

Management of Social Media; A Performance Appraisal of Small Businesses

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ABSTRACT

Social media activities has continually expanded to include all sort of business interaction which had overtime given people the opportunity to transact business from the comfort of their homes, offices and relaxation point. it's very worrisome that crime activities in different social media platforms have continue to pose threats and opening for lack of trust for online customers. The urgent need to checkmate these fraudulent activities of Tech criminals necessitated the urge for this research investigation. The purpose of this study was to examine the impact of social media on the performance of selected small businesses, with specific focus on dealers of perishable food items in Awka Metropolis, Anambra, Nigeria. The study adopted the cross-sectional survey method, and data was generated from the field through the use of a likert questionnaire designed on a five (5) point scale. To analyse data, the descriptive statistic was utilised, while the linear regression model was used to test formulated hypotheses. The finding from our study revealed a positive impact of glitch management on sales at a value of 0.023, and also a positive impact of internet crime management on customer retention at a p-value of 0.033 at a 5% level of significance respectively for the two hypotheses. Based on the findings, the study recommended that small business owners should as a matter of necessity have a backup gadget to resolve the issues of phone breakdown, and further recommended that social media profile of business owners should be authenticated via secured link to address the issues of internet fraud.

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1. INTRODUCTION

Considering the very busy schedules of people in both the corporate and business world, the idea of waiting until weekend to visit the local markets, malls and street vendors to purchase edible items and groceries had become very worrisome. Most people in Nigeria today and other part of the world, mostly the women had overtime complained of balancing work and family needs. Evidence from some scholars had shown that several women would have preferred to buy from a very flexible shop that can even bring purchased items to their homes, to avert the stress of going to designated markets in their communities (Ahmad, Abu Bakar, & Ahmad, 2019; Udodiugwu, Eneremadu, Njoku, Anyaegbunam, & Obiakor, 2024). To address these challenges faced by man, the invention of social media had ameliorated this huge burden. More so, small business owners are at the forefront of the social media campaign, identifying the basic needs of various target audiences and bridging the gap with satisfactory supplies to quench the taste and aspiration of busy people (Emmanuel et al., 2022; Afful-Dadzie, Afful-Dadzie & Egala, 2021). Small businesses had helped to revive the economy of Nigeria, by taking so many jobless graduates out of the streets full of crimes, create jobs, reduce the poverty level of the country and also contribute greatly to the countries National income and gross national products (Emmanuel et al). Evidence from scholarly studies has proved that many individuals who had ventured into small businesses did so due to lack of white-collar jobs, instability in remunerations and the fact that many available jobs lacks securities which defeats the purpose of career development. We are of the view that small business owners who are not able to pay and acquire shop space due to lack of fund settle for social media platforms such as WhatsApp/WhatsApp Business, twitter, Facebook, Instagram, YouTube, LinkedIn, Snapchat, TikTok, WeChat and sometimes they also advance in creating their own websites to advertise and promote their products and services. We have observed that many businesses are beginning to go green in their activities, and by so doing the social media platform have been very helpful. Some scholars have expressed worries about the sick patterns and processes adopted by entrepreneurs in transacting their businesses online.(Annisa & ER, 2019; Algharabat, Rana, Alalwan, Baabdullah & Gupta, 2020). In a recent study by Udodiugwu et al, 2024, it was observed that social media platforms have been exposed to numerous online thefts by internet fraudsters and their likes. Another study by Freeman

and Nakimbugwe (2024) had found that social media businesses can make huge sales, only when it is devoid of distractions, most specifically distraction from online criminals that creates fear and panic in the customers. One very important question we need to address in our study is, how do we suggest a more aggressive and sustainable strategy for online business owners to forestall criminals from causing panic in the social media platforms.

In our study, we had the desire to examine the impact of social media on the performance of small businesses, but our focus was primarily on small businesses that deal on perishable food items. Our team of researchers who belong to different social media platforms where perishable food items are advertised for sales informed us that there is wide range of items displaced on the social media platforms every weekend. We also observed that many of these small business owners engage the services of dispatch riders, which have helped to distribute purchased items to various customers in their various locations in Awka, Anambra State (Udodiugwu, 2024). We argued that the challenges associated with the delivery of perishable food items ordered and paid for by the customers are numerous; one of which are the delay in receiving proof of payment (credit alert) by the small business owners, even when the customers may have sent in their proof of payment (debit alert receipt) to the social media platform, secondly, the delay in supplying the food items through bike riders, which can result into delivering them in their stale or rotten state. We propose that small business owners should identify the real causes of delay in delivering food items to their customers so as to avert future occurrences. We are of the view that with the influx of many small and medium scale businesses on the social media platforms, several untapped opportunities can be explored; advertising of products and services, informing the media audience on the availability of their brands, and also creating strong pool of market base, it can be challenging to control the high rate of cybercrime, theft and juvenile mindset (Bruce, Shurong, Akakpo & Oppong, 2022). Small business owners lament bitterly on the criminal activities of fraudsters and hackers on their social media profiles from time to time, many cry out every passing day of how hackers has captured their social media account and defrauding their customer of their hard earned money. Accompanied by the issue of internet crime is another basic social media issue known as internet glitch (Alarcón, Urrutia Sepúlveda, Valenzuela-Fernández & Gil-Lafuente, 2018). We have observed that the internet glitch occurs from time to time on the social media

platforms, as a result of errors from the service providers (Network providers- MTN, GLO, AIRTEL, 9MOBILE and others), sometimes the glitch may result from device error or maintenance from network providers at a particular point in time (Ahmad, Abu Bakar & Ahmad, 2019). Which way forward? We proposed that entrepreneurs and other small business owners that benefits from advertising and selling their products and services on social media platforms should as a matter of necessity, study their online platforms, identify loopholes and strategies better innovative measures of controlling intended theft activities. It is against this backdrop that this study was undertaken to examine the impact of social media management and the performance of Small and Businesses in Awka, Anambra State, Nigeria, with specific focus on small businesses that deals on perishable food items.

Furthermore, we aimed to expand the front tiers of literature on social media engagement theory, to explain the impact of social media management on the performance of small business. We also intend to conceptualise the metrics of social media management such as glitch management and internet crime management. In the course of this research investigation, we addressed two research questions:

- What is the impact of Technology Glitch Management on Sales of Small Businesses?
- What is the impact of Internet Crime Management on Customer Retention of Small Businesses?

2. THEORY AND HYPOTHESES DEVELOPMENT

2.1 Social Media Engagement Theory

We stated earlier that this study was anchored on the social engagement theory from which we derived our metrics, which we will further expand and conceptualised as we continue our investigation on the impact of managing social media for sustainable performance of small businesses. This theory was deemed relevant because it seeks to connect the activities of users of social media platforms to content, products, brands, services and decision whether to purchase a particular products and services or not. The social media engagement theory stipulates that users of the social media platforms engage in the sharing of content creativeness through an active participation and interaction that includes likes, comments, shares, pokes. Attach stickers on post and many other forms of engagement that is evidently permissible for users to express their feelings, views and reactions about the content they come across on the social media platform. One very focus of the engagement theory of social media is that it creates a sense of social presence and belongingness amongst other users, and the content itself on the platform, and this can as well lead to a communal way of living or bring about togetherness and foster a sense of trust and credibility on the information being shared. We propose that another important aspect of social media engagement theory is the role of social influence. Evidence from scholarly research has revealed that individuals are more likely to engage with content that is popular or has been shared by others they trust. More so, this can lead to the spread of information and ideas through networks of connected users and can also contribute to the formation of "echo chambers" where users are exposed to information that confirms their existing beliefs and perspectives.

We also explained using the social engagement theory, several factors that can influence an individual's level of engagement on social media. We added that one of the factors can include the platform itself (e.g. Facebook vs. Twitter), the type of content being shared (e.g. text, images, video), and the user's personal characteristics and motivations (e.g. age, gender, interests). We proposed that one of the most popular ways to foster engagement on social media platforms is through the use of "gamification." This involves using game-like mechanics, such as points, badges, and leader boards, to motivate users to engage with content and take certain actions, such as sharing or commenting on posts. We argued that social media management can impact on small business performance and can be a powerful way to build engagement and drive user behavior and is often used by brands and businesses to promote products and services. Overall, social media engagement theory is a rich and complex field that continues to evolve as social media platforms and the way we use them change. Studies have shown the positive and negative aspects of social media engagement (Udodiugwu, Eneremadu, Obiakor, Okeke & Njoku, 2023), it's important to understand how social media engagement works to optimize the use of social media platforms and enhance the positive aspects while minimizing the negative effects.

2.2 Technology Glitch Management and Sales

2.2.1 Technology Glitch Management

In order to discuss the concept of technology, glitch it is very pertinent to understand the real meaning of glitch in the real sense of information and communication technicality (ICT). According to the Online Oxford

Dictionary, a glitch can be described as a sudden, unusual, or a temporary malfunction or a fault of equipment (Shriwastav & Gupta, 2024). However, Mishra and Sinha (2016) stated that glitch may affect the hardware and/or software of equipment, when we experience and issue on a part or component of a device or drive of a computer system, we would say that our hardware have been interrupted by a glitch, and when our computer system or electronic device is experiencing a network issue, we say that our software have been interrupted by a glitch (Crawford, 2021; Öhman & Watson, 2019). There is always a way out to tackle issues of glitches on an electronic device either when it presents itself in a hardware or software form (Iyer, Lee & Roth, 2013; Ugo, Odeh, Odeh, & Abu, 2023). Anderson and Parker (2013) emphasized that in electronics design, glitch can be referred to as a preposterous signal transmission in a combinational circuit, while Mishra and Sinha (2016) added that glitch power refers to the power consumed by glitches. For an effective management of glitch in order to salvage the challenges that can affect or interrupt business transaction on the social media platforms Bardhan, Krishnan and Lin (2013) advised management to carry out the following task regularly; always check and monitor the internet connection, check for regular software updates on the Google play store or apple store, check the settings of the phone browser, check for firewalls, check to ensure that the antivirus in your device is effective and updated, having done all these and the glitch still persist, switch to your backup device or network if possible.

2.2.2 Sales

A sale is the practice of human-driven effort between persons, or persons and organizations, or between organizations for the purpose of creating an economic exchange within a value creation context (Swaminathan & Venkitasubramony, 2024; Kotler, 2005). However, a business transaction between a customer and the supplier or a buyer and a seller, in that the seller sells intangible or tangible commodities, assets, or services with the exchange of money is referred to as sales. Sa'diah, and Suparman (2024) assert that Sales are carried out between two or more persons. In a broader perspective, a sale can be described as a contract between two or more individuals i.e. the buyer and the seller. Similarly, a sale can also be defined as an agreement between two or more parties in the financial market, where the buyer and seller agree upon a definite price for the exchange of a good or service (Nurfadillah & Pitri, 2024; Pujihati, Sihabudin & Fauji, 2024). Purwanto, (2021) pointed out that a transaction that includes an exchange of services or goods for a certain amount of money is known as a sale. In other words, Susetyo and Abdurrohman, (2024) argued that any activity that involves transferring the ownership of a good or commodity to the buyer in exchange for a monetary price is known as a sale. When the needs of a buyer are met by the goods and services produced or offered by a seller, a sale takes place. In simple words when a good or service is exchanged for a certain price agreed upon by the buyer is known as a sale (Susetyo & Suryana, 2023; Abdurrohman, & Susetyo, 2024). Here, both buyer and seller should agree to the conditions of the transaction like the quantity of the good the purchased or swelling price, and delivery logistics.

2.3 Internet Crime Management and Customer Retention

2.3.1 Internet Crime Management

Internet crime or Cybercrime is a criminal activity engaged by internet fraudsters that either targets or uses any electronic gadgets like computer or mobile phones through on network or a networked device to defraud people of their fortune (Razavi, 2024; Tade & Aliyu, 2011). The web management practices of controlling, reducing and checkmating fraudulent activities on the internet or on social media platforms is called internet crime management (Abdulhamid, Haruna & Abubakar, 2011) This practice is carried out by authenticating the social media platform vis-à-vis two step verification codes, email coding, voice recognition, number linking, retina scan, biometric etc. Ehimen and Bola (2010) expressed concerns that most internet or cybercrime is committed by cybercriminals or hackers who have chosen to follow short cut, narrow, quick, immoral and illegal means of making their own wealth. Most times, these sets of criminals forms the youth population of every developing nations, and they can go as far as including black magic, rituals and other spiritual and diabolic means to protect themselves from the security personnel's of their countries (Longe and Chiemke, 2008). Back home in Nigeria, these sets of criminal gangs are referred to as "Yahoo Boy" and they have transcended into involving rituals into their businesses which is what people now referred to them as "Yahoo plus" or "G-plus boys" (Udodiugwu, Okafor, Obiakor & Onyia, 2022). It is very sad and painful that they even target the fortune of pensioners', Religious leaders and hardworking citizens who spends few hours in bed sleeping, but working tirelessly to make a honest living.

2.3.2 Customer Retention

According to Bhattacharjee (2001) and Daneji, Ayub and Khambari (2019), a user feels content and wants to keep using a system if he thinks it will be valuable. Users' future intentions appear to be positively influenced by extensive internet and website experience, which mitigates the impact of perceived usefulness (Udodiugwu, Eneremadu, Njoku, Anyaegbunam & Obiakor, 2024; Castañeda, Montoso & Luque, 2007). Consumers are attracted, kept, and their worth might increase over time (Chang, Zhang, Wang & Dong, 2020; De Keyser, Verleye, Lemon, Keiningham & Klaus, 2020). Retained customers are less likely to obtain the discounts frequently provided to attract new customers, and they may pay higher prices than newly acquired consumers (Almohaimmeed, 2019; Yang, Diao & Kang, 2020). Similarly, Sohail, Tariq and Tariq (2023) assert that customer retention is cultivating consumer loyalty towards a specific brand so that the consumers can repurchase its goods or services for a long time. Customer retention, in further detail, is a customer's sustained loyalty to a brand, and their choice to continue this relationship is the outcome of favourable perceptions and prior experience (Tripathy & Jain, 2020; Boohene, 2009). Several studies have been conducted to determine the causes of customer retention because it is crucial for a business's competitive advantage (Mostafa & Ibrahim, 2020).

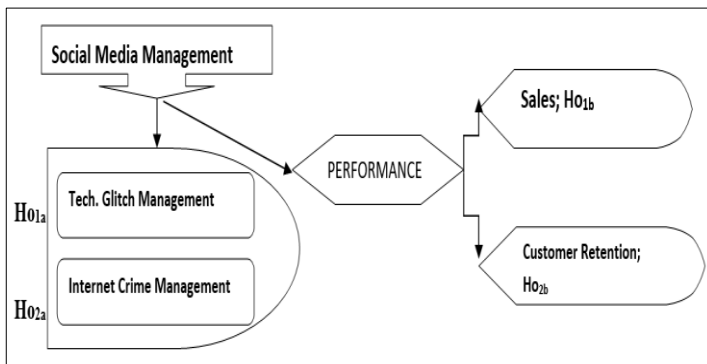


Fig 1: Hypothesized Model.

Where:

Ho_{1a}; Ho_{1b} is subject to Technology Glitch Mismanagement & Sales

Ho_{2a}; Ho_{2b} is subject to Internet Crime Management & Customer Retention

2.4 Other Concept under Review

2.4.1 Social Media Management

Social media can be generally defined as the set of interactive Internet applications that allows for collective or personal creation, administration, and sharing of user-initiated content (Dubbelink, Herrando & Constantinides, 2021; Agnihotri, Bakeshloo & Mani, 2023). Some examples of social media platforms include Facebook, Friendster, Wikipedia, dating sites, Craigslist, recipe sharing sites (e.g. allrecipes.com), YouTube, and Instagram, LinkedIn, Whatsapp, Instagram, Telegram and more (Anaya, Wang & Lehto, 2022; Davis, 2016). Davis added that social media platforms can share similar characteristics, but they are unique from one person to another in many respects. In particular, platforms often vary in their architectures, structures, processes, usage, norms, and user bases (Chawla, & Chodak, 2021). Social media management is defined as the process of designing a programme of creation, timings, analysis, and engagement with content posted on social media platforms to meet business objectives of a corporation by informing the media audience about the availability of an existing or new product and/or services, the use of a product and gaining more customers to themselves (Medjani, Rutter & Nadeau, 2019; Cheung, Pires, Rosenberger III & De Oliveira, 2021). The essence of managing the social media is more important as to advertising products and services on the platform, this is because it helps suppliers and business owners to monitor and control activities on the platform (Dwivedi, Ismagilova, Rana & Raman, 2021). The management process of evaluating customers' perception and loyalty on products and services will enable them take measures on pricing, rebranding and innovations as a matter of concerns (Bartoloni & Ancillai, 2023). Recognizing the benefits of social media, the argument surrounding investment and management have become increasingly significant (Fisher, 2009; Ashley & Tuten, 2015) and it is necessary to design objectives and specific metrics for tracking the outcome on social media.

2.4.2 Small Business

Small businesses are types of corporations, partnerships, or sole proprietorships which have a small number of employees and/or less annual revenue than a regular-sized business or corporation (Ibitomi, Eke, Hammed

& Isiaka, 2022). Hillstrom & Hillstrom, 2002). Businesses are defined as "small" in terms of being able to apply for government support and qualify for preferential tax policy (Ibitomi, Dada, Aderotimi & Gaude-Jiwul, 2024; Udodiugwu, 2022). The qualifications vary depending on the country and industry. Small businesses range from fifteen employees under the Australian Fair Work Act 2009, fifty employees according to the definition used by the European Union, and fewer than five hundred employees to qualify for many U.S. Small Business Administration programs. While small businesses can also be classified according to other methods, such as annual revenues, shipments, sales, assets, annual gross, net revenue, net profits, the number of employees is one of the most widely used measures.

2.4.3 Perishable Foods

These foods can take different forms; they can take the form of root crop, cash crop, vegetables, fruits, sea foods, nuts, grains and many more (Abbas, Zhao, Gong, Jiang & Faiz, 2022; Akram, W., Akhtar, Ahmad, Anwar & Sulaiman, 2023). Andespa, Yeni, Fernando and Sari (2024) stated that they are called perishable foods because they have a short term and medium-term life span. According to Bottani, Casella, Nobili and Tebaldi (2022) perishable foods with short term span are consumable foods that can be stored between 1-3 days in a cold or room temperature after which they can lose their healthy state and begin to rot. An example of these perishable foods in the opinion of Chaabane, As'ad., Geramianfar and Bahroun (2022) are fruits and vegetables; banana, orange, apple, watermelon, pineapple, strawberry, guava, pawpaw, pumpkin (ugwu leave), cabbage, tomatoes, pepper, lettuce and many more. Other categories of perishable foods which are group under the medium term are the cash crops or grains (cassava flour (gari), rice, beans, wheat, corn, legume, groundnut, coconut, soybeans and more); root crops (carrot, garlic, ginger, onion, Irish potatoes, yam, sweet potatoes, beets and many more). However, sea foods can fall under the medium-term categories when they are properly grilled, dried and smoked to remove water and oil from them completely before storage (Chen, Qian, Yang & Wu, 2022; Udodiugwu, 2024).

2.5 Empirical Evidence

Vij and Sharma (2013) empirically studied Social Media Behaviour of Consumers and Social Media Marketing Practices of Marketers. Their study was based upon two parallel surveys - one for marketers (N=101) and another for consumers (N=211), conducted during the first quarter of 2012. Self-developed questionnaire was designed to elicit the perception about motives, beliefs, policies, specific actions, and experiences of marketers about Social Media Marketing (SMM). Another self-developed on-line questionnaire containing indicators about consumer's motives, beliefs, and experiences has been used to capture their perception about reasons for their presence on social media and factors (using Exploratory Factor Analysis) determining their social media behaviour. Their study revealed a significant effect of social media behaviour on consumers and social media marketing practices of marketers. Kunz and Hackworth (2011) studied the use of social media marketing (SMM) by top retailers (top 18 retailers using five of the social media sites were taken). The number of subscribers to each retailer's social media platforms was tracked for some weeks; and a significant change was found in sales during that period. The study also found that customers respond more favourably to marketing when they have control and consumers are happier being a part of community, rather than the target of a marketing campaign. The usage of social media has increased significantly and a large percentage of social media networking users want companies to interact with them using social media applications. Based upon the usage rate and statistics, retailers are quickly incorporating the use of social networking sites into their marketing communication strategy. Retailers created events to encourage customers to visit their online sites in order to take advantage of special promotions and sales during a festive season and for some retailers this appears to have helped boost their seasonal sales. Spiller (2011) has examined the social media and its role in direct and interactive integrated marketing communication. The study briefly explores the evolution of direct and interactive IMC's and its more recent advances in digital and interactive channels. The most recent development is of social direct IMC, the direct and interactive marketing communication applications made possible through social CRM. The study explores how the marketers approach the social media as awareness and branding tool, rather than direct response channel; and also identifies the opportunities to use social media as relationship and sales channel. Markus and Markus (2010) conducted a study to observe the business impact of various communication channels and the role of other external factors that influence usage of the website. They have used research model such as SEO (search engine optimization) which ensures a top position in search results and show how the Internet has opened up new opportunities for companies to raise awareness and relevance with target groups of similar needs. It has also been observed that SEM shows approximately three times the conversion success from a registration to a paying membership than TV

leads do. However, they suggest that the brand alone cannot be build online you have to go offline as well. Chung and Austria (2010) have conducted a study to determine the factors related with social media gratification and attitude toward social media marketing messages. The results of the study show that attitude toward social media marketing messages are strongly related to social media usage gratifications such as interaction and information, but not entertainment gratification.

2.6 Gap in Knowledge

The incongruity in the findings of scholars who have researched on this theme have created a lacuna in the evident gap of the literature, some scholars were of the opinion that social media has a significant positive impact on the performance of firms, while others had a different opinion of a negative impact. Similarly, prior studies on social media focused on the marketing area of social media like the studies of (Vij & Sharma, 2013; Kunz & Hackworth, 2011; Spiller, 2011), while little effort has been made to consider the management of social media. Again, some authors have studied the social media in the context of promotional mix (Mangold & Faulds, 2009; Markus & Markus, 2010; Spiller, 2011 and Vij, 2012).Others have focused on issues like measurement of return on investment on social media investment (Hoffman & Fodor, 2010; Weinberg & Pehlivan, 2011), predicting the product performance with social media (Lica & Tuta, 2011), effectiveness of Blogs (Singh, Jackson & Cullinane 2008; Colliander & Dahlen, 2011).

3. METHOD AND DATA

3.1 Procedure

In the course of this research investigation, we adopted the descriptive survey research design method that gave us a firsthand survey, and also an insight on the element of the population we were to study and their nature as well. The population of our study comprised of five hundred (500) people which were drawn from small businesses within Awka metropolis, in Anambra state. The nature of our participants consisted of dealers of perishable items specifically, those who trade on the street and those who trade in the Eke Awka market in Awka metropolis, and the respondents were drawn using the simple random sampling techniques method. We generated the data for this research through the use of a likert questionnaire designed on a five (5) point scale, the scaling as represented on the instrument were as thus; Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree. However, our instrument was designed in two major parts; section A and section B. Section A contained the personal information of the respondents, while section B contained an extension of our research questions. The section B was constructed with the independent variable social media management, and the dependent variable performance. The independent variable social media management was measured with metrics such as technology glitch management and internet crime management (Shriwastav & Gupta, 2024; Crawford, Kate 2021; Öhman & Watson, 2019; Ugo, *et al.* 2023, while the dependent variable performance was measured with metrics such as sales and customer retention (Udodiugwu, *et al* 2024; Mostafa *et al.* 2020; Chang, Zhang, Wang & Dong, 2020). The instrument for data collection was validated by two experts, one in the field of measurement & evaluation, and another from the field of information technology and management. The content validation of the instrument covered areas such as social media participation, ideas of technology, use and ideas of social media, technology glitch management, internet crime management, sales growth and customer loyalty and retention. Having validated the research instrument the Cronbach Alpha test was carried out to test the reliability of the instrument, each research questions was expanded into nine items on the cronbach alpha, and the two research questions totally eighteen (18) items yield a result of 0.771 alternatively 77.1% which proved that our instrument was strong and reliable enough to give us an expected positive and significant result values (see table 2&3). Consequently, the linear regression contained in the statistical package for social sciences version 23 was used to test the formulated hypotheses.

4. RESULTS AND DISCUSSION

We administered five hundred (500) questionnaires to our respondents during the field survey. However, four hundred and ninety-five (495) representing (99%) was retrieved and five (5) representing only 1% was not retrieved.

Table 1. Analysis of Questionnaire

Description	Numbers	Percentage (%)
No. of online questionnaire administered	350	70%
No. of manual questionnaire administered	150	30%
Total	500	100%
No. of online questionnaire retrieved	348	69.6%
No. of manual questionnaire retrieved	147	29.4%
Total	495	99%

Source : Field Survey, 2024

$$\text{Response Rate} = \frac{\text{Number of instrument retrieved}}{\text{Number of instruments distributed}} \times 100$$

$$= \frac{495}{500} \times 100 = 99\%$$

Table 1 above showed the percentage of online and manual questionnaires which was distributed to the respondents to elicit vital information which were needed for this research. 350 online questionnaires were distributed online, and 348 questionnaires which represented 69.6% were retrieved and utilised. While 150 questionnaires were distributed manually of which 147 questionnaires which represented 29.9% were also retrieved. By implications, we observed that a total of 99% of the total questionnaires which was issued was also retrieved and this formed the base for our analysis and argument in subsequent statistical expression.

4.1 Reliability Test

Table 2. Scale Statistics

Mean	Variance	Std. Deviation	N of Items
64.438	54.441	6.66641	18

Source: Researchers Computation SPSS version 23

The result on table 2 indicates the scale statistical table which comprised of the mean, variance, standard deviation values and the number of items inputted from the data generated from the field to the computerized software (SPSS). The mean value of 64.4384 which is 64% give an accuracy of the instrument, with a variance of 54.441 which proves that the content of the instrument was consistent at the time of the survey.

Table 3. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.771	0.756	18

Source: Researchers Computation on SPSS version 23

Table 3 also shows the reliability of the instrument. Basically, a valuable Cronbach value rate between 0 to 1.00. However, when the result indicates a value of r=0 means that there is no reliability, when the result reads 1.00 it indicates a perfect correlation, yet any obtained value from the reliability test which gives between 0.70 or 0.90 is said to still be within the acceptable region. Thus, the reliability test value for this study was 0.771 which indicates an acceptable internal consistency.

4.2 Respondents Basic Knowledge of Social Media

Table 4. Do you have an idea of social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	380	70.4	76.8	76.8
	No	115	21.3	23.2	100.0
	Total	495	91.7	100.0	
Missing	System	45	8.3		
	Total	540	100.0		

Table 4 indicates that 76.8% had an idea of social media, while 23.2% does not.

Table 5. How long have you been into business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5years	327	60.6	66.1	66.1
	6-10years	112	20.7	22.6	88.7
	10 years above	56	10.4	11.3	100.0
	Total	495	91.7	100.0	
Missing	System	45	8.3		
	Total	540	100.0		

Table 5 indicates that 66.1% have been into business between 1-5years, 22.6% have been into business between 6-10years and 11.3% have also been into business 10years and above.

Table 6. Have you ever advertised your product on social media platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	226	41.9	45.7	45.7
	No	269	49.8	54.3	100.0
	Total	495	91.7	100.0	
Missing	System	45	8.3		
	Total	540	100.0		

Table 6 indicates that 45.7% have advertised their product on social media platforms, while 54.3% have not done so.

Table 7. Are you aware that you can promote your business through the use of social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	435	80.6	87.9	87.9
	No	60	11.1	12.1	100.0
	Total	495	91.7	100.0	
Missing	System	45	8.3		
	Total	540	100.0		

Table 7 indicates that 87.9% were aware that they can promote their business through the use of social media, while 12.1% were not aware.

Table 8. Which of the social media platform have you advertised your product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Whatsapp	218	40.4	44.0	44.0
	Facebook	125	23.1	25.3	69.3
	Twitter	42	7.8	8.5	77.8
	Youtube	40	7.4	8.1	85.9
	Instagram	40	7.4	8.1	93.9
	Telegram	30	5.6	6.1	100.0
	Total	495	91.7	100.0	
Missing	System	45	8.3		
	Total	540	100.0		

Table 8 shows that 44% advertised their product on Whatsapp, 25.3% advertised their product on Facebook, 8.5% have advertised their product on Twitter, 8.1% have advertised their product on Youtube, 8.1% have advertised their product on Instagram, while 6.1% have advertised their product on Telegram.

4.3 Test of Hypotheses using the Linear Regression Model

HO₁: There is no significant impact of Technology Glitch Management on Sales of Small Businesses in Awka, Anambra State, Nigeria.

Table 9. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 ^a	.010	.008	.82527

a. Predictors: (Constant), Technology Glitch Management
 b. Dependent Variable: Sales

The R value on Table 9 show a variation of the dependent variable (sales) that was explored by the independent variable (technology glitch management). The value of R gave 0.702 which is invariably 70.2% which shows that the model is effective enough to determine the impact of technology glitch management on the sales of small business.

Table 10. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	3.529	1	3.529	5.182	.023 ^b
	Residual	335.772	493	.681		
	Total	339.301	494			

a. Dependent Variable: Sales
 b. Predictors: (Constant), Technology Glitch Management

The Anova table also indicated that regression result of 0.023 had an effective significant value of the independent variable (technology glitch management) on the dependent variable (sales). Table 11 which was the coefficient of the unstandardized and the standardized results was obtained at a value of 0.109 and 0.102 which were both positive values.

Table 11. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.123	.219		18.820	.000
	Technology Glitch Management	.109	.048	.102	2.276	.023

a. Dependent Variable: Sales

The t-value of 2.276 and p-value of 0.023 indicated a positive impact of technology glitch management on sales. Since the p-value of 0.023 is less than 0.05, the study rejects the null hypothesis and concludes that there is a positive significant impact of technology glitch management on sales of Small Businesses in Awka, Anambra State, Nigeria.

HO₂: There is no significant impact of Internet Crime Management on Customer Retention of Small Businesses in Awka, Anambra State, Nigeria.

Table 12 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	0.043	0.041	0.84832

a. Predictors: (Constant), Internet Crime Management
 b. Dependent Variable: Customer Retention

The R value on Table 12 shows a variation of the dependent variable (customer retention) that was explored by the independent variable (internet crime management). The value of R gave 0.807 which is invariably 80.7% which shows that the model is effective enough to determine the impact of internet crime management on the customer retention of small business.

Table 13. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	15.809	1	15.809	22	.020 ^b
	Residual	354.789	493	0.72		
	Total	370.598	494			

a. Dependent Variable: Customer Retention

b. Predictors: (Constant), Internet Crime Management

The Anova table also indicated that regression result of 0.020 shows an effective value of the independent variable (internet crime management) on the dependent variable (customer retention). Table 14 which was the coefficient of the unstandardized and the standardized results was obtained at a value of 0.207 and 0.207 equally were both positive values.

Table 14. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.647	.207		17.585	.013
	Internet Crime Management	.207	.044	.207	4.687	.033

a. Dependent Variable: Customer Retention

The t-value of 4.687 and p-value of 0.033 indicated a positive impact of internet crime management on customer retention. Since the p-value of 0.033 is less than 0.05, the study rejects the null hypothesis and concludes that there is a positive significant impact of internet crime management on customer retention of Small Businesses in Awka, Anambra State, Nigeria.

4.4 Graphical Representations of Findings

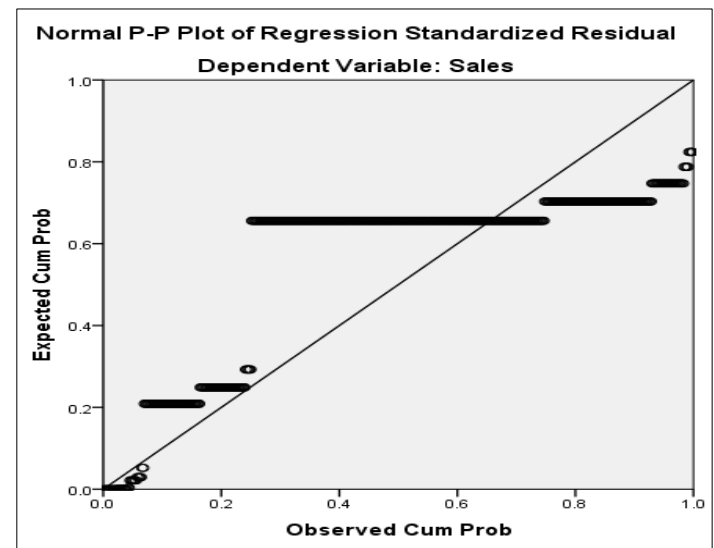


Figure 2. Hypothesis One

The finding on hypothesis one revealed a positive significant impact of technology glitch management on sales of Small Businesses in Awka, Anambra State, Nigeria. To further confirm this assertion, figure 2 above shows a presentation of the valuation and effectiveness of the independent variable (technology glitch management) on the dependent variable (sales). The larger dark line in between 0.6 and 0.8 at exactly 0.65 on the y axis which is the vertical angle of the curve, intercepting the x axis on the horizontal of the curve at exactly 0.6 west. This result indicates a strong impact of both explored variables and this was also supported by Dwivedi, Ismagilova, Rana and Raman, (2021) that affirmed a positive impact of social media on the performance of Business to Business (B2B).

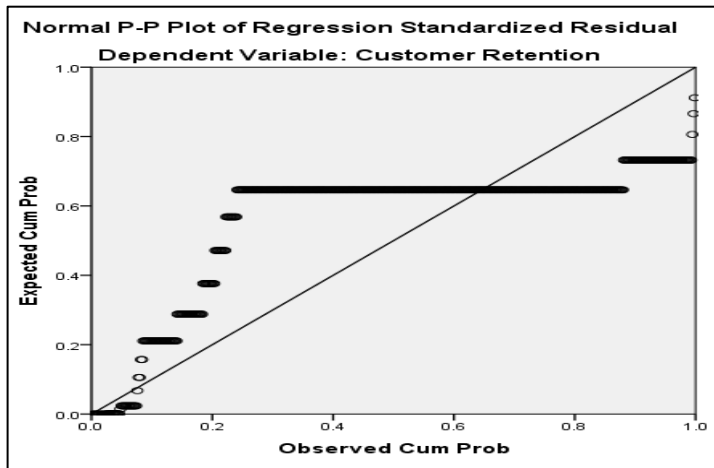


Figure 3. Hypothesis Two

The finding on hypothesis two revealed a positive significant impact of internet crime management on customer retention of Small Businesses in Awka, Anambra State, Nigeria. To further confirm this assertion, figure 3 above shows a presentation of the valuation and effectiveness of the independent variable (internet crime management) on the dependent variable (customer retention). However, the larger dark line in between 0.6 and 0.8 at exactly 0.65 on the y axis which is the vertical angle of the curve, intercepting the x axis on the horizontal of the curve at exactly 0.6 west. This result shows a strong impact of both explored variables and this was also in agreement with the findings of Emmanuel, Zhao, Egala, Mammet and Godson, (2022) that assert a positive impact of Social media and its connection to business performance.

5. DISCUSSIONS

We further expanded our findings using a plotted graph to support the views on scholars who had researched in the area of social media and how it could be used to influence customers to connect with brands and activities of organizations. We argued that social media provides a unique opportunity to communicate and connects consumers globally and command audience, with a view of building customer loyalty to brands and retaining already made customers. We support the view of vih and Sharma (2013) on the premise that social media management through advertising and marketing can influence customers' relationship, revenues and overall business performance. The finding of Lu, Bellos, Greenwood, and Huang, (2024) also corroborate with our finding, depicting that an adverse technology issue may affect the outcome of sales, and where such tech issues are not taken into cognizance an organization can easily face financial difficulty or liquidation. We also argued based on our analysis on hypothesis one that technology glitch can send a wrong message or impression to customers in social media platforms which affirms with the finding of Adbi, Liu and Mishra, (2022) and also Ugo et al. (2023). We further added that some issues of glitch in social media platform are not necessarily man made, some occur as a result of poor network from service providers, and also as a result of non-updated social media app as contained in the study of Pujihati et al. (2024). We argued that inadequate network coverage in a particular area can hamper the free flow of data in our gadgets, thereby making us worry over utilising our gadgets efficiently. We propose that entrepreneurs and small business owners of perishable food items should adopt the measure of reaching out to their pool of online customers via mailing or phone calls as asserted by chang and Austria (2010), so that panic can be averted. The finding on our second hypothesis is in line with that of Gbadebo, (2024) which asserted that cyber crime of any sort will drastically reduce customer loyalty which indefinitely halts customers' retention in an organization. Consequently, the finding of Mgiba and Mxotwa, (2024) confirmed that the impact of management communication on customers' ethical concerns for security, privacy, diversity, and discrimination, and the positive influence of privacy and security on satisfaction/dissatisfaction are closely related to customer retention in banks. We had earlier in our study stated that internet crimes are bound to occur in this time of economic hardship, and youth restiveness can severely affect online business activities if proper measures are not put in place to curb such excesses. We proposed that for business owners to benefit continual sales and customer loyalty, measures must be put in place by controlling the activities of users on the social media platforms. Just as markus and markus (2010) had suggested that social media platforms can be coded with locks and alerts to limit intrusions by internet criminals.

6. CONCLUSION

The activities of small businesses will continue to spread and thrive amidst several technological, social and economic down tune posed by the business environment and its agent therein. It has become a matter of utmost concern that small business owners of perishable commodities will begin to sort for sustainable measures, which can support their online businesses on social media platforms, and aggressively adapt in any turbulent state. However, it is believed that when strategic measures are put in place to checkmate all the activities of social media participants, there will be existence of a secured environment for healthy business interaction and continuity. Through our research we intended to create a premise where users of social media platforms can understand the positive and negative implications of doing business online. We also presented an avenue for small business owners to observe the activities of participants in their business platforms. With our theory base research and empirical studies, we have been able to streamline measures that can be adopted to ameliorate many of the challenges an existing online business owners will experience while marketing their brands on social media platforms. In line with the above, we have created awareness for intending entrepreneurs who in the future may wish to start up businesses in a social media platform. We align with the view of Sandeep, (2023) which stated that the Social media is the current trend in marketing that aids businesses, products, organizations and brands jumping to create news; make friends, connections and followers; and build communities in the virtual space. He further added that Social media is the use of web-based and mobile technologies to turn communication into convertible discussion. Another scholar had equally expressed concerned on why social media platforms which were created for businesses purposes would be open to receiving different ads, shared photo and videos which obviously cannot promote online business activities. We are of the opinion that aside from the luxuries of life, every Man needs food to survive. Even though food is very pertinent for the continuity of man, not every food should be consumed for the sake of healthy living. We argued that fresh foods are more nutritious and their health values cannot be underestimated, this is why we propose that they be supplied in their fresh state and in real time, devoid of contaminations. Many of those who belong to various social media platforms can attest to the advertisement and promotions of small business owners of perishable food items, which includes variety of fruits, root crops, grains, sea foods, vegetables, oils, tubers and many more. In line with the findings of our study we suggested that Small business owners should provide backups in the form of alternative gadgets (phone, iPad or computer) to resolve the issue of phone breakdown, and also have an alternative network (MTN, AIRTEL, 9MOBILE, GLO) at the event of network glitch or network failure from their existing network provider. We further suggested that small business owners should secure their social media profiles by locking them through internet secured means like email locking, two step verification lock, profile coding and also linking their profile account to their google mail, yahoo mail or LinkedIn, so that they can be notified at any attempt by intruders or cyber scammers to hack their social media profiles.

7. LIMITATIONS AND FUTURE RESEARCH

Our study has identified limitation in some areas. To start with the study of Bruce, Shurong, Akakpo, and Oppong, (2022) itemised other challenging metrics that can be managed to forestall irregular activities of participants and criminal minded internet theft to include glitch control issues, security issues, privacy issues, unnecessary pop-ups, internet crime issues and time consuming. Our study concentrated specifically on glitch management and internet crime management, because previous studies have found high effect of security issues, privacy issues on the performance of businesses. Secondly, the study of Vij & Sharma (2013); Spiller (2013) focused on marketing of product and service brands on social media platforms, other scholars also had showcased how much influencers and content creators can benefit massively by pulling audience to appreciate their brands. This limitation had created a gap, in the sense that not much has been said on how social media platforms can be managed and controlled to avert threats that can liquidate business ideas and conducive premises where online businesses can survive and flourish. Thirdly, we carried out a survey on small businesses and collected our data primarily with the use of online and manual questionnaire specifically from whatsapp business app and messenger app. In line with this, we proposed that future research should be carried out on examining the sustainable impact of social media on businesses carried out on other social media platforms such as instagram and wechat to find out whether the challenges our study had identified would be same. Further study should also be done on the measures of managing social media platforms for optimal performance.

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