

UTILIZATION OF SOCIAL MEDIA FOR MARKETING BY ENTREPRENEURS IN ANAMBRA STATE: CHALLENGES AND OPPORTUNITIES

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ABSTRACT: This study examined the utilisation of social media as a marketing tool in entrepreneurial business in Anambra State. The major aim of this study was to ascertain the use and importance of social media as a marketing tool for entrepreneurial businesses and the need to improve its usage for marketing purposes among entrepreneurs. The sample of the study consisted of 399 entrepreneurs randomly selected from the 21 Local Government Areas of Anambra State. A quantitative questionnaire schedule was used for data collection. Data collected were analysed using descriptive statistics while the study hypotheses were tested using Chi-square statistic. The study found that entrepreneurs in Anambra State makes use of social media platforms for marketing purposes mostly on weekly basis. Findings also showed that entrepreneurs utilized social media for marketing by posting goods available for sale and services rendered on personal profile and timelines and that high cost of advertising social media is the major factor limiting the use of social media for marketing purposes among entrepreneurs in Anambra State. Furthermore, the study found that the way to improve the use of social media for marketing purposes among entrepreneurs is by reducing the cost of running advertisements on social media platforms. Based on these findings, the study recommends that the cost of running advertisement on social media should be regulated and made affordable by government in collaboration with various social media stakeholders assigned to the country so that entrepreneurs can easily afford advertisement plans for boosting their business activities.

Keywords: Social Media, Marketing Tool, Entrepreneur, Business Enterprise, Communication

INTRODUCTION

Social media are platforms that enable people to create, share, and gather content, thoughts, interests, and various expressions within virtual communities and networks. (Kietzmann & Hermkens, 2011). Dating back to the 1970s with early forms like email and chat programs, social media evolved with platforms like USENET and bulletin board systems (Edosomwan et al, 2011). During the late 1970s and 1980s, Bulletin Board Systems (BBS) came into existence as the inaugural online platforms for interaction. These textual interfaces enabled users to connect via dial-up, engage in forum discussions, and exchange files. Though primitive compared to modern standards, BBS cultivated a feeling of camaraderie among tech enthusiasts with common passions. The graphical interface of the World Wide Web in 1993 however, helped expanded social networking reach. In 1995, Classmates.com pioneered social networking, followed by SixDegrees.com in 1997 as they offer profile creation and friend lists. Despite early failures, social media gained momentum in the 21st century with sites like

Friendster and MySpace, later eclipsed by Facebook. Today, billions of users engage in various social media platforms globally, facilitating connections and content sharing. According to Manning (2014), social media typically describes emerging types of media that encourage active engagement and participation. Social media platforms include Twitter, Facebook, Instagram, TikTok, etc. According to Edosomwan, et. al., (2011), social media has been an important aspect of businesses and organisations since it rise on the internet as a lot of business enterprises, entities and organisation have carved out a niche for their businesses in the online world. In the same vein, many entrepreneurs have created profile for themselves and their businesses in order to promote their businesses, increase sale and actively communicate with customers at all times.

Entrepreneurship is the process of creating or starting a new business venture in order to make a profit by identifying a need in the market and creating a product or service to fulfil it (Abubakar, 2023). According to Sheu-Usman and Aun (2015), entrepreneurship is the dynamic process of identifying, creating, and pursuing innovative opportunities to establish and manage a business, taking calculated risks to achieve desired outcomes. It involves the combination of creativity, resourcefulness, and strategic thinking to bring about new products, services, or solutions in response to market needs, with a focus on value creation and sustainable growth. Entrepreneurs often navigate uncertainties, adapt to changing environments, and exhibit a proactive mindset in building and scaling enterprises.

In recent times, the tools and strategies for communicating with customers and promoting business activities have changed significantly with the emergence of social media. Zemi (2014) social media include new sources of online information that are created, initiated, spread and used by entrepreneurs with the intent of educating their customers about products, brands, services, personalities and issues. In line with this, Mangold and Faulds (2009) explained that social media have become a major factor in influencing various aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation making it an indispensable tool for entrepreneurs. By implication, the development of social media has had a profound impact on the way business organisation communicate with their audiences and this has led to increasing internet penetration in developed countries as well as development and adoption of digital resources, from mobile technologies to internet and social media resources such as blogs, social networking sites, wikis, and similar multimedia sharing services (Dwivedi, Ismagilova, Hughes & Carlson, 2021). These digital trends are not only altering consumer expectations of their interaction with the web or an organization, but they are also changing how entrepreneurs carry out their marketing activities in the digital space.

Nigeria as a result of its population is one of the highest users of social media networking sites so are its entrepreneurs. Social media is playing a significant role in the success of e-commerce as the power of social media in the 21st century in transforming the business system cannot be overemphasised. This has prompted governments and business organizations in developing countries including Nigeria to step up their effort in the adoption of social media technology for effective communication (Nnaemeka & Ezebuenyi, 2021). However, there are several challenges facing entrepreneurs in making use of social media for their businesses, especially in developing and underdeveloped countries like Nigeria prominent among which are poor network connections and technological advancement, high cost of internet subscription, high cost of running advertisements on social media and poor knowledge about social media marketing and usage (Abubakar, 2023). Social media can also be detrimental to small

entrepreneurship businesses especially when they do not have the capacity to handle negative feedback or information concerning their business that might spread fast throughout social media (Lovering, 2019). Also, maintaining a strong social media presence requires time and resources and small businesses may struggle to allocate sufficient resources to social media marketing. According to the findings of Kainat and Patrizi (2020), individual challenges like cultural issues, measuring brand awareness, language, influential content, communication issues, promotion costs and outsourcing are problems posed by social media marketing to businesses. The problems posed by social media to entrepreneurs despite its relevance in recent times prompted this study to examine the challenges and opportunities in the utilization of social media for marketing purposes by entrepreneurs in Anambra State.

Statement of the Problem

In modern times, the private sector has had an enormous impact on economic growth, innovation, and employment. In both developing and developed countries, Abubakar (2023) opined that Micro, Small, and Medium-Sized Enterprises (MSMEs) and entrepreneurship constitute most of the formal jobs, and this reality is even dominant in developing countries, because the economy is not as rich as the developed countries and citizens have to evolve creative means of solving their own challenges.

The importance of social media cannot be overemphasized in carrying out business activities in recent times. Various entrepreneurs harness the benefits of social media in carrying out their business activities. The nature of social media also gives entrepreneurs the leverage to advertise their business to massive audience as well as communicate easily with customers who are far off. Several studies have shown the use of social media by business entities including its benefits and challenges however, very few studies like that of Morah and Omojola (2018) have explored similar topics in some parts of Anambra (Onitsha) but focused on only WhatsApp and Facebook as social media. In essence, no study has fully explored the utilization of social media; its benefits and challenges among entrepreneurs in Anambra State which is a major commercial hub in Africa using firsthand data from entrepreneurs across the state. This gap in knowledge and the importance of social media as a marketing tool for entrepreneurial businesses and the need to help entrepreneurs harness its benefits and reduce its challenges for marketing purposes among entrepreneurs made this study examine the utilisation of social media for marketing by entrepreneurs in Anambra State majorly focusing on its challenges and opportunities.

Objectives of the Study

This study hinged on the following specific objectives>

1. To find out the social media platforms used by entrepreneurs for marketing in Anambra State.
2. To ascertain how often social media is used by entrepreneurs for marketing in Anambra State.
3. To investigate how entrepreneurs utilize social media for marketing in Anambra State.
4. To examine the factors limiting the use of social media for marketing among entrepreneurs in Anambra State.
5. To find out ways to improve the use of social media as a marketing strategy among entrepreneurs in Anambra State

Research Questions

1. What are the social media platforms used by entrepreneurs for marketing in Anambra State?
2. How often is social media used by entrepreneurs for marketing in Anambra State?
3. How does entrepreneurs utilize social media for marketing in Anambra State?
4. What are the factors limiting the use of social media for marketing among entrepreneurs in Anambra State?
5. What are the ways to improve the use of social media as a marketing strategy among entrepreneurs in Anambra State?

Hypotheses

1. There is a significant relationship between size of business and level of social media use for marketing among entrepreneurs in Anambra State.
2. Urban entrepreneurs are not more likely to make use of social media for marketing than their counterparts in rural areas in Anambra State.

LITERATURE REVIEW

Concept of Social Media

According to Boyd and Ellison (2018), social media can be defined as web-grounded services that allow people to construct a public or semi-public profile within a bounded system, articulate a list of other people with whom they partake a connection and view and cut their list of connections and those made by others within the system. In another vein, Ali- Hassan, et al., (2019) classified the social media in three ways. originally, social media is used by people for socializing and strengthening connections among peers, families and associates. The alternate use is the hedonic use where people use social media for the affective need of pleasure and emotional gestures while the third use is cognitive use, in this way one uses social media to fulfil his requirements by freely searching for information and knowledge (Ali- Hassan, et al., 2019). Social media is a group of internet-grounded operations that is erected on the ideological and technological foundations of Web 2.0 (Tajvidi & Karami, 2017). Social media provides social network identity to its users to establish biographies for social conditioning and also allows its users to produce contents without any time and space constraints (Ozdemir & Erdem, 2016). Consequently Hayes (2019) defined social media as a systemized network conforming three corridors and these include platform that produce information, platform that cost information and people that use information for their functionary and particular purpose. These social networks give searching and sequestration features to their users. Lastly, Cetrinkaya, et. al., (2018) observed that social media is a platform where people interact with each other. From the above definitions, social media can be defined as internet-based platforms that help users to create their own unique profile in order to communicate with other people.

Types of Social Media

There are several types of social media used for marketing include platforms like Facebook, Instagram, Twitter, LinkedIn, WhatsApp, TikTok, YouTube and Pinterest. Each platform offers unique features and demographics, allowing businesses to tailor their marketing strategies to specific audiences.

Facebook: A widely-used social networking platform that enables users to connect with friends, share content, and join groups based on common interests.

Twitter: A microblogging platform where users post short messages called tweets, fostering real-time conversations and information sharing.

Instagram: A photo and video-sharing platform that allows users to share visually appealing content, often focusing on lifestyle, travel, and creativity.

LinkedIn: A professional networking platform designed for career-related activities, where users can connect with colleagues, showcase their professional achievements, and explore job opportunities.

Snapchat: A multimedia messaging app known for its disappearing messages and temporary content, appealing to a younger audience.

YouTube: A video-sharing platform where users can upload, watch, and share videos on a wide range of topics.

TikTok: A short-form video platform that allows users to create and share creative and entertaining videos set to music.

Pinterest: A visual discovery and bookmarking platform where users can discover and save ideas for various interests like recipes, fashion, and home decor.

Reddit: A community-driven platform featuring user-generated content organized into forums called subreddits, covering a vast array of topics.

WhatsApp: A messaging app that allows users to send text messages, make voice and video calls, and share multimedia content, emphasizing privacy and security. Studies have even shown that WhatsApp has become one of the most popularly used instant messengers by youths today (Tokunbo & Felix, 2013).

Each platform serves different purposes and caters to diverse user interests and communication preferences.

Concept of Social Media Marketing

Marketing is the strategic process of promoting and selling products or services, involving various activities to create, communicate, deliver, and exchange value with customers. It encompasses market research, identifying target audiences, product development, pricing, distribution, and promotion through channels like advertising and social media (Twin, 2023). Successful marketing aims to understand customer needs, create a strong brand image, and build lasting customer relationships, ultimately driving sales and business growth. Marketing involves creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It encompasses various activities such as product development, pricing, promotion, and distribution to meet customer needs and achieve organizational goals.

Social media marketing involves promoting products, services, or brands through various social media platforms. It utilizes strategies to engage and interact with a target audience, build brand awareness, drive website traffic, and ultimately achieve marketing goals using the dynamic and interconnected nature of social media (Rosário& Dias, 2023).

Review of Empirical Literature

Morah and Omojola (2018) investigated how Facebook and WhatsApp contributed to the advancement of Small and Medium Scale Enterprises (SMEs) in Lagos and Onitsha, Nigeria. Utilizing the Diffusion of Innovations and Technological Acceptance Models, the study employed a descriptive survey approach involving 300 SMEs through questionnaires. Results from the study showed the prevalent use of WhatsApp, facilitating broader market reach and improved customer engagement, thereby positively impacting SME development. The study also found that despite the potential benefits of these platforms, many business owners are unaware of their utility. The study thus emphasized the necessity for educating business owners on leveraging social media for economic growth. This study by Morah and Omojola focused on the contribution of social media to the advancement of SMEs. However, its area of focus was just on Onitsha and Lagos as well as on Facebook and WhatsApp. However, the present study focuses on almost every social media and their usage among entrepreneurs in Anambra State.

Akhuetie and Uzobo (2015) examined how social media usage impacts the development of small businesses in Yenagoa, Bayelsa state, Nigeria. The study surveyed 105 small business owners, with 97 responding about their social media use and business development. The study employed the honeycomb theoretical framework and analysed the data collected through surveys using statistical methods (simple percentages, tables and chi-square). Results from the study indicated a link between social media use, profits, and customer numbers. The study however suggested organizing workshops for small business on the benefits of social media usage as well as making social media applications easy and efficient. This study despite its similarities with the present study was carried out in Yenagoa which is a different study area to that of the present study.

In a similar study, Kainat and Patrizi (2018) conducted a study exploring the difficulties small and medium-sized enterprises encounter when adopting social media marketing to enhance brand visibility in Sweden. They employed a qualitative research approach, conducting four semi-structured interviews with marketing personnel from three SMEs. The findings of the study revealed common challenges in utilizing social media for marketing to include limited financial and human resources, time constraints, lack of expertise in social media marketing, customer satisfaction, channel selection, global crises, and negative reviews. Additionally, the study identifies individual challenges including cultural barriers, measuring brand awareness, language barriers, creating influential content, communication issues, promotional expenses, and outsourcing as challenges of using social media for marketing purposes. This study by Kainat and Patrizi in 2018 highlighted numerous challenges SMEs encounter while making use of social media for marketing purposes which is important to the present study. However, it did not examine the benefits and opportunities of social media utilization for marketing purposes by SMEs which is a gap the present study filled. Again, the study was carried out in Sweden while the present study was carried out in Anambra State.

Ukwueze and Nworah (2021) conducted a research on how entrepreneurs in Anambra state, Nigeria, are aware of and use social media for their businesses. They focused on four aspects:

exposure to social media, its utilization as a business tool, its impact on entrepreneurship, and the challenges hindering its effective use. Following the Uses and Gratifications theory, they used a mixed method approach involving surveys with 432 respondents and in-depth interviews with 6 entrepreneurs with at least six years of experience. The findings revealed high exposure to social media among entrepreneurs, who see it as beneficial for their businesses, mainly for marketing purposes but not for securing external funding. The study concludes that social media plays a significant role in entrepreneurial growth in Anambra state, suggesting improvements in power supply and internet access to enhance its effectiveness for business purposes. This study is very similar to the present study. However, both differ in scope as this study focuses on awareness and utilization of social media while the present study focuses on utilization, challenges and opportunities of social media on entrepreneurship businesses. Both studies also differ in method of data collection as the present study used only quantitative data. Again, the present study is more recent as the study of Ukwueze and Nworah was done in 2021.

Additionally, Iluno Umoru and Bello (2014) investigated how social media usage impacts the creativity of female entrepreneurs in five chosen towns in Anambra State, Nigeria. They utilized a multiple cross-sectional design, with a study population of 695 and a sample size of 134 selected through random sampling. Data collection involved the use of questionnaires, and regression analysis was employed for data analysis. The study revealed that the use of Facebook, YouTube, and Instagram among female entrepreneurs has positively influenced their product/service creativity in Anambra State. Additionally, WhatsApp showed a positive effect on creativity, although it was not statistically significant at a 5% significance level. Factors such as age and educational qualification had a negative impact on creativity among female entrepreneurs using social media, with age being statistically significant at the 5% level. However, the educational qualification of female entrepreneurs was found to be statistically insignificant. Marital status was found to have a positive effect on creativity, although not statistically significant. The study recommended that entrepreneurs leverage platforms like Facebook, YouTube, and Instagram to enhance their business creativity, enabling them to compete effectively in both local and international markets. This study is relevant to the present study as it is recent and focuses on social media usage among entrepreneurs. However, it only examined female entrepreneurs.

Furthermore, Ndife (2024) conducted a research on how social media impacts the performance of small and medium enterprises in Anambra State, Nigeria. The study utilized surveys, gathering input from artisans and small business owners via questionnaires. A random sample of 300 artisans and small businesses from Onitsha, Awka, and Nnewi was used, with primary data collected for analysis. Hypotheses were tested using Spearman's Rank Correlation test at a 5% significance level. The results indicated a significant positive correlation between social media usage and sales performance, customer base, and profitability of SMEs in Anambra State. The findings suggest that leveraging social media can enhance SME performance. The study recommends that entrepreneurs should maximize social media to boost awareness, expand their customer base, and ultimately improve profitability. This study is similar to the present study in scope and area as it was carried out in Anambra State. However, it only focused on entrepreneurs in three selected areas of the state.

In summary, several studies related to the present study have been carried out as reviewed above. Morah and Omojola (2018) explored Facebook and WhatsApp's impact on SMEs in Lagos and Onitsha, Nigeria, finding WhatsApp's prevalence beneficial for market reach. Akhuetie and Uzobo (2015) studied social media's effect on small businesses in Yenagoa,

Bayelsa, suggesting workshops to enhance usage. Kainat and Patrizi (2018) highlighted challenges in SMEs' social media marketing in Sweden. Ukwueze and Nworah (2021) focused on social media's role in Anambra State's entrepreneurship, suggesting infrastructure improvements. Iluno Umoru and Bello (2014) investigated how social media usage influences female entrepreneurs' creativity in Anambra State. Ndife (2024) found a positive correlation between social media usage and SME performance in Anambra State, recommending its optimization.

Theoretical framework

The Technological Determinism Theory (TDT), coined by Thorstein Veblen (1857-1929) and propounded by Marshall McLuhan in 1962. The major assumption of the theory is that technology plays a crucial role in shaping and driving societal changes. It posits that technological advancements drive social, cultural, and economic transformations, often influencing how individuals and society's function. Technological Determinism Theory posits that technology plays a central role in shaping society. In the context of social media and marketing, this theory suggests that the development and widespread adoption of social media platforms have significantly influenced how entrepreneurs engage with their audience. The theory implies that technological advancements, such as social media, inherently drive changes in business practices (Finley, 2021).

In relation to the present study, entrepreneurs, influenced by technological determinism, may adapt to social media as a marketing tool due to the platform's capabilities for real-time communication, targeted advertising, and global reach (Ikpe & Olise, 2010). The theory emphasizes the idea that the characteristics of the technology itself drive societal changes, shaping how entrepreneurs market their products or services to align with the features and dynamics of social media platforms.

On the other hand, critics argue that TDT oversimplifies the complex relationship between technology and society, neglecting the impact of social factors on technological development.

METHODOLOGY

The area of the study is Anambra State. Anambra is in Nigeria and is located at 6°20'N 7°00'E. Anambra state is bounded by Delta State to the west, Imo State and Rivers State to the South, Enugu State to the east and Kogi State to the North. The State Capital is Awka, while the State's Largest City is Onitsha. The research design for the study is descriptive survey research design and questionnaire was the instrument for data collection. The study adopted total sampling technique, multistage sampling technique and simple random sampling technique in selecting the respondents for the study. First, all the 21 local government areas in Anambra State were selected after which all the major market in each local government area where entrepreneurs abound were selected using simple random sampling technique of balloting without replacement. After the major markets in each local government area were selected, the market registers from each major market were used as table of random numbers from which all 4th items were selected. Thus, a total number of 19 registered entrepreneurs were selected from each major market from the 21 local government areas in the state to form the sample of 399. Thus, 399 entrepreneurs were administered with the questionnaire schedule. The questionnaire was self-administered and collected on the spot (in the shop, stall or office of the respondents) after distribution in order to avoid loss as well as to achieve high return rate. Data collected for

the study were analysed using descriptive statistics precisely frequency distribution tables and percentages and the study hypotheses were tested using Chi-square inferential statistics.

DATA ANALYSIS

The researcher distributed 399 however, only 372 were correctly filled and returned. The analysis of this study was based on the 372 returned questionnaire. The analysis of the socio-demographic data of respondents was done, followed by the analysis of research questions and the test of hypotheses.

Analysis of Socio-demographic Data of Respondents

Table 1: Distribution of respondents by age

Age	Frequency	Percentages
18-27	25	6.7
28-37	53	14.2
38-47	169	45.5
48-57	103	27.7
58 years and above	22	5.9
Total	372	100

Field Survey, 2023

Table 1 shows that 6.7% of the respondents were aged 18-27, 14.2% were aged 28-37, 45.5% were aged 38-47, 27.7% were aged 48-57 while 5.9% were aged 58 years and above. Data from this table shows that majoring of the respondents are within the age bracket of 38-47. This result is not unlikely because entrepreneurs in the are young and vibrant people.

Table 2: Distribution of business enterprises by location

Business Location	Frequency	Percentages
Rural	117	31.5
Urban	255	68.5
Total	372	100

Field Survey, 2023

Table 2 shows that 31.5% of entrepreneurs that participated in the study have their business in rural areas while 68.5% of the respondents have their businesses in urban areas. This result shows that majority of major markets in each Local Government Area in Anambra State are situated in Urban areas.

Table 3: Distribution of entrepreneurship businesses by size

Business size	Frequency	Percentages
Micro enterprise	144	38.7
Small scale enterprise	114	30.7
Medium scale enterprise	41	11.0
Large scale enterprise	73	19.6
Total	372	100

Field Survey, 2023

Data presented in Table 3 shows that 38.6% of entrepreneurship businesses covered during the study are micro-enterprises, 30.7% of the enterprises were small-scale enterprises, 11.0% were medium-scale enterprises and 19.6% were large-scale enterprises. This finding implies that majority of entrepreneurship businesses used during the study were micro-enterprises.

Analysis of Research Questions

Research Question 1: What are the social media platforms used by entrepreneurs for marketing in Anambra State?

Table 4: Number of social media used for marketing by entrepreneurs for marketing purposes in Anambra State

Variables	Frequency	Percentages
1	39	10.5
2	216	58.1
3	70	28.8
4 and above	47	12.6
Total	372	100

Field Survey, 2023

Table 4 shows the responses given by entrepreneurs when asked the number of social media used for marketing in Anambra State. Data presented in the table shows that 10.5% of entrepreneurs indicated 1, 58.1% indicated 2, 28.8% of the entrepreneurs indicated 3 while 12.6% of the entrepreneurs indicated 4 and above. Data in the table shows that majority of the respondents makes use of two social media platforms for marketing. This result is not farfetched as majority of entrepreneurs makes use of more than one social media platforms as a result of the unique features of each social media platform.

Table 5: Social media used most by entrepreneurs for marketing purposes in Anambra State

Variables	Frequency	Percentages
WhatsApp	107	28.8
Facebook	89	23.9
Twitter	39	10.5
TikTok	76	20.4
Instagram	41	11.0
Other	29	5.4
Total	372	100

Field Survey, 2023

Table 5 shows that 28.8% of entrepreneurs make use of WhatsApp for marketing purposes, 23.9% make use of Facebook, 10.5% make use of Twitter, 20.4% make use of TikTok, 11.0% make use of Instagram while 5.4% make use of other social media for marketing purposes. Data in the table shows that majority of entrepreneurs make use of WhatsApp for marketing purposes. This result is realistic because WhatsApp is an important social media application almost every business person in Southeastern Nigeria makes use of because of its unique features that helps in posting business adverts and easy communication interface.

Research Question 2: How often is social media used by entrepreneurs for marketing in Anambra State?

Table 6: How often entrepreneurs make use of social media for marketing purposes

Variables	Frequency	Percentages
Daily	71	20.7
Weekly	221	59.4
Monthly	44	11.8
Yearly	30	8.1
Total	372	100

Field Survey, 2023

Table 6 shows that 20.7% of entrepreneurs make use of social media for marketing purposes on a daily basis, 59.4% makes use of social media for marketing purposes on a weekly basis, 11.8% makes use of social media for business purposes on a monthly basis while 8.1% make use of social media on a yearly basis for marketing purposes. The data presented in the table shows that majority of entrepreneurs makes use of social media for marketing purposes on a daily basis. This result is realistic because majority of business persons makes use of smartphones which they communicate daily on either with customers or for other business reasons.

Research Question 3: How does entrepreneurs utilize social media for marketing in Anambra State?

Table 7: How entrepreneurs utilize social media for marketing

Variables	Frequency	Percentages
By posting goods available for sale and services rendered on personal profile and timeline	221	59.4
Paying for ad promotion	76	20.4
Sending and receiving business messages to and from customers	49	13.2
By posting goods and services in social media groups	11	3.0
All of the above	15	4.0
Total	372	100

Field Survey, 2023

Table 7 shows that 59.4% of entrepreneurs make use of social media for marketing by posting goods available for sale and services rendered on personal profile and timeline, 20.4% of entrepreneurs make use of social media for marketing by paying for ad promotion, 13.2% of the respondents utilize social media for marketing by sending and receiving business messages to and from customers, 3.0% of entrepreneurs utilize social media for marketing by posting goods and services in social media groups while 4.0% indicated all of the above.

Research Question 4: What are the factors limiting the use of social media formarketing among entrepreneurs in Anambra State?

Table 8: Factors limiting the use of social media for marketing purposes

Variables	Frequency	Percentages
Unavailability of social media platforms	7	1.9
High cost of running advertisement on social media	187	50.3
Poor knowledge about social media marketing	46	12.3
Lack of time	103	27.7
Poor content/lack of content creators	29	7.8
Total	372	100

Field Survey, 2023

Table 8 shows that 1.9% of entrepreneur indicated that unavailability of social media platforms is the factor limiting their use of social media for marketing. On the other hand, 50.3% of the respondents see high cost of running advertisement on social media as the factor limiting their use of social media for marketing purposes. 12.3% of entrepreneur indicated poor knowledge about social media marketing, 27.7% indicated lack of time and 7.8% indicated poor content/lack of content creators as the factor limiting their use of social media for marketing purposes. Data from the table shows that high cost of running advertisement on social media as the factor limiting the use of social media for marketing purposes. This result is not unrealistic as running good advertisement with good content that covers a large amount of audience on major social media platforms is expensive. This can also account for why most of the study participant makes use of WhatsApp as it is easy to post one's business on their status without paying. However, such posts are limited to the number of contacts one has.

Research Question 5: What are the ways to improve the use of social media as a marketing strategy among entrepreneurs in Anambra State?

Table 9: Ways to improve the use of social media as a marketing strategy among entrepreneurs

Variables	Frequency	Percentages
Reducing the cost of running social media ad	213	57.3
Reducing the cost of data plans	71	19.1
Improving network connections	27	7.3
Enlightening entrepreneurs on the use and benefits of social media	42	11.3
Total	372	100

Field Survey, 2023

Table 9 shows that 57.3% of the respondents indicated that reducing the cost of running social ad as the way to improve the use of social media as a marketing strategy among entrepreneurs, 19.1% of the respondents indicated reducing cost of data plans as the way to improve the use of social media as a marketing strategy among entrepreneurs. 7.3% of entrepreneurs indicated improving network connections as the way to improve the use of social media as a marketing strategy among entrepreneurs while 11.3% of entrepreneurs indicated the enlightenment of entrepreneurs on the use and benefits of social media as the way to improve the use of social media as a marketing strategy among entrepreneurs. This result implies that reducing costs of

running social media ads on major social media platforms will improve the usage of various social media platforms for advertisement by entrepreneurs.

Test of Hypotheses

Hypotheses 1: There is a significant relationship between size of business and level of social media use for marketing among entrepreneurs in Anambra State.

Table 10: Cross-tabulation between size of business and use of social media among entrepreneurs

Size of business	How often do you make use of social media for marketing purposes				
	Daily	Weekly	Monthly	Yearly	Total
Micro enterprise	84	28	21	11	144
Small scale enterprise	67	23	15	9	114
Medium Scale enterprise	22	10	2	7	41
Large scale enterprise	48	16	6	3	73
Total	221	77	44	30	372

$\chi^2=10.12$, $df= 9$, $p= .340$

Data presented in table 10 shows a p-value of 0.340 which implies that there is no significant relationship between size of business and use of social media among entrepreneurs in Anambra State. Thus, the size of business does not determine whether entrepreneurs make use of social media for marketing purposes in Anambra State. This result may account for why cost of advertising was pointed out by majority of the respondents and the factor limiting social media usage among entrepreneurs in Anambra State.

Hypothesis 2: Urban entrepreneurs are not more likely to make use of social media for marketing than their counterparts in rural areas in Anambra State.

Table 11: Cross-tabulation between size of business and use of social media among entrepreneurs

Business Location	How often do you make use of social media for marketing purposes				
	Daily	Weekly	Monthly	Yearly	Total
Rural	60	25	21	11	117
Urban	161	52	23	19	255
Total	221	77	44	30	372

$\chi^2= 7.72$, $df= 3$, $p=.052$

Table 11 shows a p-value of .052 which is an indication that there is a significant relationship between location of business and use of social media among entrepreneurs in Anambra State. The analysis of the data presented in table 11 shows that location of business determines whether an entrepreneur makes use of social media for marketing purposes or not. By implication, urban entrepreneurs make use of social media for marketing purposes than rural entrepreneurs in Anambra State. This test is realistic because majority of urban entrepreneurs have more access to electronic gadgets and access to network that aid their usage of social media.

DISCUSSION OF FINDINGS

This study examined the utilization of social media as a marketing strategy in entrepreneurial business in Anambra State. The study was hinged on four objective and two hypotheses. Based on the analysis of the study, it was found that entrepreneurs in Anambra State makes use of two or more social media for marketing purposes of which WhatsApp is the most used among other social media platforms. This finding supports the findings of Morah and Omojola (2018) who found WhatsApp as the prevalent social media platform used by SMEs in Onitsha and Lagos.

It was also found that entrepreneurs make use of social media platforms for marketing purposes mostly on weekly basis. The finding supports the findings of Ukwueze and Nworah (2021) who found high exposure of entrepreneurs to social media in Anambra State.

Further, the study found that entrepreneurs utilized social media for marketing by posting goods available for sale and services rendered on personal profile and timeline. This finding also supports the finding of Ukwueze and Nworah who also found social media usage among entrepreneurs to be for marketing purposes. This finding also aligns with Technological Determinism Theory (TDT) which assume that entrepreneurs are driven by technological determinism and as such, embrace social media for marketing purposes because of its real-time communication features, ability for targeted advertising, and worldwide accessibility (Ikpe & Olise, 2010).

Furthermore, It was found from the analysis of the study that high cost of running advertisement on social media is the major factor limiting the use of social media for marketing purposes among entrepreneurs in Anambra State. However, it was further found in the study that the way to improve the use of social media for marketing purposes among entrepreneurs is reducing the cost of running ads on social media platforms.

The study on the other hand through the first hypothesis found no significant relationship between size of business and the use of social media platforms for marketing purposes by entrepreneurs. On the other hand, the study found through its second hypothesis that entrepreneurs who are in urban areas makes use of social media platforms for marketing purposes than entrepreneurs in rural areas in Anambra State.

Conclusion

The study was carried out to examine the utilization of social media for marketing by entrepreneurs in Anambra State: Challenges and opportunities. The study was anchored on five objectives in other to achieve its aim. Conceptual reviews of key variables were done and empirical literatures that explored similar studies of previous scholars were reviewed to bring out similarities and differences between them and the present study. The study was guided by Technological Determinism Theory (TDT) which focuses on the crucial role technology plays in shaping and driving societal changes. Various sampling techniques were used to draw sample for the study after which questionnaire schedule were used to elicit data from the study participants. Data collected from the field were analysed using descriptive statistics and findings were made. Based on the findings of the study, the study concludes that majority of entrepreneurs in Anambra State make use of social media for marketing purposes on a weekly

basis. However, the cost of running ad on social media limit the usage of social media platforms for business purposes.

Recommendations

Based on these findings, the study recommends that:

1. The cost of running advertisements on social media should be regulated and made affordable by government in collaboration with various social media stakeholders assigned to the country so that entrepreneurs can easily afford advertisement plans and use them for boosting their business activities.
2. Data plans for accessing the internet and posting business-related posts and contents should be made affordable by telecommunication companies through government intervention so that entrepreneurs can harness it promoting their businesses and communicating with customers.
3. Network connections that help in accessing the internet should be made stronger by telecommunication companies so that entrepreneurs will find it easy in carrying out their business activities as well as advertising on social media.
4. Entrepreneurs should be enlightened on the use of social media for their business as well as the benefits social media can have if they use it for their business activities by social media stakeholders and the Ministry of Industry in collaboration with the Ministry of Information.

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