

**SOCIAL MEDIA UTILIZATION AND PERFORMANCE OF SELECTED  
SMALL AND MEDIUM SCALE ENTERPRISES  
IN LAGOS STATE NIGERIA**

**BY**

**MAMODU CHRISTIAN AMANA  
(MATRIC NO: 17PMB01691)**

**FEBRUARY, 2020**

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POST GRADUATE  
STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE  
AWARD OF THE MASTER OF BUSINESS ADMINISTRATION (MBA) IN THE  
DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF BUSINESS AND  
SOCIAL SCIENCE, COVENANT UNIVERSITY, OTA, NIGERIA**

**FEBRUARY, 2020**

## ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of the degree of Masters in Business Administration in the Department of Business Management, College of Business Studies and Social Sciences, Covenant University, Ota, Nigeria

**Mr. John A. Phillip**

(Secretary, School of Postgraduate Studies)

Signature and Date

**Prof. Abiodun H. Adebayo**

(Dean, School of Postgraduate Studies)

Signature and Date

**DECLARATION**

I **MAMODU CHRISTIAN, AMANA (17PMB01691)** declares that this research “Social Media Utilization and Performance of SMEs in Lagos State” was carried out by me under the supervision of Prof. Chinonye Love Moses of the Department of Business Management, College of Business Studies and Social Sciences, Covenant University, Ota, Nigeria. I attest that the dissertation has not been presented either wholly or partially for the award of any degree elsewhere. This dissertation is based on the original study in the Department of Business Management, College of Business Studies and Social Sciences, Covenant University. All source of data and the view of other researchers have been dully expressed and acknowledged.

**Mamodu, Christian Amana**

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**Researcher**

**Signature and Date**

## CERTIFICATION

We certify that this dissertation titled “**Social Media Utilization and Performance of Selected SMEs in Lagos State**” is an original research work carried out by **MAMODU, CHRISTIAN AMANA (17PMB01691)** in the Department of Business Management, Collage of Business and Social Sciences, Covenant University, Ota, Ogun State, Nigeria. Under the supervision of Prof. Chinonye Love Moses. We have examine and found this work acceptable as part of the requirements for the award of Master of Business Administration (MBA) (Honour) Degree.

**Prof. Chinonye Love Moses**

**(Supervisor)**

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**Signature and Date**

**Prof. Chinonye Love Moses**

**(Head of Department)**

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**Prof. Gladson N. Nwokah**

**(External Examiner)**

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**Signature and Date**

**Prof. Abiodun H. Adebayo**

**(Dean, School of Postgraduate Studies)**

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**Signature and Date**

## **DEDICATION**

I dedicate this research work to God Almighty, the giver of Knowledge, who provided for me supernaturally all through this program. Thank you for been such a good God. And to my Brother and Friend Kigho Ejoywoke Paul. Thank you for all your supports.

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## ABSTRACT

Social Media has become a part of our existence. Individuals and organizations are taking advantage of the various social networks to connect, receive information and transact business with one another. Small and Medium Scale Enterprises (SMEs) can also leverage on social media to talk about their products and services. The purpose of this research therefore, is to look into how some of the features of social media can help the performance of the selected SMEs. The research hypotheses are, social media lead generation has no significant effects on sales turnover, there is no significant between social media marketing and productivity, customer review network has no significant effects on customer satisfaction, research and networking on social media has no significant effect on business efficiency and online presence has no significant effect on employee retention. The study adopted both quantitative and qualitative approaches. The primary data were collected with the aid of a well-structured questionnaires that were administered to the selected SMEs in the Ikeja environs of Lagos State, and the qualitative approach was through in-depth interviews. The data that were collected were analysed through descriptive inferential statistics using the statistical package for social science SPSS. The findings of these study indicated that there were some strong and weak relationship between the independent variables and the dependent variables at a significant level less than 0.05 and others above it. Lead generation and sales turnover has 0.113 a weak positive relationship between the two variables, social media marketing and productivity has the regression coefficient to be at 0.266 and its p-value at 0.002. A weak but positive relationship exist at 0.088 between customer review networks and customer satisfaction. Research and Networking has the regression coefficient to be at 0.458 and its p-value at 0.000., online presence and employee retention at the p-value (0.000) less than 0.05. The study also found out, that social media pulls customers to business, and make the business known worldwide. Social media marketing has a positive effect on business productivity, social media customer service can foster referrals. The challenges that social media users face were spotted and how to resolved the challenges. The study recommends that business owners should have a social media accounts, do social media marketing, constantly research and network online, stay active on social and have a budget for their social media engagement.

**Keywords:** Social media, SMEs, Business performance, Social media marketing (Facebook, Twitter and Instagram).