

EFFECT OF SOCIAL MEDIA MARKETING ON GROWTH OF MICRO ENTERPRISES IN WUSE II, ABUJA

By

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Abstract

This study set out to examine the effect of social media marketing on the growth of micro businesses in Wuse II, Abuja, Nigeria. The main objectives translated into two hypothesis to find out whether there was any significant relationship between Social Media usage, (independent variable) by micro business against increased brand awareness as well as increased sales (dependent variables). The study adopted a Descriptive survey method where data was collected using structured close-ended questionnaire. Data was collected from 99 respondents from the population of Micro Business in Wuse II comprising of management, staff and customers of the business. The collected data was analysed using Statistical Package for Social Sciences (SPSS) and the tools employed were model summary, analysis of variance (ANOVA) and co-efficient table in testing the research hypotheses. The findings showed that there is a significant relationship between social media usage by micro business and increased brand awareness; and findings also indicated that there is a significant relationship between social media usage by micro businesses and increased sales. The paper therefore concluded that social media marketing is as important as any other marketing strategy as it contributes to business growth in terms of increased brand awareness and increased sales. The paper recommends that businesses in Wuse II, Abuja and others should invest more in deploying social media marketing tools and also to train their staff to enhance social media usage.

Keywords: Social Media Marketing, Descriptive Survey, Micro Businesses, Wuse II,

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Introduction

In the highly competitive business environment and unstable economic situation, many micro businesses fold up due to many challenges they face in their day-to-day business activities. This has raised many controls, monitoring and forecasting measures as well as the need for businesses to re-orient their business model and operational strategies into a more adaptive model instead of a reactive model. Many businesses struggle to sustain projected business goals, gain competitive advantage and survive today's market where competition is fierce and market situation is ambiguous. In the end, the weak get frustrated and go out of business while others survive by looking beyond their traditional product and service offerings and constantly reviewing their operations to accommodate the challenges (Chheda, 2014).

One of the major ways firms pursue the survival or competitive advantage goal is by way of marketing strategy. The firm uses a unique blend of the marketing mix with aim of attaining its objectives. For instance, developing a unique product that has customer satisfaction and profit making potential; placing a price on it that would create value for both the firm and its customers; setting up a means channel of distribution and communicating with prospecting customers about the availability of the product, its uses/features, and how it can be got by customers. This has been done through traditional media of communication and has evolved with the continuous introduction of innovative new technologies. One of such innovative technologies is the social media platforms of communication.

Traditional media of communication is known to be characterized by a one-way street feature, where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, has an inherent feature giving way for two-way communication flow that gives the audience the ability to give their inputs too and almost instantaneously. (Chheda, 2014)

Businesses are often organized in departments or functional areas so as to operate more efficiently and effectively by benefiting from specialization and division of labour with the ultimate aim of seeking growth and financial success. However, there is a difference between the departments a business needs and the departments it can afford, at least during the early years of birth. In fact many micro businesses are often without any department and are solely run by owner-managers who perform most of the functions expected of these departments. They are basically running on activities such as administration and management, accounting, communications and marketing, customer service among a few others. This will help owner-managers to make up for what they lack in expertise that comes from having well established functional areas or departments; thus putting them in a good position to keep up with the business goals and improving its adaptability to the challenges in their business environment.

Social network marketing and social media campaigns provide a window to market a product or service on the Internet through different social networks. The most common and successful means of social media marketing are found on sites like Facebook, Twitter, LinkedIn, YouTube and even company blogs. Social media marketing is the latest "buzz" in marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. Online presence is a must for businesses today. Apart from a basic website; consumers look for a blog, a Facebook page, shopping cart, e-brochures, etc. 92% of micro and small businesses agree that social media is an effective marketing technology tool. They are evenly split on the effectiveness of social media for attracting new customers and engaging existing customers (Chheda, 2014).

Almost every business or marketing activity is cost intensive, either physical financial costs, opportunity costs, or other unquantifiable costs. So also, is social media

marketing cost intensive to deploy in any business including micro businesses. Many businesses have invested in Social media facilities that are used for marketing activities. According to Adegbuyi (2015) Social media plays a vital role in marketing and creating relationships with customers. With limited barrier to entry, micro businesses are beginning to use social media as a means of marketing. Unfortunately, the researcher has observed that some micro businesses remain micro and do not grow significantly despite marketing efforts that they make. It is therefore imperative to ascertain the effectiveness of social media marketing to micro businesses growth.

Studies such as Adegbuyi (2015), carried out research into the effect of social media marketing on small scale business in Ota Metropolis, Ogun State while other studies such as Chheda (2014) studied the impact of social media marketing on performance of micro and micro businesses in India. Their conclusions are however, mixed and may not be generalizable due to factors that may differ from one location to another. The researcher has not come across any similar study carried out in Abuja, Wuse II in particular. This is the research gap that this study aims to bridge by examining the effect of social media as a marketing tool in the growth of micro enterprises in Nigeria, particularly in Wuse II, Abuja. The paper therefore proposes the following research hypothesis:

Ho₁ There is no significant effect of social media usage on increased brand awareness in Micro Business in Wuse II Abuja

Ho₂ There is no significant effect of social media usage on increased sales in Micro Business in Wuse II Abuja

The results from this study can be of significance to researchers and readers as it would contribute to the pool of knowledge in the area of social media marketing and its effect on micro business. It would also be of significance to Micro Business in Wuse II, Abuja and other parts of the world as it expresses critical issues on the use of social media marketing. Other parties whom the study holds significance to may include customers, government regulatory bodies and social media platform developers.

The scope of this study is seen in its Limitation to Social Media Marketing, Micro Businesses, Wuse II, Abuja, Nigeria. Limitations or challenges faced by the researcher were illiteracy of some of the business owners resulting in their inability to comprehend and answer the questions asked thereby constraining the attainment of data. Another issue was the reluctance of some respondents to release certain vital information that were needed to carry out the study. This further hindered data collection. Time constraint to carry out study on a larger population/sample size was also another major limitation of the study.

Literature Review

Marketing is a crucial activity for that aid survival and success of a going business concern. Businesses in the 21st century today, have more marketing opportunities than compared to those days (Bresciani & Eppler, 2010). In marketing, micro businesses relies more on word of mouth validations to win customers (Stokes & Lomax, 2002). In today's economy system, distinguished by relationships, technology, and

networks, tend to give support to the characteristics of SMEs (Walsh & Lipinski, 2009). Social media aid companies to connect with customers with the motive to build relationships and help to take advantage and understand better the needs of customer. Therefore, businesses strive to ensure that their messages reach as many audience and customers as possible. To do this effectively, a business must ensure that they have presence via social media network (Halligan, Shah, & Scott, 2009). Social media bring about numerous opportunities for micro businesses to market to consumers and aid to build rapport and provide more profitable interrelationships. Nonetheless, micro businesses still strive to access their customers.

Concept of Social Media Marketing

Social media is a collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, facilitating conversations and interactions online between groups of people.

Social Media is the platform/ tools. Social Networking is the act of connecting on social media platforms. Social Media Marketing is how businesses join the conversation in an authentic and transparent way to build relationships. Doreen Moran – Digital and Social Marketing Strategist

Social media has caused a significant change in the strategies and tools companies use for communicating with customers. Mangold & 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.” Companies are limited in the amount of control they have over the content and distribution of information. Ignoring such user-generated content is not an option. Companies must be able to monitor and respond to conversation, both positive and negative, surrounding the brand. There are ways however, that companies can influence discussions in a way that is consistent with the organization’s mission (Mangold & Faulds, 2009).

Social media marketing enables companies to achieve a better understanding of customer needs in order to build effective relationships. Safko & Brake (2009) observe that social media “refers to activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media” Weinberg (2009) notes that social media “relates to the sharing of information, experiences, and perspectives throughout community-oriented websites”. Comm (2009) says that social media is “content that has been created by its audience”. Safko & Brake (2009) refers to social media as “online applications, platforms and media which aim to facilitate interaction, collaboration, and the sharing of content”.

With a definition of social media in place, accurately defining social media marketing is possible. A basic definition is “using social media channels to promote your company and its products” (Barefoot & Szabo, 2010). An expanded definition is “a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger

community that may not have been available via traditional advertising channels” (Weinberg, 2009; Adegbuyi, 2013).

Nowadays, Social Media Marketing and more particularly Social Networks are becoming increasingly important in consumers’ purchasing decisions, mainly because they amplify word-of-mouth. They may even become more important than advertising as a trusted source of information. However, it is important to stress the fact that, in Social Media Marketing, marketers have less control over messaging and positioning.

Concept of Performance

Increased Brand Awareness

In the market with several competitors, the owner should have a strong competitive advantages and unique strategy to position her business’s image into customers’ mind. “A brand name is any word, “device” (design, sound, shape, or color), or combination of these that are used to identify an offering and set it apart from competing offerings.” (Kerin & Peterson 2010).

Positioning a brand or business offering is the act designing and bringing the company’s product or service with core values integrated and company image to the customers. In practice, micro businesses require a consistent, and thorough advertising plan, a comprehensive customer research, a good-timing and decisive implementation. Via different social media platforms and traditional marketing tools, the owner has to increase the level of business presence both online and offline. Eventually, customers tend to choose the most familiar brand or the first name that pops up in their mind when coming to purchase decision.

Increased Sales

Sales Performance is the measure of monetary and non-monetary values of sales activities. It measures firm’s capability to increase its market share, sales volume over a defined period of time (Nacef, 2005). Sales performance measures firm’s sales portion in relation to the available sales opportunities its market. The performance indicators in measuring sales include market share, sales volume and sales growth (Goce, 2009).

Market share: This refers to the company's portion of sales within the entire market in which it operates. It indicates the company's size and the percentage of an industry or market's total sales that is earned by a particular company over a specified time period. Market share gives a general idea of the size of a company in relation to its market and its competitors (Stuart, 2000)

Sales Volume: This is the total sales of products or services in a given period of time. It is the amount by which the average sales value of a company's products or services has grown, typically from year to year (Bilkis & Mohammed, 2011).

Sales Growth: This is the pace at which firm sales revenue is increasing or decreasing. It is the amount a company derives from sales compared to a previous, corresponding period of time in which the latter sales exceed the former. It enables firms to gain a

clear indication of overall firm's growth performance trends and determine any spikes in revenue (Stuart, 2000).

Empirical Review

Kazungu, Matto and Massawe (2017) conducted a study titled Social Media and Performance of Micro Enterprises in Moshi Tanzania. They stated that Social media are gaining popularity and are increasingly used in regular operations of many organizations, including Micro Enterprises (MEs). The study explored how social media influence the MEs' performance in the context of customer's base, sales growth, profit maximization, and brand enhancement. Specifically the study focused on identifying the most used social media by MEs; influence of social media to the performance of MEs; and how MEs use social media in their business process. Data were collected in Moshi, Tanzania from a representative sample of 90 MEs. The study adopted case study research design where structured questionnaires and interview were used to collect data. Findings depict that all else being equal, the use of social media enhance business performance. WhatsApp was found to be the most, preferred social media by MEs, followed by Facebook, Instagram and Twitter. On the other hand, awareness, risks and insecurity of information, and costs was some of the observed challenges that hinder MEs from using social media. It was concluded that effective use of social media is an efficient tool for enhancing MEs performance. Among others, the study calls for further research on financial and marketing aspect of social media and relative involvement associated with the possible solution toward the challenges of social media.

The study was however not carried out in Nigeria, so its findings and recommendations may not be applicable to the Nigerian environment due to different factors that distinguish every geographical location. The present study provides recent findings and recommendations on the effect of social media marketing on micro businesses performance in Abuja, Nigeria.

Surin and Wahab (2013) conducted a study on the Effect of Social Network on Business Performance in Established Manufacturing Small and Medium Enterprises (SMEs) in Malaysia. The purpose of this study was to investigate the impact of social network on business performance in the Malaysian established manufacturing SMEs. The research data were collected through mail questionnaire sent to owner-managers in the Malaysian manufacturing industry. A stratified random sampling was used which elicited 226 useable responses to be used for data analysis. The outcomes of hierarchical multiple regression revealed two findings: firstly, that network centrality has positively and significant effect on business performance. Secondly, that family members networking and network density have positive but not significant effect on business performance.

The study was however also not carried out in Nigeria, so its findings and recommendations may not be applicable to the Nigerian environment due to different factors that distinguish every geographical location. The present study provides recent findings and recommendations on the effect of social media marketing on micro businesses performance in Abuja, Nigeria.

Pentina, Koh and Lee (2018) Investigated Adoption of social networks marketing by SMEs: exploring the role of social influences and experience in technology acceptance. The study extended the technology acceptance model (TAM) to explore the role of social influences in the context of SNM technology adoption by small and medium companies, and considered how the temporal aspect of new technology adoption affects this relationship. Their findings show that adoption of SNM is strongly influenced by social influences from experts, competitors, and customers. These social influences affect intention to adopt this new technology both directly, and by affecting the perceptions of the technology usefulness. For SMEs already using SNM, social influence is the only strong determinant of the intention to continue employing this marketing technology, with the amount of experience with SNM strengthening this relationship.

The study was however not conducted with a particular geographical scope and not particular to Nigeria. Therefore, its findings and recommendations may not be applicable to the Nigerian environment due to different factors that distinguish every geographical location. The present study provides recent findings and recommendations on the effect of social media marketing on micro businesses performance in Abuja, Nigeria.

Theoretical Framework

Resource Mobilizing Theory of Social Media (RMTSM)

In this study, Resource Mobilizing Theory of Social Media (RMTSM) by Eltantawy and Wiest (2011) was employed with a major focus on how social media as a network resource, affect firm's performance. This theory borrowed from the work of scholars on RMTSM such as Buechler (1993) and Jenkins (1983) which state that resource such as time, money, organizational skills, and certain social or political opportunities are very central toward success in any social movements. The RMTSM asserts that business organizations with access to and effective use of social media have competitive advantage over the others who are indifferent to such networking resource (Icha & Agwu, 2015). Proponents of this theory argue that social media resource can be well used by owner-managers of micro enterprises to inform their customers about their offerings and create a two way communication, and benefit of social media which influence the performance of their businesses (Stephan & Galak, 2009) and employee performance in terms of knowledge, skills, ability, qualification, productivity and motivation level (Ashraf, 2014). Also the RMTSM shows how businesses must look on communication media and their impact by understanding the nature and characteristics and changing buying patterns of their customers in the modern society, as social media focuses on the modernizing technology that encourages their business process which will transform their relationship with customers.

Methodology

This paper adopted a quantitative research method using survey design as it is most suitable for an exploratory study such as this. The population of the study comprised of customers, owners and management of micro business in Wuse II, Abuja which was

six hundred and thirty three (633) micro businesses according to the Wuse II traders' association records. Secondary data used for the study comprised of research publications, journals, text books and online resource materials. Primary data was collected from ninety-nine (99) respondents that were selected using simple random sampling. The sample size was selected using Taro Yamane formula for sample size attainment at 95% confidence level and 5% error margin. The tool for data collection was self-administered closed ended questionnaire for the purpose of validity and full response rate. Responses were analysed using Statistical Package for Social Sciences (SPSS) software. The statistical tools used were model summary, analysis of variance (ANOVA) and co-efficient table in testing the research hypotheses.

Findings

Table 1 Micro Businesses using Social Media for Business

Micro Businesses using Social Media for Business	Frequency	Percent	Valid Percent	Cumulative Percent
No	35	35.4	35.4	35.4
Valid Yes	64	64.6	64.6	100.0
Total	99	100.0	100.0	

Source: Field survey, 2019

The above table indicates that out of 99 respondents 35 were found not to be using social media for business and 64 were using social media.

Table 2 Type of business

Type of business		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Customer service	31	48.5	48.5	48.5
	Distribution	7	11.1	11.1	59.6
	Manufacturing	5	8.1	8.1	67.7
	Retailing	21	32.3	32.3	100.0
	Total	64	100.0	100.0	

Source: Field survey, 2019

The above table indicates that out of the 64 respondents that use social media in their business, almost 50% (31 respondents which is 48.5%) pertained to customer service, while the rest pertained to retailing, manufacturing and distribution put together which indicates the use of social media is maximum in service industry and minimum in distribution.

Table 3 Frequency of Social Media Usage

Frequency of Social Media usage	Frequency	Percent	Valid Percent	Cumulative Percent
No	1	1.6	1.6	1.6
Sometimes	22	34.4	34.4	35.9
Yes	41	64.1	64.1	100.0
Total	64	100.0	100.0	

Source: Field survey, 2019

The above table shows that 41 respondents are using social media frequently and only one respondent has denied it which clearly indicates that the frequency to engage with social media tools is more and thus it can be used to spread brand visibility

Table 4 Other Media used along with Social Media

Other Media used	Frequency	Percent	Valid Percent	Cumulative Percent
No	31	48.4	48.4	48.4
Yes	33	51.6	51.6	100.0
Total	64	100.0	100.0	

Source: Field survey, 2019

The above table shows that 31 out of 64 respondents that use social media marketing do not use other media and 33 out of the 64 use other media supplementing social media which shows that almost 50% respondents use traditional media along with social media

Test of Hypothesis

The significant level of 0.05 was set to either accept or reject H_0

Two research hypothesis were proposed and tested in this study

Table 5: H_{01} There is no significant effect of social media usage on increased brand awareness in Micro Business in Wuse II Abuja

	Increased brand awareness
	High Low
High Social Media Usage	56 (87.5%) 2 (3%)
Low Social Media Usage	6 (9.5%)

The Social Media Usage was cross-tabulated with increase brand awareness. The findings revealed that among the 64 respondents who use social media, 56 participants representing 87.5% who reported high Social Media Usage also reported high brand awareness, 2 participants representing 3% who reported high Social Media Usage also reported low brand awareness and 6 participants representing 9.5% who reported low Social Media Usage also reported low brand awareness. This implies that Social Media Usage has a positive effect on increased brand awareness.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.333(a)	.111	.104	1.65514

a Predictors: (Constant), Social Media Usage

The model summary (Table 6) provides helpful information about the regression analysis. First, the 'R' column is the correlation between the actually observed independent variables and the predicted dependent variable (i.e., predicted by the regression equation). 'R square' is the square of R and is also known as the 'coefficient of determination'. It states the proportion (or percentage) of the (sample) variation in the dependent variable that can be attributed to the independent variable(s). Further explanation is given under the Table 7.

Table 7: ANOVA (b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	45.354	1	45.354	16.556	.000(a)
	Residual	364.350	133	2.739		
	Total	409.704	134			

a Predictors: (Constant), Social Media Usage b Dependent Variable: brand awareness

In this study 11.1% variation in brand awareness. The first hypothesis which stated that "social media usage has no significant effect on increased brand awareness was rejected at $R=0.33$, $R^2=0.11$, $F_{(1, 134)}=16.556$; $p<.05$. The first hypothesis is therefore rejected. This implies that Social Media Usage has significant positive effect on increased brand awareness.

Table 8: Ho₂ There is no significant effect of the social media usage on increased sales in Micro Business in Wuse II Abuja

	Increase sales	
	High	Low
High Social Media Usage	44 (68.8%)	8 (11.8%)
Low Social Media Usage		12 (19.3%)

The Social Media Usage was cross-tabulated with increase sales. The findings revealed that among the 64 respondents who use social media, 44 participants representing 68.8% who reported high Social Media Usage also reported high sales, 8 participants representing 11.8% who reported high Social Media Usage also reported low sales, 12 participants representing 19.3% who reported low Social Media Usage also reported low sales.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342(a)	.117	.111	1.16166

a. Predictors: (Constant), social media usage

The model summary (Table 9) describes the proportion (or percentage) of the (sample) variation in the dependent variable that can be ascribed to the independent variable(s). Further explanation is given under the Table 10 below.

Table 10: ANOVA (b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.825	1	23.825	17.655	.000(a)
	Residual	179.479	133	1.349		
	Total	203.304	134			

a. Predictors: (Constant), social media usage b Dependent Variable: increase sales

In this study 11.7% variation in increase sales. The second hypothesis which stated that "there is no significant effect of social media usage on increased sales was rejected at $R=0.342$, $R^2=0.117$, $F_{(1, 134)}=17.655$; $p<.05$. The second hypothesis is therefore rejected. This implies that there is a significant effect of social media usage on increase sales.

Conclusion and Recommendation

The study concludes from the findings above that social media marketing is as important as every other traditional marketing tool as it has been empirically proven that a significant relationship exists between social media usage in micro businesses to engage customers and increased brand awareness as well as increased sales. Furthermore from the findings, the study observed that the firms who performed better were the ones who use social media marketing.

Recommendations are therefore made by the study to Micro businesses to engage more in using social media to engage with customers and other prospects. This would enhance brand awareness as well as increased sales. Also, the study recommends that the micro businesses in Wuse II and others invest more financially and technically

(enhanced know-how) in deploying social media marketing tools to engage with customers and prospects.

The study hence makes recommendation for further study into the assessment of social media marketing and growth of Small and Medium Enterprises in Nigerian states and cities. Further study can also be carried out on the effect of social media marketing on performance of larger firms and corporations.

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