CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Producers and consumers may communicate with one another via marketing. That communication can sometimes result in a sale right away, while other times it can increase brand recognition for future purchases. To spread company information, pique customer interest, and inspire action, businesses use a variety of marketing tools. To engage consumers and grow organizations, an integrated marketing strategy employs a number of strategies. The methods and materials used in marketing are known as marketing tools. Most businesses that need to market their products or services to the public will use them heavily, including market research and advertising, to increase their chances of success (Boyd & Ellison, 2007). They are necessary because businesses use them to communicate with the public about their goods and services.

Surveys, direct mail, and social media marketing are a few examples of marketing tools. They raise consumer awareness, which over time can increase a business's profitability. Using marketing tools, a business can keep reminding customers about the goods that are for sale (O'Reilly, 2005). They can also be used to inform customers about sales and product discount promotions. This awareness will increase customers who visit your store and boost sales. Businesses have access to a wide range of marketing tools. While some marketing tools are used for data collection, others are intended to increase sales and customer traffic.

Social media as a marketing tool is an interactive computer-mediated technology that makes it easier to create and share content through online communities and networks, including information, ideas, career interests, and other forms of expression. These days, the phrase "social media" is used quite frequently. Given that it is a recent phenomenon, one might assume that everyone is familiar with or understands what it means. Most online or internet users use social media in some capacity—nearly 99%, if not more—of the time (Kietzmann &Kristopher, 2011; Dolwick, 2009). In the early days of the internet, when people first started exchanging information and communicating with one another, social media started to emerge (Boyd &

Ellison, 2010), but sadly, the platforms were more 'technology expertise' and required some level of expertise before use.

Technology and social interaction are combined in social media to co-create value. Social media has significantly altered marketing through a variety of social activities that enhance business strategy (Andreas & Micheal 2001). Social media marketing is a term that describes the actual acts of using social networks for marketing purposes. The concept of social media-related specifically in B2C has been studied. Social media marketing is common in the business-to-customer (B2C) area. According to Weber (2009), a company's role as a marketer has evolved from a broadcaster sending messages to a particular target segment to one that collaborates with its clients and takes part in online communities.

Marketing communications using social media such as Twitter, Facebook, Whatsapp, Instagram, and YouTube have already been evaluated as business take-off tools for luxury fashion brands.

They now allow member individuals to interact with one another and to build relationships even though many companies across the world have joined only the fastest growing networks such as Facebook and Twitter, so as to connect with their customers (Trattner & Kappe 2012). (Trattner & Kappe 2012). The use of links from the advertisements that businesses place on social media websites makes the social media networks an excellent tool for helping them draw traffic to or attention to their own websites.

Small and Medium Enterprises according to Organization for Economic Co-operation and Development OECD (2005) are considered to be independent firms that employ less than a given number of employees. However, SMEs were classified in terms of size, and financial assets. In Nigeria, the Central Bank of Nigeria in its monetary policies circular No. 22 of 1988 defined SMEs as enterprise that have an annual turnover not exceeding Five Hundred Thousand Naira (N500,000). (N500,000). The National Policy on Micro Small and Medium Enterprises (MSMEs) has provided a clear distinction between businesses based on employment and assets for the sake of clarity. Small and medium-sized businesses, among other things, can be identified by their capital, the size and cost of their projects, their annual turnover, their financial stability, and the number of employees they employ.

When consumers have a range of goals, preferences, and tastes,that is when there is customer patronage. Through product offerings and a constant barrage of marketing messages, they continuously look for ways to address the various states of deprivation (needs). The customer's socioeconomic and cultural background sharpens how he perceives his needs and ideal solutions. More and more customers are using social media to interact with the businesses they buy from as well as other customers who might have insightful information about these businesses, in addition to researching products and services (Garreston, 2008). Due to the internet's capabilities—interactivity, breadth, persistence, speed, and flexibility—companies understand its potential as a platform for co-creating value with customers. The internet is an open, affordable, and ubiquitous network that helps to reduce or even eliminate physical distance and geographic barriers (Chaney & Gambler., 2018). All of this results in the creation of a platform to win client loyalty. Small and medium-sized businesses use social media sites like Facebook, Twitter, and YouTube to market their products that are already well-known to the public (Bhuian, 2007). This is done to encourage customers to buy their goods, i.e., to show them that they are willing to buy the goods to please their clients. Thus, the goal of the current study is to investigate how Nigerian consumers use these rapidly expanding social media platforms, particularly for small and medium-sized businesses that use them for marketing purposes.

1.2 Statement of the Problem

A lot of businesses have developed strategies to reach out to the millions of active users of social media networks that have sprung up as a result of the social media networks' quick adoption and development in all nations of the world today. Businesses have jumped on the social media bandwagon in an effort to drastically reduce their sales and marketing expenses because it replaces a sizable portion of direct contact and other conventional forms of interaction.

Small and medium-sized businesses are used to using the traditional form of marketing—word of mouth—to promote their goods and brands. In an effort to improve organizational performance, Small and Medium Businesses are increasingly embracing social media marketing (Olonde, 2017). Since the transaction begins through these expanding social media network platforms without any physical contact between retailer and potential customers, there may be a service quality gap when using social media as a marketing strategy. This usually refers to the retailer's understanding of what prospective customers want, how they want it, and how to satisfy them.

Because of their dissatisfaction with the product information and attributes they uploaded or because they don't regularly update information about the available product items, retailers may not have knowledge of what prospective customers specifically wanted or preferred. One of the biggest challenges for SMEs is the lack of technological knowledge and the underappreciation of the advantages of e-commerce (Stockdale and Standing, 2006). It is challenging to identify sales that directly result from technology because there are not many well-established systems to measure the effectiveness of e-marketing. As a result, it is challenging to calculate the return on investment in the case of e-marketing (Gilmore et al., 2007). Spam is one of the main issues when it comes to using technology for business (Kendall et al., 2001). Potential reputational harm from using their social media sites ineffectively is one of the main obstacles for SMEs using social media marketing. The audience does not appreciate excessive advertising, commercial presentations of goods and services, or overzealous sales efforts. As a result, they may become irritated and stop following the company on social media. Second, social media opens up a whole new world of legal risks related to employment practices, intellectual property, privacy, and security. Before engaging in social media activities, the social media marketer must be familiar with information technology law. Security risks arise when malware, viruses, or spyware are downloaded through social media sites. Security concerns are a major negative factor because SMEs are concerned that they may become the victims of financial risks through various viruses and spywares. Security and operational risks are also high and may be considered a barrier to the adoption of social media marketing.

Other difficulties SMEs face include erratic power supply, difficult funding, inadequate infrastructure, unfavorable fiscal policies, inconsistent policy, limited market access, issues sourcing raw materials, competition from cheaper imported goods, insecurity of people and property, a weak ownership base, thin management, and a lack of preservation, processing, and storage of technology. This study aims to investigate the efficacy of social media, its impact on consumer spending, and any potential discrepancies between consumer expectations and social media performance.

1.3 Objectives of the Study

The general objective of the study is to examine social media as a tool for customers' patronage among selected small and medium enterprises in Lagos Metropolis. From this, the following specific objectives are put forward:

i) To ascertain the relationship between online advertisements/sales promotion and customers' products' loyalty

ii) To verify how social media messages have stimulated customers' willingness to buy companies' products

iii) To investigate the link between types of social media and the level of customers' products demand

iv) To examine how social networking has encouraged customers' desires to pay for companies' products.

1.4 Significance of the Study

Social media provides an efficient and affordable way to reach a very large audience, which has greatly contributed to defining a new face for marketing. Marketers now have opportunities and challenges for reaching particular target markets thanks to internet social activities. This study demonstrates why consumers should support online retailers by examining the impact of social media as a marketing tool on customer support for small and medium-sized businesses. This study raises awareness of social media as a marketing tool for SMEs, which must do so if they are to avoid becoming as uncompetitive as small neighborhood stores. Therefore, all small and medium-sized retailers should integrate social networks into their operations if they want to grow. It will raise consumer awareness to use social networks for purchasing (internets). Social media platforms can boost web traffic, customer loyalty, brand and product awareness, search engine optimization for the business, and even the success of new product launches. is also a fantastic opportunity for SMEs to expand their market presence and boost their reputation (DeMers, 2014).

Increased exposure is the main advantage of social media marketing, claims Stelzner (2012). It aids SMEs in spreading their brand awareness. When a customer learns about a good or service through at least one of their five senses, whether or not they paid attention to it, that awareness is known as brand exposure. The use of social media marketing to direct specific traffic to websites or blogs run by businesses has proven to be very successful. When a customer reads an advertisement for a brand's service or product on its website and is actually interested in buying that service or product, they click this link to visit the business's website (Bell, 2013). Facebook provides one of the best options for traffic-based targeted marketing, and since it is an affordable method of marketing, it is very advantageous for businesses in general and SMEs in particular. A sizable portion of marketers employ a social media strategy to boost lead generation (Hubspot, 2012). Potential customers or sales prospects are referred to as leads. SMEs can generate leads thanks to social media. Market insights are greatly facilitated by social media. Social media platforms give you the chance to spy on rival businesses. Any brand can closely monitor and read what is happening on the websites, blogs, and Social Media platforms of its rivals (Celine, 2012).

Social media platforms assist SMEs in maintaining a broad interactive dialogue with their current or potential customers. It is advantageous for the customers because they receive a more personalized and high-quality treatment for the good or service they paid for, such as assistance with problems, usage instructions, or the option to post negative reviews if the good or service is not up to par. It also helps boost their brand image and perhaps increase revenue. Social media marketing is a type of advertising that doesn't have a high cost of production. One of the most significant advantages of social media marketing for SMEs is cost effectiveness because small and medium-sized businesses lack the financial resources of large corporations to carry out an expensive marketing strategy.

1.5 Research Questions

The following research questions are designed for this study:

i) What is the relationship between online advertisements/sales promotion and customers' products loyalty?

ii)   How do social media message stimulate customers' willingness to buy companys' products?

iii)   Is there any link between types of social media and level of customers' products demand?

iv)   How does social networking promote customers' desires to pay for companys' products?

1.6 Research Hypothesis

Hypothesis 1

H0: There is no significant relationship between online advertisements/sales promotion and customers' products loyalty.

H1: There is a significant relationship between online advertisements/sales promotion and customers' products loyalty.

Hypothesis 2

H0: There is no significant relationship between social media messages and customers' willingness to buy companys' products.

H1: There is a significant relationship between social media messages and customers' willingness to buy companys' products.

Hypothesis 3

H0: There is no significant relationship between types of social media and level of customers' products' demand.

H1: There is a significant relationship between types of social media and level of customers' products' demand.

Hypothesis 4

H0: There is no significant relationship between social networking and customers' desires to pay for companys' products.

H1: There is a significant relationship between social networking and customers' desires to pay for companys' products.

1.7 Scope of the Study

The study's emphasis is on how selected small and medium-sized businesses in Lagos Metropolis utilize social media as a marketing tool to attract clients. Additionally, the researcher is local to the state and is familiar with its business people.

1.8 Limitation of the Study

This study is based on small and medium-sized businesses and primarily focuses on social media as a marketing tool for customer patronage. Due to logistics, time, and financial limitations that prevented the researcher from conducting an extensive study that would have covered all the bases, the researcher was only able to focus on a small number of SMEs in the Lagos Metropolitan Area.

The study exercise was limited by a variety of factors, including time and financial restrictions.

1.9 Operational Definition of Terms

Social media: Mostly consists of internet- or mobile-based tools and apps for information sharing. Individuals are able to converse with one another.

Social Networks: Family, friends, and their families come together to form an interconnected network that allows for the forming of alliances, the solicitation of assistance, the sharing of information, and the pulling of strings.

Entrepreneur: One who takes the initiative to organize a business, to take advantage of an opportunity and makes the decisions regarding what, how much, and how to produce a good or service.

Customers: A group that purchases or uses items (goods or services) and has the option to choose from a variety of options for both suppliers and products.

Retail Business: Is a company or individual who sells products directly to customers as opposed to a wholesaler or supplier, who typically sells their products to another party.

Business-to-Customer: Transactions are those that take place directly between a company and the people who will ultimately be using its goods or services.

Paradigmatic: It acts as a typical illustration of anything.

Small and medium-sized businesses (SMEs): Are independent, non-subsidiary companies with fewer than a certain number of employees. The amount varies across nations. As in the European Union, 250 workers are often the highest limit for SMEs. However, some nations set the cap at 200 employees, while the US includes businesses with fewer than 500 employees as SMEs.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews research on the use of social media as a marketing strategy to encourage consumers to support small and medium-sized businesses. It also includes empirical investigations on the subject.

2.1 Conceptual Framework

The use of social media marketing tactics to support SMEs has drawn attention from both academic and business communities. Therefore, this research takes into account how online retailers use the marketing mix components to expand their brands through social media. Utilizing social media is mostly done by small and medium-sized businesses to raise awareness of their presence and commercial activity.

2.1.1 Concept of Social Media

Social media are a "group of internet-based applications built on the ideological and technological foundation of Web 2.0 and allow the creation and exchange of user generated content," according to Kaplan and Haenlein (2010). Since "Social media is a broad term that describes software tools that create user generated content that can be shared," writes Claire Vogus (2011) citing O' Reilly's definition from 2005. Social media and social networking sites are frequently used interchangeably. Social media, on the other hand, differs because it enables users to connect by creating personal information profiles and inviting friends and coworkers to access those profiles. (Haenlein and Kaplan) (2010). Social media is therefore the setting in which social networking occurs and has changed how consumers gather information and make purchasing decisions.

According to Hollensen and Raman (2014), social media is based on a number of values, including participation from interested parties, openness to sharing information and receiving feedback, continuous discussion on a particular subject, community-based engagement, and connections between individuals and organizations.

Before the invention of social media, consumers could watch advertisements for products on TV, for instance, and learn more about them, but they were never able to voice their opinions or share information about them. Customers can therefore infer that the term "social media" refers to the process by which all participants share information online. 2010 (Dewing). Sisira Neti (2011) identifies "social media" as the ability of SMEs to exchange ideas, opinions, photos, content, and views as well as for customers to interact with one another. Additionally, the social media was divided into two categories: "social," which refers to interpersonal communication, and "media," which refers to the ways in which we transmit information via various channels.

Similar opinions have been expressed regarding the various social media platforms that small and medium sized businesses can use as a marketing tool. Facebook, Twitter, LinkedIn, blogs, Instagram, Google Plus, and YouTube are among them. Sisira Neti and other (2011). These websites are used for posting reviews and details about a company's commercial activities, in addition to being used for social activities. In addition to describing what sets their products apart from competitors, posting reviews and information on their websites can help SMEs gain customers' trust and loyalty. This is due to the fact that more reviews a small- and medium-sized business had, the more confident another customer will be in their choice.

The methods and methods that businesses use to communicate with their customers have undergone a significant change as a result of social media. Mangold and Faulds (2009) argue that "social media combines characteristics of traditional IMC tools (companies talking to customers) with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information."

Johansson and Corvera (2012) believe that the main advantages are estimated to be cost savings and getting closer to the customer. But there are also well-known drawbacks, such as a lack of employment opportunities and financial risks. At the same time a quite positive role social media might have from Word of Mouth in nowadays it is very important and crucial to be closer to the customer at all times (Garnett, 2010). (Garnett, 2010). And this has become possible through social media. Given that a consumer, almost all of those who are online and use the internet, at the moment they receive a product and are unsatisfied with it will go immediately on a social media and leave a comment about that product and here SMEs can see the urge for them to be online and respond immediately to customers, so that they can calm them before the situation can

grow and get out of control. With the aid of social media marketing, businesses can better understand their customers' needs and forge fast connections with them in order to diffuse potentially explosive situations before they escalate.

According to Edosomwan et al. (2011), using social media supports brand building by enhancing the brand experience. They contend that social media contributes to a company's positive reputation-building efforts. Additionally, it has been observed that customers enjoy brand privilege both when using a product or service and interacting with a business (Carraher, Parnell, Carraher and Sullivan, 2006). Through transparent forms of communication, the social media forum serves as a potent medium for disseminating brand value and attributes. Additionally, it is a cost-effective strategy for online marketing communications (Paridon and Carraher, 2009; Edosomwan, et al., 2011).

Social media now offers much more than just a way for people to stay in touch with their loved ones. Now, it serves as a resource for customers to learn more about their preferred businesses and the goods they offer. These websites are being used by marketers and retailers as a new means of reaching consumers and offering a different way to shop. "Marketers' ability to reach customers through this new touch point has been expanded by technology-related developments such as the rise of potent search engines, cutting-edge mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks" (Shankar et al 2011).

2.1.2 Customers' Patronage

When consumers have attained the highest level of satisfaction, they frequently trade with one another, which is known as customer patronage. Retailers and marketers must be aware of the factors influencing consumer purchasing decisions because consumers are increasingly creating the contents and brands that were once under corporate control (Heinonen, 2011). As a result, recent research has looked at the social media site feature that influences consumers' spending.

Chu (2011) investigates the relationship between brand-related group participation on Facebook, responses to advertisements, and the psychological aspects of self-disclosure and attitudes among Facebook users and non-users. According to the study, Facebook users who are members of groups are more likely to share their personal information than those who are not. (Chu, 2011).

According to Chu (2011), Facebook users in their 20s and 30s have the most positive attitudes toward social media advertising, and this demographic is also the fastest-growing. This suggests that social media sites are a potentially rich platform for online advertising campaigns, particularly for businesses with a younger target market.

Cox (2010) also looked into the relationship between attitude and age and discovered that social network users' preferences for online ad formats (such as blogs, videos, and brand channels or pages) varied to some extent by age group. According to her, users between the ages of 18 and 28 had a generally favorable opinion of blogs, videos, and the brand channel ad format. This was as a result of users finding the ad format to be interesting, eye-catching, and humorous. Because they were more attention-grabbing, informative, and better placed, the 35-54 age group preferred the video and brand channel ad formats.

There are five stages in the conventional consumer decision model: need awareness, information search, alternative evaluation, purchase decision, and post-purchase behavior. In online communication, banner advertisements and online promotions may draw customers' attention and pique their interest in the product, according to Katawetawaraks and Lu Wang (2011). They use online resources to conduct searches when they don't have enough information (Laudon and Traver, 2009). After gathering sufficient information, customers compare products and services using online product or service reviews and comments to determine which brand best meets their needs. At this point, a well-structured website is crucial to convincing visitors to purchase the goods and services (Koo, Kim, and Lee, 2008; Katawetawaraks and Lu Wang, 2011). During the purchasing process, customers must be assisted in making decisions by way of product selection, sales assistance, and reliable information. According to Bigné-Alcaiz, Ruiz-Mafé, Aldás-Manzano, and Sanz-Blas (2008) and Katawetawaraks and Lu Wang (2011), the internet facilitates the pre-purchase stage and the nature of information sources may have an impact on consumer behavior. Consumers engage in post-purchase behavior when they are unhappy with a product and may want to exchange it or return it. At this point, the return and exchange services are crucial (Liang and Lai, 2002). By providing customers with flexible pricing and promotions or a one-stop shopping service, a company uses the components of the marketing mix as a strategy in social media, which helps their business succeed (Yu and Wu, 2007; Katawetawaraks and Lu Wang, 2011).

2.1.3 Small and Medium Sized Enterprises

Businesses that fall under a certain threshold in terms of full-time employees or sales turnover are referred to as small and medium enterprises (SMEs). The precise limits differ from one nation to the next. According to the 2012 Micro and Small Enterprise Act's definition, businesses are deemed small if their annual revenue is less than $5 million and they employ between 11 and 50 people. Microbusinesses are those with fewer than ten employees. The industry has expanded quickly over the past ten years and has greatly boosted the economy. The banking industry has been a significant driving force in the sector (World Bank, 2015). Numerous job opportunities for young people have been made possible by the sector's expansion in both the formal and unofficial sectors.

SMEs are at the forefront of economic development, which is primarily driven by innovation. Similar to many developing nations, Nigeria's SMEs are at the forefront of innovation, science, and business strategies (Olonde, 2017). These novel concepts encourage development by generating new possibilities. In the end, this results in the creation of jobs and an increase in business profits. SMEs frequently have extremely limited financing when compared to other corporations. They don't have as much capital as well-established businesses.

According to Douglas (2016), a study on the success factors for SMEs discovered that access to capital is a significant barrier to their expansion. In actuality, credit is a major source of funding for the majority of SMEs. They are there because they are restricted from doing many of their commercial operations, including marketing, in a conventional way. Due to their limited resources, SMEs find it challenging to use traditional marketing strategies like radio, television, print advertisements, and road show campaigns. They must choose less expensive strategies that will increase their customer base without breaking the bank.

Small and medium-sized businesses use social media primarily to raise awareness of their existence and business activities. The amount of control SMEs have over the information's content and dissemination is constrained. Such user-generated content cannot be disregarded. SMEs must be able to track and react to brand-related conversations, both positive and negative. However, there are means by which businesses can have an impact on conversations in a manner consistent with the organization's mission (Mangold & Faulds, 2009). Other SMEs are now more interested in using social media for marketing due to the growth in sales of the SMEs who have

used it as a tool. Understanding social media's advantages as a marketing tool, though, is still difficult because it is a relatively new phenomenon.

2.1.4 Social Media, Customer Patronage and Small and Medium Sized Enterprises.

Media exposes the audience to a wealth of information every day, claims Black (1995). It has a significant impact because we tend to believe what we see, hear, or read. We take it seriously and put it into practice, or better yet, test it out.

The creation of an efficient marketing program that helps to strengthen the brand name in consumers' minds can be used to promote SMEs' goods or services through social media (Lim and Durbinsky, 2004; Edosomwan, et al., 2011). If a product can be purchased online at a lower price than it is at the store, online customers are offered better deals for the same product they purchase there (Rox, 2007; Katawetawaraks and Lu Wang, 2011). The goal of small and medium-sized businesses using social media as a marketing tool is to offer their customers a wide range of goods and services. Some products, like clothing, are less likely to be purchased online because they are intangible and cannot be tried on or examined by the customer (Goldsmith and Flynn, 2005); however, software and books can be easily ordered and delivered (Katawetawaraks and Lu Wang, 2011). The prompt delivery of goods or services to customers is essential for ensuring the success of social media marketing strategies. To enhance their distribution network, online retailers may think about partnering with other businesses that have expertise in logistics. This would aid in avoiding product loss and shipping delays (Yu and Wu, 2007; Katawetawaraks and Lu Wang, 2011). It is clear from the discussion of marketing strategies above that SMEs can use social media as a crucial tool to encourage customer support.

SMEs shape consumer perception by creating impressions that encourage them to buy. The goal might be to draw in more customers, keep the ones you already have, or boost sales per client. With a clear purpose, a company can use just one or a combination of different marketing strategies, including advertising, promotions, giveaways, social media, and public relations, among others, to gather useful information for developing strategies, messages, and distribution channels that are thought to affect customer perception.

SMEs frequently use social media marketing because it is an affordable marketing tool. In comparison to other marketing tools, social media marketing provides a variety of tools that are

very simple to use and are completely free (Levinson, J.C. and Gibson, S.,2010). Amplification of word-of-mouth marketing, market research, general marketing, idea generation and new product development, customer service, public relations, employee communications, and reputation management are the main goals of using social media marketing. Indeed, social networks can boost web traffic, customer loyalty, brand and product awareness, search engine optimization for the business, and even the success of new product launches.

Instead of spending a lot of money on marketing goals, social media marketing uses creativity, community, and relationships to accomplish traditional goals in unconventional ways. Guerrilla marketing techniques that are thought to be effective include social media marketing. Today, every SME can be equipped with highly efficient online marketing tools that allow them to present their goods and services in a manner similar to that of many large businesses. As a result, social media marketing represents a significant shift in the marketing industry and a tremendous opportunity for SMEs to grow their market share and boost their reputation (DeMers, 2014).

Hub Spot (2012) reports that 57% of SMEs believe social media is helpful for their company. Numerous advantages of social media marketing are available for SMEs' success. Social media platforms promote both positive and negative word-of-mouth about businesses, their goods, and services. They also increase communication around brands and products. Anything posted on social media platforms has a very quick access to millions of viewers.
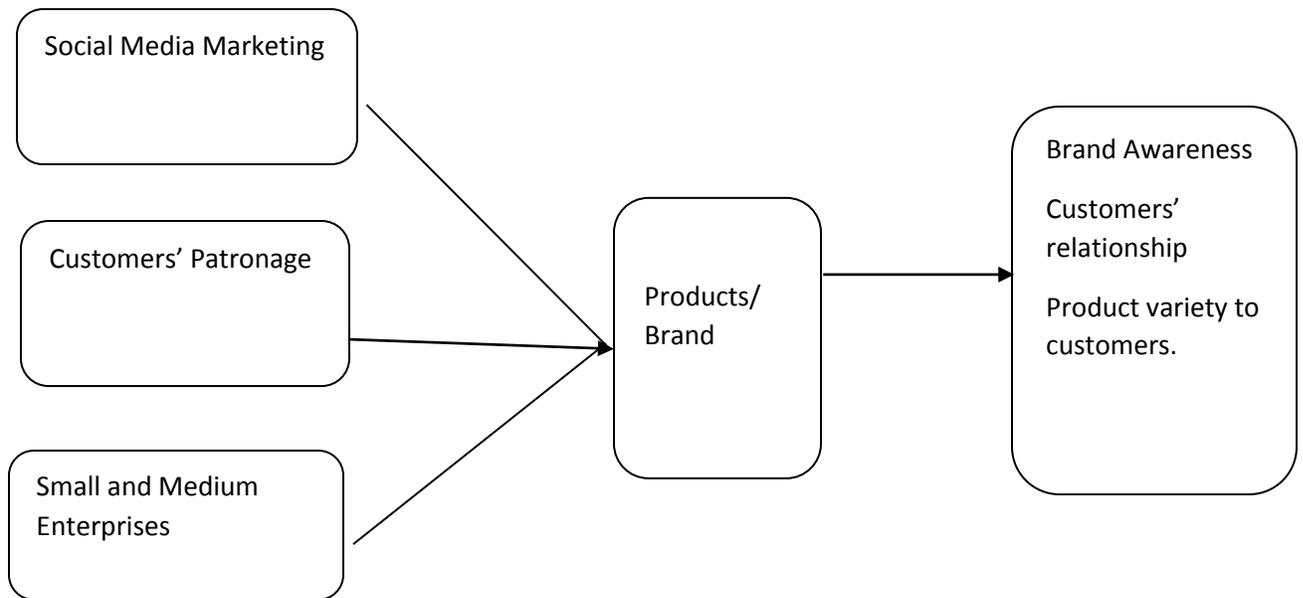
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│  Social Media Marketing │
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│  Customers' Patronage   │      ┌────────────┐          │  Brand Awareness     │
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Figure 1: Conceptual Framework for the study.

Source: Researcher's Conceptual Model (2022)

2.2   Theoretical Framework

The three theories that form the foundation of this study—the Chaffey theory, the integrative theory of patronage, and the theory of the service quality gap—help to shed light on how small and medium-sized businesses can use various social media platforms as a marketing tool to increase their customer patronage.

2.2.1   Chaffey's Theory

The theory, according to Chaffey (2012), views social media marketing as a casual marketing strategy. The foundation of human behavior, and ultimately customer behavior, is communication and human networking. In order to promote positive engagement with a

company and its brands and to create commercial value, monitoring and facilitating customer interaction, participation, and sharing through digital media is necessary. Interactions may take place on a business website, social media platforms, and other outside websites. (2002) Chaffey Thus, social media marketing makes use of these channels to sway users' perceptions of various goods and services, encourage purchases, and even encourage brand loyalty. This theory is used on social media as a tool for fostering relationships. Such interactions help to build a strong bond between a company and its customers. This theory is significant because it offers a fresh perspective on the effects of social media marketing (Heinze, Fletcher, Rashid, and Cruz, A. (2016). Long-term relationships with customers not only have an impact right away, but they also increase the rate at which customers use the brand consistently.

According to another well-founded opinion, Chaffey's theory of social media takes a sociological approach to the subject. Ashley and Tuten concur with Chaffey (2012)'s claim that one-on-one interactions between brands and customers on social media platforms help cultivate long-term relationships that will ultimately be profitable for the company (2015). Ashley and Tuten (2015) expanded on Chaffey's (2012) assertions by highlighting the importance of communication as the foundation of any marketing strategy. This theoretical justification claims that social media accomplishes this by actively involving users on various social media platforms. They find this appealing, which raises their level of satisfaction with the company's offerings and, ultimately, its productivity. SMEs in the Lagos Metropolitan Area have made the most of the chance to grow their companies by interacting with both potential and current clients online (Ogaji et al.,2017).

2.2.2   Integrative Theory of Patronage

In part because it is intended to describe and explain individual patronage behavior, the theory, according to Darden (1979), is founded on psychological grounds rather than economic or societal ones. The integrative theory is composed of two separate sub theories, the first of which is restricted to building a shopping preference for a certain outlet and the second of which is focused on actual purchasing behavior from that outlet. The shopping preference subsystem consists of four fundamental constructs and their determinants: the preferences are restricted to those outlets that a customer deems acceptable to shop for a specific class of products; the outlet preferences are defined as relative and, as a result, should be measured by constant sum

procedures; it is possible to gauge the potential competitiveness of outlets based on individual and market preference schedules and depending on the degree of The actual purchasing behavior of customers, which is explained by the second preference sub-theory, is brought on by four different sorts of unanticipated occurrences that either have no influence, an inducement-only effect, or an inhibition-only effect on a customer's shopping preferences. These comprise: The macroeconomic factors such as inflation, unemployment, and interest rates are referred to as the socioeconomic environment. The personal setting, on the other hand, relates to the individual shopper's time, money, and physical effort concerns at the time of buying behavior. It also comprises product setup, which refers to the marketing mix of the product class in the shop, including brand accessibility, comparative pricing structure, unforeseen sales promotion, and shelf placement of numerous product possibilities.

Since Fishbein and Ijzen's suggestion that attitude-behavior correlation cannot be established, this hypothesis is pertinent to the investigation (1975). Here, unforeseen store changes including the arrival of a new brand, relocation of current brands, in-store promotions, and the sales clerk's targeted sales efforts might not be anticipated by the consumer.

2.2.3 Theory of Service Quality Gap

The authors Parasuraman, Zeithalm, and Berry put out the Service Quality Gap Model idea (1985). The theory of the service quality gap describes the essential conditions for providing high service quality. Customers frequently make comparisons between the services they "experience" and those they "expect." The discrepancy between customer expectations and perceptions is known as the customer gap. Customer expectations are what a customer expects given the resources at their disposal. These resources include information online as well as information about the customer's cultural background, family lifestyle, personality, demographics, and advertising.

Based on the customer's interaction with the product or service, customer perception is wholly subjective. Customer satisfaction with a particular good or service and the caliber of the service provided determine perception. The most significant gap is with the customer, and the expectation and perception of the customer should be nearly identical. Delivering a quality service for a particular product should be based on a clear understanding of the target market in a

customer-oriented strategy. The best way to close the gap might be to understand customer needs and expectations. The knowledge, policy, delivery, and communication gaps must be understood.

The difference between management perception and consumer expectations is known as the knowledge gap.

The Knowledge Gap: is the discrepancy between what the customer expects from the service and what the business actually offers. Managers are either unaware of or have incorrectly interpreted the customer's expectations in relation to the company's services or products, claim Parasuraman, Zeithalm, and Berry (1985). A knowledge gap may indicate that businesses are attempting to satisfy false or fictitious consumer needs. Understanding the customer's desire for service is crucial in a firm that values its customers. It will take extensive market research to close the gap between what customers expect from services and how management views service delivery.

Policy Gap: The difference between management perception and service quality requirements is known as the policy gap. The inaccuracy of management's interpretation of the service policy into rules and guidelines for employees, according to Kasper et al. (2006), is the cause of this gap. Some businesses struggle to translate customer expectations into precise service quality delivery. Poor service design, a failure to maintain and regularly update their delivery of good customer service, or even a lack of standardization can fall under this category. Due to this gap, customers might look elsewhere for a comparable product with better service.

Delivery Gap: The discrepancy between service quality specifications and delivery is known as the delivery gap.

This discrepancy highlights the employees' performance gaps. Organizations with a delivery gap may identify the service needed to support customers, but they haven't properly trained their staff or implemented good procedures and guidelines. Employees are therefore inadequately prepared to handle customer needs. In the event of a delivery gap, some issues include:

i. Employees lack of product knowledge and have difficulty managing customer questions and issues.

ii. Organizations have poor human resource policies.

iii.   Lack of cohesive teams and the inability to deliver.

The Communication Gap: The Disconnection Between External Communications and Service Delivery, the promises made by businesses via advertising media and communication create client expectations, claim Parasuraman et al. (1985). A communication gap results when overly optimistic advertising does not match the actual service provided. Customers may look for alternate product suppliers because they are dissatisfied when the offered service does not live up to their expectations.

This theory is important because it clarifies how small and medium-sized businesses can close the gap. The methods listed below may be used to do this: Understanding customer needs, their defined standards, and the quality of the services they get. SMEs develop a consumer profile and make an effort to provide substitute goods and services that might please the customer. They then choose the delivery method and let the customer know how long it should take to receive their order. Setting standards for how quickly customers are informed when a product is out of stock (immediately), how quickly customers are informed whether an out-of-print book can be located (three weeks), how long customers have to return items (30 days), and whether they are responsible for return shipping costs are also examples of customer defined standards. Orders frequently arrive before the dates promised, are accurate, and are in excellent condition due to careful shipping practices, which also defines their service delivery. Customers have access to order history and package tracking at all times.

The theory of the service quality gap serves as the foundation for this study, which emphasizes the need for small and medium-sized businesses to comprehend the gap in customer loyalty when using social media as a marketing tool.

2.3 Empirical Review

Extent-related studies on the influence of social media networks on consumer spending have a wide range of methodologies and topics they cover. For instance, the study by Anic and Vouk (2005), which used a survey research design method, explored the relationships between store patronage motives, purchasing motives, and purchasing outcomes for major shopping trips in the Croatian grocery retailing. Before the start of the 1990s, Croatian consumers were said to have had a limited selection of stores from which to choose for their grocery shopping trips. Since

then, we have seen a rapid growth in the number of supermarkets, hypermarkets, cash and carry shops, and discounters. The Croatian grocery retailers have come under increasing pressure to make their competitive strategies more successful despite the entry of multinational retailers and the ongoing changes in consumer attitudes and behavior in order to boost store traffic, foster customer loyalty, and improve performance. While Anic and Vouk's (2005) study was primarily intended to explore the relative importance of patronage motives as individual values and factors and link them with purchasing outcomes, the current study, which uses social media networks, focuses on the revolutionary improvement in the retailing business environment that affects consumers' shopping behavior. to investigate the connection between managers' and customers' perspectives on the reasons for visiting a store. The concept of "store patronage motives" as defined by Anic and Vouk (2005) refers to "the reasons for patronizing a store," i.e., components of a retailer's merchandising mix that are important in a customer's patronage decision.

Oztamur (2014) emphasized the connection and relationship between SMEs' performance and online community marketing or social media marketing. The study showed that SMEs worldwide were adopting the idea of social media marketing. However, since this is a conceptual review, no context or analysis is provided. The relationship between social media marketing strategies and campaigns and sales growth for the targeted SMEs in Nairobi County, Kenya, was the subject of a 2017 study by Olonde. Even though the study found a significant positive correlation, it only considered sales growth, whereas performance includes both financial and non-financial aspects.

University students were the focus of a study by Masinde (2012) that was carried out in Nairobi County. It examined how they react to social media marketing. The study, which was quantitative and descriptive, sought to determine whether social media campaigns affected student brand awareness and loyalty. The study's findings suggested that social media did, in fact, have a beneficial effect. Increased levels of brand loyalty, improved attitudes toward the brand, and increased brand awareness all occurred. The study's main limitation is that it only looked at how social media marketing directly affected consumers who were most likely to choose to use the company's services, rather than how it affected the company itself. Additionally, it doesn't explain how marketing strategy affects a company's organizational performance. This study's focus on university students, a very distinct demographic, presents

another drawback. This is a special group of people who are generally adept at using social media and who have invested a lot of time on those platforms looking for their interests and tendencies to follow trends. Because of this, the influence of social media on this population cannot be viewed as a generalization of the market. By focusing on a more representative population, this study hopes to eliminate this bias (2011)

The objective is to evaluate the tourism industry as a whole and determine the function of social media marketing strategies as a marketing tool to promote the services in a profitable industry. The primary goal of the study was to determine whether travel agencies generally use social media marketing to advertise their destinations and services. It also examined the social media tactics these businesses used. The results of these studies showed that social media increases interest in and awareness of tourist destinations. However, the study found that businesses lack comprehensive social media marketing strategies and advised businesses to adopt new social media channels. However, there were a few issues with this study that this research hopes to fix. To begin with, it only focused on the travel and tourism sector. Therefore, there is a knowledge gap regarding the use of social media in other industries. The effect of these social media campaigns on business performance was also not examined in the study. Last but not least, the study was carried out in 2011, which was eight years ago. In the digital age, this is a long time, and a lot has changed. Therefore, it is crucial to evaluate the current circumstance.

Njeri, 2014 conducted a study to assess the impact of social media on Kenya's banking sector. The study generally sought to ascertain how social media interactions affected the financial performance of all operating commercial banks. Based on the study's conclusions, it was determined and confirmed that social media has improved all of the banks' financial standing. They were able to attract a sizable customer base through social media at a reasonable cost. Due to a rise in loan applications, revenue also increased. The overall result was thus very favorable. The study has a number of drawbacks. A knowledge gap exists for all other industries using social media marketing campaigns based on online interactions as a marketing tool because it first targeted a particular industry. Second, the same study's review was unable to conclusively determine whether the financial advantages were due solely to social media marketing or to a variety of other factors, such as the year's economic performance in the finance sector.

A 2012 study by Mwaniki focused on SMEs that were run by young people in Nakuru, Kenya. Given that it is aimed at the same demographics as this research, it is much more relatable. The study was also descriptive and involved gathering information from business owners in the research's target towns. According to the study's findings, young people in Nakuru town did use social media to advertise their businesses. The study also noted social media marketing as an emerging strategy that is likely to take the lead in regional business promotion. The study also has some flaws. It addresses the same problems that this study is trying to solve. The study's lack of an unbiased examination of the effects of social media marketing on organizational performance is its only flaw. Additionally, it was carried out and reported in Nakuru, which has different dynamics from Nairobi County.

According to theory, social media has a clearly positive impact on businesses, and this impact is justifiable in light of those businesses' goals and marketing operations objectives. However, a methodological approach to evaluating business performance is required, and this is where organizational performance comes into play. The actual output of a business entity measured against its target is referred to as organizational performance. It emphasizes important business pillars like finances, sales, and assets.

2.4 Summary of Literature

Previous empirical research have made an effort to establish a relationship between social media marketing and business success. While the researcher have come closer to understanding this phenomena, there are still some unresolved questions that need to be explored. This lays forth the plan for further study in this area of study. Therefore, the current study is an effort to explore, understand, and establish the clear relationship between social media marketing strategies used by SMEs based on how well they perform in relation to the desired business goals set forth by management in the context of SMEs in the Lagos Metropolis.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter's goal is to outline the methods the researcher used to complete the study. The study design, the target audience, the sample size, and the methods used to choose the sample components are all described in this chapter. It outlines the techniques that were used for data analysis as well as the research tools and process for gathering primary data.

3.1 Research Design

The process by which data are gathered, analyzed, and used to identify or respond to a problem or opportunity is known as research design. It aims to maximize the gap between the cost of obtaining different levels of accuracy and the expected value of information associated with each level of accuracy (Osula, 2010). The descriptive survey design for this study was one that the researcher created through the use of questionnaires, information is gathered from the sample population in this procedure. The Lagos Metropolis, which is the most populated state in Nigeria and one of the fastest growing cities in the world, is the focus of this study project's data collected from respondents in specific SMEs.

3.2 Population of Study

According to Asika (2006), the population of a study is the census of all potential components, participants, or observations connected to a certain phenomena of interest to the researcher. 400 chosen SMEs in the Lagos Metropolis were the study's target population.

3.3 Sample Size

The sample size will be 200 of the total population.

3.4 Sample Size Determination

To get the number of samples effective and efficient for the research study, the Taro Yamane formula is used in determining the sample size:

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

Where: n = sample size = ?

N = The total estimate population of respondents selected = 400

e = Margin of error (5%) or (0.05)

I = Constant areas = 1

SOLUTION

$$\therefore n = \frac{400}{1+400(0.05)^2}$$

$$n = \frac{400}{1+400(0.0025)}$$

$$n = \frac{400}{1+1}$$

$$n = \frac{400}{2}$$

Therefore, n (Sample Size) =200

3.5 Sampling Techniques

According to the researcher, samples are taken from the whole population using the random and convenience sampling approach in order to benefit from an in-depth study and effective coverage.

3.6 Method of Data Collection

Oral interviews and direct delivery of the study questionnaire were used to gather the data. The information gathered would help the researcher better understand how social media marketing affects small and medium businesses' ability to attract customers. To accomplish this, the researcher used effective data collecting techniques, and descriptive statistics were used for analysis and interpretation of the study topics (Frequencies). Chi-square analysis was used to examine the hypotheses. The quantitative data were analyzed using the statistical program IBM Statistical Package for Social Sciences (SPSS, Version 22), and the results were shown in tables to provide a clear image of the study findings.

3.7 Data collection Instrument

According to Dixon Ogbechi (2002), a research instrument is a tool for gathering pertinent data or measuring the variables that are utilized to address research questions and/or evaluate study hypotheses. The primary research tool for this study was a questionnaire that was independently created. All that is required as a response is for the responder to check the boxes next to each item that is already typed. The difficulties, research questions, and research aims served as the

basis for the inquiries. Sections A and B made up the questionnaire. Using a Likert scale with responses ranging from Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), and Strongly Disagree (SD), Section A asked demographic and personal questions, while Section B addressed other crucial questions pertaining to answering the research question posed in this study (SD). Because they need very little resources—financial, time, and energy—and may facilitate a simpler analysis because they are often in their immediately usable form, questionnaires were selected for the research.

3.8 Validation and Reliability of the Instrument

The degree to which a measuring device measures what it was intended to measure is known as validity. The consistency of a group of independent, interchangeable observations is examined for reliability. The information obtained from the distributed questionnaire serves as the primary source of data. Face, content, and construct validity were used as the metrics for measuring validity. With the help of social media marketing experts and the study supervisor's judgment, face and content validity were applied to this study. Face validity was used to assess the suitability of the wording of the data collection instrument and to check whether it had measured the variables he intended to measure. The internal consistency reliability test was applied to ensure the validity of the study instrument and the data gathered, and the Cronbach's Alpha analysis resulted in a value of.946. Because the researcher and some of the respondents carefully went over and analyzed the information provided, the data is valid and reliable.

3.9 Method of Data Analysis

The researcher's chosen approach for data analysis is: The researcher used advanced statistics from the Chi-square test to examine the empirical validity of the hypothesis using percentages and frequency distribution. The IBM Statistical Package for Social Sciences was used to analyze all the data (SPSS, version 22).

Percentage: The purpose of utilizing percentages was to make the comparisons issue simpler. For comparing and contrasting different numbers and time periods, percentages are a valuable tool. They aid in integrating numerical knowledge with quantitative qualities.

Frequency: The impression created by looking at a vast mass of figures suggests that the arrangements lack a clear, sophisticated meaning. A frequency distribution table is used to

quickly grasp the estimated sample size. This statistical approach is used to simplify a confusing quantity of data. The researcher uses frequency distribution tables to analyze data in order to provide a more faster and more accurate understanding of the data they have gathered.

3.9.1 Chi-square Technique

The hypothesis is tested using the chi-square (X2) statistics, which places a lot of focus on comparing observed and anticipated frequency distributions. The Chi-Square test was run using the statistical program SPSS in order to evaluate the hypothesis.

3.9.2 Decision Rule Based on SPSS

Accept H1 if the calculated value exceeds the threshold of significance. For example, if the p-value (labeled Asymp. Sig.) is greater than 0.1, the null hypothesis is accepted (H1). We reject H1 and accept the Alternative Hypothesis if the p-value (labeled Asymp. Sig.) is less than 0.1. (H2).

3.9.3 Statistical Significance and Testing of Hypothesis

A 10% threshold of significance was used to examine the impacts of independent factors on dependent variables, which indicates a 90% confidence in the accuracy of the judgments made.

<center>**CHAPTER FOUR**</center>

<center>**Data Presentation, Analysis and Interpretation**</center>

4.0 Introduction

Analysis of the data gathered was the main topic of this chapter research. The conclusion of the analysis will be presented and understood. Only 190 of the 200 questionnaires that were carefully sent to respondents for this study were accurately filled out and returned by the deadline to be utilized for analysis. This showed a response rate of 97.5%. Thus, 190 copies of the obtained questionnaire were examined and displayed in tables using Software Package for Social Science (SPSS) for simple understanding.

Table 4.1 Preliminary Survey Details

Response Rate to Questionnaire Administered

S/No	Questionnaires	Frequency	Percentage
1.	Number of questionnaire administered	200	100%
2.	Questionnaires retrieved and used for the final analysis	190	97.5%
3.	Number of questionnaires not properly administered	5	1.25%
4	Number of questionnaires not retrieved	5	1.25%

Source: Field Survey 2022

The percentage of respondents to surveys is shown in Table 4.1 above. According to the sample size calculation, 200 copies of the questionnaire were sent to small and medium-sized businesses in the Lagos Metropolitan Area. Due to improper administration of five copies and non-return of five copies, a total of 190 questionnaires were recovered following administration. This indicates a response rate of 97.5%.

Table 4.2. Demographic data of the Respondents.

The following shows the frequency counts and percentage of demographic data of the respondents in terms of their gender, age, educational qualification, experience and marital status.

Variable	Frequency	Percentage (%)
GENDER		
Male	85	44.7
Female	105	55.3
TOTAL	190	100.0
AGE		
18 – 25 years	25	13.2
26 – 35 years	19	10.0
36 – 45 years	22	11.6
46 – 60 years	124	65.3
TOTAL	190	100.0
EDUCATIONAL QUALIFICATION		
WASSCE	58	30.5
OND	71	37.4
HND/B.Sc.	23	12.1
M.Sc./MBA/PHD	38	20.0
Others	0	0
TOTAL	190	100.0

EXPERIENCE		
Below 2 years	17	8.9
2 – 4 years	111	58.4
5 – 7 years	24	12.6
8 – 10 years	23	12.1
Above 10 years	15	7.9
TOTAL	190	100.0
MARITAL STATUS		
Single	46	24.2
Married	118	62.1
Divorced	12	6.3
Widowed	14	7.4
TOTAL	190	100.0

Source: Field Survey 2022

The respondents' demographic data was shown in Table 4.2. According to table 4.2, 85 respondents, or 44.7% of the total, were male, while 105 respondents, or 55.3%, were female. This only shows that women made up the majority of the small- and medium-sized business owners who took part in this survey.

Table 4.2's findings show that 25 respondents, or 13.2% of all respondents, were between the ages of 18 and 25; 19 respondents, or 10.0% of all respondents, were between the ages of 26 and 35; 22 respondents, or 11.6% of all respondents, were between the ages of 36 and 45; and 124 respondents, or 65.3% of all respondents, were between the ages of 46 and 60. This finding indicates that respondents are adults since the majority of the small and medium-sized businesses that took part in the survey were between the ages of 46 and 60.

It was also discovered that the respondents had the following levels of education: 58 (30.5%) WASSCE holders, 71 (37.4%) OND holders, 23 (12.1%) HND/B.Sc. holders, 38 (20.0%) MBA/M.Sc./Ph.D. holders, and none of the respondents indicated any other levels of education not included in this study. This suggests that OND holders made up the majority of the respondents who took part in the research.

According to years of working experience, 17.9% of respondents have less than two years' experience, 111.4% have between two and four years' experience, 24.6% have between five and seven years' experience, 23.1% have between eight and ten years' experience, and 7.9% have more than ten years' experience. The outcome suggests that the respondents have experience in their areas of expertise.

118 respondents (62.1%) were married, 118 respondents (62.1%) were single, 12 respondents (6.3%) were divorced, and 14 respondents (7.4%) were widowed, according to table 4.2's breakdown of respondents' marital status. The bulk of the respondents who took part in the survey were married, making up 57% of the whole sample.

4.3. The association between online advertisement/sales promotion and customers' products loyalty

This section presents the opinion of respondents in response to research question one that seeks to evaluate whether an association exist between online advertisement/sales promotion and customers' products loyalty.

Items	Frequency	Percentage (%)
Strongly Disagree	0	0
Disagree	9	4.7
Undecided	0	0
Agree	72	37.9

Strongly Agree	109	57.4
Total	190	100.0

Table 4.3.1. Online advertisement enables customers to demand more for my company's products

Source: Field Survey 2022

The frequency distribution result for the question of whether internet advertising encourages consumers to place higher orders for my company's items was shown in Table 4.3.1 above. According to the data in the table, the majority of respondents—57.4%—strongly agreed, a higher percentage—37.9%—agreed, and 4.7%—disagreed that internet advertising encourages consumers to place higher orders for a company's goods. Therefore, the majority firmly agreed that online advertising encourages consumers to place higher orders for my company's goods.

Table 4.3.2: The use of online sales promotional tools has increased the quantity of customers for my company's products

Items	Frequency	Percentage (%)
Strongly Disagree	9	4.7
Disagree	9	4.7
Undecided	0	0
Agree	81	42.6
Strongly Agree	91	47.9
Total	190	100.0

Source: Field Survey 2022

The frequency distribution of staff members in response to the utilization of online sales promotion tools was shown in Table 4.3.2 above. According to the data in the table, most respondents (47.9%) highly agreed, more respondents (42.6%) agreed, and 4.7% objected and

strongly disagreed with the usage of online sales promotional techniques. Therefore, the vast majority of respondents firmly agreed that using online sales promotion tools has boosted the number of clients for their business's goods.

Table 4.3.3: Facebook information on sales of products encouraged significantly purchase

Items	Frequency	Percentage (%)
Strongly Disagree	0	0
Disagree	9	4.7
Undecided	0	0
Agree	66	34.7
Strongly Agree	115	60.5
Total	190	100.0

of customers' diverse products

Source: Field Survey 2022

The results of the frequency distribution of staff members in response to whether Facebook information on product sales considerably influenced the purchase of customers' varied items were shown in Table 4.3.3 above. According to the data in the table, the majority of respondents (60.5 percent strongly agreed), 34.7% agreed, and 4.7% disagreed that Facebook information on product sales greatly encouraged buyers to buy a variety of items. Therefore, a majority of respondents strongly agreed that Facebook sales information greatly influenced consumers' purchases of a variety of items.

Table 4.3.4: Brand building becomes easier for retailers due to online marketing of

Items	Frequency	Percentage (%)
Strongly Disagree	0	0
Disagree	9	4.7
Undecided	9	4.7
Agree	67	35.3
Strongly Agree	105	55.3
Total	190	100.0

products

Source: Field Survey 2022

Table 4.3.4 above presented the result of the frequency distribution in response to whether brand building becomes easier for retailers due to online marketing of products. The table showed that majority of the respondents 55.3% strongly agreed, 35.3% agreed, 4.7% were undecided and 4.7% disagreed that brand building becomes easier for retailers due to online marketing of products. Hence, majority strongly agreed that brand building becomes easier for retailers due to online marketing of products.

4.4: Social media messages and customers' willingness to buy company's products.

This section is intended to illustrate the association between social media messages and customers' willingness to buy company's products.

Items	Frequency	Percentage (%)
Strongly Disagree	10	5.3
Disagree	0	0
Undecided	9	4.7
Agree	42	22.1
Strongly Agree	129	67.9
Total	190	100.0

4.4.1: Online information enables customers to develop great willingness to buy

Source: Field Survey 2022

Table 4.4.1 above presented the result of the frequency distribution in response to whether online information enables customers to develop great willingness to buy. The table showed that 67.9% strongly agreed, 22.1% agreed, 4.7% were undecided and 5.3% strongly disagreed that online information enables customers to develop great willingness to buy. Hence, majority of the respondents strongly agreed that online information enables customers to develop great willingness to buy.

Items	Frequency	Percentage (%)
Strongly Disagree	18	9.5
Disagree	0	0
Undecided	9	4.7
Agree	68	35.8
Strongly Agree	95	50.0

Total	190	100.0

4.4.2: Regular messages from Instagram/twitter handle, Facebook will not allow customers to stop buying their admired products

Source: Field Survey 2022

Table 4.4.2 details Facebook's response to requests from Instagram/Twitter users to cease purchasing products they find admirable. The results show that 50.0% highly agreed, 35.8% agreed, a small number (4.7%) of respondents were unsure, and 9.5% strongly disagreed that customers will not be able to quit purchasing their appreciated products as a result of constant messaging from Instagram/Twitter handles and Facebook. This suggests that notifications from Facebook, Instagram, and Twitter accounts on a regular basis will encourage users to purchase the things they admire.

4.4.3: Market expansion and coverage are guaranteed for company's products in view of

Items	**Frequency**	**Percentage (%)**
Strongly Disagree	18	9.5
Disagree	0	0
Undecided	18	9.5
Agree	83	43.7
Strongly Agree	71	37.4
Total	190	100.0

online information.

Source: Field Survey 2022

Table 4.4.3 presented the results of respondents on the statement market expansion and coverage are guaranteed for company's products in view of online information. It was shown that 43.7%

agreed, 37.4% strongly agreed, 9.5% were undecided and 9.5% strongly disagreed that market expansion and coverage are guaranteed for company's products in view of online information. Hence, majority of the respondents agreed that market expansion and coverage are guaranteed for company's products in view of online information.

4.4.4: Business to customer relationship is established better through social media news

Items	Frequency	Percentage (%)
Strongly Disagree	18	9.5
Disagree	0	0
Undecided	9	4.7
Agree	89	46.8
Strongly Agree	74	38.9
Total	190	100.0

that allow customers' needs to be met by company's products.

Source: Field Survey 2022

The responses to the assertion that business to customer relationships are improved by social media news that enables customers' wants to be satisfied by a company's goods were shown in Table 4.4.4. According to the results, 46.8% agreed, 38.9% strongly agreed, 4.7% were unsure, and 9.5% strongly disagreed. Consequently, based on the reaction, it can be concluded that social media news allows for the better establishment of business to customer relationships and enables the company's goods to satisfy consumers' demands.

4.5: Link between types of social media and level of customers' products demand.

This section reveals the connection between the types of social media and level of customers' products demand.

Items	Frequency	Percentage (%)

Strongly Disagree	8	4.2
Disagree	10	5.3
Undecided	18	9.5
Agree	47	24.7
Strongly Agree	107	56.3
Total	190	100.0

4.5.1: Facebook is used mostly to capture customers' interest for persistent demand for products

Source: Field Survey 2022

Table 4.5.1 above displayed the results of the frequency distribution in answer to the question of whether Facebook is mostly used to pique consumers' attention in order to satisfy ongoing product demand. Facebook is mostly used to pique consumers' interest in order to sustain demand for items, according to the answer, which showed that 56.3% of respondents, or the majority, strongly agreed, 24.7% agreed, 9.5% were uncertain, 5.3% disagreed, and 4.2% strongly disagreed. Therefore, the majority was unanimous in their opinion that Facebook is mostly utilized to pique consumer interest in order to sustain ongoing product demand.

Items	**Frequency**	**Percentage (%)**
Strongly Disagree	8	4.2
Disagree	19	10.0
Undecided	16	8.4
Agree	56	29.5
Strongly Agree	91	47.9
Total	190	100.0

4.5.2: Online messages paved way for ceaseless demand for company's products

Source: Field Survey 2022

The findings of responders to the assertion that online messaging opened the way for endless demand for the company's goods were shown in Table 4.5.2. According to the results, 47.9% highly agreed, 29.5% agreed, 8.4% were unsure, 10.0% disagreed, and 4.2% strongly disagreed that internet communications contributed to the company's items being in high demand all the time. Therefore, the vast majority of respondents agreed that internet communications created a constant need for the company's goods.

4.5.3: Instagram/online marketing sites are powerful instruments to achieve persistent high

Items	Frequency	Percentage (%)
Strongly Disagree	8	4.2
Disagree	10	5.3
Undecided	16	8.4
Agree	76	40.0
Strongly Agree	80	42.1
Total	190	100.0

demand for company's products

Source: Field Survey 2022

The findings of respondents to the statement that Instagram and online marketing platforms are effective tools to maintain a high level of demand for a company's goods were shown in Table 4.5.3. 4.2% strongly disagreed, 5.3% disagreed, 8.4% were indecisive, 42.1% strongly agreed, 40.0% agreed, and 5.3% disagreed. As a result, the vast majority of respondents firmly agreed that Instagram and other online marketing platforms are effective tools for generating steady, high demand for a company's goods.

4.5.4: Display of products types, features/brands and warranties are attributes that will continue to register high purchase by customers

Items	Frequency	Percentage (%)
Strongly Disagree	9	4.7
Disagree	0	0
Undecided	8	4.2
Agree	68	35.8
Strongly Agree	105	55.3
Total	190	100.0

Source: Field Survey 2022

The responses to the statement "Product kinds, features/brands, and warranties are qualities that will continue to record high purchase by consumers" were shown in Table 4.5.4. It was discovered that presentation of product kinds, features/brands, and warranties are aspects that will continue to record high purchase by consumers, with 55.3% strongly agreeing, 35.8% agreeing, 4.2% being unsure, and 4.7% strongly disagreeing. Therefore, the majority of respondents firmly believed that the presentation of product varieties, features, and warranties are factors that will continue to drive up consumer spending.

4.6: The relationship between social networking and customers' desires to pay for company's products.

This section reveals how social networking correlates the desire of customers to pay for company's products.

4.6.1: Sharing social media information among customers facilitates their desires to pay for company's products.

Items	Frequency	Percentage (%)
Strongly Disagree	17	8.9
Disagree	0	0
Undecided	0	0
Agree	100	52.6
Strongly Agree	73	38.4
Total	190	100.0

Source: Field Survey 2022

The findings of the respondents on how social media information sharing among consumers encourages their desire to purchase the goods of the firm were shown in Table 4.6.1. The results showed that 52.6% of respondents agreed, 38.4% strongly agreed, and 8.9% strongly disagreed that consumers' wishes to purchase a company's goods are facilitated by the sharing of social media information. Therefore, the majority of respondents agreed that consumers' wishes to purchase the company's goods are facilitated by sharing information on social media.

4.6.2: Uniform prices are established through social networking, hence, customers don't

Items	Frequency	Percentage (%)
Strongly Disagree	8	4.2
Disagree	9	4.7
Undecided	0	0
Agree	89	46.8
Strongly Agree	84	44.2
Total	190	100.0

feel cheated and are willing to pay

Source: Field Survey 2022

The findings of respondents' questions on whether they felt not taken advantage of and were prepared to pay since uniform pricing were set via social networking were shown in Table 4.6.2. The results showed that 46.8% of respondents agreed, followed by a higher proportion of respondents (44.2%) who strongly agreed, 4.7% disagreed, and 4.2% severely disagreed. Therefore, the majority of respondents agreed that when standard rates are set via social networking, people don't feel tricked and are prepared to pay.

4.6.3: Social networking makes it convenient to place order and receive demand as at when

Items	Frequency	Percentage (%)
Strongly Disagree	8	4.2
Disagree	9	4.7
Undecided	8	4.2
Agree	95	50.0
Strongly Agree	70	36.8
Total	190	100.0

due which gives room for desires to pay.

Source: Field Survey 2022

Table 4.6.3 displayed respondents' opinions on the claim that social networking makes it simple to place orders and get demands as soon as they are due, allowing for the desire to pay. 50.0% agreed, 36.8% strongly agreed, 4.2% were unsure, 4.7% disagreed, and 4.2% strongly agreed as a result. Therefore, the vast majority of responders agreed. This suggests that social networking makes it simple to place orders and get demands when they are due, allowing for wishes to pay.

Items	Frequency	Percentage (%)

Strongly Disagree	8	4.2
Disagree	9	4.7
Undecided	8	4.2
Agree	104	54.7
Strongly Agree	61	32.1
Total	190	100.0

4.6.4: Regular information flow promotes knowledge about company's products' quality, usage and prescription that facilitate readiness to pay by customers.

Source: Field Survey 2022

Table 4.6.4 displayed the respondents' responses to the claim that consistent information flow encourages consumer willingness to pay by promoting understanding of the company's goods' quality, application, and prescription. 54.7% of respondents agreed, followed by 32.1% who strongly agreed, 4.2% who were uncertain, 4.7% who disagreed, and 4.2% who severely disagreed. Therefore, the majority of respondents firmly agreed that consistent information flow encourages awareness about the company's goods' quality, consumption, and prescription, which helps consumers be willing to spend.

4.7 HYPOTHESES TESTING

Table 4.7.1: Hypothesis One:

Ho: There is no significant relationship between online advertisements/sales promotion and customers' products loyalty

H1: There is a significant relationship between online advertisements/sales promotion and customers' products loyalty

Correlations

			online advertisements/sales promotion	customers' products loyalty
Spearman's rho	online advertisements/sales promotion	Correlation coefficient	1.000	0.753**
		Sig (2-tailed)		.010
	customers' products loyalty	Correlation coefficient	0.753**	1.000
		Sig (2-tailed)	.010	
		N	190	190

Source: Field Survey 2022

With a "r" correlation value of 0.753, the aforementioned result demonstrated that there is a significant positive association between online advertisements/sales promotion and consumers' product loyalty. Additionally, the p-value (p-value = 0.05) is lower than the significant value (sig 2-tailed) "0.010". This suggests that the important nature of the observed strong link between the two variables. As a result, the alternative hypothesis is accepted and the null hypothesis is rejected. In other words, there is a strong correlation between consumers' product loyalty and online marketing and sales promotion.

4.7.2: Hypothesis Two

Ho: There is no significant relationship between social media messages and customers' willingness to buy company's products

H1: There is a significant relationship between social media messages and customers' willingness to buy company's products

Correlations

			Social media messages	Customers' willingness to buy products
Spearman's rho	Social media messages	Correlation coefficient	1.000	0.798[*]
		Sig (2-tailed)		.000
	Customers' willingness to buy products	Correlation coefficient	0.798[*]	1.000
		Sig (2-tailed)	.000	
		N	190	190

Source: Field Survey 2022

According to the following finding, there is a significant positive correlation between social media messages and consumers' propensity to purchase goods. Social media statements and consumers' propensity to purchase things have a substantial link, with a "r" value of 0.798. Additionally, the high correlation between the two variables was significant since the significant value (sig 2-tailed) "0.000" was lower than the p-value (p-value = 0.05). The alternative hypothesis is thus accepted and the null hypothesis is rejected. As a result, social media posts and consumers' propensity to purchase a brand's goods are significantly correlated.

4.7.3: Hypothesis Three:

Ho: There is no significant relationship between types of social media and level of customers' products' demand

H1: There is a significant relationship between types of social media and level of customers' products' demand

Correlations

			Types of social media	Level of customers' products' demand
Spearman's rho	Types of social media	Correlation coefficient	1.000	0.100
		Sig (2-tailed)		.857
	Level of customers' products' demand	Correlation coefficient	0.100	1.000
		Sig (2-tailed)	.857	
		N	190	190

Source: Field Survey 2022

The result above indicated that there is a weak positive correlation between types of social media and level of customers' products' demand. With a correlation coefficient "r" of 0.100, there is an indication that that there is a weak positive correlation between types of social media and level of customers' products' demand. Also, with a significant value (sig 2- tailed) of 0.857 which is higher than the p-value (p-value = 0.05), it indicates that the variables of consideration were not significant. Hence, null hypothesis is accepted while alternate hypothesis is rejected. This means that there is no significant relationship between types of social media and level of customers' products' demand.

4.7.4: Hypothesis Four:

Ho: There is no significant relationship between social networking and customers' desires to pay for company's products

H1: There is a significant relationship between social networking and customers' desires to pay for company's products

Correlations

			Social networking	Customers' desires to pay for products
Spearman's rho	Social networking	Correlation coefficient	1.000	0.471
		Sig (2-tailed)		.008
	Customers' desires to pay for products	Correlation coefficient	0.471	1.000
		Sig (2-tailed)	.008	
		N	190	190

Source: Field Survey 2022

According to the aforementioned finding, there is a tenuous positive association between social networking and consumers' intentions to make purchases. The link between social networking and buyers' intentions to make purchases was poor, with a "r" value of 0.471. Additionally, the p-value (p-value = 0.05) is lower than the significant value (sig 2-tailed) "0.008". This suggests that the two variables' positive weak connection is not statistically significant. Therefore, the alternative hypothesis is rejected while the null hypothesis is accepted.

4.8 DISCUSSION OF THE FINDINGS

In this section, the findings from the survey analysis of the Topic **"SOCIAL MEDIA AS A MARKETING TOOL FOR CUSTOMERS' PATRONAGE: A STUDY OF SELECTED SMALL AND MEDIUM ENTERPRISES IN LAGOS METROPOLIS"** was discussed.

The main goal of this study was to look at social media as a tool for consumers to patronize certain small and medium-sized businesses in Lagos Metropolis. There are four separate goals that make up the general goal. The specific goals derived from these general goals are to: ascertain the relationship between online advertisements/sales promotion and customers' product

loyalty; confirm how social media messages have encouraged customers to purchase companies' products; research the relationship between social media types and the level of customer demand; and examine how social networking has stimulated customers' desires to pay for companies' products.

When analyzing social media as a tool for consumers' patronage among selected small and medium businesses in Lagos Metropolis, a descriptive survey methodology was used to collect information from chosen respondents using a structured questionnaire. 200 respondents provided the data for the research, of which 190 were deemed legitimate and utilized for analysis. The study's conclusions, which were reached after conducting descriptive statistics and a correlation analysis, are summarized in the table below.

Investigations were done on the link between product loyalty and advertising and sales promotion. The results demonstrated a substantial association between marketing and sales promotions and consumers' loyalty to certain brands. The two variables have a considerable and strong link with one another. It suggests that advertising as a tool for promotion is an important factor in determining how loyal consumers are to a brand's goods. This result corroborate the results of a study by Hiwot (2021) on the impact of integrated marketing communication on consumer spending, which showed that advertising had a significant impact on consumer spending as a whole. Additionally, it was shown that advertising and personal selling showed the statistically significant and comparably largest favorable benefits.

The study also looked at the connection between social media posts and consumers' propensity to purchase goods. Results demonstrated a high and favorable correlation between social media messages and consumers' propensity to purchase goods. This suggests that communications sent to users via social media platforms affect their propensity to make purchases. This conclusion contradicts that of Mwaniki (2012), who found that SMEs utilized social media to advertise their companies rather than to communicate with consumers.

The study also examined the relationship between various social media platforms and the amount of consumer product demand. In the end, there was only a somewhat favorable association between the various social media platforms and the degree of consumer product demand. This implies that a product's demand is not determined by the sort of social media handle. This suggests that other factors that might influence the degree of product demand should be

identified. Similar to this, a research by Njeri (2014) found that although consumers have preferences for the social media platforms they use, these platforms have no impact on how much demand they have for a product.

Finally, the connection between social networking and consumers' intentions to make purchases was discovered. The outcome showed a shaky association between the observational variables. Additionally, the factors that were noticed (social networking and consumers' wants to pay for items) were not significant. The results of Oztamur (2014), who concentrated on the association and relationship between social media marketing and the performance of SMEs, found that there is a strong positive correlation between social media marketing and customers' propensity to pay for a product. This finding contrasts with their findings. Additionally, there was a strong link between the study's factors.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter of the project entails a summary of the findings, the conclusion, and recommendation of the study for the way forward. Summary of the findings is a synopsis of the study results, while conclusion is based and supported on the policy, practice, and academic implication of the study.

5.1 Summary

Social media as a Marketing Tool for Customers' Patronage: A Research of Selected Small and Medium Enterprises in the Lagos Metropolis was the main topic of the study. The study's particular goals were as follows:

1. To ascertain the relationship between online advertisements/sales promotion and customers' products' loyalty.

2. To verify how social media messages have stimulated customers' willingness to buy companies' products.

3. To investigate the link between types of social media and the level of customers' products demand.

4. To examine how social networking has encouraged customers' desires to pay for companies' products.

The respondents were asked to rate their degree of agreement with a series of statements on the usage of social media to build brand identity based on the social media marketing dimension. The results showed that identity usage in social media have a major impact on how well SMEs function going future. The data also showed that the majority of respondents believed that their company utilized social media to connect with potential clients, to project a desirable image, and to advertise their brand products.

According to the study's results, most respondents (47.9%) strongly agreed, more (42.6%) somewhat agreed, and a small number (4.7%) objected and strongly disagreed with the usage of

online sales promotional tools. Therefore, a majority of respondents firmly believed that using online sales promotion tools had boosted the number of clients for their business's goods.

Facebook is mostly used to gauge consumer interest in order to predict future product demand. In addition, Facebook is mostly used to pique consumers' interest in order to sustain demand for items, according to 56.3% of respondents, the majority of whom strongly agreed, 24.7% of whom agreed, 9.5% of whom were unsure, 5.3% of whom disagreed, and 4.2% of whom strongly disagreed.

Additionally, 46.8% of respondents agreed, 38.9% strongly agreed, 4.7% were indecisive, and 9.5% strongly disagreed, making up the majority of the respondents. Therefore, based on the answer, it can be concluded that social media news allows for better business to consumer relationships by allowing for the company's goods to satisfy customers' wants.

The responses consistently showed that 56.3% of respondents, or the majority, strongly agreed, 24.7% agreed, 9.5% were unsure, 5.3% disagreed, and 4.2% strongly disagreed that Facebook is mostly used to pique consumer interest in order to sustain demand for items. Therefore, a majority of people strongly agreed that Facebook is mostly utilized to pique consumers' attention in order to sustain product demand.

The qualities that will continue to reflect high client purchasing include product kinds, features/brands, and warranties. It was discovered that presentation of product kinds, features/brands, and warranties are aspects that will continue to record high purchase by consumers, with 55.3% strongly agreeing, 35.8% agreeing, 4.2% being unsure, and 4.7% strongly disagreeing. Therefore, the majority of respondents strongly agreed that product kinds, features, and warranties should be shown in order to encourage consumers to make more purchases.

About whether or not people feel duped and are prepared to pay given that consistent rates are set through social networking. The results showed that 46.8% of respondents agreed, followed by a higher proportion of respondents (44.2%) who strongly agreed, 4.7% disagreed, and 4.2% severely disagreed. Therefore, the majority of respondents agreed that when standard rates are set via social networking, people don't feel tricked and are prepared to pay.

Regarding whether consistent information flow encourages understanding about the company's goods' qualities, applications, and prescriptions that assist consumers' willingness to pay. 54.7% of respondents agreed, followed by 32.1% who strongly agreed, 4.2% who were uncertain, 4.7% who disagreed, and 4.2% who severely disagreed. Therefore, the vast majority of respondents firmly agreed that consistent information flow encourages understanding about the company's goods' quality, application, and prescription, which facilitates consumers' willingness to pay.

Describing how, in light of information found online, market growth and distribution are ensured for the company's goods. According to the data, 43.7% of respondents agreed, 37.4% strongly agreed, 9.5% were unsure, and 9.5% strongly disagreed that, in light of online information, market growth and coverage are assured for the company's goods. Therefore, the majority of respondents agreed that, in light of online information, market development and coverage are ensured for the company's goods.

With a "r" correlation coefficient of 0.753, hypothesis one demonstrated that there was a significant positive link between online advertisements/sales promotion and consumers' product loyalty. Additionally, the p-value (p-value = 0.05) is lower than the significant value (sig 2-tailed) "0.010". This suggests that the important nature of the observed strong link between the two variables. As a result, the alternative hypothesis is accepted and the null hypothesis is rejected. In other words, there is a strong correlation between consumers' product loyalty and online marketing and sales promotion.

The second hypothesis claimed that there was a significant correlation between social media posts and consumers' propensity to make purchases. The link between social media posts and consumers' propensity to purchase things was substantial, with a "r" value of 0.798. Additionally, the p-value (p-value = 0.05) is lower than the significant value (sig 2-tailed) "0.000," indicating that the high correlation between the two variables is significant. As a result, the alternative hypothesis is accepted and the null hypothesis is rejected. This indicates that there is a strong correlation between social media messaging and consumers' propensity to purchase a company's goods.

According to hypothesis three, there is a marginally positive association between the various social media platforms and the amount of consumer product demand. A slight positive link between social media platform types and the degree of consumer product demand is shown by a

correlation coefficient "r" of 0.100. Additionally, the variables under investigation were not significant, as shown by the significant value (sig 2- tailed) of 0.857, which is greater than the p-value (p-value = 0.05). As a result, the alternative hypothesis is rejected while the null hypothesis is accepted. This indicates that there is no meaningful connection between the various social media platforms and the degree of consumer goods demand.

According to hypothesis four, there is a slender positive association between social networking and consumers' intentions to make purchases. The link between social networking and buyers' intentions to make purchases was poor, with a "r" value of 0.471. Additionally, the p-value (p-value = 0.05) is lower than the significant value (sig 2-tailed) "0.008". This suggests that the two variables' positive weak connection is not statistically significant. Therefore, the alternative hypothesis is rejected while the null hypothesis is accepted.

5.2 Conclusion

In this study, there are several conclusions that can be obtained:

1. Variable Social Media Marketing has a strong and significant influence on Customer Engagement.

2. Social Media Marketing has a moderate and significant influence on Brand Loyalty.

3. Customer Engagement has a strong and significant influence on Brand Loyalty.

4. There is a significant effect of the variable Social Media Marketing to Brand Loyalty through Customer Engagement.

In general, social media marketing has an influence on customer service, earnings, brand loyalty, and competitiveness. Companies depend on platforms to strengthen their brands and draw in more consumers as social media users expand. Social media is a marketing technique that may be used to promote a brand, increase customer loyalty, and strengthen an organization's competitive position. Marketers rely on comments and retweets from users of Instagram, Twitter, and Facebook to defend the quality of their offerings or explain how well their services are delivered. The idea is to provide a standardized platform where individuals may communicate and do business at the same time. Marketers create engaging advertisements for their social media profiles in an effort to connect with prospective customers. Additionally, small companies

promote the formation of fan sites to get feedback from clients. The sharing of information through tweets makes opportunity for the improvement of products or services. As a result, businesses may infer customer wants from comments made on their Facebook fan sites. However, marketing is a sector that adapts with the aid of social networking sites.

In light of these results, it can be said that social media significantly increases consumer spending at retail establishments in Lagos Metropolis. In order to improve consumer loyalty and overall marketing success over time, this research advises retail companies in Lagos Metropolis to include modern marketing techniques like social media into their marketing strategy. The use of social media platforms like Facebook, WhatsApp, Twitter, Instagram, and YouTube in retail businesses' marketing plans is also advised in order to successfully reach and influence customer purchasing decisions in favor of their goods and services. SMEs must participate actively on these platforms, and to do so, they need to know how to utilize them, including audience engagement techniques.

In reality, hypothesis one demonstrated a substantial correlation between consumers' product loyalty and online marketing and sales promotion. The alternative hypothesis was accepted and the null hypothesis was disproved. According to hypothesis two, this indicates that there is a strong correlation between social media messaging and consumers' propensity to purchase a company's goods.

According to hypothesis three, the alternative hypothesis is rejected while the null hypothesis is accepted. This indicates that there is no meaningful connection between the various social media platforms and the degree of consumer goods demand.

The fourth hypothesis demonstrated that the weakly positive connection between the two variables was not significant. Therefore, the alternative hypothesis is rejected while the null hypothesis is accepted.

In conclusion, the study's findings and the outcomes of the numerous hypotheses examined show that Small and Medium Enterprises have not taken the problem of Social Media seriously.

5.3 Recommendations

The suggestions in this research, which are drawn from the results, make clear the consequences of the findings for company owners and decision-makers. First and foremost, small and medium-sized businesses should develop strategies and allocate funds for utilizing digital marketing tools and applications in order to benefit from its advantages over traditional marketing, better reach their target audiences, increase market share, and promote goods and services through emails, display ads, mobile apps, search engine optimization (SEO), search engine marketing (SEM), and online content. Small and medium-sized businesses should have current social media accounts in order to engage customers by offering pertinent content, connect & communicate with customers to determine whether the product or service meets their expectations, increase customer base while influencing customer acquisition, brand loyalty and retention, to build customer trust, and upgrade their plans and offers to attract more customers and keep them informed at all times.

Finally, new company owners, tech enthusiasts, startup ecosystems, and existing corporations should all be particularly interested in internet marketing. In order to promote commercial and economic development, company owners should update their abilities and become more aware of the advantages of digital marketing. The government and institutions (private sector) should start capacity-building and training initiatives to help company owners and their staff members learn digital marketing skills, which would support overall economic development.

To get the maximum benefits of a planning activity, SMEs should ensure that the following are established in diverse SMEs Businesses;

1. SMEs should effectively intensify their social media advertising efforts so that they can attract customer patronage for their products.

2. Social media advertising should be consolidated into the advertising and marketing plans and strategies of SMEs so as to consistently enhance customer patronage and loyalty.

3. Social media advertising should adopt a strategy to provide their audiences with critiques that provides appropriate information to the consumers about products in the local market.

4. Social Media should contribute more with providing information and creating well informed consumer society.

5. Improving social media by creating different programs about what consumer wants and needs.

5.4 Contribution to Knowledge

According to several study projects on social media as a marketing tool for consumers' patronage, social media has a significant influence on the development of Small and Medium Enterprises and the patronage of many different enterprises.

This research set out to ascertain how social media marketing affected the performance of SMEs in the Lagos Metropolitan Area. The report suggests doing a thorough investigation into the obstacles to social media marketing adoption in various situations, such as the government. The research suggests that moderating and mediating variables should be investigated, particularly in cases where there has been a lack of agreement across studies. This is due to the possibility that the effect of the control variables was responsible for the variations in results. The Entrepreneurship Development Programme (EDP), a program designed to raise the level of expertise in the SMEs sector, should be used by SMEs entrepreneurs, and the government should support them in doing so. The EDP includes entrepreneurship skills training for aspiring business owners. EDP might help SMEs by reducing or eliminating the problems associated with a lack of skilled workers. Entrepreneurs in SMEs should make it a habit to train and develop their management and workforce to prepare them for the challenges of the future and to embrace and benefit from advancements in information and communications technology and other technical fields.

5.5 Suggestions for Further Studies

Further study is required to conduct comparable research surveys over a longer time span in order to maintain social media's status as a successful marketing tool. Given the ongoing evolution of social media and technology, a comparable research need to be conducted. To help small and medium businesses use social media successfully and efficiently and accomplish their objectives, more theories and tactics should be offered.

Last but not least, more research on online marketing should examine the barriers to SME adoption of online marketing tools and apps.

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APPENDIX

Department of Business Administration

College of Humanities, Management and Social Sciences

Mountain Top University

Prayer city, Lagos State.

Dear Respondent**,**

Request to complete a questionnaire

I am a student of the above educational institution carrying out a research study titled **"Social Media as a Marketing Tool for Customers' Patronage of selected Small and Medium Enterprises in Lagos Metropolis"** Please complete the questionnaire as objectively as possible.

The research is purely an academic research work as part of the requirements for the award of Bachelor of Science (B.Sc.) in Business Administration. Please be assured that any information given will be highly appreciated and used solely for the purpose of the study while maintaining absolute confidentiality.

I remain indebted for your co-operation.

Yours Sincerely,

Makolo Glory Kemi

Researcher

QUESTIONNAIRE

This question is not meant for third party consumption and the information provided will be treated as confidential. It is strictly for academic and research purpose. Please tick " " where appropriate in the boxes provided in section A and B below.

SECTION – A

Personal Data of Respondents

Instruction: Please tick ✓ (good) in the box with the answer you consider most appropriate.

1. Gender?

   Male [ ]   Female [ ]

2. Age Group?

   18 – 25 [ ]   26 – 35 [ ]   36 – 45 [ ]   46 – 60 [ ]

3. Educational Qualification?

   WASSCE [ ]   OND [ ]   HND/B.Sc. [ ]   M.Sc./MBA/PHD [ ]   Others [ ]

4. Work Experience?

   Below 2 years [ ]   2 – 4 years [ ]   5 – 7 years [ ]   8 – 10 years [ ]

Above 10 years [ ]

5. Marital Status?

   Single [ ]   Married [ ]   Divorced [ ]   Widowed [ ]

SECTION – B

General Questions on the Subject Matter

Instruction: Kindly read through the following statements and✓ tick (   ) the best option representing your candid opinion in the box, also taking into cognizance the key terminologies, SA: Strongly agree, A: Agree, U: Undecided, SD: Strongly disagree, D: Disagree.

S/N	VARIABLES	SA	A	U	D	SD
	Association between online advertisement/sales promotion and customers' products loyalty					
1	Online advertisement enables customers to demand more for my company's products					
2	The use of online sales promotional tools have increased the quantity of customers for my company's products					
3	Facebook information on sales of products encouraged significantly purchase of customers' diverse products					
4	Brand building becomes easier for retailers due to online marketing of products					
	Social media messages and customers' willingness to buy company's products					
5	Online information enables customers to develop great willingness to buy					
6	Regular messages from Instagram/twitter handle, facebook will not allow customers to stop buying their admired products					

7	Market expansion and coverage are guaranteed for company's products in view of online information					
8	Business to customer relationship is established better through social media news that allow customers' needs to be met by company's products					
	Link between types of social media and level of customers' products demand					
9	Facebook is used mostly to capture customers' interest for persistent demand for products					
10	Online messages paved way for ceaseless demand for company's products					
11	Instagram/online marketing sites are powerful instruments to achieve persistent high demand for company's products					
12	Display of products types, features/brands and warranties are attributes that will continue to register high purchase by customers					
	Social networking and customers' desires to pay for company's products					
13	Sharing social media information among customers facilitates their desires to pay for company's products					
14	Uniform prices are established through social networking , hence, customers don't feel cheated and are willing to pay					
15	Social networking makes it convenient to place order and receive demand as at when due which gives room for desires to pay					

| 16 | Regular information flow promotes knowledge about company's products' quality, usage and prescription that facilitate readiness to pay by customers | | | | | |

Any other comment/opinion on the subject matter

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Thank you for your co-operation.