

# Effectiveness of Social Media Marketing on the Sales and Profitability of Phone Accessory Businesses in Ibadan

Omotayo Zainab Afolayan; and Solomon Adejare Babarinde

*Department of Management & Accounting, Lead City University, Nigeria.*

**DOI:** <https://doi.org/10.62154/ajmbr.2025.019.01012>

## Abstract

The rise of social media has transformed business marketing strategies in Nigeria, particularly for small and medium-sized enterprises (SMEs). With widespread internet access and the increasing use of mobile devices, SMEs, especially in the phone accessory sector, are turning to platforms like Facebook, Instagram, and WhatsApp for low-cost, interactive marketing. Despite these opportunities, many businesses in Ibadan struggle to effectively leverage social media marketing, often due to a lack of structured strategies and digital skills. This study examines the effect of social media marketing on the sales volume and profitability of phone accessory businesses in Ibadan, Nigeria. A descriptive survey method was used, targeting phone accessory dealers in Ibadan's Challenge, Dugbe, Mokola, and Iwo Road areas. A sample of 157 respondents participated, with data collected through structured questionnaires. Statistical analyses, including ANOVA, were used to test the relationship between social media marketing and business performance. Statistical analysis confirmed that social media marketing explained only a small fraction of the variation in sales and profitability, with R-squared values of 0.008 for sales volume and 0.003 for profitability. The F-statistic for sales volume was 1.274 with a p-value of 0.261, indicating no statistically significant relationship, while the F-statistic for profitability was 0.491 with a p-value of 0.484. The results suggest that while social media marketing holds potential, its current implementation in the study areas is ineffective. As such, businesses should invest in digital marketing training, improve customer engagement on social media, and adopt targeted strategies like influencer collaborations.

**Keywords:** Social Media Marketing, Sales Volume, Profitability, SMEs, Nigeria, Digital Strategy.

## Introduction

The rise of social media has significantly transformed business operations in Nigeria, offering companies cost-effective, interactive platforms for marketing, customer engagement, and brand management. With the rapid penetration of the internet and widespread use of mobile devices, businesses in Nigeria are increasingly adopting social media platforms such as Facebook, Instagram, Twitter, and WhatsApp to enhance visibility, expand their customer base, and boost sales (Oyedele, Olusegun, & Oworu, 2020). Social media marketing has been particularly beneficial for small and medium-sized enterprises (SMEs), a key sector in Nigeria's economy. SMEs face significant challenges with traditional advertising due to high costs and limited reach, making social media an attractive alternative for personalized, low-cost marketing. Moreover, social media enhances customer engagement, brand loyalty, and long-term business sustainability (Mustaqeem &

Sarder, 2024). Unlike traditional media, social media allows for two-way communication, enabling real-time interaction and feedback from customers, which enhances brand perception and customer experience (Al-Quran, 2022). However, many SMEs in Nigeria lack a structured social media strategy, hindering their ability to fully leverage these opportunities (Abdulkadir, Usman, & Arabo, 2022). Additionally, the adoption of social media marketing has influenced online consumer behavior in Nigeria, with customers increasingly relying on social media for product recommendations, reviews, and purchasing decisions (Olumide, & Ayobami, 2025).

The affordability of digital advertising compared to traditional channels, such as television, radio, and print media, has made social media platforms even more appealing for businesses (Kowshik, Eswhar Rao, & Yadav, 2023). Platforms like Facebook Ads and WhatsApp Business allow SMEs to reach targeted audiences with measurable metrics, helping businesses optimize their marketing strategies for better return on investment (ROI) (Oyedele, Olusegun, & Oworu, 2020). As social media continues to play a pivotal role in Nigerian business operations, particularly among SMEs, businesses must invest in digital marketing training and adopt multi-platform strategies. A diversified approach to social media, using platforms like Facebook, Instagram, LinkedIn, and WhatsApp, can significantly increase visibility and engagement (Whiting & Williams, cited in Oyekan, 2022). Collaborations with influencers and content creators also present opportunities for businesses to expand their reach and credibility (Jagongo & Kinyua, cited in Oyekan, 2022). While social media offers immense opportunities, it also presents challenges such as algorithm changes, content saturation, and resource constraints that affect the effectiveness of digital marketing strategies (Yu, Bekerian & Osback, 2024). Additionally, lack of digital skills, budget constraints, and difficulties in creating engaging content pose challenges to social media marketing (Dwivedi et al., 2021). The rising competition and content saturation on social media also make it harder for businesses to stand out (Oyedele, Olusegun, & Oworu, 2020). Despite these challenges, social media marketing remains an invaluable tool for Nigerian businesses, helping them manage customer service, reputation, and crises (Iliyasu, Hussaina, & Danjuma, 2024). Furthermore, issues such as digital illiteracy, internet infrastructure issues, and limited financial resources also remain growing concerns (Ekpenyong, cited in Oyekan, 2022). These challenges hinder businesses from fully capitalizing on the benefits of social media, underscoring the need for continued support, training, and infrastructure development. This study focuses on assessing the effectiveness of social media marketing for computer accessory businesses in Ibadan, particularly its impact on sales volume and profitability. The findings will offer valuable insights for businesses to optimize their digital marketing strategies and for policymakers to design training programs that enhance the digital capabilities of SMEs in Nigeria. This study is significant for business owners, marketing professionals, and policymakers. It provides insights into how computer accessory businesses can optimize social media marketing strategies to improve sales and profitability.

### Statement of the Problem

The rapid growth of social media platforms has significantly transformed marketing strategies for small and medium-sized enterprises (SMEs) in Nigeria, particularly in the phone accessory sector. Despite the cost-effectiveness and potential benefits of social media marketing in boosting visibility, sales, and profitability, many businesses in Ibadan struggle to leverage these platforms effectively. Challenges such as a lack of structured strategies, limited digital marketing knowledge, and difficulties in content creation hinder these businesses from fully exploiting social media's potential. While existing research on social media marketing in Nigerian SMEs is available, limited studies focus specifically on phone accessory businesses in Ibadan. Most studies either generalize across sectors or focus on larger enterprises, leaving a gap in understanding the unique challenges and opportunities for smaller, niche businesses. Furthermore, there is a lack of empirical research linking social media marketing efforts with tangible business outcomes like sales and profitability. This highlights the need for focused research to provide practical insights for SMEs in the phone accessories industry. This study aims to investigate how social media marketing influences the sales volume and profitability of phone accessory businesses in Ibadan, Oyo State, Nigeria.

### Research Objectives

- i. To assess the impact of social media marketing on the sales volume of phone accessory businesses in Ibadan, Nigeria.
- ii. To evaluate the relationship between social media marketing and the profitability of phone accessory businesses in Ibadan, Nigeria.
- iii. To recommend strategies for optimizing social media marketing efforts to improve sales and profitability for phone accessory businesses in Ibadan.

### Research Questions

- i. How does social media marketing influence the sales volume of phone accessory businesses in Ibadan, Nigeria?
- ii. What is the relationship between social media marketing and the profitability of phone accessory businesses in Ibadan, Nigeria?

### Conceptual Review

#### Social Media Marketing

Social Media Marketing (SMM) is a strategy that involves leveraging platforms like Facebook, Instagram, Twitter, and LinkedIn to promote products and engage with consumers. It is particularly important for Nigerian e-businesses, where the digital transformation has opened up avenues for engagement, brand visibility, and market expansion. However, the adoption of SMM in Nigeria is constrained by technological infrastructure issues, which hinder the widespread effectiveness of these strategies in boosting sales and customer engagement (Okolo et al., 2022). The challenges associated

with implementing these strategies are a significant barrier for many businesses attempting to capitalize on the digital age's potential. SMM's success is significantly influenced by its implementation and the ability of businesses to adapt to their specific market needs. The growing adoption of SMM by small and medium enterprises (SMEs) in South-West Nigeria has been emphasized as it serves as a key tool for extending business visibility and boosting sales. However, the effectiveness of SMM is contingent on factors such as user engagement, interaction, and the degree of customization employed (Lawal and Adejuwon, 2023).

SMM is not just about presence on digital platforms but about creating meaningful interactions with customers, which can directly influence sales outcomes. E-Business, encompassing digital transactions, online marketing, and payment systems, has revolutionized traditional commerce, enabling businesses to reach a global audience (Okolo et al., 2022). The growth of e-business platforms has allowed businesses to break free from geographic constraints, although challenges remain in fully integrating technology into marketing and sales strategies. Social media has also been identified as a tool for innovation and customer engagement, particularly for SMEs, which often face resource constraints compared to larger corporations. Social media platforms like Facebook and Twitter offer SMEs an opportunity to engage directly with customers, foster relationships, and expand their market reach at a relatively low cost (Iliyasu, Abdul, and Danjuma, 2024).

### **Sales Volume and Profitability**

Profitability is a crucial metric for assessing the financial health and sustainability of businesses, particularly in developing economies like Nigeria, where firms strive to attract investors, remain competitive, and achieve market relevance (Rahko, 2023). Profitability is directly linked to a company's ability to generate returns on capital and distribute earnings to shareholders, with various financial metrics used to assess it, such as Return on Assets (ROA) and Return on Equity (ROE) (Sutanto & Hariadi, 2023). High profitability often attracts more investors and contributes to business valuation (Indy & Uzliawati, 2023). In Nigeria, managing profitability is essential for businesses to survive in an environment marked by economic instability, high operational costs, and market competition (Alshehadeh & Al-Khawaja, 2022). Similarly, sales volume serves as a key indicator of business performance, especially for SMEs. High sales volumes indicate strong market demand, customer satisfaction, and overall business growth. Businesses that adopt strategic practices such as differentiation and cost leadership often experience improved sales volumes, which contribute to higher profitability (Porter, cited in Uwasomba & Boniface, 2023). These strategies, along with market-focused approaches and strategic alliances, enable businesses to increase customer loyalty and market reach (Bauer & Colgan, 2010; Gathinji, cited in Uwasomba & Boniface, 2023).

## Theoretical Framework

### Technological Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Fred Davis in 1989, is a widely recognized framework for understanding user adoption of technology. It suggests that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are the primary factors influencing technology adoption, with the model postulating that the greater the perceived usefulness and ease of use, the more likely individuals are to adopt the technology. TAM assumes that users' perceptions, rather than the technology's actual capabilities, drive acceptance, and that their attitudes towards a system directly influence their intention to use it, which in turn affects actual usage. The model was expanded by scholars like Richard Bagozzi and Paul Warshaw, and it has been widely applied across disciplines to understand technology adoption in areas such as information systems, health technology, and e-commerce. It emphasizes that user experience and subjective beliefs are key factors in shaping technology acceptance, with external factors like system design and social influence also playing a role in perceptions.

The Technology Acceptance Model (TAM) can be applied to assess the impact of social media marketing on the sales volume and profitability of phone accessory businesses in Ibadan, Nigeria. According to TAM, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are key factors influencing technology adoption. In the context of social media marketing, businesses that perceive these platforms as useful for increasing sales, expanding reach, and engaging with customers are more likely to adopt them, thereby potentially increasing their sales volume. If businesses also find social media marketing easy to use, with simple tools for managing ads, tracking performance, and interacting with customers, they are more likely to see a positive impact on profitability. TAM suggests that the more useful and user-friendly the businesses find social media marketing, the more inclined they are to invest in it, which in turn could lead to higher sales and greater profitability.

## Empirical Review

### Social Media Marketing and Sales Performance Profitability of SMEs

Several studies have highlighted the critical role of social media marketing in enhancing sales performance, particularly for small and medium enterprises (SMEs). For example, the study by Lawal and Adejuwon (2023) examined the impact of social media marketing on the sales performance of SMEs in Southwest Nigeria, revealing that customization and social interaction significantly influenced sales growth. Specifically, social interaction had the largest impact with a coefficient of 0.472, and customization contributed with a coefficient of 0.252. Similarly, a study in Kenya by Kaveke, Khamah, and Kalei (2024) demonstrated that social media marketing serves as a significant predictor of sales for insurance firms, with the expansion of social media platforms recommended to improve market outreach.

These findings align with prior research, such as Sufian et al. (2020), who concluded that small businesses that leverage social media for customer engagement often experience positive sales growth. The study emphasized the importance of building strong relationships through digital platforms to foster customer loyalty and drive sales. Additionally, a study by Kajwang (2022) supported these results, noting that social media enhances customer interaction and brand visibility, contributing to improved sales outcomes for insurance companies in Kenya. Moreover, empirical evidence from Nomhwange et al. (2023) further substantiated the positive correlation between digital marketing and sales performance. Their study in North Central Nigeria revealed that email marketing, search engine marketing, digital display advertising, and mobile marketing collectively had a significant impact on the sales growth of medium-sized enterprises ( $\beta=0.239$ ,  $p<0.05$  for email marketing;  $\beta=0.227$ ,  $p<0.05$  for mobile marketing).

### **Social Media Marketing and Profitability of SMEs**

Sulaymaniyah, Qadir and Fatah (2023) revealed that social media advertising, particularly on Facebook, significantly boosted SME profitability by improving their product visibility and engaging customers. They emphasize that SMEs should adopt more strategic promotional campaigns through these platforms to enhance sales and profits. Further support for the role of social media marketing in business performance comes from Girad and Obuba (2023) in Kenya, who argue that retail businesses in Mombasa County saw increased profitability when leveraging social media tools. The study highlights the necessity for businesses to create multiple social media pages and engage with customers through various online marketing strategies, such as influencer collaborations, to increase their market reach. The findings by Constantine et al. (2024) in Tanzania also support these conclusions, showing that commercial banks utilizing social media marketing saw better customer engagement, loyalty, and higher profitability. Their study suggests that banks, like those in Mwanza City, should invest in influencer partnerships and engagement to improve brand visibility and customer relationships. Additionally, Teston (2024) focuses on local businesses in the Philippines, showing how social media platforms not only helped in customer engagement and brand visibility but also significantly contributed to revenue generation.

### **Methodology**

A descriptive survey study approach was used to investigate the Social Media Marketing Strategies and Survival of Small and Medium Enterprises in Ibadan, Oyo State. The research population comprises Phone and accessories dealers in Challenge, Dugbe, Mokola and Iwo Road areas of Ibadan, Oyo state, Nigeria. The study's sample size was made up of 157 respondents from the selected areas. The sample technique used in this study is simple random sampling, which ensures that every individual in the target population has an equal chance of being selected. By using this technique, the study eliminates selection bias and

enhances the representativeness of the sample, ensuring that the findings are generalizable to the broader population of phone and accessory dealers in Ibadan, Oyo State. The use of the first contact method further ensures that data is collected directly from respondents in their natural business environment, increasing the authenticity and relevance of the data. The instruments used in the study, which are questionnaires related to Social Media Marketing and Sales Volume and Profitability, have demonstrated strong internal consistency, as indicated by the high Cronbach's Alpha values of 0.875 and 0.961, respectively. This reliability ensures that the items within each scale are measuring the same underlying concept and are consistent in their measurement. The high reliability scores suggest that the instruments are valid and will yield trustworthy and stable results across different groups of respondents. The data gathering method for the study was a structured questionnaire. In the meantime, the response scales for the items in the questionnaire sections were organized. The descriptive and inferential statistics were used to analyze the data collected from the respondents. Analysis of Variance (ANOVA) is used in this study to test hypotheses regarding the relationship between social media marketing strategies and the survival of SMEs in Ibadan. ANOVA is particularly useful in determining whether there are significant differences between the means of multiple groups. In this case, ANOVA helps assess how different social media marketing strategies (independent variables) influence sales volume and profitability (dependent variables) across various SMEs. The choice of ANOVA is justified because it allows for the comparison of the impact of multiple independent variables (such as different marketing strategies) on the outcomes, ensuring that the conclusions drawn are statistically significant.

## Findings

**Table 1:** Impact of Social Media Marketing on Sales Volume of Phone and Accessories Dealers in Challenge, Dugbe, Mokola and Iwo Road Areas of Ibadan

| SN | Statements                                                                                      | SD (%)      | D (%)         | N (%)         | A (%)         | SA (%)        |
|----|-------------------------------------------------------------------------------------------------|-------------|---------------|---------------|---------------|---------------|
| 1  | Social media marketing has no positive impact on the overall sales performance of my businesses | 0<br>(0.0%) | 0 (0.0%)      | 43<br>(27.4%) | 92<br>(14.0%) | 22<br>(58.6%) |
| 2  | I have not been using social media platforms to create direct interaction with customers.       | 0<br>(0.0%) | 44<br>(28.0%) | 36<br>(18.2%) | 48<br>(24.2%) | 29<br>(14.6%) |
| 3  | Social media marketing has no impact on my sales volume.                                        | 0<br>(0.0%) | 0 (0.0%)      | 11<br>(7.0%)  | 59<br>(0.0%)  | 87<br>(0.0%)  |

### Field Survey, 2025

The survey responses on the impact of social media marketing on sales volume and accessories dealers in the selected areas of the study suggest that a majority of businesses do not perceive social media marketing as having a significant positive impact on their sales performance. In the first statement, 58.6% of respondents strongly agreed that social media marketing has no positive impact on their overall sales performance, with 14.0%

agreeing and 27.4% being neutral. This indicates a general lack of confidence in the effectiveness of social media marketing in boosting sales. The second statement shows that 28.0% of respondents disagree with the notion that they do not use social media to interact with customers, suggesting that a portion of businesses are indeed utilizing social media for customer engagement. However, 24.2% agreed with the statement, and 14.6% strongly agreed, showing that there is still a significant number of businesses not fully leveraging social media for direct interaction. Finally, in the third statement, 93.0% of respondents strongly agreed that social media marketing does not impact their sales volume, further reinforcing the view that social media marketing is not effectively driving sales for most businesses in the sample.

The findings from the survey indicate that social media marketing has a limited or negligible impact on the sales volume of phone and accessories dealers in the Challenge, Dugbe, Mokola, and Iwo Road areas of Ibadan. The overwhelming majority of respondents strongly agreed that social media marketing does not positively influence their sales performance or sales volume, with 93.0% of participants agreeing that it has no effect on sales volume. Additionally, despite some businesses using social media for customer interaction, a significant portion still does not engage with customers on these platforms. These results suggest that while social media marketing is being explored, its potential to drive sales among these dealers is not fully realized, pointing to the need for more effective strategies or better utilization of social media platforms to boost business performance in the region.

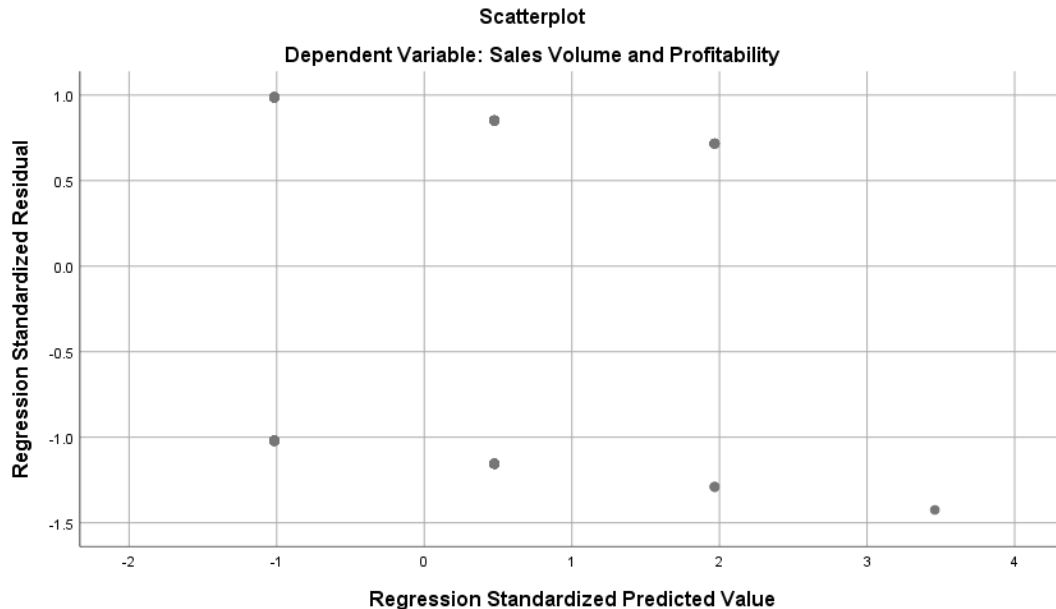
**Table 2:** ANOVA<sup>a</sup> Analysis of Impact of Social Media Marketing on Sales Volume of Phone and Accessories Dealers in Challenge, Dugbe, Mokola and Iwo Road Areas of Ibadan

| Model |            | Sum of Squares | df  | Mean Square | F     | R <sup>2</sup> | Sig.              |
|-------|------------|----------------|-----|-------------|-------|----------------|-------------------|
| 1     | Regression | .316           | 1   | .316        | 1.274 | .008           | .261 <sup>b</sup> |
|       | Residual   | 38.474         | 155 | .248        |       |                |                   |
|       | Total      | 38.790         | 156 |             |       |                |                   |

a. Dependent Variable: Sales Volume and Profitability; b. Predictors: (Constant), Social Media Impact on Sales Volume.

The ANOVA output from the analysis of the impact of social media marketing on sales volume reveals that social media marketing explains very little of the variation in sales for phone and accessories dealers in Ibadan. The regression sum of squares, which reflects the variation explained by social media marketing, is only 0.316, while the residual sum of squares, indicating unexplained variation, is much higher at 38.474. This suggests that social media marketing accounts for a very small portion of the total variation in sales volume. The R-squared value of 0.008 confirms that only 0.8% of the variation in sales can be explained by the social media marketing efforts. The F-statistic of 1.274, combined with a p-value of 0.261, indicates that the relationship between social media marketing and sales

volume is not statistically significant, meaning that social media marketing does not have a significant impact on sales volume in the areas studied.



The scatterplot indicates that the residuals are roughly evenly distributed with no clear patterns or outliers, suggesting that the regression model is appropriately fitting the data and meeting the assumptions of homoscedasticity (constant variance of residuals) and linearity. The randomness in the distribution of residuals supports the validity of the regression analysis.

**Table 3:** Effect of Social Media Marketing on Profitability of Phone and Accessories Dealers in Challenge, Dugbe, Mokola and Iwo Road Areas of Ibadan

| SN | Statements                                                                 | SD          | D           | N             | A             | SA            |
|----|----------------------------------------------------------------------------|-------------|-------------|---------------|---------------|---------------|
| 1  | Social media marketing does not influence my profit                        | 0<br>(0.0%) | 6<br>(3.8%) | 30<br>(19.1%) | 77<br>(49.0%) | 44<br>(28.0%) |
| 2  | Social media marketing does not affect my return on investment (ROI).      | 2<br>(1.3%) | 6<br>(3.8%) | 26<br>(16.6%) | 76<br>(48.4%) | 47<br>(29.9%) |
| 3  | Social media marketing does not influence repeat purchases in my business. | 2<br>(1.0%) | 3<br>(1.9%) | 17(10.8%)     | 65(41.4%)     | 70(44.6%)     |

**Field Survey, 2025**

Table 3 reveal that social media marketing is generally perceived as having little to no impact on the key business metrics of profit, return on investment (ROI), and repeat purchases among the respondents. In response to the statement about profit, 49.0% agreed and 28.0% strongly agreed that social media marketing does not influence their

profits, with 19.1% remaining neutral. Similarly, when asked about ROI, 48.4% agreed and 29.9% strongly agreed that social media marketing does not affect their return on investment, while 16.6% were neutral. Finally, in terms of repeat purchases, a significant 41.4% agreed and 44.6% strongly agreed that social media marketing has no influence, with 10.8% neutral. These results collectively suggest that the majority of respondents do not view social media marketing as a significant driver of business performance in terms of profitability, investment returns, or customer retention.

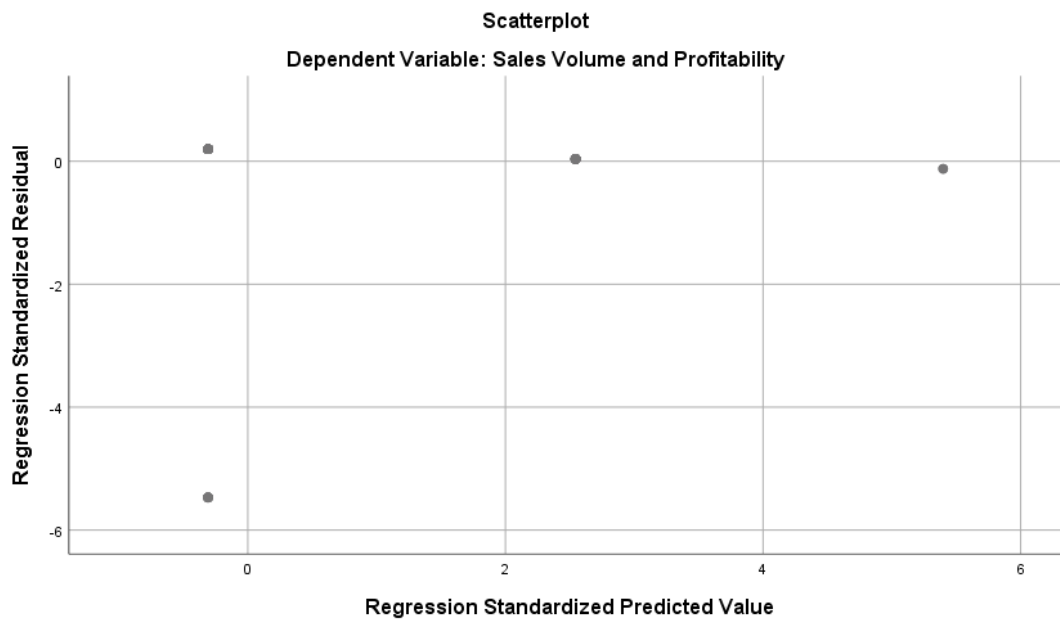
The findings suggest that social media marketing has a minimal effect on the profitability of phone and accessories dealers in the Challenge, Dugbe, Mokola, and Iwo Road areas of Ibadan. The majority of respondents do not perceive social media marketing as influencing their profits, return on investment, or repeat purchases. With 49.0% agreeing and 28.0% strongly agreeing that social media marketing does not impact their profit, and similar responses for ROI and repeat purchases, it appears that social media marketing is not a key driver of profitability for these dealers. This highlights a potential gap in leveraging social media strategies effectively to enhance business outcomes in these areas.

**Table 4:** ANOVA<sup>a</sup> Analysis of the Effect of Social Media Marketing on Profitability of Phone and Accessories Dealers in Challenge, Dugbe, Mokola and Iwo Road Areas of Ibadan

| Model |            | Sum of Squares | df  | Mean Square | F    | R <sup>2</sup> | Sig.              |
|-------|------------|----------------|-----|-------------|------|----------------|-------------------|
| 1     | Regression | .015           | 1   | .015        | .491 | 0.003          | .484 <sup>b</sup> |
|       | Residual   | 4.825          | 155 | .031        |      |                |                   |
|       | Total      | 4.841          | 156 |             |      |                |                   |

a. Dependent Variable: Sales Volume and Profitability; b. Predictors: (Constant), Social Media Impact on Profitability

The ANOVA analysis of the effect of social media marketing on the profitability of phone and accessories dealers in the Challenge, Dugbe, Mokola, and Iwo Road areas of Ibadan shows that social media marketing has a very limited impact on profitability. The regression sum of squares is 0.015, indicating that social media marketing explains only a small portion of the variation in profitability. The residual sum of squares is 4.825, representing the unexplained variance. The F-statistic of 0.491 is low, suggesting that the model does not explain much of the variance in sales volume and profitability. The R<sup>2</sup> value of 0.003 means that only 0.3% of the variation in profitability is explained by social media marketing, highlighting the minimal effect of this factor. Additionally, the p-value of 0.484 is much higher than the commonly accepted threshold of 0.05, indicating that the relationship between social media marketing and profitability is not statistically significant.



The scatterplot provided is a residual plot that shows the relationship between the standardized residuals (errors) and the standardized predicted values from the regression model. The points are mostly centered around zero on the y-axis, indicating that the model's predictions are relatively accurate for most observations. There is no clear pattern in the distribution of points along the x-axis, which suggests that the model does not suffer from heteroscedasticity (non-constant variance of errors). However, there are a few outliers, such as one point near -6, which may suggest the presence of influential data points that could affect the model's accuracy. Ideally, residuals should be randomly scattered around zero, and in this case, the lack of any noticeable pattern indicates that the model fits the data reasonably well.

### Discussion of Findings

The findings from the survey and ANOVA analysis in Ibadan, which indicate a minimal or negative impact of social media marketing on sales for phone and accessories dealers, seem to contradict several empirical studies that highlight the positive role of social media marketing in enhancing sales for small and medium enterprises (SMEs). Studies by Lawal and Adejuwon (2023) and Sufian et al. (2020) emphasize the importance of engagement and customization in driving sales growth, with social interaction having a significant impact. In Ibadan, however, many businesses do not engage effectively with customers on social media, which could explain why the impact on sales is negligible. Additionally, the studies from Kaveke, Khamah, and Kalei (2024) and Sufian et al. (2020) stress the importance of targeting and platform usage, but the results from Ibadan, with a low R-squared value (0.008) and an insignificant F-statistic, suggest poor targeting or ineffective use of social media platforms. The findings from Kajwang (2022) and Nomhwange et al. (2023) further support the notion that digital marketing can lead to positive sales outcomes

if used correctly. However, the results from Ibadan indicate that businesses may not be using social media effectively, likely due to lack of strategy in engagement and audience targeting. The contradiction, therefore, arises not from the inherent ineffectiveness of social media marketing, but from its poor implementation in the studied context. Businesses in Ibadan may need to focus more on engaging their customers strategically, targeting the right audience, and building relationships to align with the positive findings seen in other regions.

Also, the findings from the study presented in Tables 3 and 4, which suggest that social media marketing has low impact on business like profit, ROI, and repeat purchases for phone and accessories dealers in specific areas of Ibadan, seem to contrast with empirical findings from other regions. Specifically, the perception of limited effectiveness of social media marketing in driving profitability is at odds with studies from Sulaymaniyah, Qadir, and Fatah (2023), Girad and Obuba (2023), and Constantine et al. (2024), all of which highlight positive impacts of social media marketing on business performance. Sulaymaniyah, Qadir, and Fatah (2023) argue that social media advertising, particularly on platforms like Facebook, significantly boosts the profitability of SMEs by improving product visibility and customer engagement. This suggests that SMEs can leverage social media to enhance sales and profits when using more strategic promotional campaigns. Similarly, Girad and Obuba (2023) found that retail businesses in Mombasa County experienced increased profitability when they employed social media tools and engaged customers actively through multiple social media pages and influencer collaborations. These findings support the notion that social media marketing, when utilized strategically, can result in increased market reach and profitability.

Constantine et al. (2024) further reinforce these conclusions, with their research in Tanzania indicating that businesses, such as commercial banks, that effectively use social media marketing to engage customers and enhance brand visibility can experience higher profitability. They specifically point to the effectiveness of influencer partnerships in strengthening customer relationships and driving profitability. Moreover, Teston (2024) found that businesses in the Philippines not only gained in brand visibility and customer engagement but also saw revenue generation benefits from their use of social media platforms. Given these findings, it appears that the limited impact of social media marketing on the profitability, ROI, and repeat purchases of businesses in Ibadan may be due to inefficiencies or ineffective strategies in how these businesses are leveraging social media. The low  $R^2$  value of 0.003 and the small regression sum of squares in the ANOVA analysis suggest that these businesses might not be utilizing social media marketing as strategically as businesses in other regions studied. Therefore, rather than social media marketing being inherently ineffective, the issue could lie in the specific implementation and strategy used by phone and accessories dealers in Ibadan. For these businesses to see the benefits reported in other studies, it may be necessary to adopt more targeted, creative,

and engagement-driven strategies, such as influencer marketing and multiple social media platform utilization, to drive better results.

### Conclusions and Recommendations

The findings of this study provide valuable insights into the role of social media marketing in the sales volume and profitability of phone accessory businesses in Ibadan, Nigeria. Despite the growing use of platforms such as Facebook, Instagram, and WhatsApp among small and medium-sized enterprises (SMEs) in Nigeria, the impact of social media marketing on business performance in the phone accessory sector appears to be minimal. Although social media offers cost-effective avenues for businesses to expand their reach and engage with customers, the results from this study indicate that the majority of the businesses in Ibadan do not perceive social media marketing as a significant driver of increased sales or profitability. This study's findings reveals a contradiction between the theoretical potential of social media marketing and its practical implementation. While extant literatures highlight the positive impact of social media on business performance, particularly through customer engagement and increased visibility, the findings in Ibadan reveal that these benefits are not fully realized. The low levels of engagement with customers on social media platforms, as reported by many respondents, point to a broader issue of underutilization of social media's potential in driving tangible business outcomes. This limited interaction could be a contributing factor to the lack of perceived impact on sales volume and profitability.

Furthermore, the statistical analysis conducted in this study, particularly the ANOVA tests, reveals that social media marketing accounts for only a small fraction of the variation in sales and profitability. The R-squared values of 0.008 and 0.003 for sales volume and profitability, respectively, further emphasize the low influence of social media marketing. The study's findings are especially significant when compared to other research in different regions, where the impact of social media marketing on sales and profitability has been more pronounced. Studies conducted in other parts of Africa, such as Kenya and South Africa, have shown that social media marketing can lead to increased market reach, customer engagement, and ultimately higher profitability. However, the results from Ibadan suggest that the unique challenges faced by businesses in the region, such as limited digital literacy, insufficient strategic planning, and poor content creation practices, may undermine the effectiveness of social media marketing. In addition, the limited success of social media marketing in Ibadan may be linked to broader challenges in the business environment, such as internet infrastructure issues, digital illiteracy, and competition on social media platforms. The crowded nature of these platforms, with numerous businesses vying for consumer attention, may further dilute the impact of social media marketing efforts for phone accessory dealers in Ibadan. As such, while social media marketing has the potential to be a powerful tool for business growth, the effectiveness of these strategies in Ibadan appears to be hindered by a combination of external and internal factors.

### Recommendations

- i. Dealers should be encouraged to undergo training to optimize their use of social media marketing. This would ensure they are fully leveraging its potential to increase sales volume and profitability.
- ii. Dealers should focus on improving customer interaction through social media platforms. This will not only increase sales but also help build customer loyalty, which could further drive profitability.
- iii. Dealers should invest in tools and strategies to measure the return on their social media marketing efforts. By assessing the direct impact on sales and profitability, they can better allocate resources and refine their marketing strategies.
- iv. Dealers should share best practices and success stories to help others understand how effective social media marketing can be when implemented strategically. This could reduce skepticism and foster broader adoption of social media marketing across the industry.
- v. Dealers should explore advanced techniques such as targeted ads, influencer partnerships, and analytics to better reach and engage their audience, improving both sales and profitability.

### References

- Abdulkadir, A., Usman, U., & Arabo, U. A. (2022). Review of social media as an effective marketing tool for SMEs in North-Western Nigeria. *African Journal of Management and Business Research*, 8(1). <https://www.afropolitanjournals.com>
- Agbogun, O. E., & Ehiedu, V. C. (2022). Trade policy drivers and economic performance of OPEC member states. *International Journal of Academic Accounting, Finance, and Management Research*, 6(8), 109–118.
- Al-Quran, M. (2022). Traditional media versus social media: Challenges and opportunities. *Technium: Romanian Journal of Applied Sciences and Technology*, 4, 145–160.
- Alshehadeh, A. R., & Al-Khawaja, H. A. (2022). Financial technology as a basis for financial inclusion and its impact on profitability: Evidence from commercial banks. *International Journal of Advances in Soft Computing and its Applications*, 14(2), 126–138.
- Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (5th ed.). Taylor & Francis.
- Constantine, C., Jotta, S., & Tibuhinda, N. (2024). Influence of social media marketing on profitability of commercial banks in Mwanza City, Tanzania. *Open Journal of Social Sciences*, 12, 389–405. <https://doi.org/10.4236/jss.2024.1212025>
- Danso, B. A., Xuhua, H., Addai, M., & Mensah, I. A. (2018). Ranking social media utilization among tourists to improve marketing innovation using Bayesian posterior probability and maximum posterior probability procedure (MAP): Evidence from the hospitality industry in Ghana. *Canadian Journal of Applied Science and Technology*, 6(2), 2010–2217.
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2021). Social media marketing and consumer behavior: A review. *International Journal of Information Management*, 58, 102315.
- Girad, A. B., & Obuba, R. (2023). Influence of social media marketing strategies on profitability of retail industry in Mombasa County, Kenya. *International Journal of Research Publication and Reviews*, 4(11), 2537–2545.

- Iliyasu, M. A., Abdul, H., & Danjuma, M. M. (2024). Evaluation of social media marketing awareness for boosting economic growth in Nigeria. *International Journal of Advanced Studies in Engineering and Scientific Inventions*, 5(1), 37–51.
- Iliyasu, M. A., Hussaina, A., & Danjuma, M. M. (2024). Evaluation of social media marketing awareness for boosting economic growth in Nigeria. *International Journal of Advanced Studies in Engineering and Scientific Inventions*, 5(1), 37–51.
- Indy, L. A., & Uzliawati, L. (2023). Managerial ownership, intellectual capital, profitability and firm value: Evidence in the Indonesian banking sector. *Asian Journal of Social Science and Management Technology*, 5(1), 1–9.
- Kajwang, A. (2022). The role of social media on the insurance sector in Kenya. *Journal of African Business*, 23(4), 41–56. <https://doi.org/10.1080/15228916.2021.1994482>
- Karanjia, M. (2024). Top ten digital marketing challenges in 2024 and how to tackle them. *Mauconline.net*. <https://www.mauconline.net>
- Kaveke, M., Khamah, M., & Kalei, A. (2024). Effect of social media marketing on the sales performance of insurance firms in Kenya. *International Journal of Research and Innovation in Social Science (IJRISS)*, 8(8), 3869–3872.
- Kowshik, N., Eswhar Rao, L. S., & Yadav, M. (2023). A comparative study between traditional marketing and digital marketing. *International Journal of Novel Research and Development*, 8(5), 568–573.
- Lawal, L. O., & Adejuwon, J. A. (2023). Social media marketing and sales performance of selected small and medium enterprises in South-West Nigeria. *Journal of Management, Economics, and Industrial Organization*, 7(1), 48–64.
- Lawal, L. O., & Adejuwon, J. A. (2023). Social media marketing and sales performance of selected small and medium enterprises in South-West Nigeria. *Journal of Management, Economics, and Industrial Organization*, 7(1), 48–64.
- Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business & Management*, 8(1), 1870797. <https://doi.org/10.1080/23311975.2020.1870797>
- Mustaqeem, K. M., & Sarder, M. A. U. (2024). The impact of digital marketing on small and medium enterprises (SMEs) in Bangladesh. *International Journal of Research and Scientific Innovation (IJRSI)*, 11(9), 807–816.
- Nomhwange, S. T., Hanmaikyur, T. J., Adukanya, S. T., Adudu, C. A., & Ameh, E. (2023). Digital marketing and sales growth of medium enterprises in North Central Nigeria. *International Academy Journal of Management, Marketing & Entrepreneurial Studies*, 8(7), 56–78.
- Okolo, S. J., Amaihian, A. B., Dada, J. A., Usendiah, E. J., & Ukpeibo, E. G. (2022). Effect of social media marketing on sales volume of selected e-business in Lagos State, Nigeria. *Academy of Strategic Management Journal*, 21(5), 1–14.
- Olumide, O. O., & Ayobami, K. A. (2025). Impact of social media marketing on customers purchase decision of selected online super stores in Lagos, Nigeria. *International Journal of Research and Scientific Innovation (IJRSI)*, 12(3), 493–503.
- Oyedeke, O., Olusegun, O., & Oworu, O. (2020). Online marketing and the performance of small-scale enterprises in Nigeria: A study of selected SMEs in Ikeja, Lagos State. *Annals of Contemporary Developments in Management & HR*, 2(3), 15–24.
- Oyekan, M. (2022). Social media marketing and small and medium enterprises (SMEs) in Nigeria. *International Journal of Social Sciences and Humanities Invention*, 9(11), 7343–7350.
- Qadir, K. A., & Fatah, N. A. (2023). Impact of social media advertising on the profitability of SMEs in Sulaymaniyah City. *Journal of Raparin University*, 10(4), 907–920.

- Rahko, J. (2023). The effects of environmental investments on the economic performance of industrial plants: Evidence from Finland. *Journal of Cleaner Production*, 394, 136142. <https://doi.org/10.1016/j.jclepro.2023.136142>
- Statista. (2024). Social media platforms used by marketers worldwide. *Statista*. <https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/>
- Sufian, M., Min, H., Murad, M., & Aziz, A. (2020). Impact of social media marketing on sales performance of small online businesses. *Journal of Small Business and Enterprise Development*, 32(1), 111-128. <https://doi.org/10.1108/JSBED-04-2019-0126>
- Sutanto, C. B., & Hariadi, S. (2023). CSR moderation effects on the influence of capital structure, dividend policy, and profitability on firm value: Studies on food and beverage companies in Indonesia, Malaysia, and Singapore in 2019–2021. *Journal of Economic and Accounting Research*, 8(1), 1–19.
- Teston, A. G. A. (2024). Maximizing profitability of local businesses through social media platforms. *United International Journal for Research & Technology*, 6(1), 127-131.
- Uwasomba, C. E., & Boniface, M. O. (2023). Improving sales volume of small and medium scale enterprises (SMEs): Relevance of business strategies. *Nigerian Journal of Management Sciences*, 24(1a), 22–33.
- Yu, J., Bekerian, D. A., & Osback, C. (2024). Navigating the digital landscape: Challenges and barriers to effective information use on the internet. *Encyclopedia*, 4(4), 1665-1680. <https://doi.org/10.3390/encyclopedia4040107>