

## SOCIAL MEDIA NETWORK AND THE PERFORMANCE OF DANGOTE CEMENT COMPANY OBAJANA, KOGI STATE.

<sup>1</sup>ATAT, Joy ; <sup>2</sup>DR. NURUDEEN Yakubu Zakariya & <sup>3</sup>ONUCHE, Beatrice

<sup>1,2,3</sup>department of Business Administration, Prince Abubakar Audu University, Anyigba

Tel No: 08060224499

E-mail: [tonga.aa@ksu.ng](mailto:tonga.aa@ksu.ng)

<sup>2</sup>Tel: 08037437039

E-mail: [nuruzacky@gmail.com](mailto:nuruzacky@gmail.com)

<sup>3</sup>Tel No: 08053507950

E-mail: [beatriceomatola9@gmail.com](mailto:beatriceomatola9@gmail.com)

### ABSTRACT

*This study investigated social media network and organizational performance, with a focus on Dangote cement company. The study's particular goals were to; examine the impact of social media communication usage on organizational performance and to examine the impact of social media marketing on organizational performance. 19,112 employees of Dangote Cement Company make up the study's population. There are 392 people in the sample. Both primary and secondary data were used in the investigation. To test the analysis, multiple regression analysis was employed. The finding from the study revealed that; social media communication usage and social media advertisement have a positive impact on organizational performance, they enhanced brand visibility, customer engagement, market insights and ultimately, sales and revenue. In conclusion, social media enhance brand visibility, customer engagement and communication efficiency, but it also poses challenges such as reputation management, privacy concerns and information overload. Organizational success in leveraging social media depends on strategic utilization, adaptability, and a clear understanding of its implications on operations and stakeholder relationships. The study recommended that, in order to ensure that employees utilize social media platforms responsibly and productively on both a personal and professional level, organizations should teach their staff members in social media norms.*

**Keyword:** Social Media Network, Communication Usage, Media Advertisement, Organizational Performance

### INTRODUCTION

Social media platforms have completely changed how companies communicate with their customers, promote their goods and services, and maintain their reputation. Social media has a profound and wide-ranging effect on how well business organizations perform. It can improve customer engagement and brand visibility, as well as influence consumer decisions and offer insightful information. In addition, social media gives businesses a global platform to reach a large audience, which helps them build their customer base and raise brand awareness. Regardless of location, businesses can effectively promote their goods or services to prospective clients through targeted advertising and creative content production. It functions as a potent analytics tool, giving companies' data-driven metrics to assess the effectiveness of their marketing campaigns and monitor key performance indicators. This helps

businesses gauge the influence of their social media initiatives and make wise decisions to maximize return on investment and optimize marketing efforts (Rafidain & Al-Yousuf, 2022).

A key component of the sustainability and profitability of a corporation is organizational performance. It speaks to an organization's capacity to successfully and economically accomplish its aims and objectives; it entails evaluating a number of operational factors for a company, such as its financial stability, customer happiness, product or service quality, employee performance and satisfaction, operational efficiency, social and environmental responsibility, market share, innovation and strategic goals and objectives. By evaluating these different dimensions, organizations can gain insights into their strengths, weaknesses, opportunities, and threats, enabling them to make wise choices and, if necessary, take remedial measures (Ugwu & Ejikeme, 2022).

With its headquarters located in Lagos, Nigeria, Dangote Cement Plc is a publicly traded international cement company. It is a division of Dangote Industries, a trading company that Aliko Dangote started in 1981 with an initial concentration on the importation of commodities such rice, sugar, flour, salt, and fish, as well as bagged cement. With a manufacturing capacity of 51.6 million tons annually spread across ten countries, Dangote Cement is the largest cement firm in Sub-Saharan Africa. The company's objective is for West and Central Africa to become self-sufficient in cement and clinker, with Nigeria serving as the primary export center. One of the top producers of cement in Sub-Saharan Africa is Dangote Cement, with a focus on sustainable growth and customer satisfaction. The company produces cement and related products, has operations in nine African countries, and is committed to being a leader in its business, markets, and communities.

Social media platforms offer vast opportunities for engagement, the impact of social network media usage on the sales performance of organizations remains a complex and evolving challenge; many organizations invest significant resources in social media marketing campaigns, yet the correlation between social media activities and actual sales outcomes is not well understood. Many organizations struggle with turning social media engagement into actual sales (Thompson et al., 2018). Despite social media's enormous potential for marketing, some stores choose not to use it for staff training, advertising, brand promotion, customer connection, or even higher sales. Refuse to use social media in their marketing efforts because to a lack of resources, low staff qualification on social media platforms, security concerns, and inadequate awareness (Ashrafuzzaman et al., 2022). Furthermore, a large number of workers in a few retail establishments have exhibited erratic behavior and opposed using social media as a marketing tool. Due to a lack of complete understanding of the benefits of social media marketing, all of these issues resulted in the shops' inability to compete (Parveen et al., 2016).

The research study answered the following questions;

- i. What is the impact of social media communication usage on the performance of Dangote Cement Company in Kogi State?
- ii. What is the impact of social media advertisement on the performance of Dangote Cement Company in Kogi State?

The main objective was to examine the Social Media Network and the Performance of Dangote Cement Company in Kogi State. The specific objectives are to:

- i. Examine the impact of social media communication usage on the performance of Dangote Cement Company in Kogi State.
- ii. Investigate the impact of social media advertisement on the performance of Dangote Cement Company in Kogi State.

The study test the following research hypotheses

**Ho<sub>1</sub>:** Social media communication usage does not have impact on the performance of Dangote Cement Company in Kogi State

**Ho<sub>2</sub>:** Social media advertisement does not have impact on the performance of Dangote Cement Company in Kogi State.

## REVIEW OF RELATED LITERATURE

A social media network is an online user community that is made up of a variety of platforms and technologies that facilitate the creation, sharing, and exchange of ideas, knowledge, and multimedia content (Folaranmi et al., 2022). For people, groups, and organizations, these platforms create new channels for interaction, networking, and communication across time and location (Mendoza et al., 2019). Fundamentally, social media is a cultural and societal phenomenon that has revolutionized communication, self-expression, information seeking, and space travel in addition to being a collection of technological tools.

Social media platforms, which range from Facebook and Twitter to Instagram and TikTok, have grown into powerful tools that have democratized the dissemination of information, fueled political and social movements, and changed the face of marketing and commerce. The rise of social media is comparable to comprehending the rapid shift in human communication in the digital age (Thompson et al., 2018).

Social media network acts as powerful tools for marketing and communication, allowing businesses, organizations and individuals to reach a wide audience, it enables targeted advertising, brand promotion, customer engagement and feedback collection. It facilitates direct communication between businesses and consumers, fostering customer relationships and enhancing brand visibility (Olutade, 2021). Social network media serves as global communication platforms that transcend geographical boundaries. It allows people from different countries and cultures to connect, share experiences, and collaborate, promoting cultural exchange and understanding. Social media platforms facilitate the creation of a global village, where individuals can interact and learn from diverse perspectives (Nwali & Ntegeeh, 2022).

### Social Media Communication Usage and Organizational Performance

Social media platforms provide organizations with direct access to their target audience, allowing for real-time interaction and engagement; by actively engaging with customers through comments, messages, and posts, organizations can build stronger relationships, gather valuable feedback, and address customer concerns promptly, this increased engagement can lead to higher customer satisfaction, loyalty and ultimately, improved organizational performance. It presents businesses with an unmatched chance

to raise awareness and visibility for their brand. Organizations can enhance their brand presence and expand their audience by consistently releasing pertinent material, updating their audience, and engaging in dialogues. Higher brand recall and recognition can result from improved brand awareness, which can then boost customer acquisition and sales (Oyewobi et al., 2022).

Social media platforms provide powerful tools for targeted marketing and advertising; organizations can leverage user data and advanced targeting options to reach specific demographics, interests, and behaviors with their marketing messages. This targeted approach allows organizations to maximize the effectiveness of their marketing campaigns, increase conversion rates, and optimize return on investment (Olaleye et al., 2021).

### **Social Media Advertisement and Organizational Performance**

Through social media advertising, businesses can connect with a large number of prospective clients. With billions of people using social media sites like Facebook, Instagram, Twitter, and LinkedIn, businesses may greatly increase their visibility and reach. By targeting specific demographics, interests, and behaviors, social media advertising ensures that organizations reach the right audience with their marketing messages, increasing brand awareness and exposure. Social media platforms provide advanced targeting options based on factors such as demographics, location, interests, behavior and more (Olutade, 2021). By delivering advertising messages to the most relevant audience, this focused strategy increases the chance of engagement, conversion, and return on investment for businesses. Personalized messaging is another feature of social media advertising that enables businesses to better target their advertisements to specific individuals based on their preferences and actions. When it comes to cost-effectiveness, social media advertising is superior to traditional kinds of advertising. Pay-per-click (PPC) alternatives allow businesses to just pay for user engagement with their adverts, maximizing their advertising budget (Nwali & Ntegeeh, 2022).

### **The Importance of Social Media Network**

Social media plays a significant role in contemporary society, influencing various aspects of our personal, professional, and societal lives (Liu, 2022).

**Global Connectivity:** Social media provides a platform for individuals to connect with people worldwide. It breaks down geographical barriers, allowing users to interact with friends, family, and colleagues regardless of their location. This global connectivity fosters a sense of a "global village" and facilitates cross-cultural communication.

**Communication and Information Sharing:** Social media networks are effective means of communication. Users can instantaneously exchange multimedia content, updates, and information with a wide audience. This rapid dissemination of information is instrumental in spreading news, awareness campaigns, and important messages.

**Personal Expression and Identity:** Social media allows individuals to express themselves, share their thoughts, and showcase their creativity. Users can build and curate their online identity, sharing aspects of their lives through posts, photos, and videos. This aspect of self-expression is particularly important for personal branding and forming online communities around shared interests.

**Professional Networking:** Platforms like LinkedIn offer opportunities for professional networking and career development. Users can connect with colleagues, potential employers, and industry peers, creating a digital professional identity. Social media has become an integral part of recruitment processes and job searches.

### **Prospect of Social Network Media and Organizational Performance**

The prospect of social media for sales performance in an organization is significant, and when leveraged effectively, it can offer numerous benefits (Amalia, 2019). Here are some key aspects to consider:

**Increased Visibility and Reach:** Social media platforms give businesses access to a large audience. Through the smart utilization of various platforms like Facebook, Instagram, Twitter, LinkedIn, and others, businesses may enhance their brand visibility and establish global connections with prospective clients.

**Targeted marketing:** Social media sites provide strong targeting features. Businesses can target their marketing efforts to the most relevant audience by customizing their messaging to appeal to particular demographics, interests, and behaviors. This focused strategy may result in more economical and successful sales tactics.

**Customer Engagement and Relationship Building:** Social media gives businesses the opportunity to interact directly with their audience. Through social media conversations, messages, and comments, businesses may establish rapport, respond to client questions, and get insightful feedback. Increased loyalty and recurring business can result from having strong relationships with customers.

**Influencer Marketing:** Partnering with influencers on social media can increase a brand's visibility and reputation. Influencers frequently have a devoted fan base, and sales performance might benefit from their partnerships or endorsements.

**E-commerce Integration:** Nowadays, a lot of social media sites have tools that make it easier to make direct purchases or create seamless connections with e-commerce websites. Customers may make purchases without ever leaving the social media site thanks to this connection, which simplifies the purchasing process.

### **Challenges of Social Network Media and Organizational Performance**

The sales performance of a business can be greatly impacted by social media, but there are a number of drawbacks as well (AlAbdullatif et al., 2016). Here are some key challenges associated with social media and sales performance in an organization:

**Maintaining Brand Reputation:** Positive and negative criticism can be expressed on social media, and it is important to manage one's online reputation because viral scandals and unfavorable remarks can seriously harm a brand's reputation and undermine customer confidence.

**Handling Customer Feedback and Complaints:** Due to the extensive usage of social media, clients now anticipate receiving prompt responses to their questions and grievances. Inaction on customer complaints can result in a bad reputation for the company and consumer discontent.

**Content Management and Strategy:** It takes time, money, and imagination to continuously produce interesting content for a variety of social media sites. It might be difficult to create content that is both distinctive and relevant while following company rules.

**Competitive Landscape and Saturation:** Because social media platforms are so crowded, it can be difficult for businesses to differentiate themselves from rivals. Innovative and calculated methods are needed to stand out from the crowd and draw in target audiences.

### **Organizational Performance**

The ability of a company to turn a profit, raise income, and control expenses well in order to attain stable and sustainable financial growth is known as organizational performance. In order to increase customer satisfaction, loyalty, and retention, a firm must either meet or beyond consumer expectations, provide high-quality products or services, and sustain strong customer connections. In order to deliver value to customers and stakeholders, optimize resource utilization, and achieve operational excellence, an organization's internal operations and processes must be efficient and effective. Additionally, it must encompass the organization's impact on society and the environment, including its adherence to ethical practices, environmental sustainability initiatives, and contributions to the well-being of the communities in which it operates.

### **Measurement of Organizational Performance**

**Financial Performance:** Financial indicators evaluate the profitability, liquidity, resource usage efficiency, and financial stability of the company. The debt-to-equity ratio, cash flow, ROI, profit margins, and revenue growth are important performance indicators.

**Customer Satisfaction:** Customer satisfaction is a gauge of how well a company satisfies the requirements and expectations of its clients. Customer surveys, feedback systems, Net Promoter Score (NPS), customer retention rates, and the quantity of returns or complaints can all be used to measure customer satisfaction.

**Employee Engagement and Satisfaction:** Engaged and satisfied employees are more productive, innovative and committed to organizational goals. It includes employee surveys, turnover rates, absenteeism, job satisfaction scores and participation in training and development programs.

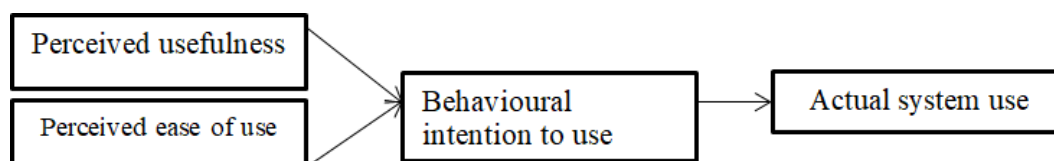
**Quality of Products or Services:** The quality of products or services provided by the organization reflects its ability to meet customer requirements and maintain competitiveness. It includes defect rates, product/service reliability, adherence to quality standards, and customer feedback on product/service quality.

**Operational Efficiency:** Operational efficiency measures how well the organization utilizes its resources to produce goods or deliver services. Key metrics include production output, process cycle times, inventory turnover, supply chain efficiency, and waste reduction efforts.

### **Theoretical Framework**

#### **Technology Acceptance Model (TAM)**

Davis was a proponent of the technology acceptance paradigm in 1989. Using this model, Davis (1989) attempted to forecast and explain how users will behave when faced with new technologies. It contends that a number of variables affect users' decisions about whether and how to accept new technologies. Among the variables are the technology's perceived ability to enhance performance and its perceived simplicity of use, as illustrated in Figure



The degree to which a user thinks using a certain new technology would improve performance is known as perceived usefulness. Conversely, perceived ease of use describes how much a person believes utilizing a particular technology will be simple (Davis, 1989). Users develop the purpose and attitude to accept new technology whenever it is viewed as being easy to use and useful. The model's proponent countered that because people differ, perceptions can shift depending on the participants' ages and genders. Social media is a new technology that gives businesses the chance to interact with their customers and satisfy their requirements. However, the adoption of social media technology by businesses is influenced by perceived usefulness and ease of use.

Because of its emphasis on elucidating and forecasting users' acceptance and utilization of technology, the Technology Acceptance Model (TAM) is regarded as a theoretical framework for comprehending the relationship between social media networks and organizational performance. The attitudes and perceptions of people regarding technology are highly valued in TAM. Predicting user behavior in the context of social media, especially sales-related activities, requires an understanding of how consumers see and interact with these platforms. TAM includes two key determinants of technology acceptance: perceived usefulness and perceived ease of use. In the context of SNM and sales performance, these factors are critical. If users perceive that social media is useful for sales-related activities and find it easy to use, they are more likely to engage in sales efforts through these platforms.

### Empirical Review

Silvano and Mbogo (2022) investigated how social media marketing affected the sales performance of small businesses, using women's clothing stores in Tanzania's Nyamagana District as a case study. Questionnaires were used to collect primary data, and the statistical package for the social sciences (SPSS) version 22 program was used to analyze quantitative methods. Using analysis of variance, marketing strategies for small firms selling women's clothing on Facebook, Instagram, and Twitter were forecasted. The study's conclusions showed a positive correlation between higher revenue and effective social media marketing on sites like Facebook and Instagram. SMEs' usage of Twitter did not, however, appear to have a substantial impact on their growth in sales. The study recommended that, the study suggested that Facebook advertising could yield greater sales results for small firms.

Tiwasing (2021) conducted a performance comparison of SMEs and social media networks between rural and urban areas. 13,000 SMEs that were included in the UK government's small business survey from 2015 were the subject of the study. Compared to urban and rural SMEs that were not members of the social business network, the results showed that the members of the network had higher turnover and aimed to increase sales. The study came to the conclusion that better online business support environments, enhanced digital infrastructure and connectivity, enhanced technology and digital skills, and the establishment of online co-working spaces are all necessary for improving the performance of

SMEs in rural areas. The study recommended that, Put in place activities and training programs targeted at improving the digital and technology capabilities of employees and SME owners in rural areas. This could entail forming alliances with academic institutions, business associations, or governmental organizations to deliver pertinent and useful training.

Ekanem and Erukusin (2021) evaluated social media's rise and impact on SMEs in the United Kingdom. Qualitative methodologies were used in the data collection. The results showed that a company's share price increase and social media adoption are positively correlated. Furthermore, it has been shown that using social media enhanced sales, enhanced brand recognition, and raised awareness. The use of social media by businesses and their clients has improved communication. This suggests that in order to improve their performance, SMEs should be urged to expand their online presence across a range of social media platforms. The recommended that, to better understand the effects of their social media activity, SMEs should be encouraged to acquire social media analytics capabilities. Data analysis can yield insightful information about consumer behavior, preferences and the efficacy of various social media marketing initiatives.

Qalati et al. (2021) examined how social media adoption functions as a mediator between the variables affecting SME success. The proposed model (PLS-SEM) was tested in this study using partial least-squares structural equation modeling. The study's conclusions show that social media adoption mediates the relationship between SMEs' success and technology, organization, and environment. This suggests that social media use enhances the relationship between these crucial elements and promotes SME success. The study concluded that, SMEs' ability to succeed depends on a variety of external and internal elements, including organizational structure, technology, and environmental conditions. Rather, social media adoption acts as a mediator in an integrated influence that amplifies the combined effect of technology, organization, and environment on the success of small and medium-sized enterprises. The study recommended that, SMEs should think about strategically incorporating new technology into their operations. This could entail making purchases of modernized platforms, digital tools, and systems that support the objectives of the company. Social media has the potential to accelerate the efficient application of these technologies.

Amoah and Jibril (2021) investigated the use of social media as a development tool for SMEs in terms of promotion. 648 employees of SMEs in the rural banking sector in Accra, Ghana, were asked questions to provide data. The findings showed that SMEs' financial performance is significantly impacted by their use of social media as a promotional tool. Additionally, it was shown that using social media improves market share and has a beneficial impact on drawing in customers and motivating businesses. To improve their growth and survival, SMEs must thus make an investment in social media marketing tools and make efficient use of them. The study concluded that the use of social media as a promotional tool significantly affects the financial performance of SMEs in the rural banking sector in Accra and Ghana. This suggests that leveraging social media for promotional activities contributes positively to the overall financial health and sustainability of these SMEs. The study recommended that, SMEs are urged to make calculated investments in social media marketing platforms that complement their corporate objectives. Taking into

account the nature of their goods or services, this may entail selecting platforms that are best appropriate for their intended audience.

Gekombe et al. (2019) examined the relationship between SMEs' use of social media and their growth within Kenya's fashion industry, as well as the effects of perceived utility, social identity, and perceived ease of use on SMEs' use of social media. In Nairobi and Kiambu counties, 394 SMEs owner-managers in the fashion sector completed standardized questionnaires to provide information. The findings showed that social identity and perceived ease of use have a big impact on using social media, but perceived utility had little effect on owner-managers' decision to utilize social media. Nonetheless, it was discovered that social media use significantly impacted the expansion of SMEs. The study conclude that, the strategic importance of social media adoption for SMEs is not merely a standalone tool but a mediating factor that amplifies the positive effects of technology, organization, and environmental factors, contributing significantly to the overall success of SMEs. The study recommended that, SMEs should think about strategically incorporating new technology into their operations. This could entail making purchases of modernized platforms, digital tools, and systems that support the objectives of the company. Social media has the potential to accelerate the efficient application of these technologies.

### **Gap in Literature**

Social media marketing strategies work best for small retailers needs more investigation. Subsequent research endeavors may examine the enduring advantages and disadvantages of social media marketing for small businesses. Small retailers offer more individualized retailing despite having a smaller budget and more stringent guidelines. For this reason, it would be helpful to do a study on how these factors affect a small store's social media strategy. Research ought to provide guidance on how small retail companies may use social media marketing to build and maintain better connections with their clientele. Retailers must adapt to the changes in order to remain relevant and guarantee that customers will notice them, which emphasizes the necessity for additional research that would benefit all parties: merchants, advertisers, and academics.

### **METHODOLOGY**

Descriptive research design was used by the investigator. This was due to the fact that descriptive research designs seek to investigate the opinions of a certain community regarding current conditions and behaviors. For the purpose of the study, information was gathered from primary and secondary sources. Mean ratings were used to collect data for the study topics and percentages were used for the bio-data analysis (descriptive statistics).

The study population consists of 19,112 employees of Dangote Cement Company, Kogi State. The sample size was determined by means of random sampling which is a procedure of giving every subject in a population an equal chance of appearing in the selection. Since we are not going to study the whole population, we therefore derived our sample size statistically by applying Taro Yamane formula of (1964) as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where  $n$  = Sample size  
 $N$  = Actual population  
 $e$  = Level of significance (0.05)  
 $1$  = constant

Therefore, the sample size for this study is 392.

$$n = \frac{19,112}{1 + 19,112 (0.0025)}$$

$$n = \frac{19,112}{1 + 47.78}$$

$$n = \frac{19,112}{48.78} = 392$$

In order to uncover the social media network and performance of Dangote Cement Company Obajana, Kogi State, this study uses both primary and secondary sources of data. The analysis was conducted at a significance level of  $p = 0.05$ . This degree of relevance serves as the foundation for each hypothesis' rejection or acceptance. Correlation coefficient analysis was used to assess the hypotheses, and the statistical software for social sciences (SPSS v20) assisted in this process.

**DATA ANALYSIS AND DISCUSSION**

A total of Nineteen Thousand, One Hundred and Twelve were observed. Three Hundred and Ninety Two (392) of questionnaires were distributed to the staff of Dangote Cement Company, Obajana Kogi State, Three Hundred and Eighty-Five (385) copies were returned which form the basis of analysis. Testing of hypotheses were done using regression analysis as the major technique, with the aid of SPSS version 23.0

**Testing of Hypotheses**

The researcher at this point tests the hypotheses formed earlier in other to accept or reject them and as well as determining the extent of their reliability. In other to achieve this, the researcher used correlation coefficient analysis method.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 <sup>a</sup>	.793	.792	.39183

a. Predictors: (Constant), social media communication usage, social media advertisement

The table's model summary indicates that the R square is 0.793. This suggests that the constant factors—social media communication usage and social media advertisement—accounted for 79.3% of the variation in the dependent variable (organizational performance), with other variables not included in the

model accounting for the remaining 20.7%. Given that the value of R2 is near to 1, this indicates that the regression (model) is helpful for making predictions.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	224.995	2	112.498	732.747	.000 <sup>b</sup>
	Residual	58.648	382	.154		
	Total	283.643	384			

a. Dependent Variable: Organizational Performance

b. Predictors: (Constant), social media communication usage, social media advertisement

The table displays an estimated F-value of 732.747 with a significance value of .000. This value is less than the P-value of 0.05 ( $p < 0.05$ ), indicating that the explanatory variable element has the ability to impact changes in the dependent variable, which is organizational performance. This test implied that specific explanatory variables have a considerable impact on organizational performance, even in the presence of many variables.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.248	.058		4.243	.000
	Social Media Communication Usage	.495	.034	.550	14.654	.000
	Social Media Advertisement	.360	.035	.391	10.427	.000

a. Dependent Variable: Organizational Performance

Organizational performance is the dependent variable, as indicated in the table. This served as a benchmark for analyzing the relationship between organizational success and social media networks. The independent factors and organizational performance are clearly correlated, as the table illustrates. The predictors are social media communication usage and social media advertisement. The t-test coefficients for social media advertisement and communication usage are 10.427 and 14.654, respectively, based on the results shown in the above table. Due to the fact that the P-value is 0.000, or less than 0.05 ( $P < 0.05$ ). This indicates that, at a significance level of 5%, these variables are statistically significant. Consequently, the null hypotheses are disproved.

**Discussion of Findings**

The result of the test in research hypothesis one, using regression analysis at 5% level of significance resulted in our rejecting the null hypothesis (Ho) the researcher gather that, Social media platforms provide businesses with the chance to interact directly and in real-time with their target audience. By posting interesting and consistent material, businesses can increase brand awareness, connect with more people, and forge closer bonds with their clientele. The finding is in agreement with the view of (Abdulraheem and Imoukhome, 2021) who posit that; Social media significantly affects the decisions that consumers make about what to buy. Product recommendations, reviews, and discovery are

increasingly being done on social media sites like Facebook, Instagram, and Twitter. The researcher has also in research hypothesis two pointed out that; Social media advertising enables organizations to engage with customers in a more interactive and personalized way. Through targeted ads, promoted posts, and sponsored content, companies can encourage likes, shares, comments, and other forms of user engagement. This finding also supports the view of (Lawal & Adejuwon, 2023) who opined that, social media advertising is an effective tool for lead generation and driving sales, by targeting ads to users based on their demographics, interests and online behavior, organizations can attract high-quality leads and convert them into customers.

### CONCLUSION AND RECOMMENDATIONS

Beyond marketing and consumer interactions, social media has an impact on recruiting, employee engagement, innovation, and even risk management in an organization's performance. Businesses that use social media for these reasons frequently see improvements in organizational performance, which is reflected in better customer satisfaction, increased brand awareness, and eventually higher sales and revenue, organizations must, however, successfully manage the difficulties posed by social media, including issues with data security and privacy. Because internet platforms are dynamic, businesses must likewise be flexible and responsive to new trends and shifts in customer behavior. Measuring return on investment in the dynamic world of social media continues to be difficult, but organizations are getting help in evaluating the efficacy of their social media strategy thanks to the continuous development of metrics and analytical tools.

The study recommends that,

- i. Organizations should establish specific goals that are in line with their overarching business objectives prior to putting social media communication strategies into practice. Whether the objective is to boost sales, enhance consumer involvement, or raise brand awareness, establishing clear objectives will help direct social media activities and make performance evaluation easier.
- ii. In order to forge closer bonds with its audience and foster brand loyalty, businesses should use social media as a platform for customer care and relationship management. They should also reply quickly to questions from customers, handle complaints, and interact with them.

### REFERENCES

- Abdulraheem, M., & Imoukhome, E. (2021). The influence of social media sites on consumer buying behavior in shoprite Nigeria limited. *Binus Business Review*. <https://doi.org/10.21512/BBR.V12I2.6513>.
- Abrudan, M., & Enyedi, P. (2021). *Fashion and Beauty Influencers and Romanian Millennials: Exploring the Dynamics of Consumer Behavior*. Studia Universitatis Babeş-Bolyai Ephemeres. <https://doi.org/10.24193/subbeph.2021.1.01>.
- Ahmad, A., & Priyadarshini, S. (2020). *Design and development of a friendly user interface for building social network traceability system*. *Social Network Analysis and Mining*, 10, 1-8. <https://doi.org/10.1007/s13278-020-00675-2>.

- AlAbdullatif, A., Shahzad, B., & Alwagait, E. (2016). *Classification of Arabic Twitter Users: A Study Based on User Behaviour and Interests*. *Mob. Inf. Syst.*, 2016, 8315281:1-8315281:11. <https://doi.org/10.1155/2016/8315281>.
- Almozainy, M. (2017). Assessing the use of social media as a source of information related to dentistry in Saudi Arabia. *Journal of dental health, oral disorders & therapy*, 8. <https://doi.org/10.15406/JDHODT.2017.08.00312>.
- Alnakhli, H., Inyang, A., & Itani, O. (2021). The role of salespeople in value co-creation and its impact on sales performance. *Journal of Business-to-Business Marketing*, 28, 347 - 367. <https://doi.org/10.1080/1051712X.2021.2012079>.
- Alobaidi, E. (2018). *Outline to the advantages and disadvantages of social media*. , 8, 4-11. <https://doi.org/10.5958/2249-7137.2018.00021.6>.
- Amalia, K., & , M. (2019). Social Media Features for Improving Organization Business Performance: A Systematic Literature Review. *Proceedings of the International Conferences on Information System and Technology*. <https://doi.org/10.5220/0009906501130122>.
- Amalia, K.M. (2019). Social media features for improving organization business performance: A Systematic Literature Review. *Proceedings of the International Conferences on Information System and Technology*. <https://doi.org/10.5220/0009906501130122>.
- Çakır, E., & Ulukan, H. (2021). *An Intuitionistic Fuzzy MCDM Approach Adapted to Minimum Spanning Tree Algorithm for Spreading Content on Social Media*. 2021 IEEE 11th Annual Computing and Communication Workshop and Conference (CCWC), 0174-0179. <https://doi.org/10.1109/CCWC51732.2021.9375942>.
- Carlson, A., & Lee, C. (2015). Followership and social media marketing. *Academy of Marketing Studies Journal*, 19, 80.
- Chelvachandran, N., & Jahankhani, H. (2019). A Study on Keyword Analytics as a Precursor to Machine Learning to Evaluate Radicalization on Social Media. 2019 IEEE 12th International Conference on Global Security, Safety and Sustainability (ICGS3), 1-7. <https://doi.org/10.1109/ICGS3.2019.8688362>.
- Colicev, A., Malshe, A., & Pauwels, K. (2018). *Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry*. *Administrative Sciences*. <https://doi.org/10.3390/ADMSCI8030055>.
- Coşkun, R., Kiriş, Z., & Tepe, S. (2019). A new fuzzy based marketing performance measurement model with a real case study. *Econder International Academic Journal*. <https://doi.org/10.35342/ECONDER.549834>.
- Dajah, S. (2020). Marketing through social media influencers. *International Journal of Business and Social Science*, 11. <https://doi.org/10.30845/ijbss.v11n9p9>.

- Devi, S., & Mahapatra, S. (2022). Social media influencers: Key to influence consumer's intention to purchase fitness products. *International Journal of Health Sciences*. <https://doi.org/10.53730/ijhs.v6ns1.5373>.
- Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60, 102501. <https://doi.org/10.1016/J.JRETCONSER.2021.102501>.
- Femenia-Serra, F., & Gretzel, U. (2019). Influencer Marketing for Tourism Destinations: Lessons from a Mature Destination. , 65-78. [https://doi.org/10.1007/978-3-030-36737-4\\_6](https://doi.org/10.1007/978-3-030-36737-4_6).
- Folaranmi, O., Ibiyeye, K., Odetunde, O., & Kerr, D. (2022). The Influence of Social Media in Promoting Knowledge Acquisition and Pathology Excellence in Nigeria. *Frontiers in Medicine*, 9. <https://doi.org/10.3389/fmed.2022.906950>.
- Hallock, W., Roggeveen, A., & Crittenden, V. (2016). *Social Media and Customer Engagement: Dyadic Word-of-Mouth*. , 439-439. [https://doi.org/10.1007/978-3-319-11815-4\\_121](https://doi.org/10.1007/978-3-319-11815-4_121).
- Huang, Y., Yang, C., Baek, H., & Lee, S. (2016). *Revisiting media selection in the digital era: adoption and usage*. *Service Business*, 10, 239-260. <https://doi.org/10.1007/S11628-015-0271-4>.
- Ibrahim, A., , Y., Nurzani, Z., Gina, A., Pardede, I., Risky, N., & Husnia, A. (2020). Social Media Monitoring Twitter: Mobile Brand Awareness Using the Selection Sort. *Proceedings of the Sriwijaya International Conference on Information Technology and Its Applications (SICONIAN 2019)*. <https://doi.org/10.2991/aisr.k.200424.059>.
- Jeong, P., & Cho, Y. (2018). File sharing algorithm based mutual cooperation using smart device. *Journal of the Korean Chemical Society*, 9, 53-60. <https://doi.org/10.15207/JKCS.2018.9.12.053>.
- Kane, G. (2017). *The evolutionary implications of social media for organizational knowledge management*. *Inf. Organ.*, 27, 37-46. <https://doi.org/10.1016/j.infoandorg.2017.01.001>.
- Kern, M., Park, G., Eichstaedt, J., Schwartz, H., Sap, M., Smith, L., & Ungar, L. (2016). Gaining insights from social media language: Methodologies and challenges.. *Psychological methods*, 21 4, 507-525 . <https://doi.org/10.1037/MET0000091>.
- Krishen, A., Leenders, M., Muthaly, S., Ziolkowska, M., & Latour, M. (2019). Social networking from a social capital perspective: a cross-cultural analysis. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-12-2016-0892>.
- Kumar, C., Kumar, D., & Prithviraj, P. (2016). Privacy policy multiparty access control on content sharing sites. *Imperial journal of Interdisciplinary Research*, 2.
- Lardo, A., Dumay, J., Trequattrini, R., & Russo, G. (2017). Social media networks as drivers for intellectual capital disclosure: Evidence from professional football clubs. *Journal of Intellectual Capital*, 18, 63-80. <https://doi.org/10.1108/JIC-09-2016-0093>.

- Lawal, L., & Adejuwon, J. (2023). Social media marketing and sales performance of selected small and medium enterprises in South-West Nigeria. *Journal of Management, Economics, and Industrial Organization*. <https://doi.org/10.31039/jomeino.2023.7.1.4>.
- Liu, Z. (2022). On the Role of Social Media in The Presidential Campaign. *International Journal of Education and Humanities*. <https://doi.org/10.54097/ijeh.v3i2.799>.
- Louis, A. (2016). *Natural Language Processing for Social Media*. *Computational Linguistics*, 42, 833-836. [https://doi.org/10.1162/COLI\\_r\\_00270](https://doi.org/10.1162/COLI_r_00270).
- Mendoza, A., Alvarez, C., Castillo, H., Manongsong, M., & Santiago, A. (2019). Electronic document management system implementing internet of things (IOT). *International Journal of Advanced Research in Computer Science*. <https://doi.org/10.26483/IJARCS.V10I2.6377>.
- Miao, C., & Wang, G. (2016). The differential effects of functional vis-à-vis relational customer orientation on salesperson creativity. *Journal of Business Research*, 69, 6021-6030. <https://doi.org/10.1016/J.JBUSRES.2016.05.017>.
- Mishra, R. (2018). Entity Resolution in Online Multiple Social Networks (@Facebook and LinkedIn). *Advances in Intelligent Systems and Computing*. [https://doi.org/10.1007/978-981-13-1498-8\\_20](https://doi.org/10.1007/978-981-13-1498-8_20).
- Nguyen, D., Pathirana, P., Ding, M., & Seneviratne, A. (2019). *Blockchain for Secure EHRs Sharing of Mobile Cloud Based E-Health Systems*. *IEEE Access*, 7, 66792-66806. <https://doi.org/10.1109/ACCESS.2019.2917555>.