

Exploring Social Media Marketing In Business: Influence on Product Adoption Perspective

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Abstract

The importance of social media in Business cannot be over emphasized. Social media ensures effective communication between organizations and clients (customers), provides direct and timely contact with a large number of people. As there are many people with varying needs, so are many products with similar offerings competing for the varying needs of the people. This study investigates the influence of social media (Facebook, Youtube and Twitter) marketing on product adoption. 241 staff and customers of Shoprite shopping Mall, Enugu Nigeria who showed interest to participate constituted the respondents. Questionnaire was the study instrument used to elicit response from the sample of 241 respondents that took part in the study. The reliability of the study was established using Cronbach Alpha Statistical tool which yielded 0.886 considered adequate for the study. A 5 point likert structured questionnaire was used to collect data from the affected respondents. The data collected were analyzed and the study hypotheses tested with the use of linear regression. Findings revealed that Facebook, Youtube and Twitter positively and significantly influence product adoption. It was concluded that effective use of appropriate social media platform(s) influence customers' purchase intention. That proper utilization of social media not only creates product awareness but result to product adoption amongst competing brands. It was recommended that awareness of the existence of a number of social media platforms be widely created and used based on the peculiarities of market segment(s) of the business organization.

Keywords: Social Media, Marketing, Effective Communication, Business, Influence, Customer, Product Adoption.

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Introduction

Social media is a valuable communication platform used to connect people and organizations. It is used to share experience, advice, review information, and arrive at a judgment. The current level of technological advancement reveals that any business organization without effective and efficient social media tools in this era of globalization stand the chance of abysmal performance or even business extinction.

Social media refers to a group of internet based application that build on the ideological and technological foundation of web 2.0 and that allows the creation as well as the exchange of user generated content (Kaplan & Heinlein, 2010). Web 2.0 technologies refer to a simple and efficient second generation of web services that provide a social participatory virtual platform for organizations to collaborate, network and interact with stakeholders (O' Reilly, 2007). The era of social media has changed the marketing landscape and strengthened the marketing communication process. Social media marketing refers to the use of social media platforms and websites to promote a product or service offered by the organization. It is equally defined as the use of social media platforms to connect with the audience to build brand, increase sales and derive website traffic. Cavazza (2010) affirmed that social media marketing are those tools and practices used to identify as well as analyze conversation, to participate and initiate social interactions within communities including customers.

Social media differs from traditional media in that it offers more possibilities for marketers to engage with customers and have real interaction with them. Among the most popular social media websites are: Facebook, Youtube, Baidu, WhatsApp, Twitter, Instagram, Google and so on. With the aid of social media and technology, market dynamics are changing as they can threaten competitive positions of companies and influence their sales increase (Alawan et al, 2016).

Social media provides rewarding benefits to the users. Luarn, Lin and Chi (2015) stated that every second social media users is following a brand and as such companies and organizations are now using social media platform to attract new users who can be potential customers. Social media gives people convenience to achieve certain desires essentially as people tend to show a strong belief in most of the things recommended through social media platform by their friends. The assumption therefore is that consumers in these social networks can leverage to promote or become fans for the firms' products and services. Shoprite Enugu shopping Mall like other such businesses have consistently used social media platforms to communicate and promote products and services to the populace. The practice is not unconnected with the motive to receive favourable response toward products and services being offered. The functionality of social media largely provides strength in the product adoption process. Product adoption is the process an individual goes through before taking a decision to buy or reject a new product.

Social media enables actual and potential customers share information with friends, peers and others about firms' products and services. In this connection, since one is mostly influenced by immediate friends and peers, friends and peers of adopters of products are mostly termed potential adopters. Organizations engage in posting products and services in social media platforms to create awareness, attract patronage, also as a practice or norm.

The customers, brand loyalists and fans of business organizations are also in the habit of posting products and services in one or more social media platform(s) as compliance to the social norm, sign of belonging to the "in thing" or as a sign of endorsement. This in no small way promotes the attraction of potential customers to the organizations' offerings. Yet some organizations and individuals may not have come to terms with the efficacy of the role of social media on product adoption. Social media marketing influence on business especially Shopping Mall have not to the best knowledge of the researchers received much attention in literature especially in developing country and in consideration of the ever emerging of shopping mall globally among others, this research therefore, attempts to bridge the gap by exploring the influence of social media on product adoption using Shoprite shopping Mall Enugu, Nigeria as a study focus. A number of social media platforms are abound. However the researchers explored certain social media platform considered appropriate for the study.

In this context, the objectives of the study are:

- To determine the influence of Facebook on product adoption
- To ascertain the influence of Youtube on product adoption
- To establish the influence of Twitter on product adoption

The researchers thus hypothesized that:

- 1) Facebook does not positively and significantly influence product adoption
- 2) Youtube does not positively and significantly influence product adoption
- 3) Twitter does not positively and significantly influence product adoption.

REVIEW OF RELATED LITERATURE

Conceptual Review

Overview of Social Media

Social media is primarily internet or cellular phone based application tools to share information among people. It expedites conversation and connection among people (Kanshik, 2012). Social media platforms have modernized and elevated communication virtually in all forms of life endeavour. As it relates to business, that it has enhanced product adoption and business is to say the least.

Social media is an evolution of internet which was initially created as channel or medium to exchange information between the users (Kietzman, Hermkens, McCarthy, & Silvestre, 2011). Networking dates back to 1980s with the name of Bulletin Board Systems (BBS). The BBS permit the users the software and data that is shared and also allowed them to send messages from one individual to another (private) and messages that can be posted on public boards. Social marketing is revolutionary way to build social relationship with buyers. (Jothi, Neelamalar & Prasad, 2011).

The social media sites are World Wide Web based services that allow an individual make a profile that is public or it can be semipublic profile also within a system that is bounded. In the views of Aneu and Cozma (2009) it is a group in which there are many other users and within them they share a connection, and view and go over their list of own connections and also go through the lists of other users that are in the same system. The idea and terminology of these connections differs from one site to another site. Among the social media networking sites that are popular are Facebook, Instagram, LinkedIn, Youtube, Twitter, WhatsApp and Blogs.

Each site plays a special impact in achieving certain objective, for instance; facilitate the users for global interaction and sharing ideas and experiences (Rehman, Ilyas, Nawaz & Hyder, 2014). On the other hand, Blogs are the source to write complete information about the product and services people have equal chance to speak about the pros and cons of the product.

Social network sites (SNSs) can be attractive channels for marketing activities, as they are organized around people and their relationships as they allow consumers to engage in some form of social interaction via comments and sharing (Ridings, Gefen, & Arinze, 2002). Through such communication, consumers voluntarily display their preference, potential influence, brand awareness and brand image. Hence, members on social network sites can create and disseminate brand-related information to their social networks composed of friends and other acquaintances (Ridings, Gefen & Arinze, 2002).

On social network sites, consumers are given the power to filter, choose, and exchange information with one another or with the company (Deighton & Kornfeld, 2009). As a result of this participatory media, the audience is not simply a receiver of media content but also a simultaneous creator of content. It can therefore be inferred that consumers have the power as the advertiser in determining the marketing messages.

Social media has made life easier as employees can improve their products with the help of comments of people but at the same time people can destroy the goodwill of the company's products and services to boost their rival's products and services through bad wording (Pantti, 2012). Social media plays another important role by

bringing innovation in businesses and products. The use of social media gives new thoughts and ideas to discover new horizons of product through new technologies and other experiments according to their customers demand (Evans, 2010).

Social media provides a platform for direct interaction between the product and the users. According to the feedback of the customers and consumers services, products can be improved and dreams can be transformed into realities which will result to the growth of the financial assets and business as well (Papasolomu & Melanthiou, 2012). Vivid and clear results are shown in those businesses who are now transforming themselves towards social media for the advertising of the products. Nowadays both companies and customers have transferred themselves to internet for the discussion forum on regular and fastest communication, as instant response received by companies are more fruitful to bring changes according to world's standard and demand. On spot response are appreciated and encouraged in business world for bringing innovations according to demand (Papasolomu & Melanthiou, 2012).

Facebook and Product Adoption

Facebook connects individuals or organizations with their customers or public by allowing them to see each other's profile page and by adding their activities to one another's news feed. Facebook thus, functions as an online application to see and to be seen; producing and consuming at the same time (Le & Tarafdar, 2009).

Facebook is the largest social network with highest audience compared to other similar media networks (Tiryakioglu and Erurum, 2011). Facebook is not only aimed towards end users but also provides useful tools to organizations, such as groups and pages, advertising, improving customer relationships, announcing campaigns. Companies and brands are creating Facebook accounts to share information about themselves, their activities and campaigns. Social media platform like Facebook offers a number of values to firms such as enhanced brand popularity (deVries, Gensler & Leeftang, 2012). Facebook communities where users are members are the most relevant for marketers, through these communities, marketers are able to identify consumer tastes and likes, which is essential in helping to create market segmentation and targeting and positioning strategies (Acar & Polonsky, 2007). Marketers can gain valuable information on community members' profiles and from the news feed statements that users post on their walls and pages, this information can then be used for direct marketing purposes (Casteleyn, Mottart & Rutten, 2009).

Facebook allows companies to connect with many more people and much more often than the companies would be able to approach through phone calls, emails, or meetings. One of the main benefits of social networking for organizations is therefore, lower marketing costs in terms of monetary and personnel. With the economic downturn, many companies are trying to cut spending, and social networking sites are the way for them to market their businesses and reduce costs. Costs of communication have fallen drastically with Facebook and other social networking sites, creating opportunities for organizations to communicate directly, quickly and consistently with millions of individual customers (Palmer & Koenig-Lewis, 2009).

Moreover, the emergence of Facebook as a marketing platform has ushered a new era of personalized and directed advertising. Facebook advertising has consistently grown in popularity. Yang et al. (2008) reported that the advent of targeting ads, specifically towards demographics (age, sex, education and so on), and tighter restriction on ads. quality has turned Facebook advertising into a viable traffic builder and advertising option for small and large size businesses. Due to its sheer number of active users as well as the level of each user's activity on this social networking website, Facebook is considered an appealing platform for Internet marketing specialists and online advertisers (Francisco, 2006).

Studies have investigated the link between the interaction component of marketing using social networks and the subsequent purchase of products and services. Shankar and Malhotra (2007) found that some relationships reported that marketing firms are increasingly looking to the conversations occurring online to customize their interactions with the customer. This is congruent with the findings of Sivadas, Grewal and Killaris (1998) who identified a link between online music newsgroup readership and the consumption of music-related products and services such as concerts and recorded music.

Several studies have been carried out on the effect of social media tools particularly facebook on firms. A study by Ogunnaike and Kehinde (2013) shows that social media tools enhances sales turnover, thereby increasing profitability of firms.

Youtube and Product adoption

Youtube is among the social media platforms that are increasingly used by companies to introduce products (Sohail & Al-Jabril, 2007). As the internet continues to grow and advance, Youtube is one of many social media tools that organizations or a business can explore and maximize its potential.

Every organization has the capacity to produce videos, and one other way to promote an organization is the use of testimonial videos from the customers. Youtubers are seen as authentic when reviewing a product brand (influencer marketing, 2012).

Nkwokah and Didia (2015) describe information sharing as a situation where firms or organizations make production plans, share inventory information and share product demand information with customers thereby allowing customers to form their expectations about the product(s)", Kobsa (2002) notes that when sales representatives and customers of organizations have ready access to information sharing features, information sharing approach is most effective. The need for all customer contact points (e.g., salespeople, customer service, websites) to gather information to be shared with others in the company is an essential prerequisite for an effective CRM system (Nkwokah & Didia, 2015).

Kobsa (2002) emphasized the importance of information sharing. An organization can use YouTube to promote and communicate with the audience to the business, thus, attracting new customers by producing high-definition video or HD video and uploading them on YouTube. These videos could be an event about the company or an introduction or demonstration of a new product launched. As opined by Subramani and Rajagopalan (2003). Youtubers are influential in encouraging trial and adoption of new products and services.

Twitter and Customer Loyalty

Twitter is that mycology social networking platform through which individuals can post or tweet comments to those who subscribe or follow the blogger. It is a popular microblogging social media platform that enables rapid short message dissemination (Walker et al, 2017). As an immediate and ease of use platforms, Twitter has been used for news, politics, business, entertainment, and personal tweeting. Since launching in 2006, Twitter has registered more than 500 million users, and as submitted by Curran et al (2011), it provides an excellent service to promote and sale brands.

Twitter provides organizations two different communication opportunities. One, it is cost-effective and a one-way communication method to broadcast a message to a broad but intended audience. Two, using twitter an organizations can engage with followers in two-way communications (Domizi, 2013).

Twitter is a typical example where individuals provide social support for other users (Gruz et al 2011).

Among the five major functions carried out by organizations active on Twitter and that can be mirrored in other industries Twitter campaigns are;

- ❖ Online information center-provide announcements and up-to-date information about itself.
- ❖ Question center-ask followers specific questions and get consumer feedback.
- ❖ Deal announcement-distribute promotions and coupons to followers.
- ❖ Retweet hub-share or 'retweet' content provided by other accounts and does not always produce original content. Tweets shared included news stories, industry updates, event information, and other content that builds a community of promotion for places.
- ❖ Organizational hub-internet with related agencies such government, chamber of commerce, tourism offices and so on, to build a community of promotion for places.

A number of the variety of campaigns that can be used on Twitter provides flexibility on how an organization communicates with an audience. Twitter can be in a graduate seminar requiring students to post weekly tweets to extend classroom discussion. Students reportedly used Twitter to connect with content and other students. Additionally, students found it "to be useful professionally and personally". Junco, Heiberger, and Loken (2011) completed a study of 132 students to examine the link between social media and student engagement and social media and grades. They divided the students into two groups, one used Twitter and the other did not. Twitter was used to discuss material, organize study groups, post class announcements, and connect with classmates. Junco et al (2011) found that the students in the Twitter group had higher GPAs and greater engagement scores than the control group.

On the other hand, customer loyalty is a long-term reciprocal advantageous relationship between customers and organizations resulting in overall satisfaction levels. Baldinger and Rubinson (2006); Bhattacharya, Fader, Lodish and DeSarbo (2006) have provided enough evidence on how loyalty is formed for a particular brand. These authors are consensual on particular variable which is favourable propensities towards a brand. Based on this notion, "loyalty to an object (e.g. a brand, store, service or company) is shown by favourable propensities towards that object". East et al (2005) suggest that the propensities may be behavioural or attitudinal and in industrial and service marketing, behavioural loyalty is viewed as retention of the brand.

Contemporary marketing thought acknowledges that gaining and sustaining customer loyalty as the ultimate goal may be important than achieving customer satisfaction (Kumar & Denish, 2004). It may however be erroneous to assume so considering that customers satisfaction mostly connotes loyalty. Thus it is the satisfied customer who becomes loyal that needed to be sustained. In addition, creating and maintaining brand loyalty (Heskett, 2006) with existing customers have fewer reasons to engage in an extended information search among alternatives, thus, reducing the probability of switching to other brands (Gounaris & Stathakopolos, 2004). Loyal customers are highly attractive to businesses because they are fewer prices sensitive and require a lower effort to communicate with (Gomez, Arranz, & Cillan, 2006).

A popular component and feature of Twitter is retweeting. Twitter allows other people to keep up with

important events, stay connected with their peers, and can contribute in various ways throughout social media and retweeting is beneficial strategy, which notifies individuals on Twitter about popular trends, posts, and events (Janusz, 2009).

Theoretical Framework

The two theories guiding the study are discussed below.

Media Richness Theory

Media Richness Theory sometimes referred to as Information Richness Theory was developed by Daft and Lengel. It is used to rank and evaluate the richness of certain communication mediums such as phone calls, video conferencing and e-mail. For example, a phone call cannot reproduce visual cues such as gestures; it is a less rich communication medium than video conferencing which is able to communicate gestures to some extent.

Media Richness Theory states that the more ambiguous and uncertain a task is, the richer the format of media that suits it. It further explains that richer, personal communication means are generally more effective for communication of equivocal issues than leaner, less rich media. This theory is used primarily to describe/evaluate communication medium within the organization. The goal is to cope with communication challenges facing organization, such as unclear or confusing messages. The empirical studies of the theory have often studied what medium a manager would choose to communicate, over, and not the effect of media use.

The most immediate and profound media richness theory is for senders choosing a communication medium. Senders that use less rich communication media should understand the limitations of that medium in the dimension of feedback, multiple cues, message tailoring and emotions. Organizations may find that since e-mail is a less rich medium, they need to have face to face interaction with their workers to make important decisions. The theory states, the more important a message is to a receiver, the more rich a medium needed to communicate it.

Since Media Richness Theory is the “ability of information to change understanding within a time interval” (Daft 2009), it is strongly believed to be the best medium for an individual or organization to communicate a message. This theory implies that effective and efficient communication depends on the type and nature of facility used. There is no one communication tool that can best suit every situation in changing the behaviour of workers and customers of an organization. Therefore, it is more beneficial to align each or a mixture of social media platform(s) accordingly. Nevertheless the study by Brunelle (2009) provided empirical support for media richness theory in a commercial context and casual relationship explaining consumers’ intention to use online store in their information search and transaction tasks. The tenet of this theory is greatly relevant to this study.

The Innovation Adoption Theory (IAT)

The Innovation Adoption Theory was developed by Everett Rogers in 1962. The theory describes the stages a target audience, or customer goes through before making a decision on adopting a policy, accepting an idea or purchasing a product or service. He classified the stages into categories based on their response circle time for making the decision on adopting a policy, accepting an idea, or purchasing a product or service. According to York (2009) innovation adoption theory postulates a number of stages through which a targeted audience member, buyer or customer passes through, from a state of unawareness, awareness, interest, trial to purchase/adoption.

It therefore, requires well planned and executed marketing campaigns or efforts to create the necessary awareness, stimulate interest and trial that lead to early purchase of a product/service or early adoption of an idea or policies. The marketing campaigns have to create the awareness and interest to the extent that after evaluation and trial, the target audience will waste no time to purchase the product or adopt the policy or idea that is being propagated by the marketing campaign team of an organization (York, 2009).

The Innovation Adoption Curve of Everett Rogers is a Model that classifies adopters of innovations into various categories. It is based on the idea that certain individuals are inevitably more open for adaptation of an idea, service, product or policy than others. However, as viewed by Sahin (2006), even when the innovation decision has been made, individuals seek support for the decision at the confirmation stage. This behaviour is common among social media users. The Rogers innovation adoption curve is presented in Figure 1 below.

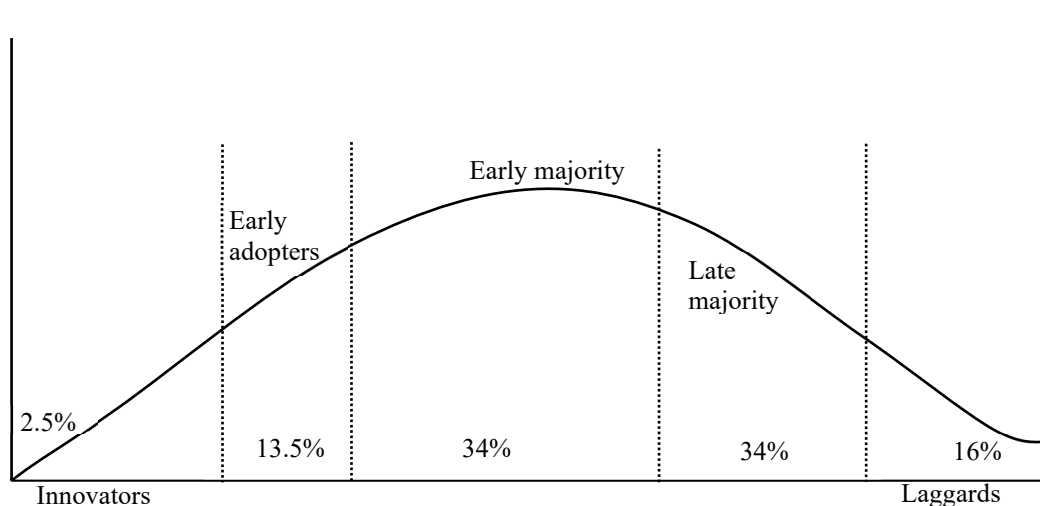


Fig. 1: Rogers Innovation Adoption Curve

Source: *12manage.com*: <http://www.12manage.com/methods-rogers-innovation-adoption-curve.html>. October, 15th 2013.

As could be seen from Figure 1 above, and discussed below, Rogers Innovation Adoption Curve describes:

- i. The characteristics of an innovation which may influence its adoption.
- ii. Decision making process that occurs when individuals consider adopting a new idea, product or practice.
- iii. Characteristics of individuals that make them likely to adopt an innovation and
- iv. The communication channels used in the adoption process.

The innovators are the first to try new products, ideas, processes and services. Early Adopters are early customers, very enlightened people and opinion leaders that are the first to try new products, services or ideas. Early Majority represents thoughtful and careful people who accept change more quickly than average people do. The Late Majority are skeptical people who will use new ideas or products only when the majority is using them. The Laggards are the traditional or conservative traditional people, mostly, older and anti-social people and those with low economic status (Abugu, 2014) who love to stick to the old ways and are critical about new ideas and will only accept such if the new idea has become mainstream or even a tradition.

The Rogers Innovation Curve tries to remind marketers and communicators that it is useless to try to quickly and massively convince the masses of a new controversial idea, policy, product or service. Rather, it is better to start first with convincing the innovators and the early adopters whose adoption will attract the others. The social media platforms actually performed this function. The categories and the percentages in Rogers curve can be used as a first draft to estimate target groups for communication purposes in marketing campaigns. The social media platforms are very active in the product adoption process.

The adoption process according to Boone and Kurtz (2006) explains the stages consumers go through, from first learning about the new product to trying it and deciding whether to buy it regularly or not. These are: Awareness, interest, evaluation, trial and adoption/rejection.

The above Model (figure 1) emphasizes that within any population, innovations of changes are not accepted simultaneously by all the participants. The differences are based on personality, temperament, experience and perceived need. In marketing communication practice, innovation adoption is usually used to examine how comfortable audience members and potential customers are, in accepting a new product, new idea, service or policy. Diffusion according Roger (1995) is a special type of communication in which the messages are about a new idea. Social media as a communication platform and as viewed by Solo-Anaeto, Ojunta and Lakanu (2017), allows business owners to develop strong relationship with their market and potential customers without huge finance and greatly improve brand visibility.

This theory-Innovation Adoption Theory is related to the current study in the sense that, while the theory highlights the stages a target audience, member, consumer or customer goes through before making a decision on adopting a product/service or policy, accepting an idea which calls for organizations to prepare a well planned and executed marketing campaigns or efforts to create the necessary awareness, stimulate interest and trial that leads to early purchase of a product/service or early adoption of an idea or policies, the current study seeks to determine how certain social media platforms could help in attracting and making potential customers accept, try and purchase a product as in the words of Kocak et al (2013), it is possible to associate the diffusion and widespread use of social media in the context of decision making process. This research is therefore anchored on this Innovation Adoption Theory (IAT).

MATERIALS AND METHODS

The study adopted survey method resulting to the use of structured questionnaire to gather relevant data from the staff and customers of Shoprite shopping Mall situated at the Enugu Capital territory where the study was conducted. A total of 293 questionnaires were issued to the staff and customers of the aforementioned shopping Mall who showed interest to participate and were selected using convenience sampling method. However only 241 copies of the questionnaires were correctly completed and returned and were used for this study as the sample size. The reliability of the research instrument is 0.856 determined using Cronbach's Alpha. The response to the questions directed to the respondents were on five-point likert scale, attracting 5, 4, 3, 2, and 1 point(s) aligned respectively to "strongly agree" "agree" "undecided" "disagree" and "strongly disagree".

The data collected from the respondents were presented in tables and analyzed, while the hypotheses (1-3) formulated for the study were tested with the use of linear regression statistical method.

DATA PRESENTATION AND ANALYSIS

The data presented and analyzed are basically those that addressed the objectives of the study.

Table 1: Respondents view on whether Facebook has positive and significant influence on product adoption

Variable	Frequency	Percent (%)	Value Percent (%)	Cumulative Percent (%)
Strongly Disagree	9	3.7	3.7	3.7
Disagree	24	10.0	10.0	13.7
Undecided	11	4.6	4.6	18.3
Agree	155	64.3	64.3	82.6
Strongly Agree	42	17.4	17.4	100.0
Total	241	100.0	100.0	

Survey Data, 2020

Table 1 above shows that 9 (3.7%) of the respondents strongly disagreed that Facebook communication positively and significantly influence product adoption. 24 (10.0%) disagreed, 11 (4.6%) were undecided while the greatest number of 155 (64.3%) respondents agreed that facebook positively and significantly influence product adoption. Also supported by the remaining 42 (17.4%) respondents who strongly agreed that facebook positively and significantly influence product adoption.

Table 2: Whether YouTube positively and significantly influence product adoption

Variable	Frequency	Percent (%)	Value Percent (%)	Cumulative Percent (%)
Strongly Disagree	8	3.3	3.3	3.3
Disagree	37	15.4	15.4	18.7
Undecided	33	13.7	13.7	32.4
Agree	107	44.4	44.4	76.8
Strongly Agree	56	23.2	23.2	100.0
Total	241	100.0	100.0	

Survey Data, 2020

Table 2 reveals that 8 (3.3%) respondents strongly disagreed that YouTube positively and significantly influence product adoption. 37 (15.4%) disagreed. 33 (13.7%) of the respondents were undecided whether YouTube positively and significantly influence product adoption. 107 (44.4%) agreed and 56 (23.2) strongly agreed that YouTube positively and significantly influence product adoption. From the foregoing, greatest number of the respondents agreed and strongly agreed that Youtube positively and significantly influence product adoption.

Table 3: Does Twitter positively and significantly influence product adoption

Variable	Frequency	Percent (%)	Value Percent (%)	Cumulative Percent (%)
Strongly Disagree	33	13.7	13.7	13.7
Disagree	52	21.6	21.6	35.3
Undecided	34	14.1	14.1	49.4
Agree	75	31.1	31.1	80.5
Strongly Agree	47	19.5	19.5	100.0
Total	241	100.0	100.0	

Survey Data, 2020

33 (13.7%) respondents strongly disagreed that Twitter positively and significantly influence product adoption. 52 (21.6%) disagreed. 34 (14.1%) was undecided. 75 (31.1%) agreed while 47 (19.5%) strongly agreed that Twitter positively and significantly influence product adoption. From the analysis, greatest number of the respondents 75 (31.1%) and 47 (19.5%) supported that Twitter positively and significantly influence product adoption.

Test of Hypotheses

Facebook does not positively and significantly influence product adoption.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.381 ^a	.145	.141	1.08514

a. Predictors: (Constant), Facebook

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1. Regression	.731	1	.731	1.225	.001 ^b
Residual	775.535	239	3.245		
Total	776.266	240			

a. Dependent Variable: Product Adoption

b. Predictors: (Constant) Facebook

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.827	.637		12.298	.000
Facebook	.022	.046	.276	.475	.001

a. Dependent Variable: Product Adoption

The above tables present the output of a linear regression analysis between Facebook and Product adoption. The significant value of 0.000 indicates that the result is significant. Correlation coefficient (R) of 0.381 implies that there is a positive relationship between Facebook and product adoption. The R² of 0.145 means that 14.5% of the variation in product adoption can be explained by Facebook users. Therefore, Facebook positively and significantly influence product adoption.

Hypothesis Two

Ho: YouTube does not positively and significantly influence product adoption.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.242	.82324

a. Predictors: (Constant), Youtube

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1. Regression	52.306	1	26.153	38.589	.000 ^b
Residual	158.589	239	.678		
Total	210.895	240			

a. Dependent Variable: Product Adoption

b. Predictors: (Constant) Youtube

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.7875	.284		10.141	.000
Youtube	.888	.107	.068	1.049	.000

a. Dependent Variable: Product Adoption

The above tables present the output of a linear regression analysis between Youtube and Product adoption in shopping Mall. The value of 0.000 indicates that the result is significant. Correlation coefficient (R) of 0.498 implies that there is a positive relationship between Youtube and product adoption. The R² of 0.248 means that 24.8% of the variation in product adoption can be explained by YouTube influence. Therefore, there is positive and significant influence exerted by YouTube network on product adoption.

Hypothesis Three

Twitter does not positively and significantly influence product adoption.

Correlations

			Twitter	Product adoption
Spearman's rho	Twitter	Correlation Coefficient	1.000	.397**
		Sig. (2-tailed)	.	.000
	N		241	241
	Product adoption	Correlation Coefficient	.397**	1.000
Sig. (2-tailed)		.000	.	
N		241	241	

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

The table above shows the correlation coefficient, significant values and the number of cases for the correlation between Twitter network and product adoption in shopping mall. The correlation coefficient shows 0.379, this value indicates the correlation is significant at 0.01 level (2-tailed) and implies that there is a positive and significant relationship between Twitter network and product adoption. At $r = 0.379$ and $p < 0.01$. Therefore the researchers conclude that Twitter has positive and significant influence on product adoption.

Discussion of Findings

The outcome of the test of hypothesis one reveals that Facebook positively and significantly influence product adoption.

In the hypothesis one test to that effect, value of 0.000 achieved is significant. That of coefficient (R) of 0.381 implies that there is a positive relationship between Facebook and product adoption. The R^2 of 0.145 means that 14.5% of the variation in product adoption can be explained by Facebook users. The result is consistent with the views of Alalwan et al (2016) that certain network platforms such as Facebook, Twitter and Instagram are taking an essential part of our lives essentially being adopted by the majority of the society for providing guide to choice when engaged in decision making. Social media allows employees to connect to the clients, especially those in different geographical locations (Kaplan & Haeblein, 2010).

In a study by Deghani and Tumer (2015) it was established that Facebook ads influenced purchasing intention by affecting brand value and brand image. Minton et al (2012) stated that social media tool (Facebook inclusive) can strengthen relationships with customers and followers depending on different cultures. However, Zablah, Bellenger and Johnson (2004) Ryals (2005) noted that some managers are skeptical about the much-valued social media potential to generate value basically due to highly publicized failure of its implementation among managers in some industries. This view may have informed the decisions of the respondents who strongly disagreed and disagreed that Facebook positively and significantly influence product adoptions. Power and Philips (2011) however opined that social media acts as a rich information source and influence consumer decision-making through the information and opinions obtained from the connections. In a study conducted by Duffett (2015) on the influence of behavioural attitudes towards the most popular social medium in the world, amongst millennials in South Africa it was established that Facebook has a positive influence on the behavioural attitudes (intentions-to-purchase-purchase and purchase) of millennials who reside in South Africa. Study by Ogunnaike and Kehinde (2013) on the relationship between social networking and business performance revealed that facebook and twitter were the mostly used media by entrepreneurs for business.

Youtube is also among social medial that drives customers' purchase intention. The hypothesis two test on the influence of Youtube on product adoption was affirmative. The significant value of 0.000 obtained from the test supports the fact. The correlation coefficient (R) of 0.498 obtained from the hypothesis test implies that there is a positive relationship between Youtube and product adoption. Further R^2 of 0.248 means that 24.8% of the variation in products adoption can be explained by Youtube influence. This is in line with the findings made by Misra and Mukherjee (2019) on the impact of YouTube icons on buying behaviour of young consumers, that factors such as reliability, trendy product details and interactivity of Youtube can influence consumer buying behaviour thus supporting the outcome of the hypothesis under discussion. Firat (2019) had on a study on YouTube advertising value and its effects on purchase intention held that, "Youtube advertising value had a positive effect on purchasing intention. In another development in a study by Yuksel (2016) on effects of users generated content in YouTube videos on consumers purchase intention, it was found that perceived credibility, perceived usefulness and perceived video characteristics of information in the Youtube videos positively influence purchase intention. The study by Lai, Lai and Chiang (2015) equally reveals that product placement and product involvement have positive effect on purchase intention in Youtube platform. Contradicting the above, in a study by Yang, Huang, Yang and Yang (2017) on consumer attitudes toward advertising through Youtube, it was established that irritability has a negative effect on purchase attitude. The finding is consistent with the views of the respondents in this study who strongly disagreed and disagreed that Youtube network positively and significantly influence

product adoption. In consonant with the respondents who strongly agreed and agreed respectively that Youtube positively and significantly influence product adoption, Yuksel (2016) contended that Youtube has become one of the platform that consumers search for product information before making purchase decisions. This supports the majority views of the respondents in this study who strongly agreed and agreed respectively that Youtube positively and significantly influence product adoption.

On the influence of Twitter on product adoption, the hypothesis three test showed correlation coefficient of 0.379 which is significant at 0.01 level (2 tailed) implying that there is a positive and significant relationship between twitter network and product adoption. $r = 0.379$ and $p < 0.01$. $r = 0.379$ and $p < 0.01$.

The outcome of the aforementioned hypothesis three aligned with the views of Ibrahim et al (2017) that brands are encouraged to leverage the power of social media to drive consumer engagement. Twitter encourages real time conversation, thereby making it more popular for consumers to engage with brands (Paramar, 2015). The result of the hypothesis three is also consistent with the views of Zhang et al (2018) that positive consumer brand interactions on twitter increase consumer engagement as consumers' feel more valued. The study by Pantano and Corvello (2014) however reveals that a lot of negative and positive of consumers' comments are available online. This therefore account for variance in responses by the respondents evidenced in this study.

Implications of the findings and limitations

The findings from the study can serve as an insight into the benefits or otherwise of the social media platform(s) to the producers and marketers. Also where and when specific social media platform(s) (Facebook, Youtube, Twitter, etc) is most appropriate.

Regarding the limitations, the study covered only the staff and customers of Shoprite Shopping Mall, Enugu largely due to limited resources. Equally only three social media platforms, namely Facebook, Youtube and Twitter were covered. These cannot be the only social media platforms that can influence product adoption. Therefore enlarging the scope to cover more shopping Malls, social media platforms and customers could be desirable to enhance or make the study robust.

Conclusion

The study was on social media marketing in business and specifically, the influence of social media platforms on product adoption. The study construct are; Facebook, Youtube and Twitter influence on product adoption. After the analysis of the data generated and the test of the hypotheses for the study, it was established that Facebook, Youtube and Twitter platforms not only create product awareness but positively and significantly influence product adoption. The researchers infer that actual and potential customers are always attracted by products posted in the social media platforms especially as the medium also permit engagement, chatting, sharing, inquiry about organizations and products and importantly exposure to individual or group buying behaviour.

Recommendations

1. Producers and marketers should segment their market for easy usage of appropriate social media platforms (Facebook, Youtube, Twitter and so on).
2. In developing new products, the features that can attract customers and easily be posted in the social media platforms should be incorporated.
3. Aligning certain social media advertising to specific demographics and products is also a useful measure for product adoption.
4. It is also worthwhile to use a wide range of social media platforms to cover virtually all the actual and potential customers with different demographic background.

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