

# EFFECT OF SOCIAL MEDIA MARKETING ON SALES VOLUME OF SELECTED E-BUSINESS IN LAGOS STATE, NIGERIA

**Somto J. Okolo, Covenant University**  
**Augusta B. Amaihian, Covenant University**  
**Joseph A. Dada, Covenant University**  
**Edu J. Usendiah, Covenant University**  
**Ejiro G. Ukpeibo, Covenant University**

## ABSTRACT

*Nigeria's e-business environment faces a significant gap in the wide adoption of appropriate technology to enhance marketing and improve sales. Lack of adequate technological infrastructure is a challenging factor to a larger extent to the achievement of sales volume through social media marketing in Nigeria. The study seeks to examine the effect of social media marketing on sales volume of e-business in Nigeria. The study used descriptive research design through stratified and simple random sampling techniques to determine the sample size from the population of 900 registered e-business customers. Two hundred and sixty-eight (268) copies of valid questionnaires were returned from the respondents representing 99.9% response rate. The results of the study revealed that social media marketing has significant effect on sales volume of e-business in Nigeria. The study recommended that managers of e-business should focus their efforts on exploiting widely used digital channels and improving customer service one-channel to achieve business competitive advantage and larger market share in this economic recession and disruptive business environment organisations are operating in.*

**Keywords:** E-business, Marketing, Social Media, Social Media Marketing, Sales Volume.

## INTRODUCTION

Globalization and digitization considerably impact how people trade in today's business environment. Digital technology forces many organisations to adopt new consumer and business models and new business strategies (Verkijika, 2018). The interaction between the use and adoption of technology in today's business environment leaves a lot to be desired. Hardly, a organisation exists without creating a self-interactive platform for online services like web-homepage and social media pages. Indeed, business in the 21st century has gone electronic (Verkijika, 2018; Saha & Zhao, 2005). According to Ogbo et al. (2019), e-business has also completely eradicated the need for physical negotiations, the risk of traveling to a company's physical location, time wastage, and traditional payment channels. This action has transformed sales volume compared to the decades where e-business was not in existence.

In Nigeria's business environment, the use and adoption of social media marketing is not different from its regional and global counterpart. However, the adoption rate is low compared with the rest of the developing and emerging economies as a result of deficiency in appropriate