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## Social Media Marketing and Entrepreneurship Effectiveness of Listed Building Material Firms in Rivers State

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### Abstract

*This study focused on social media marketing and entrepreneurship effectiveness of listed building material firms in rivers state. Specifically, the study investigated the relationship between social media marketing and entrepreneurship effectiveness of listed building material firms in Port Harcourt. The objectives of the study were to ascertain the extent to which social media marketing relates proactiveness and innovativeness which are the dimensions of entrepreneurship effectiveness. The population of the study consists of 8 listed building material firms in Rivers State. All the firms were studied and 33 respondents provided primary data that were used to ascertain the relationship between the variables. The primary data were collected through a questionnaire that was designed in Likert scale of very low extent to very high extent. 2 research hypotheses were tested using Pearson Product Moment Correlation with the aid of Statistical Package for Social Sciences to establish the relationships between the variables. Results of the test showed that social media marketing have significant and positive relationships with proactiveness and innovativeness – the measures of entrepreneurship effectiveness. Therefore, the study concluded that that social media marketing relates with entrepreneurship effectiveness of listed building material firms in Rivers State. Therefore, the study recommended that marketing managers of listed building material firms should engage the use of social media marketing to enhance their entrepreneurial effectiveness.*

### INTRODUCTION

The relationship between entrepreneurship and social media marketing in sustainable development is significant, as businesses strive to balance sustainability and profitability in the socio-economic transformation of developing economies. This topic holds significant importance and is of great interest to the academic, scientific, and policymaking communities. Business success in the modern economy depends not only on relevant skills, but also on individuals with entrepreneurial mindsets. These mindsets are crucial for achieving success in business and are essential for societal progress, as they help identify the factors necessary to enhance the use of technological tools in marketing. Entrepreneurship and social media marketing play a crucial role in supporting the transformative goals of economic organizations and the socio-economic well-being of the population by promoting proactive and innovative approaches (Neneth, 2012).

The significance of entrepreneurial effectiveness in any economy is universally relevant. The effectiveness of entrepreneurship and the resulting financial gain are always advantageous for a country. An organization that possesses

entrepreneurial effectiveness will be able to identify and seize genuine opportunities as they arise. Entrepreneurship effectiveness pertains to the development of knowledge, skills, and attributes necessary for engaging in entrepreneurial activities across various contexts. It can be characterized as inclusive. Entrepreneurial behavior is not limited to specific individuals or organizations. Individuals and organizations vary in their abilities to demonstrate and acquire entrepreneurial behaviors, skills, and attributes. It is crucial to expose young individuals to entrepreneurship in order for them to practice, develop, and learn these behaviors. The significance of entrepreneurs in the economy has been acknowledged for many years. Scholars have examined the significance of entrepreneurship for various nations during the industrial era, offering diverse viewpoints on the subject. Schumpeter (1947) is widely regarded as the first prominent economist to examine the impact of entrepreneurship on economic development. He attributed the responsibility for innovation to the entrepreneur. He characterized entrepreneurship as the driving force behind economic development. The author posited that examining the



entrepreneur is tantamount to examining the pivotal figure in contemporary economic history.

Building material companies supply the necessary materials for the construction of various structures such as houses, offices, and malls. The presence of building material firms is crucial due to the demand for housing (Bonmene, Nicholas, & Joseph, 2022). The entrepreneurial effectiveness and marketing activities of material firms have become increasingly important in building construction companies. This is due to the current challenge of rising costs of building materials. Furthermore, it is essential to discuss the materials that will be utilized in building construction. Building materials are essential for constructing buildings. They can be categorized as either natural or man-made. Natural building materials are those that occur naturally, such as sand, clay, wood, and rocks. On the other hand, man-made materials are synthesized and refined by humans specifically for construction purposes, such as tiles (Ugochukwu, Obinna, & Ezeokoli, 2014). Building material companies play a crucial role in promoting sustainable housing by influencing the quality and cost of building materials, which in turn affects the overall quality of housing and living conditions (Bonmene, Nicholas, & Joseph, 2022). This initiative aims to improve the marketing strategies of the building material company in order to enhance customer well-being. Building materials account for a significant proportion of expenses in construction projects, relative to other resources.

Many organizations, such as businesses, nonprofits, and governmental agencies, typically initiate their use of social media in departments like Marketing or public communications, which have direct links to customers and stakeholders. Social media platforms offer opportunities for individuals and businesses to showcase themselves and their products to engaged communities and individuals who may have an interest (Roberts & Krainak, 2008). This type of marketing can be considered as a component of online marketing efforts that complement conventional web-based promotional tactics, such as email newsletters and online advertising campaigns (Barefoot & Szabo, 2010). Social media marketers are gaining improved insights and effectiveness through the utilization of analytic applications provided by official social network platforms (Hafele, 2011). Nadaraja and Yazdanifard (2017) highlight the existence of diverse social media platforms with varying forms and features. Facebook is the most prevalent social networking site (Nadaraja & Yazdanifard, 2017). Facebook, Inc. launched the social media platform Facebook in February 2004. In May 2012, Facebook had more than 900 million active users. Various social platforms, including Twitter, MeetUp, and eHarmony, facilitate connections between strangers. According to Nadda, Dadwal, and Firdous (2015), approximately 1.7 billion individuals utilize social platforms on the Internet.

Social media platforms are not merely a trend that must be adhered to (Nadda, Dadwal, & Firdous, 2015). Social media platforms play a significant role in establishing brand-customer relationships, attracting potential customers,

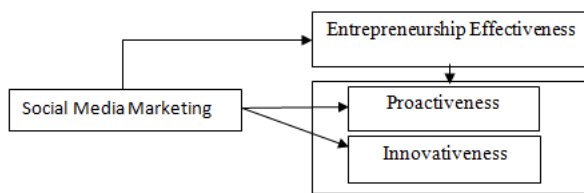
retaining existing customers, implementing effective promotional strategies, and facilitating the growth of a brand (Nadda, Dadwal & Firdous, 2015). Social media marketing is currently a popular and widely utilized strategy. Social media marketing refers to the practice of utilizing online communities, social networks, and blog marketing, among other strategies, for marketing purposes (Neti, 2011). Social media platforms such as Facebook, Twitter, LinkedIn, and others have gained significant popularity, attracting millions of users (Nadda, Dadwal, & Firdous, 2015). Social media marketing is a contemporary approach that differs from traditional marketing methods. Traditional marketing tools, such as television, newspapers, and magazines, are costly and have a limited reach in terms of target audience (Nadda, Dadwal, & Firdous, 2015).

Industry analysts contend that companies adhering to traditional strategies of outperforming competitors within their respective industries become entangled in the uncertainties of the issue. Building material firms are facing intense competition in both domestic and international markets (Ateke & Akani, 2018; Nadda, Dadwal, & Firdous, 2015; Seimodei, Okwandu, & Nadube, 2021; Akani & Damian-Okoro, 2022). However, companies frequently allocate significant resources but fail to achieve their desired outcomes. Several scholarly studies have examined various aspects of switching barriers in order to assess marketing wellness (Ateke & Akani, 2018; Campbell, 2010; Halligan & Shah, 2010; Nadda, Dadwal, & Firdous, 2015). The literature is filled with studies that aim to establish connections between switching barriers and marketing wellness. Nadaraja and Yazdanifard (year) conducted a study on the benefits and drawbacks of social media marketing. Nadda, Dadwal, and Firdous (2015) conducted a study on the topic of social media marketing. Jaoker, Jacobs, and Moore (2009) conducted a study on the topic of social media marketing. Akani and Damian-Okoro (2022) examined the moderating effect of entrepreneurial orientation on the relationship between value creation and organizational resilience among domestic airline operators in Nigeria. Daddie and Akani (2020) examined the relationship between service delivery strategies and customer loyalty to online retailers in Rivers State. Seimodei, Okwandu, and Nadube (2021) examined the impact of affective social media engagement campaigns on the effectiveness of e-marketing for healthcare firms in Nigeria. Seimodei and Nwokah (2021) conducted a study. The effectiveness of behavioral social media engagement campaigns and e-marketing in healthcare firms in Nigeria.

No studies have examined the correlation between social media marketing and the entrepreneurial effectiveness of listed building material firms in Rivers State. This study aims to examine the relationship between social media marketing and the entrepreneurial effectiveness of listed building material firms in Rivers State. The metrics of entrepreneurial effectiveness that was used were proactiveness and innovativeness. The study is guided by the following null hypotheses and conceptual framework.

**Ho<sub>1</sub>:** Social media marketing has no significant influence on proactiveness of listed building material firms in Rivers State

**Ho<sub>2</sub>:** Social media marketing has no significant influence on innovativeness of listed building material firms in Rivers State



**Figure 1.1:** Conceptual framework of social media marketing and entrepreneurship effectiveness of listed building material firms in Rivers State

**Sources:** Researchers conceptualization, (2024)

## Theoretical Foundation/ Social Network Theory

This theory analyzes the connections between a specific group of actors, such as individuals, groups, or organizations. It suggests that by understanding the overall network of these connections, we can gain insights into the social behavior of the actors involved (Mitchell, 1969; Tichy, Tushman, & Fombrun, 1979). Social network theory posits that individuals exhibit similar thoughts and behaviors due to their interconnectedness. Network linkages have the potential to both unite and separate individuals or groups. The social network theory allows for the examination of various organizational phenomena, including leadership, teams, power, trust, turnover, interfirm relations, alliances, and network governance, at both the micro and macro levels..

## The Concept of Social Media Marketing

Social media marketing is an emerging and increasingly popular method for businesses to effectively engage with specific customer segments (Nadaraja & Yazdanifard, 2017). Social media marketing is a digital platform that enables individuals to generate, share, and exchange ideas, information, and visual content pertaining to a company's products or services. Social media marketing refers to the utilization of social media platforms for the purpose of promoting a company and its products. This marketing approach can be considered as a component of online marketing efforts that complement conventional methods of promoting websites, such as email newsletters and online advertising campaigns (Barefoot & Szabo, 2010). Social media is an online platform that facilitates the creation, sharing, bookmarking, and networking of content among communities (Nadaraja & Yazdanifard, 2017). Users are encouraged to share messages with personal contacts, and social media marketing has introduced a new concept of rapid and widespread communication and marketing (Hafele, 2011). Chaffey (2011) defines social media marketing as the practice of promoting customer interactions on a company's website or social media platforms.

According to Jaoker, Jacobs, and Moore (2009), customers are using social media to gather information about various

topics, such as insurance, careers, pet food, and electronic appliances. This enables customers to outperform marketers in their efforts. Nadaraja and Yazdanifard (2017) highlight the development and increased utilization of new tools in outreach and marketing strategies. Nadda, Dadwal, and Firdous (2015) observed that social media technology has altered the methods of brand-customer relationship management. Social media marketing is a crucial component of digital marketing strategies. According to Donath (2004), marketers are utilizing social media platforms to promote their brands. Social media marketing refers to the utilization of social media platforms for the purpose of promoting a company and its products (Nadaraja & Yazdanifard, 2017). Social media is utilized to gain insights into customer expectations and subsequently create effective strategies to promote products or services in order to achieve marketing objectives (Nadda, et al., 2015). Social media platforms offer marketers a cost-effective and accessible means of reaching their intended audience. Social media marketing is a significant component of digital marketing, allowing companies to effectively communicate their messages to their intended audience without incurring costs associated with traditional marketing methods, such as paying publishers or distributors.

Marketers utilize social networking platforms as sources for marketing and communication with their customers (Nadda, Dadwal, & Firdous, 2015). According to Hajir (2012), social media marketing allows businesses to gather feedback, comments, and suggestions from customers through various platforms such as blogs, pictures, and ratings. This enables businesses to enhance their products and services in a proactive manner, addressing customer needs more effectively. Social media marketing includes utilizing the intrinsic informal nature of social networks to establish and nurture relationships with personalities, with the aim of meeting their needs. According to Kabani and Brogan (2010), the main advantage of social media is its ability to help businesses market their brand to a larger global audience. Conrad, Levinson, and Gibson (2010) aptly posit that social media and social networking websites serve as the primary foundation for contemporary marketing communication.

Nadda, Dadwal, and Firdous (2015) observed that social media platforms facilitate businesses in effectively addressing customers' needs by enabling them to spread positive word-of-mouth about themselves and their products. It is important to acknowledge that social media undergoes continuous evolution, leading to improvements over time. Social media facilitates the gathering and dissemination of marketing information through a collaborative approach, in contrast to the one-sided nature of traditional marketing on television and in newspapers. Social media serves as an active involvement; the primary creators of content are those involved.

According to Bolotaeva (2011), as cited in Nadda, Dadwal, and Firdous (2015), a social networking platform can be defined as a network of individuals who engage in communication, interaction, and content sharing through various platforms, fostering the development of communities

of practice. According to Brakus, Schmitt, and Zarantonell (2009), social media platforms offer a range of features that allow for flexible engagement with a large target audience. Social networking platforms facilitate the creation of virtual communities, or social networks, for individuals who share similar attitudes, interests, education, opinions, and lifestyles (Nadda, et al., 2015). Social networking platforms facilitate social media marketing. Social platforms facilitate the formation of user communities, allowing them to engage in activities such as posting, editing, sorting, co-creating, and sharing diverse content. Social platforms allow users to communicate with specific individuals or broadcast messages to a larger audience. Social platforms are widely utilized by individuals and organizations for both internal and external communication and marketing purposes. According to Conrad et al. (2010), social media and social networking websites serve as the primary basis for contemporary marketing endeavors. Social media incorporates various social networks; similar to offline channels as a part of traditional media.

A social platform encompasses various elements such as social networking sites (e.g., Facebook, Google+, MySpace, Twitter, LinkedIn), photo and video sharing platforms (e.g., Flickr, Vimeo, YouTube), blogs (e.g., Blogger, Word Press, Typepad), social bookmarking sites (e.g., Delicious, StumbleUpon), and news sharing platforms (e.g., Digg, Yahoo! Buzz) (Campbell, 2010). Facebook is the largest social network today, with 1.1 billion registered users and an estimated 750 million unique monthly visitors (SEOPressor, 2012). Twitter is a highly popular microblogging platform that attracts a diverse range of fans from around the world, particularly celebrities and politicians. LinkedIn is a social networking platform that primarily caters to professional and business networking. YouTube, the largest media sharing site globally, boasts 1 billion registered users and records a staggering 4 billion daily video views. Google+ has a user base of 343 million individuals, with a monthly visitation rate of 65 million. Circles play a central role in the Google+ Social Platform. This feature allows users to categorize individuals into groups or lists, facilitating the sharing of information across different Google products and services. The Stream, located in the middle column of the page, displays updates from individuals in the user's Circles.

Furthermore, Tumblr is a versatile blogging platform that facilitates the sharing of various forms of content, including photos, videos, and quotes. Instagram, a widely used platform for sharing photos and videos, was recently acquired by Facebook. The platform boasts a monthly user base of 130 million. Blogs can be regularly updated. Blogs can serve various purposes and be consistently updated. MySpace, owned by Specific Media LLC and Justin Timberlake, is a music-focused social networking service. Various social bookmarking platforms, including Stumble Upon, exist. The StumbleUpon discovery engine boasts a user base of 25 million registered users (Nadda, Dadwal & Firdous, 2015). The search engine provides web page recommendations to users and allows for sharing and liking by others.

Social platforms contemporary challenges for businesses are similar to other forms of media challenges. Internet fraud, hacking, privacy invasion, aggressive advertising, limited e-commerce capabilities, lack of brand controls, and legal issues pose significant challenges to social platforms. Consumers have a negative perception of intrusive advertisements and communications, and they are unwilling to compromise their privacy on online platforms (Nadda, Dadwal & Firdous, 2015). Businesses often fail to take advantage of social media marketing due to various reasons such as neglecting to develop a marketing strategy, prioritizing follower count over building meaningful networks, solely focusing on social media platforms, and misusing these platforms when identified (Halligan & Shah, 2010).

## The Concept of Entrepreneurship Effectiveness

Entrepreneurship involves identifying market opportunities, mobilizing resources, and initiating and expanding a business venture to meet those needs. The individual assumes the risk of the venture and receives financial gain if it is successful (Nieman, 2000). Entrepreneurship is a deliberate and strategic action (Krueger, Reilly, & Carsrud, 2000). Entrepreneurship encompasses multiple stages, one of which is the establishment of an entrepreneurial venture (Hisrich, Peters, & Shepherd, 2013). Entrepreneurship serves as both a catalyst for economic growth and a potential remedy for unemployment (Koe, 2016). Entrepreneurship involves the creation of something valuable through the investment of time, effort, and resources, while also taking on financial, psychological, and social risks. In return, entrepreneurs can expect to receive monetary rewards, personal satisfaction, and independence (Hisrich & Ramadani, 2017).

The individuals responsible for establishing these businesses are commonly referred to as enterprise entrepreneurs. Entrepreneurship refers to the practice of individuals who take on the role of entrepreneurs, utilizing their skills in innovation, finance, and business acumen to convert innovative ideas into tangible economic products or services. Entrepreneurship encompasses multiple stages, with one of them being the establishment of entrepreneurship (Hisrich et al., 2013). Entrepreneurship serves as both a catalyst for economic growth and a potential remedy for unemployment (Koe, 2016). Entrepreneurship involves creating something of value through the investment of time and effort, while also taking on financial, psychological, and social risks. In return, entrepreneurs can expect to receive rewards such as monetary gain, personal satisfaction, and independence (Hisrich & Ramadani, 2017). The individuals responsible for establishing these businesses are commonly referred to as enterprise entrepreneurs. Entrepreneurship involves individuals who undertake innovative initiatives, apply financial knowledge, and demonstrate business acumen with the aim of converting innovations into tangible economic products or services.

Entrepreneurship plays a crucial role in driving economies, as small businesses initiated by entrepreneurial individuals generate wealth and a significant portion of employment

opportunities. Furthermore, many of these entrepreneurs eventually establish large-scale enterprises. According to Musa and Adewale (2015), entrepreneurship is crucial for socio-economic development and has been a subject of debate. It is argued that the absence of entrepreneurs could hinder the effective functioning of a country's economy. Individuals who are exposed to entrepreneurship ideas experience greater creative freedom. Individuals experience increased self-esteem and a heightened sense of personal agency. Many experts in business, politics, economics, and education believe that promoting a strong entrepreneurial culture will enhance economic and social success at local, national, and global levels.

Effectiveness refers to the ability to perform tasks correctly and efficiently. Effectiveness refers to the capacity to establish appropriate targets, identify and manage risks in a suitable manner. Effectiveness refers to the ability to produce a desired performance, change, or outcome. Entrepreneurship effectiveness focuses on the strategic positioning of an organization in the marketplace. An organization's efficiency does not guarantee success if it fails to produce goods or services that align with customer preferences. Inefficient organizations face a higher risk of business failure due to their high production costs and inability to meet customer demand for their products. Entrepreneurship effectiveness facilitates efficient resource management for business owners and entrepreneurs. The effectiveness of entrepreneurship has garnered significant attention from the target market in socio-economic transformation. Entrepreneurship effectiveness refers to the degree to which entrepreneurial actions contribute to the attainment of an organization's business goals and objectives. The effectiveness of entrepreneurship lies in the ability to make appropriate decisions and take timely actions. Entrepreneurial proactiveness and innovativeness yield societal benefits that extend beyond their business applications. Personal qualities such as creativity and initiative are valuable for individuals in their professional and personal lives, including entrepreneurship. Furthermore, individuals who opt for self-employment or plan to start their own venture in the future must possess the necessary technical and business skills.

Entrepreneurship in effective organizations has the potential to stimulate economic opportunities and job creation in developing economies. Entrepreneurship is a valuable asset for organizations as it effectively creates value. Porter (1985) argues that value is generated when a company provides lower prices compared to competitors while receiving equivalent compensation, or when it offers distinctive advantages that outweigh a higher price. According to Akani and Damian-Okoro (2022), value creation is an essential requirement for commerce. Value creation enhances the effectiveness of entrepreneurship in business enterprises. Akani and Agburum (2020) examined the criterion variable of marketing effectiveness. Evaluating the marketing effectiveness of business processes has become a crucial concern in academia and business due to organizations' desire to achieve valuable and efficient outcomes. The application of

the marketing effectiveness act is contingent upon the effectiveness of an organization, indicating a partnership with business advancements (Akani & Agburum, 2020).

Neely (1998) argues that accurately assessing and describing entrepreneurship effectiveness requires numerical estimation and articulation of the phenomenon. Entrepreneurship effectiveness refers to the degree to which an organization's requirements are efficiently coordinated. Entrepreneurship effectiveness is considered a powerful tool for enhancing social media marketing. Entrepreneurship is seen as a means to boost economic dynamism and activity, playing a crucial role in driving socio-economic transformation in developing economies. According to Naude (2013), entrepreneurship has a positive impact on economic indicators such as gross domestic product (GDP), productivity, and employment. The study discovered a positive correlation between economic growth and innovative forms of entrepreneurship. To ensure the effectiveness of entrepreneurship, it is imperative for the organization to uphold a culture that fosters and promotes entrepreneurial values and practices.

Entrepreneurial culture is considered a significant factor in determining the economic success of nations (Brownson, 2013). According to Sabelo Dlamini (2017), effective entrepreneurship is demonstrated through the use of creative strategies, innovative tactics, keen awareness of trends and market fluctuations, and bold leadership in uncertain situations. Entrepreneurship is driving a global revolution, leading to economic reform and revitalization through the establishment and growth of new businesses (Visser, 2002).

### Measures of Entrepreneurship Effectiveness

In a study conducted by Botha (2006), the efficacy of a women entrepreneurship program as a training intervention was assessed among potential, start-up, and established women entrepreneurs. Kirkpatrick (1967) conducted a study to assess effectiveness across four levels: reaction, learning, behavior, and results/success.

### Proactiveness

Proactiveness refers to an organization's ability to anticipate and respond effectively to the dynamic business environment it operates in. Proactiveness refers to "identifying and addressing consumers' latent and unarticulated wants via the collection of customer- and competitor-based information" (Akani, Nadube & Harcourt, 2022). According to Mehran and Morteza (2014), proactiveness is a characteristic of entrepreneurship that involves taking proactive and aggressive actions to gain a competitive advantage. This includes introducing new products or services before competitors and anticipating future demand to drive change and shape the business environment. Proactiveness involves actively pursuing new opportunities, regardless of their connection to current business operations (Ventakaraman, 1989). Organizations may choose to invest in business operations that offer potential for financial gain or enhanced reputation. According to Wiklund and Shepherd (2003), the combination of proactiveness, entrepreneurial culture, and effective leadership can lead to a sustainable competitive

advantage over competitors. Hitt, Reland, and Simon (2003) contend that proactive entrepreneurship necessitates the systematic management of organizational resources and marketing components. Proactiveness refers to a proactive mindset that involves seeking opportunities and taking action before competitors. It entails introducing new products or services in advance and anticipating future demand to drive change and influence the environment (Hasche & Linton, 2018).

### Innovativeness

Innovation involves promoting creativity, supporting research and development, conducting experiments, creating new processes, introducing new products and services, and demonstrating technological leadership (Lumpkin & Dess, 1996). Innovation-focused marketing initiatives allow organizations to prioritize ideas that result in the development of new markets, products, or processes. The level of emphasis an effective organization places on innovation in its marketing activities can be influenced by the acquisition of new market knowledge that is highly innovative. Organizations may opt for innovative marketing strategies due to resource constraints, which may hinder their ability to meet or sustain industry standards (Carson & Gilmore, 1991). Marcati, Gudido, and Peluso (2008) argue that entrepreneurs demonstrate both a general inclination towards innovation and a specific expertise in entrepreneurial marketing, as evidenced by their study comparing traditional corporate marketing to entrepreneurial marketing. Innovations and creativity are inherent qualities in the role of entrepreneurship, as they demonstrate an organization's aspiration to develop novel methods that can lead to the creation of new products, services, or technological processes.

The entrepreneurial orientation's innovativeness promotes change and creative behaviors, fostering active idea exchange, increased information flows, and novelty in new product development. Daniellas (2012) conducted a study comparing traditional corporate marketing with entrepreneurial marketing. The study found that entrepreneurial marketing surpasses traditional marketing theory in terms of creativity, flexibility, and innovation demonstrated by entrepreneurs in their daily activities. According to Cooper (2000), innovativeness plays a crucial role in determining a business's competitive advantage.

### Empirical Review of Related Literatures

Seimodei and Nwokah (2021) looked on the efficiency of e-marketing campaigns and social media involvement among Nigerian healthcare providers. The goal of this research was to determine whether and how a social media engagement strategy may improve the online visibility of Nigerian healthcare providers. Thirty-seven (37) healthcare companies in Nigeria made up the sample for this research. Researchers collected information from 172 (out of a total of 228) health care workers by administering a semi-structured questionnaire written on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Exploratory Factor Analysis (EFA) and Cronbach's Alpha Coefficients were used to establish the

validity and reliability of the instrument. Using the statistical software SPSS version 22, we used Pearson Product Moment Correlation (PPMC) to evaluate our hypothesis. The investigation showed that the metrics used to evaluate the success of an online marketing campaign—click-through rates, cost-per-click, and cost-per-impression—are positively and significantly correlated with the campaign's use of behavioral social media involvement. In their study of social media advertising, Nadda, Dadwal, and Firdous (2015). The research detailed the latest trends in social media advertising, with an emphasis on how the rise of internet technology has affected many facets of advertising. Through the introduction of the concept of social media, which involves the synthesis of sociology and technology to create an online environment where people can share their experiences and build networks, and subsequent analysis of its three main components (Universal Access to Publishing, Information Sharing, and Network Formation), the many facets of social media are brought to light. In addition, this stimulates conversation regarding the rise of social media marketing as the cutting edge of online community building. The merits and disadvantages of utilizing social media for marketing purposes are discussed, followed by a breakdown of the most popular social media platforms, their ranks, features, and associated strategic activities.

Daddie and Akani (2020) looked at how service providers in Rivers State keep their clients coming back and how loyal those customers are to internet businesses. The purpose of this research was to look at how different methods of service delivery affected consumers' commitment to online stores. The investigation was conducted using a survey format. Four (4) internet merchants based in Rivers State made up the study's population. The survey used for this study was of the structured kind. One hundred twenty-five (125) people filled out the survey that was utilized in the research. The Spearman Rank Correlation was used as the study's test statistic, and SPSS 21.0 was utilized to conduct the analysis. Timeliness and responsiveness were shown to have a favorable and statistically significant association with customer loyalty measured by customer retention and customer referrals. Entrepreneurial orientation was shown to moderate the effects of value creation and organizational resilience in the Nigerian domestic aviation industry by Akani and Damian-Okoro (2022). Value creation and organizational resilience in Nigeria's local airline carriers were studied, and the moderating effect of an entrepreneurial approach was assessed. The purpose of this research was to examine the role of entrepreneurial orientation as a moderating variable on the relationship between value creation and organizational resilience among Nigeria's domestic airline operators. Organizational resilience was quantified by measures of organizational adaptation and organizational capacity, whereas value generation was un-dimensionalized. Information was gathered via the use of a 5-point likert-scale questionnaire. There were a total of 70 questionnaires sent out to the 14 domestic airlines in Nigeria, with 54 being returned and 46 being valid. The respondents came from various departments within the airlines, including marketing,

operations, and customer service. Descriptive and inferential statistics were used to examine the data. The test statistic was the Pearson product-moment correlation. Research topics were addressed using univariate analysis, and the moderating effect of an entrepreneurial orientation on value generation and organizational resilience was tested using a partial correlation. To assess the overall effects of predictors on outcome variables, multiple regression analyses were conducted.

### Methodology

This study examined the effectiveness of social media marketing on entrepreneurship in listed building material firms in Rivers State. The study examined the correlation between social media marketing and the effectiveness of entrepreneurship in listed building material firms in Port Harcourt. The study aimed to determine the relationship between social media marketing and the dimensions of entrepreneurship effectiveness, specifically proactiveness and innovativeness. The study population comprises 8 listed firms in Rivers State that specialize in building materials. A comprehensive examination was conducted on multiple firms, with primary data collected from 33 respondents. This data was utilized to establish the correlation between the variables. The primary data were collected using a Likert scale questionnaire. Two research hypotheses were examined using Pearson Product Moment Correlation analysis in the Statistical Package for Social Sciences (SPSS) to determine the associations between the variables. The test results indicated a significant and positive correlation between social media marketing and the effectiveness of entrepreneurship, as measured by proactiveness and innovativeness.

In order to determine the presence of a correlation between variables, studies also examine and evaluate the relationship between them. The Pearson correlation is a widely used quantitative technique for measuring this phenomenon (Bryman & Bell, 2007). The correlation coefficient between variables can range from -1.00 to 1.00. A correlation coefficient of -1.00 indicates a perfect negative relationship, while a coefficient of 1.00 represents a perfect positive relationship. If the correlation coefficient is 0, it indicates the absence of a relationship between the variables. A higher correlation coefficient indicates a stronger association between variables. This study utilizes the correlation coefficient threshold proposed by Shiu, Hair, Bush, and Ortinau (2009) to evaluate the relationship between the variables being investigated. Shiu et al (2009) found that a coefficient of determination of  $\bar{r}^2 .00$  indicates no relationship between two variables. A coefficient of determination of  $\bar{r}^2 .01-.19$  suggests a very weak relationship, while  $\bar{r}^2 .20-.39$  indicates a weak relationship. A coefficient of determination of  $\bar{r}^2 .40-.59$  suggests a moderate relationship, while  $\bar{r}^2 .60-.79$  indicates a strong relationship. Finally, a coefficient of determination of  $\bar{r}^2 .80-1.0$  indicates a very strong relationship between two variables. The interpretation process was conducted at a significance level of 0.01 (two-tailed).

**Table 4.16: Relationship between social media marketing and proactiveness of listed building material firms in Rivers State**

		Social Media Marketing	Proactiveness
Social Media Marketing	Pearson Correlation	1	.778**
	Sig. (2-tailed)		.000
	N	33	33
Proactiveness	Pearson Correlation	.778**	1
	Sig. (2-tailed)	.000	
	N	33	33

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output from field survey, 2022

The SPSS output in Table 4.16 indicates a positive, strong, and significant relationship between Social Media Marketing and customer Proactiveness. The correlation coefficient ( $r = 0.778$ ) and the probability value ( $p = 0.000 < 0.05$ ) support this finding. The sample size was 33. The researcher rejects the null hypothesis that there is no significant relationship between Social Media Marketing and brand awareness of listed building material firms in Rivers State..

**Ho<sub>1</sub>:** Social Media Marketing does not significantly relate with proactiveness of listed building material firms in Rivers State.

**Table 4.17: Relationship between social media marketing and innovativeness of listed building material firms in Rivers State**

		Social Media Marketing	Innovativeness
Social Media Marketing	Pearson Correlation	1	.815**
	Sig. (2-tailed)		.000
	N	33	33
Innovativeness	Pearson Correlation	.815**	1
	Sig. (2-tailed)	.000	
	N	33	33

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output from field survey, 2022

The SPSS output in Table 4.17 indicates that there is a positive and significant relationship between social media marketing and customer innovativeness. The correlation coefficient of 0.815 and the probability value of 0.000 suggest a very strong and significant association ( $r = 0.815$ ,  $N = 33$ ,  $p = 0.000 < 0.05$ ). The researcher rejects the null hypothesis that there is no significant relationship between social media marketing and the innovativeness of listed building material firms in Rivers State.

**Ho<sub>2</sub>:** Social media marketing does not significantly relate with Innovativeness of listed building material firms in Rivers State.

**Table 4.35 Summary of Results**

	Predictor Variable	r	p	Criterion Variable	Strength of Relationship
<b>Ho<sub>1</sub></b>	Social media marketing	0.778	0.000	Proactive ness	Strong
<b>Ho<sub>2</sub></b>	Social media marketing	0.815	0.000	Innovativ eness	Very Strong

Source: SPSS Output form hypotheses tested, 2022.

From summary of findings in Table 4.35 it is shown that:

1. Social media marketing has a strong relationship with proactiveness
2. Social media marketing has a very strong relationship with innovativeness

## Discussion of Findings

The Pearson Correlation Analysis in Table 4.16 shows a significant positive relationship between Social media marketing and proactiveness. The relationship can be observed through the correlation coefficient and the probability value of the analysis. The correlation coefficient ( $r = 0.778$ ) and probability value ( $p = 0.000$ ) indicate a positive, strong, and significant relationship between Social Media Marketing and customer Proactiveness ( $N = 33$ ,  $p < 0.05$ ). The researcher rejected the null hypothesis that there is no significant relationship between value creation and organizational adaptability of Nigeria's Domestic Airline Operators, based on the obtained results. Thus, the alternative hypothesis was accepted. The Pearson correlation analysis showed a significant, positive relationship between social media marketing and proactiveness. The relationship between variables was demonstrated by the correlation coefficient and the associated probability value. The researcher rejected the null hypothesis and accepted the alternate hypothesis, indicating a relationship between social media marketing and the proactiveness of listed building material firms in Port Harcourt.

The study found a very strong, positive, and statistically significant association between the variables under evaluation, as shown in the SPSS output in Table 4.17, about the relationship between social media marketing and inventiveness. Both the correlation coefficient and the likelihood value from the investigation support this connection. Social media marketing and the innovativeness of customers have been shown to have a favorable, very strong, and statistically significant link ( $r = 0.815$ ,  $N = 33$ ,  $p = 0.000$ ,  $0.05$ ). Researcher rejects no substantial relationship between social media marketing and innovation among Port Harcourt-listed enterprises dealing in construction materials because of these findings. So, the alternative explanation was adopted. In terms of the link between social media marketing and inventiveness, a Pearson correlation study found a very favorable and statistically significant association between the two variables. The result's probability value and correlation coefficient both showed that there was a clear connection between the two variables. These findings led the researcher to conclude that the alternative hypothesis, that there is a connection between social media marketing and consumer innovativeness among listed construction material manufacturers in Port Harcourt, is more likely to be true.

Seimodei and Nwokah (2021) looked on the efficiency of e-marketing campaigns and social media involvement among Nigerian healthcare providers. The goal of this research was to determine whether and how a social media engagement strategy may improve the online visibility of Nigerian healthcare providers. Thirty-seven (37) healthcare companies in Nigeria made up the sample for this research. Researchers

collected information from 172 (out of a total of 228) health care workers by administering a semi-structured questionnaire written on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Exploratory Factor Analysis (EFA) and Cronbach's Alpha Coefficients were used to establish the validity and reliability of the instrument. Using the statistical software SPSS version 22, we used Pearson Product Moment Correlation (PPMC) to evaluate our hypothesis. The investigation showed that the metrics used to evaluate the success of an online marketing campaign—click-through rates, cost-per-click, and cost-per-impression—are positively and significantly correlated with the campaign's use of behavioral social media involvement. In 2015, Nadda, Dadwal, and Firdous analyzed the marketing potential of social media. The research outlined the most recent trends in social media advertising, paying particular attention to how the proliferation of digital tools has affected marketing strategies. Through the introduction of the concept of social media, which involves the synthesis of sociology and technology to create an online environment where people can share their experiences and build networks, and subsequent analysis of its three main components (Universal Access to Publishing, Information Sharing, and Network Formation), the many facets of social media are brought to light. In addition, this stimulates conversation regarding the rise of social media marketing as the cutting edge of online community building. The merits and disadvantages of utilizing social media for marketing purposes are discussed, followed by a breakdown of the most popular social media platforms, their ranks, features, and associated strategic activities.

Sabelo Dlamini (2017) looked at how well youth entrepreneurship activities in Swaziland really worked to foster an entrepreneurial mindset and atmosphere. The research set out to determine how successful a Swaziland program was at encouraging young people to think and act like entrepreneurs in the face of persistently high youth unemployment. We surveyed 123 active members from across six Swaziland universities to get their thoughts on the program's success and their ideas for fostering an entrepreneurial spirit among the country's young people. Several youth entrepreneurship programs were established without the engagement of young people, hence not meeting the needs of the youth, according to the primary literature evaluations conducted in Swaziland. The major research shows that college students think the program is helpful in teaching them about entrepreneurship, and that they also consider entrepreneurship to be a legitimate career option. The same data, however, also shows that participation is highest amongst first-year students and declines during the duration of the program.

Service delivery tactics and online client loyalty in Rivers State were studied by Daddie and Akani (2020). The purpose of this research was to look at how different methods of service delivery affected consumers' commitment to online stores. The investigation was conducted using a survey format. Four (4) internet merchants based in Rivers State



made up the study's population. The survey used for this study was of the structured kind. One hundred twenty-five (125) people filled out the survey that was utilized in the research. The Spearman Rank Correlation was used as the study's test statistic, and SPSS 21.0 was utilized to conduct the analysis. Timeliness and responsiveness were shown to have a favorable and statistically significant association with customer loyalty measured by customer retention and customer referrals.

Entrepreneurial orientation was shown to moderate the effects of value creation and organizational resilience in the Nigerian domestic aviation industry by Akani and Damian-Okoro (2022). Value creation and organizational resilience in Nigeria's local airline carriers were studied, and the moderating effect of an entrepreneurial approach was assessed. The purpose of this research was to examine the role of entrepreneurial orientation as a moderating variable on the relationship between value creation and organizational resilience among Nigeria's domestic airline operators. Organizational resilience was quantified by measures of organizational adaptation and organizational capacity, whereas value generation was un-dimensionalized. Information was gathered via the use of a 5-point likert-scale questionnaire. Seventy questionnaires were sent out to the 14 Nigerian domestic airline companies; 54 were returned, and 46 were considered legitimate. Business airline managers, marketing managers, operational managers, supervisors, and desk officers from each of Nigeria's 14 domestic airline carriers made up the sample size of 70 respondents. Descriptive and inferential statistics were used to examine the data. The test statistic was the Pearson product-moment correlation. Research topics were addressed using univariate analysis, and the moderating effect of an entrepreneurial orientation on value generation and organizational resilience was tested using a partial correlation. The effects of each predictor on the outcome variables were analyzed using multiple regressions.

These results agree with those of other research efforts. For example, consider the following research: Nadaraja and Yazdanifard (2017) analyze the benefits and drawbacks of using social media for advertising. Entrepreneurship was studied by Hisrich, Peters, and Shepherd (2013). The entrepreneurial orientation construct was defined by Lumpkin and Dess (1996), who also established a connection between the two and performance. Seimodei and Nwokah (2021) studied the efficiency of Nigerian healthcare companies' e-marketing and social media engagement campaigns. Innovation and personality traits of small and medium-sized enterprise (SME) founders were studied by Marcati, Gudido, and Peluso (2008). The authors Hillman and Keim (2001) ask, "What's the bottom line?" by analyzing shareholder value, stakeholder management, and social concerns. The research found that effective stakeholder management increases shareholder value, whereas involvement in social issues reduces it. The research of Hajir (2012) suggests that social media should be an integral part of any marketing strategy. Hafele (2011) did a similar investigation of the statistics,

patterns, and interactions in social media advertising. Bonmene, Shadrach, and Joseph (2022) looked at how expensive materials affect construction jobs. Value creation and organizational resilience in Nigerian domestic airlines were studied by Akani and Damian-Okoro (2022), who looked at the moderating impact of an entrepreneurial approach. Service delivery tactics and online shopper loyalty in Rivers State were studied by Daddie and Akani (2020). Researchers were able to fill a void in the literature by developing a new scale to quantify business success.

## Conclusion

Based on the findings social media marketing relates with entrepreneurial effectiveness of listed building material firms in Rivers State.

## Recommendations

Marketing managers of listed building material firms should engage the use of social media marketing to enhance their entrepreneurial effectiveness.

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