

ISSN: 2579-0447



Ilorin Journal of Human Resource Management (IJHRM)

Volume 3, Number 2, 2019

**A Publication of
Department of Industrial
Relations and Personnel Management,
Faculty of Management Sciences,
University of Ilorin, Ilorin, Nigeria.
ijhrm@unilorin.edu.ng
www.unilorin.edu.ng**

ISSN: 2579-0447



ILORIN JOURNAL OF HUMAN RESOURCE MANAGEMENT (IJHRM)

Volume 3 Number 2, 2019

A Publication of the Department of Industrial Relations and Personnel
Management, Faculty of Management Sciences, University of Ilorin,
Ilorin, Nigeria.

<http://ejournals.unilorin.edu.ng/journals/index.php/ijhrm>

Ilorin Journal of Human Resource Management (IJHRM)

Volume 3 Number 2 (2019)

Published by:

Department of Industrial Relations and Personnel Management,
Faculty of Management Sciences,
University of Ilorin, Ilorin, Nigeria.

All rights reserved: No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system without the prior permission in writing from the author or publisher.

ISSN: 2579-0447

Copyright © 2019 Ilorin Journal of Human Resource Management

ABOUT THE JOURNAL

Ilorin Journal of Human Resource Management (IJHRM) is an interdisciplinary journal that publishes high quality theoretical, empirical and review papers, covering the broad spectrum of Social and Management Sciences' research. Ilorin Journal of Human Resource Management is dedicated to increase the depth of knowledge about Industrial Relations and Human Resource Management and other range of disciplines from scholars across the world.

EDITORIAL TEAM

Editor-in-Chief

Dr Omojola Awosusi

Secretary

Mustapha O. Aliyu

EDITORS

Adeyemi L. Sidikat, Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria.

Olujide, J.O., Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria

Bashir, A.M., Department of Business Administration, Usmanu Danfodiyo University, Sokoto, Nigeria.

Oladele, P.O., Department of Business Administration, Ekiti State University, Ado Ekiti

Rona Beattie, Department of Human Resource Management, Glasgow Caledonia University, Scotland, UK

Umar Gunu, Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria

Jakada, B.A., Department of Business Administration, Yusuf Maitama Sule University, Kano.

Siva Sockalingam, Department of Human Resource Management, Glasgow Caledonia University, Scotland, UK

Adeoti, J.O., Department of Industrial Relations and Personnel Management, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria.

Kadiri, I.B., Department of Industrial Relations and Personnel Management, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria

Isiaka, S.B., Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria.

Aremu, M.A., Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria.

Bankole, A., Department of Industrial Relations and Personnel Management, Lagos State University, Ojo, Lagos, Nigeria

Muhammad, A.Y., Department of Sociology, Faculty of Social Sciences, University of Ilorin, Ilorin, Nigeria

Anyim, F.C., Department of Employment Relations and Human Resource Management, Faculty of Management Sciences, University of Lagos, Lagos, Nigeria

Mustapha, Y.I., Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria.

Adam, K.I., Senior Lecturer Faculty of Law, University of Ilorin, Ilorin, Nigeria.

Ojo Solomon, Human Resource Development, Faculty of Management Sciences, Osun State University, Osogbo, Nigeria

NOTE FOR FURTHER SUBMISSIONS OF MANUSCRIPTS

All submissions should be original papers that have not been accepted for publication or undergoing review process in other journal outlets.

Organization of Manuscript

Manuscripts should be arranged in the following sequence:

Title Page: This should contain the following information: A concise title of the paper, name(s) of the author(s), institutional address(es), e-mail and GSM No(s) of all the authors. However, in case of multiple authors, the corresponding author should be indicated. All these information should be on the first page of the manuscript.

Abstract: The abstract should be written in English language and must not exceed 200 words with a maximum of 7 Keywords.

1.0 Introduction

2.0 Literature Review

3.0 Methodology

4.0 Discussion of Findings

5.0 Conclusions and Recommendations

References: The latest edition of American Psychological Association (APA) i.e. 6th edition reference format should be followed. Examples:

Armstrong, M. & Robbins, S. P. (2009). *Strategic human resource management: A guide to action*. (3rd ed.). United States: Kogan Page Limited.

Kadiri, I. B., Abogunrin, A. P., Aremu, N. S., Abdullah, A. S., & Aliyu, M. O. (2015). A conceptual analysis of global human resource practices: Challenges and prospects. *Covenant Journal of Business and Social Sciences*, 2(2), 31-37.

Submission of Manuscripts

All papers should be clear and concise submitted in Microsoft word, double space on A4-size paper, with 1-inch margin on all sides. The Font size should be 12 point and the Font style is Times New Roman. No paper should exceed 15 pages (or 5,000 words) including references, tables and illustrations.

Authors are invited to submit electronic copy of their manuscripts as attachment to: ijhrm@unilorin.edu.ng and cc: aliyu.om@unilorin.edu.ng

CONTENTS

Impact of Compensation Strategy on Employees' Performance of Dangote Flour Mill, Ilorin, Kwara State, Nigeria <i>ADEOTI, Johnson Olabode; OLAWALE, Yinusa Alabi & ASABI, Mathew Oludele</i>	1-11
Healthcare Management and the Society: Analysing Patients' Attitude Towards Referrals to Tertiary Health Institutions in Lagos State <i>EKWOABA, David Ikechukwu</i>	12-20
Corporate Social Responsibility: Its Effects on the Performance of Insurance Sector in Nigeria <i>ISHOLA, James Aransiola. & ISHOLA, Oluwatosin Pelumi</i>	21-33
Effects of Economic Recession on the Performance of Small Scale Enterprises in Abuja <i>Nana BATURE & Joy BERNARD</i>	34-45
Effect of Training and Development on Employees' Performance in the Nigerian Money Deposit Banks <i>ADERIBIGBE, Ademola Segun & DUNMADE, Emmanuel Olaniyi</i>	46-53
Nexus between Supplier Selection Process and Procurement Performance of Nigerian Breweries Plc, Ilesha <i>BABATUNDE, Bayode Olusanya</i>	54-63
Corporate Planning and Employees Performance in the Nigerian Banking Sector <i>JULIUS, Paul Eyanuku & EZE, Benneth Uchenna</i>	64-69
Effective Communication and Productivity in the Nigerian Breweries <i>AKINDELE, Iyiola Tomilayo & AJAYI, Modupe Olayinka</i>	70-80
Social Media Platforms and Demographic Profile of Customers in Shoprite Nigeria Limited <i>ABDULRAHEEM Mulikat & IMOOUOKHOME, Ebun Omoniyi</i>	81-92
Effect of Performance Appraisal on Employees' Performance of Selected Deposit Money Banks in Lokoja <i>OCHIDI, Zekeri; SULEIMAN, Olusegun; OLUMOYEGUN, Peter Mayowa & YUSUFU, Ojochenemi Sunday</i>	93-108
Effect of Bank's Credit on the Performance of Small and Medium Scale Enterprises in Nigeria <i>LAWAL, Rodiat Yetunde; MANGS, Niri Job; ABDULRASHEED, Yunus Bolaji & DAUDA, Abdulrafiu</i>	109-118

- Service Quality and Competitive Advantage in Pan African Company
Nigeria Limited
***ABUBAKAR, Mohammed Babakatun; OPUSUNJU, Michael Isaac &
MUSTAPHA, Nmanda Mustapha*** 119-128
- Employee Turnover and Organizational Productivity among Selected
Manufacturing Firms in Kwara State
***SALMAN, Abdulrasaq; ABDUL, Falilat Ajoke &
ZAKARIYAU, Ajetunmobi Ibrahim*** 129-135
- Gambling among Residents of Ilorin Metropolis: A Study
of Causative Factors
***ABDULBAQI, Salihu Zakariya; TEJIDEEN, Toyin Olayinka;
RAJI Khalid Olatunji & AJISEGBEDE Adebola Oluwatimilehin*** 136-145
- Human Resource Planning and Organizational Performance: A Study of United
Bank for Africa Plc, Ilorin
***SALMAN, Adebayo Kawu; POPOOLA, Tajudeen Abolaji &
SAKA, Kadir Anifowose*** 146-157

SOCIAL MEDIA PLATFORMS AND DEMOGRAPHIC PROFILE OF CUSTOMERS IN SHOPRITE NIGERIA LIMITED

ABDULRAHEEM, Mulikat, Ph.D.¹ & IMOOUOKHOME, Ebun Omoniyi, Ph.D.²

Department of Marketing, Faculty of Management sciences

University of Ilorin, Ilorin Nigeria

¹mailmulik@gmail.com ²Omolebun@yahoo.co.uk

Abstract

Business organizations that wish to remain competitive in today's marketing environment must reach out to its customers and prospective customers through social media platforms. The study examined the relationship between social media platforms and demographic profile of customers. The descriptive survey design was adopted for the study; the population of the study comprised of customers of Shoprite in Lagos and Ibadan. There is no sampling frame available for the study to adopt, therefore, the study employs Godden (2004)'s sample size formula for infinite study population to arrive at a representative sample of 369 respondents. 369 copies of structured questionnaire were administered and 328 were filled and returned. Descriptive statistics, cross tabulation and spearman correlation analysis were used to analyse the collected data. There was a significant relationship between social media platforms and demographic profile of customers. This implies that the use of Twitter, Facebook, Google+, Blogs and YouTube has positive influence on the demographic profile of customers in Shoprite Nigeria Limited.

Keywords: Social media, Platforms the demographic profile of customers in Shoprite Nigeria Limited., Consumer, Demographic Profile, Organization

Introduction

Communication is very important in our daily lives. Human beings need to communicate with one another. Effective communication is essential for smooth running of every business organization. The effectiveness of communication depends on the quality of the medium used to get the message across to the receiver. The development of electronic information communication technology has really changed the way business organisations relate with their customers. Many businesses today make use of social media to reach out to their targeted audience. The tools and strategies for relating with people have changed significantly with the emergence of a phenomenon known as social media. New tools for relating with people today includes digital resources, from mobile technologies to internet and social media resources such as blogs, social media sites, wikis and similar multimedia sharing services. This changing communication environment also affects how organizations, brands and products relate to the customers at the same time.

Social media marketing is an attempt to use social media to inform and persuade consumers that a company's products or services are worthwhile (Susan, 2014). Businesses that make use of social media today want to sell their products and services; therefore, they must be able to use the various social media platforms like Facebook. Blogs, Twitter among others to reach their targeted customers. Joyson (2003) stated that social media sites like Facebook, Blogs, Twitter LinkedIn, and Google+ have become the main tools for marketing campaigns for many businesses. The demographic profile of customers that use social media is very essential to

determine which social media platform will be most appropriate to reach a company's targeted audience.

It is unfortunate that most businesses do not put into consideration the demographic profile of customers in choosing the social media platform that will serve the organization better. Marketers making use of social media today are expected not to relent until they have a clearer picture of the demographic profile of their customers in relation to social media sites. It is on these bases that the study is designed to determine the relationship between social media platforms and demographic characteristics of customers in Shoprite Nigeria Limited.

Social media platforms are very helpful to businesses that wish to remain competitive in today's marketing environment. Being online has an important effect on the user because the internet is perceived as a valuable resource in the form of knowledge, entertainment, opportunity to interact with people and expand marketing opportunities. Since the invention of the internet and World Wide Web, many organisations have been affected, many businesses found themselves unable to compete with the new technology (Kietzen, Kris and Lan, 2011). Social media is very helpful as it makes life easier for marketers who wish to connect with others from the same industry or with similar interests, especially on LinkedIn. This does not only help marketers build a comprehensive network, but also gain referrals from past and present customers (Mick, 2015).

Organizations cannot just jump into the use of social media platforms; they have to clearly understand demographic profiles of their targeted audience but it is rather unfortunate that many businesses make use of social media platforms that are common, not minding if they have direct impact on their customers or not. The study therefore seeks to find an answer to this question: What is the relationship between social media platforms and demographic profile of customers in Shoprite Nigeria Limited?

In the light of the foregoing, this study is designed to determine the relationship between social media platforms and demographic profile of customers of Shoprite Nigeria Limited.

Literature Review

Conceptual Clarifications

This new medium called social media has proved to be a game-changer in the way that people communicate with each other. It has given organizations some unique opportunities to enhance and extend positive customer engagement (Manish, 2012).

The Concept of Social Media

These days, most businesses engage in social networking when promoting their products and services. Very often, business managers try to maintain a healthy relationship with their valued customers. Social networking sites are now seen as promising means of publicity, which every brand must embrace. Social media employed for promotion contribute, through their immediacy, to a healthy and direct relation between brands and their customers in online environments. This immediacy offers the customers the ability to be present, to communicate, to influence and retain a stronger position towards brands. In addition to using social platforms to monitor conversations about their industry, competitors, and products, companies are increasingly reaching out to their customers via the social web to communicate messages about what they have to offer. In fact, social media are transforming the way organizations communicate with target audience. Many

social tools that are available today are very cost-effective compared to traditional approaches such as online advertisement (Trisha, 2012).

The Importance of the Social Media

Silvia (2014) states that there are lots of reasons why an organization needs social media marketing. Such needs depend on different factors like company profile, the products, and the customers that it is catering for. She identified the following as major importance of social media to organizations.

- i. Social media channels are good ways of increasing an organization's trustworthiness and goodwill which will definitely enhance the performance of the organization. When organizations are able to have conversations with their customers, the result is going to be a great amount of credibility.
- ii. The lead generation is also another basis for organization to go for social media marketing. Since the lead generation serves a very important part for an organization's success, then using social media marketing for your campaigns help you reach out to your targeted lead generation.
- iii. Social media channels also make it easier and more flexible for organizations to engage with their customers. Organizations have to put this on their top priority list since customer engagement is very crucial and this will help the organization retain existing customers and of course increase brand credibility.
- iv. Social media channels are also responsible for generating a highly powerful traffic for an organization's site. Organizations do not have to worry since there are lots of social media platforms that will be able to help them and make it easier for them to obtain for their websites as well as the relevant and quality traffic that will be needed to promote their products and services.
- v. Aside from that, when organizations promote their products through social media platforms, this will definitely help them to increase their returns on investments. This process will be able to help the organization increase their conversion rates and benefits from desirable returns on investments.

Social Media Platform

For marketers seeking to venture into social media marketing, or a business owner looking to leverage on social media, it is helpful to know the most appropriate social media platform to use. This will allow the marketer to maximize his brand reach on social media, engage with the right audience and achieve the intended social media goals. The following are types of social media platforms.

Facebook: Facebook is the biggest and arguably most powerful social network in the world with 1.55 billion active monthly users (Alfred, 2019). Regardless of whether you are just starting up or have been in business, your business needs to be on Facebook to engage with your consumers. Facebook began as an academic idea which intended to keep alumni of a college in touch with one another when they did not have the time to stay in touch properly. It soon spread beyond academia as people without email addresses ending with ".edu" could in 2006 create their own accounts. Facebook allows businesses to create public profiles that have many of the same features as a user's profile. Users can connect with a page and become fans. Pages can have public messaging walls, events, photos, and custom applications. Essentially, Facebook 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 to not underestimate the time and effort it is going to take to supervise the profile and pull together an online community.

Twitter: Twitter is known as the “in the moment” platform and has about 255 million active monthly users. Twitter is a perfect online marketing tool for businesses that want to reach out to customers and prospective customers. According to Pogue (2009), it is a website where you can broadcast very short messages to anyone who is signed up to receive them. This tool was launched in August 2006 and grew popular within months asking users just one simple question: What are you doing? Messages can be sent via mobile text, instant messaging, or the web (About Twitter 2009). Twitter is more than just a platform for disseminating information, it also provides opportunities to listen to conversations and gather information in real time. Twitter is an information network made up of 140 character 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 feed of all the accounts they have subscribed to. These short, easy to read public messages make twitter a powerful, real time way of communicating. These messages can be submitted by a variety of means, including text messages, mobile websites, or the website hosting the microblogs (Ivy, 2015).

Blogs: Blogs are perhaps the most known form of social media and are commonly referred to as online journals. They actually represent the beginning of all this technology revolution. Blogs are open-source intelligent gathering (Friedman, 2007), having millions of people writing and uploading their own contents 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 raise a company's profile but those business bloggers are still a distinctive minority (Alboher, 2007). These online discussion portals offer a fantastic opportunity for businesses to engage with their clients by inviting comment or discussing relevant issues or just highlighting some useful information that might be relevant to their customers and their market place.

Google +: Google+ is a social networking service from Google. The project is currently in limited release, and one must receive an invitation from Google or another Google+ member in order to join. The idea is pretty similar to other social networking services, but Google attempts to differentiate Google+ by allowing more transparency 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: YouTube are channels on which you can constantly update people interested in your business (Clapperton, 2009). Watching a video online is a large commitment of attention. Therefore, it is better to make the video clip short and engaging. Strive to keep your audience engaged all through the entire time of watching your video clips. YouTubers are very sensitive to product pitches, so commercials should be avoided as much as possible (Malin and Alem, 2011).

Demographic Profile

Demographic profiling is a tool used by marketers so that they may be as efficient as possible with advertising products or services and identifying any possible gaps in their marketing strategy. An effective means of compiling a comprehensive demographic profile is the panacea of marketing efforts. To know a person's name, ethnicity, gender, address, what they buy, where they buy it, how they pay is a powerful insight into how to best sell them a product. The development of demographic profiling is the goal of many businesses around the world and are investing a lot of money into researching it. A recent discovery that has drastically changed the way businesses construct demographic profiles is metadata (Needel, 2013). This is the digital footprint left behind by everyone who uses online services. Google and Facebook make money through the generation and processing of metadata, which can then be used by organizations wishing to streamline their advertisement to those who they expect to see it.

In developing a marketing plan for a business, one of the key steps is to identify the target market segments. A market segment is a group of consumers that serve as a primary target for the business organization and its marketing efforts. A customer profile is a description of the customer or type of customer in a market. According to Neil (2017), the following are commonly included in a customer profile:

Age Range: A starting point for a customer profile is often an age range. While customers of various ages may buy your products or services, it is very helpful in marketing to know the primary ages of your most common customers.

Gender and Marital Status: The other key demographic characteristics that help businesses to profile their customers are gender and marital status. Some organizations target couples or men and women in relationships as opposed to a specific gender. There are some products and services that are for females while some are made specifically for males.

Ethnic Origin: Some ethnic-oriented specialty supermarkets target customers with specific ethnic origins. A Hispanic grocer would naturally target a customer of Hispanic ethnicity who has a desire for certain types of foods and products familiar to his/her native culture.

Education Background: Some closely related traits fit into the educational description in a customer profile. Education, income and occupation are often important attributes in a customer profile. The general idea with these qualities is to identify how educated your customers are, where they work and how much they earn. This will enable an organization to know the kind of products or services to offer.

Theoretical Framework

McLuhan's Media Theory

McLuhan is a Canadian philosopher and educator, the author of the famous quote "the media is the message" (McLuhan, 1995). He argued that the media itself, rather than its actual contents, will transform people and society. The actual messages people are communicating will not be any different on the new media; the interactivity and frequency of new communication patterns will change our behaviour forever. Thus, the media's effects on society are much greater than their contents. He separates media into "cool" and "hot" media. The former requires a viewer to exert effort and participation in understanding the contents, e.g. television, seminars, or cartoons; the latter enhance one sense, so the viewers do not need to exert much effort, e.g. films, radio, and photography (McLuhan, 1995).

In McLuhan's arguments, social media will transform the users not as a result of its content but because of the mode of communication it entails. For example, Twitter is just a micro-blogging service with a limit of 140 characters. Theoretically, one can perform all the Twitter functions through a blog service. However, it is precisely this limiting factor that made Twitter more nimble and 'real-time'. Many breaking news stories have been spread via Twitter, such as China's Sichuan earthquake and the terrorist attack in Mumbai in 2008 (Parr 2009). As business managers and consumers, we need to realize the changes in behaviour caused by the usage of new social media services and adopt an attitude of acceptance toward those technologies and behaviours.

Theory of Demographic Transition

The demographic transition is first used by Warren S. Thompson in 1929 and later by Frank W. Notestein in 1945. It refers to a historical process of change which accounts for the trends in births, deaths and population growth that occur in today's industrialized societies. Demographic transition should not be regarded as a law of population growth but as a generalized description of the evolutionary process. The theory specifies general laws by which human population change in size and structure during industrialization. It is frequently accepted as a useful tool in describing the demographic history of a nation. The theory indicates a particular pattern of demographic change from a high fertility and high mortality to a low mortality when a society advances from largely rural agrarian and illiterate society to dominant urban, industrial, educated and modern society.

Empirical Framework

Qihao, Louisa, and Ulla (2014) carried out a research on the role of news media use and demographic characteristics in the prediction of information overload in Ohio. Their objective was to determine how typical media use outside the working environment impacts information overload. The study was conducted through a large mail survey in northwest Ohio (N = 661). It combined resident samples and college students' samples and examined several variables regarding demographic profile, news media use, and information searching efficiency. Data were analysed using multinomial logistic regression and the findings revealed that age, gender, income, traditional news media use, and information searching efficiency can partially state one's probability of experiencing information overload. The study concluded that information searching efficiency is helpful in terms of alleviating the likelihood of encountering information overload.

Alexander and Kwame (2013) carried out a research in Ghana. They examined the impact of social networking sites on the purchasing behaviours of online travel community members, using a reputable online travel company's website called Tripadvisor.com. Secondary data were used for the study. Due to the nature of the study, quantitative research approach was used and a content analysis of fifty (50) individual cases reported on Tripadvisor website. The Greece forum's community members, a total of two hundred and fifty (250) people, were used for the analysis. The study shows that 60 % of the 250 members were females and the rest 40 % were males and 40 % of the members had joined the Greece for at least a year.

The study revealed that online travel community has members that come to the site to search and share travel information and these postings have influence on community members in their decision-making process on planning, purchasing and use of travel products and services. They

concluded that online interaction plays an important role in determining how customers take decisions.

Methodology

The objective of the study is to examine the relationship between social media platform and demographic profile of customers of Shoprite Nigeria Limited. The study makes use of a questionnaire to elicit information from the customers of Shoprite Nigeria Limited in two cities in south-west Nigeria. The total population consists of consumers of Shoprite Nigeria Limited in Lagos and Ibadan. There are seven branches in these cities, five in Lagos and two in Ibadan. Three branches were randomly selected from Lagos and one from Ibadan making a total of four branches for the study. 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

Convenience sampling method was used to select 369 customers from the four branches of Shoprite Nigeria Limited in Lagos and Ibadan. The primary source of collecting data was used and questionnaire was the data collection instrument. A five-point Likert scale of agreement ranging from (5= strongly agreed and 1 strongly disagree), was also used. Out of the 369 copies of the questionnaire administered, 321 copies were filled and found useable.

Data Analysis and Discussion of Findings

Cross tabulation table and a spearman correlation analysis was used to determine the relationship between social media platforms and demographic profile of customers of Shoprite Nigeria Limited. The result is shown below:

Hypothesis: Social media platforms do not have any significant relationship with demographic profile of customers in Shoprite Nigeria Limited.

Table 4.1: The relationship between social media platforms and demographic profile of customers of Shoprite Nigeria limited

Variable	Category	Twitter		Facebook		Google+		Blogs		YouTube	
		(%)	Corr (Sig)	(%)	Corr (Sig)	(%)	Corr (Sig)	(%)	Corr (Sig)	(%)	Corr (Sig)
Age	18-30years	26.09	0.426	38.17	0.083	38.24	0.147	35.77	0.187	37.65	0.220
	31-39years	40.10	.000*	37.40	**	26.47	.007**	30.08	*.001*	28.40	.000*
	40-49years	28.02		19.85		28.68		31.71		26.54	
	50years & above	5.80		4.58		6.62		2.44		7.41	
Gender	Male	50.72	0.05	48.85	0.000	47.06	0.017	53.66	0.047	43.83	-
	Female	49.28	.295***	51.15	.997**	52.94	.752***	46.34	.397**	56.17	0.099 (.073)
Level of Education	Primary	1.93	0.29	1.53	0.221	-	0.181	-	0.158	-	0.325
	Secondary	4.35	.000	5.73	.000*	4.41	.001**	2.44	.004*	-	.000*
	ND/NCE	21.74	*	27.48		20.59		30.89		25.93	
	HND/B.Sc.	51.21		46.56		61.76		44.72		51.23	
	M.Sc./Ph.D	20.77		18.70		13.24		21.95		22.84	
Length of Soc Media Usage	1-5years	41.55	0.14	38.93	0.325	30.88	0.270	44.72	0.006	39.51	0.161
	6-10years	54.11	.007	54.58	.000*	64.71	.000*	49.59	.916**	54.32	.003*
	11-15years	4.35	**	6.49		4.41		5.69		6.17	

* P < 0.001 ** P < 0.01 *** P > 0.05

Source: Field Work, 2017.

The cross-tabulation results presented on table 4.1 on age and the type of social media used shows that 26.09 % of customers who use Twitter account are within age-range 18 – 30 years, 40.10 % of them are within age-range 31 – 39 years, 28.02 % are within age-range 40 – 49 years, while only 5.80 % are 50 years old and above. This shows that majority of customers who use Twitter account (more than 66 %) are below 40 years (cumulative % of those within age-range 18-30 years and 31-39 years). Similar trend is seen with customers who use Facebook account where more than 75 % are below 40 years. 38.17 % of those who use Facebook account are within age-range 18 – 30 years, 37.40 % are within age-range 31 – 39 years and 19.85 % are within age-range 40 – 41 years, while only 4.58 % of them are 50 years old and above. Similarly, for those who have Google+ account, more than 64 % of them are below 40 years of age. The result shows that 38.24 % of those who use Google+ account are within age-range 18 – 30 years, 26.47 % are within age-range 31 – 39 years and 28.68 % are within age-range 40 – 49 years, while only 6.62 % are 50 years old and above. For customers who use Blogs account, majority of them (more than 65 %) are below 40 years of age. The result shows that 35.77 % of customers who use Blogs account are within age-range 18 – 30 years, 30.08 % are within age-range 31 – 39 years, 31.71 % of them are within age-range 40 – 49 years, while only 2.44 % are 50 years old and above. For customers who use YouTube account, the result shows that 37.65 % of them are within age-range 18 – 30 years, 28.40 % are within age-range 31 – 39 years, 26.54 % are within age-range 40 – 49 years, and only 7.41 % of them are 50 years old and above. The result shows that the majority (more than 65 %) of those who have YouTube account are below 40 years of

age. Spearman Rank correlation was conducted to determine if there is significant relation between age and using each of this social media accounts. For users of Twitter, the result shows a correlation coefficient value of 0.426 and p-value of 0.000 (which is less than the chosen 5% (0.05) significance level) indicating there is significant positive relationship between age and using Twitter account. This implies that using a Twitter account increases as age increases. The result of Facebook users shows a correlation coefficient value of 0.083 and p-value of 0.133 (which is greater than the chosen significance level) indicating there is no significant relationship between age and using Facebook account. The result of Google+ shows a correlation coefficient value of 0.147 and p-value of 0.007 (which is less than the chosen significance level) indicating there is significant positive relationship between age and using a Google+ account. This implies that using a Google+ account increases as age increases. For Blogs, the result shows a correlation coefficient of 0.187 and a p-value of 0.001 indicating there is significant positive relationship between age and using a Blogs account. This implies that using a Blogs account increases as age increases. For YouTube, the result shows a correlation coefficient of 0.220 and a p-value of 0.000 indicating there is significant positive relationship between age and using a YouTube account. This implies that using a YouTube account increases as age increases.

The cross-tabulation on gender and the type of social media used shows that 50.72 % of customers who use Twitter account are males while 49.28 % are females. For customers who use Facebook account, 48.85 % of them are males while 51.15 % of them are females. The result also shows that 47.06 of customers who use Google+ account are males while 52.94 % of them are females. For customers who use Blogs account, the result shows that 53.66 % of them are males while 46.34 % are females. For customers who use % account, result shows that 43.83 % are males while 56.17 % are females. Generally, males engage in Twitter and Blogs than females while females engage in Facebook, Google+ and YouTube than males. The spearman correlation coefficient conducted for gender and using a Twitter account shows a correlation coefficient value of 0.058 and p-value of 0.295 (which is greater than the chosen 5% (0.05) significance level) indicating there is no significant relationship between gender and using Twitter account. This implies that using a Twitter account has nothing to do with gender. The result of Facebook users shows a correlation coefficient value of 0.000 and p-value of 0.997 (which is greater than the chosen significance level) signifying there is no significant relationship between gender and using Facebook account. It also implies that using a Facebook account has nothing to do with gender. The result of Google+ shows a correlation coefficient value of 0.017 and p-value of 0.752 (which is greater than the chosen significance level) indicating there is no significant relationship between gender and using a Google+ account. This implies that using a Google+ account has no association with gender. For Blogs, the result shows a correlation coefficient of 0.047 and a p-value of 0.397 indicating there is no significant relationship between gender and using a Blogs account. This implies that using a Blogs account has nothing to do with gender. For YouTube, the result shows a correlation coefficient of -0.099 and a p-value of 0.073 signifying there is no significant relationship between gender and using a YouTube account. This implies using a YouTube account does not relate to gender.

The cross-tabulation results presented on table 4.1 on level of education and the type of social media used shows that 1.93 % of customers who use Twitter account have their highest qualification to be primary school leaving certificate, 4.35 % of them have secondary school certificate, 21.74 % have national diploma or NCE, 51.21 % have HND/B.Sc., while 20.77 % have postgraduate degrees. This shows that majority of customers who use Twitter account are

those who have attained HND/B.Sc. and postgraduate. Only a few of those who have secondary school and primary school certificates use Twitter. The result shows that the percentage of customers who uses Twitter increases with their level of education. Similar trend is seen with customers who use Facebook account, where more of them are of those who have higher educational qualifications. The result shows that 1.53 % of customers who use Facebook account have their highest qualification to be primary school leaving certificate, 4.35 % of them have secondary school certificate, 21.74 % have national diploma or NCE, 51.21 % have a HND/B.Sc., while 20.77 % have post graduate degrees. For those who use Google+ account, none of them are primary school certificate holder, 4.41 % of them are secondary school certificate holder, 20.59 % are ND/NCE holder, 61.76 % are HND/B.Sc. holder, while 13.24 % of them are M.Sc./Ph.D. holder. For those customers who use Blogs account, none of them are primary school certificate holder, 2.44 % are secondary school certificate holder, 30.89 % are ND/NCE holder, 44.72 % are HND/B.Sc. holder, while 21.95 % are M.Sc./Ph.D. holder. For customers who use YouTube account, none of them are primary and secondary school certificate holder, 25.93 % are ND/NCE holder, 51.23 % are HND/B.Sc. holder, while 22.84 % are M.Sc./Ph.D. holder. Spearman Rank correlation conducted for level of education and using Twitter account shows a correlation coefficient value of 0.295 and p-value of 0.000 (which is less than the chosen 5% (0.05) significance level) indicating there is significant positive relationship between level of education and using Twitter account. This implies that using a Twitter account increases as education increases. The result of Facebook users shows a correlation coefficient value of 0.221 and p-value of 0.000 (which is less than the chosen significance level) signifying there is significant positive relationship between level of education and using Facebook account. This implies that the tendency to use a Facebook account increases as education increases. The result of Google+ shows a correlation coefficient value of 0.181 and p-value of 0.001 (which is less than the chosen significance level) indicating there is significant positive relationship between level of education and using a Google+ account. This implies that using a Google+ account increases as education increases. For Blogs, the result shows a correlation coefficient of 0.158 and a p-value of 0.004 indicating there is significant positive relationship between level of education and using a Blogs account. This implies that using Blogs account increases as education increases. For YouTube, the result shows a correlation coefficient of 0.325 and a p-value of 0.000 indicating there is significant positive relationship between level of education and using a YouTube account. This implies that using a YouTube account increases as education increases. Education has a significant positive relationship with subscription to social media.

Table 4.1 also features a cross-tabulation of length of use of social media and the type of social media used. The result shows that 41.55 % of customers who use Twitter account have been using social media for 1 – 5 years, 54.11 % have been using social media for 6 – 10 years, while only 4.35 % have been using social media for 11 – 15 years. For those that use Facebook account, 38.93 % have been using social media for 1 – 5 years, 54.58 % have been using social media for 6 – 10 years, while only 5.49 % have been using social media for 11 -15 years. The result also shows that 30.88 % of those who use Google+ account have been using social media for 1 – 5 years, 64.71 % have been using it for 6 – 10 years, while only 4.41 % have been using it for 11 – 15 years. 44.72 % of customers who use Blogs account have been using social media for 1 – 5 years, 49.59 % have been using it for 6 – 10 years, while only 5.69 % have been using it for 11 – 15 years. For customers who use YouTube account, 39.51 % have been using social media for 1 – 5 years, 54.32 % have been using it for 6 – 10 years, while only 6.17 % have been using it for 11 – 15 years. This shows that majority of those customers who use these social media

accounts are those who have been using social media for 6 – 10 years. Spearman Rank correlation conducted for length of social media usage and having Twitter account shows a correlation coefficient value of 0.148 and p-value of 0.007 (which is less than the chosen 5% (0.05) significance level) indicating there is significant positive relationship between the number of years using social media and the use of Twitter account. This implies that using a Twitter account increases as more years is spent using social media. The result of Facebook users shows a correlation coefficient value of 0.325 and p-value of 0.000 (which is less than the chosen significance level) indicating there is significant positive relationship between length of social media usage and having Facebook account. This implies that using a Facebook account increases as more years are spent using social media. The result of Google+ shows a correlation coefficient value of 0.270 and p-value of 0.000 (which is less than the chosen significance level) indicating there is significant positive relationship between length of social media usage and the use of Google+ account. This implies that using a Google+ account increases as more years are spent using social media. For Blogs, the result shows a correlation coefficient of 0.006 and a p-value of 0.916 indicating there is no significant relationship between length of social media usage and using Blogs account. This implies that having a Blogs account has no relation with the number of years spent using social media. For YouTube, the result shows a correlation coefficient of 0.161 and a p-value of 0.003 indicating there is significant positive relationship between length of social media usage and using a YouTube account. This implies that using a YouTube account increases as more years are spent using social media. The more internet savvy you become, the higher your curiosity to explore the various social media applications

Conclusions and Recommendations

The focus of this study was to determine the relationship between social media platforms and demographic profile of customers in Shoprite Nigeria Limited. The study revealed that there is a positive relationship between age and level of education with the use of Twitter, Facebook, Google+, Blogs and YouTube in Shoprite Nigeria Limited. It also revealed that gender has nothing to do with the use of social media platforms. Therefore, it is important for businesses to examine the demographic profile of customers to determine the social media platform that best suit their targeted audience. The following recommendations are made based on the findings of this study:

- i. Majority of customers of Shoprite Nigeria Limited that make use of Twitter, Facebook, Google+, Blogs and YouTube falls within the age group of 31 – 39 indicating 40.1 % of the total customers. Therefore, the management of Shoprite Nigeria Limited should advertise mostly products that are appealing to this age group using the social media platforms.
- ii. Shoprite Nigeria Limited Should make use of demographic profiles of customers in picking the appropriate social media platform to use.

Reference

- Alboher, M. (2007). Blogging's a low-cost, high return marketing tool. Retrieved from <http://www.nytimes.com/2007/12/27/business/smallbusiness/27biz.html> r=1&pagewanted=att on the 10/4/2015
- Alfred, L. (2019). 21 top social media sites to consider for your brand. Retrieved from [buffer.com/library/social media sites](https://buffer.com/library/social-media-sites) on 11/01/2019
- Alexander, T. & Kwame, A. (2013). The Impact of social networking sites on the purchasing behaviours of online travel community members, 3, 11

- Clapperton, P. (2009). Youtube. Retrieved from <https://www.youtube.com> on 5/8/2015
- Friedman, T. L. (2007). *The world is flat: A brief history of the twenty-first century*. picador, New York
- Godden, B. (2004). Sample size formula. Retrieved from williamgodden.com on 5/4/2015
- Ivy, W. (2015). What is social media. Retrieved from [tech target.com/do function/ social media](http://tech.target.com/do_function/social_media) on 27/5/2015
- Joyson, D. (2013). The 5-best tool for measuring performance. Retrieved from www.audienceblom.com on 13/2/2014
- Kietzman, J. H. Kris, H., Lan, P., Mccarthy, S. & Bruno, S. (2011). Social media? Get serious, understanding the functional building blocks of social media: Get serious, understanding the functional building block of social media, Business Horizons
- Mallin, F. & Alem A. (2011). Social media marketing (Master's Thesis) in international business 15ECTs department of economic and informatics, University West Spring term.
- Manish, P (2012). Social media – the final frontier in customer experience management. 15th Nirma international conference on management, Shanti, Business School, hmed abad
- Mick, T. (2015). Social media is very helpful. Retrieved from www.linkadln.com on 01/06/2016
- Needel, S. (2013). Why big data is a small idea, and why you should not worry so much. ESOMAR: Congress, Istanbul. Retrieved <http://www.warc.com/Content/ContentViewer.aspx>
- Neil, K. (2017). What are the demographic characteristics in a customer profile? Retrieved from [small.business.chron.com/demographic-characteristics-customer's profile-76467-html](http://small.business.chron.com/demographic-characteristics-customer's_profile-76467-html) on 16/12/2018
- Parr, B. (2009). 10 Most extraordinary twitter update. Retrieved from <http://mashable.com> on 8/11/2014
- Poque, D. (2009). Twitter? Is what you make it. Retrieved from <http://mytimes.com/2009/02/12/technology/persontech/12poque.html> on 4/16/2015
- Qihao, J., Louisa, H. and Ulla S. (2014). The role of news media use and demographic characteristics in the prediction of information overload. *International journal of communication* 8 (2014), 699-714
- Mcluhan, M. (1995). *Understanding media: The extension of man*. Cambridge: The MIT Press
- Susan, W. (2014). Social media marketing. Retrieved from www.about.com small business on Canada on 13/2/2014.
- Trishal, D.B. (2012). Effectiveness of social media as a tool of communication. Retrieved from www.ijsrp.org / research paper, paper *Journal of Scientific and Research Publications* 2, 5.