



THE ROLE OF SOCIAL MEDIA IN ADVERTISING PRODUCT AMONG ARTISANS IN IBADAN METROPOLIS

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Abstract

Social Media has become the way of advertisement. Social media networks have grown rapidly to be the leading means of marketing and advertising products and services. People have moved from traditional means of advertisement to modern means which social media is one of the modern means. This paper examines the value that artisans derived through the use of Social Media advertisement. The study adopted the Unified Theory of Acceptance and Use of Technology, (UTAUT), model to determine the acceptance level of social media applications as a platform for advertisement and analysis was carried out to establish how each factor affects value derived from social media advertisement. The study adopts six factors, i.e., performance expectancy, effort expectancy, social influence, perception of risk, influence of trust factor and intention to use. Data were collected through survey questionnaire administered to 170 respondents in Ibadan metropolis. It was concluded that the artisan use social media for advertisement and they derived a lot of benefits from advertising through social media.

Keywords: Social media, advertisement, artisans, ICT

Introduction

Social media are computer tools that allow people to share or exchange information, ideas, images, videos and even more with each other through a particular network. Social media is one of the primary methods for connecting people with each other and it helps people share their beliefs, ideas and even emotions (Stieglitz & Dang-Xuan, 2013). Advertisement is the way in which goods and services are made known. Social media advertising are advertisements served to users through social media platforms. Social media advertisement can provide huge increase in sales and more customers based. Social media has appeared to become an appropriate tool for promoting different products and services (Shareef et. al., 2019).

Social media is changing the way advertisement is being done and perceived. Artisans are taking advantage of this technology to make their products and services known to large number of people at a time. This implies that when a product is advertised on social media, it would likely reach a large population in short time. This type of improvement is especially appealing because it can increase customer base and also profit which lead to business growth.

The robust of social media platform has created an exemplary way for any brand to advertise its product through exposure, attention and perception; to develop opinions; and to create values (Kim and Ko, 2010). The use of traditional one-way communication to promote consumer awareness about a product and service has dramatically loosed its persuasive influence due to the use of social media. According to Derham, Cragg, & Morrish, (2011) Facebook has become a many-many platform rather than a one platform, it proves to be the best way of promoting business growth and development.

Social media is considered the first fundamental hub that is used when product and services are to be made known to the public. According to Kim and Ko (2012), 70% of the active users of social networks visit social media sites for product information before buying a product. Social media advertising is a key instrument because it helps in increasing the efficiency of business operations. Artisans can now utilize social media functions, e.g. sharing, tagging, messaging, notifying and commenting, for selling, advertising and marketing their goods and services at a

cheaper cost. According to Rouibah et al., 2015 Social media networks have grown rapidly to be the leading marketing and advertising channel in Kuwait.

This study examines the value that artisans derived through the use of Social Media advertisement in Ibadan metropolis. The study adopted to use the Unified Theory of Acceptance and Use of Technology, (UTAUT), model to check the acceptance level of social media applications as a platform for advertisement and analysis was carried out to establish how each factor affects value derived from social media advertisement. The study adopts six factors, i.e., performance expectancy, effort expectancy, social influence, perception of risk, influence of trust factor, intention to use. Advertising value can include functional, emotional, and social value. The UTAUT aims to explain user intentions to use an information system and subsequent usage behavior.

Based on these facts, this study aims to focus on the following objectives:

- To examine the role of social media on advertisement.
- To identify the influence of the UTAUT factors on the use of social media for advertisement.

Literature Review

The 21st century has seen a shift in the way businesses market their products and services. Social media is used for mostly advertisement purpose in this era. Internet communication has eased communication thereby enabling business people to communicate without limits at any time anywhere. Several studies have researched on the use of social media applications for advertisement and found that social media is used for marketing, communication, sales, innovation, problem resolution, and customer service. Meske & Stieglitz (2013) claim that SMEs use social media applications such as twitter to communicate with their customers and also to for internal communication within the staff. Jangogo & Kinyua (2013) carried out empirical study to examine the influence of social media on artisan entrepreneurship growth among small business owner in Nairobi Kenya, it was revealed that social media serve as technology by which business owner advertise and communicate the availability of their creative works in the market. Social media has tendency to communicate the availability of artisan product in the market to billions of prospective customers all over the world.

The conceptual framework of the Unified Theory of Acceptance and Use of Technology (UTAUT) was adopted as the foundation for this study. The study involved examining direct determinants - performance expectancy, perceived price advantage, social influence, benefit, facilitating conditions along with values it added.

Performance expectancy

Venkatesh et al. (2003), define performance expectancy as the degree to which an individual believes that using the system will help him/her to attain gains in job performance. In their study, performance expectancy is about how artisans believe that social media will help in advertising their products and services. Social media is believed to spread information faster than any other medium for advertising. In a study to find out the factors that affect the spread of m-commerce in Kuwait by Alkhunaizan & Love (2012), they found out that performance expectancy positively related to behavioural usage intention of m-commerce. Chen and Hsieh (2012) also opined that personalization of mobile advertising allows the delivery of an advertising message to customers at the right time and place with the right message. Therefore, it is evident that performance expectancy has a positive effect on social media use for advertisement by the use of UTAUT model.

Perceived price advantage

According to Weinberg (2009), the main advantage of social media advertisement is price-related. The financial barriers to social media advertisement are quite low compared to others. The majority of social media sites are free to access, create profile and post information. Whereas traditional marketing campaigns can cost millions of dollars, as many social media tools are free even for business use. Businesses can run highly successful social media marketing campaigns on a limited budget. According to Derham, Cragg, & Morrish, 2011, the only cost incurred in social media advertisement is internet access while one only needs to know how to post his products so as to advertise it. Also, Alrawi & Sabry, 2009 suggested that Small and Medium Enterprises can advertise daily using it since it is cheaper and doesn't require computer skills. Therefore, artisan can now advertise their product and services at a perceived low price.

Social influence

Venkatesh (2003), defines social influence as the degree to which an individual perceives that others believe he/she should use the new system. Social influence significantly affects the behaviour intention to use m-commerce in Kuwait (Alkhunaizan & Love, 2012). Also, social influence will make a non-user to try a new venture given that his/her peers are using it. The desire to blend with technology or connect encourages people to adopt and use social media for advertisement. As artisan achieves the goal of gaining new customers it provides encouragement to try out new ideas, spend more time, and understand the usefulness of social media advertisement.

Benefit

Artisan can benefit greatly from easy-to-use and easy-to-implement social media applications for their advertisement. Indeed many of the reported benefits of social media usage (increased reputation, anticipated reciprocity) relate directly to its social interaction aspects (Hafele, 2011). Artisans tend to have a favorable perception about advertising value if they consider social media advertisements as a good source of making their products and services known to a wide range of people at a time and if they perceive that social media advertisements is credible, enjoyable and can provide economic benefits.

Methodology

In this study a descriptive type of survey research design was employed. The study used primary data. Questionnaire was used in collection of the primary data from artisan regarding social media advertisement. One hundred and seventy (170) questionnaires were administered out of which 136 were returned and usable representing 80% of the questionnaire. The collected data was analysed using Statistical Package for Social Sciences (SPSS) to determine their view on social media advertising. Descriptive analysis was carried out among artisans in Ibadan metropolis. Questions are structured on role of Advertisement on Social Media, need for social media advertisement, value on social media advertisement. The answers were in Yes or No. Ethical issue was put into consideration, to acknowledge the privacy of the respondent.

Result and Discussions

Demographic Variable of the respondents

Table 1: Descriptive analysis of the respondents

Gender	Frequency	Percentage
Male	68	50
Female	68	50
Total	136	100
Age	Frequency	Percentage
below 30	75	55.1
31-40	42	30.9
41-50	19	14.0
Total	136	100.0
Educational Background	Frequency	Percentage
O' level	53	39.0
Undergraduate	55	40.4
Graduate	25	18.4
Postgraduate	3	2.2
Total	136	100.0
Profession	Frequency	Percentage

Fashion Designer	54	39.7
Sales & Services	45	33.1
Entertainment	13	9.6
Mechanic	18	13.2
Hair Dresser	6	4.4
Total	136	100.0
Social Media Account	Frequency	Percentage
Yes	119	87.5
No	17	12.5
Total	136	100.0

The total number of the respondents for this study is 136. The table shows that gender has equal representation in the responses, that is, 50% for each gender. On the age of the respondent, below 30 years has the highest representation of 55.1% while 41-50 has the least representation of 14%. This means that majority of the respondents are young people.

Also, the educational background of the respondents are O' level, undergraduate, graduate and postgraduate with 39.0%, 40.4%, 18.4% and 2.2% respectively. The artisan profession include fashion designer, sales and services, entertainment, mechanic and hair dresser. Fashion designer has the highest number of respondents of 39.7%. This implies that majority of the respondents engage in fashion designing.

Table 2: Descriptive Statistics of UTAUT factors

Table two below shows the descriptive factors of UTAUT

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Performance Expectancy	136	1	2	1.15	.242
Effort Expectancy	136	1	2	1.15	.271
Social Influence	136	1	2	1.14	.235
Perception of Risk	136	1	2	1.16	.293
Influence of trust factor	136	1	2	1.16	.272
Intention to use	136	1	2	1.13	.278
Valid N (listwise)	136				

From the Table 2 above, the sample size for this study was one hundred and thirty-six. The data collected were coded using Yes and No, represented by 1 and 2 respectively. The mean of all the variables are all close to 1, which implies Yes. This means that all the respondents derived values from social media advertisement.

Table 3: One-Sample Test of UTAUT factors

	One-Sample Test					
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Performance Expectancy	55.582	135	.000	1.151	1.11	1.19
Effort Expectancy	49.524	135	.000	1.150	1.10	1.20
Social Influence	56.270	135	.000	1.136	1.10	1.18
Perception of Risk	46.315	135	.000	1.162	1.11	1.21
Influence of trust factor	49.602	135	.000	1.157	1.11	1.20
Intention to use	47.241	135	.000	1.127	1.08	1.17

Performance expectancy has a t-value of 55.582 with 135 degrees of freedom and a p value of 0 at 0.025, two tailed, level of significance. The mean difference is 1.151 which is within the 95% confidence interval. Effort Expectancy has a t-value of 49.524 with 135 degrees of freedom and a p-value of 0 at 0.025, two tailed, level of significance. The mean difference, 1.150, is within the 95% confidence intervals. Social influence has a t-value of 56.270 with 135 degrees of freedom and a p-value of 0 at 0.025, two tailed, level of significance. The mean difference is 1.136, which is within the 95% confidence interval. Perception of risk has a t-value of 46.315 with 135 degrees of freedom and a p-value of 0 at 0.025, two tailed, level of significance. It has a mean difference of 2.903, which is within the 95% confidence interval. Influence of trust factor has a t-value of 49.602 with 135 degrees of freedom and a p-value of 0 at 0.025, two tailed, level of significance. It has a mean difference of 1.157, which is within the 95% confidence interval. Intention to use has a t-value of 47.241 with 135 degrees of freedom and a p-value of 0 at 0.025, two tailed, level of significance. It has a mean difference of 1.127, which is within the 95% confidence interval.

This implies that UTAUT factors influence the use of advertisement on social media since the sig. value is less than 0.05. The use of social media for advertisement is a function of the opportunities or benefits that can be derived from it.

Correlation Analysis

The relationships between performance expectancy, effort expectancy, social influence, perception of risk, influence of trust factor and intention to use towards social media advertisement were investigated via correlation analysis and the results are presented in the Table 4 below:

Table 4: Correlation Analysis

		Correlations					
		Performance Expectancy	Effort Expectancy	Social Influence	Perception of Risk	Influence of trust factor	Intention to use
Performance Expectancy	Pearson Correlation	1	.683**	.573**	.566**	.538**	.636**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	136	136	136	136	136	136
Effort Expectancy	Pearson Correlation	.683**	1	.630**	.620**	.624**	.557**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	136	136	136	136	136	136
Social Influence	Pearson Correlation	.573**	.630**	1	.521**	.580**	.628**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	136	136	136	136	136	136
Perception of Risk	Pearson Correlation	.566**	.620**	.521**	1	.444**	.614**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	136	136	136	136	136	136
Influence of trust factor	Pearson Correlation	.538**	.624**	.580**	.444**	1	.539**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	136	136	136	136	136	136
Intention to use	Pearson Correlation	.636**	.557**	.628**	.614**	.539**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	136	136	136	136	136	136

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows that each of performance expectancy, effort expectancy, social influence, perception of risk, influence of trust factor, intention to use has a positive correlation with each other since all the sig-value is 0.000. This indicates that UTAUT factors positively affect artisans using social media for advertisement

Conclusion

The results support the UTAUT factors to study social media for advertisement. The UTAUT factors show that the artisans using social media for advertisement depends on performance expectancy, effort expectancy, social influence, perception of risk, influence of trust factor and intention to use. Therefore, it is suggested that web



designers improve knowledge management functions and make user interfaces easier to operate. Also risk associated with the use of social media should be minimized while adequate trust is built. Nevertheless, artisan should be notified that their advertisement on social media can be updated and made available at any time which is supported by facilitating conditions.

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