



Use of Social Media among the Market Women in Ilorin Metropolis, Kwara State, Nigeria

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Abstract

This study examined the use of social media among market women in Ilorin Metropolis, Kwara State, Nigeria. One hundred and Twenty (120) market women were randomly selected in six markets in Ilorin Metropolis, Kwara State, Nigeria. The data collected was analysed with the use of frequency count, percentage, mean, standard deviation and pearson product moment correlation (PPMC). The result revealed that 36.9 years was the average age of the respondents, 52.5% were married, household size of 4 persons, 9.1 years of experience and annual income of about 319,175.00 Naira. About 70% of the respondents make use of social media daily, while 1,853.33 Naira was average monthly expenditure on data. Facebook was the most (72.5%) frequently used social media platform, commercial purpose was the highest (79.2%) motive for use of social media by the respondents. Social media exposes one to several business opportunities (4.18) and ranked the highest attitudinal statement. Strenuous/Stressful tasks involved in business activities (2.18) was the highest ranked factor affecting the use of social media. Results also show significant relationship between the use of social media and the respondent's attitude towards the use of social media ($r=0.16$, $p=0.080$). The study therefore recommends that market women should utilize social media platforms when they are less busy and ensure they verify the source of any information given via social media.

Keywords: Social Media, Market Women, Ilorin Metropolis, Nigeria

Introduction

Development in communication has progressed from the conventional use of radio and television to the use of social media platforms. Social media is becoming the fastest and modern means of communicating in this present era. Social media are platforms where people create content and share for diverse purposes which include; communication and business motives. Social media refers to various form of content that are made available for the public (Kaplan and Haenien, 2010). Social media such as Facebook, Twitter, Whatapp and YouTube have become an integral part of human life. Countless individuals globally use these applications daily for communication and other purposes, because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur and Huberman, 2010). These new platforms are believed to have specific potential for the essential functions such as provision of

information on business opportunities, information on goods, information on market outlets, advertisement of goods and communication (Sukit, 2021). Utilization of social media in marketing activities will provide new business outlets and also increase the profit margin of the business owners (Azeem and Ali, 2015).

The marketing activities and market centres are important to development of the Nigerian economy as it provides employment opportunities and income to several Nigerians. Market women are predominantly traders who sell food and non-food products in market centres. Market women play vital roles in the distribution of goods as they are the link between the manufacturers, wholesalers and the final consumers.

The rapid advancement of media technology has had a great impact on the way people communicate on a daily basis. The growing dimension of the use of the social media among the women marketers cannot be over emphasized as it could enhance the market women's communication and trading activities. Considering the

importance of social media to the market women and the dearth of information on the use of social media among the market women in Ilorin Metropolis, Kwara State, Nigeria, hence, there is need to examine the use of social media among the market women in Ilorin Metropolis, Kwara State, Nigeria.

Hypothesis of the Study

H₀₁: There is no significant relationship between the market women's attitude towards the use of social media and the social media platforms used by the respondents.

Methodology

The study was conducted in Ilorin Metropolis Kwara State Nigeria. The population of the study comprised of all market women in Ilorin Metropolis Kwara State, Nigeria. The sample procedure involved a 2-stage sampling techniques. The first stage involved a purposive selection of six markets in Ilorin metropolis. The second stage involves a random selection 20 market women from each market (Kulende market=20, Oja-oba market=20, Oja Tuntun market =20, Ipata market=20, Mandate market=20 and Obo road market=20). The level of use of social media was measured on a scale of Yes and No, where Yes=1 and No=0. In terms of level of use, any respondent that use ≥ 6 social media platforms is categorize as High User, while any respondent use ≤ 5 social media platforms is categorized as Low User. The perceived motive for using social media was measure on a scale of Yes and No, where Yes=1 and No=0. Attitude towards the use of social media was measured on a 5-point likert type scale where Strongly Disagree=1, Disagree=2, Undecided=3, Agree=4 and Strongly Agree=5. The Factors affecting the use of social media among the respondents was measured on a 3-point rating scale where; Not a factor=1, Less severe=2 and Highly severe=3. Descriptive statistics such as frequency counts, percentage and means were used to analyse the finding of the study. Pearson Product Moment Correlation was used for inferential statistics.

Results and Discussion

Socio-economic Characteristics of the Respondents

The result in Table 1 revealed that 36.9years was the average age of the respondents in the study area. This implies that the respondents were still young and agile and are within the economic active age bracket. This result is similar with the findings of Ifabiyi *et al.* (2020) who reported that the average age of food marketers in Ilorin Metropolis was 30.5 years. The result showed that about 52.5% of the respondents were married. This result indicates that higher percentage of the respondents have marital responsibility. The average household size was 4persons. This indicates that the market women have dependents. The result showed that 9.1years was the average years of experience. This indicates that the respondents have some years of experience in marketing activities. The mean annual income of the respondents was 319,175.00 Naira. The result showed that about 40.0% of the respondents got information through social media. This implies that social media is an important source of information for

the market women. About 37.5% of the respondents have tertiary education. This result is similar with the findings of Ifabiyi *et al.* (2020) who reported that about 40.9% of the marketers had tertiary education. The result further revealed that about 57.5% of the respondents were into non-food products. About 75.8% of the respondents are on various social media platforms and about 70.0% use social media platforms daily. This infers that social media usage is high among the market women in the study area. This result affirms the UN Women (2020) report that estimated that more than 54% of women-owned micro-businesses now use the internet to sell products. The average monthly money for buying data was 1,853.33 Naira. The result revealed that about 60.0% of the respondents were members of various trading associations.

Social Media Platform Used by Respondents

The results presented in Table 2 showed the social media platform used by respondents. The result showed that about 75.0% of the respondents use Whatsapp, 72.5% Facebook, 60.8% Youtube, 51.7% Facebook Messenger, 50.0% Instagram, 48.3% Snapchat, 45.8% Twitter, 45.0% Telegram, 42.5% TikTok, while 2.5% use LinkedIn. This finding implies that Whatsapp, Facebook, and Youtube were the topmost social medial platforms used by women marketers in Ilorin. Previous studies have also established that women entrepreneurs use social media (Cesaroni *et al.*, 2017; Olsson and Bernhard, 2020). It is estimated that 54% of women-owned micro-businesses now use the Internet to sell products (UN Women, 2020).

Level of Use of Social Media

The result in Table 3 showed about 53.3% of the respondents have high level of use of social media, while about 46.7% have low level of use of social media. This result indicates that the respondents have high level of usage of social media in the study area.

Perceived Motive for Using Social Media

The result in Table 4 showed the respondents' perceived motive for using social media. About 79.2% of the respondents' motive for using social media was for commercial purpose, 76.7% advertisement of products, 75.0% entertainment purposes, 74.2% information sharing, 70.0% seeking information on market price, 73.3% connecting with friends and family, 64.2% connecting with market groups and 63.3% for seeking information on producers and suppliers. This finding implies that women marketers' motives for using social were largely for commercial, advertisement of products, and entertainment purposes. It is worthy to note that majority of the women marketers also use social media for marketing purposes. According to Wawrowski and Otola (2020) communication, marketing, and sales often top social media benefits.

Attitude of Market Women towards the Use of Social Media

The result in Table 5 revealed the Attitude of Market Women towards the use of social media. The result

revealed the attitudinal statement that social media exposes one to several business opportunities (mean=4.18) the ranked first, social media usage promotes business activities (mean=4.17) ranked second and social media usage enhances access to information on market trends (mean=4.10) ranked third. This result shows that market Women acknowledged the importance of social media as a tool to discover business opportunities, promote business establishment and enhancing tool to source for information on marketing trends for knowledge update.

Factors Affecting the Use of Social Media among Women Marketers

The result in Table 6 showed the factors affecting the use of social media. The result revealed the factors affecting the use of social media. Strenuous/stressful tasks involved in business activities (mean=2.18) was highest ranked factor, availability of false information on social media (mean=2.14) and high level of illiteracy (mean=2.11 each). This indicates that strenuous/stressful tasks involved in business activities, availability of false information on social media and high level of illiteracy was the highest ranked factors affecting the use of social media.

Hypothesis of the Study

Ho1: There is no significant relationship between the market women' attitude towards the use of social media and social media platform used by respondents

Results in Table 7 show the relationship between the market respondents' attitude towards the use of social media and the social media platform used by respondents ($r = 0.161$, $p = 0.080$) at 10% level of significance. It was shown that attitude towards use of social media has significant relationship with use of social media of the respondents. This implies that the positive attitude of women marketers in Ilorin has influence on the choice of social media platform used.

Conclusion

The study shows that women marketers in Ilorin are predominantly youths and majority of the women marketers in Ilorin uses social media. Whatsapp, Facebook, and Youtube were the topmost social media platforms by women marketers in Ilorin. Women marketers' motives for using social were for commercial, advertisement of products and entertainment purposes. Women marketers acknowledge the importance of social media in their attitude as a tool to discover business opportunities, promote business establishment and enhancing tool to source for information on marketing trends for knowledge update. Majority of the women marketers in Ilorin have positive attitude towards the use of social media. Strenuous/stressful tasks involved in business activities, availability of false information on social media, and high level of illiteracy were the leading

factors affecting the use of social media among women marketers. Strenuous/stressful tasks involved in business activities are one of the leading factors affecting the use of social media among women marketers. This study therefore recommends that women marketers can find time in form of time-table for the use of social media. This could be scheduled at the time of the day when they often have less patronage. Based on availability of false information on social media, women marketers should ensure they verify the source of any information given via social media and not invest larger portion of their capital into social media transaction they have not verified the source. Women marketers should learn more on how to operate Android phones in order to exploit the potential advantages in the use of Facebook messenger, Instagram, Snapchat, Twitter, Telegram, TikTok and LinkedIn.

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Table 1: Socio-economic characteristics of respondents

Variables	Frequency	Percentage	Mean	Standard deviation
Age (years)			36.9 years	12.14
≤ 20	6	5.0		
21 – 40	76	63.3		
41 – 60	32	26.7		
61 and above	6	5.0		
Marital status				
Single	24	20.0		
Divorced	13	10.8		
Widowed	20	16.7		
Married	63	52.5		
Household size (persons)			4 persons	2.65
1 – 5	94	78.3		
6 – 10	22	18.3		
11 and above	4	3.3		
Years of experience			9.1 years	10.66
1 – 10	98	81.7		
11 – 20	4	3.3		
21 – 30	7	5.8		
31 and above	11	9.2		
Annual income			319,175.00 Naira	523035.18
≥ 200,000	76	63.3		
201,000 – 400,000	17	14.2		
401,000 – 600,000	13	10.8		
601,000 – 800,000	2	1.7		
≥ 801,000	12	10.0		
Sources of Information				
Television	26	21.7		
Social media	48	40.0		
Neighbours	19	15.8		
Extension agents	10	8.3		
Radio	2	1.7		
Newspaper	14	11.7		
Educational level				
No formal education	11	9.2		
Primary education	28	23.3		
Secondary education	36	30.0		
Tertiary education	45	37.5		
Business Category				
Food products	51	42.5		
Non-Food products	69	57.5		
Sources of credit				
Personal savings	50	41.7		
Family/friends	15	12.5		
Cooperative societies	20	16.7		
Banks	27	22.5		
Government/NGO grants	8	6.7		
Use of Social Media				
Yes	91	75.8		
No	29	24.2		
Frequency of use of social media				
Never	22	18.3		
Daily	84	70.0		
Weekly	13	10.8		
Monthly	0	0.0		
Once in three months	1	0.8		
Money use to buy data per month			1,853.33 Naira	1373.39
500 – 1000	52	43.3		
1001 – 1500	22	18.3		
1501 – 2000	15	12.5		
2001 and above	31	25.8		
Membership of association				
Yes	72	60.0		
No	48	40.0		

Source: Field Survey 2022

Table 2: Social Media Platform used by Respondents

S/N	Social media	Frequency	Percentage
1.	Facebook	87	72.5
2.	Whatsapp	90	75.0
3.	Linkedin	3	2.5
4.	Youtube	73	60.8
5.	Instagram	60	50.0
6.	Facebook messenger	62	51.7
7.	Twitter	55	45.8
8.	Tik Tok	51	42.5
9.	Telegram	54	45.0
10	Snapchat	58	48.3

Source: Field Survey 2022

Table 3: Level of Use of Social Media

Usage Level	Percentage Range	Frequency	Percentage
High	51-100	64	53.3
Low	1-50	56	46.7

Source: Field Survey 2022; Note: High= ≥ 6 social media platforms, Low= uses ≤ 5 social media platforms

Table 4: Motive for the Use of Social Media

S/N	Motive	Frequency	Percentage
1.	Commercial purpose	95	79.2
2.	Advertisement	92	76.7
3.	Information sharing	89	74.2
4.	Educational/training	87	72.5
5.	Entertainment/fun	90	75.0
6.	Connect with friends/family	88	73.3
7.	Connect with market group	77	64.2
8.	Seeking information on market price	84	70.0
9.	Seeking information on producers and suppliers	43	63.3

Source: Field Survey 2022

Table 5: Attitude of women marketers towards the use of social media

Attitudinal Statement	SD	D	U	A	SA	Mean(SD)	Rank
Social media usage promotes business activities	3(2.5)	3(2.5)	12(10.0)	55(45.8)	47(39.2)	4.17(0.89)	2
Social media usage enhances access to information on market trends	0	1(0.8)	20(16.7)	65(54.2)	34(28.3)	4.10(0.69)	3
Social media help to bring about positive change towards business activities	4(3.3)	10(8.3)	19(15.8)	63(52.5)	24(20.0)	3.78(0.97)	5
Using social media strengthen the linkage between marketers, wholesalers and the producers	2(1.7)	32(26.7)	15(12.5)	46(38.3)	25(20.8)	3.50(1.15)	10
Social media is not sufficient to meet the information needs of the marketers	8(6.7)	39(32.5)	32(26.7)	32(26.7)	12(10.0)	3.01(1.13)	14
Social media is useful only for retailers only	39(32.5)	54(45.0)	20(16.7)	7(5.8)	0	1.96(0.85)	16
Social media usage causes distraction	21(17.5)	45(37.5)	28(23.3)	15(12.5)	11(9.2)	2.58(1.19)	15
Social media makes product marketing easier	5(4.2)	27(22.5)	20(16.7)	43(35.8)	25(20.8)	3.47(1.17)	11
Social media usage is costly	13(10.8)	12(10.0)	38(31.7)	43(35.8)	14(11.7)	3.28(1.14)	12
Social media sometimes gives inaccurate and false information	9(7.5)	20(16.7)	11(9.2)	59(49.2)	21(17.5)	3.53(1.18)	9
Social media links customers to market venue	6(5.0)	7(5.8)	29(24.2)	62(51.7)	16(13.3)	3.62(0.96)	8
Social media make communication to be faster	5(4.2)	15(12.5)	24(20.0)	35(29.2)	41(34.2)	3.77(1.17)	6
Social media links marketer to grants and loans sources	2(1.7)	11(9.2)	28(23.3)	66(55.0)	13(10.8)	3.64(0.85)	7
Social media usage exposes business to fraudulent activities	23(19.2)	11(9.2)	21(17.5)	48(40.0)	17(14.2)	3.21(1.34)	13
Social media helps to attract government supports	4(3.3)	5(4.2)	24(20.0)	61(50.8)	26(21.7)	3.83(0.93)	4
Social media exposes one to several business opportunities	0	2(1.7)	17(14.2)	59(49.2)	42(35.0)	4.18(0.73)	1

Source: Field Survey 2022

Table 6: Factors affecting the use of social media

Factors	Not a factor	Less severe	Highly severe	Mean	Rank
High cost of data	44(36.7)	36(30.0)	40(33.3)	1.97(0.84)	9
No internet reception in some areas	27(22.5)	64(53.3)	29(24.2)	2.02(0.69)	7
Language barriers	33(27.5)	46(38.3)	41(34.2)	2.07(0.79)	4
Poor internet connection	39(32.5)	45(37.5)	36(30.0)	1.98(0.79)	8
Irregular supply of electricity	34(28.3)	46(38.3)	40(33.3)	2.05(0.79)	6
Inadequate technical know-how on the use of social media	44(36.7)	63(52.5)	13(10.8)	1.74(0.64)	10
Availability of false information on social media	29(24.2)	45(37.5)	46(38.3)	2.14(0.78)	2
High cost of internet enable phone	32(26.7)	47(39.2)	41(34.2)	2.07(0.78)	5
High level of illiteracy	35(29.2)	37(30.8)	48(40.0)	2.11(0.83)	3
Strenuous/stressful tasks involved in business activities	22(18.3)	54(45.0)	44(36.7)	2.18(0.72)	1

Source: Field Survey 2022

Table 7: Relationship between the market women' attitude towards the use of social media and social media platform used by respondents

Variable	R value	P value	Remark
Use of social media and the attitude towards use of social media	0.161	0.080	Significant