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IMPACT OF SOCIAL MEDIA ON CUSTOMERS' PATRONAGE OF SHOPRITE IN THE SOUTHERN-WEST, NIGERIA

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ABSTRACT

In most organizations, effective communication offers the best opportunity to make an outstanding first impression. Traditional media is becoming ineffective and inefficient because it is a one way communication process. Social media is adjudged one of the newest and best communication channels; it is a two way communication that allows respect and customers to respond immediately to sales messages. The aim of the study is to examine the influence of social media on customers' patronage in Shoprite Nigeria Limited. The descriptive survey design was adopted for the study and the population for the study comprised of customers of Shoprite Nigeria Limited in two South west cities, Lagos and Ibadan. However the study employs Godden (2004)'s sample size formula for infinite study population to arrive at a representative sample of 369 respondents out of which 321 respondents filled and returned the questionnaire. One research hypothesis was formulated for the study and a structured questionnaire was designed on a five point Likert scale to assess the degree of respondents' agreement. The null hypothesis formulated was tested using multiple regression analysis and was rejected because the F-calculated for the study was 61.135 with significant value of .000 and since the significant value is less than 5% it implies that social media affect customers patronage in Shoprite Nigeria Limited. It was concluded that social media is an essential factor that should be considered by Shoprite Nigeria Limited to bring about customer's patronage because it represents a powerful platform of communication and interaction worldwide. The study recommended that Shoprite Nigeria Limited should invest more on social media to reach their customers.

keywords: Social Media, Customers, Patronage, Communication, Sales

1.0 INTRODUCTION

Companies need to connect with other businesses and engage with existing and potential customers. Social media provides enormous opportunities for companies to connect with these customers and potential customers. Everyone is using social media these days for personal use, but recently more and more businesses have come to realise that social media is crucial for business growth. There is no doubt that social media is having an increasing influence on how marketers conduct their marketing activities these days. Some companies are already tapping into this emerging marketing promotional tool, while some others are still struggling to keep up (Isobel, 2016). The unprecedented levels of access that this platform provides is that it allows businesses to connect directly with potential customers and buyers on one on one basis, at a much lower cost. Unlike the traditional media of communication which promotional tools are expensive and do not allow businesses to connect directly with potential customers.

Businesses today are a bit reluctant in making use of traditional media because it does not give consumers the opportunity to respond immediately to sales adverts, and this could be a hindrance to make purchase. According to Lindsay (2014) social media sites have changed the way sellers and buyers interact with each other. Sites like Facebook, Twitter, LinkedIn and many more make it simple to stay connected in people's lives. Social media is not just for personal use, it is also a great tool for businesses or individuals, trying to develop its professional network. There are many social media sites and each one has something different to offer depending on what one is looking for and can benefit, one in many ways. It is important for businesses to be on as many social media sites as possible, these sites offer many different options for sharing information among different users. The more sites a

business is on, the more eyes will see according to Lindsay (2014)

Consumers may be motivated to buy a special product when they come across it on the social networking sites or when they receive feedbacks about the product or service on their social profile page. Social media have become a major factor in influencing different aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour and post purchase communication and evaluation (Main and Alem, 2011). Consumer buying behaviour can be influenced by a number of factors. According to Lewison and Delozier (2000) consumer buying behaviour is the manner in which the consumers act, function and reacts in various situations involving the purchase of a good or service or the acceptance of an idea. The purchases consumers make and the stores they patronise are ultimately determined by the interactions among various factors that influence consumer buying behaviour. According to Malcom (2014) understanding what can impact buying habits, businesses are able to create products that are likely to appeal to a large number of consumers, and advertise them in ways that catch the attention of the target market. Social media has the capability to influence people and convince them that certain products and services are worth buying, and once a consumer is influenced to buy a product or service, and derives satisfaction from such product or service it can lead to repeat purchase.

It is on the basis of the above that the study is designed to examine the impact of social media on customers' patronage in Shoprite Nigeria limited.

Statement of the Problem

The prominence and visibility of social media is increasing, so it is quite essential that businesses begin to utilize social media sites

for marketing and advertising purposes. The world is always connected, businesses have a wealth of powerful, affordable marketing tools at their disposal. Social media are therefore tools that cannot be ignored by businesses because the traditional marketing promotional media such as the radio, television, newspapers etc are becoming inadequate for businesses, as they do not allow consumers to respond immediately to sales messages, and this could be an hindrance to impacting consumer behaviour. Thus, businesses that desire to succeed must use various social media sites available on the internet.

In today's competitive environment, it is not enough for businesses to create awareness and encourage sales, but how to persuade consumers to make repeat purchases should be of great concern. It is often said in marketing that the cost of keeping an existing customer is much more lesser than the cost of getting a new customer (Amstrong and Kotler 2005), therefore businesses must be able to provide goods and services that will satisfy the consumers because once they are satisfied they are likely to make repeat purchases. Aside, product and sales messages must be communicated to these consumers through the most appropriate medium.

The social media is a platform that allows businesses to get quick responses from potential customers; this is so because it allows businesses to contact their prospective customers with personal touch. They listen to their customer's thoughts and insights about their brands and try to satisfy these customers. Thus, social media places consumers at the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways.

Despite the benefits of this platform, many organizations including super stores in Nigeria have not seen social media as effective tools to use in influencing customer patronage because

of the myriad of problems, including poor internet facilities, underdeveloped marketing communications infrastructure, poverty, illiteracy etc. In spite of these problems, business organizations have no choice than to innovate and adopt creative approaches to the marketing of goods and services to bring about repeat purchases. Hence, marketers that want to operate successfully in the market, have to understand how social media can influence customers' patronage.

In the light of the foregoing, this study is designed to examine how Shoprite Nigeria Limited can use the social media to reach its customers' and thereby affecting customer patronage in its chain at super stores in Lagos and Ibadan. Shoprite Nigeria Limited uses social media to reach their customers. How social media affect customer's patronage is what the study intends to find out.

Research Question

The research question was formulated in order to achieve the objective of the study.

How does social media affect customers' patronage in Shoprite Nigeria Limited?

Research Objective

To examine the effect of social media on customers' patronage in Shoprite Nigeria Limited.

Research Hypothesis

H₀₁: Social media does not have effect on customers' patronage in Shoprite Nigeria Limited.

2.0 LITERATURE REVIEW

Conceptual Clarification

This new communication platform called social media has proved to be a game-changer in the way that people communicate with other people. It has given organisation some unique opportunities to enhance and extend positive

customer engagement (Manish, 2012). The development of social media has had a profound impact on the way client organisations communicate with their audience. Many marketing approaches and strategies have been created, developed and applied, but certainly social media accomplish many of these marketing techniques in an even better way (Hill, 2005).

Social Media Concept

Social media is the newest innovation that makes users communicate through interactive dialogue among organizations, communities and individuals. It allows users to participate by contributing with content visible and accessible to anyone. It is characterized by its openness as there are no access barriers, and by its connectedness making use of links, resources and people, and allowing the quick creation of communities that can effectively communicate (Mayfield, 2008). It is also the creation and distribution of content and other messages through the social web by some form of viral marketing (Othius, 2007).

According to Agichten, Carlos, Donato and Aristides, (2008), social media is defined as a form of electronic communication (such as Internet, Websites or Mobile phones usually for social networking and blogging), through which users create online communities to share information, ideas, personal messages, and other content (like videos). Tang and Whinston, (2012) also define social media as the means of interactions among people through which they create, share, and exchange information and ideas in virtual communities (computer-aid) and networks.

The rise of social media in organizational setting has opened up new horizons for strategic communication. Many organizations now use multitude of platforms like facebook and twitter to communicate with shareholders. According to Billie (2011), small businesses recognize the benefit of social media as a communication platform that facilitates two

way communication between a company and its stake holders. This supports company processes and objectives including customer relationships management, market research, retention, product marketing, cost control initiatives, public relations and sales and recruitment.

Social Networking Sites

In today's world, there are many social networking sites in existence on the World Wide Web (WWW). The most popular ones for business use are LinkedIn, Facebook, Twitter and YouTube happens to be the famous of social networking sites (Andrew and Jett, 2012). These sites allow users to create profiles and add people as friends, bring people with similar interests together and also allows businesses to create awareness for their products and services and have the opportunity to persuade and influence potential customers to buy.

Facebook

According to Margaret (2014), facebook is a popular social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as:

- Market place – allows members to post, read and respond to classified adverts.
- Groups – allows members who have common interests to find each other and interact.
- Events – allows members to publicize an event, invite guests and track who plans to attend.

Pages –allows members to create and promote a public page built around a specific topic.

Presence technology – allows members to see which contacts are online and chat.

Facebook allows businesses to create public profiles that have many of the same features as user's profile. User can connect with a page and become fans. Pages can have public messaging walls, events, photos, and custom applications. Essentially, face book is one of the most complex social networking environments, but potentially, very rewarding when businesses have its strengths and weaknesses in mind. It is therefore important for businesses not to underestimate the time and effort it is going to take to supervise the profile and pull together an online community.

Twitter

Booke (2009) stated that twitter is a website where you can broadcast very short messages to anyone who is signed to receive them. It is then a platform to disseminate information, it also provides opportunities to listen to conversation and gather information in real time. Twitter is an information network made up of 140 characters messages called tweets. It is used by millions of people, organizations, and businesses to discover and share new information. Twitter users subscribe to receive tweets by following an account followers receive messages in their timeline that includes a list of all the accounts they have subscribe to, these short, easy to read public message make twitter a powerful, real time way of communicating (Ivy, 2015).

Blogs

Blogs are an 'open-source intelligent gathering (Friedman, 2007) having millions of people writing and uploading their own content with no obstacles, making any kind of information flow freely. Now, blogging has entered the mainstream and had reached businesses. Used as another business tool, some businesses have adopted blogs both to get corporate messages to the public and as an internal medium for staff. Experts consider it a low-cost, high-return tool that can handle marketing, public relations, and rise a company's profile, but those business bloggers are still a distinctively minority (Alboher, 2007).

Google.

Google + is a social method that builds off one's Google+ account. It helps one to connect with others in the community, and helps one keep those interest speared with circles. (Ara, 2014) stated that one must receive an invitation from Google or another Google+ member in order to join. The idea is pretty similar to other social net working services, but Google attempts to differentiate Google+ by allowing more trenchancy in who you share with and how you interact. It also integrates all Google services and displays a new Google+ menu bar on other Google services when you are logged into a Google account (Marziah, 2015) **YouTube**

It is a video sharing service. The principle of YouTube is really simple; you upload videos and share with other people. You Tube enables you to upload a video and then, put the URL as a link on your website to send people to the video. You can also use the "embedding" code to make the video appear on your own website or blog. Doing so is free and it will make your site look very professional. If you also allow

people to embed your video you will create viral marketing and people will help you spread the word. Signing up to YouTube you get your own YouTube channel on which you can constantly update people interested in your business. (Clapperton, 2009). Watching a video online is a large commitment of attention, because of this, shorter is better. In addition, your videos must be very engaging. You must strive to keep your audience engaged the entire time they are watching your videos. You Tubers are very sensitive to product pitches, so the contribution also has to be as noncommercial as possible. (Zarella as cited by Malin&Alem, 2011)

Customer Satisfaction

Modern retailers believe that customer satisfaction is a major factor in doing successful business. Customer satisfaction refers to customers' feelings of satisfaction or dissatisfaction arising from comparing a product's or service's performance or outcome along with their expectation. The role of satisfaction can be seen as a factor that affects purchasing intention of consumers and also customer satisfaction is responsible for store sales performance. Ross (2014) identified the six reasons why customer satisfaction is important.

- i. **It's a leading indicator of consumer repurchase intentions and loyalty:** Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates.
- ii. **It's a point of differentiation:** In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.

iii. **It reduces customer churn:** Customer satisfaction is the metric you can use to reduce customer churn. By measuring and tracking customer satisfaction, you can put new processes in place to increase the overall quality of your customer service.

iv. **It increases customer lifetime value:** Satisfaction plays a significant role in how much revenue a customer generates for your business. Successful businesses understand the importance of customer lifetime value. Customer lifetime value is a beneficiary of high customer satisfaction and good customer retention

- v. **It reduces negative word of mouth:** Customer satisfaction is tightly linked to revenue and repeat purchases. What often gets forgotten is how customer satisfaction negatively impacts your business. It's one thing to lose a customer because they were unhappy. It's another thing completely to lose customers because of some bad word of mouth
- vi. **It's cheaper to retain customers than acquire new ones:** This is probably the most publicized customer satisfaction statistic out there. It costs six to seven times more to acquire new customers than it does to retain existing customers.

Consumer Patronage Behaviour and Social Media Networks

Patronage is the support a customer or a client gives to a store or business in terms of purchases made. Retailers have been trying all possible best to make customers patronize their products and services. Successful retailing is a complex understanding over the years; the myth has grown that if you are qualified or trained for any specific field you can make it in retailing. After all, retailing is neither art nor science. Its sheer common sense, while common sense is not enough to survive in the competitive world of retailing. The days when rules of thumb were sufficient

to run a successful retail business have long since disappeared (Lewison & Delozier, 2000). According to Arun and Meenashi (2012), a retailer is required to have both marketing and operational skills. He needs empathy to understand customers' requirements but he also has to be indifferent enough not to let customers' anguish about the sales of the manufacturer's products and it is the manufacturer's duty to make the right products for the customers.

Kotler and Armstrong (2005) stated that most retailing is done in retail stores. In recent years, non-store retailing has been growing much faster than has store retailing. Non-store retailing includes selling to final customers through direct mail, catalogs, telephone, the internet, home shopping shows, home and office parties, door to door contact, vending machines and other selling approaches. Euromonitor International's retailing in Nigeria (2014) reports that non-store retailing in Nigeria currently value growth of 24% in 2013 was fuelled by the rapid growth, over the last five years, of the internet retailing channel, which recorded current retail value growth of 33% in 2013. Computer and internet use is growing rapidly in Nigeria. In particular, trust, which has been a challenge for internet retailing, is improving among consumers, who have been introduced to electronic payment methods, when shopping and through their banks. Since the success in retailing industry depends on consumers, most retailers are now moving into social media.

Shoprite Nigeria Limited has adopted the use of different social media tools which include Twitter, Facebook, Google+, Blogs and YouTube, since their inception. For consumers to patronize the domestic retailers, the study of Laroche, Papadopoulos, Heslop and Mourali (2005) suggests that a country's image affects consumers' product evaluation (attitudes to a product) through their beliefs about the

product's attributes such as quality, reliability and pricing. Attitudes are complex systems comprising the persons' beliefs about the object, their feelings towards the object, and action tendencies with respect to the object. As such they include cognitive, affective and psychomotor (co native) aspects, and represent the way people react to a stimulus. Consumers mentally process objective information about the product or retailer and form an impression of the benefits they provide. They express the preference or lack of preference for stores, brands and other marketing stimuli by reflecting a favourable or unfavourable attitude, which might affect their purchasing intention and purchases (Dmitrovic, Vida and Reardon, 2009).

Theoretical Framework

Patronage Behaviour Theory

This theory was developed by Sheth and Frazier (1981). It refers to the purchase behaviour with respect to a specific product or service from an outlet, and consists of a vector of four behavioural outcomes: planned purchase, unplanned purchase, foregone purchase and no purchase behaviour. The patronage behaviour is a function of preference — behaviour discrepancy caused by four types of unexpected events which have either no effect or they have inducement or inhibition effect on a customer's shopping preference. These are socio-economic setting, personal setting, product setting and in store marketing.

Symbolic Interaction Theory

The theory is the brain child of famous sociologist, George Herbert Mead and was developed over several years through discourse and discussion between himself, Charles Horton Cooley and several of his students. The theory states that the exchange of ideas or thoughts between two persons, in which both parties change their verbal or behavioral patterns, based upon how they

believe the other person will react or does react. Symbolic interactions theory goes further to say that how we construct meaning from other peoples' conversations with us and other reactions to us, will be embedded in our memory and dictate future actions. In this way, it is commonly believed that we "see what we want to see" and create our own realities. It is important to note that these conversational interpretations can be true or false; basically, it is the meaning that a partner gets from a conversation, that will influence how the partner acts in future conversations (Kara, 2012)

Theory adopted for the Study

Relevant theories to social media gives indication that social media is a very important tool for any organization that wants to stand the best of time. The patronage behaviour theory propounded by Sheth and Frazier (1981) was adopted for the study. The theory indicate four types of unexpected events, which have either no effect or they have inducement or inhibition effect on a customer's shopping preference: planned purchase, unplanned purchase, foregone purchase and no purchase behaviour.

Empirical Framework

Benjamin and Ifediora (2014) carried out a study on the impact of social media networks on consumer patronage in Nigeria. Their objectives were to determine the perception of consumers towards online shopping, and the extent to which consumers patronize online retailers. Questionnaire was used to elicit information from 396 respondents. The hypotheses were tested using Anova and Chi square statistical tools, and the findings revealed that there is a significant difference in the perceptions of the entire consumers, and that consumers patronize online retailers very significantly. The study concluded that consumers would continue to patronize online retailers at a crescendo despite their varying perception of internet usage.

Manish (2012) also carried out an investigation on social media- the frontier in customer experience management. The exploratory research method was used, and data were collected using only secondary source of data, like journal articles, research papers, websites and online social media portals. No survey or responses method was used. The result shows that traditional touch points with the customer are here to stay, but the new generation online tools have radically changed the way that companies connect and relate to their customers. He concluded that social media is the latest and most important shift, in managing and optimizing customer experiences. However, a very clear strategy, customized for each organisation has to be planned to actually derive any meaningful benefits from this new medium.

3.0 METHODOLOGY

The objective of the study is to examine the effect of social media on customer's patronage in Shoprite Nigeria Limited. This section discusses procedure to be employed in achieving the research objectives, which include data type and sources, data collection as well as method of data presentation and analysis. The study made use of questionnaires to elicit information from the customers of Shoprite Nigeria Limited, in two cities (Lagos and Ibadan) in south west Nigeria. The study employed two sets of variables, customer patronage (dependent) variables and social media (independent) variables. Multiple regression analysis was used to test the research hypothesis.

Population of the study

The total population consists of consumers of Shoprite Nigeria Limited in the South-west Nigeria. Shoprite Nigeria Limited operates in

Lagos, Ibadan and Akure. The scope of study covers the period of 2011 to 2015 and Akure branch was left out because it was opened in October 2015, Lagos and Ibadan constitute the study population. There are seven branches in these cities, five in Lagos two in Ibadan. Three branches were randomly selected from Lagos and one from Ibadan making a total of four branches for the study. The choice of the two cities was based on the fact that Shoprite Nigeria Limited operates in these cities, and due to the fact that these cities are the hub of economic activities in the south-west Nigeria. The study employs Godden (2004)'s sample size formula for infinite study population, to arrive at a representative sample of 369 respondents.

$$SS = \frac{Z^2 \times p(1-p)}{M^2}$$

Where:

SS = Sample size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = Population proportion (expressed as decimal) (assumed to .5 (50%) since this would provide the maximum sample size)

M = Margin of error at 5% (.05)

For instance, if the proportion is 60%

$$SS = \frac{1.96^2 \times 0.6(1-0.6)}{0.05^2}$$

$$= \frac{3.8416 \times 0.6(0.4)}{0.0025}$$

$$= \frac{0.921984}{0.0025}$$

$$= 368.7936 = 369$$

Sample size and sample Techniques

Convenience sampling method was used to select 369 customers from the four branches of Shoprite Nigeria Limited in the southwest.

Research Instrument

The questions used to elicit information are capable of finding out the level of social media impact on customer's patronage in Shoprite

Nigeria Limited. The researcher made use of questionnaire as the data collection instrument. The questionnaire were divided into parts i.e. part I and II. Part I elicits information about the personal data of the respondents such as gender, western education and occupation, while part II consists of questions measuring social media impact on customers patronage with five point Likert scale answers, ranging from (5= strongly agreed and 1 strongly disagree)

Data collection and Administration

The study employed primary source of collecting data to gather required information for the study. Primary data were obtained using structured questionnaires. The questionnaires were administered by the researcher and two assistants to the respondents, which facilitated interaction and shedding more light on areas that are not cleared to the respondents. Out of the 369 questionnaires administered, 321 were filled and found useable.

4.0 DATA ANALYSIS AND DISCUSSION OF FINDINGS

Multiple regression analysis was conducted to determine the impact of social media on customers' patronage in Shoprite Nigeria Limited. The multiple regression analysis identifies the most important contributory variables among the set of independent variables that best predict customers' patronage in Shoprite Nigeria Limited. The result is shown in the table below:

Hypothesis I**H₀₁: Social media does not affect customers' patronage in Shoprite Nigeria Limited****Table 1: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 ^a	0.492	0.484	0.54618

a. Predictors: (Constant), YOUTUBE, GOOGLE, TWITTER, BLOGS, FACEBOOK

(Author's Computation, 2016)

For null hypothesis, the study observed that the value of r^2 is 0.492 (Table 1). 49.2% of variation in customers' patronage is explained by social media. This implies that social media affect customer's patronage in Shoprite Nigeria

Limited by 49.2%, while the remaining 50.8% are explained by other variables which are outside the model. Hence, social media actually contributes to customers' patronage.

Table 2: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	91.186	5	18.237	61.135	.000 ^b
Residual	93.968	315	0.298		
1 Total	185.154	320			

a. Dependent Variable: CUSTOMERS_PATRONAGE

b. Predictors: (Constant), YOUTUBE, GOOGLE, TWITTER, BLOGS, FACEBOOK

(Author's Computation, 2016)

The ANOVA results as presented in table 2 shows that the value of F cal. is 61.135 with significant value of 0.000. Since the significant value is less than 0.05 or 5%, it means that social media have impact on customers'

patronage in Shoprite Nigeria Limited. This finding is in line with that of Benjamin and Ifediora (2014) which revealed that social media networks significantly affect customers' patronage.

Table 3: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.545	.324		1.683	.093
TWITTER	.185	.050	.160	3.715	.000
FACEBOOK	.280	.065	.198	4.334	.000
GOOGLE+	.143	.034	.184	4.191	.000
BLOGS	.276	.032	.356	8.587	.000
YOUTUBE	.281	.030	.392	9.517	.000

a. Dependent Variable: CUSTOMERS_PATRONAGE

(Author's Computation, 2016)

The coefficient table was used to test whether the five independent variables (social media features) contributed to the dependent variable (customers' patronage). The t value in this study was found to be significant at 0.05 levels. The result of the coefficient table implies that for one additional use of "tweet", the gross performance, which is proxy for customer's patronage, increased by 16%. This implies that the use of twitter account in Shoprite Nigeria Limited, helps to achieve greater customers' patronage. The result on "facebook" also shows a positive correlation between social media and customer's patronage. The magnitude of beta coefficient for facebook is statistically significant at 5%. The result shows that facebook influences customer's patronage by 19.8% for the total sample. The magnitude of beta coefficient for google + is statistically significant at 5% level. This implies that google + contributes to customer's patronage by 18.4%. Blogs is significant at 5% and the result reveals that the use of blog portal influences customer's patronage by 35.6%. YouTube is also significant at 5% and the result reveals that an increase in the use of YouTube will bring about 39.2% increases in customers' patronage.

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5.0 Conclusion and Recommendations

Every business organisation must communicate its sales message in one way or the other to its target audience, to create awareness for its products and services. Social media is one of the best communication channels that can be used to achieve this purpose. However, the findings of this study revealed that Twitter, Facebook, Google+, Blogs and YouTube affect customer's patronage in Shoprite Nigeria Limited by 49.2% and the value of F cal. is 61.135 with significant value of 0.000. Since the significant value is less than 5% the null hypothesis was rejected, which means that social media have impact on customers' patronage in Shoprite Nigeria Limited. The study therefore concludes, that social media is an essential factor to be explored by Shoprite Nigeria Limited to bring about customers' patronage. The following recommendations are made based on the findings of the study:

- i. Usage of social media tools to reach customers by Shoprite Nigeria Limited should be maintained.
- ii. Shoprite Nigeria Limited should invest more on social media to bring about customer's patronage.

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