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IMPACT OF SOCIAL MEDIA ON ENTREPRENEURIAL MARKETING

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Abstract

The use of social media for entrepreneurial marketing in developing economies has become a strategic tool for enhancing business performance, yet its effectiveness varies across contexts. In Nigeria, small and medium-scale enterprises (SMEs) increasingly rely on social media platforms such as Facebook, Instagram, WhatsApp, X (Twitter), TikTok, and LinkedIn to promote their products, engage customers, and build brand recognition; however, the impact on entrepreneurial marketing outcomes remains uneven. This study examined the influence of social media and social media marketing practices on entrepreneurial marketing among SMEs in South-East Nigeria. A descriptive survey research design was adopted, and data were collected from 400 SME owners, managers, and marketing officers using a structured questionnaire titled Social Media and Entrepreneurial Marketing Questionnaire (SMEMQ), out of which 372 were valid for analysis. The instrument yielded a reliability coefficient of 0.87. Data were analyzed

using descriptive statistics and Spearman Rank Order Correlation Coefficient at a 0.05 level of significance. The findings revealed that social media usage significantly influences entrepreneurial marketing. Additionally, specific social media marketing practices such as content creation, online advertising, influencer engagement, and interactive communication were found to have a strong positive relationship with entrepreneurial marketing outcomes. The study concludes that effective and strategic use of social media is a vital driver of SME competitiveness and growth in Nigeria. It recommends that entrepreneurs invest in digital marketing skills, maintain consistent engagement, and leverage platform features to enhance marketing performance.

Keywords: Social Media, Social Media Marketing Practices, Entrepreneurial Marketing

Introduction

In today's digital-driven business environment, social media has become a vital tool for entrepreneurial marketing, particularly for small and medium-scale enterprises (SMEs). Entrepreneurial marketing refers to innovative, proactive, and opportunity-driven marketing practices adopted by entrepreneurs to promote their products and services, often with limited resources. Social media platforms such as Facebook, Instagram, WhatsApp, X (Twitter), TikTok, and LinkedIn provide entrepreneurs with affordable and interactive channels to reach customers, build brand awareness, and compete effectively in dynamic markets.

Social media marketing involves the use of social networking platforms to create, communicate, and deliver value to customers through content creation, engagement, and relationship building. According to Kaplan and Haenlein (2010), social media are internet-based applications that allow the creation and exchange of user-generated content. Similarly, Tuten and Solomon (2021) define social media marketing as the use of social media technologies to facilitate interactions, co-create value, and build lasting relationships with customers. For entrepreneurs, these platforms support personalized communication, targeted advertising, and real-time feedback, which are essential for effective marketing.

Entrepreneurial marketing through social media includes activities such as online advertising, influencer marketing, brand storytelling, customer engagement, and electronic word-of-mouth (Ashley & Tuten, 2015). These strategies enable entrepreneurs to promote products creatively, expand market reach, and foster customer loyalty. In Nigeria, the rapid growth of internet access and smartphone usage has encouraged many entrepreneurs to rely heavily on social media as a primary marketing tool for business growth and survival (Afolayan & Oni, 2020).

Despite the widespread use of social media by Nigerian entrepreneurs, there are varying levels of success in translating online engagement into actual business performance. While some entrepreneurs experience increased sales and brand recognition, others struggle to achieve meaningful marketing outcomes. Understanding the impact of social media on entrepreneurial marketing is therefore crucial for identifying effective strategies that can enhance business performance. This study investigates the impact of social media on entrepreneurial marketing in Nigeria, focusing on how social media usage influences marketing effectiveness and business growth.

Statement of the Problem

Entrepreneurial marketing in Nigeria faces several challenges, including limited financial resources, intense competition, and restricted access to traditional advertising channels. As a result, many entrepreneurs have turned to social media as a cost-effective

alternative for marketing their products and services. However, despite the widespread adoption of social media platforms, many entrepreneurs still experience low customer engagement, inconsistent sales growth, and weak brand loyalty.

One major concern is that some entrepreneurs lack the skills and strategic knowledge required to effectively utilize social media for marketing purposes. Poor content creation, inconsistent posting, limited audience targeting, and inadequate response to customer feedback reduce the potential benefits of social media marketing (Afolayan & Oni, 2020). In addition, negative online reviews, cyber fraud, and information overload can negatively affect customer trust and business reputation.

Although social media is widely perceived as a powerful marketing tool, there is limited empirical evidence on the extent to which it actually impacts entrepreneurial marketing in Nigeria. Without proper understanding, entrepreneurs may continue to invest time and resources in social media without achieving desired outcomes. Therefore, it is necessary to examine the impact of social media on entrepreneurial marketing in Nigeria in order to provide evidence-based insights that can guide entrepreneurs in adopting effective digital marketing strategies.

Objectives of the Study

The main aim of this study is to empirically examine the impact of social media on entrepreneurial marketing in Nigeria. The specific objectives are to:

1. Determine how social media influences entrepreneurial marketing in Nigeria.
2. **Determine how social media marketing practices influence entrepreneurial marketing in Nigeria.**

Research Questions

In order to address the objectives of the study and provide answers to the issues under investigation, the following research questions were formulated to guide the study.

1. How does social media influence entrepreneurial marketing in Nigeria?
2. How do social media marketing practices influence entrepreneurial marketing in Nigeria?

Research Hypotheses

H₀₁: Social media does not significantly influence entrepreneurial marketing in Nigeria.

H₀₂: Social media marketing practices do not significantly influence entrepreneurial marketing in Nigeria.

Review of Related Literature

Conceptual Review

Concept of Social Media

Social media refers to digital platforms that enable users to create, share, and exchange content while interacting with others in virtual communities. These platforms include Facebook, Instagram, WhatsApp, X (Twitter), TikTok, LinkedIn, and similar networking sites widely used for communication and business activities. Kaplan and Haenlein described social media as internet-based applications built on Web 2.0 technologies that facilitate user-generated content and interactive communication. Similarly, Appel, Grewal, Hadi, and Stephen defined social media as digital environments that enable relationship building, information exchange, and collaboration among individuals and organizations. According to Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson, Rahman, and Raman (2021), social media are digital platforms that allow organizations and individuals to create, share, and exchange content while building relationships and engaging with wider communities. Jeswani (2023) defined social media as online tools and platforms that facilitate communication, collaboration, and networking between organizations and their audiences, enabling interaction and information sharing.

In recent years, social media has evolved beyond personal communication to become a strategic business and marketing tool. Entrepreneurs increasingly rely on social media to promote products, communicate brand messages, and engage customers in real time. According to Tuten and Solomon, social media platforms support interactive marketing by allowing businesses to communicate directly with consumers, personalize messages, and build long-term relationships. This interactive nature makes social media particularly suitable for entrepreneurial marketing, where flexibility and innovation are essential.

In the Nigerian context, the widespread availability of smartphones and increased internet penetration have accelerated the use of social media for business purposes. Afolayan and Oni observed that Nigerian entrepreneurs increasingly use social media platforms to reach customers, advertise products, and compete with larger firms despite limited resources. Thus, social media has become an indispensable component of modern entrepreneurial marketing practices.

Concept of Entrepreneurial Marketing

Entrepreneurial marketing refers to innovative, opportunity-driven, and proactive marketing practices adopted by entrepreneurs to achieve business growth, often under conditions of uncertainty and limited resources. It emphasizes creativity, customer focus, and value creation rather than reliance on conventional marketing approaches. According to Morris, Schindehutte, and LaForge (2019), entrepreneurial marketing combines entrepreneurial orientation with marketing strategies to identify opportunities, innovate, and satisfy customer needs profitably.

Hills, Hultman, and Miles (2020) explained that entrepreneurial marketing is characterized by risk-taking, innovation, customer intimacy, and flexibility in marketing decisions. Unlike traditional marketing, which relies heavily on formal planning and large budgets, entrepreneurial marketing focuses on adaptive strategies such as word-of-mouth promotion, relationship marketing, and digital engagement. Social media has further strengthened

entrepreneurial marketing by providing low-cost platforms for experimentation and innovation.

In Nigeria, entrepreneurial marketing plays a vital role in the survival and growth of small and medium-scale enterprises (SMEs). Olatunji and Adeyemi (2021) noted that entrepreneurs rely on informal and digital marketing strategies to overcome financial constraints and reach wider markets. Social media therefore complements entrepreneurial marketing by enabling entrepreneurs to promote their businesses creatively, build trust, and sustain competitiveness.

Concept of Social Media Marketing

Social media marketing involves the use of social media platforms to promote products and services, engage customers, and enhance brand performance. It includes activities such as content creation, online advertising, influencer partnerships, customer interaction, and electronic word-of-mouth. According to Dwivedi et al. (2021), social media marketing enables firms to co-create value with customers through interactive and participatory communication. Felix, Rauschnabel, and Hinsch (2017) viewed social media marketing as an organization's strategic use of social media technologies to communicate brand values and manage customer relationships. More recently, Appel et al. (2020) emphasized that social media marketing allows businesses to gather customer insights, personalize offerings, and improve marketing effectiveness. These advantages make social media marketing particularly relevant for entrepreneurs seeking affordable and measurable marketing solutions.

In Nigeria, social media marketing has become a dominant strategy among entrepreneurs due to its low cost and wide reach. Yusuf and Adebayo (2022) observed that platforms such as Instagram and WhatsApp are widely used by Nigerian entrepreneurs to advertise products, negotiate sales, and maintain customer relationships. However, the effectiveness of these practices varies depending on entrepreneurs' skills, consistency, and strategic application.

Social Media and Entrepreneurial Marketing

Social media plays a critical role in shaping entrepreneurial marketing by enhancing brand visibility, customer engagement, and market expansion. Entrepreneurs use social media to communicate brand stories, promote products, and receive immediate feedback from customers. According to Ashley and Tuten (2015), social media-driven engagement strengthens brand-customer relationships and improves marketing outcomes. Similarly, Chatterjee and Kar (2020) observed that social media enables small businesses to engage with customers more effectively, personalize interactions, and foster brand loyalty. Akanji (2025) noted that active social media engagement contributes significantly to marketing efficiency by increasing audience reach and responsiveness. Haithgoin (2009) in Shaibu, Mbaiegbu & Victory (2024) pointed out that social interaction and creation of highly accessible and scalable publishing techniques are carried out through social media.

Furthermore, social media enables entrepreneurs to compete with larger firms by leveraging creativity, customer interaction, and real-time communication rather than relying solely on financial resources. Alalwan, Rana, Dwivedi, and Algharabat (2019) argued that social media marketing improves marketing efficiency by facilitating direct communication and active customer participation. Eze, Okafor, and Chukwu (2022) also highlighted

that Nigerian SMEs using social media experience broader market access, enhanced customer insights, and better promotional outcomes compared to businesses relying only on traditional marketing channels.

In addition, social media supports market intelligence and innovation by allowing entrepreneurs to gather customer preferences, monitor competitor activities, and identify market trends. Tuten and Solomon (2021) emphasized that such insights enable SMEs to adapt strategies quickly, develop new products, and tailor marketing messages to meet customer needs. In Nigeria, Afolayan and Oni (2020) reported that entrepreneurs increasingly use social media to expand beyond local markets, connecting with national and international customers.

Despite these advantages, not all entrepreneurs achieve positive results from social media marketing. Poor content quality, inconsistent engagement, lack of strategic analytics use, and negative online feedback can reduce marketing effectiveness (Jeswani, 2023; Nwali & Ntegeeh, 2022). This underscores the need to empirically examine how social media influences entrepreneurial marketing outcomes in Nigeria, highlighting factors that enhance performance and effectiveness in digital marketing practices.

Social Media and Marketing Communication

Social media has significantly transformed marketing communication by providing direct, real-time, and interactive channels for businesses to reach their customers. These platforms allow entrepreneurs to deliver personalized messages, respond promptly to customer queries, and establish meaningful dialogues with audiences. Unlike traditional marketing communication, which is mostly one-way and less interactive, social media supports two-way communication where feedback, engagement, and conversation occur instantly between businesses and consumers (Okonkwo & Awad, 2023). This interactivity enhances message clarity, encourages customer participation, and strengthens the relationship between the brand and its audience.

Social media communication also enables entrepreneurs to craft targeted promotional messages that speak directly to segmented audiences based on interests, demographics, and behavior. Through features such as interactive posts, stories, live videos, and comment sections, businesses can tailor their marketing communication to meet the specific needs and preferences of their customers. This level of customization improves customer understanding of products and services and increases the likelihood of positive responses and engagement, which are key outcomes of effective marketing communication strategies (Chikandiwa, 2020).

Additionally, social media facilitates immediate feedback loops, allowing entrepreneurs to monitor customer reactions, attitudes, and preferences. This feedback helps businesses adjust their messages, address customer concerns, and reinforce positive perceptions in ways that improve marketing effectiveness. Entrepreneurs can leverage comments, reviews, and direct messages to refine products and communication strategies in real time, enhancing customer satisfaction and loyalty (Okere, Ogbuabor, & Nwankwo, 2022).

In Nigeria, entrepreneurs increasingly use social media platforms such as Instagram, WhatsApp, and X (Twitter) to promote products, manage customer relationships, and co-create value with audiences. Research shows that social media serves as a critical

communication tool that improves customer awareness of business offerings and fosters engagement in ways that traditional channels cannot achieve as effectively or affordably (Afolayan & Oni, 2020).

Effective communication through social media contributes to higher brand visibility, greater customer trust, and enhanced loyalty, all of which are essential for business growth in competitive markets. The interactive, visible, and shareable nature of social media messages amplifies promotional efforts and builds communities around brands, enabling sustained engagement that drives entrepreneurial success (Jeswani, 2023).

Factors Influencing the Effectiveness of Social Media on Entrepreneurial Marketing

The effectiveness of social media in entrepreneurial marketing is shaped by multiple factors, which determine how well entrepreneurs can leverage these platforms to achieve marketing objectives. Key factors include:

1. **Content Quality:** Engaging, informative, and visually appealing content attracts customers, improves brand perception, and encourages sharing. High-quality content such as videos, infographics, and interactive posts can increase audience engagement, while poor content reduces visibility, diminishes brand appeal, and weakens marketing outcomes
2. **Customer Engagement:** Active interaction with followers, including timely responses to comments, messages, and reviews, strengthens trust and loyalty. Entrepreneurs who foster meaningful engagement build stronger customer relationships, whereas lack of interaction can result in disengaged audiences and reduced marketing effectiveness
3. **Consistency of Use:** Regular posting, updates, and active online presence improve brand recognition, audience retention, and message recall. Inconsistent usage can lead to reduced visibility, lower follower trust, and weakened marketing impact (Alalwan, Rana, Dwivedi, & Algharabat, 2019).
4. **Entrepreneurial Skills and Digital Literacy:** The entrepreneur's ability to create compelling content, analyze social media metrics, and develop strategies is crucial. Creativity, technical know-how, and strategic planning directly affect marketing success, while limited skills can hinder campaign effectiveness (Jeswani, 2023).
5. **Trust and Credibility:** Transparent communication, honesty, and positive customer reviews enhance brand credibility and foster customer confidence. Misleading information, fake reviews, or inconsistent messaging can damage reputation and reduce the impact of social media campaigns
6. **Platform Selection:** Different social media platforms cater to varying demographics and content formats. Choosing the right platform(s) that align with the target audience ensures effective engagement and maximizes marketing results. For instance, Instagram and TikTok are more suitable for visual and lifestyle products, while LinkedIn is ideal for professional services

7. **Environmental and Competitive Factors:** External factors such as market competition, customer preferences, industry trends, and technological infrastructure influence marketing outcomes. Entrepreneurs operating in highly competitive markets or regions with limited internet access may face challenges in achieving desired results (Afolayan & Oni, 2020).
8. **Analytical and Monitoring Capabilities:** The ability to track performance metrics, such as engagement rates, click-through rates, and conversion, enables entrepreneurs to adjust strategies, optimize campaigns, and enhance ROI. Lack of monitoring can result in wasted resources and ineffective campaigns.
9. **Innovation and Adaptability:** The rapidly evolving nature of social media platforms requires entrepreneurs to innovate continuously and adapt to new trends, tools, and features. Businesses that embrace innovation tend to gain competitive advantage and maintain relevance in dynamic markets.
10. **Audience Understanding:** Knowledge of customer demographics, interests, behavior, and preferences allows entrepreneurs to tailor content, messaging, and campaigns effectively. Misalignment between content and audience expectations can reduce engagement and hinder marketing success (Jeswani, 2023).

The effectiveness of social media in entrepreneurial marketing depends on a combination of internal capabilities, strategic planning, content quality, and the external environment. Entrepreneurs who skillfully integrate these factors into their social media strategies are more likely to achieve brand growth, customer loyalty, and improved market performance in highly competitive business landscapes

Theoretical Review

The study is anchored on the Theory of Planned Behaviour (TPB), Resource-Based View (RBV) and the Diffusion of Innovations Theory (DOI). These theories explain how social media influences entrepreneurial marketing through attitudes, social influence, and innovation adoption.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), explains how users come to accept and use new technologies. According to TAM, technology adoption is primarily influenced by two factors: perceived usefulness and perceived ease of use. Perceived usefulness reflects the degree to which a user believes that using a particular technology will enhance their performance, while perceived ease of use captures the extent to which a user believes that using the technology will be free of effort.

This theory is particularly relevant to the present study as it provides a framework for understanding how Nigerian entrepreneurs adopt social media for marketing purposes. Entrepreneurs are more likely to use social media platforms effectively if they perceive these tools as useful for promoting products, engaging customers, and improving business performance. Similarly, the easier it is for entrepreneurs to use social media technologies, the more likely they are to integrate

them into their marketing strategies, thereby enhancing entrepreneurial marketing outcomes.

Resource-Based View (RBV)

The Resource-Based View (RBV), proposed by Barney (1991), posits that firms achieve competitive advantage by utilizing resources that are valuable, rare, inimitable, and non-substitutable. Resources can include physical assets, skills, knowledge, or capabilities that allow a business to create value and sustain superior performance relative to competitors.

RBV is relevant to this study as it helps explain how social media serves as a strategic resource for entrepreneurs in Nigeria. Skills in digital marketing, creative content creation, customer engagement, and platform management are critical entrepreneurial resources that SMEs leverage to strengthen brand visibility, reach wider markets, and enhance customer relationships. By effectively deploying these resources, entrepreneurs can achieve sustainable competitive advantage in a highly competitive market environment.

Diffusion of Innovation (DOI) Theory

The Diffusion of Innovation (DOI) Theory, developed by Rogers (2003), explains how new ideas, practices, or technologies are adopted and spread within a social system over time. The theory identifies five attributes that influence adoption: relative advantage, compatibility, complexity, trialability, and observability. These attributes determine how quickly and widely an innovation is embraced by individuals or organizations.

DOI theory is relevant to this study as it provides insight into how social media marketing practices are adopted among Nigerian entrepreneurs. Social media can be considered an innovative marketing tool, and its adoption depends on the perceived benefits it offers, its compatibility with existing marketing practices, and the ease with which entrepreneurs can implement it. Entrepreneurs who perceive social media as advantageous, compatible, and easy to use are more likely to adopt and sustain its use, thereby improving entrepreneurial marketing effectiveness.

Empirical Studies

Gbandi and Iyamu (2022) investigated the impact of social media marketing on the growth of small and medium-sized enterprises (SMEs) in Benin City, Nigeria. The population comprised 1,200 registered SMEs in the city, while a sample of 500 SMEs was selected using stratified random sampling. Data were collected through structured questionnaires and analyzed using regression analysis. The results revealed that social media marketing positively influenced business growth by improving brand visibility, customer engagement, and competitive positioning. This study supports the current research by demonstrating that active social media marketing enhances entrepreneurial marketing outcomes among Nigerian SMEs.

Nwali and Ntegeeh (2022) investigated the role of social media marketing in enhancing brand awareness among SMEs in Enugu State, Nigeria. The population comprised 750 SMEs, and a sample of 458 online customers was selected using convenience sampling. Data were collected through online surveys and analyzed using regression techniques. The study revealed that social media marketing significantly improves brand recognition, customer engagement, and business performance. The study supports the current research by emphasizing the importance of social media in

building customer relationships and entrepreneurial competitiveness.

Olubunmi and Samour (2025) examined the influence of social media marketing on Nigerian SMEs across Lagos and Ogun States. The population consisted of 800 SMEs, and a sample of 200 respondents was drawn using simple random sampling. Questionnaires were used for data collection, and descriptive and inferential statistics, including multiple regression, were applied for analysis. The study found that social media marketing significantly improves brand awareness, customer engagement, and purchase intention. The findings are relevant to the present study because they show that social media marketing practices directly contribute to entrepreneurial marketing effectiveness in Nigeria.

Charles, Amin, and Mohammed (2025) assessed the effect of social media advertising, content marketing, and customer engagement on SME performance in Aba, Abia State, Nigeria. The population was 600 SMEs operating in Aba, while a sample of 384 SME owners/managers was selected using purposive sampling. Data were collected through structured questionnaires and analyzed using multiple regression analysis. The results indicated that social media advertising boosts sales growth, content marketing enhances market reach, and customer engagement strengthens customer retention. This study aligns with the present research by highlighting how specific social media practices improve key entrepreneurial marketing outcomes.

Anukwe, Anzor, and Ihionu (2025) explored the impact of social media marketing on customer engagement and business performance among SMEs in South-East Nigeria. The population consisted of 900 SMEs, while a sample of 400 SME owners was drawn using stratified random sampling. Structured questionnaires were administered, and regression analysis was used to examine the relationships. The findings indicated that social media marketing significantly improves customer satisfaction, loyalty, and advocacy, thereby enhancing overall business performance. This study is relevant to the present research as it underscores the role of social media in fostering entrepreneurial marketing success.

Methods

The study adopted a descriptive survey research design to investigate the impact of social media on entrepreneurial marketing in Nigeria. The target population comprised small and medium-scale enterprise (SME) owners, managers, and marketing officers who actively use social media for business promotion across selected states in South-East Nigeria. This population was considered appropriate because these groups are directly involved in entrepreneurial marketing activities and implement social media marketing strategies in their businesses. A purposive sampling technique was employed to select 400 respondents, ensuring representation across urban and semi-urban areas and different business sectors, including retail, services, and manufacturing SMEs. Purposive sampling was chosen to target individuals with direct experience and knowledge of social media marketing practices, ensuring that the responses would accurately reflect entrepreneurial marketing realities.

The main instrument for data collection was a structured questionnaire titled Social Media and Entrepreneurial Marketing Questionnaire (SMEMQ). The instrument was designed on a four-point Likert scale with response options: To a Very Great Extent (VGE) = 4, To a Great Extent (GE) = 3, To a Low Extent (LE) = 2, and To No Extent (NE) = 1. The questionnaire was divided into

three sections: demographic information, social media usage and marketing practices, and entrepreneurial marketing outcomes. To ensure content validity, the instrument was reviewed by three experts in marketing, digital entrepreneurship, and business management. Its reliability was tested using Cronbach's Alpha, yielding a coefficient of 0.87, indicating a high level of internal consistency. Out of the 400 questionnaires distributed, 372 were duly completed and returned, representing a 93% response rate. Data collected were analyzed using descriptive statistics, including mean and standard deviation, to address the research questions. The research hypotheses were tested using Spearman Rank Order Correlation Coefficient (r) with the aid of SPSS Version 25 at a 0.05 level of significance. This analysis determined the extent to which social media usage and marketing practices influence entrepreneurial marketing effectiveness in Nigerian SMEs.

Results

H₀₁: Social media does not significantly influence entrepreneurial marketing in Nigerian SMEs.

Table 1: Correlation between Social Media Usage and Entrepreneurial Marketing

Variables	N	Correlation Coefficient (r)	Sig. (2-tailed)
Social Media Usage	372	1.000	—
Entrepreneurial Marketing	372	0.689**	0.000

Correlation is significant at 0.05 level (2-tailed).

Source: Researchers' Data, 2026.

Table 1 shows a correlation coefficient (r) of 0.689 with a significance value of 0.000, which is below the 0.05 alpha level. Since the significance value (0.000) is less than 0.05, the null hypothesis (H₀₁), which states that social media does not significantly influence entrepreneurial marketing in Nigerian SMEs, is rejected. Therefore, the alternative hypothesis is accepted. This indicates that social media usage significantly contributes to entrepreneurial marketing by enhancing brand visibility, improving customer engagement, and facilitating market expansion among SMEs in Nigeria.

H₀₂: Social media marketing practices do not significantly influence entrepreneurial marketing in Nigerian SMEs.

Table 2: Correlation between Social Media Marketing Practices and Entrepreneurial Marketing

Variables	N	Correlation Coefficient (r)	Sig. (2-tailed)
Social Media Marketing Practices	372	1.000	—
Entrepreneurial Marketing	372	0.715**	0.000

Correlation is significant at 0.05 level (2-tailed).

Source: Researchers' Data, 2026.

Table 2 shows a correlation coefficient (r) of 0.715 with a significance value of 0.000, which is below the 0.05 alpha level.

Since the significance value (0.000) is less than 0.05, the null hypothesis (H_0), which states that social media marketing practices do not significantly influence entrepreneurial marketing in Nigerian SMEs, is rejected. Therefore, the alternative hypothesis is accepted. This suggests that targeted social media marketing practices, such as content creation, online advertising, influencer engagement, and interactive communication, play a crucial role in improving entrepreneurial marketing outcomes by fostering customer loyalty, increasing sales, and strengthening brand recognition in Nigerian SMEs.

Discussion of Findings

The study revealed that social media usage significantly influences entrepreneurial marketing among Nigerian SMEs, with a positive correlation ($r = 0.689$, $p < 0.05$). This indicates that active engagement on platforms such as Instagram, WhatsApp, Facebook, and X (Twitter) enhances brand visibility, customer interaction, and market reach. This finding aligns with Gbandi and Iyamu (2022), who reported that social media marketing improved SME growth in Benin City, and Olubunmi and Samour (2025), who found similar effects on brand awareness and customer engagement in Lagos and Ogun States.

The study also showed that social media marketing practices significantly influence entrepreneurial marketing outcomes ($r = 0.715$, $p < 0.05$). Targeted strategies such as content creation, online advertising, and customer engagement strengthen brand loyalty, increase sales, and improve retention. This supports Charles, Amin, and Mohammed (2025) and Nwali and Ntegeeh (2022), who found that specific social media practices enhance SME performance and competitiveness in Nigeria.

Conclusion

This study examined the impact of social media on entrepreneurial marketing. The findings revealed that social media usage significantly enhances entrepreneurial marketing by improving brand visibility, customer engagement, and market reach. Specific social media marketing practices, such as content creation, online advertising, influencer engagement, and interactive communication, were found to strengthen customer loyalty, increase sales, and enhance overall business performance. The study therefore concludes that effective use of social media is a vital driver of entrepreneurial marketing success and competitiveness for SMEs in Nigeria.

Recommendations

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

1. Nigerian entrepreneurs should invest in strategic social media marketing by creating high-quality content, maintaining consistent engagement, and leveraging interactive features of platforms to improve brand recognition, customer loyalty, and business growth.
2. Entrepreneurship support agencies and business development organizations should provide training and guidance on digital marketing skills, platform selection, and analytics to help SMEs effectively adopt social media strategies and maximize marketing outcomes.

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