INFLUENCE OF SOCIAL NETWORKING ON SMALL BUSINESS PERFORMANCE IN NIGERIA

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Abstract

Networking has make the world to become a small community especially through social media. The usage of social networking sites by all and sundry has make the world a commonplace for both individuals and businesses alike. Small businesses now utilized social media to promote and communicate their products and services to the global community. Thus, the inherent small business challenges such as finance, low patronage, high cost of doing business and low market share are being checked. Therefore, this study examine the influence of social networking on small business performance in Nigeria. Specific objectives are to: evaluate the influence of social media on market share; and determine the effect of search engine on consumers' choice making. Survey design was adopted for the study. The study population comprises of registered small businesses in Ilorin, Kwara state, Nigeria. Judgmental and simple random techniques were used to select the sample respondents. Ordinary least square regression was used to analyse the collated data. The findings revealed that social media have significant effect on market share. Also, search engine significantly influence consumers' choice making. The study concluded that significant relationship exists between social networking and small business performance. The study recommended that video sharing platform should be adequately embraced to favourably positioned products and services. Besides, consumer trust should be built through timely delivery and product quality to encourage repeat purchase.

Keywords: Social media, Business performance, small business, market share, networking sites

Introduction

Technological revolution in the 21st century has changed the way of doing business globally. The digitalization of the economy and the application of information technology into business have necessitated the need for a change in the marketing plans and marketing strategy in the competitive business environment. The advent of online tools and application approaches such as online communities, blogs, wikis, and the virtual world known as web media is now attracting increasing attention from entrepreneur, manufacturers and academics (Davila, Gupta & Palmer, 2003). It introduces and adopt new ways of communicating with potential customers, maximizing opportunities and creating market niche.

The rise, growth and usage of social network sites (SNS) like Facebook, Twitter, YouTube, Instagram, and MySpace has been on increase and spread all over the world (Boyd & Ellison, 2007). However, this development prompt business enterprises irrespective of the nature and size to also make use of social networking while promoting their products and services. Business enterprise now make use of social media as one of their active marketing strategies while customers also make use of it to gathered information in making their buying decisions with minimal shopping effort.

Haenlein (2010) describe social networks as internet-based applications built on the ideology and breakthrough of Web 2.0 technology that enables the creation and exchange of user-generated content. Web 2.0 is simply an internet enabled platform that allows sharing of user generated content which served as the basis on which people within social networks can use, interact and connect. A registered user can create, generate and communicate online. Social networks allow business enterprise to connect with new customers and improve ease of doing business, as most websites allow the provision of customized web links for specific websites related to specific companies.

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Wright and Hinson (2008) argue that with the use of social media there is a change in the way we interact with each other, and that organizations communicate with employees, customers, the public and other stakeholders. Many businesses and consumers alike have used social media for their active marketing strategies. It is expected to aid and better the performance of small businesses and organizations using the new communication platform.

However, despite the enormous benefits of social media contributions to the promotion of business enterprise, the usage by small businesses in Nigeria has not been fully maximized especially for marketing activities. Though, social media is characterize with a lot of misinformation, deceitful advertisement, products misinformation, exaggerated product attributes and the likes. Yet, the wide dissemination of information, the impact of specific tools and technologies on business operations is unknown. Therefore, the study examine the influence of social networking on the performance of Small business in Nigeria focusing on small business in Ilorin, Kwara State, Nigeria. The specific objectives are to; examine the effect of social media on market share; and determine the influence of search engine on consumers' choice making.

Literature Review
Concept of social networking site (SNS)

Social networking sites can be defined as a social place where people connect to the web-mobile and can communicate, create and share with others (Boyd & Ellison, 2007). To allow users to manage, configure, social networking online and look at (but not necessary) to customize another personal networks, including events, companies, enterprises and political parties. One can allow a person to be recognized as a "friend" or a contact in red, or you can ask all relationships to be agreed upon by both parties. In general, it supports the ability of reworked people to limit public opinion, as well as privacy restrictions or facilitate public services. Managing relationships on the Internet and managing your online presence is the key to fun and reliable use of social media (Dwyer, Hiltz & Passerini, 2007). These are skills that young people develop not intuitively under the guidance and support of adults, but intuitively or under the influence of their peers. Social sites differ in the types of tools and features they provide (Dwyer et al, 2007). Boyd and Ellison (2007) identified three common elements of social networking sites, and member profiles (by definition, there are always websites); and members the opportunity to add to your contact list (change the names of your contacts, for example, let's say they are friends or friends); Interaction between members needs to contact the list (which is generally fairly simple enough that you are interacting with unnamed people). Social networking sites are often closed environments where members chat with other members. Media, which creates pressure to provide services to other private individuals or to clarify speech and translate messages that are not locked out of expected context (Peretti, 2007). It is important for children and young people to understand the general nature of most SNS activities (and the privacy and privacy controls of personal information and connections), and the full online activity so that all online websites and networks are owned by them.

Types of social networking sites
• Profile-Based SNS

The profile based service is organized first on the member profile page. Bebo, Facebook, Twitter and MySpace are good examples (Schonfeld, 2008). Users expand their locations in many ways and can often help fill them by providing links to articles, content, or external content via The wall messages, review or verification tool. Often the user will access the content of third parties (in the form of a "widget" dictionaries) to enhance the profile or introduce new services and SNS websites (Quantcast, 2007).

- **Content-Based SNS**

In these services, user information is still an important tool for building relationships, but they play a minor role in content sharing. Image sharing site Flickr is one of the sites where this group of services and examples is based on images. Of course, there are those who have a "blank" Flickr account, people who sign up for the service to see protected photos with the permission of your friends or family. Shelfaria Amazon is one of the existing cultures of book-oriented sites, the "library" is the focus of the profile and members. YouTube.com and last.fm are other examples of content-based video sharing communities, where the content is created by a program that views and represents the music that users are listening to. In the second case, the content is mainly the user's activity - listening to audio documents (Peretti, 2007).

- **White-Label SNS**

Thus, the SNS organizations involved in this work have successfully overcome the problems facing small communities around the world. In 2004 the platform run by the Public Aggregator has become a better model of advertisers on social sites and social media sites. This site is built by users in any community within it. As a result, 10 MySpace companies have taken control of the existing 10 social networks, despite improvements in operations. (Quora, 2016).

- **Multi-User Virtual Environments**

Sites like Second Life, an online virtual world, allow users to connect with each other - sites next to members.While users to create and edit profile card profane governing system. There are also a form of social networks such websites, as Habbo Hotel Cyworld (Juliana, 2011).

- **Mobile SNS**

Many social networking sites, such as Facebook and MySpace, offer mobile telecommunications services that allow members to connect to their phones and networks. More and more people, especially in urban areas, are driven by laptops, and that kind of thing exists. For example, MYUBO allows users to share and watch videos on mobile networks (Wang, Jianhua & Yefeng, 2014).

- **Micro-Blogging/ Presence Updates**

Microblogging services like Twitter and Jaiku allow you to send short messages (140 characters, space included) in open groups or contacts. They are designed to operate as a mobile service, but are widely used and read online. Many services offer a "status update" - a short, customizable message to let users know about your mood or what you're doing. These can be checked on site or exported for read elsewhere. They involve users in constantly updated online conversations and networks (Lebans, 2006).

- **People Search**

Another important website development is human search. There are different types of social media and people's searches, but sites like Wink search for public profiles on numerous social media sites. It allows you to search for other information published in names, interests, locations, and profiles, and allows individuals to create "documents" on the Internet. This type of human search goes beyond the traditional boundaries of belonging to a social networking site, although the information obtained must already be public. (Quora, 2016).

Classification of social networking site

However, three of the most popular social networking services will be explored for this study.

FaceBook

Facebook was launched in 2004 and has over 800 million active users (active as of September 2011), with 350 million users accessing Cornelius and mobile devices. The average user has at least 130 friends, Facebook, Pages 80, and been carefully reviewed in the city. Over 70 languages on this site. The greatest use is necessary between the United States and bring the city family and friends found. Facebook is a very powerful instrument. In April

2011, the company launched a new range of offices to intervene in our offices per year, the department and the sales operation, and the Board invited the authorities. Facebook brand. Facebook and Google are competitors in the field of online advertising companies and dynamic graphics and an ABC Financial News delivery service. (Boyd and Ellison, 2007).

Twitter

Twitter was founded by Jack Dorsey in March 2006 and launched in July of the same year. Unlike Facebook, where you can have friends to share different things, you need to join Twitter with the latest information about the things they are interested in. You need to find a social feed that interests them and watch the talks. Each tweet is 140 characters long. Whether you are civilized or not, you can always follow the tweets, and there is no limit to the number of tweets you can send on a given day. Thanks to Twitter, companies now share information or news more quickly with a wider online audience after the company, and strategically, this has helped companies that use Twitter to position and collect brands at the same time. Commercial information through comments to accurately target customers with relevant services and products or to strengthen market information to improve business relationships. Twitter has directly targeted the audience working on the platform, helping to develop brands, develop customer-related marketing, and improve direct sales (Boyd and Ellison, 2007).

YouTube

YouTube has revolutionized the way we watch, create and think about videos. He made the environment accessible. Recent improvements in technology and connectivity have helped improve the way video works. This accessibility makes video a very important environment. YouTube was created in February 2005 as a video sharing site where users can upload, view and share their videos for informative and inspirational use by others. (youtube.com, 2011).

Just like a picture of glasses is worth a thousand words, pictures affect the creation of an image in a person's brain. This has given YouTube a competitive advantage in online marketing. In general, more and more companies are using YouTube for marketing and advertising campaigns. Various companies with extraordinary video campaigns have been successful in this form of brand marketing, especially when videos go viral. Many of these viral successes can be attributed to the brand marketing experience and creativity to entertain the audience, allowing viewers to share their videos with others. (Boyd & Ellison, 2007).

Influence of Social Networking on Business Performance

Companies are already dealing with employment on social media sites, including profile pages and online advertisements for social media users. Studies by Krasnova, Spiekermann, Koroleva and Hildebrand (2009) have shown that sales agents or marketers send messages to specific interest groups in the same way as traditional search engines or advertising channels. Another way to reach consumers is for brands, by creating their own profiles on social networks, by accepting "friends" who can follow them with the latest brands.

Social networking sites are an important source of traffic for other sites, especially those in the entertainment industry (OFCOM, 2008). There are companies that run promotions on social media sites that remind members of their brands and websites when they communicate. This kind of information is often positive. Businesses, banner ads and tours, blogs, medium groups, and groups sharing valuable new articles and videos are increasing their social media participation in several ways. Create a member profile that redirects business traffic to the company website and posts relevant business events and activities (Cain, 2008).

It is also important to give users control in the context of online transactions. Research shows that companies develop a more confident relationship with consumers when they check their information and are ready to continue their relationship with the company (Dinev & Hart, 2003).

Business performance

Business plays an important role in our daily lives, which is why business success is an important part of developing countries. For example, many economists view businesses and institutions as motives for economic, social and political progress. Sustainable performance is at the heart of every business, because it is only through action that businesses can thrive and thrive.

Therefore, job performance is one of the most important variables in management research and perhaps the most important business indicator. Although the concept of business performance is common in academic literature, it is difficult to define due to its many meanings. For this reason, there is no general definition of this concept.

Lebans and Euske (2006) offer a series of definitions to illustrate the concepts of organizational performance:

• Performance is a set of financial and non-monetary indicators that provide information on the achievement of objectives and decisions. (Euske, 2006).

• Dynamic performance and requires evaluation and interpretation.

• Performance can be illustrated using a causal model that describes how current actions can affect future results.

• Performance may be understood differently depending on who is involved in evaluating the performance of the organization (for example, performance may be perceived differently by someone in the organization than by someone outside).

• The definition of performance concepts is necessary to identify the elements that characterize each area of responsibility.

To report on organizational performance, you need to measure results.

Market Share

The market share of the company is a proportion of sales compared to the market in which it operates. It is part of a market driven by a company or product (Will, 2018). Market share is the percentage of total sales in a market that a particular company wins over a period of time. Market share is a measure of customer preference for one product. Higher market dominance generally means higher sales, less effort to sell more and a stronger barrier to entry for other competitors (Kithaka, 2016). Having a bigger market share means that as the market grows, leaders will earn more than others. Here, market share refers to the number of customers benefiting a particular company based on the number of customers in the market for such a company.

Theoretical Review

The theories relevant to this study are discussed below

The Global Village Theory

This is Marshall McLuhan's global village theory. This theory describes international relations well, as Okoro (2002) argues that "the phenomenon of increasing cultural accessibility has broken the boundaries of dividing society and creating new structures. The global polemical environment." Looking at the impact of ICT in global communications on the development of the Third World, Baran (1998) states: As the media shrinks, the world becomes more and more involved in the lives of others. New useful relationships will grow as you age.

The growing progress of ICT has confirmed the construction of McLuhan in the real research space, and this is relevant for our research because technology has made the world a global village where marketing activities are possible. Therefore, social media can be effectively used to promote the Nigerian market globally. The use of social media for marketing activities can develop more channels and marketing channels for the Nigerian market globally. Three theories of value management applied to social networks and communities. This theory emphasizes the importance of large and complex posture examples.

Although the theories of Sarnoff and Metcalfe were not invented by the creators of social media networks, they were accepted because their structure was similar to that of social media networks (Baker, 2009).

Sarnoff Theory

David Sarnoff, an American businessman and pioneer of American commercial radio and television networks, is engaged in this theory. He is the founder of the National Broadcasting Company (NBC). Sarnoff's theory was developed to relate the value of radio stations to the number of listeners. According to him, the value of the network has directly increased the number of listeners of the network. Therefore, a network of 100 members has 10 times more access value than a 10-member network (Evans, 2008). In terms of social media, this theory claims that the more people interact with brands on social media, the greater their impact. The figure below shows how this theory relates to an individual network.

A network representative of Sarnoff Theory
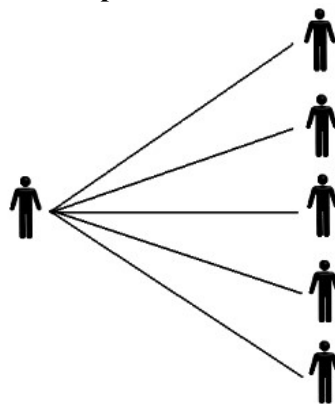
Source: Madge (2009)

Metcalfe Theory

This theory applies to Robert Metcalfe, a graduate of the Massachusetts Institute of Technology (MIT); One of the creators of Ethernet and one of the founders of 3com network companies, Network Communication Technology and Social Networks, has a wealth of network connections, such as the Internet and the World Wide Web. The theory is that the more you use the service, the more valuable it becomes to the community. Therefore, taken in the context of social networks, this theory means that any new members received or added to the network site theoretically make the user profile more valuable (Evans, 2008). Most people share and value what they love; they also tend to tell their friends and relatives dear things. In this case, it is possible to extend the link chain on the social networking site to others through sharing. This may indicate that marketing is the result of increased satisfaction with products and services. The following diagram supports the theory; The increase in the network chain affects the reach of the messagecan.

**A network representative of Metcalfe's Theory**
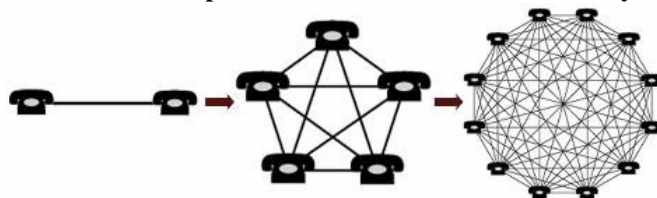
Source: Madge (2009)

Reed Theory

According to the teaching of reed, the functionality of larger network could increase depending on the size. It was developed by David S. Reed, learning the reed, a computer scientist at the Massachusetts Institute of Technology (MIT) specialized in computer networks. This theory applies to the use of social networks. The teaching focuses on the impact of network member and group values in recognition and assistance. Good networks to encourage creation of subgroups and a strong flow communication, which is the most relevant and important focus on the data network (Evans, 2008). The members can also help in creating opportunities for all persons are created to communicate network. Both were, increases the number of the knowledge of the discipline of smaller groups.

A network representative of Reed's Theory
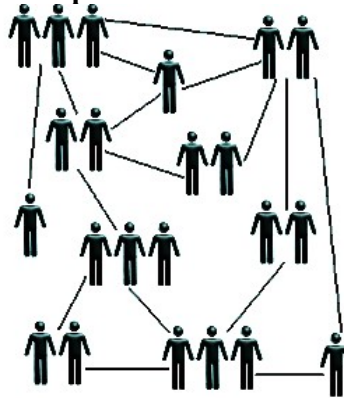
Source: Madge (2009)

The theory of global village has been adopted because it emphasizes the phenomenon of the increasing accessibility of the lifestyles of different cultures which divide societies and create a controversial new global environment.

Empirical Review

Many studies have been carried out on the relationship between the usage of social networking on business performance both in developed and developing countries but their results are inconclusive.

Belch and Belch (2001) show that, unlike traditional forms of business communication, such as advertising, a natural environment, this new medium allows users to perform various functions, such as changing the receiver and the image, ask questions, answer questions and immediately. Get it indeed. The unique opportunities offered by this social network have enormous advantages over other commercial channels in terms of interactivity and can be useful in promoting commercial activities in Nigeria. As organizations continue to develop and implement various business strategies and communication programs, new media can also be integrated into consistent marketing strategies.

Jillian (2003) argues that the development and advancement of technology has brought traditional media closer to the new internet environment. Surrounded by all print, audio and visual media, the internet is a bridge to accessing internet work for jobs such as magazine and newspaper ads, radio and television ads, web posters and pop-up ads. Above As mentioned above, Internet technology has provided an excellent channel for business performance that can affect Nigeria's business performance.

Boyd, Harper, John and Orville (2007), they found that the biggest problem facing entrepreneurs and social media advertisers is the return on investment that improves their business. Overall, 40% of advertisers and administrators surveyed said measuring social media performance was the biggest challenge facing social media initiatives. Less than half,

19%, are concerned about finding the right person to run such a campaign. Another 13% say that commercial financing is the biggest problem. While business leaders are skeptical of measuring the effectiveness of social media campaigns, getting social media support is a problem for only 10% of marketers. This shows that companies are willing to invest in social media, although there is no concrete result to measure workplace performance. Therefore, there is no doubt that social media can be a great way to promote Nigerian business.

Chude (2012) conducted a study on social networking about job problems for about 320 business people from the various industry with different experience in social networking, emphasizing that professionals can develop social networking skills and reach a wider audience to increase profits. The aim of this study will be to identify higher frequency and focus more on job management monitoring on social networks. One of the main problems faced by businessmen, the availability of adequate resources, 77% of respondents said it was a problem. 58% of respondents find it difficult to accurately measure their return on investment in a business campaign. In addition to popular social networking sites such as Facebook, Twitter and LinkedIn, companies are trying to use other resources such as blogs, forums and YouTube. Research shows that newcomers to social media don't pay much attention to the availability of appropriate tools and methods, but those who already run social campaigns focus on the tools and methods needed to reach the target audience

"Despite the popularity of social media in recent years, entrepreneurs still don't know how to help their business," said Mielach (2012). The reason is that they don't have the time to learn about the success achieved through social networks. This is also possible in Nigeria, where existing social networks are not fully used to market Nigerian brands.

Methodology

This study adopted survey research design. The study was conducted with the aim of determining the influence of social networking on the performance of small business in Ilorin, Kwara State, Nigeria. The target population was 375 registered small business out if which 157 was selected using Krejcie and Morgan (1970) sample size formula. Judgmental and simple random sampling techniques was used to select the sampled respondents. Data was collected using structured questionnaire that has two sections, Section A was design to provide demographic and structural information while Section B focused on the study variables using 5-point Likert scale. The questionnaire were administered to and collected from the respondents by the researcher with the aid of trained research assistants. To analyze the data, the demographic and structural part of the questionnaire were subjected to descriptive statistics in the form of percentages and frequencies while Regression analysis was adopted to analyze the research hypotheses with the aid of Statistical Packages for Social Sciences (V.19) so as to show effect of the various variables in the study on one another.

In line with the objectives of the study and literatures built for the study, the following hypotheses were formulated to guide the context of the study;

Ho1: social media does not have significant effect on market share.

Ho2: search engine does not have significant influence on consumers' choice making.

Data Presentation, Analysis and Interpretation

Table 1: Attributes of sampled responses

Variables	Frequency	Percentage
Age of the Respondents	158	100
18-25	81	51.3
26-33	41	25.9
34 and above	36	22.8
Highest Educational Qualification	158	100
SSCE	21	13.3
OND/NCE	42	26.6

Variables	Frequency	Percentage
BSc/HND	90	57.0
MSc/MBA/MPA	5	3.2
Marital Status	158	100
Single	104	65.8
Married	52	32.9
Divorced/Separated	2	1.3
Gender of the Respondents	158	100
Male	105	66.5
Female	53	33.5

Source: Based on Sample Survey (2020)

As shown in the table 2 on age of respondents, 51.3% were between 18 – 25 years, 25.9% were between 26-33 years, and 22.8% were between 34years and above respectively. This indicates that most of the respondents are young and full of energy, therefore flexible enough to provide their opinion on items raised in the questionnaire in terms of academic qualification of the respondents, 13.3% had primary school certificates, 26.6% were OND/NCE holders, 57.0% had first degree and 3.2% had MSc/MBA/MPA qualifications. The implication of this is that most of the respondents are averagely educated and are in position to provide answers to the questions raised in the questionnaire.

In terms of marital status, 65.8% are single, 32.9% are married, and 1.3% are divorced or separated. The implication of this is that the majority of the respondents were single showing high level of youth and agility in the company which shows that the firms has future in terms of productivity and continuum. In terms of gender of the respondents, 66.5% are male while 33.5% of the respondents were female. Hence, this revealed that there are more male than female respondents, the implication was that the sampled small businesses are more of male than female in carrying out their operations.

Test of Hypotheses
Test of Research Hypotheses 1
Ho_1: social media does not have significant effect on market share.

Table 2: Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.287	.282		1.019	.010
	Facebook	.048	.032	.104	1.492	.138
	Twitter	.443	.089	.345	4.966	.000
	Instagram	.394	.090	.318	4.377	.000

$R = .565^a$
R Square = .319
Adjusted R Square = .306
F ratio = 24.062
Sig. = .000

a. Dependent Variable: Market share
b. Predictors: (Constant), Instagram, Twitter, Facebook
Source: SPSS Printout, 2020

Table 2 provide a model to summarize the impact of social media on market share. The table shows that the correlation coefficient (R) and R^2 are 0.565 and 0.319, respectively. This explains the significant impact of social media on market share, with social media reporting 31.9% of changes in consumer patronage, while the remaining 68.1% is due to other factors

not included in the model. This implies that social media platform only contribute 31.9% to the variability in market share. Thus, other factors or variables also influence market share in the sampled area.

The analysis of variance of social media result shows the F-statistic to be 24.062. Also, the level of significance of .000 is less than the p-value of .005. This shows the goodness of fit of the model. The coefficients of social media indicates that there exist a positive relationship between twitter and Instagram except for Facebook. More so, the probability value of .000, .000 and .138 with t-statistics value of 4.377, 4.966 and 1.492 respectively further suggest that the relationship between Twitter, Instagram and market share is significant except for Facebook which has a greater value of .138 (i.e.138 > .005). The reason for this might not be far fetch from the fact that facebook is seen by the sampled respondents as a platform for social interaction than for business purpose. Also, some respondents attributed facebook to low income earner and of a low social status. However, the overall results revealed that Social media has a positive significant effect on market share when focusing more Twitter handled and Instagram page.

Test of Research Hypothesis Two:

H0$_2$: Search engine does not have significant influence on consumers' choice making.

Table 3: Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.637	.276		2.311	.022
	Google	.290	.101	.206	2.875	.005
	Yahoo	.186	.097	.140	1.926	.056
	Bing	.499	.097	.369	5.145	.000

R = .487[a]
R Square = .237
Adjusted R Square = .223
F ratio = 15.979
Sig. = .000

a. Dependent Variable: Customer Choice making
b. Predictors: (Constant), Bing, Google, Yahoo
Source: SPSS Printout, 2020

The table 3 reflects the consumer choice search engine power model. The table shows that the correlation coefficient (R) is 0.487 and 0.237 of R squares, respectively. This explains the relationship and the variability of the search engine and consumers' choice making in the study area. Search engines have a positive significant impact on consumer decision i.e. 23.7%. Though, the contribution of search engine to consumers' choice making is low but positive. This implies that consumers' decision is only influence by 23.7% and the remaining 76.3% variation is due to other variables asides from search engine. Of course, a rational consumer will not take decision solely on the information provided on the search engine because of the misleading information on the search engine and the issue of trust.

The F-statistic shows 15.979 with p-value of .000 which is less than the p-value of .005. This implies that the model is fit to evaluate the effect of search engine on consumer choice making. The significant value also supports the result of the R^2 of 23.7% which has a positive value. Therefore, search engine have significant influence on consumer's choice making.

The coefficients value indicates that there exist a partial relationship between Google and Bing except for Yahoo. More so, the probability value of .005, .056 and .000 with t-statistics value of 2.875, 1.926 and 5.145 and respectively further suggest that the relationship

between Google, Bing and customer choice making is significant except for Yahoo because it is has a probability value of .056 which is greater than .005. The responses from the sampled respondents' shows that consumers' dependency on Yahoo search engine for information has drastically reduced. This is evident from the observation that most respondents are no longer using yahoo mail as much as the use google mail and the likes. Though, this might may be attributed to the sampled area of the study. However, the findings revealed that search engines have significant influence on consumers' choice making.

Discussion of Findings

The analysis of the effect of social media on market share shows that twitter and Instagram have a strong positive effect on market share of the firms. Since the p-value shows that .000 and .000 were lesser than 0.05. Therefore, the null hypothesis was rejected and the alternative hypothesis was accepted. Therefore, social media have significant effect on market share. This result is in tandem with the findings of Mielach (2012) who maintained that social network marketing is significantly related to increase in performance of the organisation.

Also, the study hypothesized that search engine does not significantly influence consumer choice making. The result shows that google and bing have a strong positive influence on consumer choice. This result is in line with the outcome of Jillian (2003) who also confirmed that ICT advertisement and marketing approach is significant in promoting effective awareness of products among consumers.

Conclusion

The results show that social media has a significant impact on the market share of small businesses. It was concluded that for a business enterprise to be able to attract new and retain existing customer, the introduction and improvement on social networking must be engaged in, as it was found that the firms that are known for introducing social networking as well as those that mostly ensure improvement on their existing networking are well appreciated by their customers thereby leading to the retention of the existing customers as well as attraction of new customers which leads to the overall increase in the market share. Also, search engine has significant influence on consumers' choice making. It is concluded that search engine has a significant influence on consumer decision as it provide needed information to consumer with little or minimum shopping effort.

Recommendations

Based on the results of the study, the following recommendations are given:

i.   Small business owners should integrate the usage of social media in their marketing and advertising strategy to increase product awareness to the target audience irrespective of level of income and social class. Also, video sharing platform should be adequately embraced to favourably positioned products and services.

ii. It is expedient for small business owners to develop consumer trust through effective and timely delivery. Besides, deceitful advertisement and misleading information should be avoided to build consumer trust and promote social media patronage.

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