

The Influence Of Social Media On The Growth And Promotion Of SMEs Business In Osun State, South-West, Nigeria

BY

MUSTAPHA KABIR

Department of Business and Entrepreneurship

Faculty of Management and Social Sciences

Kwara State University. Malete. Kwara State.

North-Central, Nigeria

senmustkb@Gmail.com

+2348037529875

Salamat Atinuke AJEDE, PhD

Department of Sociological Studies,

Tai Solarin University of Education, Ijebu-Ode, Ogun State, Nigeria.

oloriilodo@gmail.com and AJEDES@tasued.edu.ng

+2348051700185

ORCID: 0000-0002-1006-4775

Abstract

This study examined the main influence of social media platforms such Facebook and WhatsApp on the growth of Small and Medium Scale Enterprises (SMEs) in Osun State, South-West, Nigeria. The study was descriptive. The general objective of the study was to examine the main influence of social media platforms namely Facebook and WhatsApp platforms on the growth of SMEs in Osun State. Specifically, the study identified the contributions of social media platforms namely Facebook and WhatsApp to the growth of SMEs in Osun State, determined how often SMEs utilize Facebook and WhatsApp to promote their business in Osun's SMEs and find out how SMEs in Osun State use WhatsApp and Facebook for the growth of their businesses

A Sample size of 300 SMEs was selected on the basis of the Diffusion of Innovations and Technological Acceptance Models in the specified location. A self- designed structured questionnaire served as the main instrument for data collection. Results showed that WhatsApp is widely used by SMEs and this has been shown to increase market accessibility as well as improved customer interactions. These outcomes have been seen to have substantial impact on the growth and development of SMEs. Despite the potential for enhanced visibility and promotion of businesses by the two dynamic social sites, it is rather unfortunate to note that many business owners are still unaware of the importance of these two major social media platforms for enhancing their business growth while others are not even aware of their existence. It is therefore recommended that awareness on the importance of Social media platforms should be intensified while training on how to effectively utilize the social media platforms for business growth and promotion should also be routinely organized for operators and owners of SMEs.

Word Count: 291

Keywords: Social Media* What Sapp* Facebook* SMEs* Growth

Introduction and Statement of Problem

Over the years, the introduction of social media platforms has modified and revolutionized traditional routes of communication, advertisement and connections. This is because social media serves as an effective and adaptable tool for presenting our intended image across social network platforms. The reach, affordability, interaction, and accessibility of social media platforms made them an appealing environment for promoting entrepreneurship (Olanrewaju et al., 2020; Solo-Anaeto et al., 2017). It is also noteworthy to stress that social medium platforms can significantly benefit SMEs by boosting their growth and promotion through increased marketing, effectiveness, increased customer engagement, advertisement promotion, brand awareness etc. Unfortunately, so many SMEs operators do not adequately utilize these platforms while some SMEs are not aware of their importance for their business growth and promotion due to challenges such limited resources, time constraints, lack of awareness on how to utilize the platforms for optimum benefits etc.

However, in this fast-paced digital age, social media platforms have become an essential part of our everyday lives; impacting on how we communicate, share information, and do business (Parveen, Ismawati, & Ainin, 2018). This study investigates these modern phenomena from a technopreneurship standpoint, attempting to comprehend the distinct relationships between technology and entrepreneurship via the utilization of social media. This research is set against the backdrop of social media's transformative impact in altering how businesses operate, interact, and thrive in the digital age. In the same vein, the introduction of social media has changed the way organization owners, managers and employees interact with their customers (Agrwal & Trivedi, 2021). Platforms such as Facebook, WhatsApp, Instagram, Twitter, and LinkedIn provide entrepreneurs with unprecedented worldwide market access. The dynamic nature of these platforms has paved the way for the creation of technopreneurs, or entrepreneurs who use technology to drive innovation. This probably explains why Gekombe, et all (2019) disclosed that although social media is one of the fastest growing promotion channels in the world, it is rather disheartening to note that SMEs particularly those from developing countries such as Nigeria are slow adopters and users of social media. Furthermore, Gekombe, et all (2019) noted that a lack of understanding on how to utilize social media and the perception of owner-managers of SMEs have also been identified as significant predictor of predisposition towards

the use of social media for business growth and promotion. This study therefore examines the main influence of social media specifically facebook and WhatsApp platforms on the promotion and growth of SMEs in Osun State, South-West, Nigeria

Study Objectives

The general objective of the study is to examine the main influence of Social media platforms mainly Facebook and What Sapp on the growth of SMEs in Osun State

Specifically, the study:

Identified the contributions of social media platforms namely Facebook and What Sapp to the growth of SMEs in Osun State

Determine how often SMEs utilize Facebook and WhatsApp to promote their business in Osun's SMEs

Find out how SMEs in Osun State use WhatsApp and Facebook for the growth of their businesses

Research Questions

1. What are the main influences of Social media platforms mainly Facebook and WhatsApp on the growth of SMEs in Osun State?
2. What are the main the contributions of social media platforms namely Facebook and What Sapp on the growth of SMEs in Osun State?
3. How often do SMEs utilize Facebook and WhatsApp to promote their business in Osun State?
4. How do SMEs use WhatsApp and Facebook for the growth of their businesses

Literature Review

Review of literatures will focus on highlight on the various social media platforms, empirical reviews on SMEs utilization of social media platforms and the theoretical frame work for the study

Social Media Platforms

There are quite a number of social media platforms across the globe that is available for multiple usage. According to Nobanee and Dilshad (2020), social media platforms are online services or programs that let users produce and distribute content to a network of other users. These platforms make it easier to collaborate, communicate, and share information virtually (Koe et al., 2021). Social media platforms come in a variety of formats, each with a distinct function. Here are a few typical kinds and their functions:

Social Networking Sites

Facebook, LinkedIn, Twitter, Instagram: Connect people with others in their network, allowing them to share updates, photos, and messages.

Microblogging Platforms

Twitter, Tumblr: Users can share short-form content, such as brief text updates, links, and multimedia.

Photo and Video Sharing Platforms

Instagram, Snapchat, YouTube: Focus on sharing photos, videos, and other visual content.

Professional Networking Platforms

LinkedIn: Primarily used for professional networking, job searching, and business-related content sharing.

Discussion Forums and Community Platforms

Reddit, Quora: Provide a space for users to discuss specific topics, ask questions, and share knowledge.

Blogging Platforms

WordPress, Medium: Allow users to create and publish longer-form content, often in the form of blog posts.

Messaging Apps

WhatsApp, Facebook Messenger, Telegram: Function: Enable private or group messaging, voice calls, and multimedia sharing.

Live Streaming Platforms

Twitch, YouTube Live: Users can broadcast live video content to an audience, fostering real-time interaction.

Location-Based Platforms

Foursquare, Yelp: Focus on sharing location-based information, such as reviews, check-ins, and recommendations.

Dating Apps

Tinder, Bumble: Connect individuals based on interests, location, and preferences for potential romantic relationships.

To improve user experience and content discovery, these platforms frequently incorporate a variety of features, such as timelines, user profiles, algorithms, and engagement metrics (Hoque, Awang & Siddiqui, 2017). Depending on the features of the platform, users can engage through comments, likes, shares, and other engagement actions.

Entrepreneurial Ventures

Entrepreneurship has been a feature of human economic activity for centuries, with historical examples including Silk Road traders and medieval guilds. During the Industrial Revolution in the 18th and 19th centuries, the term "entrepreneurship" sprang to prominence. Notable entrepreneurs such as Henry Ford and Thomas Edison have changed the present corporate landscape (Hamzah et al., 2016). Technological improvements, globalization, and shifting customer preferences have all had an impact on the evolution of entrepreneurial endeavors. The emergence of Silicon Valley in the mid-twentieth century typified the expansion of scalable technology firms. In recent years, there has been an increase in social entrepreneurship due to an emphasis on sustainability and social effect. According to Watson (2016), entrepreneurial ventures are the start-up and management of new businesses with the goal of creating value and profit. Entrepreneurs drive these ventures by seeing possibilities, taking risks, and organizing resources to realize their unique ideas. Entrepreneurial initiatives are critical drivers of economic growth, employment creation, and technical innovation.

Empirical Review

Uduak, George, and Kufre (2024) investigate the impact of social media platforms on entrepreneurial enterprises, particularly from a technopreneurship standpoint. The study investigates how social media platforms have evolved into essential tools for technopreneurs, who use technology and innovation to further their entrepreneurial goals. The study emphasizes critical results about the impact of social media on business strategy, marketing, customer engagement, and overall venture success in the technopreneurial landscape. Furthermore, the study investigates the problems and opportunities presented by the interaction between social media and technopreneurship, offering light on emerging trends and best

practices. The findings will help entrepreneurs, researchers, and policymakers understand and exploit the revolutionary power of social media in the dynamic world of technopreneurship.

Shahbaz, Babar, and Shahid (2024) look at how social media affects entrepreneurial identity and self-presentation. Social media gives entrepreneurs a unique platform to exhibit their businesses, communicate with stakeholders, and present their ideal self to the world. This study investigates the impact of social media platforms on the formation and portrayal of entrepreneurial identity and self-presentation. The theoretical grounds for the study were derived from self-presentation, impression management, and identity creation on social media. This study looks into how entrepreneurs brand themselves across social media platforms. For this goal, we used a mixed-method approach, analyzing content from entrepreneurs' social media sites as well as conducting stakeholder interviews. The study is an attempt to add to the growing body of knowledge about social media, entrepreneurship, and audience perception by highlighting the challenges, opportunities, and scope of the emerging social media platforms. The study's findings show that entrepreneurs use visuals, text, storytelling, and content curation as techniques and tools to present and project their entrepreneurial identities. The analysis also shows that the use of tools and techniques is one of the key strategies for entrepreneurs to capture the audience and to convey and convince them by keeping them engaged and expressing strong association with the audience.

Hussain et al. (2021), when researching self-presentation patterns on social media platforms, revealed evidence of firms and entrepreneurs adopting social media to sell their brands and display their products and services in an appealing way. The most effective tools used by entrepreneurs are visual components and storytelling, which are utilized to share and display expertise, spread information, retain credibility, and create business identities. Secundo et al. (2021) conducted a thorough examination of the extant literature on social media and offered a path ahead for social media, entrepreneur identity, and self-presentation.

Doris and Oladokun (2018) investigate the use of social media platforms, specifically Facebook and Whatsapp, and how they assist the growth of Small and Medium Scale Enterprises (SMEs) in two major Nigerian cities, Lagos and Onitsha. Based on the Diffusion of Innovations and Technological Acceptance Models, it employs a descriptive survey research design to analyze 300 SMEs in the specified locations via a questionnaire instrument. The findings show that Whatsapp is widely used, resulting in increased market accessibility and improved customer interactions. These outcomes have a substantial impact on the development of SMEs. Despite the potential for enhanced visibility from the two dynamic social sites, many business owners are unaware of their existence! They would need to be educated about the use of social media as part of their economic development strategy.

Theoretical Framework

This study is based on the Technology Acceptance Model (TAM). The model began in the late 1980s as a theoretical framework for understanding and predicting user acceptance of information technology. TAM, first presented by Fred Davis, was based on the Theory of Reasoned Action which tried to explain the elements that influence people's adoption of new technology. According to the model, perceived ease of use and perceived utility are important predictors of an individual's intention to use a technology, which then determines actual utilization. TAM has been widely used and expanded over time, becoming a fundamental concept in information systems and technology research. Its application has crossed other fields, allowing for a deeper understanding of user behaviour and technology uptake across varied demographics.

The Technology Acceptance Model (TAM) is extremely useful in analyzing the influence of social media platforms on entrepreneurial endeavors from a technopreneurship standpoint. TAM, which was established to analyze people's acceptance and adoption of technology, can be used to study how SMEs operators and owners perceive and use social media platforms to promote and grow their businesses. The model's main elements, perceived ease of use and perceived usefulness, can provide insight into how SMEs assess the use and accessibility of social media platforms. In the end, a thorough grasp of the relationship between technology adoption and the success of SMEs endeavors in the context of social media can be achieved by analyzing entrepreneurs' attitudes toward these platforms using TAM, which offers insightful information about the elements influencing their decision-making processes (Nwokeocha, Udoudom & Ntegwung, n.d).

Methodology

The study is a survey. It set out to determine how Facebook and WhatsApp help SMEs in Osun State to promote and develop their businesses. The target group for this study is SMEs operating in Osun State, South-West, Nigeria. From the entire target group, 249 SMEs owners and operators who were purposively selected via diffusion of innovations and technological acceptance models in the specified location participated in the study. A self-designed structured questionnaire served as the main instrument for data collection for the quantitative component of the study while IDIs were utilized for the qualitative component of the study. A total of 8 Participants took part in the IDIs. Hence, total sample size was 257.

The utilization of the two techniques for data collection was to make the finding more robust in such a way that both techniques will compliment one another. In addition to the above, the study location, Osun State was chosen due to the high number and presence of SMEs in the South-Western-State. To verify the accuracy and logical consistency of the questionnaire's content, pre-tests were carried out. The two-part questionnaire was administered face-to-face. The first section of the question was designed to solicit information on the demographic details of the respondents while the second section of the questionnaire focused on the objectives of the study.

Results and Discussions of Findings

A total of 300 questionnaires were distributed to entrepreneurs (who are SMEs owners/operators). However, 249 were completed and returned. Hence, there was a return rate of 83% response rate. The high response rate was due to the customization of the distribution. The analyses are as follows.

Table 1: Age, Gender, Marital Status and Educational Background of Respondents

Age Group	<i>F</i>	%
20- 25	46	18.9%
26-30	163	65.5%
31-35	12	4.8%
36-40	28	11%
Total	249	100%

Gender	<i>F</i>	%
Male	141	56.2%
Female	108	43.8%
Total	249	100%

Marital Status	<i>F</i>	%
-----------------------	-----------------	----------

<i>Married</i>	<i>195</i>	<i>81.3%</i>
<i>Single</i>	<i>45</i>	<i>18.7%</i>
<i>Total</i>	<i>240</i>	<i>100%</i>

Highest Level of Education

	<i>F</i>	<i>%</i>
<i>Tertiary</i>	<i>42</i>	<i>17%</i>
<i>Secondary</i>	<i>168</i>	<i>68%</i>
<i>Primary</i>	<i>26</i>	<i>10%</i>
<i>None</i>	<i>13</i>	<i>5%</i>
<i>Total</i>	<i>249</i>	<i>100%</i>

Source: Survey 2025

The bulk of respondents (65.5%) are between the ages of 26 and 30, indicating that the sample is primarily made up of young individuals in the early stages of their careers or family lives. With 84.4% under the age of 31, this is primarily a young population. This could have an impact on people's attitudes about the utilization of modern technology for the promotion and development of their businesses, parenting techniques, and other issues. Ages 31-40 are significantly underrepresented (about 15.8%). This could indicate that the study's setting (e.g., location, occupation, or issue focus) appeals to younger adults. While the gender distribution of the respondents shows that there are more males than their female counterparts among the respondents with 12.4% males higher than females. Results also showed that over 80% of the respondents are married, implying that the study's participants may have family responsibilities and dependants.. This could have a significant impact on their values, lifestyle, and business drives and aspirations. The vast majority (68%) has attained secondary school, but just a tiny percentage (17%) has completed postsecondary (further) education. Approximately 15% of responders have received only primary or no formal schooling. This could have an impact on career possibilities, access to knowledge, and social mobility. This educational profile shows a population with a moderate

formal education, maybe with extensive practical or vocational expertise, but who may have restrictions in higher-skilled job markets.

Research Question One

5. WHAT IS THE MAIN INFLUENCE OF SOCIAL MEDIA PLATFORMS MAINLY FACEBOOK AND WHATSAPP ON THE GROWTH AND PROMOTION OF SMEs BUSINESSES IN OSUN STATE AND HOW POPULAR ARE THE TWO PLATFORMS?

Table 2: Respondents Who Use Social media in SMEs

Variables	<i>F</i>	%
Whatsapp	178	71.5
Facebook	71	28.5
Total	249	100

Source: Survey, 2025

Table 2 shows WhatsApp is the most popular social media tool among SMEs (the respondents). This implies a high preference for rapid, mobile-based, direct communication, most likely for customer interaction (e.g., questions, sales confirmations), Internal communication between workers, Broadcasting advertisements or product updates through status or group messages. WhatsApp's ease of use, cheap data requirements, and widespread use across age and education groups make it extremely accessible, particularly in underdeveloped or resource-constrained environments. Similarly, respondents also disclosed that both WhatsApp and Facebook also positively impact their businesses through the promotion of their business and easy access to their customers, particularly WhatsApp which is more popular.

Unfortunately, despite being the most popular platform worldwide, Facebook is underutilized in this country. Perceived as more public-facing, this may not be suitable for smaller, informal firms. More content management is required (pages, advertisements, and visuals), which may necessitate additional digital skills or time. Facebook's algorithm can restrict organic visibility, making it less successful without paid advertising, which may deter SMEs with limited

marketing budgets. SMEs, particularly in more local or informal economies, frequently demand customized, direct, and timely consumer interaction, which WhatsApp provides, quite easily. Facebook may be more appropriate for businesses wanting brand visibility, community building, or online presence.

Table 3: Respondents Length of Use of Social Media

Variables	<i>F</i>	%
One – Four Years	107	43
Five-Nine Years	142	57
Total	249	100

Source: Survey 2025

Table 3 reveals that more than half of the respondents (57%) have been on social networks for roughly nine years, while the total number of respondents who have used social media up to four years was 107 (43%). This demonstrates that the majority of respondents have been using social media on their mobile devices for a long time.

Table 4: New Media Technologies Mostly Used by Respondents for Social networking

Variables	<i>f</i>	%
Mobile phones	195	78.6
PDA	3	1.2
Laptop Computers	19	7.8
Pagers	15	6.0
Tablets	11	4.4
Others	5	2.0
Total	248	100

Source: Survey, 2025

Analysis of data from Table 4 shows that almost four out of every five respondents use mobile phones as their major means of social networking. This tremendous dominance demonstrates: High mobile phone penetration and affordability. Smartphones are highly mobile and convenient

and also affords widespread internet access via mobile networks rather than broadband, and the mobile-optimized nature of social media programs such as WhatsApp and Facebook, as shown Table 2 makes mobile phones the preferred choice of the respondents. Results showed that there is fewer use of laptops by the respondents (7.8%) Despite laptops' more advanced capabilities for content production, analytics, and multi-tasking, their low adoption rate here may be as a result of a lack of understanding of how to utilize the laptops, or high cost and or lack of knowledge on its maintenance etc. Furthermore, it might not be deemed necessary for the type of social networking that SMEs engage in (which is most often informal, brief exchanges) Social media use is more about communication than content creation. Tablet use is minimal (4.4%). Despite being mobile and larger-screened, are not frequently used—possibly due to their higher cost relative to mobile phones. Phones already meet fundamental necessities, indicating a lack of necessity. Handheld, multi-purpose gadgets (phones) are preferred culturally and commercially. Surprisingly Notable Use of Pagers (6.0%): Pagers emerge unusually in a modern digital context. There could be a misinterpretation or misunderstanding of gadgets (for example, some respondents who use simple feature phones may classify them as "pagers"). Alternatively, this could represent low-income or rural respondents still relying on very basic technology for communications, or using antiquated systems. Results also show very negligible usage of PDAs (1.2%) and "Others" (2.0%). PDAs are generally obsolete and hardly used today, which is consistent with the low percentage here.

Research Question Two

Table 5: HOW ARE SMEs USING FACEBOOK AND WHATSAPP TO GROW AND PROMOTE THEIR BUSINESS IN OSUN STATE?

Variables	<i>f</i>	%
Making internet calls	12	4.8%
Sending business pictures,	69	27.7%
Video		
Advertising new goods	16	6.4%
and services		
Social updates	55	22.1%

Chatting	93	37.3%
Others	4	1.6%
Total	249	100%

Source: Survey, 2025

Table 5 shows that the majority of 93 respondents (37.3%) use Whatsapp and Facebook for chatting with friends, while 69 (27.7%) use them for sharing business photographs and videos. Fifty-five respondents, or 22.1%, utilize their Whatsapp and Facebook accounts to provide social updates, whereas only 16 or 6.4% use social media to send product advertisements and 4.8% to make internet calls. As a result, the most common activity performed by respondents on their social networking site is conversing.

6. Table 6: How often do SMEs utilize Facebook and WhatsApp to promote their business in Osun State?

Variables	F	%
Often	190	80.2%
Rarely	24	10.1%
Scarcely	5	2.1%
Can't Specify	18	7.6%
Total	237	100%

Source: Survey, 2025

Table 6 shows that only 190 respondents, or more than three-quarters of the studied population, reported routinely accessing social networking sites with their mobile devices. Only 2.1% of respondents said they rarely use mobile devices for social media, and 7.6% couldn't say how often they used social media on their mobile devices. This suggests that using mobile devices for social media is rapidly becoming the dominant mode of communication, particularly among young people in SMEs.

Discussion of Findings

In addition to the quantitative analysis above, a total of 8 participants took part in the In-depth interviews that were not included in the sample of 249 quantitative component of the

study. The goal was to cross-check the both results and see whether they complement one another. It was gratifying to note that the interview results strongly support the findings from the quantitative component of the study. Almost all the respondents interviewed disclosed that some SMEs owners and operators do not understand how to adequately utilize social media sites, while one respondent disclosed that he was completely unaware that social sites can be used to promote business growth. The researcher who performed the interview initially assumed the businessman was joking until he made that statement, which demonstrated his ignorance. The researcher took the time to educate him on the benefits of using social media platforms for business. Omojola's (2009) assertion that "the advantages and opportunities which they [ICTs] purportedly offer should not be exaggerated within the context of indigenous populations of Africa" is well supported by the circumstances of this businessman.

Conclusion

Social media platforms have a major impact on the growth of SMEs by improving customer connections and business accessibility. Social media also offers effective marketing opportunities by enhancing customer engagement as well as increasing brand visibility. The results emanating from the study also supports literatures that social media is a useful tool for SMEs because of its low cost of information disclosure, immediate and increasing customer engagement for business promotion and growth through its extensive networking capabilities. It is therefore important and essential for SMEs to leverage social medial platforms to reach wider audiences, build formidable and sustainable business relationships with their customers and expands their market reach beyond their local areas. More awareness can be achieved through engaging posts, videos and stories which can attract potential customers. In conclusion, it is important to stress that social media is a formidable platform for SMEs seeking to grow and promote their businesses to utilize in order to achieve sustainable business successes. SMEs can enhance their marketing efforts, build strong customer relationships and ultimately spur business growth through the utilization of social media platforms.

Recommendations

On the basis of the results and findings emanating from this study, it is therefore recommended that SMEs:

Utilize social media platforms more often in order to boost, grow and promote their businesses.

There is so the need to intensify and create more awareness and educate Nigerians particularly SMEs owners and operators on the importance of social media for the promotion and growth of their businesses.

There is also the need for SMEs to organize regular and periodic trainings for their members in order to understand and leverage on the important and significant role of social media for business growth and promotion.

It is also recommended that the National Communication Commission create more awareness for business owners particularly SMEs on the importance of social media platforms for the promotion of their businesses through virtually appealing photos and videos on platforms like Facebook and WhatsApp.

References

- Benwell, S, (2014). Capitalizing On Social Media to Grow Your Business.
- Besley, T & Burgess R. (2001). Political Agency, Government Responsiveness and the Role of the Media. *European Economic Review*. Vol 45, pp.639-640.
- Boyd D M & Ellison N B (2007). Social Network Sites: Definition, History and Scholarship. *Journal of Computer-mediated Communication*, vol 13 no.1, pp. 210-230.
- Carter J. (2014). Social Media Strategies in Small Businesses Final Report.
<http://www.nemode.ac.uk/wp-content/uploads/2014/04/Carter-Social-media-in-SMEs.pdf>
- Chuttur M Y (2009). Overview of the Technology Acceptance Model: Origins, Developments and Future Directions. Indiana University, USA. *Sprouts: Working Papers on Information System*. [Online] Retrieved from: <http://sprouts.aisnet.org/9-37>
- Coyne C. J. & Leeson P. T. (2004). Read all about it! Understanding the Role of Media in Economic Development. *KYKLOS*, vol.57- fasc 1, pp.21-44. Retrieved from

<http://www.peterleeson.com/Kyklos--Media.pdf>

Davis, F. D., Bagozzi R.P., & Warshaw P.R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, 35 (.8).982–1003. Retrieved from

https://en.wikipedia.org/wiki/Technology_acceptance_model

Djankov, S., Caralee M., Tatiana N., & Andrei S. (2002). Media in Transition: The Hegemony of Economics. In C. Alisa, I. Roumeen, & M. Caralee (Eds.). *The Right to Tell: The Role of Mass Media in Economic Development*. Washington DC: The World Bank. (225-248).

Ekwenchi O C., Morah D.N. & Adum A. N. (2015). Smartphone Usage on Nigerian Campuses: Who is doing what on Whatsapp? *International Journal of Advanced Multidisciplinary Research Report*, 1(1). Retrieved from

<http://rex.commpan.com/index.php/ijamrr/article/view/49/48>

Folaranmi A.O. (2013). A Survey of Facebook Addiction Level among Selected Nigerian University Undergraduates. *New Media and Mass Communication*, vol. 10 pp. 70-80. ISSN:2224-3275. Retrieved from www.iiste.org

https://en.wikipedia.org/wiki/Technology_acceptance_model

Gekonbe, C., Tumsifu, E. & Jani, D. (2019) *Social media use among small and medium enterprises: a case study of fashion industry growth*. University of Dares Salaam Library Journal, Volume 14, No, 2 pp3-18 ISSN: 0856-1818

Jagongo A & Kinyua C (2013). The Social Media and Entrepreneurship Growth (A New Business Communication Paradigm among SMEs in Nairobi) Retrieved from <http://iosrjournals.org/iosr-jhss/papers/Vol19-issue9/Version-7/A019970106.pdf>

Jisha K & Jebakumar (2014). Whatsapp: A Trend Setter in Mobile Communication among Chennai Youth. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 19,(9), Ver. VII, PP 01-06 e-ISSN: 2279-0837, p-ISSN: 2279-0845. Retrieved from www.iosrjournal.org

Kadam A. & Ayarekar S. (2013). Impact of Social Media on Entrepreneurship and

Entrepreneurial Performance: Special Reference to Small and Medium Scale Enterprises.

Kenechukwu S., Morah D.N. & Uzochukwu E.C. (2012). New Media and the Public Sphere: Perspectives for the Growth of Advocacy Journalism in Nigeria. *Journal of Linguistic and Communication Studies*, 2 (1), 1-16.

Morah D.N., Omojola O. & Uzochukwu E.C. (2016). Trends in Social Media adoptions in Nigeria: Evaluating Youth's Participation in 2015 Presidential Election. *International Journal of Advanced Multidisciplinary Research Report*.

Morah D.N. & Omojola O. (2013). Digital Large Screen as a Community Medium: Interactivity and Community Relevance in Focus. In A. Ojebode (Ed). *Community Media for Development and Participation: Experiences, Thoughts, and Forethoughts*. Ibadan: John Archers. (385- 401).

Morah D.N (2012). Web 2.0 and Nigerian Press: Opportunities on Facebook and Twitter. *Journal of Communication and Media Research*, 4(1), 153-168.