SOCIAL MEDIA AS A MARKETING COMMUNICATIONS STRATEGY AND ITS IMPACT ON THE MARKETING OF CONSUMER PRODUCTS IN LAGOS, NIGERIA

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ABSTRACT

Application of the social media has become a very viable marketing communication tools to attract, retain customers, and increase market share. Marketers have utilized various social media means to maintain the brand loyalty of their customers. The aim of this study were to investigate the effect of Facebook as a marketing communications strategy in marketing Silver Bird products in Lagos and to assess the relationship between usage of Twitter as a marketing communications strategy and marketing of Silver Bird products in Lagos. The scope of the study consists of customers of Silver Bird products in Lagos and the data were collected through the administration of a structured questionnaire with a sample of 235. Hypotheses were tested via simple linear regression data analyzing technique and Pearson's Product Moment correlation coefficient. The results of the study showed that Facebook has positive significant effect on marketing of Silver Bird products (R** calc = 18.600 > at p< 0.05), and that there is a significant positive relationship between Twtter and marketing of Silver Bird products (r = .944, p< .05). The researchers conclude that social media is a veritable marketing communication strategy aimed at generating profitable customers as well as improving market share for diligent companies. And finally recommend that it is very important that customers are given the awareness of the benefits of identifying with their brands through Facebook. Customers should report or post both positive and negative comments about a product to acquaint the virtual community of the latest happening in relation to the product they patronize. In the same vein, users of Twitter are encouraged to establish closer ties with their brands. They should endorse quality products and complain to company management when they

notice a foul play regarding their product or service being offered to them.

Keywords: Social media, Social media marketing, Facebook, Twitter and Uses and Gratification theory of the media.

INTRODUCTION

Background to the Study

The web-based services that allow individuals and groups to interact and interrelate with each other/one another is known as the social media (Ifinedo, 2016). The social media has brought comfort and convenience to people around the world as it has made it palpably and pliably plausible to converge people who ordinarily are far apart due lack of time, energy, cost and other sundry resources (Bajpai, Pandey and Shriwas, 2012). They are used by consumers to generate content and interrelate with one another (Hajli, 2013). Nonetheless, Goodrich and Mooij, 2013) state that globalization has not made consumer behave alike around the world. They still behave differently depending on the situations they found themselves. Meeting face to face to consummate transaction would have been very cost ineffective and cost inefficient.

In truism, the social media through many social networking sites such as Facebook, Twitter, Watsup, Reddit, Youtube, LinkedIn, Skipe, Instagram, Viber, Wechat, Pinterest, Google, Blogs, etc (Gafni and Tal Golan, 2016)   has unraveled the mystery of people being far apart but, yet, necessarily connected to each other and one another (Bajpai et al., 2012). "The world population exceeds 7 billion people where 42% actively use the Internet and 1,75 billion people use social networks through mobile phones" Viana (2016).

21st has actually initiated a paradigm shift in the ways and manners businesses are actualized. Through this contemporary media unlike the traditional media such as the TV, radio, newspapers and magazines, the world has become a global village where almost everybody can air his/her views concerning a product and service. Individuals and organizations can now advertise their goods and services at minimum cost.

The social media has the advantage of immediacy and flexibility and being highly personal that users are directing their followers to their business site through subscription (Bajpai et al., 2012). There is a gap in communicating an event as it unfolds immediately; except in very rare cases. According to them, it has a competitive advantage over and above the traditional media like the TV and radio as events are simultaneously communicated to the target audience/market. Through the traditional media, events take place and are broadcast afterwards.

Social media can be defined as:

> "Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (Garrigos-Simon, Alcami and Ribera, 2012).

It is also defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan and Heinlein, 2010). Social media is also defined "as computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks" (*Obar and Wildman, 2015; Gafni and Tal Golan, 2016)*. Web 2.0 is highly an interactive medium (Goswami, Bharathi, Raman, Kulkarni and Joseph, 2013).

Social media marketing consists of the attempt to use social media to persuade consumers that about a company, products and/or services (Neti, 2011). Social media marketing is marketing using online communities, social networks, blog marketing etc. (Neti, 2011).

Most organizations stick to common modes of marketing like television, newspapers and magazines, and radio. This is mainly because people are afraid of change and where there is a form of uncertainty, no one wants to be involved. They tend to see social media only from its social perspective, but not from how they can gain from it. They tend to discourage their employees from using social media during working hours as it is viewed as a social platform where the employees will waste a lot of company's recourses posting updates and chatting with their friends (Obar and William, 2015).

A few companies however have welcomed social media marketing and have their Facebook and Twitter pages available to the public (Obar and William, 2015). This is very useful for these companies because they are able to keep up with their customer requirements and   communicate with their them regularly by way of posting comments that will help in solving   problems immediately (*Kaplan and Haenlein, 2010)*. Companies are also able to get different views and opinions from their clients, which enables them to be able to improve on a product or service depending on what their client wants.

The gap in literature was filled by the researchers through the identification of the lapses in the role of the traditional media of communication which the new media has come to surmount.

Statement of the Problem

The importance of social media in marketing cannot be overemphasized (Okolo, Ugonna, Nebo and Obikeze, 2017). Social media has a lot of value in organizations because it allows companies to connect to the customer, especially the ones in different geographic zones. Social media allows firms

to engage in timely and direct end-consumer contact at fairly low cost and higher levels of efficiency than can be achieved with more traditional communication tools (Bajpai, 2012). This makes social media not only relevant for large multinational firms, but also for small and medium sized companies, and even nonprofit and governmental organisations. One major advantage of social media in business is that it is able to reach as many people as possible.

As good as social media is, many organizations do not take full advantage of it in marketing because they do not see social media being impactful to organizational performance. A lot of people are still new to the social media concept and they therefore do not understand how it works and they tend to undermine its impact on the organization. Social media has from time to time been viewed negatively and this makes many companies avoid using the channel as a means of marketing their organization. The consequence of the above situation is that organisations without usage of effective and efficient social media tool in this era of globalization stand the chance of losing their current and potential customer to competitors. On the foregoing, the research focuses on social media as a marketing communications strategy and its impact on the marketing of consumer products in Lagos, Nigeria.

Objectives of the Study
The major objective of the study is to determine the effect of social media as a marketing communications strategy for marketing Silver Bird products in Lagos State. The specific objectives ensue:
- To investigate the effect of Facebook as a marketing communications strategy in marketing Silver Bird products in Lagos.
- To assess of relationship between usage of Twitter as a marketing communications strategy and marketing of Silver Bird products in Lagos.

Research Question
The following are the research questions for the study.
- What is the effect of Facebook as a marketing communications strategy in marketing Silver Bird products in Lagos?
- Is there any significant relationship between usage of Twitter as a marketing communications strategy and marketing of Silver Bird products in Lagos?

Research Hypotheses
The following are the research hypotheses for the study.
- Facebook as a marketing communications strategy has significant effect on marketing of Silver Bird products in Lagos.
- There is a significant relationship between Twitter as a marketing communications strategy and marketing of Silver Bird products in Lagos.

REVIEW OF RELATED LITERATURE

Overview of Social media

Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media (Obar and William, 2015). "The most prominent social networks worldwide are Badoo, Cyworld, Diaspora, Facebook, Friendfeed, Friendster, Google, Hi5, Hyves, İbibo, Jaiku, Myspace, Netlog, Nextdoor, Orkut, StudiVZ, Tagged, Tribe.net, Tuenti, Tumblr, Twitter, Unthink, Vkontakte, You Tube, Hub Culture, Linkedin, NationalField, Plaxo, Viadeo, XING, and WiserEart" (Hayta, 2013; Dunlop, Freeman and Jones, 2016).

Social media uses the crowd to connect information in a collaborative manner. Social media can take many different forms, including internet forums, message boards, weblogs, wikis, podcasts, pictures, and video (*Kietzmann and Kristopher, 2011)*. Social media is made up of user-driven websites that are usually centered on a specific focus. Sometimes, the community itself is the main attraction (*Kietzmann and Kristopher, 2011)*.

There are two benefits of social media that are important to businesses; they include (*Aichner, and Jacob, 2015)*:

1. Cost reduction by decreasing staff time.
2. Increase of probability of revenue generation.

Social media enables companies to: Share their expertise and knowledge; Tap into the wisdom of their consumers; Enables customers helping customers; Engages prospects through customer evangelism. Thus the benefits of social media include: brand reach and awareness, consumer interactions through transactions, referrals and reputation management (*Aichner and Jacob, 2015)*.

Twitter

Twitter according to Ezumah (2013) is an online text messaging version that has the capacity and capability to discharge the same message content to thousands of people at the same time. Twitter is predominantly used in the United States (Hayta, 2013). It prompts its users very fast and simultaneously anytime there is an offer that requires urgent attention (Abu-Rumman and Alhadid, 2014). It can be used to enhance communication building and critical thinking. It has enhanced word-of-mouth and viral marketing among consumers around the universe. Word-of-mouth is interpersonal and highly believable and this has really affected businesses positively (Mohr, 2013). Twitter can be used to announce and promote a new product, an event, innovation, invention and technology (Saravanakumar and SuganthaLakshmi, 2012). It enhances the surveillance of competitors and maintains adequate contact with users. Domizi (2013) utilized Twitter in a graduate seminar requiring students to post weekly tweets to extend classroom discussions. Students reportedly used Twitter to connect with other students.

Additionally, students found it "to be useful professionally and personally". Junco, Heibergert, 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.

Gao, Luo, and Zhang (2012) reviewed literature about Twitter published between 2008 and 2011. They concluded that Twitter allowed students to participate with each other in class, and extend discussion outside of class time. They also reported that students used Twitter to get up-to-date news and connect with professionals in their field. Students reported that microblogging encouraged students to participate at a higher level (Gao et al., 2012). Because the posts cannot exceed 140 characters, students were required to express ideas, reflect, and focus on important concepts in a concise manner. Some students found this very beneficial. Other students did not like the character limit. Also, some students found microblogging to be awesome.

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 (Janusz, 2009). Retweeting is beneficial strategy, which notifies individuals on Twitter about popular trends, posts, and events (Janusz, 2009).

Facebook

Facebook was developed in the Harvard University campus by Mark Zuckerberg, Dustin Moskovitz, Chris Hughes, and Eduardo Saverin, who were all students of the University (Ezumah, 2013). Its mission statement is "to make the world more open and connected," and as at 2011, it has made its presence in more than 70 languages and also had 845 monthly active users Ezumah noted. This is the world's most popular social media network with about 1.28 billion users (Chheda, 2014). Facebook had 500 million users in 2010 from 100 previously (Wauters, 2010; Hayta, 2013). By 2013, about 2.5 billion people using the internet have already adopted the use of the social media, says Hayta. More than 1 billion members use Facebook he said. "The top five countries that have the most Facebook members in the world are: Bangkok-Thailand (12,797,500), Jakarta-Indonesia (11.658.760), Sao Paulo-Brazil (8.791.700), Istanbul-Turkey (8.325.860), and Mexico-Mexico City (7.743.220)" (Hayta, 2013). Facebook data can be compared to a crystal ball to understand customers (Casteleyn, Mottart and Rutten, 2009). User actions on Facebook appear in the news-feed status, and every single friend is able to see them. Notifications can be delivered straight to email addresses (Shannon, Stabeler, Quigley and Nixon, 2008). However, because users can build their own profile and write anything they want on Facebook, it does not necessarily provide correct, accurate, and real information about users (Doyle, 2007).

Facebook communities where users are members are the most relevant for marketers (Casteleyn, Mottart, and Rutten, 2009). Through these communities, marketers are able to identify consumer tastes and likes, which are essential in helping to create market segmentation and targeting and

positioning strategies (Acar and 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 (Casteleyn, Mottart, and Rutten, 2009). This information can then be used for direct marketing purposes.

According to Edelman (2007), customers are currently switching to usage of social networks and are spending much more time with online marketing than with any other marketing channel. 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 (Luke, 2009). Basilisco and Jin (2015) agree with this when they stated that Facebook offers the convenience to attract new customers and retain the old ones. 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 find ways to cut spending, and social networking sites are the way for them to market their businesses and reduce their 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 and 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 consequently grown in popularity. Yang, Kim and Dhalwani (2008) report that the advent of targeting ads, specifically toward demographics (age, sex, education, and so on), and tighter restrictions on ad quality has turned Facebook advertising into a viable traffic builder and advertising option for small and large size businesses. Because of 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 Malthouse (2007) found that some relationships reported that marketing firms are increasingly looking to the conversations occurring online to customize their interactions with the customer. Sivadas, Grewal, and Killaris (1998), for example, identified a link between online music newsgroup readership and the consumption of music-related products and services such as concerts and recorded music.

Social Media as a Marketing Communication Strategy
Marketing professionals (Erdogmus and Cicek, 2012; Markos-Kujbus and Gati, n.d) utilize the social media to establish and sustain the loyalty of their customer. According to them, the social media has generated a bolster in its application among members of the academia and the industry the world over. It is a modern and effective way of creating value for customers (Jawahitha, 2014). Its impact in marketing execution has increased exponentially (Pradiptarini, 2011; Razak and Latip, 2016). Social

media marketing is interchangeably used with social media (Khan and Jan, 2015). It is an online resource through which individuals, groups and organizations share information about their goods and services by sharing texts, videos, photos, and audio or recorded contents. It is the application of the social networking websites and the social media to implement marketing activities (Chheda, 2014). It has heightened organization competitiveness (Garrigos-Simon et al., 2012). Chheda notes that it is a more effective and efficient approach of gaining brand awareness and popularity by meeting large number of users.

The social media offers electronic word-of-mouth (EWOM) just like the personal word-of-mouth marketing that exists between individuals and groups (Goodrich and de Mooij, 2013; Dou, Niculescu and Wu, 2013). Akar, Yuksel and Bulut (2015) concur with this statement when they assert that consumers can use vital information about products and services from other social media acquaintances who are not their close friends, relations or even colleagues. It has totally changed the way businesses promote and market their products (Alhabie, 2015). They said that not much is known about the application of the new social media to market products and also gain in insight on consumer decision making process. Social media technologies take many different forms including <u>blogs</u>, <u>business networks</u>, <u>enterprise social networks</u>, <u>forums</u>, <u>microblogs</u>, <u>photo sharing</u>, <u>products/services review</u>, <u>social book marking</u>, <u>social gaming</u>, <u>social networks</u>, <u>video sharing</u>, and <u>virtual worlds</u> (*Aichner and Jacob, 2015*). Some of the properties that help describe the social media include: quality; reach, frequency, accessibility, usability, immediacy, permanence, etc (*Agichtein., Carlos- Castillo, Aristides, and Gilad, 2008*).

Marketers want to access their prospective customers and that's why the adoption and application of social media is exponentially growing around the world (Goodrich and de Mooij, 2013). It is a dual carrier of messages as it can act as both electronic word-of-mouth as well as capable of In the United States, a survey reported that 84 percent of adolescents in America have a Facebook account (*O'Keefe,* 2011). Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites (*Hajirnis, 2015).* For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building a reputation and bringing in career opportunities and monetary income (*Tang, Gu, and Whinston, 2012*).

Most organizations now try hard to establish their presence on social media websites to effectively and efficiently dispose of their goods and services. Marketers build their online communities through establishing customized profile of potential customers by adding them as friends. Customers are attracted either through banners ads placed in these sites that advertise products on sale or through posted updates that initiate special offers. And also, through reviews and comments posted by customers, who make testimonies concerning the workability of a particular product. Social media influences consumer behaviour (Ioanas and Stoica, 2014). Toor, Husnein and Husnein, 2017) is in consonance with this fact and state that social media marketing affect purchase attitude of consumers.

The relevance of social media in marketing cannot be overemphasized. Social media has a lot of values in organizations because it allows employees to connect to the clients, especially the ones in different geographic zones (Kaplan and Haenlein, 2010). Social media allows firms to engage in timely and direct end-consumer contact at fairly low cost and higher levels of efficiency than can be achieved with more traditional communication tools. This makes social media not only relevant for large multinational firms, but also for small and medium sized companies, and even nonprofit and governmental agencies (Kaplan and Haenlein, 2010). Social media tools are also used for marketing research, communication, sales promotions/discounts, and relationship development/loyalty programs (*Kaplan,* 2012).

Alharbie (2015) defines it as "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." It means the marketing of goods and services through the social media. The use of the social media has been perceived to improve a company's competitive advantage by carving out more market share for a company, says Alharbie. Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are required. Social media marketing is marketing using online communities, social networks, blog marketing and more.

Social media marketing allows companies to create new connections with customers and communicate with them, instead of sending one-way messages to people (Scott, 2010). Internationally, social media marketing is very popular and is commonly used in western countries. A lot of organizations have embraced social media marketing and they employ people whose work is to make sure that their pages are always up to date and that their clients are happy with all their queries responded to immediately (Scott, 2010).

In Africa, social media marketing is not very popular as most companies tend to keep off social websites as they are viewed only from a negative perspective (Mangold and Faulds, 2009). Very few organizations have included social media as a marketing tool and this comes as a shock since social media is a free marketing tool and can manage to reach millions in a short span of time (Mangold and Faulds, 2009).

Social media marketing is not merely about hitting the front page of any other social news website, it is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters (Goldenberg, Libai, Muller, and Stremersch, 2010). Marketers must establish and sustain their online presence as consumers pass judgment on them based on their activities online (Singh and Sinha, 2017). Although social media marketing is in vogue and contemporary, it cannot totally replace the traditional media because of their unique and peculiar characteristics and advantages Chheda, 2014). For him, the traditional

media is a short-gun approach that sends messages or passes "information" about an offer to a mass or target audience. In other words, it does not have a feedback. It is one-way in nature. It is like "Advertising" which after it had been broadcast transiently disappears. Contrarily, the social media is a rifle approach that "communicates" its intention about an offer to a more target audience/market. It has a feedback; as the receiver can give responses through answering questions and or asking questions concerning an offer.   It is a two-way approach. It is like "public relations."

Duo et al. (2016) caution in their study titled " Marketing to Youth in the Digital Age: The Promotion of Unhealthy Products and Health Promoting Behaviours on Social Media" that while the traditional media is much more regulated, credible and have good and bad effects on health behaviour of youth, the social media offer less impact on the youth. Chheda informs that 92% of small and medium scale businesses consent to social media as a laudable marketing strategy.   Research done by the duo: Erdogmus and Cicek (2012) titled "The Impact of Social Media Marketing on Brand Loyalty" reveals "The results of the study showed that brand loyalty of the customers is positively affected when the brand offers advantageous campaigns, offers relevant content, offers popular contents and appears on various platforms and offers applications on social media."

Research reveals that communication of those who are already members of a network community could expedite the product adoption process (Dou, Niculescu and Wu, 2013). For the trio, this has a tripartite perspective such as –

- ➤ The inducement of word-of-mouth (WOM) marketing convincing consumers through persuasion to adopt the product at a much faster rate
- ➤ It could yield herding behaviour from customers who belong to the same group without much persuasion. This may easily happen among peer groups.
- ➤ The adoption of the product among a given network group may boost the product value and prompt willingness to purchase the product.

In a study "The Influence of Negative Consumer Reviews in Social Networks" Gafni and Tal Golan (2016) discover that posted reviews affect consumer buying decision; whether those reviews are positive or negative. Also, in another study "The Impact of Social Media Conversations on Consumer Brand Choices," it was revealed that "consumers' conversations about brands and nutritional aspects of CSDs have a significant impact on their valuation of brand characteristics and ultimately on their choices of CSDs" (Liu and Lopez, 2014). The result of another study conducted by (Mohammadpour, Arbatani, Gholipour, Farzianpour and Hosseini, 2014), "showed that social media marketing had positive and significant impact on value capital, relational capital and brand capital.

Uses and Gratification Theory of the Social Media
The media has got a lot of theories backing it up as a veritable means of equipping the public with various information. Uses and gratification is one of them and matches the subject matter of this discourse. Katz and Blumler developed the uses and gratification theory of the media (Toor et al.,

2017). It is applied to evaluate the motivation behind the endorsement of a particular media channel (Basilisco and Jin, 2015; Ezeah, Asogwa and Obiorah, 2013). Individuals, groups including Siamese twins, organigations, government, nongovernmental organisations, consumer action groups, charity organisation, religious organisations, and environmentalists are consistently exposed and adapted to the media channel that fill them with joy, happiness, passion, excitement and even fantasy. In a study, Basilisco and Jin (2015) found out that what motivates and offers Facebook users satisfaction, is the entertainment, seeking and finding friends and convenience. According to them, uses and gratification theory explains the motivation behind differences in satisfaction among individuals who subscribe to the same media channel. The media audience posses the willingness and readiness to offer any amount of money, energy, time and other relevance resources to gain acquaintanceship with a particular media channel that offer them the high level of satisfaction they deservedly expect. Quoting a research conducted in South Korea concerning the motives behind the use of Cyworld, a popular social media network, Basiliscos and Jin discover that self expression, professional achievement, entertainment, trends, communicating with families and friends, and passing time.

The audience's socio-psychological desires are satisfied as they use a particular type of social media (Dunne, Lawlorand Rowley, 2010). Media professionals need to understand those anticipated benefits derivable from the adoption of a media channel. U and G tend to discover what people really do with their choice of media they said. Ezeah et al. (2013; O'donohoe, 1994) note that it was in the early 40s that the initial study on uses and gratification theory of the media was carried out. Unlike the agenda setting theory and the hypodermic needle theories where the audience are held captive by the media, the uses and gratification theory lives the audience with the voluntary disposition to make a media choice (Ezeah et al., 2013; Ifinedo, 2016). The users of the social media networks garner the freedom to use any of the earlier above mentioned social media to make critical marketing purchase decisions. In the case of the social media, the user creates the content himself and that makes him a online publisher. The sovereignty of the consumer is very high in the use of the social media network (SMN) unlike the traditional media where the audience/customer is a lame duck; just listening to the news and information. Ezumah (2013) calls the users of the SMN "the active audience".

> "UGT assumes that individuals are aware of their needs and are goal-oriented in their use of media; people are capable of assessing value judgments of media content and have the initiative to link needs and gratifications to a specific choice of medium" (Ifinedo, 2016).

People choose a particular social media such as Facebook and Twitter among other networks to satisfy a gratification need he said. Individuals will definitely be loyal to a particular site that if their needs are consistently fulfilled by such medium/media. Uses and gratification theory was developed to turn around the question of what the media do to people into what the people do with the media (O'donohoe, 1994). It opposes the theory hypodermic needle theory of the

media. Quan-Haase (2012) states that the uses and gratification theory earmarks the importance of the media in our daily life. It depicts that the audience acknowledges his needs and this needs motivates him towards making a choice that will suit him (Rui and Stefanone, 2016).

Methodology

Survey method was deployed by administering structured questionnaire to gather primary data from customers of Silver Bird products in Lagos. The scope of the study is limited to Social Media as a Marketing Communications Strategy and its Impact on the Marketing of Consumer Products in Lagos, Nigeria. The population of the study includes customers of Silver Bird in Lagos which is indefinite and therefore, Topman's formula was used to determine a sample size of 235. Content validity was used to determine the validity of the instrument by giving allowing marketing research consultants and lecturers of marketing department to modify and make the necessary corrections so that the instrument can measure what it ought to measure. The value of the test of reliability is 0.960 which was conducted using Cronbach's Alpha which indicated that there is internal consistency of the instrument. Analysis of data was done using simple linear regression data analyzing technique and Pearson's Product Moment correlation coefficient using Statistical Package for Social Sciences (SPSS).

Test of Hypotheses

Hypothesis One

✓ Facebook as a marketing communication strategy has no significant impact on the marketing of Silver Bird products in Lagos State.

Table 1: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin-Watson
1	.808[a]	.621	.820	.68838	.031

a. Predictors: (Constant), Facebook

b. Dependent Variable: Marketing

Table 2: ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1123.548	1	1123.548	2.371E3	.000[a]
	Residual	245.460	234	.474		
	Total	1369.008	235			

a. Predictors: (Constant) Facebook

Table 3: Coefficients[a]

Table 1: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Durbin-Watson
1	.808[a]	.621	.820	.68838	.031

Model		Unstandardized Coefficient		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.738	.061		12.104	.000
	Facebook	.950	.020	.906	18.600	.000

a. Dependent Variable: Marketing

R   = 0.808
R² = 0. 621
F   = 2.371E3
T   =18.600
DW = 0. 031

Interpretation:

The regression sum of squares (1123.548) is greater than the residual sum of squares (245.460), which indicates that more of the variation in the dependent variable is not explained by the model.   The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.808, indicates that Facebook has significant effect on marketing. R square, the coefficient of determination, shows that 62.1% of the variation in the marketing is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about .68838.   The Durbin Watson statistics of 0.031, which is not more than 2, indicates there is no autocorrelation.

The Facebook coefficient of 0.808 indicates a positive significance between Facebook and marketing, which is statistically significant (with t = 18.600).   Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus, Facebook has positive effect on marketing.

Hypothesis Two
✓ There is no significant relationship between Twitter as a marketing communication strategy and its impact on the marketing of Silver Bird products in Lagos State.

Table 4:   Descriptive Statistics

	Mean	Std. Deviation	N
Twitter	1.9130	1.24418	235
Marketing	1.9348	1.25596	235

Table 5:   Correlations

		Management pport	Project Executio
Twitter	Pearson Correlation	1	.-944**
	Sig. (2-tailed)		.000
	N	235	235
Marketing	Pearson Correlation	.-944**	1
	Sig. (2-tailed)	.000	
	N	235	235

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

Table 4 shows the descriptive statistics of the Twitter/Marketing with a mean response of 1.9130 and std. deviation of 1.24418 for Twitter and a mean response of 1.9348 and std. deviation of 1.25596 for marketing and number of respondents (235). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table 5 is the Pearson correlation coefficient for Twitter/Marketing. The correlation coefficient shows 0.944. This value indicates that correlation is negatively significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between Twitter and Marketing (r = .944).   The computed correlations coefficient is greater than the table value of r = .195 with 571 degrees of freedom   (df. = n-2) at alpha level for a two-tailed test (r = .944, p< .05). However, since the computed r = .944, is greater than the table value of .195 we reject the null hypothesis and conclude that there is a significant positive relationship between Twitter and Marketing (r =.944, P<0.05).

Summary of Findings
The following are the summary of the major findings:
1. Facebook has positive significant effect on marketing of Silver Bird products (R** calc = 18.600 > at p< 0.05).

2. There is a significant positive relationship between Twitter and marketing of Silver Bird products (r = .944, p< .05).

Conclusion

The social media is a veritable marketing communication strategy aimed at generating profitable customers as well as improving market share for diligent companies.

Recommendations

The following are the recommendation for the study:

1. It is very important that customers are given the awareness of the benefit of identifying with their brands through Facebook. Customers should report or post both positive and negative comments about a product to acquaint the virtual community of the latest happening in relation to the product.

2. In the same vein, users of Twitter are encouraged to establish closer tie with their brands. They should endorse quality products and complain to company management when they notice a foul play regarding their product or service being offered to them.

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