



SOCIAL MEDIA MARKETING: THE NEW PARADIGM FOR SUSTAINABLE CUSTOMER SATISFACTION IN DEVELOPING ECONOMIES

Ogunode Philips Olatunde (Ph.D.)^{1*} and Olura Comfort Abiola²

¹Department of Marketing, the Federal Polytechnic, P. M. B 5351, Ado-Ekiti, Ekiti State, Nigeria.

²Department of Marketing, Rufus Giwa Polytechnic, Owo, Ondo State, Nigeria.

*Corresponding Author's Email: ogunode_po@fedpolyado.edu.ng, Tel.: +234 803 7181 611

Cite this article:

Ogunode P. O., Olura C. A. (2024), Social Media Marketing: The New Paradigm for Sustainable Customer Satisfaction in Developing Economies. British Journal of Management and Marketing Studies 7(2), 56-69. DOI: 10.52589/BJMMS-4IHD1UVE

Manuscript History

Received: 19 Jan 2024

Accepted: 5 Apr 2024

Published: 1 May 2024

Copyright © 2024 The Author(s).

This is an Open Access article distributed under the terms of Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0), which permits anyone to share, use, reproduce and redistribute in any medium, provided the original author and source are credited.

ABSTRACT: *This study focuses on social media marketing: the new paradigm for sustainable customer satisfaction in developing economies. Specifically, the study examined the effect of vividness of social media and accessibility of social media on customer satisfaction. Survey research design approach was adopted and the unit of analysis comprises of undergraduate students across faculties in the federal polytechnic, Ado-Ekiti. Yamani formula was used to determine the sample size while stratified random sampling techniques was used to select 395 sample. Simple linear regression with the aid of SPSS version 20.00 was used for data analysis. The findings indicate that the two (2) proxies of social media marketing (vividness and accessibility) both have positive and significant relationship with customer satisfaction. It was recommended that manufacturers in emerging/ developing economies should design attractive and appealing website that can clearly showcase their products and enhance unrestricted access to boost customers' demand and create satisfaction.*

KEYWORDS: Social media, Vividness, Accessibility, Customer, Customer Satisfaction.



INTRODUCTION

The use of print media increased and become advance moving from advertising in magazines to direct mail which was introduced between 1742 and 1862 respectively. Until 1920, the marketing landscape was dominated by print adverts. Radio advertisement came into existence by this period. By 1942, television advertisement came into existence and eventually became more popular and acceptable because it created more opportunities for business organizations to reach their customers (Shaw & Jones, 2002). The first decade of the 20th century witnessed the beginning of marketing as focused and professional discipline, as it was introduced as a course in the university. Marketers were faced with the complex situation of satisfying their huge customers and handling a large number of marketing channels simultaneously with the introduction of the broadcast media. This made marketers to develop strategies that went beyond the traditional method of sending messages to customers.

While firms in so many developed countries of the world have adopted the social media in awareness creation and enhancing satisfaction among customers, it appears the Nigerian situation is quite different. Most organisations seem to rely on traditional means of promotion such as television and radio for awareness creation. Many customers to firms in developing nations like Nigeria often lament the problems the go through in accessing products. This has the potential of reducing the level of satisfaction buyers eventually get from the product/ service they later get.

Past studies have indicated that social media is a platform with less or no restriction to belonging to and sharing information and this is advantageous in creating demand. Mayfield (2008) noted that virtually every social media platform gives free access to joining and use social media and in using such as medium to create, edit, communicate, and comment on contents. Akpan (2019) asserts that online branding of product/ service facilitates customers' access and enhance their satisfaction. This characteristic of social media creates an atmosphere that encourages participation and sharing information. Contents can be created on social media for sharing; however, accessibility is the most important exposure for marketing communication. It is thus essential for marketers to always test the social media channels for accessibility (Dewan & Spindel, 2020). A boom of social media platform such as LinkedIn, Face Book, YouTube and Twitter was experienced in 2000s and the use of electronic marketing has lessen the stress that buyers go through in their daily lives (Key, 2017). Consumers become increasingly users of digital electronics in their lives and this has affected demand in every facet of lives.

The efficiency of social media has been acknowledged by industries and has been integrated as the most important part of business policies at organizational level (Hesmondhalgh, 2005). The usefulness of social media as marketing communication tool as asserted by Kasturi and Vardhan (2014) is that it has immediacy, responsiveness and social presence of interaction increasing the communication range between all the users, thereby improving interaction between sellers and buyers of products.

Unfortunately, most consumer goods manufacturing companies, especially those in the developing nations have not adjusted to the new trends of using social media platforms for awareness creation (Zwingina & Opusunju, 2017). Hence, less is known about most products manufactured in



developing countries in outside their countries of origin and this in turn has led to decline in sales and customer satisfaction in these countries (Osayande, Ogunode & Adejimi, 2022). It is sequel to the above that this study examine the influence of social media marketing on customers' satisfaction in developing nations.

LITERATURE REVIEW

Social Media Marketing

Social Media Marketing contains the means of reaching prospects and customers, and acquiring traffic and prominence through social media platforms such as Facebook, Twitter, LinkedIn and many others. Lazer and Kelly's (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. Other school of thought also see social media marketing (SMM) as "a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of Social Media Marketing is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach (Tech Target). Techopedia explains Social Media Marketing (SMM) as a necessity for many customer-driven enterprises as it gives the impression of a more immediate connection between the customer and the seller. Moreover, campaigns spread through social media are believed to have more resonance because they are usually discovered through links shared by trusted sources. The rich data available through social media can allow advertisers to target their message to very specific audiences, providing the potential for better results.

From a marketing perspective, Dwivedi, Capoor and Chen. (2015) provided a conceptualization of social media marketing by focusing on the dialogue (provided by the interactivity) that is created around a marketing offering. This dialogue helps other social media users to come in contact with promotional information or learn from other people's experiences with a certain marketing offering.

Vividness

The literature indicates that the posting vividness is likely to influence the Facebook user engagement. For Sabate, Seo and Selmat (2014), postings with high vividness tend to attract user attention and stimulate a proactive attitude toward the message. In this sense, Steuer (1992) defines vividness as the representational richness in a mediated environment that contains stimuli and information for different human senses. Vividness could also be seen as the ability of social media post to capture the attention of the public or the intended audience. For a post to be vivid enough to achieve, it must be colourful and appeal to the sensory organ of the eyes. Thus, the vividness of the post will be related to the diversity of sensory stimuli used - such as colors, graphics and videos, for example. It is plausible to assume that a video message will tend to be more vivid than a plain text message. Sabate, *et al* (2014) corroborate this understanding by stating that a message that contains only images will tend to stimulate only the user's view, while a video message will also stimulate the sense of hearing.



Brand posts on Facebook will always have some level of vividness - be it null, low, moderate or high (De Vries, Gensler & Leeflang, 2012; Chua & Banerjee, 2015). De Vries *et al.* (2012) indicate that posts with more vividness cause a more positive user attitude towards the message. This effect may favor user engagement in terms of likes, comments or shares. Chua and Banerjee's (2015) contribution in the context of Facebook supports the assumption that posts with no vividness will have a small number of users' likes. Social media provides firms with an effective method to expand brand awareness, by uncovering an enormous number of customers to their brands (Khumar, 2017). Social media activities are not limiting to share marketing communication, additionally expand links with customer's act as a significant method for building up, merging, and keeping up brand awareness (Tiago & Veríssimo, 2014).

Therefore, educating and engaging consumers with a functioning and coordinated brand's presence in social media can make and raise brand awareness, boosting brand acknowledgment, and recall (Akpan, 2019). By utilizing social media, firms can share product experiences and insights continuously, create awareness and interest (Berger & Milkman, 2012) in a different and simpler way. Brand awareness is achieved when purchasers experience the brand and, in this point of view, social media surely represents an approach to expose buyers to the brand and create brand awareness (Hutter, 2013). Product vividness as displayed on social media platforms afford customers rare opportunities to see the product and this assist in their decision making process.

Accessibility.

The use of social media gives consumers access to colleagues, family members, and a variety of information that flies across the globe. Social media is a platform with less or no restriction to belonging to and sharing information. Mayfield (2008) noted that virtually every social media platform gives free access to joining and use social media and in using such as medium to create, edit, communicate, and comment on contents. This characteristic of social media creates an atmosphere that encourages participation and sharing information. Contents can be created on social media for sharing; however, accessibility is the most important exposure for marketing communication. It is thus essential for marketers to always test the social media channels for accessibility (Dewan & Spindel, 2020). Marketing firm can provide unlimited information to customers without human intervention. This is an advantage over other forms of contact because the amount of information that can be provided is much greater than in any other form of communication. Additionally, and more importantly, the information can be provided in a form that customers can easily process and understand. For example, airline scheduling and reservation systems are very difficult to create and maintain to serve individual needs. Additionally, in this context, the choices are large and difficult to provide in any format that is better than web-based format (Watson et al. 2002; Sheth & Sharma, 2005).

More so, social media marketing firm can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements. For example, online checking and seat assignment can be done on the Internet. Finally, social media platforms can allow transactions between customers and firms that would typically require human contact as in the case of successful firms such as Dell and amazon.com (Watson et al. 2002; Sheth & Sharma 2005). One of the most notable phenomena of new media is



how it has increased and created new forms of social interaction. People spend more than a quarter of their time online involved in communication activities (e.g., emails, IM chat, and social networks), which is equivalent to the total time spent online for general leisure and entertainment (Riegner, 2007) cited by (Hill & Moran, 2011). Social networking sites have become so pervasive that they are the most popular Internet destinations (Burmester, 2009). Not only has new media demonstrably altered how often people communicate online, but it has also enlarged the pool of individuals they communicate with, and led to new ways for behaviors to be influenced (Burmester, 2009). Consumer behavior studies reveal that individuals give greater consideration to advice and information shared online, spending more time with websites that provide third-party evaluations (Huang et al. 2009), and other studies indicate such information can directly influence buying decisions, even if received from purely 'virtual' sources (Awad & Misbah 2006; Weiss et al. 2008) cited by (Hafele, 2011). Indeed many of the reported benefits of new media usage (increased reputation, anticipated reciprocity) relate directly to its social interaction aspects (Kollock 1999; Arthur et al. 2006) cited by (Hafele, 2011).

The contents shared on the social media are largely democratic and neutral, and as such consumers begin to accept the social media and make more frequent visits to various types of social media in search of information for their purchasing decisions (Asma & Misbah, 2018). Consumers obtain vital product information for their purchase decisions through the external online sources like the social media (Wang & Chang, 2013). The more access to information about a product the better enhanced the purchasing decisions of the consumer (Wang, Yu & Wei, 2012). There is therefore a positive relationship between accessibility and consumer purchase on social media.

According to Sternthal and Craig (1982), it is the sufficiency of the information accumulated that enables consumers to undertake an alternative evaluation based on their motives or goals. Social media in the present day, provides more information to users than other sources of indirection experiences.

Furthermore, Hill, Provost, and Volinsky's (2006) research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention and customer satisfaction. This can be done by taking into account a firm's choice of network (i.e. Facebook, Instagram, Pinterest etc) and by examining that network's data. Assessing a network's data substantially improves a company's marketing efforts because it provides the company with vital information on the network's users, which helps determine the best social media tactics for that particular site (Hill, Provost & Volinsky, 2006). Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful.

Customer Satisfaction

Customer satisfaction is a term frequently used to describe a measure of how products and services supplied by a company meet or surpass customer expectation. It is a mental state which results from the customer's comparison of a) expectations prior to a purchase with b) performance perceptions after a purchase (Oliver, 1996) and it is defined as the number of customers or percentage of total customers whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals (Farris, Neil; Phillip &



Reibstein,2010).

The concept is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and it has increasingly become a key element of business strategy (Morgeson & Petrescu, 2011). It is also ambiguous and abstract since the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Within organizations, customer satisfaction ratings can have powerful effects on performance (Serenko, 2010). They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective (Farris, Neil, Phillip & David, 2010).

As it is suggested in the literature, consumers may have various "types" of expectations when forming opinions about a product's anticipated performance. Perceived product performance is considered as an important construct due to its ability to allow in making comparisons with the expectations. Customer satisfaction is important because it provides marketers and business managers with a metric that they can use to manage and improve their businesses performance.

Therefore, it is essential for businesses to effectively manage customer satisfaction. This involves asking customers whether their product or service has met or exceeded expectations and this also creates room for improvement on organization product of service. Thus, expectations are a key factors behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. The importance of customer satisfaction diminishes when a firm has increased its bargaining power.

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of firm performance. Research also shows that a majority of the firms invest in measuring, monitoring, and disseminating customer satisfaction information; in fact, these authors found that customer satisfaction research is one of the most widely conducted marketing research activities in the firms. Mittal & Frennea, (2010) established the benefits of customer satisfaction for firms to include immediate financial outcomes such as improved sales, revenue and long-term performance. A customer may make such comparisons for each part of an offer (domain-specific satisfaction) or for the offer in total (global satisfaction). In the satisfaction literature, customer satisfaction usually refers to the latter type of outcome. Moreover, this mental state, which we view as a cognitive judgment, is conceived of as falling somewhere on a bipolar continuum bounded at the lower end by a low level of satisfaction (expectations exceed performance perceptions) and at the higher end by a high level of satisfaction (performance perceptions exceed expectations).

Research that links customer satisfaction to other business measures usually defines satisfaction



as a customer's overall evaluation of the consumption experience (Johnson, 2001). Customer satisfaction research demonstrates a positive impact of satisfaction on both market value and accounting returns (Ittner & Larcker, 1996).

The marketing literature contends that higher customer satisfaction improves financial performance by increasing the loyalty of existing customers, reducing price elasticity, lowering marketing costs through positive word-of-mouth advertising, reducing transaction costs, and enhancing firm reputation (Anderson, Fornell & Lehmann, 1994). These advantages are believed to persist over time, suggesting that the net benefits from investments in customer satisfaction may not be fully reflected in contemporaneous accounting performance (Anderson, Fornell, & Lehmann, 1994).

Theoretical Background

The study is anchored on the diffusion of innovation theory. This theory was postulated by Rogers (1995). According to Rogers, diffusion occurs progressively within a market (a system of users) when information and opinions about a new technology are shared among potential users through various communication channels. In this way, users acquire personal knowledge about new technology (Rogers, 1995). Knowledge is the first step of Rogers' five-stage process of adoption. The other four steps are: persuasion, decision (to adopt or to reject new technology), implementation and confirmation. Accepting this framework, non-adoption can be explained as the final outcome of an individual process of adoption that failed (Rogers, 2003). Rogers argues that a great number of conditions (for example personal limitations of the potential user) and/or external obstacles (e.g. ineffective communication channels) may inhibit the success of the adoption process (MacVaugh & Schiavone, 2010).

According to this theory, the rate of diffusion is affected by an innovation's relative advantage, complexity, compatibility, trialability and observability (Agarawal & Prasad 1998). Rogers (1995) defines relative advantage as 'the degree to which an innovation is seen as being superior to its predecessor'. Complexity, which is comparable to technology acceptance model's (TAM) perceived ease of use construct, is 'the degree to which an innovation is seen by the potential adopter as being relatively difficult to use and understand'. Compatibility refers to 'the degree to which an innovation is seen to be compatible with existing values, beliefs, experiences and needs of adopters'. Trialability is the 'degree to which an idea can be experimented on a limited basis'. Finally, observability is the 'degree to which the results of an innovation are visible' (Rogers, 1995). In an organizational context, when considering adoption and diffusion of technology, two concepts are significant: the radicalness of the innovation and its disruptiveness. Radicalness is generally regarded as the extent to which an innovation involves new technology that differs from what is existing (Dewar & Dutton 1986): disruptiveness of innovations refers to the extent that a customer segment (not mainstream) values the innovation such that it disrupts mainstream markets. In terms of innovation, radicalness relates to a technology dimension: disruptiveness to a market dimension (Govindarajan & Kopalle, 2006).

The theory originated in communication to explain how, over time, an idea or product gains momentum and diffuses (spreads) through a specific or social system. The adoption of social media



marketing by most organisations have enhanced the demand for locally produced goods and enhance customer satisfaction. Though locally manufactured goods are produced majorly in remote environments but most of the products have spread across other parts of the world. This has been made possible through vividness and unrestricted access. Owing to the above, the theory is relevant to this study.

EMPIRICAL REVIEW

Puwanenthiren (2012) conducted a research on social media marketing segmentation and Its Impact on Customer Satisfaction with Especial Reference to Commercial Bank of Ceylon PLC. In the survey, the researcher asserted that in this competitive commercial world, an organization has to satisfy the needs and wants of the customers, and has to attract new customers, and hence enhance their business. To carry out this research, Customers of banks constituted the study population. The Hypotheses was tested using mean analysis. The study concluded that social media marketing and marketing mix has strong impact on customer satisfaction.

Hasna (2020) examined the role of social media marketing on customer satisfaction: a survey of micro SMEs in Arusha City, Kenya. Survey was the design used for the study while the population comprised of all SMEs in Arusha City. Multi stage random sampling was used to select 300 SMEs. The motivations were drawn from various literature particularly those focusing on the adoption and use of technology as well as those focusing on digital marketing trends. Digital marketing being a new phenomenon particularly to micro SMEs made it relevant to review the said theories. Various attributes were found to have influence on the usage of social media platforms for marketing as well as measuring their performance data were collected from 90 micro SMEs in Arusha municipal offering different products and services both within and outside the region. Sample was drawn randomly and data were collected through questionnaires and analyzed descriptively. Key findings of the study showed that social media marketing largely is used to counter ever-increasing competition, helping business build online presence as well as answering customer's questions.

Similarly, Ebirepre (2022) investigated social media advertisement and its influence on customers' satisfaction. The study was anchored on the resource based theory and the descriptive research design approach was adopted for the study. Data were generated through questionnaire distributed to 341 staff of Nestle Nigeria PLC. The sample was determined using Krejcie and Morgan calculation table. Data was analysed using correlation coefficient. The finding showed that social media advertising contributes to significant improvement on customer satisfaction in Nestle Nigeria PLC.

METHODOLOGY

Survey design was adopted in this study. It is adjudged to be suitable because it provides an accurate portrayal or account of the behaviour, opinions, beliefs, and knowledge of a particular



individual or group through the use of questionnaire. Survey was viewed by Thornhill (2003) as a plan of action that a researcher has to take in order to arrive at a reasonable conclusion in a more economical manner. Saunders, Thornhill, and Lewis (2003) further assert that a survey research design is most appropriate when the population to be studied is relatively large. The study population comprises of all the 15,560 federal polytechnic, Ado- Ekiti students who are currently at their various level of study during this investigation. The sample size of 390 students was determined using Yamani formula while sample was done using stratified random sampling (a form of probability sampling). Data used was sourced through questionnaire while secondary data was sourced through relevant literature that connect with the variables under focus. Data collected was code and analysed using SPSS version 20.0. The hypotheses proposed were tested using simple linear regression.

ANALYSIS AND DISCUSSION

Hypothesis 1: Social media vividness has no significant influence on customer satisfaction.

Table 1: Simple Linear Regression Analysis showing the Influence of social media vividness on customer satisfaction.

| ANOVA | | | | | | Model Summary | | |
|------------|----------------|------|-------------|----------|-------|---------------|----------------|---------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. | R | R ² | Adj. R ² |
| Regression | 33295.418 | 1 | 33295.418 | 3857.411 | 0.000 | 0.756 | 0.572 | 0.572 |
| Residual | 24945.167 | 2890 | 8.632 | | | | | |
| Total | 58240.585 | 2891 | | | | | | |

* $p < 0.05$

Table 1 shows that social media vividness had significant influence on customer satisfaction among the polytechnic students ($F_{1,2890} = 3857.411$, $p < 0.05$). The null hypothesis was rejected. This implies that the predictor variable (social media vividness) provides a significant explanation for the variation in customer satisfaction. The table shows that there is significant positive multiple correlations between the predictor variable (social media vividness) and customer satisfaction ($R = 0.756$, $p < 0.05$). This implies that the predictor variable is a factor that can exert influence on customer satisfaction. The value of the coefficient of determination indicates that the predictor variable accounted for 57.2% of the total variance in social media vividness while the remaining 42.8% unexplained variance is largely due to other variables not included in the study that can account for customer satisfaction.



Table 2: Simple Linear Regression analysis showing the impact of social media vividness on customer satisfaction.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta (β) | | |
| (Constant) | 11.202 | .159 | | 76.898 | .000 |
| Vividness | .483 | .008 | .756 | 62.108 | .000 |

***p<0.05**

The regression result in the above table 2 reveals that the impact of social media vividness on customer satisfaction is statistically significant at $p<0.05$ level ($t=62.108$, $p<0.05$). This implies that social media vividness had significant effect on customer satisfaction.

The regression equation showing the linear relationship between the dependent and independent variables can therefore be given as follow:

$$Y = 11.202 + 0.483X$$

Where

Y = Customer satisfaction

X = Social media vividness

b = Regression Weight Coefficient

a = Constant (other variable other than X)

Hypothesis 2: Social media accessibility has no significant influence on customer satisfaction.

Table 3: Simple Linear Regression Analysis showing the Influence of social media accessibility has no significant influence on customer satisfaction

| ANOVA | | | | | | Model Summary | | |
|------------|----------------|------|-------------|----------|-------|---------------|----------------|---------------------|
| Model | Sum of Squares | Df | Mean Square | F | Sig. | R | R ² | Adj. R ² |
| Regression | 25635.855 | 1 | 25635.855 | 2262.183 | 0.000 | 0.663 | 0.439 | 0.439 |
| Residual | 32750.492 | 2890 | 11.332 | | | | | |
| Total | 58386.347 | 2891 | | | | | | |

***p<0.05**



Table 3 shows that social media accessibility had significant influence on customer satisfaction among the polytechnic students ($F_{1,2890}=2262.183, p<0.05$). The null hypothesis was rejected. This implies that the predictor variable (Social media accessibility) provides a significant explanation for the variation in customer satisfaction. The table shows that there is significant positive multiple correlations between the predictor variable (Social media accessibility) and customer satisfaction ($R=0.663, p<0.05$). This implies that the predictor variable is a factor that can exert influence on customer satisfaction. The value of the coefficient of determination indicates that the predictor variable accounted for 43.9% of the total variance in customer satisfaction while the remaining 56.1% unexplained variance is largely due to other variables not included in the study that can account for customer satisfaction.

Table 4: Simple Linear Regression analysis showing the impact of social media accessibility on customer satisfaction.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|----------------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta (β) | | |
| (Constant) | 10.311 | .220 | | 51.777 | .000 |
| social media accessibility | .615 | .011 | .663 | 47.562 | .000 |

* $p<0.05$

The regression result in the above table reveals that the impact of social media accessibility on customer satisfaction is statistically significant at $p<0.05$ level ($t=47.562, p<0.05$). This implies that social media accessibility had significant effect on customer satisfaction.

The regression equation showing the linear relationship between the dependent and independent variables can therefore be given as follow:

$$Y = 10.311 + 0.615X$$

Where:

- Y = Customer satisfaction
- X = Social media accessibility
- b = Regression Weight Coefficient
- a = Constant (other variable other than X)



CONCLUSION AND RECOMMENDATIONS

Arising from the findings of this study, it was clearly shown that social media marketing proxies (vividness and accessibility) cannot be underestimated in determining and enhancing consumer satisfaction in developing country such Nigeria. Proxies measured revealed that vividness and accessibility has significant effects on consumer satisfaction. The hypotheses were found to be significant thus the alternate hypotheses were accepted while the null hypotheses were rejected. Hence it was concluded that social media vividness and accessibility are positively related to consumer satisfaction in developing economies.

Consequent upon the results of this study, it was recommended that manufacturers in emerging/developing economies should design attractive and appealing website that can clearly showcase their products and enhance unrestricted access to boost customers' demand and create satisfaction.

REFERENCES

- Akpan, S. J. (2019). Branding and its effect on customer satisfaction: A case study of Bounvita, *Academic Discourse: An International Journal*, 10(1), 124-134.
- Asma, G. & Misbah, M. (2018). Impact of social media marketing on consumer buying behaviour - A study. *Research Review International Journal of Multidisciplinary*, 3(6), 219 – 222.
- Awad, G. & Misbah, M. (2006). Impact of social media marketing on consumer buying behaviour - A study. *Research Review International Journal of Multidisciplinary*, 3(6), 219 – 222.
- Berger, D.M., & Milkman, N.B. (2012). Social network sites: definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 11- 19.
- Burnmaster, C. (2009). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26, 198-208.
- Chua, A., & Banerjee, S. (2015). How businesses draw attention on facebook through incentives, vividness and interactivity. *IAENG International Journal of Computer Science*, 42(3), 275-281.
- De Vries, L., Gensler, S. & Leeflang, P. (2012). Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83-91.
- Dewan, M. & Spindel, E. (2020). Social media accessibility. retrieved on 12th March, 2024 from <https://www.Thesierragroup.Com/Assets/Documents/12>.
- Dwivedi, Y. K., Kapoor, K. K. & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, 15(3), 289-309.
- Ebirepre, D. (2022). Social media advertisement and its influence on the profitability of Nestle Nigeria PLC, SAU *Journal of Management and Social Sciences*, 4(1), 208-218.
- Hafele, H. (2011). The role of social media marketing on business performance: a survey of micro SMEs in arusha city. A Masters of Business Administration (MBA General) Dissertation Institute of Accountancy Arusha.



- Hasna, H. (2020). The role of social media marketing on business performance: a survey of micro SMEs in arusha city. A Masters of Business Administration (MBA General) Dissertation Institute of Accountancy Arusha.
- Hill, S., & Moran, C. (2011). Network based marketing: identifying likely adaptors via consumer networks. *Statistical Science*, 21, 256-276.
- Huang Y. H., Huang, M. L. And Chen, K. S. (2009).Service quality evaluation by service quality performance matrix.*Total Quality Management and Business Excellence*, 14 (1), 79-89.
- Hutter, M. J. (2013). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness, *Asia Pacific Journal of Marketing and Logistics*, 29 (1), 129-144.
- Kasturi, B. C & Vardhan, V. C (2014). Impact of social media networks on consumers' patronage of products, *European Journal of Business and Management* 6(30), 20-34.
- Key, S. (2017). *The zen of social media marketing*. Dallas, TX: Benbella Books.
- Khumar, S. (2017).The impact of social media marketing strategies on consumer purchase intention, *Multi-Knowledge Electronic Comprehensive Journal For Education and Science Publications*, 8(4), 99-110.
- Lazer, W., Kelley, E.J. (1973). *Social Marketing: Perspectives and Viewpoints*. Homewood: Richard D. Irwin
- Mayfield, G.R. (2014). Consumer's behaviour and effectiveness of social media.*Global Journal of Management and Business Research*, XIV (VIII- I), 56 – 62.
- Osayande, F., Ogunode, P. O. & Adejimi, S. O. (2022). Service quality and customer satisfaction with complaint management in the Nigerian Telecommunication industry, *British Journal of Marketing Studies*, 10(3), 1-13.
- Provost, P.H. & Volinsky, B.S. (2006). Characteristics of social-media marketing strategy and customer-based brand equity outcomes: A conceptual model. *International Journal of Internet Marketing and Advertising*, 9(4), 321-337.
- Puwanenthiren P. (2012). Market Segmentation and Its Impact on Customer Satisfaction with Especial Reference to Commercial Bank of Ceylon PLC, *Global Journal of Management and Business Research* 12(17), 56-76.
- Riegner, E. (2007). Influencing factors on consumer buying behaviour of luxury goods: A research on the buying behaviour of young consumers in Finland.*Unpublished Project, Turku University of Applied Sciences*.
- Rogers, N. (1995). *Economics and education* (U.S.A).
- Shaw, A. & Jones, B. (2002). Facebook: Investigating the influence on consumer purchase intention. *Asian Journal of Business Research*, 4(2), 1-10.
- Sheth, E.-J. & Sharma, J.W. (2005). A study on the effects of social media marketing activities on brand equity aid customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.
- Sternthal, B. & Craig, C.S. (1982). Consumer behavior: an information processing perspective.
- Steuer, J., (1999). Defining virtual reality: dimensions determining telepresence. *Journal of Communication*, 42(4), 73-93.
- Tiago, A & Veríssimo, V.N. (2014). Impact of social media on consumer behaviour.*International Journal of Research*, 4(6), 1205 – 1215.



-
- Wang, J.C., & Chang, C.H. (2013). How online social ties and product-related risks influence purchase intentions: A facebook experiment. *Electronic Commerce Research and Applications*, 12(5), 337-346.
- Zwingina, M. L. & Opusunju, R. J. (2017). Evaluating the effectiveness of e-learning system in uncertainty. *Industry Management and Data System*, 111 (6): 869–889.