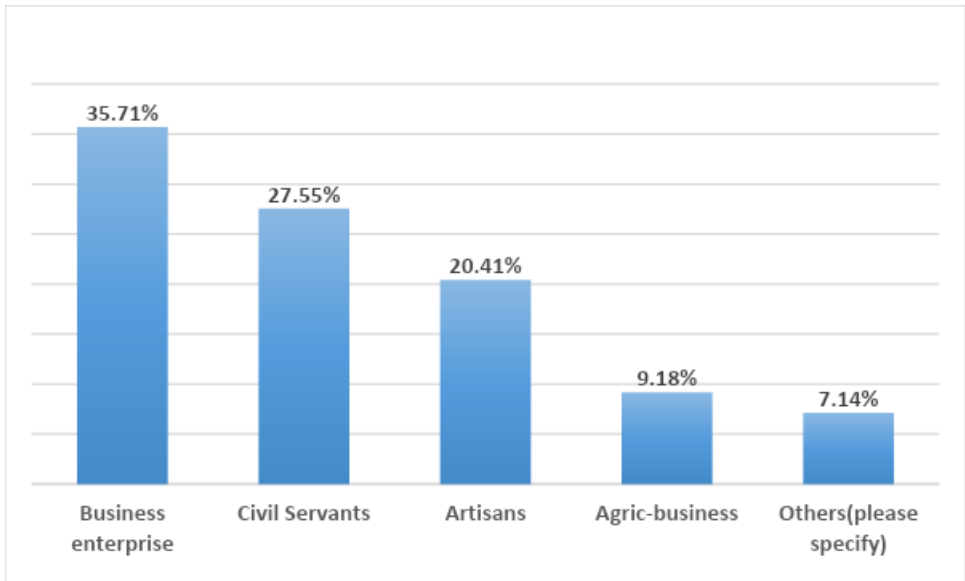


Figure 6: Bar Chart Showing the Distribution of the Primary Occupation

Table 3.7. shows the distribution of the respondents by primary occupation. It shows that the majority of the respondents are business entrepreneurs 35.71%, while 27.55% are civil servants, 20.41% are artisans while 9.18% of the respondents practiced agri-business with 7.14% opined that they engaged in other forms of occupations.

Table 3.8 Distribution of the Respondents by Social media Usage

Do you used social media	Frequency	Percentage
Yes	91	92.86
No	07	7.14
<b>Total</b>	<b>98</b>	<b>100.00</b>

Source: Field Survey, 2020

Table 3.8. indicates that a larger percentage 92.86% of the respondents are using social media either directly or indirectly for their personal usage while 7.14% opined that they don't use social media.

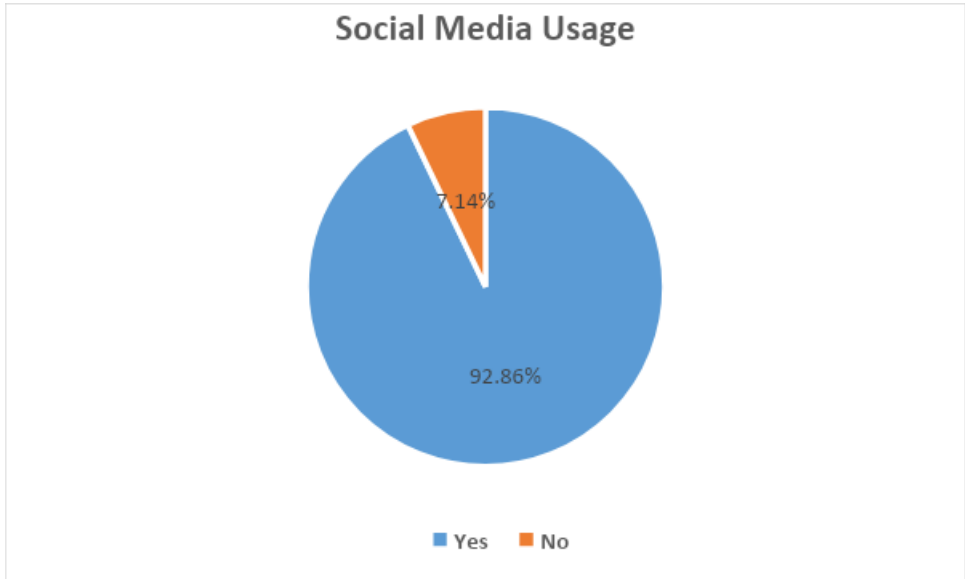


Figure 7: Pie Chart Showing the Distribution of the Social Media Usage

Table 3.9. Distribution of the Respondents by Social media Marketing Training

<b>SMM Training</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	18	18.37
No	80	81.63
<b>Total</b>	<b>98</b>	<b>100.00</b>

Source: Field Survey, 2020

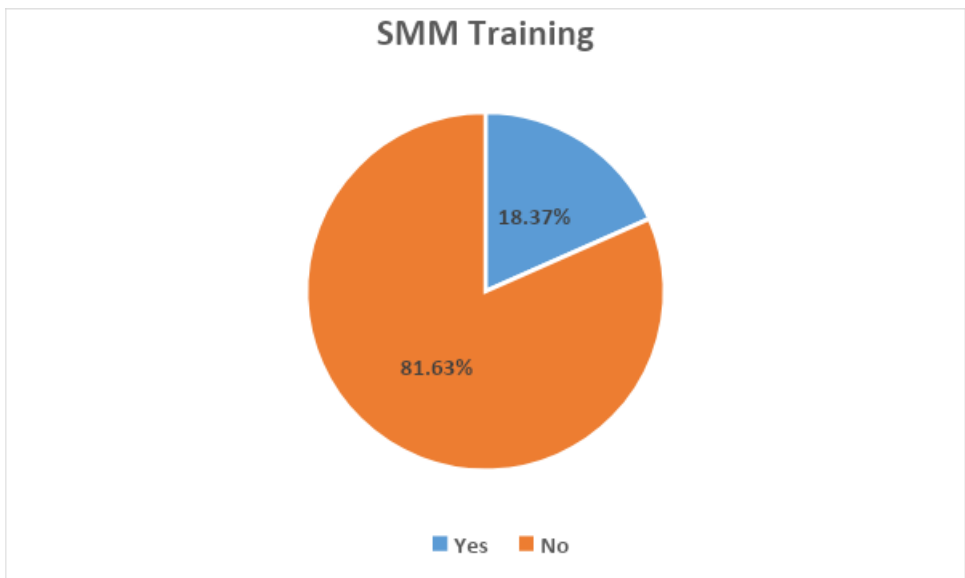


Figure 8: Pie Chart Showing the Distribution of the Respondent by (SMM) Training

Table 3.9. presents the distribution of the respondents by social media marketing training. The table affirmed that the majority of the respondents 80 (81.63%) did not have social media marketing training, while only 18 (18.37%) have either undergone social media marketing training. This confirms that the majority of the respondents just developed interest in using social media personally without undergoing any specialized training.

Objective One: Various Social Media tools used in Foodco Plc for promotion

Table 3.10 below shows the various social media used in FoodCo Plc in social media marketing and promotion.

Table 3.11. Distribution of the Respondents by type of Social media used for promotion.

<b>Social media type used</b>	<b>Frequency</b>	<b>Percentage</b>
Facebook	48	52.75
Instagram	41	45.05
Twitter	02	2.20
<b>Total</b>	<b>91</b>	<b>100.00</b>

Source: Field Survey, 2020

Table 3.11. shows the distribution of the respondents by types of social media used for promotion in Foodco among the respondents, 48(52.75%) of the respondents used Facebook, 41(45.05%) of the respondents used Instagram while only 2(2.20%) of the respondents used twitter. This confirm that Facebook and Instagram are used majorly for promotion in Foodco industry

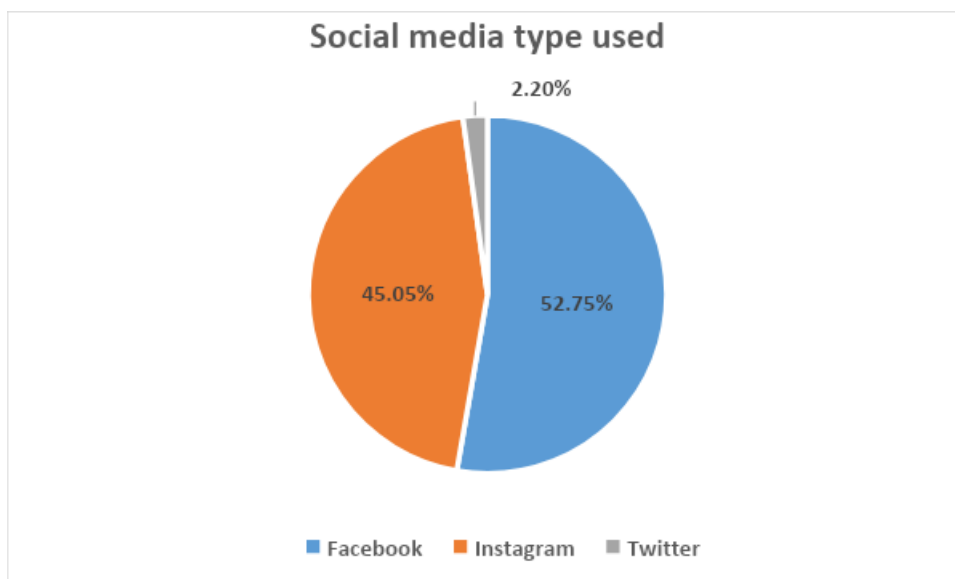


Fig 9: Pie Chart Distribution of the Respondent by Social Media type used.

Objective two: The level of awareness in social media usage among the customers and staff of Foodco Nigeria Plc. Exploratory Factor Analysis is a procedure used to identify, reduce, and organize a large number of questionnaire items into a specific construct. EFA was conducted on the nine (9) items with varimax rotation using IBM SPSS version 20. In this study, nine criteria namely (i) social media can be used for sales and marketing promotion (ii) level of awareness on social media marketing helps in promotion (iii) you are satisfied to use social media for promotion (iv) social media marketing is better than other traditional marketing in today's sale promotion in restaurant business (v) Social media can improve customer satisfaction and product promotion (vi) Negative comments and review in social media can decrease or affects the beverage business promotion (vii) Promotional offers creates interest in me about the brands through social media (viii) Promotional offers increase curiosity to experience the product in social media and (xi) I am more likely to patronize your outlet if the promotion comes with a free item to try with the product. These items were used to establish the pattern of structure for and create a scree plot using Factor analysis.

Table 3.2 below shows the descriptive statistics of all the variables used in the EFA. The table shows the mean, standard deviation, minimum, and maximum of the nine constructs or items used in the EFA. The result shows that of all the nine (9) items used in the EFA, promotional offers increase curiosity to experience the product in social media has the highest mean of 0.939 and Social media can be used for sales and marketing promotion has the lowest mean of 0.796 respectively. Furthermore, the minimum and maximum values were not the same for all nine criteria ranging from 0 to 4 respectively. Next, the results revealed that the variable is approximately normally distributed based on the degree of skewness and kurtosis as both were less than one and the value of standard errors of Skewness and Kurtosis coefficients in the range of 0.43 and 0.483 respectively

Table 3.2.0: Descriptive Statistics of the variables used in the EFA

### Factor Analysis

[DataSet1] C:\Users\FSK\Desktop\General\food and beverage\social media.sav

#### Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Social media can be used for sales and marketing promotion?	1.7245	.44907	98
Level of awareness on social media marketing helps in promotion?	1.8673	.51046	98
You are satisfied to use social media for promotion?	1.9082	.67483	98
Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	1.9286	.73569	98
Social media can improve customer satisfaction and product promotion?	2.1020	2.13701	98
Negative comments and review in social media can decrease or affects the beverage business promotion.	1.8367	.63723	98
Promotional offers creates interest in me about the brands through social media?	1.8878	.57226	98

Source: Author's Computation from IBM SPSS Output, 2021

**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
Promotional offers increase curiosity to experience the product in social media?	1.9082	.61067	98
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	1.8980	.63392	98

**Correlation Matrix<sup>a</sup>**

		Social media can be used for sales and marketing promotion?	Level of awareness on social media marketing helps in promotion?	You are satisfied to use social media for promotion?
Correlation	Social media can be used for sales and marketing promotion?	1.000	.064	.086
	Level of awareness on social media marketing helps in promotion?	.064	1.000	.234
	You are satisfied to use social media for promotion?	.086	.234	1.000
	Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	.096	.029	.236
	Social media can improve customer satisfaction and product promotion?	.137	.013	.049
	Negative comments and review in social media can decrease or affects the beverage business promotion.	.201	-.004	.205
	Promotional offers creates interest in me about the brands through social media?	.280	.125	.026

**Correlation Matrix<sup>a</sup>**

	Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	Social media can improve customer satisfaction and product promotion?	Negative comments and review in social media can decrease or affects the beverage business promotion.
Correlation	Social media can be used for sales and marketing promotion?	-.096	-.137
	Level of awareness on social media marketing helps in promotion?	.029	.013
	You are satisfied to use social media for promotion?	.236	.049
	Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	1.000	-.061
	Social media can improve customer satisfaction and product promotion?	-.061	1.000
	Negative comments and review in social media can decrease or affects the beverage business promotion.	.261	.028
	Promotional offers creates interest in me about the brands through social media?	.103	.077

**Correlation Matrix<sup>a</sup>**

	Promotional offers increase curiosity to experience the product in social media?	Promotional offers increase curiosity to experience the product in social media?	I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?
Correlation	Social media can be used for sales and marketing promotion?	.280	.132
	Level of awareness on social media marketing helps in promotion?	.125	-.006
	You are satisfied to use social media for promotion?	.026	.054
	Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	.103	.077
	Social media can improve customer satisfaction and product promotion?	.077	.039
	Negative comments and review in social media can decrease or affects the beverage business promotion.	.201	.041
	Promotional offers creates interest in me about the brands through social media?	1.000	.206

Correlation Matrix<sup>a</sup>

	Social media can be used for sales and marketing promotion?	Level of awareness on social media marketing helps in promotion?	You are satisfied to use social media for promotion?
Promotional offers increase curiosity to experience the product in social media?	.132	-.006	.054
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	.154	-.010	-.022

Correlation Matrix<sup>a</sup>

	Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	Social media can improve customer satisfaction and product promotion?	Negative comments and review in social media can decrease or affects the beverage business promotion.
Promotional offers increase curiosity to experience the product in social media?	.077	.039	.041
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	-.016	.023	.163

Communalities

	Initial	Extraction
Social media can be used for sales and marketing promotion?	.115	.141
Level of awareness on social media marketing helps in promotion?	.085	.295
You are satisfied to use social media for promotion?	.144	.414
Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	.121	.229
Social media can improve customer satisfaction and product promotion?	.031	.017
Negative comments and review in social media can decrease or affects the beverage business promotion.	.212	.491
Promotional offers creates interest in me about the brands through social media?	.313	.645
Promotional offers increase curiosity to experience the product in social media?	.112	.376
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	.235	.367

Extraction Method: Principal Axis Factoring.

Correlation Matrix<sup>a</sup>

	Promotional offers creates interest in me about the brands through social media?	Promotional offers increase curiosity to experience the product in social media?	I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?
Promotional offers increase curiosity to experience the product in social media?	.206	1.000	.295
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	.423	.295	1.000

a. Determinant = .439

KMO and Bartlett's Test

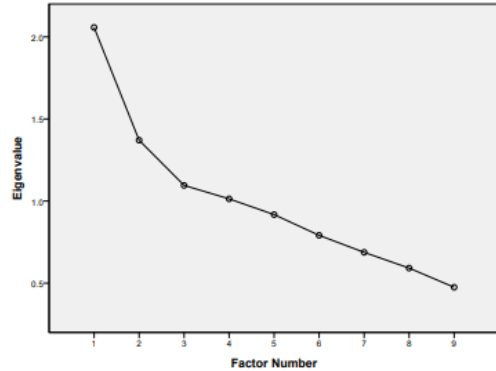
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.511
Bartlett's Test of Sphericity	Approx. Chi-Square 76.638
	df 36
	Sig. .000

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.057	22.860	22.860	1.499	16.654	16.654
2	1.371	15.229	38.088	.744	8.271	24.925
3	1.095	12.171	50.259	.409	4.540	29.466
4	1.013	11.260	61.520	.324	3.598	33.064
5	.917	10.194	71.714			
6	.791	8.792	80.506			
7	.688	7.641	88.147			
8	.592	6.575	94.722			
9	.475	5.278	100.000			

Extraction Method: Principal Axis Factoring.

Scree Plot



	Factor			
	1	2	3	4
Social media can be used for sales and marketing promotion?				
Level of awareness on social media marketing helps in promotion?				
You are satisfied to use social media for promotion?		.547		
Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.				
Social media can improve customer satisfaction and product promotion?				
Negative comments and review in social media can decrease or affects the beverage business promotion.	.539			
Promotional offers creates interest in me about the brands through social media?	.736			
Promotional offers increase curiosity to experience the product in social media?				
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	.490			

Extraction Method: Principal Axis Factoring.  
a. Attempted to extract 4 factors. More than 25 iterations required. (Convergence=.005). Extraction was terminated.

	Factor			
	1	2	3	4
Social media can be used for sales and marketing promotion?				
Level of awareness on social media marketing helps in promotion?			.530	
You are satisfied to use social media for promotion?		.458	.442	
Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.		.473		
Social media can improve customer satisfaction and product promotion?				
Negative comments and review in social media can decrease or affects the beverage business promotion.		.577		
Promotional offers creates interest in me about the brands through social media?	.785			
Promotional offers increase curiosity to experience the product in social media?				.584
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	.487			

Extraction Method: Principal Axis Factoring.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 10 iterations.

Table 4.2.1 indicates the result of KMO and Bartlett's Test of sphericity. The Kaiser-Meyer Olkin measure of sampling adequacy (KMO) (> 0.60) and Bartlett's test of sphericity (significant at  $p < 0.000$ ) were used to assess the suitability of the sample for principal component analysis. Eigenvalue (>1) criterion was used to determine an initial set of factors. This means that the correlations between variables are significantly different from zero (Field, 2013)

Table 3.2.1: Test Result

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.601
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	81.319
	36
	0.000

Source: Computation from SPSS output

Of all the nine factors, only four factors ((i) social media can be used for sales and marketing promotion (ii) level of awareness on social media marketing helps in promotion (iii) you are satisfied to use social media for promotion (iv) social media marketing is better than other traditional marketing in today's sale promotion in restaurant business) had eigenvalues more than one as shown in the table (3.2.2) with their variance percentage and cumulative



percentage. The first criteria accounted for 22.607 percent of the total variance and cumulative percentage with an Eigenvalues of 2.035, indicating that social media can be used for sales and marketing promotion. While the second criteria accounted for 48.065 percent of the total variance with an eigenvalue of 1.407 with cumulative percentage of 38.241 percent implying that the level of awareness on social media marketing helps in promotion. The third criteria accounted for 13.109 percent of the total variance with an eigenvalue of 1.180 which reflected that customers are satisfied with the use of social media for promotion. Lastly, the fourth criteria accounted for 12.150 percent of the total variance with an Eigenvalue of 1.093 and cumulative percentage of 63.500, which reflected that social media marketing is better than other traditional marketing in today's sale promotion in business promotion.

**Table 3.2.2 Eigenvalues, Total Variances Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.035	22.607	22.607	2.035	22.607	22.607
2	1.407	15.634	38.241	1.407	15.634	38.241
3	1.180	13.109	51.350	1.180	13.109	51.350
4	1.093	12.150	63.500	1.093	12.150	63.500
5	0.837	9.304	72.804			
6	0.704	7.823	80.626			
7	0.649	7.207	87.833			
8	0.610	6.781	94.615			
9	0.485	5.385	100.000			

**Source: Author's Computation from IBM/SPSS Output**

Objective three: The impact of Social Media marketing on Promotion in Foodco Nigeria plc. Multiple regression analysis was used in achieving this objective.

Table 4.2.3 shows the regression analysis for impact of social media marketing on promotion in Foodco Plc. The result shows that a Prob>F of 0.002 indicates that the model is significant

at 1% and well fit, this implies that the regression can be used to make economic inference. The Prob chi2 of 0.224 indicates that 22.4% of the independent variables are explained in the model. The result indicated that the coefficient of education was statistically significant at 5% with a negative coefficient, types of social media used was statistically significant at 1% with positive coefficient which only one construct from the 3 factor loading of the EFA “you are satisfied to use social media for promotion” was significant at 10% with a negative coefficient. This implies that a decrease in education level of the respondents leads to a decrease in the use of social media for promotions while an increase in types of social media used lead to an increase in the use of social media for promotions and while an increase in customer’s satisfaction will lead to decrease in social media for promotion. This finding is in contrast to Bowden, (2014), where they found a positive relationship of education level with social media marketing and promotion. Also, Samuel and Shamli, (2017) highlighted the positive and negative effects of education on social media marketing and promotion in their study.

**Table 3.23 Regression table result**

<b>Variables</b>	<b>Estimated Coefficient</b>
Age	0.001 (0.005)
Sex	-0.035 (0.06)
Marital	0.005 (0.036)
Education	-0.061 (0.027**)
Household size	-0.039 (0.035)
SMM experience	0.000 (0.016)
Occupation	0.007 (0.022)
Social media Training	0.062 (0.079)
Type of social media	0.176 (0.050***)
Social media used for marketing	-0.022 (0.69)
Level of social promotion	-0.66 (0.56)
Satisfied with social promotion	-0.75

Constant	(0.44*) 0.275 (0.244)
R-squared	0.224
F-test	2.04
Number of observation	98
Prob > F	0.002

Source: Author's Computation (Note that numbers in parenthesis are standard errors)

## CONCLUSION AND RECOMMENDATIONS

This chapter describes the conclusion and the recommendations of the major findings of this thesis. The study examined the Impact of Social Media Marketing on Promotion of Food and Grocery Service; a case study of Foodco Plc. Ibadan, Oyo State, Nigeria. Out of the One Hundred (100) questionnaire randomly given out to respondents for the study, only Ninety-Eight (98) were returned and confirmed for use for this study. Descriptive statistics such as frequencies tables and percentage, Exploratory Factor Analysis EFA and Multiple Regression analysis were employed as data analytical tools.

Findings from the study indicate that the majority of the respondents were male 65(66.33%), majority of the respondents are youth (42.84%), within the active age of social media usage. The study also shows that 66.33% of the respondents had a household size of 3-4 members, the majority of the respondents 86.73% interviewed were customers patronizing Foodco. The distribution of the respondents by marital status shows 67.35% of the respondents are married while education distribution shows that the majority (85.71%) of the respondents have tertiary education, secondary and primary education respectively. Majority of the respondents are business entrepreneurs 35.71%, while 92.86% of the respondents are using social media either directly or indirectly, while 81.63% of the respondents have marketing training experience. The social media used mostly by the respondents for promotion in Foodco among the respondents, 48(52.75%) used Facebook, 41(45.05%) used Instagram while only 2(2.20%) of the respondents used twitter.

The EFA showed that of all the nine (9) constructs or items used in the EFA, “promotional offers increase curiosity to experience the product in social media” has the highest mean of 1.02 and “social media can be used for sales and marketing promotion has the lowest mean of 0.796 respectively. Also, the Kaiser-Meyer Olkin measure of sampling adequacy (KMO) ( $> 0.60$ ) and Bartlett’s test of sphericity (significant at  $p < 0.000$ ) were used to assess the suitability of the sample for principal component analysis. Eigenvalue ( $>1$ ) criterion was used to determine an initial set of factors. This means that the correlations between variables are significantly different from zero. Of all the nine factors, only four factors had eigenvalues more than one, the first criteria accounted for 22.607 percent of the total variance and cumulative percentage with an Eigenvalues of 2.035, indicating that social media can be used for sales and marketing promotion. While the second criteria accounted for 48.065 percent of the total variance with an eigenvalue of 1.407 with cumulative percentage of 38.241 percent implying that the level of awareness on social media marketing helps in promotion. The third criteria accounted for 13.109 percent of the total variance with an eigenvalue of 1.180 which reflected that customers are satisfied with the use of social media for promotion. Lastly, the fourth criteria accounted for 12.150 percent of the total variance with an Eigenvalue of 1.093 and cumulative percentage of 63.500, which reflected that social media marketing is better than other traditional marketing in today’s sale promotion in business promotion. The multiple regression analysis result indicates that variables such as education, occupation, social media training and type of social media used are the variables influencing social media marketing in the Foodco Nigeria Plc.

The study revealed that Facebook is the most commonly social media tool used for promotion in Foodco Nigeria Plc. This is because Facebook is the most common social media tool among the respondents and staff that were the major respondents for this study. This is in agreement with the study of (Istanbulluoglu, 2017), where the author justified the use of Facebook in social media promotion and brand marketing (Martin, 2017). The study also found a positive and perfect relationship between social media marketing and promotion, among others. Social media marketing and promotion of the beverage and food industry are positively related. Lastly, education level, social media training and “you are satisfied to use social media for promotion” are the variables influencing social-media marketing on promotion of the Food and Grocery industry, this implies that the choosing of social media for marketing and promotion are influenced by those variables. Education provides social media users with the ability to get

more useful information that can help the user and organisation in marketing and promotion of the food and beverage industry.

The study recommended more training to all users of social media across age and gender so as to give more skills that can help in promotion and marketing of their brands, since social media affords her users to assess various materials needed for marketing and promotion. Intensification of social media training on effective usage of various social media tools such as Facebook, Twitter, Instagram, Snapchat etc. should be advocated in all organizations that use social media. This can bring more publicity to their organizations and increase the number of customers that assessed it online. Also, branding of the products of food and beverage organizations like Foodco should be encouraged, this will help in more publicity and create awareness in the mind of the customers and other users of social media. Finally, grocery and beverage industries like Foodco should create a position of social media manager that can help the organization in promotional activities of their brands and other products of their organization image. In addition to the image of the organization, such an idea will provide employment opportunities to whoever they employ to the position.

Firstly, barriers to effective usage of Social Media Marketing in business promotion.

Secondly, the Influence of Marketing Mix Efforts and Corporate Image on Social Media Marketing and Promotion

Lastly, consumers' Perceived Risk and Its Effect on Adoption of Social Media Marketing

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## APPENDICES

### QUESTIONNAIRE ON IMPACT OF SOCIAL MEDIA MARKETING ON PROMOTION OF FOOD AND BEVERAGE SERVICES: A CASE STUDY OF FOODCO NIGERIA PLC. IBADAN, NIGERIA

#### Ethical consent

Thank you for the opportunity to speak with you. You have been selected to participate in this interview that includes information on questions such as the socio-economic and demographic information, role of social media marketing in promotion. The questions in total will take approximately 30 minutes to complete and your participation is voluntary. If you agree to participate, you can choose to stop at any time or to skip any questions you do not want to answer. Your answers will be completely confidential; and I will not share information that identifies you with anyone. Kindly provide the necessary information as truthfully as you can. All information will be held with the strictest confidence.

Thank you.

#### Appendix 1: Demographic, Social-Economic and Enterprises

	Item	Options	Response
1	Status of the respondent	[1] = Manager [2] = Staff [3] = Customer [4] = Others	
2	Age of the respondents		
3	Gender of the respondent	[1] = Male  [0] = Female	
4	Marital status	[0]= Not married  [1] = Married [2] = Single [3] = Widowed [4] = Divorced	

		[5] = Separated	
5	Educational level of the respondent	[0] = No Formal Education  [1] = Adult Literacy  [2] = Primary School  [3] = Secondary School  [4] = Tertiary	
6	Total years education		
7	Household size		
8	Social media marketing experience		
9	If yes to Q. 8, where did you obta	[1] = University  [2] = Technical school  [3] = HND  [4] =College/College  [5]= Apprentice  [5]= Others (please specify)	
10	Primary occupation	[1] = Business enterprise  [2] = Civil Servants  [3] = Artisans  [4]=Agric-business  [5]=Others(please specify)	

11	Do you have access to on the job training in your organization?	[1] = Yes [0] = No	
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**Appendix 2. Social Media Marketing tools used in the organization.**

1 2	Do you use social media in your organization?	[1] = Yes [0] = No	
1 3	Identify the social marketing tool used in your organization?	[1] = Facebook [2] = Twitter [3] = Instagram [4]= Snapchat [5] = LinkedIn [6] = Others	
1 4	Would you like to change the use of social media in future?	[1] = Yes [0] = No	
1 5	Why do you choose that social media?		

### Appendix 3. The relationship between social media marketing and promotion

Please put (√) mark in the boxes that best match you.

*SA=Strongly Agreed, A= Agreed, N=Neutral, SD=Strongly Disagreed, D=Disagreed*

	QUESTIONS	SA	A	N	SD	D
16	Social media can be used for sales and marketing promotion?					
18	Level of awareness on social media marketing helps in promotion?					
19	Are you satisfied to use social media for promotion?					
20	Social media marketing is better than other traditional marketing in today's sales promotion in restaurant business.					
21	Social media improves customer satisfaction and product promotion?					
22	Negative comments and reviews in social media can decrease or affect the beverage business promotion.					
23	Promotional offers create interest in me about the brands through social media?					
24	Promotional offers increase curiosity to experience the product in social media?					
25	I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?					

## Appendix 4. Descriptive Statistics of the variables used in the E.F.A

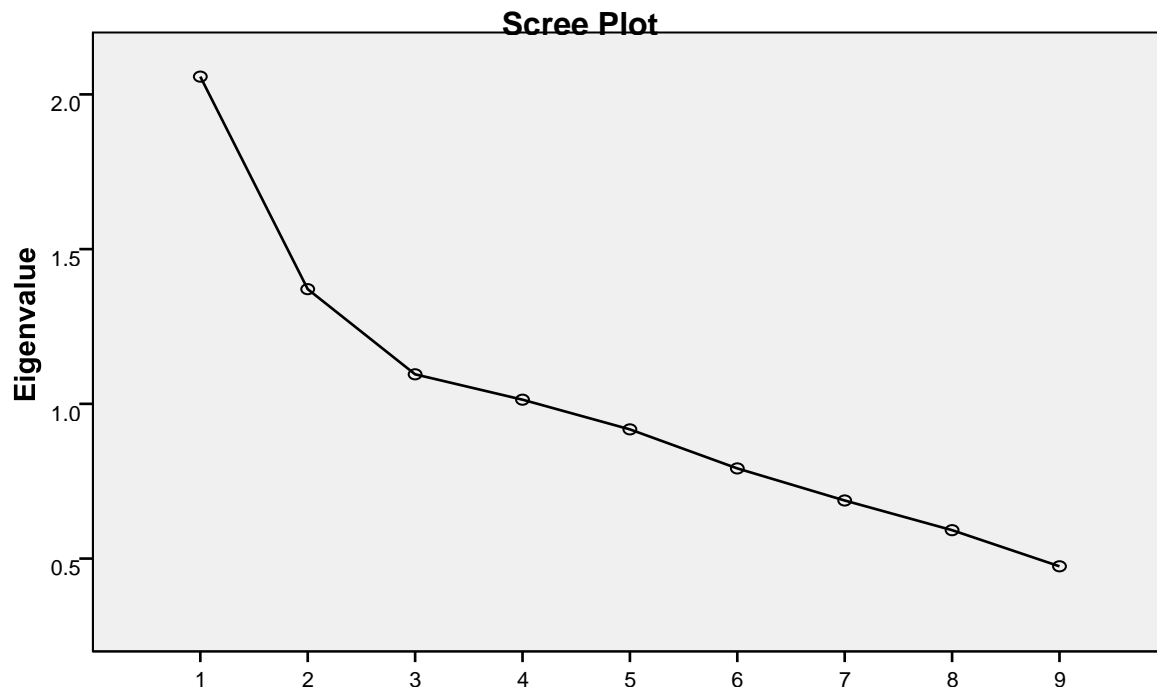
Item-Total Statistics					
Items	Scale Mean	Scale Variance	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha
Social media can be used for sales and marketing promotion?	58.8061	95.374	0.133	0.242	0.79
Level of awareness on social media marketing helps in promotion?	58.7347	96.156	0.018	0.192	0.88
Are you satisfied to use social media for promotion?	58.6939	98.627	-0.186	0.282	0.93
Social media marketing is better than other traditional marketing in today's sale promotion in the restaurant business.	58.6633	96.329	-0.019	0.244	0.114
Social media improves customer satisfaction and product promotion?	58.7041	96.128	0.002	0.276	0.90
Negative comments and reviews in social media can decrease or affect the beverage business promotion.	58.7653	96.718	-0.042	0.286	0.95
Promotional creates interest in me about the brands through social media?	58.7245	94.119	0.190	0.348	0.68
Promotional increase curiosity to experience the product in social media?	58.6837	94.569	0.141	0.133	0.73
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	58.7245	96.676	-0.039	0.389	0.95



## Appendix 5. Mean Statistics

	Items	Mean Score	Standard Deviation	Squared Multiple Correlations
1	Social media can be used for sales and marketing promotion?	0.80	0.41	0.189
2	What is your level of awareness on social media marketing?	0.87	0.51	0.086
3	Are you satisfied to use that social media?	0.91	0.67	0.164
4	Social media marketing is better than other traditional marketing in today's sale promotion in the restaurant business.	0.94	0.73	0.163
5	Social media improves customer satisfaction and product promotion?	0.89	0.67	0.135
6	Negative comments and reviews in social media can decrease or affect the beverage business promotion.	0.84	0.64	0.225
7	Promotional creates interest in me about the brands through social media?	0.88	0.58	0.277
8	Promotions increase curiosity to experience the product in social media?	1.02	1.18	0.102
9	I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	0.88	0.63	0.210

**Fig 1. Scree plot of the Variable used for EFA**



## Appendix 6. Communalities

Items/Construct	Initial	Extraction
Social media can be used for sales and marketing promotion?	0.189	0.306
Level of awareness on social media marketing helps in promotion?	0.099	0.473
You are satisfied to use social media for promotion?	0.182	0.321
Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	0.182	0.274
Social media can improve customer satisfaction and product promotion?	0.140	0.351
Negative comments and review in social media can decrease or affects the beverage business promotion.	0.231	0.786
Promotional offers create interest in me about the brands through social media?	0.283	0.456
Promotional offers increase curiosity to experience the product in social media?	0.104	0.126
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	0.218	0.437

## Appendix 7. Factor Loading

	Factor			
	1	2	3	4
Social media can be used for sales and marketing promotion?	0.478	0.010	0.218	-0.172
Level of awareness on social media marketing helps in promotion?	0.133	0.284	0.251	0.558
You are satisfied to use social media for promotion?	0.300	0.453	0.132	0.093
Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	0.382	0.298	-0.002	-0.197
Social media can improve customer satisfaction and product promotion?	0.319	0.094	0.372	-0.320
Negative comments and review in social media can decrease or affects the beverage business promotion.	0.659	0.168	-0.568	0.015
Promotional offers creates interest in me about the brands through social media?	0.568	-0.310	0.057	0.185
Promotional offers increase curiosity to experience the product in social media?	0.216	-0.238	0.148	-0.017
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	0.400	-0.512	0.037	0.115
Extraction Method: Principal Axis Factoring.				
a. Attempted to extract 4 factors. More than 25 iterations required. (Convergence=.008). Extraction was terminated.				

## Appendix 8. Rotated Factor Matrix<sup>a</sup>

	Factor			
	1	2	3	4
Social media can be used for sales and marketing promotion?	0.275	0.128	0.460	0.045
Level of awareness on social media marketing helps in promotion?	0.041	-0.026	-0.030	0.685
You are satisfied to use social media for promotion?	-0.116	0.216	0.319	0.399

Social media marketing is better than other traditional marketing in today's sale promotion in restaurant business.	-0.044	0.320	0.406	0.069
Social media can improve customer satisfaction and product promotion?	0.110	-0.056	0.580	-0.007
Negative comments and review in social media can decrease or affects the beverage business promotion.	0.170	0.867	0.069	0.027
Promotional offers creates interest in me about the brands through social media?	0.623	0.204	0.100	0.128
Promotional offers increase curiosity to experience the product in social media?	0.329	-0.052	0.117	-0.033
I am more likely to patronize your outlet if the promotion comes with a free item to try with the product?	0.655	0.059	-0.021	-0.065
Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

## Appendix 9. Factor Transformation Matrix

Factor	1	2	3	4
1	0.594	0.598	0.499	0.202
2	-0.749	0.298	0.338	0.485
3	0.176	-0.744	0.541	0.352
4	0.235	-0.005	-0.588	0.774
Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.				

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