

**INFLUENCE OF YOUTUBE MEDIA MARKETING ON BUSINESS PERFORMANCE IN
NIGERIA**

J. C. IHEMEJE

**College of Management Sciences,
Michael Okpara University of Agriculture, Umudike**

&

KABIR ADENIYI YAGBOYAJU

**Department of Marketing Management,
Nile University of Nigeria, Nigeria**

&

ADELEKE, EZEKIEL OLUKAYODE

**Department of Accounting,
Adeleke University, Osun State, Nigeria**

&

MARY MAJIYEBO BOB ALLI

**Department of Management,
Bingham University, Karu, Nasarawa State, Nigeria**

Abstracts:

Social media gives people the opportunity to share information, makes the world more open and connected through the instrumentality of Facebook, twitter and You-Tube. The paper examined YouTube social media Practices and small business performance in Umuahia Nigeria. The study employed survey research design, the instrument of Likert scale questionnaire and multiple regression analysis as methods of investigation. The result showed that negative/significant effect of social media on business performance. The paper recommended that Small business should minimize the use of social media and provide guidelines on the use of social media by the employees.

Keywords: Facebook, Youtube, Social Media, Marketing, Twitter, small business performance.

1. Introduction

Today small business is undeniably playing a significant role in the economic development and employment of a country. To be a high-income nation by 2025, the growth of small businesses need to be accelerated to accommodate social media platform (Banyamin 2021). Social media is built on the idea of how people should know and interact with each other through the use of internet. Internet is a very essential part of life from shopping to electronic mails and education. It has become one of the most important communication tools among the people. It gives people the power to share, makes the world more open and connected. Social media in terms of facebook, twitter and Youtube are the components of social media used for social, business and educational purposes. Social media program group individuals by interests, hometowns, employers, schools and other commonalities.

The study addresses the problem of high rate of small businesses failures as compared with the developed world. In Nigeria, NIVOR and Sayumivem (2020) stated that the obstacles facing small business are over

dependency on social media to increase performance. Also, small businesses are yet to discover the most suitable social media to enhance business performance. The main objective of this study is to a model that shows the relationship between social media and small business performance in Umuahia Metropolis.

Social Media covers the usage of online tools and web sites that allow interaction between users to share information, opinions and interests (Murat, Zwingina & Opusunju, 2018). They are a collection of interest websites, services, and practices that support collaboration, community building, participation, and sharing. It consisted of a collection of internet-based tools work on web technology and ideological basis which help users to create content and share it with other users . Hsu (2012) stated that social media is the gathering place for a big pool of clients that is the warehouse of consumer information and considers as a means of distribution of information to build market existence. Vasquez and Valez (2011) said that social media is conceived today in the corporate world as a strategic communication partner, driving new and unique possibilities for organisations to engage stakeholders in conversations. According to Boyd and Ellison (2007) social media refers to web based services that allows individuals to construct a public and semipublic within a well-structured system such as Facebook Groups and pages or private owned twitter accounts.

Social media is a platform through which people connect or collaborate with one another inside and outside the organisations (Daowd, 2016). Social media not only provides a complete knowledge management but also provides very simple and flexible tools to the management (Cao & Ali,2018). Currently, the available social media applications (e.g. Facebook, twitter and LinkedIn) are playing an important role in human interaction within organizations.

Social media is a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0 (Tajvidi & Karami, 2017). Social media provides social network identity to its users to establish profiles for social activities and also allows to its users to create and exchange user-generated content without any time and space constraints (Carr & Hayes, 2015; Kaplan & Haenlein, 2012; Ozdemir & Erdem, 2016). Therefore, social media introduced a new communication paradigm for organizations by providing two-way communication channels unlike traditional media. Social media is a systemized network consisting three parts: devices that produce information, devices that fetch information and people that use information for their personal purpose (Carr & Hayes, 2015). Theses social networks provide searching and privacy features to their users. Inaddition, users can also articulate a list of other users with whom they share and interact (Gerald 7 Maryam, 2012). Social media is a platform where organisations interact with their stakeholder. Social media is a platform that facilitates information sharing and participation from users of the media in order to create and/or distribute the content (Steenkamp & Hyde-Clarke, 2014).

Social media marketing is described as all web applications that facilitate the formulation or change of user generated content that facilitates interaction between users. Social media has its origin from two words that constitute it, this are ‘‘media’’ which generally refers to one of the means or channels to general communication in society and, social’’ which refers to interactions of individuals within a group or community. Social media takes diverse forms, this include, wiki podcast, weblogs, forums, images and videos. Social media marketing can be defined as a process that allows people to promote their products or services online through social platforms that enable them to communicate and reach out to larger communities that may not be available on conventional advertising channels

Youtube is a video-sharing website on which users can upload, share, and view videos.A wide variety of user-generated video content is displayed, including film and TV clips as well as amateur content such as video blogging. Media corporations including the BBC also offer some of their material via the site. Most videos enable users to leave and exchange comments (Kishokumar, 2016).

YouTube is only second to Google as the most used search engine, is the third highest visited website, and the primary video substance part a king and creation website. It offers free membership, uploading and/or viewing contents leading to its massive popularity among social media users. About 1.5 billion people use

YouTube every month whereby two-thirds are in the 18-44 age group; more than 400 hours of video are uploaded per minute, 1 billion hours of video content watched per day, and more than 50% of YouTube content are held on peripatetic devices (YouTube Analytics Basics, 2018). YouTube is said to be very influential in the education of English language because most students in higher institutions spend a considerably large amount of time online, and are attracted by audio-visual modes of learning (Onyenweakwu & Edem, 2017).

However, the criteria must be established to define what constitutes timeliness for a given unit of work. The criterion is usually based on customer requirements; e) Productivity; The value added by the process divided by the value of the labour and capital consumed; and f) Safety: Measures the overall health of the organization and the working environment of its employee.

Mohamed and Anisa (2012) proposed the conceptualization of performance, containing financial performance, business performance, and organization effectiveness. Naranjo, Valencia et al. (2011) proposed balanced score cards (BSC), which contained the dimensions of financial, customer, internal business processes, and growth to measure the overall performance.

2.0 Empirical Review

2.1 Studies

Empirical

Edache-Abah and Mumuni (2019) studies the effect of YouTube on the performance of students in secondary schools. Four (4) research questions, three (3) hypothesis were raised, answered and tested at 0.05 level of significance. Quasi-experimental design was employed by using pre-test control group. Population is 2,221 SS2 Biology students in 13 secondary schools in Ikwere Local Govt Area of Rivers. A sample of 109 students from two schools using purposive sampling technique was used. The instrument Biology Performance Test (BPT) was validated by science education experts. A reliability coefficient of $r=0.95$ was calculated using Pearson's Product Moment Correlation Formula. Mean and standard deviation were used to answer the research questions while t-test was used to test the hypotheses. The findings show that YouTube improves students' performance. The findings also showed that the control group also performed better, there was no significant difference in the mean scores of both male and female students.

Edache-Abah and Mumuni (2019) studied the influence of YouTube use on students' performance in phonetics and phonology in Babcock University. Phonetics and phonology are intricate aspects of language. Everyone that speaks or writes uses phonetics and phonology. As an academic subject of study, English students are required to attain a certain level of proficiency in both. The study was carried out among Babcock University students in the departments of Education and Languages and Literary Studies. The main population of the research included all 200, 300 and 400 level students in both departments. To achieve the objectives of this study, four research questions and two hypotheses were composed. A questionnaire designed by the researcher was used to collect data in order to draw inference on the project and the responses were analysed using regression analysis and independent t-test. As a result of the study, it was established that the majority of students in Babcock University have access to internet facilities, knowledge on how to use them and they also use Youtube to enhance their learning of Phonetics and phonology.

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2.2 Theoretical Framework

Social Exchange Theory

Social exchange hypothesis is a social mental and sociological point of view that clarifies social change and security as a procedure of all tangled trades between parties. Social exchange hypothesis sets that human connections are shaped by the utilization of a subjective money saving advantage examination and the correlation of options. The hypothesis has established in financial aspects, brain science and humanism. Social exchange hypothesis highlights a considerable lot of the principle suppositions found in sound decision hypothesis and structuralism. It is additionally utilized as often as possible in the business world to infer a twostded, commonly unexpected and compensatin2 process including exchanges or just trade, Social exchange (SET) is among the most persuasive reasonable standards tor understanding the environment conduct. Its revered roots can be followed back to at any rate the(e.g.. Malinowski, 1922; Mauss, 1925), crossing over such trains as human sciences (e.g., Firth,1067; Sahlins, 1972), social brain research (e.g., Gouldner, 1960; Homans, 1958; Thibault& Kelley. 1959), and humanism (e.g., Blau, 1964). Albeit distinctive perspectives of social trade have risen, scholars concur that social exchange includes a progression of communications that produce commitments (Emerson, 1976). Inside SET, these communications are generally observed as reliant and dependent upon the activities of someone else (Blau, 1964). SET additionally stresses that these associated exchanges can possibly create fantastic connections, despite the fact that as we will see this lone will happen in specific situations. Given that every single social medium are reliant on clients giving substance, a comprehension of the thought processes of why people take an interest seems major. Social exchange hypothesis was begun from human science examines investigating trade between people or little gatherings (Emerson 1976). The hypothesis chiefly utilizes money saving advantage system and correlation of contrasting options to clarify how people speak with each other, how they frame connections and securities, and how networks arc shaped through correspondence trades (Homans 1958). The hypotheses expresses that people participate in practices they find fulfilling and keep away from practices that have too surprising expense. At the end of the day, all social conduct depends on every on-screen character's subjective evaluation of the money saving advantage of adding to a social trade. They impart or trade with each other dependent upon complementary activities from the other conveying party (Emerson, 1976).

Social Penetration Theory

Altman & Taylor, 1973, Social Penetration Theory provides a name for the super common phenomenon called "getting to know someone." This theory posits that interpersonal relationships move from a very shallow, surface level to deeper, more intimate levels over time.

Moving between the levels and getting to know someone better happens with mutual self-disclosure, or sharing inner feelings, and vulnerability, which is also, incidentally, sharing inner feelings. This theory assumes that self-disclosure is mutual, systematic, and predictable. This theory will be used together with the variable brand communication to establish the effects of social media usage on organization performance

Social penetration theory describes the role of disclosure in relationship development, focusing specifically on how self-disclosure functions in developing relationships. The onion model serves as a framework fi)r describing the process of social penetration. In developing relationships, people use self-disclosure to increase intimacy including through breadth, depth, and the norm of reciprocity. Social penetration progresses through several stages to develop relationships. The theory also incorporates rewards and costs in inflation to social penetration and has influenced the development of a number 01 theories in relationship development and information management. Social Penetration theory is known as an objective theory. Ellis means the theory is not subjective by personal feelings or bias. The theory is based solely on facts instead

of opinions. According to social penetration theory, penetration is rapid at the start but slows down quickly as the tightly wrapped inner layers are reached. Depenetration is a gradual process of layer-by-layer withdrawal from a relationship. Social Penetration Theory was originally formulated by Irwin Altman and Dalmis Taylor in 1973. Since then the theory has proven to be versatile, allowing students and scholars of communication to employ it in many ways. This does not mean it is without criticism. This theory is generally critiqued in two areas.

It is first of all given a positive critique for its Heurism. That is to say that this theory had led to many studies on a wide variety of relationships, and is given credit for much of thinking behind relationship development. On the other hand, the social penetration theory is often criticized for having a narrow scope and critics suggest that the process in which relationships develop are not always linear. Social Penetration Theory is a useful theory when trying to understand the interactions that we face every day. The theory looks at all of the different stages of relationships and helps us understand how we rationalize and make decisions about them.

Technology Acceptance Model

One of these propositions is the Technology acceptance model (TAM) advanced by Davis(1989). According to the theory, a prospective users' inclination towards using a given system is hypothesized to be a fundamental factor of consideration of whether it will be adopted. The theoretical foundation is anchored on the argument that, when a new technology is presented to users, three major factors affect their decision on how and when they will utilize it. The first major factor of consideration is its perceived usefulness (PU), the second is its perceived ease of use (PEOU), while the third determinant is the user attitude towards usage(ATU)and perceived utility which is the degree to which a user believes that adoption of a particular system can improve work performance. The adoption and use of emerging technologies by most businesses is so as to improve efficiency on the job, which subsequently leads to improved job performance.

Most organizations have embraced the use of social media which can be viewed as a new technology its uptake has been on the rise due to the realization that its an efficient platform for interacting with prospects and customers. It offers organizations the opportunity to engage their clientele and, meet their demands, almost on real time basis. This has greatly improved the performance of most sales personnel as they are able to present their offerings to prospects, resolve issues with their customers and thus are able to improve on their productivity and performance significantly. On the other hand, perceived ease of use (PEOU) is whereby an individual believes that the adoption or use of a system will be effortless. Perceived usefulness and perceived ease of use positively affects the attitudes towards usage of technology.

Social Information Processing

Theory Social information processing theory is a theory of interpersonal communication developed in 1992 by Joseph Walther. Social information processing theory (SIPT) suggests that in an online domain, relationships can be formed if given the time and chance to interplay (Olarian, Rodriguez & Williams, 2012). The theory posits that despite the unavailability of communication using spoken language and physical signals, relationships can reach the same level as face to face communication (Walther & Burgoon, 1992).

The theory opines that even in an online environment, communication can become intimate. The theory proposes that when online communicators are not able to provide verbal clues at their disposal, they adapt to the constraints they come across by looking for leads and adapting their social expressions,(Olarian, Rodriguez & Williams, 2012).Social media is an online interaction platform that enables users to engage with one another despite not being able to see each other .The theory has proposed that even in an online environment relationships can be developed from non-intimate to intimate. Thus, through the use of social

media. sales personnel can develop intimate relationships with their customers; this will subsequently lead to development of customer loyalty to wards a stores brand and promote patronage of their stores.

Model Specification

SOM=f(TWT, YOU, FAB)

SOM = a0+a1 FAB+a2TWT+A3you+et

Where

SOM =social media, FAB=Facebook

TWT=twitter, YOU =Youtube

Data Analysis and Discussion

Table 1: Regression and Result

Variables	t- tes t	P- Val ue	Coeffici ent
FAB	- 9.3 7	0.00 00	- 1.66055 5
TWT	14. 90	0.00 00	2.82765 2
YOU	- 2.2 4	0.02 6	- 0.48218 33
Const ant	1.5 4	0.12 5	0.09036 31

F-test f(3,230)=249.30

F(Prob) 0.000

R2 0.7648

Adjusted R2 0.7617

Source: Strata output with authors’ summary, 2021.

SOM =1.54 +9.37FAB+14.90 TWT+2.24 YOU +et

The coefficient of determination R2 at 0.7617(76%) indicates that 76% in performance of small business can be explained by social media. The remaining 24% can be explained by other related faction not noted in the regression model.

For measures of nature and relationship for both FAB and YOU have negative relationship with small business performance, but twitter has positive relationship. For measure of significance we compare P-value into 0.05 level of significance. By this measure the P-values of all dependent variables is less than 0.05, signifying that all are significant. The findings can also be summarized as:

That FAB has negative and significant relationship small business performance

That TWT has positive and significant relationship with small business performance

That YOU has negative and significant relationship with small business performance.

The results of the analysis indicates that effect of Social media on the performance of small business is significant. The study indicated that FAB and YOU thought significantly contributes to small business performance but it has a negative influence on the small business performance. The study is in tandem with Ardam et al (2017) and Koori et al (2018) who found a significant relationship effect of social media and performance. The study is also in line with the technology acceptance model which opines that even in an online environment, communication can become intimate. The model proposes that when online communications are not able to provide verbal clues at their disposal, they adapt to the constraints they

come across by looking for leads and adaption then social expressions (Olanan, Rodriguez and Williams (2012). Social media is an online interaction platform that enables users to engage with one another, despite not being able to see each other. The theory has proposed that even in an online environment relationship can be developed from non-intimate to intimate. Thus, though the use of social media, sales personnel can develop intimate relationships with their customers, this will subsequently lead to development of customers loyalty towards a stores and promote patronize of their stores.

The analysis of hypothesis reveals that there is a negative and significant effect of facebook on the performance of small business. The study is in tandem with the findings of Daniel et al (2017) and Mansaur et al (2020) who found a significant relationship between the variables.

The analysis of hypothesis of 2 reveals that there is a positive and significant effect of twitter on the performance of small business. The study is in tandem with the finding of Now et al (2020) who found the variables. The analysis in hypothesis 3 reveals that there is a negative and significant effect of Youtube on the performance of small business. The study is in tandem with the findings of Edache et al (2010) who found a significant relationship between the variables.

5. Conclusion and Recommendations

There is a negative and significant effect of Youtube on the performance of small business. This implies that Youtube has negative effect on the performance of small business while having a significant effect on it.

The study therefore recommended the following: Small business should minimize the way social media is used in their organs since it has negative effect on the performance of their business. Also, they should provide guidelines on the use of social media to control the use of it by the employees. Specifically, small business should try to control the use of Youtube in their organisations and ensure that they monitor the employees on the use of Youtube during office hours except where cause an increase in performance.

Small businesses should encourage the use of twitter in their organisations since it has a positive and significant effect on performance. Also employees should be adequately educated on the use of twitter in communicating product ideas and features sine it has a positive effect on the performance.

Small businesses should re-strategise on the use of Youtube and ensure the pictures on their profile reflect positively on the businesses. Also set organizational achievements on Youtube to correct the negative effect of it on performance.

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