EFFECT OF FACEBOOK AND ITS ADOPTION IN PROMOTING E-COMMERCE AMONG BUSINESS MEN IN KWARA STATE

BY
ABU-SODIQ AMIDAT ABENI
HND/23/MAC/FT/0333

BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY, KWARA STATE POLYTECHNIC, ILORIN, KWARA STATE

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION

MAY 2025

CERTIFICATION

This is to certify that this research work has been completed, read through and approved as meeting the requirement of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic in Partial fulfillment for the Award of (HND) Higher National Diploma in Mass Communication.

_____   _____
MR. OLUFADI B. A.   **DATE**
(Project Supervisor)

_____   _____
MR. OLUFADI B. A.   **DATE**
(Project Coordinator)

_____   _____
MR. OLOHUNGBEBE F. T.   **DATE**
(Head of Department)

_____   _____
EXTERNAL EXAMINER   **DATE**

DEDICATION

This research project is dedicated to the Most High that preserved me throughout the course of my programme at Kwara State Polytechnic, Ilorin, for His infinite mercy that endureth forever in my live.

ACKNOWLEDGEMENTS

All praise, adoration thanks and glory belong to Almighty Allah for sparing my life throughout circumstance of life and till end of my Higher National Diploma (HND) program. Upon me to successful completion of this project worn and my course of study.

My profound gratitude goes to my able supervisor in respect of; Mr. Olufadi Ayuba who sacrificed his time attending to me and whose guidance and advice has contributed extremely to the success of this project may God bestow His blessing on his entire family. And my amicable Head of Department Mr. Olorungebe (HOD) the project coordinator and my able and capable lecturers all the teaching and non-teaching staff of the department may God continue to bestow His mercy on to you all (AMEN).

However my sincere gratitude goes to my lovely and caring parents, Mr. and Mrs. Abu-Sodiq for their parental duty throughout the course of my program they are the back bone of my existence without them my life would have been meaningless may God let you reap the fruit of your labour.

Diplomatic Appreciation goes to my siblings in person of Abu-Sodiq Faidat (Mummy Zee) and also the Olori ebi of the family Abu-Sodiq Babatunde and to the last born of the family and my Twinny (Big Fatia). all have consign on this work to be carried out either in financially support and thanks to Mr. Abdulqodir for designing this project suitable way the other and I'm very grateful to all my friends in person of Mr. Olawale, Big Mayowa and My Sammy and those who I don't remember I say May Almighty Allah Bless you and be with you all (Amin).

TABLE OF CONTENTS

CHAPTER FOUR: - DATA PRESENTATION AND ANALYSIS

CHAPTER FIVE: - SUMMARY CONCLUSION AND RECOMMENDATIONS

ABSTRACT

This study focused on examining the Effect of Facebook and Its Adoption in Promoting E-Commerce Among Businessmen in Kwara State. It explored how Facebook, as a social media platform, is being used to enhance business operations, particularly in product promotion, customer engagement, and digital marketing. The research was structured across five chapters, covering the background of the study, theoretical framework (Uses and Gratification Theory and UTAUT), methodology involving a purposive sample of 200 businessmen, data analysis, and interpretation of findings. The findings revealed that Facebook is highly effective in promoting e-commerce, enabling entrepreneurs to advertise at low cost, reach wider audiences, and interact directly with customers. The study concluded that Facebook and other social media platforms serve as powerful tools for business growth in the digital era. It recommended that firms adopt social media as a core part of their communication strategies, use it to disseminate information and promote transparency, and explore job advertising and customer service functions through these platforms to improve business outcomes.

CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND TO THE STUDY

The development of social networking sites (Facebook, Twitter, Instagram) in recent years, has radically changed both customers online purchasing habits and the way businesses promote their products and services (Snehota, 2023). The wide range of applications the Internet provide users, has been allowing them to communicate virtually by exchanging opinions and purchasing experiences online, without necessarily interacting face to face. All that is possible thanks to Web 2.0 functionalities (Wikis, Cloud computing, User-generated content, Social networks), which have been able to create social environments where people can produce online contents, benefit from an easier interconnectivity and participate actively on the web.

In this sense, all these functionalities, supported by the Internet connection, play a critical role in implementing effectively online interactions by providing the basic infrastructure, without which it would not be possible to perform any sort of online communication (Snehota, 2021).

For these reasons, nowadays social media represents an opportunity for firms to boost popularity of their e-commerce sites, increase brand awareness among online customers, increase sales, facilitate word-of-mouth communication and ensure social support to online customers. Moreover, social media has introduced the development of new marketing strategies focused on building trust and affect customers intention to buy within the most reliable social platforms. In fact, it has been proven that customer loyalty in a social network is an influencing factor in posting information which is relevant to advertisers (Snehota, 2012).

According to Weber (2017), Facebook is the largest social network on the web with respect to name recognition as well as total number of users. It has approxi-mately

1.8 billion active users and it acts as a wonderful platform for connecting people across the globe with your business. Since the last decade, Facebook has evolved from a basic website into a multi-dimensional network and a mobile platform where anyone can connect with anybody across the world. Keeping in mind, the Pages feature of Facebook, it can really help a lot in one's business. Facebook is a powerhouse for advertising and virtual goods with 500 million people using the service to communicate and share information with their friends. But are people as eager to click "buy" as they are to click "share" on Facebook. While Facebook has become a standard advertising and marketing channel for retailers, its development as an e-commerce platform is still in its early stages. But companies are testing out new ways to get people to buy on Facebook.

1.2   STATEMENT OF THE PROBLEM

In most recent times, customers have attributed the collapse of business firms to insufficient funds, employee incompetence and employer lack of business strategies. However, from an administrative point of view, management is attributing collapse of businesses to firms' inability to meet the growing cost of managing brands (Webber, 2020).

As a result, of management not being aware of the opportunities facebook offers in reducing the cost of firms advertising campaigns, increasing of sales, finding of new customers and sustaining e-commerce globally. The desire to undertake this research to probe further into this untapped avenue of facebook, to bring to light its numerous opportunities to management, marketers and stakeholders.

1.3   RESEARCH OBJECTIVES

The main objective of this study is to examine the effect of Facebook and adoption in promoting e-commerce among businessmen in Kwara State.

The other objectives of this study are;

i. To determine perceptions about the use of facebook in promoting e-commerce among businessmen in Kwara State

ii. To understand the influence of facebook in promoting e-commerce among businessmen in Kwara State

iii. To examine the extent which facebook is used in promoting e-commerce among businessmen in Kwara State

1.4   RESEARCH QUESTIONS

For the purpose of this study, the following research questions would be considered;

i. What are the perceptions on the use of facebook in promoting e-commerce among businessmen in Kwara State?

ii. What is the influence of facebook in promoting e-commerce among businessmen in Kwara State?

iii. To what extent is facebook being used in promoting e-commerce among businessmen in Kwara State?

1.5   SCOPE OF THE STUDY

This study is limited to only businessmen of various organizations in Ilorin East, Kwara State. The use of survey will be adopted to obtain data from respondents identified from the various target population for the research. The limitation of this study is the concentration on some selected organizations; Eagle Paints, Uniform, Halal Trading Store among others.

1.6   SIGNIFICANCE OF THE STUDY

This study will benefit the marketers, customers and academicians alike. The practioner marketer will gain greater understanding of the opportunities Facebook has to offer customers. It will inform them about a cost-effective way to transmit information to their target markets.

1.7   OPERATIONAL DEFINITION OF TERMS

In this research study, the following are the key terminologies used that is, the key words;

Facebook: Facebook is a free social networking Web platform that promotes and facilitates interaction between friends, family and colleagues. Facebook was founded in 2004 by Mark Zuckerberg and several Harvard University classmates. Facebook is a website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with however many people they like.

E- Commerce: According to investors words (online dictionary), E-commerce is defined as "the buying and selling of product and services by businesses and consumers through an electronic medium, without using any paper documents". E-commerce is referred to as the process of buying and selling of product over the internet. Ecommerce can be grouped into three categories: business to business or B2B, business to consumer or B2C and consumer to consumer or C2C .

Social media: Kaplan and Haenlein (2010, P 60) define social media as "a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allows the creation and exchange of user-generated content" . Web 2.0 is a platform on which social media is based (Carlsson, 2010). Social media can take many different forms including social networks, internet forums, web logs, social blogs, micro blogging, wikis, podcast, pictures, video, rating and social bookmarking (Kaplan and Haenlein, 2010; Webber, 2009). Webber also includes search engines in the definition of social web, and describes them as reputation aggregators with the task of aggregating sites with the best product or service to offer and usually put things in order of reputation (Webber, 2009).

CHAPTER TWO

LITERATURE REVIEW

2.0   INTRODUCTION

The aim of this literature review is to locate and critique relevant theory relating to the research problem, and identify concepts and themes (Ghauri & Grønhaug, 2005). This chapter will consist of the history of social media, definition of social media, the ecommerce concept, facebook and marketing, Social media and branding, the effectiveness of social media in modern business and exploring marketing and strategy.

2.1   CONCEPTUAL FRAMEWORK

2.1.1   CONCEPT OF FACEBOOK AS A PLATFORM FOR E-COMMERCE

Facebook is a social networking service originally launched as Face Mash on October 28, 2003, before changing its name to The Facebook on February 4, 2004. It was founded by Mark Zuckerberg and college roommates and fellow Harvard University students, in particular Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and gradually most universities in the United States and Canada, corporations, and by September 2006, to everyone with a valid email address along with an age requirement of being 13 and older. Face Mash was opened in 2003, developed by Mark Zuckerberg; he wrote the software for the Facemash website when he was in his second year of college. The website was set up as a type of "hot or not" game for Harvard students. The website allowed visitors to compare two female students' pictures side by side and let them decide who was more attractive.

A "face book" is a student directory featuring photos and basic information. In 2003, there were no universal online facebooks at Harvard, with only paper sheets

distributed and private online directories. Zuckerberg told the *Crimson* that "Everyone's been talking a lot about a universal face book within Harvard. ... I think it's kind of silly that it would take the University a couple of years to get around to it. I can do it better than they can, and I can do it in a week." In January 2004, Zuckerberg began writing code for a new website, known as "The Facebook", with the inspiration coming from an editorial in the *Crimson* about Facemash, stating that "It is clear that the technology needed to create a centralized Website is readily available ... the benefits are many." Zuckerberg met with Harvard student Eduardo Saverin, and each of them agreed to invest $1,000 in the site. On February 4, 2004, Zuckerberg launched it under the name of "The Facebook", originally located at thefacebook.com.

Zuckerberg intended to create a website that could connect people around the university. Upon finishing the site, Zuckerberg told a couple of friends, one of whom suggested sharing it on the Kirkland House online mailing list, which included several hundred people. According to his roommate, Dustin Moskovitz, "By the end of the night, we were . . . actively watching the registration process. Within twenty-four hours, we had somewhere between twelve hundred and fifteen hundred registrants."

2.1.2 COMPUTER TECHNOLOGIES AS ADVANCEMENT DEVICE AND INNOVATION

Social media was further developed during the 1970s. MUD, originally known as Multi-user Dungeon, Multi-User Dimension, or Multi-User Domain, was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text based which requires users to type commands using a natural language. BBS (bulleting board system) was created in 1978, the same year as MUD. BBS is a synonym for bulletin board system. Users log in to the system to upload and download software, read news, or exchange messages with others. In the early years, bulletin boards

were accessed via a modem through a telephone line by one person at a time. Early on, bulletin boards did not have color or graphics (Ritholz, 2020).

Bulletin boards were the predecessors of the World Wide Web. Conceived in 1979 and established in 1980, the Usenet is similar to a BBS. Usenet is a system to post articles or news. The difference from a BBS is that Usenet does not have a central server or devoted administrator messages are forwarded to various servers via news feeds (Ritholz, 2022).

As a professor at Murray State University in Murray, Kentucky, a project was initiated to work with a BBS to meet area educators needs (Shirky, 2011)With the 1980s came the introduction of The WELL, GENIE, Listserv, and IRC. The "WELL", which originally began as a BBS, is short for the Whole Earth Lectronic Link. It was founded in Sausalito, California by Stewart Brand and Larry Brilliant and is one of the oldest continuously operating virtual communities. GENIE is the acronym for General Electric Network for Information Exchange. It was an online service using the ASCII language and was considered competition for CompuServe. General Electric Information Services (GEIS) ran GENIE on the time-sharing mainframe computers during non-peak hours. GEIS initially refused to expand the network to allow GENIE to grow. Listserv, launched in 1986, was the first electronic mailing list software application. Prior to its creation, email lists had to be managed manually. The software allows the sender to send one email to reach several people. Originally, Listserv was freeware but is now sold commercially. A free version is available for a limit of ten lists with no more than 500 subscribers. IRC, Internet Relay Chat, is designed for group communication. It is a form of real-time chat, also known as internet text messaging, or synchronous conferencing. IRCs main purpose is for group communication, but it allows private messages, chat, and data transfers between two users (Ritholz, 2020).

2.1.3 SOCIAL NETWORKING AS A PLATFORM FOR E-COMMERCE

Many social networking sites were created in the 1990s. Some examples include Six Degrees, Black Planet, Asian Avenue, and Move On. These are, or have been, online niche social sites where people can interact, including sites for public policy advocacy and a social network based on a web of contacts model.

Blogging services such as Blogger and Epinions were created. Epinions is a site where consumers can read or create reviews of products. ThirdVoice and Napster were two software applications created in the 90s that have since been removed from the market. ThirdVoice was a free plug-in that allowed users to post comments on web pages. Opponents of the software argued that comments were often vulgar or slanderous. Napster was a software application that allowed peer-to-peer files sharing. Users were allowed to share music files bypassing normal distribution methods, which in the end was determined to be a violation of copyright laws (Ritholz, 2020).

In 2000 social media received a great boost with the witnessing of many social networking sites springing up. This highly boosted and transformed the interaction of individuals and organizations who share common interest in music, education, movies, and friendship, based on social networking. Among those that were launched included Lunar Storm, six degrees, cyworld, ryze, and Wikipedia. In 2001, fotolog, sky blog and Friendster were launched, and in 2003, MySpace, LinkedIn, last FM, tribe.net, Hi5 etc. In 2004, popular names like Facebook Harvard, Dogster and Mixi evolved. During 2005, big names like YouTube, cyword, and Black planet all emerged (Junco, Heibergert & Loken, 2021).

2.1.4 THE BENEFITS OF E-COMMERCE IN SOCIETY

E-commerce presents a number of opportunities for business organizations and individuals alike. Metzger (2004) suggests that e-commerce companies have a widened market base. The wide market base gives the companies an opportunity to grow at very

low costs. Hoffman et al (2004) 12 contend that there are distribution, marketing and operational benefits that can be realized from e-commerce.

In other words e-commerce can bring about a reduction in distribution costs through the elimination of intermediaries. Since online transactions involve very little costs e-commerce can also bring about a reduction in transaction costs (Kiggundu, 2002).

Internal and external processes can also be integrated to lower transactions costs. As worldwide companies are adopting more collaborative relationship with key suppliers in product development, key business process now require cross-functional information sharing on a wide range of issues (MClvor, Humpreys & McAleer, 2000). This means that firms can utilize e-commerce to expand distribution channels at lower costs. According to MClvor et al (2000), these low costs can be achieved through the reduction of clerical procedures and paper handling. E-commerce can also accelerate ordering, delivery and payment for goods and services while reducing operating and inventory costs.

2.1.5   ADVANTAGE OF FACEBOOK FOR E-COMMERCE

Facebook has been involved in major controversies. One major controversy was when Cambridge Analytica allegedly used data from about 87 million Facebook users without permission to target American voters with personalised political ads during the 2016 US presidential election campaign. This caused a user outcry and led many to demand that such practices be banned, but this isn't something that can be done lightly – after all, these tools are what make Facebook the company worth billions of dollars. In this article, we shall explore the implications, advantages and disadvantages of Facebook.

- **Useful for Education –** Facebook is an excellent tool for education. Professors can share lectures and other course materials with the class, and students can even interact with each other to have debates about the course material. Teachers are able to connect with their students, and parents are able to get updates on a

student's progress at school. The site also has a forum that teachers can use when they need help with questions from their students.

- **Stay connected –** As much as we like to think that the Internet is a great place for connecting with other people, Facebook has made it even easier. You can message your friends and family, or you can keep up with what they're doing on Facebook. You can also create groups where you share information and updates about a certain topic.

- **Helps find people with similar interests and preferences –** Facebook provides us with new opportunities to meet people who share similar interests or goals. We can find others who have gone through the same struggles, and support each other as we work on overcoming them together.

- **Useful for marketing –** Facebook has been an effective marketing tool for a few reasons. First, it's the most popular social media platform with over 1.86 billion monthly active users as of June 2017. Second, many people use Facebook's ad targeting to reach potential customers in specific demographics and geographic areas at a low cost. Third, Facebook pages are highly customizable and easy to create which allows businesses to easily promote their products and services.

- **Beneficial for business –** Facebook is the best social media platform for businesses because it's one of the world's largest social networks. It also has a lot of features that make it easy for business owners to reach their desired audiences and increase sales by using them. Facebook allows businesses to create Facebook Pages, which are a more personalised way of connecting with people on customer service and marketing. Businesses can reach large audiences and target the right people based on age, location, interests, and other factors.

2.1.6 DISADVANTAGES OF FACEBOOK IN THE SOCIETY

Since its launch in 2004, the social networking service Facebook has grown to over one billion users. While there are numerous advantages to using the service, there are also unfortunately some negative aspects. Apart from being potentially addictive and hampering productivity, the service can make you vulnerable to malware, viruses and even identity theft if you are not careful. Facebook is also known to place a strain on relationships due to how easy it is to connect with people from your past.

- **Privacy concerns –** Facebook has a history of violating user privacy. For example, in 2012, the company proposed an app that would have let marketers track users' web browsing activity outside of Facebook. This would have allowed them to better target advertisements on Facebook. Two years ago, the company admitted that it had been secretly saving phone numbers and text messages from Android devices for years. More recently, Facebook shut down nearly 200 apps due to privacy concerns.

- **Can cause addiction –** Facebook can be distracting, rather than being helpful. Instead of checking your Facebook feed and addressing the tasks that need to be done, it can take over your life. It has been proven that Facebook can also have a negative impact on someone's lifestyle habits. The addiction to Facebook is so severe that some people find themselves logging in as soon as their phone wakes up in the morning, checking for notifications before anything else.

- **Can disrupt sleep –** It is well known that Facebook can be addicting. It also disrupts sleep patterns. One study found that the blue light from smartphones, laptops and other devices that emit this type of light can suppress the production of melatonin. This means people are not getting enough sleep or the deep, beneficial sleep that they need to function well and stay healthy.

- **Risk of cyber bullying** – One of the most dangerous things that can happen on Facebook is cyber bullying, which is when someone uses the internet to threaten or bully another person. This abuse can be done by known followers, anonymously or under a fake profile and it often starts by pestering the victim with mentally disturbing messages, posts, or images.

- **Can lead to insecurity and feelings of jealousness** – Too many Facebook users report that the social media platform has adversely impacted their relationships. They feel like they can't be themselves and are constantly updating their Facebook status to seem more interesting than they are. It's also very easy for people to get caught up in comparing themselves to others which leads to feelings of inadequacy and jealousy.

- **Reduces intimacy with family and friends** – The most obvious disadvantage of Facebook is that it can reduce intimacy with friends and family. One study found that using social media was associated with lower levels of trust and satisfaction with family life, which may make people feel isolated and more depressed. This is because people tend to use social media as a substitute for direct contact during moments that are important in their offline lives.

- **Risk of identity theft** – If a person's personal information is stolen, they can be subject to identity theft. There are many ways in which someone's data can be stolen. For example, if someone reveals their email on a public post, their email address could end up in the hands of a spammer or a hacker. If someone takes a picture of you and posts it on the internet, then your personal information is available for anyone to see.

2.1.7   EFFECT OF INTERNET ON E-COMMERCE AMONG BUSINESS MEN

Zwass (1998) argue that popularity of the internet for e-commerce is unquestionable. Schaeffer (2019) contends that this popularity emanated from the fact

that the internet offers a channel where buyers and sellers are able to complete transactions cheaply, instantaneously and anonymously whilst overcoming geographic and time barriers.

He contends that it provides a channel to remove multiple layers of middlemen by bringing companies and their customers and suppliers together directly and cheaply (Schaeffer, 1999). As such, e-commerce is thereby expected to widen markets and lower transaction costs.

2.2   THEORETICAL FRAMEWORK

➢ The Agenda Setting Theory

2.2.1   THE AGENDA SETTING THEORY

The agenda setting theory describes the ability of the news media to influence the salience of topics on the public agenda that is, if a news item is covered frequently and prominently the audience will regard the issue as more important.

The agenda setting theory was formally developed by Dr, Max Combs and Dr. Donald Shaw in a study on the 1968 presidential election. In the 1968 "church hill study, Mac Combs and Shaw demonstrated a strong correlation between what 100 residents of Chapel hill, North Carolina thought was the most important issues by comparing the salience of issues in the news content with the public's perceptions of the most election issue, Mc Combs and Shaw were able to determine the degree to which the media determines public opinion. Since the 1968 study, published in 1972 edition of "public opinion quarterly" more than 400 studies have been published on the agenda setting functions of the mass media. According to the agenda setting theory, the media sets public agenda by telling the audience what to think about, although not exactly what to think.

2.3   EMPIRICAL REVIEW

Since e-commerce is a transaction channel as traditional commerce, a well-managed customer relationship is required. Ma et al (2019) argue that customer relationship management is a key component of e-commerce. E-commerce companies need to find their target customer segments and adopt an appropriate customer relationship management strategy to attract and keep customers (Cao & Ye, 2017). Singh et al (2018) also claimed that the customer plays the central role in the relationship between customer and company, and it is becoming more active in the relationship building process.

According to Lang et al (2022), customer relationship management (CRM) is a business philosophy that touches upon many independent parts of the organization. To enhance customer acquisition and increase customer satisfaction, it is necessary to develop a customer centric business model, which links all relevant departments around Sales, Marketing and Services. Richards and Jones (2018) claimed that customer relationship management is management of mutually beneficial relationships from the seller's perspective. While Rigby et al (2022) describes that CRM puts customer strategies into business process, which improves customer loyalty.

There are many different expressions about customer relationship management and for different organizations, CRM turned into different concepts. However, they can be summarized into two main categories: customer relationship management strategy and customer relationship management software. From the strategy point of view, CRM is a customer-driven business strategy, which aims to attract new customers and keep old customers (Wang & Feng, 2021).

CHAPTER THREE

3.1 RESEARCH METHODOLOGY

The research methodology covers gathering of information, facts and opinions of people to complete a research work, and survey method was used. Survey method can be described as a means of gathering data and information on a particular phenomenon by obtaining respondent opinion and motivation from a source. The major source of data that applied to this study was primary source which was basically in structure questionnaire. Research methodology is usually a guide line system for solving a problem, with specific component such as phase task method technique tool and step adopted for the collection of respondent for the effect of facebook and its adoption in promoting e-commerce business men in Kwara State.

3.2 RESEARCH DESIGN

Methodology is a scientific method of carrying out research work within which the facts are placed so that their meaning may be seen clearly, according to OSUALA (1993) research is oriented towards the discovery of the relationship that exists among the phenomenon of the world in which we live research methodology if carefully selected help to place on self of variable against another set in such a way that gave us meaning of situation and occurrence the analysis of the principal employed by a dieseline.

3.3 POPULATION OF THE STUDY

According to Evboroulalai (2012), population refers to the entire subject whom the research is investigating or any group of persons or organization being studied by an investigator that constitutes the population. This research work is to make findings on the topic "Effect of Facebook and it adoption in promoting e-commerce among businessmen in Kwara State". The population of this study was selected from the business owners in Kwara State.

3.4   SAMPLE SIZE AND SAMPLING TECHNIQUE

The goal of sampling strategies in survey research is to obtain a sufficient sample that is representative of the population of interest because it is not feasible to collect data from an entire population of interest.

Therefore, the sample size for this study was calculated using Taro Yamane method;

$$n = \frac{N}{1+N(e)2}$$

Where:

n signifies the sample size

N signifies the population of the study

e signifies the margin error

$$n = \frac{114623}{1+1146(0.03)2}$$

$$n = \frac{114623}{1+114623(0.0015)}$$

$$n = \frac{114623}{(1+136.5575)}$$

$$n = \frac{114623}{299.5576}$$

n = 200

Sampling techniques helps the researcher to devote more definition and this greater attention devoted to the population of study results in superior accuracy.

In this study, random sampling was used in analysis the data gathered in this research work. Random sampling gives equal chance of being selected at all members of the population. The most important advantage if the random sampling is that, the result of investigation can confidently be extended to the entire study population.

3.5   RESEARCH INSTRUMENT

The main instrument that was used for this study was questionnaire. Questionnaire is an instrument used to collect or obtained information from respondent about their persecution, opinion on research topic usually survey studies.

The main reason questionnaire was chosen is to obtain supplementary information and it is the fastest and one of the recordable ways of gathering information.

The first section contained information related to the listeners, while the second section based on the information and opinion of the population about the subject of matter which is the effect of facebook and it adoption in promoting e-commerce among business men.

3.6 VALIDITY OF RESEARCH INSRUMENT

The copy of the questionnaire has been pre-tested in order to make adjustment where necessary in order to ensure reliability and validity of the study. The instrument used to valid because it enables the researcher to obtain quick and accurate information or data.

3.7 SOURCE OF DATA

The main instrument that was used for this research study was questionnaires and it was administered by hand to ensure immediate return in the post.

Oral interview in form of expository question to be answered in details will be used to obtain necessary information from the respondents mentored carker on. More also questionnaire was used in under to record the response of the categories of poutiness in the state. And **Percentage %** of the outcome will be recorded.

3.8 METHODS OF DATA ANALYSIS

In analyzing data for this study, the analysis used is descriptive, whereby the use of variables, Percentage **%** and tables were adopted included it is one of the most adopted means of data analysis employed by many researchers. There is great need to analyze the data collected since all the data that were used was collected through the use of questionnaire, for clarity, easy understanding and simplicity, the analysis of data in

respect of a particular research question or data in respect of a particular research question or hypothesis was done separately.

CHAPTER FOUR

4.1   DATA ANALYSIS

Data analysis is the most crucial part of any research. Data analysis summarize collected data to a story and interpreting it to derive insights

In this chapter data are organized into tables so that statically and logical conclusion can be gotten frills the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension. The researcher present all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

ANAYSIS OF RESEARCH INSTRUMENT

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc.

However, the organization and presentation of data shall be according to questionnaire items and responses. In the (20) twenty questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of two hundred (200) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode while simple descriptive analysis technique was used to describe what items were contained in the tables.

DISTRIBUTION TABLE

Number of questionnaire distributed	200
Number of questionnaire returned	200
Number of discard	Nil
Number of questionnaire not returned	Nil
Number of questionnaire presented and analysed	Nil

From the above table, it can be seen that the respondent were people of Ilorin number of questionnaire distributed were 200, the percentage was 100%, number of questionnaire returned was 200, no of discard was Nil, number of questionnaire not returned nil and number of questionnaire presented and analysed are 20.

4.2 ANALYSIS OF RESPONDENT DEMOGRAPHIC

Question 16: Gender Distributions of the respondent

OPTIONS	FREQUENCY	PERCENTAGES (%)
Male	80	40%
Female	120	60%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 80 (40%) respondents were male, 120 (60%) are female. This shows that most of the respondents are female.

Question 17: Age Distributions of the respondent

OPTIONS	FREQUENCY	PERCENTAGES (%)
18-25 years	100	50%
26-30 years	75	37.5%
30 and above	25	12.5%
Total	**200**	**100%**

The above table shows that 80 (40%) respondents were male, 120 (60%) are female. This shows that most of the respondents are female.

the above table show that 100 (50%) respondents were 18-25, 75 (37.5%) respondents were 26-30, 25 (12.5%) respondents were 30 and above. This shows that most of the respondents are 18- 25.

Question 18: Religion Distributions of the respondent

OPTIONS	FREQUENCY	PERCENTAGES (%)
Islam	120	60%
Christianity	60	30%
Others	20	10%
Total	**200**	**100%**

The above table shows that 120 (60%) were Islam, 60 (30%) were Christianity. This shows that most of the respondents are Muslims.

Question 19: Marital Status of the respondent

OPTIONS	FREQUENCY	PERCENTAGES (%)
Single	160	80%
Married	20	10%
Others	20	10%
Total	**200**	**100%**

The above table shows that 160 (80%) were single, 20 (10%) were married. This shows that most of the respondents are single.

Question 20: Occupation of the respondent

OPTIONS	FREQUENCY	PERCENTAGES (%)
Civil servant	20	10%
Business man/women	30	15%
Student	150	75%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 20 (10%) were business man/women, 150 (75%) were

student. This shows that most of the respondent are student.

RQ 1: Do you have any social media account?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Yes	170	85%
No	10	5%
Not sure	20	10%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 170 (85%) were yes, 10 (5%) were No. this shows that most

of the respondents are yes.

RQ 2: How often do you make use of social media plant forms?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Very often	120	60%
Quite often	59	29.5%
Not at all	21	11.5%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 120 (60%) were very often, 59 (29.5) were quite often, 21

(11.5) were not at all. This shows that most of the respondents are very often.

29

RQ 3: Which of the social media platform do you use mostly?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Instagram	20	10%
Facebook	60	30%
Whatsapp	100	50%
Others	20	10%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 20 (10%) were instagram, 60 (30%) were facebook, 100 (50%) were what whatsapp. This shows that most of the respondents are whatsapp.

RQ 4: Have you come across business advertisement on facebook?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Yes	150	75%
No	25	12.5%
Not sure	75	37.5%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 150 (75%) were yes, 25 (12.5%) were No, 75 (37.5%) were not sure. This shows that most of the respondents are yes.

RQ 5: Do you think facebook is used to communicate system failures to customers?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Yes	10	5%
No	160	80%
Not sure	20	10%
Total	**200**	**100%**

Source: Field Survey, 2025

30

The above table shows that 10 (5%) were yes 160 (80%) were No, 20 (10%) were Not sure. This shows that most of the respondent are No.

RQ 6: Are customers involved in the co-creation of service?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Yes	150	75%
No	45	22.5%
Not sure	5	2.5%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 150 (75%) were yes, 45 (22.5%) were No, 5 (2.5%) were not sure. This shows that most of the respondents are yes.

RQ 7: Do you have an updated database on your customers?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Yes	100	50%
No	55	27.5%
Not sure	45	22.5%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 100 (50%) were yes, 55 (27.5%) were No, 45 (22.5%) were Not sure. This shows that most of the respondents are yes.

RQ 8: Social media plat form like facebook is very effective in promoting new product?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	20	10%
Disagree	10	5%
Neutral	20	10%

31

	50	25%
Agree	50	25%
Strongly Agree	100	50%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 170 (85%) were yes, 10 (5%) were No. this shows that most of the respondents are yes.

RQ 9: Entrepreneurs make use of Facebook for the purpose fo promoting their business?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	10	5%
Disagree	10	5%
Neutral	30	115%
Agree	50	25%
Strongly Agree	120	60%
Total	**200**	**100%**

Source: Field Survey, 2025

The table shows that 30 (15%) were neutral, 50 (25%) were agree, 120 (60%) were strongly agree. This shows that most of the respondents are strongly agree.

RQ 10: Facebook help in creating awareness about existence of new products and services

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	10	5%
Disagree	5	25%
Neutral	10	5%
Agree	45	22.5%

Strongly Agree	130	65%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 5 (2.5%) were disagree, 45 (22.5%) were agree, 130 (65%) were strongly agree. This shows that most of the respondents are strongly agree.

RQ 11: Requests and complaints sent to your facebook are acted upon immediately to improve customer relationship?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	100	50%
Disagree	50	25%
Neutral	20	10%
Agree	10	5%
Strongly Agree	20	10%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 100 (50%) were strongly Disagree, 50 (25%) were disagree, 20 (10%) were neutral, 10 (5%) were agree. This shows that most of the respondents are strongly disagree.

RQ 12: Facebook usage crates an opportunity for customers to interact with the firm?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	20	10%
Disagree	10	5%
Neutral	20	10%
Agree	50	25%

Strongly Agree	100	50%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 10 (5%) were Disagree, 20 (10%) were disagree, 50 (25%) were Agree, 100 (50%) were Strongly agree. This shows that most of the respondents are strongly agree.

RQ 13: Request and complaints sent through your face book are ways attended to?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	120	60%
Disagree	50	25%
Neutral	5	2.5%
Agree	5	2.5%
Strongly Agree	20	10%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 120 (60%) were strongly Disagree, 50 (25%) were disagree, 5 (2.5%) were neutral, 5 (2.5%) were agree. This shows that most of the respondents are strongly disagree.

RQ 14: Facebook help in responding to the needs of customers?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	8	4%
Disagree	13	6.5%
Neutral	29	29%
Agree	5	25%
Strongly Agree	100	50%

Total	200	100%

Source: Field Survey, 2025

The above table shows that 8 (40%) were strongly Disagree, 13 (25%) were disagree, 29 (14.5%) were neutral, 50 (25%) were agree 100 (50%) were strongly agree. This shows that most of the respondents are strongly agree.

RQ 15: Customers are delighted using Facebook for their transactions?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	10	5%
Disagree	10	5%
Neutral	30	15%
Agree	50	25%
Strongly Agree	100	50%
Total	200	100%

Source: Field Survey, 2025

The above table shows that 30 (15%) were neutral, 50 (25%) were agree, 100 (50%) were strongly agree. This shows that most of the respondents are strongly agree.

RQ 16: Customers can access Facebook always?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	10	5%
Disagree	10	5%
Neutral	3	1.5%
Agree	17	8.5%
Strongly Agree	160	60%
Total	200	100%

Source: Field Survey, 2025

The above table shows that 3 (1.5%) were neutral, 17 (8.5%) were agree, 160 (80%) were strongly agree. This shows that most of the respondents are strongly agree.

RQ 17: Facebook usage improves delivery services to customers?

OPTIONS	FREQUENCY	PERCENTAGES (%)
Strongly Disagree	20	10%
Disagree	10	5%
Neutral	20	10%
Agree	50	25%
Strongly Agree	100	50%
Total	**200**	**100%**

Source: Field Survey, 2025

The above table shows that 10 (5%) were disagree, 20 (10%) were neutral, 50 (25%) were strongly agree. 100 (50%) were strongly agree. This shows that most of the respondents are strongly agree.

4.3   ANALYSIS OF RESEARCH QUESTIONS

Question 1: What are the perceptions on the use of Facebook in promoting e-commerce?

Table 8 answered this question as it was gathered that 100 (50%) respondents strongly agree that social media platform is very effective in promoting new product, 50 (25%) respondent agree, 20 (10%) remains neutral, 10 (5%) disagee on the point, while 20 (10%) strongly about it.

Table 10, also answered this question as it was indicate that 130 (65%) of the respondnets strongly agree on the statement 45 (30%) agree about it 10 (10%) and neutral 5 (2.5%) disagree on it while 10 (50%) strongly disagree with it.

Table 12, also answered this research question as its was gathered that 100 (50%) strongly agree on the point, facebook usage create an opportunity for customers to

36

interact with the firm 50 (25%) of the respondents also agree on it 20 (10%) are neutral, 10 (5%) disagreed on the point while 20 (10%) are neutral, 10 (5%) disagreed on the point while 20 (10%) strongly disagreed about it.

Table 15, answered this same question as its was gathered that 100 (50%) of the respondents strongly agreed with the statement 50 (25%) of the respondents also agreed on it 30 (15%) are neutral about it 10 (5%) disagreed with it, while 10 (5%) also strongly disagreed about it.

Question 2: What are the influence of facebook in promoting e-commerce?

Table 8 answered this question as it was gathered that 100 (50%) respondents strongly agree that social media platform is very effective in promoting new product, 50 (25%) respondent agree, 20 (10%) remains neutral, 10 (5%) disagree on the point, while 20 (10%) strongly about it.

Table 10, also answered this question as it was indicate that 130 (65%) of the respondents strongly agree on the statement 45 (30%) agree about it 10 (5%) strongly disagree with it.

Table 15, answered this same question as it was gathered that 100 (50%) of the respondents strongly agreed with the statement 50 (25%) of the respondent also agreed on it, 30 (15%) are neutral about it 10 (5%) disagreed with it, while 10 (5%) also strongly disagreed about it.

Question 3: To what extent is Facebook being used in promoting e-commerce?

Table 4, answered this research question as its was gathered that 150 (75%) of the respondents accept that they do come across business advertisement on facebook 25 (10.5%) chose No on the question while 75 (37.5%) were not sure if they come across business advertisement on facebook.

4.4   DISCUSSION OF FINDINGS

This study has further supported some earlier postulation with research to the influence of facebook in promoting e-commerce with the help of the questionnaire we are able to

know that 90% of the respondents are aware of influence of facebook in promoting e-commerce while 100% are not aware because there is none in their environment. We also find out that 45% of the respondents agree that face book help in promoting business.

We also find out all the respondents agreed that facebook introduce and effectiveness on how to promote and communicate with customers.

Moreover, all the respondents agree that facebook can integrate communication and telephone usage will be high and they will help us to have a good business idea.

Thus, form the findings the questionnaire in the study got an over whelming support that facebook in promoting e-commerce.

CHAPTER FIVE

SUMMARY, CONLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The research study is based on "Effect Of Facebook And Its Adoption In Promoting E-Commerce Among Business Men In Kwara State" this research work is divided into five main chapters, form chapters, form chapters, form chapter one of this study to chapter five, which clearly reviewed some steps and approach for easy presentation of its content.

Chapter one is based on the background of the study with emphasis on the relationship between social media platform, specifically Facebook in promoting e-commerce, statement of research problems, research objectives, research question, signification if the study, scope of the study, and it's limitation with operational definition of key terms.

Chapter two of this research work explained the conceptual framework and theoretical framework of the research applied by the researcher which is uses and gratification theory (UGT), and the unified theory of acceptance and use of technology (UTAUT), and review of related studies was done to explain the nature of different individual research work.

Chapter three of this research work however, contains research methodology adopted in the study, research design, population of the study, which businessmen in Kwara State Sample size which is (200) two hundred and sampling technique which is purposive sampling techniques and the instrument used in the research study was questionnaire that was administered amidst the sampling size of the population, it also clearly state validity and reliability of the instruments, method of administration of the instruments and also stated the method data analysis.

Chapter four of this research work explained how the data were gathered, analyzed for proper comprehension, it also contained how the data were presented and discussion of the research findings.

Chapter five of this research clearly explained and summarized the while chapter form chapter one to chapter four and also contains the conclusion and recommendations presented by the researchers.

5.2 CONCLUSION

The research study aimed at finding out the Effect Of Facebook And Its Adoption In Promoting E-Commerce Among Business Men In Kwara State is the largest social network and a wonderful platform for connecting people across the global with one's business. It is a power house for advertising and a standard marketing channel for retailers.

Based on our findings and the observation drawn from empirical data it shows that facebook and other social media platform is very effective as it helps in promoting new product and enables entrepreneur to be able to promote their business. In this 21st century, social media enables entrepreneur to advertise their product at a very low price that is easily affordable by the entrepreneur.

This research conclude that facebook is very effective in promoting e-commerce as to enable a lot of business activities to be performed on such as creating awareness about new products and services facilitate interaction between entrepreneur and customer, improve delivery services to customer and so on.

5.3 RECOMMENDATIONS

Based on the findings of the study, the following recommendations outlined below are suggested:

i.   Social media to most firms since through social media businesses can communicate information in a flash, regardless of geographical locations.

ii.   Also, firms need to integrate social media in their communication strategy since social media allow firms to tailor their content for each market segment and give the businesses the opportunity to get their messages across more

widely than ever before. Indeed, once a piece of content goes viral there is no limit to the amount of people it could potentially reach at no extra cost for the business.

iii.   Job vacancies in E-Commerce to be published in various Social media platforms due to the increase patronage in this era. Various advertisements can be broadcasted which can be easily accessed by everyone.

iv.   To add, we recommend various firms must publish transactions in a very common and understandable manner and language in order to be easily accessed by the public.

v.   Lastly, It is also recommended that, firms should disseminate information and communicate to their customers through Facebook and other social media platforms to ensure effective reach of messages. In addition, we recommend that firms use these social media sites as a channel for communicating system failures to generate loyal customers.

REFERENCES

Carraher, S. M. (2021). *Turnover prediction using attitudes towards benefits, pay, and pay satisfaction among employees and entrepreneurs in Estonia, Latvia, & Lithuania. Baltic Journal of Management* 6 (1), 25-52.

Carraher, S. M., Buchanan, J. K., & Puia, G. (2020). *Entrepreneurial Need for Achievement in China, Latvia, and the USA. Baltic Journal of Management,* 5 (3), 378-396.

Salehi, M. (2019). *Consumer Buying Behavior towards Online Shopping Stores in Malaysia. International Journal of Academic Research in Business and Social Sciences,* 2(1), 45-56.

Salehi, M. (2012*). Dissimilarity of E-marketing VS traditional marketing. International Journal of Academic Research in Business and Social Sciences,* 2(1), 12-14.

Carraher, S., Parnell, J., Carraher, S. C., Carraher, C., & Sullivan, S. (2020). *Customer service, entrepreneurial orientation, and performance: A study in health care organizations in Hong Kong, Italy, New Zealand, the United Kingdom, and the USA. Journal of Applied Management & Entrepreneurship, 11 (4), 33-48.*

Carton, S. Defining social media (2019). *Customer service-orientation of small retail business owners in Austria, the Czech Republic, Hungary, Latvia, Slovakia, and Slovenia. Baltic Journal of Management,* 4 (3), 251-268.

Salehi, M. (2022). *Dissimilarity of E-marketing VS traditional marketing. International Journal of Academic Research in Business and Social Sciences,* 2(1) 44-59.

Håkansson, H., & Snehota, I. (Eds.). (2021). *Developing Relationships in Business Networks. London: Routledge.*

Mahmoud, M., Ali, H. A., Mehrdad, S., & Mohammad, R. A. (2021). *Trust in E-Commerce. Interdisciplinary Journal of Contemporary Research in Business, 3(6) 89-96.*

Bakos, Y. (2018). *The emerging role of electronic market places on the internet: communication of the ACM. International Journal of Academic Research in Business and Social Sciences, 2(8), 35-42.*

Fruhling, A. L., Digman, L. A. (2020). *The impact of electronic commerce on business-level strategies. Journal of Electronic Commerce Research (Vol. 11, pp1-11). Retrieved from Social Science.*

Odedra-Straub, M. (2019). *E-commerce and development. Electronic Journal of Information Systems in Developing Countries (Vol. 11, pp1-5). Retrieved from Business and Social Sciences.*

KWARA STATE POLYTECHNIC, ILORIN

INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY

(IICT)

DEPARTMENT OF MASS COMMUNICATION

Dear respondent,

I am a student of the above institution conducting a research on a topic "**EFFECT OF FACEBOOK AND ITS ADOPTION IN PROMOTING E-COMMERCE AMONG BUSINESS MEN IN KWARA STATE**". I hereby request your assistance in answering the following question, honestly as possible and I assure you that all information supplied by you shall be used only for academic purpose and shall be kept confidential.

Your co-operation will be highly appreciated.

Thanks.

SECTION A

1. Do you have any social media account?

   (a) Yes ( )   (b) No ( )   (c) Not sure ( )

2. How often do you make use of social media plant forms?

   (a) Very Often ( )   (b) Quite Often ( ) (c) Not at all ( )

3. Which of the social media platform do you use mostly?

   (a) Instagram   ( )   (b) Facebook ( )   (c) Whatsapp ( ) (d) Others ( )

4. Have you come across business advertisement on facebook**?**

   (a) Yes ( )   (b) No ( )   (c) Not sure ( )

5. Do you think facebook is used to communicate system failures to customers?

   (a) Yes ( )   (b) No ( )   (c) Not sure ( )

6. Are customers involved in the co-creation of service?

   (a) Yes   (b) No   (c) Not sure

7. Do you have an updated database on your customers?

   (a) Yes   (b) No   (c) Not sure

SECTION B

KEY: SD – Strongly Disagree   **D** – Disagree   **A** – Agree   **SA** – Strongly Agree

N – Neutral

S/N	STATEMENT	RESPONSES OPTION				
		SD	D	N	A	SA
6	Social media platform like facebook is very effective in promoting new product					
7	Entrepreneurs make use of facebook for the purpose of promoting their business					
8	Facebook help in creating awareness about existence of new products and services					
9	Requests and complaints sent to your facebook are acted upon immediately to improve customer relationship					
10	Facebook usage creates on opportunity for customers to interact with the firm					
11	Requests and complaints sent through your facebook are always attended to					
12	Facebook help in responding to the needs of customers					
13	Customers are delighted using facebook for their transactions					
14	Customers can access facebook always					

15	Facebook usage improve delivery services to customers					

SECTION C

1. Sex: a. Male ( )   b. Female ( )

2. Age: a. 18-25( )   b. 26-30 ( ) c. 30 and above   ( )

3. Religion: a. Islam ( )   b. Christianity ( ) c. Others ( )

4. Marital Status: a. Single ( ) b. Married ( ) c. Others ( )

5. Occupation: a. Civil servant ( )   b. Business man/woman ( ) c. Student ( )