

Effect of Social Media Marketing on Market Share in Selected Telecommunication Companies in Lagos, Nigeria

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Abstract

Critical for the economy of any nation to flourish is the ability of the telecommunications industry to deliver all necessary services required especially her electronic marketing driven by Social Media Marketing (SSM) This sector has not only been identified as one of the major support services required to promote growth and modernisation across all sectors of the economy, but it also acts as an enabler to drive socio-economic transformation. However, it is observed that organisational performance has been on the decline particularly in the areas of market share. Thus, this study investigated the effect of Social Media Marketing (SMM) on Market Share (MS) of selected telecommunication companies in Lagos Nigeria. Survey research design was adopted for the study. The population of this study consist of the top and middle management level within the selected firms. The population was 13,869 employees. Taro Yamane was used to arrive at a sample of 506. Adapted and validated instrument was used to gather data from the respondents. The data gathered was analysed with the employment of descriptive and inferential statistics, simple linear regression analysis was carried out with the aid of Statistical Package for Social Sciences (SPSS) version 26 software to test the formulated hypothesis. Result indicated that social media marketing had significant effect on market share ($R = 0.260$, $R^2 = 0.067$; $T(371) = 5.182$, $P=0.000<0.05$) of selected Telecommunication Companies in Lagos, Nigeria. The study concluded that Social media marketing contributed significantly to Market share in selected telecommunication companies in Lagos Nigeria. The study therefore recommended that organisations should examine their social media marketing strategies, look for opportunities and create messaging and marketing strategies that are authentic and based on core values to improve organisational market share.

Keywords: *Electronic marketing, Organisational performance, Market share, Social media marketing, Telecommunication companies.*

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Background to the Study

Telecommunication companies place a greater emphasis on organisational performance especially on market share as a result of increased competition in the telecommunications sector, which involves entrusting managers with the task of making correct decisions in complex and difficult situations involving various marketing strategies such as working capital sources, sales strategies, maximizing customer service satisfaction, and coordination of subordinates towards achieving a set target by effective and efficient resource utilization. Globally, the performance of telecommunications firms has In the United Kingdom, the case of performance of telecommunications firms is not different from what is obtainable in that of the United States as a customer will only become loyal to brands that meet up their expectations Thus performance will improve. Telecommunication services in Oman are offered by sixteen service providers, the two most famous of which are Oman Telecommunication Company (Omantel) and Qatar Telecommunication Company (Qtel), both of which provide telecommunication services in the nation(Fernandez, Al-Aamri, Harrasi, and Al-Rawahi, 2021).

Firms in Kenya's mobile telecommunications business have been operating in an increasingly competitive, highly regulated, and dynamic environment, necessitating the development of strategies to assure their survival (Tharamba, Rotich, and Anyango, 2018). The Kenyan telecommunications market has recently seen greater rivalry, forcing companies to not only rethink their strategy, but also discover new methods to develop their operations (Kulet, Wanyoike, and Koima, 2019). South Africa's mobile telecommunications business contributes significantly to the economy through taxation, job generation, and investment attractiveness (Chivandire, Botha, and Mouton, 2019). The industry improves productivity, fosters innovation in other industries, and affects the way people work, study, and play by delivering digital communications (Katz and Berry 2014). Such contributions are critical for the Sub-Saharan Africa area to meet the United Nations' Sustainable Development Goals (SDG)(United Nations, 2016).

Kesinro, Adenugba, and Ige, (2019), stated that the telecommunication industry is saddled with challenges of proper coordination of messages and information management. The competitive structure of the Nigerian telecommunication industry is consolidated; thus, competition is intense among the few actors. The telecommunication industry in Nigeria is fast developing a marketing management system, which allows for coherent coordination of the entire activities involved. Nigeria used to have only one telecommunication firm but because of liberalization in the industry, it now has more than 37 new telecommunication firms in operation in the country, constituting one of the biggest telecommunications markets in Africa (Emeagwali and Ati, 2015). The turbulent and highly competitive business environment has influenced telecommunications, recently (Gyemang and Emeagwali, 2020). Telecommunication companies have thus emerged with new strategies geared towards the restructuring of their networks in response to these swift changes in the environment. Electronic marketing (E-Marketing) has been recognised by marketing scholars and professionals as a factor that plays an important role in increasing the efficiency of economic performance to companies in highly competitive markets, by providing the necessary

information for the various administrative levels (Ajiboye, Ogunrinade, and Ayanleke, 2018). Specifically, electronic marketing of this study is concentrated on social media marketing.

Different studies have been conducted on social media marketing and market share of firms in different areas and geographical climes with discrepancies in findings due to the factors that are peculiar to different environments (Manzoor, Baig, Hashim, and Sami, 2020; Sherly, Halim, and Sudirman, 2020; Yao, Shanoyan, Peterson, Boyer, and Baker, 2019). Despite this, the effect of social media marketing on the market share of telecommunications firms in Nigeria requires empirical attention (Aliu and Agbetokun, 2018; Etim, Uzonna, and Steve, 2018; Yusuff and Odubanjo, 2020). Evident challenges are warring against social media marketing in the Nigerian telecoms space. Salient among being poor online marketing knowhow by marketers, inconsistency, illiteracy, privacy issues and negative feedback (Agbele, 2019). In addition, the fear of digital natives getting carried away has also hindered the proper adoption of social media marketing by telecommunications firms in targeting and obtaining the needed market share in the sector. Hence there is a grey outlook on the linkage between social media marketing and the market share of telecommunications firms in Nigeria as the objective of the study.

To achieve the study objective, a hypothesis was formulated:

Ho: Social media marketing has no significant effect on market share in selected telecommunication companies in Lagos, Nigeria.

Conceptual Review

Social Media Marketing

Social media marketing is defined as usage of the existing social media platforms for increasing the brand awareness among consumers on online platforms through utilization of the WOM principles (Drury, 2018). According to Robinson (2017) social media marketing are the tools used for communication that have Web 2.0 attributes that is, they are participatory, collaborative, and have knowledge sharing and user-empowering tools available on the Web. As an effective use of time and resources, social media marketing give companies' better communication grounds with the consumers to build brand loyalty beyond traditional methods (Jackson and Akhtar, 2015). Safko and Brake (2016), defines social media marketing as activities practices and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media.

Social media marketing is generally defined as, " Web 2.0 based sites which bring different people together in a virtual platform and ensure a deeper social interaction, stronger community and implementation of cooperation projects" (Brown, 2014). The most frequently used definition for social media marketing is "online platforms that people use to share their ideas, experiences, perspectives and communicate with each other" (Kahraman, 2015). According to Weber (2009), social media marketing is "online environments where people with common interest share their ideas and comments. This is consistent with Goeldner and Ritchie (2015), who state that social media is "online content created by Internet users rather than professional writers and journalists and reached by other users via interactive

technology. Social media marketing creates, "internet platforms where people have contact with each other by means of photographs, videos and audio files." Finally, the social media concept is based on "communication" and "sharing" (Hatipoğlu, 2017).

Market Share

Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period (Dorothy, Alila and Omosa, 2017). According to Porter (1985), market share growth is premised on a company attaining relative competitive advantage. According to Kotler (2009), competitive advantage is attained when a company achieves a unique configuration of its value chain, defines an appropriate scope of operation and aligns the two with the value chains of its target customers. The company therefore offers superior customer value by meeting their needs at the lowest possible price, which makes its brands more attractive to both current customers and prospects despite existence of alternative brands, thereby increasing the market share of its brands.

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Empirical Review

Social Media Marketing and Market Share

Studies on social media marketing and market share have been carried out by numerous scholars using different research context. Laksamana (2018), found that social media marketing leads to purchase intention and brand loyalty. Hence, brand loyalty affected by purchase intention. Similarly, Algharabat (2017) found that social media marketing SMM activities positively affect self-expressive brands (inner and social), which in turn impact brand love. Results from the study of Chen and Lin (2019) indicated that social media marketing activities indirectly affect satisfaction through social identification and perceived value. Kimani, (2020) stated in his study results that social media marketing has a lot of value to people because it allows employees to connect to the clients, especially the ones in different geographic zones, social media allows firms to engage in timely and direct end-consumer contact at fairly low cost and higher levels of efficiency than can be achieved with more traditional communication tools.

Theoretical Review

Attention, Interest, Desire, Action Theory (AIDA)

The AIDA model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. Originally proposed in the 1920s to explain the process of personal selling, the AIDA model according to Fill (2005) was rapidly adopted to explain the process of communications in advertising. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. AIDA model is initiatory and simplest (Aaker and Joachimsthaler, 2000). In 1940, Bedell criticized AIDA model and suggested that one important step conviction is missing and presented five selling stratagems in his text. How to write advertising that sells: Attention, Interest, Desire, Conviction, and Action.

Methodology

Survey research design was adopted for the study. The population of this study consist of the top and middle management level within the selected firms. The population was 13,869 employees. Taro Yamane was used to arrive at a sample of 506. Adapted and validated instrument was used to gather data from the respondents in form of primary source of data. The data gathered was analysed using descriptive and inferential statistics; simple linear regression analysis was carried out with the aid of Statistical Package for Social Sciences (SPSS) version 26 software to test the hypothesis. Findings from the study generated bases for conclusion and recommendations.

Table 1: Descriptive Analysis on Social Media Marketing

	Strongly Agree	Agree	Partially Agree	Partially Disagree	Disagree	Strongly Disagree	Missing	Total	
	%	H h %	%	%	%	%	%	Mean	Standard Deviation
My company uses social media to promote the company's goals	36.2	28.4	17.2	8.0	3.8	4.8	1.6	4.64	1.50
Content and social media is placed at certain time for maximum effect	20.1	29.8	29.2	10.2	2.9	3.2	4.6	4.26	1.51
My company engages and listens to comments on the company's social media platform	21.4	19.0	23.9	20.9	5.9	5.6	3.2	3.99	1.59
My company constantly analyzes the performance of the company's social media platforms	16.4	21.4	19.3	19.0	10.2	11.0	2.7	3.71	1.68
My company uses social media as feedback from customers	20.4	11.8	22.0	13.4	14.7	13.9	3.8	3.53	1.82
Total Average								4.03	1.62

Source: Researchers' Findings 2022

Interpretation

Table 1 above shows the descriptive analysis on social media marketing. Respondents were asked if their companies use social media to promote the company's goals often to conform with trending issues, 36.2% affirmed with a strongly agreed, 28.4% agreed, 17.2% partially agreed, 8.0% partially disagreed, 3.8% disagreed and 4.8% strongly disagreed. 1.6% of the responses were not retrieved. With a mean of 4.64, this showed that the respondents strongly agreed that their companies use social media to promote the company's goals often to conform to trending issues. A standard deviation of 1.50 indicates that there is no disparity in the responses. Further inquiry on whether content and social media is placed at certain time for maximum effect yielded the following responses: 20.1% strongly agreed, 29.8% agreed, 29.2% partially agreed, 10.2% partially disagreed, 2.9% disagreed, 3.2% strongly disagreed while 4.6% were not attended to. A mean of 4.26 reveals that the respondents agreed that their companies' websites were tilted towards making users get results at a glance while a standard deviation of 1.51 shows that there is a divergence from the mean. Responses on whether their companies engage and listen to comments on the company's social media platform are as follows: 21.4% strongly agreed to that, 19.0% agreed while 23.9% partially agreed.

Others are 20.9% partially disagreed, 5.9% disagreed, 5.6% strongly disagreed and 3.99% were missing. A mean of 3.99 shows that the respondents partially agreed that their companies engage and listens to comments on the company's social media platform while a standard deviation of 1.59 shows that there is a variation in the respondents' views. When asked if their companies constantly analyze the performance of the company's social media platforms, 16.4% strongly agreed it is, 21.4% agreed, 19.3% partially agreed, 19.0% partially disagreed, 10.2% disagreed, and 11.0% strongly disagreed while 2.7 were not retrieved. a mean of 3.71 with a corresponding standard deviation of 1.68 shows that the respondents partially agreed that their companies constantly analyzes the performance of the company's social media platforms though there was a disparity in the responses. Lastly, views on whether companies use social media as feedback from customers shows that 20.4% were for strongly agreed, 11.8% were for agreed, 22.0% partially agreed, 13.4% partially disagreed, 14.7% disagreed, 13.9% strongly disagreed while 3.8 of the responses were missing. A mean of 3.53 shows that the respondents agreed that their companies use social media as feedback from customers while a standard deviation of 1.82 shows that the respondents views differ. Generally, a mean of 4.03 and a standard deviation of 1.61 indicated that the respondents agreed that social media marketing is high in their companies with a divergence from the mean.

Table 2: Descriptive Analysis on Market Share

	Decrease Greatly	Little Decrease	Almost The Same	The Same	Little Increase	Increase Greatly	Missing	Total	
	%	%	%	%	%	%	%	Mean	Standard Deviation
2017	49.1	25.7	9.7	6.2	5.1	3.8	.5	4.94	1.42
2018	17.4	29.5	27.9	8.6	8.6	7.5	.5	4.14	1.47
2019	6.2	17.4	29.5	23.1	13.9	9.4	.5	3.49	1.37
2020	5.4	16.4	22.0	25.2	19.8	10.5	.8	3.28	1.41
2021	5.4	7.2	16.9	25.2	29.5	14.7	1.1	2.85	1.38
Total Average								3.74	1.41

Source: Researchers' Findings 2022

Interpretation

Table 2 above shows the descriptive analysis on market share. Responses on the level of market share in 2017 shows that 49.1% opined that it greatly decreased, 25.7% opined that there was a little decrease, 9.7% opined that market share were almost the same, 6.2% opined that market share was the same, 5.1% were of the opinion that there was a little increase, 3.8% agreed that profitability increased greatly while 0.5% were not retrieved. A mean of 4.94 shows that market share in 2017 greatly decreased while a corresponding standard deviation of 1.42 shows that there is a variation in the responses. Views on the level of market share in 2018 shows that 17.4% opined that it decreased greatly, 29.5% agreed there was a little decrease in market share, 27.9% agreed it was almost the same, 8.6% opined that it was the same, 8.6% agreed it increased a little, 7.5% said it increased greatly while 0.5% responses were missing. On an average, (mean= 4.14, standard deviation =1.47), the respondents agreed that there was little decrease in market share in selected telecommunication companies in Nigeria though there was a variation in their responses. Views regarding changes in 2019 shows the following; greatly decreased=6.2%, little decrease= 17.4%, almost the same = 29.5%, the same =23.1%, little increase= 13.9% and 9.4%=greatly increase. A mean of 3.49 reveals that the market share was almost the same and a standard deviation of 1.37 shows that there was a disparity in the responses. In 2020, 5.4% respondents agreed that market share greatly decreased, 16.4% responded that there was a little decrease, 22.0% opined that it was almost the same, 25.2% that it was the same, 19.8% agreed there was a little increase, 10.5 % there was a great increase while 0.8% of the responses were not retrieved. A mean of 3.28 reveal that there was not much difference in the profitability while a standard deviation of 1.41 shows that there was a divergence from the mean. Lastly in 2021, 5.4% there was a great decrease in market share as opined by the respondents, 7.2% said there was a little decrease, 16.9% revealed it was almost the same, 25.2% opined it was the same, 29.5% said there was a little increase while 14.7% said there was a great increase. A mean of 2.85 shows that market share was the same while a standard deviation of 1.38 shows that the respondents' opinions differ. On a general note, a mean of 3.74 and a standard deviation of 1.41 shows that market share was almost the same between 2017 and 2021 in the selected telecommunication companies in Nigeria.

Comparing tables 1 and 2, reveals that there was an increase in market share over the years. Between 2017 and 2021, there was a difference of about 10.9% in the market share of the selected telecommunication companies in Lagos Nigeria. This means that the more the companies uses social media to promote the company's goals, as content and social media is placed at certain time for maximum effect, and as long my companies uses social media as feedback from customers, there is an increase in the market share of such companies. This has helped the researcher achieved objective one and also provided answer for research question one.

Restatement of the Research Hypothesis

Ho: Social media marketing has no significant effect on market share in selected telecommunication companies in Lagos, Nigeria.

Table 3: Summary of Simple Regression Analysis on the Effect of Social Media Marketing on Market Share of Selected Telecommunication Companies in Lagos Nigeria

Model One $Y = \alpha_0 + \beta_2 x_2 + e$		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.777	.190		14.579	.000
	Social Media Marketing (SMM)	0.239	.046	0.260	5.182	.000
a. Dependent Variable: Market Share (MS)						
b. R = 0.260 R² = 0.067 T(371) = 5.182 P = 0.000 < 0.05						

Source: Researchers' Findings 2022

Interpretation

Table 3 above shows the simple linear regression analysis results for the effect of social media marketing on market share of selected telecommunication companies in Lagos Nigeria. From the result, it can be seen that social media marketing ($\beta = 0.239$, $t = 5.182$, $p < 0.05$) has a positive and significant effect on the market share of selected telecommunication companies in Lagos State, Nigeria. Its R value 0.260 revealed a weak but positive relationship between social media marketing and the market share of selected telecommunication companies. The $R^2 = 0.067$ likewise reveals that about 6.7% variation that occurs in the market share of the selected telecommunication companies in Lagos State, Nigeria is as a result of their social media marketing, while the remaining 93.3% changes was as a result of other variables not captured in the model. This, the simple regression model is expressed as:

$$MS = 2.777 + 0.239SMM + e_i \dots \dots \dots \text{Eqn (Predictive Model)}$$

$$MS = 2.777 + 0.239SMM + e_i \dots \dots \dots \text{Eqn (Prescriptive Model)}$$

Where:

MS= Market Share

SMM= Social Media Marketing

From the above equation, the regression model shows that when social media marketing is held constant that is at point zero, the market share of the selected telecommunication companies would be 2.777. The implication of this is that market share will still be noticed even without any form of social media marketing. The predictive model is the same as the prescriptive model because the model was significant. The results of the simple regression analysis indicated that when social media marketing is increased by a unit, market share will increase by 0.239. Hence, the result shows that social media marketing has a positive and significant effect on the market share of the selected telecommunication companies in Nigeria. The result of the model shows a highly statistically significant result with $P < 0.05$. Therefore, the null hypothesis (H_0) which states that social media marketing has no significant effect on market share in selected telecommunication companies in Lagos Nigeria was rejected.

Discussion of Findings

The test of the hypothesis revealed that social media marketing has a significant effect on market share in selected telecommunication companies in Lagos Nigeria. This discovery has both conceptual and empirical inference. The explanations and clarifications of the study's terms provide a good conceptual perspective on the study from a conceptual standpoint. Conceptually, Safko and Brake (2016), defines social media marketing as activities practices and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. According to Robinson (2017) social media marketing are the tools used for communication that have Web 2.0 attributes that is, they are participatory, collaborative, and have knowledge sharing and user-empowering tools available on the Web.

Theoretically, this finding aligns with the Aider theory. The acronym AIDA stands for Attention, Interest, Desire and Action. These are the four stages that a consumer goes through when watching or viewing an advertisement. According to Lewis, first and foremost, the role of an advertisement is to attract the customers. Once an ad grabs attention, it has to invoke interest towards the product in the minds of the consumers. After creating an interest, the ad has to bring desire in consumers mind to use the product and finally the consumer has to take a favorable action towards the product by ultimately purchasing the product.

Conclusion and Recommendations

Base on the empirical findings, this study concluded that social media marketing had significant effect on, market share of selected telecommunication companies in Lagos Nigeria. The test of hypothesis indicated that social media marketing explained 6.7% of the variation in market share as indicated by (R^2) of 0.067. The result indicated that the overall model was statistically significant. This was supported by $T(371) = 5.182, P=0.000 > 0.05$. Considering the findings of the study, a new conceptual viewpoint and definition of electronic marketing measures and organizational performance measures were established.

The study recommends the followings:

Telecommunication companies should identify and utilise the most appropriate social media channel in communicating their product and service value to their target audience. They should also use social media tools such as posts scheduling, performance analyser to capturing lead opportunities and engaging with clients to boost market share. Marketing managers should create contents on products or services with high engagement and promote on various social media platforms with the goal of receiving engagement and exposure at a national or global level. Ensure that content performance as well as possible time of release will receive maximum visibility, while using social media analytics tool to measure performance, and to understand what is and is not working to increase growth.

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