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## **INFLUENCE OF SOCIAL MEDIA MARKETING ON PRODUCT DISTRIBUTION AND PROFITABILITY OF RETAIL FIRMS IN LAGOS NIGERIA**

**Jane E. Eboigbe**

**Faculty of Education, Department of Business and Entrepreneurship Education  
Kwara State University, Malete**

[janeboigbe@yahoo.com](mailto:janeboigbe@yahoo.com)

**&**

**L. F. Ademiluyi Prof.**

**Faculty of Education, Department of Business and Entrepreneurship Education  
Kwara State University, Malete, Kwara State, Nigeria**

**&**

**N. E. Nwabufu Prof.**

**Faculty of Education, Department of Business and Entrepreneurship Education  
Kwara State University, Malete, Kwara State, Nigeria**

### **Abstract:**

The study examined the influence of social media marketing on product distribution and profitability of retail firms. The study employed the descriptive survey design. Two research questions guided the study and two hypothesis were tested using the independent t- test and one - way Analysis of variance (ANOVA) at 0.5 level of significance. The population of the study was 480 retail firms' customers and 20 retail firms' managers. Purposive sampling technique was used to draw 10 key informants who were used as initial samples. This was used because the researcher is aware of the fact that the initial samples have adequate knowledge of the subject matter. Using the chain referral and respondent driven mechanism, the key informants or referral will recommend other respondents who by their assessment are knowledgeable of the subject matter. This referral (snowball) sampling was used to generate additional 470 respondents bringing the final sample to 480 respondent (Customers) and 20 managers. The main instrument for data collection was a four point rating scale questionnaire with 28 items. The data collected were analysed using mean and

standard deviation to answer the research questions and determine the homogeneity or otherwise of the respondents while the independent t-test and one -way Analysis of variance (ANOVA) were used to test the hypotheses. The findings revealed that social media marketing influenced retail firms' product distribution and also their profitability level. It was concluded that the use of social media facilities will increase retail firms' brand awareness. Based on the findings and conclusion of the study, it was recommended among other that Retail firms' managers should ensure they make use of social media facilities effectively to enable them market and distribute their products to numerous customer of different level, age, sex and demography. They should ensure the quality of products they market on social media and delivered to the customers meet the standard of standard organization of Nigeria. It was also recommended that Retail firms should ensure they build customer trust by providing quality products and making sure the quality of products they marketed on social media are same as products delivered. This will enable them have more customer loyalty which will increase their sales turnover and leads to improvement in the firms profitability

**Key words: Business, Social media, Product distribution, Profitability**

## Introduction

The Invent of social media brought a change to the face of doing business. Many business owners are taking advantage of social media platforms to promote their business which is leading to fast growth in their business. Selling and buying products online is gradually taking the place of traditional market. Consumers are finding it more convenient and less stress to buy products online rather than going to the market or click and mortal stores. On-line retail in Nigeria is on a fast increase, almost all retail firms now market their products online. On-line retail in Nigeria came into the scene about six years ago and became very popular with the advent of key players like Jumia and Konga. Over time the sector became flooded with different niche markets. It was recorded that there have been at least 500 e-commerce businesses launched across Nigeria. (Adekunle, 2019). Failure to recognize potential benefits of online marketing might cause loss of productivity, revenue and communication. Retail firms' managers must incorporate e-marketing into their business plan to decrease the possibility of failure, grow their business and become more profitable.

Social media include digital platforms, such as websites or apps that allow users to create and share information while engaging with others. (Hudson, 2020). According to Kotler and Armstrong (2018). Social media is a digital platform where individuals gather to interact and share messages, ideas, photos, videos, and other types of information, with a focus on business activities. Social media is used to connect with others, for business or commercial purposes, to make new friends, reawaken old friendships. Ademiluyi (2019). As stated by Venciute Sats (2018), social media plays a crucial role in the marketing landscape by serving as a platform for consumer engagement, enhancing customer relationships, facilitating information sharing, and broadening the scope and focus of marketing efforts. Social media marketing is the use of social media platforms and websites to promote a product or services. It is the use of social media platforms like Facebook, instagram, linkedin to interact with customers to build brands, increase sales and drive website traffic. Social media market is a type of e-marketing that allows retail firms to adversities their products in all social media platforms, blogs and websites to connect with customers in different demography at the same time. Yadav & Rahman (2017) stated that social media marketing (SMM) is described as a process by which companies create, communicate, and deliver online marketing offerings via social media platforms to build and maintain stakeholder relationships that enhance stakeholders' value by facilitating interaction, information's

sharing, offering personalized purchase recommendations, and word of mouth creation amongst stakeholders about existing and trending products and services. Paswan (2018) pointed out that Social Media Marketing can be used to engage target groups, build brand visibility, and build relationships with customers.

Social media marketing is a form of digital marketing that involves creating and sharing content on different social media platforms such as Facebook, Youtube, Instagram, Snapchat and Twitter. Statista, 2019; Coles, (2014). states that these social media platforms make it possible to engage with followers in real-time and find out their needs, thoughts, and feelings at any given time, which makes social media a great tool for any affiliate to utilize Social media has become an everyday part of life where those who use social networks in Nigeria spend about five hours per day browsing them (Joseph 2021). Social Media is currently one of the most important and most reliable sources of information for consumers and enterprises (World Internet Project, 2013). Previous research has also shown that investments in marketing are moving away from traditional marketing areas towards digital areas (Baines & Fill 2014).

Social media marketing (SMM) is a digital marketing technique that takes advantage of social technological platforms for the use of marketing activities (Baines & Fill 2014). They further stated that Social media is changing the way consumers take part in offerings; nowadays anyone can comment, share and create information on brands or people. Also, enterprises can no longer control how they are perceived on the marketplace. Another definition of social media marketing is “online resources that people use to share content: video, photos, images, text, ideas, insight, humor, opinion, gossip and news” (Alharbie 2015). Social media marketing enables organizations to advertise their products with low or no income, compared to traditional marketing where advertisers will pay large amounts of money to advertise their products. Social Media Marketing is relatively new strategy that enables businesses to reach millions of customers at little cost (Khan & Jan 2015). According to Hamound (2016) Social Media Marketing is a process of conversation with others to build relationships. Social Media Marketing is a complementary strategy to the old marketing way, which is applied on social media sites. Fernandes and Raposa (2017).

Bandyopadhyay, (2016) stated that successful Social Media Marketing will increase brand awareness through customer engagement as well as be cost savings strategy to help with small business performance. Tuten (2021) seems Social Media Marketing as the use of Social Media technologies to create, communicate, deliver, and trade value-added offerings to company’s stakeholders. Kadam and Ayarekar (2014) pointed that Social Media Marketing provides a number of intangible benefits that are long-term. Social Media Marketing is a beneficial distribution channel to end-users (Vanden Eijnden, Lemmens, & Valkenburg, 2016).

The distribution channel is a collection of interdependent businesses and individuals through which manufacturing enterprises sell products to end consumers. Distribution experience and competency in distribution management is one of the criteria that is taken into consideration and mostly used by the manufactures during selection of proper distribution channels (Saremi & Zadeh, 2014). Manufacturer’s success cannot be reached from their own effort alone, their success or failure is determined and increasingly reliant upon their marketing channel members or distributions’ like agents, wholesalers and retailers performance and how effectively and efficiently their products are reaching to the intended consumers or sold (Singh & Inran, 2014). Many manufacturers believe it to be worthwhile to evaluate distribution channel members’ sales capabilities more directly by appraising their sales people (Hamid & Seydeh, 2014).

Regularly, manufacturers face a decision of whether to add a new distribution channel in addition to their current channels. With the popularity of the Internet, many suppliers sell products directly online. Contrastingly, the introduction of an internet channel may also have unintended negative effects for firms that fail to adjust their overall channel design to accommodate the new direct channel. Despite these negative effects, integrating digital tools and technologies into existing business models and adopting current business models to new technologies are the most important strategies to address the challenges of the popularity of digital tools and technologies threatening existing business models (Leeflang et al. 2014).

Profitability is the most important principle of commerce Mousavi-Khaneghah (2013). Managers, investors, and financial analysts apply profit as an index for evaluating management effectiveness and for decision making. Financial and manufacturing programs, activities, and decisions are reflected in a firm's profitability (Dehghan, Ghafoorifard, Shamsi, & Seyed Heydari, 2015). Sales through e-Commerce are conducted over communication networks using computers, laptops, tablets, and mobile phones, and are comprised of online retail and online marketplace (Mousavi-Khaneghah et al., 2013). Small organisations considerably advantage from the abundant resource of creating innovative ideas in terms of profitability. Managers should prioritise and focus on enhancing their capacity for innovation (Saunila, Ukko, & Rantanen, 2014). Owners of specific retail establishments include sustainability into their decision-making and activities due to its enduring ramifications. Vendors can enhance their consumer base and boost their revenues by leveraging various online and mobile platforms to reach a broader spectrum of potential clients in both local and global markets (Niraj & Nageswara Rao, 2015). Utilising appropriate technologies can enhance the profitability of companies. Moreover, the utilisation of technology provides a firm with a competitive edge over its adversaries.

### **Statement of the Problem**

In the world of business today, it is observed that, electronic method of buying and selling comes with lots of convenience and saves business men and women a lot of problems. Yet, the expected geometric growth of the new technology is being bogged down by a combination of factors. One of the major challenges Nigerian online retail firms is tackling with low internet connection of social media marketing. Users get bored when they repeatedly download applications in a large website. Secondly, lack of a good security platform for conducting e-business in the country which exposes organizations in the e-marketing sector to avoidable losses which significantly affect the declared profits of firms. The specific benefits inherent in social media marketing also pose risks with regards to privacy and security of personal information. Development of regulations for online marketing policy is not really in place because of technological development.

Despite the benefits of social media marketing, overcoming trust issues with regards to security is a major obstacle in selling and buying online. Marketers that deliver goods to their customers at home are at the risk of insecurity, same goes to the customers, bringing someone they do not know into their houses could be very huge risk. Many marketers and customers have fallen victim of kidnappers and murderers through buying and delivering of goods and services online. Spamming is also one of the biggest challenges of social media marketing through which confidential data can be easily stolen by hackers. Many accounts of the people have been defrauded by hackers through online marketing and many customers feel uncomfortable with the idea of conducting e-commerce and sharing personal information through wireless and hand-held devices. High cost of shipping goods to and from Nigeria and unreliable distribution and delivering processes are also major issues with online retail in Nigeria. It



is observed that the perceived risk in E- commerce has a negative effect on buying and selling products online.

With the enthusiasm customers have towards social media marketing, there is a need to build customers' confidence in buying products on social media. Otherwise, the confidence of customers may be eroded. It is rational to say that customers are not satisfied with buying products/receiving services through online and profitability of retail firms in Lagos state is declining but the extent to which products distribution and profitability of retail firms in Lagos state are affected by network availability, security, efficiency, privacy and value of products and services need to be investigated, hence the need for this study.

### **Purpose of the Study**

The main purpose of the study is to determine the influence of social media marketing on products distribution and profitability of retail firms in Lagos State.

Specifically, the study sought to:

1. Examine the influence of social media marketing in product distribution of retail firms.
2. Determine the influence of social media marketing on profitability of retail firms.

### **Research Questions**

The following research questions are raised and answered in the course of the study:

1. To what extent does social media marketing influence product distribution of retail firms?
2. To what extent does social media marketing influence profitability of retail firms?

### **Research Hypotheses**

The following research hypotheses are formulated and tested at 0.5 level of significant.

- H<sub>1</sub>: There is no significant difference between the mean response of retail firms' managers and customers on the extent of the influence of social media marketing on product distribution of retail firms.
- H<sub>2</sub>: There is no significant difference in the mean responses of retail firms managers regarding the extent of the influence of social media marketing on profitability of retail firms based on years of experience.

### **Methods**

This study used the descriptive survey design with 20 retail firms' managers, and 480 customers who are residents in Lagos State. The population of the study comprises retail firms' managers and customers which include government officials, business men/women, civil servants, students and others who patronize retail firms in Lagos State, Nigeria. It is of importance to note that getting a definite sample is not feasible from this population largely because of the difficulty in obtaining sampling. Population at this point is referred to as infinite. The justification for selecting this population by the researcher was based on the fact that the respondents possess sincere knowledge of the subject under discussion. Purposive sampling technique was used to draw 10 key informants who were used as initial samples. This was used because the researcher is aware of the fact that the initial samples have adequate knowledge of the subject matter. Using the chain referral and respondent driven mechanism, the key informants or referral will recommend other respondents who by their assessment are knowledgeable of

the subject matter. This referral (snowball) sampling was used to generate additional 470 respondents bringing the final sample to 480 respondents.

The questionnaire consisted of 19 items based on the purpose of the study and the research question. The instrument was validated by three experts made up of two senior lecturers from the Department of Business and Entrepreneurship Education and a Professor from the Department of Test and Measurement, Faculty of Education, Kwara State University, Malete. A pilot study was conducted in Ogun State using 30 retail firms' customers and 5 managers. The results from the customers and managers were correlated to find the coefficient result in determining the reliability of the instrument. Cronbach Alpha was used to determine the reliability which yielded a reliability coefficient of 0.89. The items of the research questions were placed on modified four-point Likert scale of Very High Extent (VHE), High Extent (HE), Low Extent (LE), and Very Low Extent (VLE). The scales were scored with 4 points, 3 points, 2 points, and 1 point respectively. Mean and standard deviation were used to analyze data collected to answer the research questions, an independent sample t-test statistic and one-way Analysis of variance (ANOVA) were employed to test the hypotheses formulated at the 0.05 significance level. Positive decision rule for this study was established at a mean of 2.50 and above while less any mean less than that was regarded as negative. Hypothesis of no significant difference was accepted when the observed probability value was greater than or equal to 0.05 level of significance. Where the calculated probability value was less than 0.05 level of significance, the null hypothesis was rejected.

## Results

**Research Question 1:** What is the degree of influence that social media marketing has on the distribution of products by retail firms?

**Table 1: Mean and standard deviation of responses on the extent social media marketing influence product distribution of retail firms**

S/N	Item Statements	$\bar{X}$	SD	Remark
1.	Social media marketing gives customers opportunity to have quick access to variety of products	3.32	0.69	High extent
2.	Buying products through social media marketing makes it easy for customers to compare price of products in different retail firms	3.21	0.70	High extent
3.	The speed of purchasing and delivering products through social media marketing is commendable	3.09	0.71	High extent
4.	It is easy to get information about products through social media marketing	3.36	0.65	High extent
5.	Social media marketing makes it easy for customers to buy products	3.26	0.56	High extent
6.	Buying products through social media marketing reduce cost and stress	2.97	0.76	High extent
7.	Products are always well packaged	3.15	0.66	High extent
8.	The distributors maintain professionalism	3.03	0.65	High extent
9.	Products are always delivered in good condition	3.01	0.60	High extent
10.	Customers get adequate information about products before purchase	3.09	0.62	High extent
<b>Weighted average</b>		<b>3.15</b>	<b>0.66</b>	<b>High extent</b>

*Source: Field Survey, 2023*

The data in Table 1 show the mean and standard deviation of responses on the extent to which social media marketing influence product distribution of retail firms. The table indicates that respondents believe that social media marketing provides customers with a significant opportunity to quickly access a wide range of products. Additionally, they believe that purchasing products through social media marketing makes it easy for customers to compare prices across different retail firms. Similarly, respondents believe that the speed of purchasing and delivering products through social media marketing is highly commendable. These were corroborated by average scores of 3.32, 3.21, and 3.09. The respondents also claim that obtaining information about products through social media marketing is highly convenient, and that social media marketing facilitates easy product purchases while also reducing costs and stress. Furthermore, these claims were corroborated by average scores of 3.36, 3.26, and 2.97. Furthermore, the respondents have indicated that the products are always packaged with great care, and the distributors exhibit a high level of professionalism. Similarly, the products are always delivered in excellent shape, and buyers receive ample information about the products prior to making a purchase. These ratings were backed by mean values of 3.15, 3.03, 3.01, and 3.09. The standard deviations of all the 10 item structures range from 0.56 to 0.76. This indicates that the respondents' responses are not widely dispersed, as they are in close proximity to their respective mean scores. The table displays a calculated weighted average mean of 3.15 and a standard deviation score of 0.66. This indicates that the respondents expressed a high level of agreement for all the constructs. These findings suggest that social media marketing had a significant and beneficial influence on the distribution of products for retail enterprises, with a mean score of 3.15 and a standard deviation of 0.66.

**Research Question 2:** To what extent does social media marketing influence profitability of retail firms?

**Table 2: Mean and standard deviation of responses on the extent social media marketing on influence profitability of retail firms**

S/N	Item Statements	$\bar{X}$	SD	Remark
1.	Social media marketing improves retail firms' sales	3.20	0.64	High extent
2.	Marketing products on social media reduces retail firms' marketing cost	2.95	0.71	High extent
3.	Insecurity in the country affects profitability of retail firms	3.15	0.67	High extent
4.	Marketing products on social media is expensive	2.57	0.80	High extent
5.	The use of social media increases retail firms' sales turnover	3.20	0.57	High extent
6.	Products delivering process used by retail firms is less expensive and reduces cost of delivering	2.76	0.74	High extent
7.	Marketing products on social media improves firms' profitability	3.19	0.62	High extent
8.	Nigeria's business environment is favourably to retail firms	2.76	0.81	High extent
9.	Getting feedback from customers can help to improves firms' productivity which can lead to profitability	3.43	0.58	Very High extent

**Weighted average** **3.02** **0.68** **High extent**

*Source: Field Survey, 2023*

The data in Table 2 show the mean and standard deviation of responses on the extent to which social media marketing influence profitability of retail firms. The data presented in the table indicates that respondents believe that social media marketing has a significant positive influence on the sales of retail firms. Additionally, selling items on social media is seen as very effective in reducing the marketing costs of retail firms. However, it is also noted that the high level of insecurity in the country negatively influence s the profitability of retail enterprises to a significant amount. These scores were backed by average values of 3.20, 2.95, and 3.15. The respondents also indicate that marketing products on social media is significantly costly. However, the utilisation of social media greatly enhances retail firms' sales turnover. Additionally, the product delivery process employed by retail firms is cost-effective and substantially reduces delivery expenses. Furthermore, these claims were substantiated by average scores of 2.57, 3.20, and 2.76. Furthermore, the respondents have indicated that marketing products on social media significantly enhances firms' profitability. They also believe that Nigeria's business environment is highly favourable for retail firms. Similarly, obtaining feedback from customers can greatly enhance firms' productivity, ultimately leading to increased profitability. These were corroborated by average scores of 3.19, 2.76, and 3.43. The standard deviations of all nine item structures range from 0.57 to 0.81. This indicates that the respondents' responses are not significantly varied, as they are in close proximity to their respective average scores. The table displays a computed weighted average mean of 3.02 and a standard deviation score of 0.68. This indicates that the respondents expressed a high level of agreement for all the constructs. This implies that social media marketing positively influenced profitability of retail firms to high extent (mean = 3.02, SD = 0.68).

**H<sub>01</sub>:** There is no significant difference between the mean response of retail firms' managers and customers on the extent of the influence of social media marketing on product distribution of retail firms.

**Table 3: Summary of t-test of the difference regarding influence of social media marketing on product distribution**

Group	N	Mean	SD	t-cal	Df	p-value	Decision
Managers	20	2.79	0.27	3.589	498	0.000	H <sub>04</sub> Rejected
Customers	480	3.16	0.46				

*Source: Field survey, 2023*

*P < 0.05*

Table 3 shows that there are a total of 20 managers from retail firms and 480 customers from retail firms. The data collected from both managers and customers of retail enterprises revealed that the mean score of customers ( = 3.16; SD = 0.46) was higher than that of managers ( = 2.79; SD = 0.27). Their replies closely approximate the mean, given the significantly low standard deviations. The table indicated a notable difference in the average evaluation between retail enterprises' managers and customers about the influence of social media marketing on the distribution of retail products (t<sub>18</sub> = 3.589, P < 0.05). Thus, the null hypothesis, which suggests that there is no significant difference between the mean rating of retail enterprises' management and customers about the influence of social media marketing on the distribution of retail products, was rejected. This suggests that there was a significant



differences in the mean responses of retail enterprises' managers and customers' regarding the influence of social media marketing on the distribution of retail products.

**H<sub>02</sub>:** There is no significant difference between the mean responses of retail managers on the extent of the influence of social media marketing on profitability of retail firm based on years of experience.

**Table 14: Summary of ANOVA result showing difference regarding influence of social media marketing on profitability**

Experience	Number	Mean ( $\bar{x}$ )	SD
0 - 3 years	4	2.85	0.23
4 - 7 years	8	2.90	0.26
8 - 11 years	5	2.89	0.08
12 years and above	3	2.87	0.32

  

Sources	Sum Squares	of Df	Mean Square	F	Sig.	Decision
Between Groups	0.006	3	0.002			
Within Groups	0.854	16	0.053	0.040	0.989	H <sub>02</sub> Not Rejected
Total	0.860	19				

**Source: Field survey, 2023**

The data in Table 4 reveal that there are 20 retail firms' managers and 480 retail firms' customers. The responses of the managers and customers indicated that retail firms' customers had higher mean score ( $\bar{x} = 3.16$ ; SD = 0.46) than retail firms' managers ( $\bar{x} = 2.79$ ; SD = 0.27). Their responses are close to the mean as the standard deviations are very low. The table revealed that there was significant difference in the mean rating of retail firms' managers and customers regarding the extent social media marketing influence product distribution of retail firms ( $t_{18} = 3.589$ ,  $P < 0.05$ ). Therefore, the null hypothesis that states that there is no significant difference between the mean responses of retail firms' managers and customers on the extent of the influence of social media marketing on product distribution of retail firms was rejected. This implied that retail firms' managers and customers differ in their responses regarding the influence of social media marketing on product distribution of retail firms.

### Discussion of Findings

The research findings suggest that both retail firm managers and customers in Lagos State recognise that social media marketing has a substantial influence on the distribution of retail items. The results reveal a notable discrepancy between the mean rating provided by managers and customers of retail companies about the influence of social media marketing on product distribution. Customers of retail enterprises, in particular, exhibited a superior average evaluation in comparison to the

management. Therefore, the null hypothesis, which asserts that there is no significant difference between the average responses of retail businesses' management and customers about the influence of social media marketing on the distribution of retail products, was refuted. This implies that the use of social media platforms like Facebook, Instagram, and WhatsApp improves the dissemination of products for retail enterprises.

The findings demonstrated that the implementation of social media marketing had a beneficial effect on the distribution of products for retail businesses. Retail companies employed social media marketing to effectively interact with clients on a global scale. The findings suggest that retail firms possess a highly effective product distribution system that effectively fulfils the needs of its customers via social media. The results of this study provide evidence that aligns with Paswa's (2018) assertions regarding the efficacy of social media marketing in engaging certain target demographics, improving brand visibility, and cultivating customer relationships. Social media marketing allows retail businesses to generate inbound traffic by engaging with a vast client base. Many people from different parts of the world use social media platforms to obtain information about products and services. Disseminating material through several platforms facilitates firms in reaching a wide array of individuals, hence enabling organic interaction with diverse populations. Using social media for marketing improves search engine ranking and enables organisations to effectively contact a wide variety of global consumers. Tuten (2021) provides a concise definition of social media marketing as the use of social media technology to create, communicate, distribute, and trade value-added offerings with a company's stakeholders. Social media marketing is a beneficial method of disseminating material to end-users (Vanden et al., 2016).

The accompanying research findings reveal that managers of retail enterprises in Lagos State, regardless of their years of experience, unanimously acknowledge the advantageous influence of social media marketing on the profitability of retail firms. The findings also revealed that there was no statistically significant difference in the average rating of retail firm managers, based on their years of experience, regarding the influence of social media marketing on the profitability of retail firms. Therefore, the null hypothesis, which states that there is no statistically significant difference in the mean responses of retail firms' managers based on their years of experience about the influence of social media marketing on the profitability of retail firms, was not rejected. Managers from all retail organisations, regardless of their level of experience, concur that selling products on social media affects the profitability of retail firms. The findings demonstrated that the implementation of social media marketing has a beneficial influence on the financial performance of retail enterprises. Empirical data suggests that retail enterprises have bolstered their sales by leveraging various social media channels to promote their products, hence leading to a surge in their profitability. The results corroborated the conclusions of Bandyopadhyay (2016), who stated that proficient utilisation of social media marketing can augment brand awareness by involving clients and also function as a cost-efficient method to raise the efficacy of small enterprises. Social media marketing is undoubtedly the most cost-efficient aspect of an advertising effort. Creating an account and setting up a profile on the majority of social networking platforms does not need any payment. Furthermore, the costs associated with paid advertisements for businesses are typically relatively low in comparison to alternative marketing tactics. Cost effectiveness is beneficial for organisations as it enables them to achieve a greater return on investment and allocate a larger budget to other marketing and business expenses. Social media marketing boosts companies' profitability by utilising influencer marketing, which cultivates consumer trust in respected and influential niche personalities. An excellent technique for increasing sales is to consistently create high-quality content and videos that emphasize the importance of the information and promote a company's

products. According to Stanly and Wasilewski (2017), the profitability of an organisation, regardless of its size, is decided by the mathematical outcomes of two factors: sales and cost.

### Conclusion

Based on the findings of the study, it was concluded that globalization and technology are the keys driver of change in retail business and have increased the efficiency of e - commerce. Retail firms must not relay on their traditional ways of distributing their products but must embrace and use social media marketing to make their businesses know globally. Utilizing social media platforms will enable retail firms to reach out to numerous customers all over the globe. And also increase their sales turnover which will lead to improvement in the firm's profitability. Based on the findings from the analyses, it is evident that social media marketing positively influenced products distribution and profitability of retail firms and this will help many retail firms to embrace e- commerce rather than sticking only to the traditional method of doing business. It will increase retail firms brand awareness and also increase their profitability level. The study implies that if retail firms do not use social media facilities to promote their products so that they can reach out to customers all over the globe, their brands will just be known locally and their sales will reduced.

### Recommendation

Based on the findings and conclusion of study, the following recommendations were made.

1. Retail firms' managers should ensure they make use of social media facilities effectively to enable them market and distribute their products to numerous customer of different level, age, sex and demography. They should ensure the quality of products they market on social media and delivered to the customers meet the standard of standard organization of Nigeria.
2. Retail firms should ensure they build customer trust by providing quality products and making sure the quality of products they marketed on social media are same as products delivered. This will enable them have more customer loyalty which will increase their sales turnover and leads to improvement in the firms profitability.

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