ANP JOURNAL OF SOCIAL SCIENCES AND HUMANITIES VOL. 6 NO. 2 (2025) 66-78

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ANP-JSSH
ISSN 2773-482X eISSN 2785-8863
DOI: https://doi.org/10.53797/anp.jssh.v6i2.1.2025

Effect of Promotional Activities on Organizational Performance of Selected Small and Medium Enterprises (SMES) in Somolu Local Government area, Lagos State

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Received: 19 September 2025; Revised: 25 October 2025; Accepted: 17 November 2025; Available Online: 2025

Abstract: This study investigates the effect of promotional activities on organizational performance of selected small and medium enterprises (SMEs) in Somolu Local Government Area, Lagos state. The aims are to determine the effect of social media marketing on selected SMEs performance, to investigate effect of adverterising on selected SMEs performance and to examine the effect of personal selling on selected SMEs performance in Somolu Local Government Area, Lagos State. The research employs a quantitative research design, specifically utilizing a cross-sectional survey approach with a sample size of 370. The research employs questionnaire as instrument of data gathering. The gathering data was presented with frequency count tables and percentage, while the result was analyzed using linear regression analysis. The study found that social media has a significant position effect on the performance of SMEs. Social media enhances customer relations, provides easy access to information, and helps business quickly adapt to changes. It also enables SMEs to gather valuables information, and about competitors, improve products and services, and strengthen customer support, resulting in increased sales and financial growth. The researcher recommended among other things that SMEs should incorporate social media metrics into their strategic planning to understand the link between social media activities and performance. Stakeholders, like policymakers and industry leaders, can promote initiate like training programs, workshop, or digital marketing grants. SMEs can enhance their advertising performance by receiving training and resources on effective techniques. Policymakers should promote initiativeslike workshops, finding, and partnerships with marketing agencies. Targeted advertising strategies and analysis of the best channels can optimize marketing efforts.

Keywords: Advertising, Organizational Performance, Personal Selling, Promotional Activities, Small and Medium Enterprises (SMEs), Social Media Marketing

1. Introduction

1.1 Background of the Study

At the heart of business, nowadays, is the competition to attract consumers' attention towards products or services. Consequently, each producer needs to build a more attractive strategy and action plan than its competitors. One prominent tool of attracting consumers' attention towards products is promotion. According to Chaharsoughi and Yasory (2012) Promotion is one of the key factors in the marketing mix and has a key role in market success. Promotion is used to ensure that consumers are aware of the products that organization is offering. It is the process of establishing communication relationship between a marketer and its publics. Marketing promotions is quite different from mass communication, in which an organization addresses largely undifferentiated mass audience for noncommercial purpose by such means as press editorials, radio news, and television. Under marketing promotions, an organization would be aiming at a deliberately differentiated audience for a commercial purpose and would employ such means as advertising, personal selling, sales' promotion, publicity and public relations. Promotion involves disseminating information about a product, product line, brand or company. It is one of the four key aspects of the marketing mix. Adetayo (2006) opined

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that promotion seeks to inform, remind and persuade target consumers about the organization and its products. He further argued that promotion is often used to help an organization differentiate its products from rivals. A promotion campaign is an inter-related series of promotion activities designed to accomplish a specific objective. The obvious goal of promotion management is to ensure that all the individual elements of promotion mix work together to accomplish the organization's overall promotion activities. An organization adopts different processes or strategies to disseminate information about its product, product line, brand or company. These various processes are described as the promotion strategy. A Promotion strategy can be considered as a process whereby information about the organization's products or services is encoded into a promotional message for delivery to the customer. In effect, firms have a variety of alternative information delivery system available to them, which can be used to construct an appropriate promotional mix strategy. This portfolio of alternative delivery mechanism includes majorly; advertising, personal selling, public relations, publicity, direct marketing and sales' promotions.

Small and medium enterprises (SMEs) play a significant role in the economic growth and development of any nation. They contribute to job creation, innovation, and overall economic stability. In recent years, promotional activities have become a crucial aspect of SMEs' growth strategies. Shomolu Local Government Area (LGA) in Lagos, Nigeria, is home to numerous SMEs, and understanding the impact of promotional activities on their organizational performance is essential. In effect, SMEs productivity becomes the attainment of the highest level of performance with the lowest possible expenditure of resources. It represents the ratio of the quality and quantity of products to the resources utiized. It is evident in the literature on productivity that almost all the definitions of productivity centre on outputs and inputs. Unfortunately, definition of either output or input or both may sometimes pose more difficulty to the understanding of what productivity is. For output, it is in the form of goods if visible and services if invisible. Input on the other hand is less easily defined. Since production (creation of goods and services) is a team effort thereby making the demand for inputs to be interdependent, various elements (inputs) are involved in the production of output.

There are several marketing strategies that can take any small and medium enterprises from mediocre to success when utilized correctly. Breaking into a new business climate and finding customers is hard work, but when equipped with innovative ideas and proven techniques, financial markets seas personnel can become extremely successful (Small and medium enterprises operators need to provide a quality product with good packaging that satisfies customer needs, offering affordable price and engaging in wider distribution and back t up with effective promotion strategy in order to survive the pressure from global market.

The importance of promotional strategies to business productivity cannot be over-emphasized. Promotion is one of the marketing mixes that many researchers usually assess in terms of relationship with a market share to find whether sound promotion would increase sales and profit. Promotion is reactively effective to the campaigns of competitors (Thrkel & Dau, 1998: Mercan et all, 2020). Small and medium enterprises need to understand the importance of promotional strategies. Business promotion is an active process which needs to be scrutinized for getting the best results. This has shown that promotion is a key element in putting across the benefits of product or service to the customers. Promotional activities encompass various marketing tools and strategies, such as advertising, sales promotions, public relations, personal selling, and direct marketing. These activities aim to create awareness, generate interest, and ultimately increase sales and revenue for businesses. In the context of SMEs, promotional activities can be particularly beneficial due to their limited resources and the need to compete effectively with larger organizations.

Several studies have examined the relationship between promotional activities and organizational performance in various industries and countries. For instance, a study by Oyuntuguldur, Khishigtogtokh & Erdenetuul (2025) analysed the relationship between organizational performance, marketing orientation and learning orientation

1.2 Statement of the Problem

The major challenges consistently faced by SMEs is how to access the global market so that they can increase their chances of successfully capitalizing on the prospects presented by the market and gain comparative advantage (EurActiv, 2009). The SMEs thus have to develop processes and structures to handle the poliferating challenges of the global market and this, according to Gamage, et al. (2019), can be achieved through effective promotional activities which will enhance organizational performance decision making also which will make the SMES gain benefits from cross border exchange transactions and business relationships.

Promotional activities have become a valuable tool for marketers and its importance has been increasing rapidly over the past few years. However, variations occur in the effects of promotional activities based on the attractiveness of the concerned brand (Alvarez & Casieles, 2005,) and the location in which the business is cited. The presence of large, competitive and attractive sales promotions in Nigeria today can be traced majorly to the telecommunication industry.

To enhance sale, business ventures need to carry out promotions in order to create awareness of their existence and their products among the prospective customers. They need to persuade customers to buy their products and maintain such customers. In selecting appropriate promotional mx, the groups must consider the target audience, the stage of the products, life cycle, characteristics of the products, and decision stages of the products and the channel of distribution. (See Agostini & Nosella, 2020; Eze et al., 2020; Morgan, 2012).

In Nigeria, research interests in SMEs have been mostly based on their contributions to economic growth (for example: Kowo, Adenuga & Sabitu, 2019; Ogbuabor, Malaolu & Elias, 2013; Muritala, Awolaja & Bako, 2012). The focus is further heightened by the expectation that SMEs have a part to play in poverty alleviation and the creation of employment opportunities (Ojokuku & Sajuyigbe, 2015). Previous studies (Amin, 2021; Abiodun & Kolade, 2020; Daniel, 2018; Kenu, 2018; Kasiso, 2017) carried out on the correlation between marketing, marketing strategies and SMEs' performance have widely used the 4Ps of marketing (Price, Place, Product, Promotion) as their study variables with limited attention to other promotional strategies. Undoubtedly, in order to create efficient solutions to the performance and ultimate sustainability of SMEs, it is imperative to examine other internal and external factors of promotional strategies. This study therefore examined the effect of promotional activities on organizational performance in selected SME enterprise in Somolu Local Government area, Lagos.

1.3 Objectives of the Study

The main objective of the study is to determine the effects of promotional activities on organizational performance in selected SMEs in Somolu Local Government Area, Lagos State. The specific objectives of the study are to:

i. To determine the effect of social media marketing on selected SMEs performance in Somolu Local Government Area, Lagos State.
ii. To investigate effect of advertising on selected SMEs performance in Somolu Local Government Area, Lagos State.
iii. To examine the effect of personal selling on selected SMEs performance in Somolu Local Government Area, Lagos State.

1.4 Research Questions

In light of the above objective, the research project examines the following research questions:

i. To what extent does social medial marketing enhance SMEs performance in Somolu Local Government Area, Lagos State?
ii. What effect does advertising has on the SMEs performance in Somolu Local Government Area, Lagos State?
iii. Does personal selling have significant effect on selected SMEs performance in Somolu Local Government Area, Lagos State.

1.5 Research Questions

In the course of this study, the following hypotheses were tested:

H_0: Social medial marketing has no significant effect on selected SMEs performance in Somolu, Local Government Area, and Lagos State.

H_0: Advertising has no significant effect on selected SMEs performance in Somolu, Local Government Area, and Lagos State.

H_0: There is no significant relationship between personal selling and SMEs performance in Somolu, Local Government Area, and Lagos State.

2. Literature Review

2.1 Conceptual Review

2.1.1 Social Media

Social media consisted of a collection of internet-based tools work on web technology and ideological basis which help users to create content and share it with other users (Kaplan and Haenlein, 2010). Social media are characterized by user generated content, which has been found to be more effective than traditional marketing communications in influencing the attitudes and behaviours of other users (Thackeray et al., 2008). The use of social media in businesses was considered a failure, but this changed quickly as the rapid increase trend of social media. Hence, organizations must know how to make use of social media sites to force traffic to their business pages.

Social media first started with LinkedIn in (2003), taken after by MySpace and Facebook in (2004), YouTube in (2005), and Twitter in (2006). People used tools like Facebook and blogs long before organizations became aware of social media and grasped the potential they held (Gonzalez et al., 2015). Accordingly, using online networking widely spread to organizations and firms as a feature of their systems. For example, Facebook's vice president of small business stated that paid advertisement of Facebook has become effective and companies should put their efforts to their Facebook page for growing their business and boost the marketing (Loten et al., 2014). Also, 86% of 100 biggest organizations on the Fortune 500 rundown use at least one of the online networking platforms, and 28% of them utilize every online networking platform available (Tsitsi et al., 2013). Accordingly, companies are using social media to promote their products in a new way, and each social media has its distinct purpose that the other media may not have.

2.1.2 Social Media for Customer

Social media websites provide organizations with the potential to interrelate with a prospect and present customers, to boost the sense of the closeness of the customer relationship (Mersey et al., 2010). Accordingly, social media has not only transformed the manner in which organizations and their brands interact with customers but in several ways, it has similarly changed the way business is conducted (Leeflang et al., 2014; Patino et al., 2012; Schulz and Peltier, 2013). For instance, actively promoting the organization with trending ways such as hashtags in Facebook and Twitter helps to raise brand awareness and reliability (Caruso, 2016). Therefore, customers believe that social media sites as a service channel, where they can be capable of interrelating on real-time bases with the businesses. Customer often seek from checking social media sites to keep up with a brand's products and promotional campaigns (Mangold and Foulds, 2009). Accordingly, consumers, these days are extra inelegant, knowledgeable and more difficult; for that reason, organizations must be reachable and available at any time in each social media communication channel such as Facebook, Twitter, and Blogs (Gordhamer, 2009). Therefore, providing rich information with better customer support as quickly as possible helps to increase the annual sales and financial gain, helps connect businesses to customers, build up relationships and cultivate those relationships (Coen, 2016; Copp, 2016; Kaplan and Haenlein, 2010).

2.1.3 Social Media for Marketing

Using social media can be a useful tool in the marketing field; it can reach the targeted audience with the least cost possible, reaching interested individuals regardless of their geographical areas, and at the same time help in building potential customers (Yash & Grzegorz 2021). Research explains many methods on how customers can interact with firms and their brands such as consumer engagement with brand Facebook pages, creating brand content on YouTube or Twitter using some social media platforms (Gironda and Korgaonkar, 2014; Kim et al., 2014; Muk and Chung, 2014; Smith et al., 2012). In a report about the use of social media in marketing by Stelzner (2016) found out that nearly 60% of marketers use the video tools that are supported through social media for marketing purposes, and more marketers are now using the new hot tool of the live video streaming. Also, activities like engaging customers by sharing relevant contents in social media, collecting feedbacks and responding them wisely, and eventually adjusting marketing strategy from feedback increases the web traffic which leads to appear on top in search engine optimization (Dane, 2016). In addition, using social media to track the activities of competitors and analyzing the result to use in business helps to upgrade business followed by upgrading plans, such as offering discounts and other offers to attract more customers (Caruso, 2016).

2.1.4 Social Media for Information

Accessibility social media can improve information accessibility by helping organizations to attain more information about the market, new trends, industrial information, feedback on products, competitors and their tactics, customers and their needs (Parveen et al., 2013). Therefore, organizations can efficiently deliver their organizational information to the public promptly by using social media (Parveen et al., 2016). Accordingly, social media can generate a word-of-mouth recommendation (Chang et al., 2016) and the impact of word-of-mouth in marketing is non-negligible, especially in online environments (Gruen et al., 2006; Leung and Baloglu, 2015). Therefore, potential customers go through social networking sites to find what other customers have reviewed a specific product before buying (Erkan, 2014). Furthermore, information in the electronic word of mouth can be accessed and supplemented by using elements such as emoticons, videos, and pictures (Velazquez et al., 2015).

2.1.5 Social Media for Organizational Performance

The corporate adoption of social media provides many benefits, and several have identified a positive relationship between social media adoption and corporate performance (Ainin et al., 2015; Paniagua and Sapena, 2014; Parveen et al., 2013; Rodriguez et al., 2015). For example, Rodriguez et al. (2015) found that social media use had a positive effect on customer-facing activities and therefore sales performance. Similarly, Kwok and Yu (2013) found that Facebook adoption had a positive effect on SMEs' sales performance. In addition, the adoption of social media has been found to positively affect organizational social capital, which in turn affects performance (Kamboj, Kumar & Rahman 2017). Likewise, Hassan et al. (2015) noted that social media could have a significant impact on business by significantly influence purchasing decisions. These studies are consistent with previous technology adoption literature that found that technology adoption had a positive impact on the financial and non-financial performance (Parveen et al., 2013; Scupola and Nicolajsen, 2013; Thong, 2001). Organizations must act in response to changes and be obliged to have individuals able to deal with the associated facing challenges regularly, and Feedbacks received from social media sites could be utilized to upgrade business plans and make changes admitting the desire of loyal customers (Dane, 2016; Olof Lagrosen and Grundén, 2014). In addition, using social media to track the activities of competitors and analyzing the result to use in business helps to upgrade business followed by upgrading plans, such as offering discounts and other offers to attract more customers (Caruso, 2016). Accordingly, by implementing social media within the marketing strategy, organizations can acquire additional information about the market, competitors, and primarily their customers and their requirements which will improve the information accessibility of the organizations and their ability to adapt to sudden changes (Parveen et al., 2013).

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ANP-JSSH
ISSN 2773-482X eISSN 2785-8863
DOI: https://doi.org/10.53797/anp.jssh.v6i2.1.2025

2.2 Advertising

There are several reasons why advertising is such an important part of many marketers' promotions mix. First it can be very cost-effective method of communicating with large audience. For example, the average or seconds sport on the floor major network during prone-time network television reaches nearly 10 million households. The costly per thousand households reached is around & 14 advertising can be used to create brand image and symbolic appears for a company or brand are very important capability for companies selling product and services that are difficult to differentiate on functional attributes. For example, since 1980 absolute has used creative advertising to position in its vodka as an upscale fashionable sophisticated drink and differentiate on functional attributes from other brands. The advertising strategy has been to flows attention on two unique aspects of the product the campaign of the most successful and recognizable in advertising history has made the absolute brand nearly synonymous with important vodka, (MacDonald, 1996).

MacDonald, (1996) pointed another advantage of advertising is its ability to strike a responsive chord with customers when differentiation across other elements of the marketing mix is difficult to assure popular advertising campaigns attract customer's attention and can help general sale. This popular campaign can also sometimes be leverage into successful integrated marketing communicating program for example Eveready use the popularity of its energies Bonny campaign to generate support from retailer in the form of shell space promotional displays and other merchandising activities customers promotion such as in store display premium effect and sweepstakes feature the pink bonny; picture of the energize bony appear on energizer package to ensure brand identification and extend the campaign impact to the point of purchase everybody has extended its integrated marketing efforts to include tie-ins with sports marketing and sponsorships.

The nature and purpose of advertising differ from one industry to another and or across situation. The targets of an organization advertising role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service user along period marketers advertising to the customer market with national and retail local advertising which may stimulate primary or selective demand.

According to Berkowitz, (1997), one of the fastest growing sectors of us economy is direct marketing in which organizations communities directly with target customers to generate a response and or a transaction, traditional thro however because it has become such an integral part of the program of many organizations and often involves separate objective budgets and strategies we view direct marketing as a component of the promotion mix. Direct marketing is much more than direct mail and mail order catalogue it involves a variety of activities including database management direct selling tele marketing and direct response advertising through direct mail, the internet and various broadcast and print media. One of the major tools of direct marketing is direct response advertising whereby a product is promoted through an arising that encourages the customer to purchase directly from the manufacturers. Direct response advertising and is generally broken into two categories: customers oriented and trade-oriented activities other forms of direct marketing have become very popular are the past two decades.

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2.2.1 Reasons for Online Display Advertising

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Display ads generate awareness quickly. Unlike search, which requires someone to be aware of a need, display advertising can drive awareness of something new and without previous knowledge. Display works well for direct response. Display is not only used for generating awareness, it's used for direct response campaigns that link to a landing page with a clear 'call to action'. E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "e-mail spam". Spam has been a problem for e-mail users for many years. A new form of advertising that is growing rapidly is social network advertising. It is online advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers are able to take advantage of the demographic information the user has provided to the social networking site. Friendertising is a more precise advertising term in which people are able to direct advertisements toward others directly using social network services. As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. By 2007 the value of mobile advertising had reached $2.2 billion and providers such as Admob delivered billions of mobile advertisings.

2.2.2 Personal Selling

Personal selling is personal communication to sell the product. It is a process wherein salesperson attempts to sell the products to the customer by interacting with consumers either face-to face or contacting them through online medium like email, videoconference etc. It involves direct and personal communication with one or few prospective customers to influence them to purchase goods and services. To summarize, Personal selling is a part of promotion mix, which involves person-to-person, two-way communication for the purpose of creating awareness and selling the product and services.

According to American Marketing Association, "Personal selling is the oral presentation in a conversation with one or more prospective purchasers for the purpose of making sale; it is the ability to persuade the people to buy goods and services at a profit to the seller and benefit to the buyer". Philip Kotler defines "Personal selling is a face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions and procuring orders."

2.2.3 Sale Promotion

Sales Promotion The power of sales promotion at influencing sales and customer's patronage has been acknowledged in the literature of marketing and sales management. Hardie (1991) explains that sales promotion gives a short-term inducement of value offered to arouse interest in buying a good or service. It is offered to intermediaries as well as consumers inform of coupons, rebates samples and sweepstakes‟. Foskett (1999) argues that sales promotions cannot be the sole basis for campaign because gains are often temporary and sales drop off when the deal ends so that advertisement is often used to convert the customer who tried the product because of sales promotion into a long-term buyer. Kotler (1994) noted that if sales promotion is conducted continuously, they lose their effect. Customers begin to delay until a coupon is offered or they question the product‟s value. When organizing sales promotion firms‟ can direct sales promotion to ultimate consumers, that is, Consumer-oriented sales promotion to support a company‟s rebates and personal selling. On the other hand, firms‟ can also direct their sales promotion to traders like the wholesalers, retailers or distributors. This can be done by giving the traders allowances and discounts. They can also carry out cooperative rebates whereby manufacturer pays a percentage of the retailers‟ local rebates expenses for rebates the manufacturer's products and lastly, firms can train distributor sales forces to increase their performance (Hardie, 1991).

To Moemeke (2017), besides advertisement, sales promotion is the next available marketing strategy that help to promote sales, increase product life cycle, sales growth and enhance customers' goodwill. Modern marketing management calls for more than developing good quality product, attractive price and making brands accessible to target customers. Companies engage in integrated marketing communication to attract and retain customers' loyalty. Nwankwo (2016) observes that sales promotion as those marketing activities other than personal selling, rebates and publicity, which stimulate consumer purchasing and dealer effectiveness, such as display, shows and exposition, demonstrations and various nonrecurring selling efforts not in the ordinary routine. Achumba (2002) defined sales promotion as those marketing activities, other than personal selling, rebates and publicity that stimulate consumer purchasing and dealer effectiveness, such displays, shows and exposition, and demonstration. Sales promotion is one of the ways used by firms to communicate with intended target audience. Sales promotion is unique in that it offers an extra incentive for action (Adrian, 2004). According to Orji, Akhaine, Ezinmuo & Boman (2019), there are different ways to classify sales promotions; the most basic is to classify them between trade promotions and consumer promotions. Consumer promotion as defined by Joseph (2018) as a marketing technique that is used to entice customers to purchase a product. Such promotions usually last for a set period of time and are used to achieve a specific purpose, such as increasing market share or for unveiling a new product. Such consumer promotions tools include sampling, free trials, free gifts, contests, and special pricing.

2.3 Customer Satisfaction

Customer satisfaction is a customer's feeling of pleasure resulting from comparing a product's perceived performance or outcomes in relation to the person's expectations. If the performance falls short of expectations, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. If on the other hand, the performance exceeds perceived expectations, the customer is highly satisfied or delighted. In other words, for a buyer to be satisfied depends on the service offering's performance in relation to the buyer's perceived expectations. According to Kotler and Keller (2016) customer satisfaction is generally important to a company since a highly satisfied customer is generally expected to remain loyal for longer period, buys more as much as the company introduces new products and modify existing ones, talks favourably about the company and its products (good mouthing), pays less attention to competing brands as well as being less sensitive to price changes, offers product (goods and services) ideas to the company, and most importantly costs less to serve and retain than new customers due to the routine nature of relationship (transactions) between them. In other words, therefore satisfied customers represent assets to the company. This is because satisfied customers tell others about their pleasant experience about the company and their product(s) and consequently recommend the products to other consumers as well as potential customers. This results to repeat purchases, retention of customers and eventually loyal customers. Variables used to measure customer satisfaction according to KPMG (2014), include convenience, customer care (customer service), transaction methods/systems (technology based or modern banking services), pricing and product quality (financial services quality).

On the other hand, Kombo (2015) posits that customer satisfaction could be measured with faster services at branches or quick service delivery, good quality of products, usage of E-banking, efficient services at branches and good network of ATMs. However, of all the variables used to measure customer satisfaction, this study used customer care, quick service delivery, meeting customers' expectations and easy customers access to bank branches. Customer satisfaction has been considered one of the most prominent factors in the measurement of the effectiveness of marketing strategies and organizational performances. Not surprisingly, firms have been investing substantial resources for increasing customer satisfaction, through customer service tools, whichincreased the costs related to customer satisfaction services because of the perceived link between customer satisfaction and firm's performance. Customer satisfaction strategies were initiated in order to enhance deposit mobilization as well as customer equity and profitability. Today, customer satisfaction related services programmes are considered veritable weapons that many companies use in fighting the battle for customers share in the market place. However, there are disagreement on the nature of the association between customer satisfaction and performance often seen as being incompatible even though managers are desirous of attaining both satisfactorily. According to Anderson, Fornell and Rust (2001), although there is wide opened belief that excelling at both customer satisfaction and performance should be a top priority, there is reason to believe that the two are not always compatible. The researchers further observed that having a better understanding of how customer satisfaction and performance relate to one another would seem to be of substantial and growing importance, in view of the expected continued growth in service.

Pursuing customer satisfaction objectives by firms should be considered investment rather than expense. Despite the argument that to achieve high customer satisfaction, a company always needs heavy investments, which probably lower its profits (Zhan & Pan, 2009), most research results actually showed that customer satisfaction is significantly associated with current and future organizational performance (financial and operational.

2.3.1 Customer Care/Service

Customer care/service is defined as the voluntary, non-tangible actions or activities performed by an organization through its employees that are perceived by customers as valuable (Ndubisi, 2008). In the past, it was the routine for organizations to survive through the production of high-quality products – i.e. organizations survive through the generic attributes of products.

In modern business organizations, especially banks, marketing activities have gone beyond the generic attributes of goods and services to other benefits including the additional values added by these peripheral actsof marketers that help to enhance the values customers receive. Kotler and Keller (2016) and Ndubisi (2008) argued that competition has shifted from tangible attributes of quality, price and specifications to non-tangible acts (services) to customers. Customers are now more concerned with the level of services rendered by banks in terms of customer service/care than the physical qualities of services.

Jagdip (2000) posits that excellent service by banks employees are important since they know that positive employees' attitudes do promote stronger customer loyalty. He established a high correlation between customer satisfaction, employee's satisfaction, and retail banking profitability in banks. It will therefore, not be an overstatement if one says that satisfaction and happiness in business have strong roots in customer service/care. For instance, the courtesy extended to customers by bank staff is peripheral acts that customers value. On the other hand, the text messages by banks staff to one of its customers' birthdays, identifying with him is peripheral act that the customer values.

3. Theoretical Review

3.1 Promotion Mix Theory

The Promotion Mix Theory, also known as the Integrated Marketing Communications (IMC) theory, provides a framework for understanding the various components of promotional activities and how they can be strategically combined to achieve marketing and business objectives (Schultz, 1993; Kliatchko, 2005). According to this theory, the promotion mix consists of four key elements: advertising, sales promotion, personal selling, and public relations (Kotler & Keller, 2016). The Promotion Mix Theory suggests that for promotional activities to be effective, organizations must carefully integrate these four elements and align them with their target audience, market positioning, and overall marketing strategy (Schultz & Schultz, 1998). This integrated approach ensures that the promotional messages are consistent, relevant, and delivered through the most appropriate channels to maximize their impact on consumer behavior and, ultimately, organizational performance (Duncan & Everett, 1993). The theory emphasizes the importance of synergy among the promotional elements, as each component can complement and reinforce the others, leading to a stronger overall impact (Schultz & Schultz, 2003). For example, advertising can create brand awareness and interest, while sales promotion and personal selling can drive immediate sales, and public relations can enhance the organization's credibility and reputation (Keller, 2001). By leveraging the synergies within the promotion mix, organizations can achieve a more cohesive and effective communication strategy that can positively influence their performance (Nickels & Burk Wood, 1997).

3.2 Organizational Performance Theory

The Organizational Performance Theory provides a framework for understanding the multidimensional nature of an organization's success, which encompasses both financial and non-financial dimensions (Venkatraman & Ramanujam, 1986; Richard et al., 2009). This theory suggests that an organization's performance should be evaluated using a balanced set of measures that capture its overall effectiveness, efficiency, and competitiveness (Kaplan & Norton, 1996). Metrics such as sales growth, profit margins, return on investment, and market share, which reflect the organization's ability to generate revenue, control costs, and achieve profitability (Dess & Robinson, 1984; Murphy et al., 1996). The non-financial dimension, on the other hand, encompasses measures related to customer satisfaction, product quality, innovation, and employee engagement, which indicate the organization's overall competitiveness and long-term sustainability (Brancato, 1995; Kaplan & Norton, 2001).The Organizational Performance Theory emphasizes the importance of balancing both financial and non-financial measures to obtain a comprehensive understanding of an organization's performance and its ability to create value for its stakeholders (Ittner & Larcker, 1998; Banker et al., 2000). By considering a range of performance indicators, organizations can identify areas for improvement, track their progress, and make informed decisions to enhance their competitive position in the market (Zeithaml, 2000). The integration of the Promotion Mix Theory and the Organizational Performance Theory provides a robust theoretical framework for examining the effects of promotional activities on an organization's overall performance. This framework suggests that the strategic implementation of the promotion mix can influence both the financial and non-financial dimensions of organizational performance, leading to improved competitiveness, profitability, and long-term sustainability (Rust et al., 2004; Keller & Lehmann).

4. Empirical Review

4.1 Evidence from Nigeria

Amin (2021) examined the ability of marketing strategies to improve the performance of SMEs in Abuja using data obtained from a survey of 339 respondents. The variables used in the study included product, pricing, place and promotion strategies. Analysing data using multiple regression method, the study revealed a favourable relationship indicating that the implementation of marketing strategies has a favourable impact on the performance of SMEs. Also, findings revealed that product strategy was the most adopted marketing strategy.

Abiodun and Kolade (2020) investigated marketing strategies impact on organizational performance in Nigeria by surveying 152 respondents. The variables used in the study included packaging, promotion, product and price. Findings reveal that the independent variables were joint indicators of business performance.

Daniel's (2018) study carried out on the Nigerian Bottling Company, Kaduna examined the interaction between marketing strategies and the organization's performance. The independent variables used in the study included production strategy, pricing strategy, distribution strategy and product standardization, while data was obtained from a survey of 245 respondents. Results from the Pearson Correlation analysis shows that all the aspects of marketing strategies excluding promotional strategy have positive impact on sales volume and financial performance.

Adewale, Adesola and Oyewale (2013) which analysed the impact of marketing strategy on business performance of selected SMEs using primary data obtained from a survey of 103 respondents. The variables used in the study included product strategy, promotion strategy, place strategy, price strategy, packaging strategy and after sales service. Using the zero-order correlation and multiple regression methods of analysis, findings revealed that the selected marketing strategies were positive predictors of business performance estimated as annual profit, market share, return on investment, and expansion.

Ogundele et al., (2013) also confirmed that marketing practices have significant effect on business performance of SMEs. The variables used in the study included new product development, process development, segmentation, price discrimination, direct distribution, personal selling, sales promotion, relationship marketing and electronic advertisement.

4.2 Evidence from Other Countries

Findings of Adewale, et al. (2013), the study's proxies of marketing strategies (service, pricing, promotions, place, after sales service, higher education marketing and social media marketing) were found to have positive and significant impact on business performance measured by profitability, market share, return on investment and expansion. Focusing on selected manufacturing SMEs.

Kenu (2018) also investigated the association between marketing strategy and business performance in Southern Ethiopia. Data was obtained from a survey of 250 owners/managers of SMEs and the study variables were product strategy, price strategy, promotion strategy, and placement strategy. The correlation analysis revealed the strategies focused on product, price and promotion have positive effect on performance of the manufacturing SMEs. Conversely, place strategy exerted a negative effect on the performance of the manufacturing SMEs.

Kasiso (2017) analysed the impact of marketing strategies on sales performance of fifty (50) SMEs in Kenya. From the results of the descriptive statistics, the author concluded that the independent variables (pricing, product development, promotional and place marketing strategies) have significant favourable effects on the turnover of the SMEs.

Kinuthia and Muturi (2016) analysed the effects of management strategies on productivity of soft drink distributors in sixty-two (62) soft drinks distributors. The study's independent variables were sales targeting plan, human resource planning, marketing initiatives, and cost reduction programs. Results from the descriptive statistics analysis revealed the indispensability of the perception of high-quality product in achieving success in soft drink industry, hence the importance of marketing initiatives.

Rakula (2016) investigated the effect of marketing practice on the performance of Phoenix of East Africa Assurance Company Ltd, Kenya. The qualitative information got from the interview of Five (5) were subjected to analysed using Content analysis. The findings substantiated the ability of marketing practices to improve firm's performance. The firm's marketing practices included product innovation and maintenance strategy, market orientation strategy, task-oriented approaches, customer acquisition and retention strategies.

Sapuro (2016) also explored the association between marketing strategies and business performance of SMEs in Kenya. However, going beyond a single case study, the study used the census sampling method to select Sixty-two (62) SMEs in Kitengela Township. The descriptive statistics analysis of the data from 186 respondents revealed that with the exclusion of price marketing strategy, all the marketing mix strategy (product, place and promotion) had a positive and significant influence on business performance. Conversely, price marketing strategy had an insignificant effect.

5. Methodology

Due to the nature of this study, which sought to investigate the impact of advertising on consumer behavior, a survey research design was deemed most suitable. This study employed a survey research design to elicit the viewpoints of small business owners in selected Local Government Areas (LGAs) of Lagos State, Nigeria. The population for this study comprised 91,097 small businesses in Lagos State (SMEDAN, 2021). The sample size was determined using Cochran's (1977) formula, which yielded a sample size of approximately 182 respondents. The convenience sampling technique was utilized due to the boundless nature of the study's population. The study utilized a primary data collection method through a designed questionnaire that was distributed to selected small business owners via Google form, email, and WhatsApp instant messaging. The questionnaire was divided into two sections: Section A gathered demographic information, and Section B focused on the elements contributing to consumer behavior and advertising effectiveness. The instrument's validity was assessed through expert opinion and construct validity test, while reliability was evaluated using Cronbach's alpha coefficient, which yielded a value of 0.7952, indicating that the instrument was reliable. The data collected was analyzed using the Statistical Package for Social Sciences (SPSS), with descriptive statistics and regression analysis used to evaluate the impact of advertising on consumer behavior. The study acknowledged potential limitations, including restrictions on possible replies and concerns about data protection, but these limitations did not compromise the reliability and validity of the conclusions. The study adhered to research ethics principles, ensuring the safety of respondents and researchers, and maintaining data privacy throughout the investigation.

6.0 Findings

6.1 Research Hypothesis One

H_{01}: Social media has no significant effect on SMEs performance in Somolu Local Government in Lagos State

A very significant positive association between social media usage and the success of SMEs is indicated by the R value of 0.985. This implies that the performance of these firms rises along with social media involvement. Social media activity alone accounts for about 96.9% of the variance in SME performance, according to the R Square value of 0.969. The fact that the two variables' connection is well captured by the model is demonstrated by the excellent fit. The regression model's statistical significance is confirmed by the ANOVA findings, namely the F-statistic of 11623.773 and the corresponding p-value of 0.000. This indicates a very low probability that this link is the result of chance. SMEs' performance is predicted to rise by around 1.259 units for every unit increase in social media participation, according to the social media coefficient (1.259). This is a powerful sign of social media's beneficial effects. It is clear from the significance levels (both at 0.000) for the constant and the social media coefficient that these findings are not the product of chance but rather of statistical reliability. This finding suggests that improvements in the quality of services significantly enhance the academic programs offered by universities, rejecting the null hypothesis (H01) that the quality of services has no significant effect on academic programs.

Table 1: Model Summary for Hypothesis One

N	Model	B	T	Sig	ANOVA (Sig.)	R	F (1,70)
	Constant	-.540	-19.959	.000	0.000[b]	.985[a]	11623.773
	SOM	1.259	107.814	.000			

6.2 Research Hypothesis Two

H_{02}: Advertising has no significant effect on SMEs performance in Somolu Local Government in Lagos State

The study examines the impact of advertising on selected SMEs performance in Somolu local government in Lagos State. A high positive connection (R=0.992) between advertising and the success of SMEs is evident from the data. Advertising is a major component impacting the success of SMEs, accounting for around 98.4 percent of the variation. A high F-statistic in the ANOVA findings indicates that the model accurately predicts the performance of SMEs. A p-value of 0.000 indicates that there is a statistically significant correlation between advertising and the performance of SMEs. With everything else being equal, an increase of one unit in advertising is anticipated to lead to an increase of about 0.989 units in SME performance, according to the Unstandardized Coefficient of 0.989. The results of this study contradict the null hypothesis (H02), which states that advertising does not have a substantial impact on the performance of small and medium-sized enterprises (SMEs).

Table 2: Model Summary for Hypothesis Three

N	Model	B	T	Sig	ANOVA (Sig.)	R	F (1,70)
	(Constant)	.026	1.638	.102	.000[b]	.992[a]	22334.794
	Advertising	.989	149.448	.000			

6.3 Research Hypothesis Three

H_{03}: Personal selling has no significant effect on SMEs performance in Somolu Local Government in Lagos State

The tables examine the relationship between personal selling and SMEs performance in Somolu local government in Lagos State. The table shows a strong positive correlation (R = 0.993) between personal selling and SMEs performance. With an R Square value of 0.985 about 98.5% of the variance in SME performance can be explained by personal selling. This suggests that personal selling is a crucial factor influencing performance also with the adjusted R Square of 0.985 this value remains high, indicating that the model fits well even after adjusting for the number of predictors. the ANOVA results, revealing that the regression model is statistically significant (F = 301.571, $p < 0.05$) suggesting that personal selling has a significant impact on SMEs performance. Finally, the able shows that the coefficient for personal selling (B = 0. 0.989) is statistically significant ($p < 0.05$) with a beta value of 0.993, indicating a strong positive effect of personal selling on SME performance. These results reject the null hypothesis (H03) and suggest that personal selling can improve SMEs performance.

Table 3: Model Summary for Hypothesis Three

N	Model	B	T	Sig	ANOVA (Sig.)	R	F (1,70)
	(Constant)	0.32	2.131	.034	.000[b]	.993[a]	24450.733
	Personal selling	.989	156.367	.000			

6.4 Discussion of Findings

This subcategory discusses the results from the data analysed in the previous subsection. It discusses the tested hypotheses based on the reviewed empirical literature and theories. The hypothesis one which stated that Social Media has no significant effect on SMEs performance in Somolu Local Government in Lagos State.This outcome is in line with the study of (Parveen et al., 2016), which indicated that social media usage adds much value to the organizations The results indicate that there is a positive direct impact of social media for customer relations and information accessibility on rapid adaptation, this result is in harmony with previous research results (Dubois et al., 2004; Kimani, 2015; Parveen et al., 2016; Parveen et al., 2015). Also, social media supports to retrieve additional information about the organization's competitors, their actions, their strategies, and their brand public views, which can help SMEs to improve their products and services (Stone et al., 2007). Therefore, using social media to provide rich information with better customer support as quickly as possible helps to increase the annual sales and financial gain, helps connect businesses to customers, build up relationships and cultivate those relationships (Coen, 2016; Kaplan and Haenlein, 2010).

The second hypothesis, which posited that advertising had no significant impact on the performance of SMEs in Somolu Local Government, Lagos State, was rejected due to the simple linear regression indicating a statistically significant influence of advertising on SME performance. This finding is consistent with Baker (2018), who discovered that advertising substantially corresponds with the success of SMEs, since it influences consumer purchasing decisions and improves the brand image of SMEs. Advertising also augmented sales income, consistent with the findings of Ayala (2013) and David et al. (2013). It was also argued that advertising enhances the visibility of SMEs. Another research (Anderson 2020; Bryson 2021) indicated that advertising has a crucial impact in engaging new customers. Their research highlighted the significance of advertising media in cultivating a favourable experience that can enhance the profitability of SMEs.

Hypothesis three revealed that personal selling has a significant effect on the SMEs performance in Somolu Local Government in Lagos State. The results indicate that personal selling significantly influences the SMEs performance in Somolu Local Government in Lagos State. This result corroborates the study by (Matuszak, 20019; Tapscott and Williams, 2020). Given thatof personal selling significant impact SMEs, organization should invest in training their sales personnel. Enhanced selling skills can lead to better customer interactions and improved sales outcomes also s (Parveen et al., 2016) suggest that resources should be allocated towards personal selling efforts, potentially focusing on hiring skilled sales representatives or investing in customer relationship management (CRM) systems.

7.0 Conclusion

This study presents solid evidence of the substantial impact of social media on the performance of small and medium-sized firms. The conclusions indicate that enterprises ought to prioritise social media as an essential element of their growth strategy, while policymakers should establish conducive settings that promote successful social media utilisation among SMEs. The investigation reveals a strong and substantial correlation between advertising and the performance of small and medium-sized firms. The findings indicate that advertising investment might be a crucial strategy for SMEs aiming to improve their performance, with implications for business practices and policy formulation. This investigation reveals a robust and statistically significant correlation between personal selling and the performance of small and medium-sized firms. This underscores the significance of personal selling as a crucial method for improving corporate success, with many consequences for practitioners and policymakers. This study is limited by its geographical focus on Somolu LGA and the use of a convenience sampling method, which may affect the generalizability of the findings. Future research could employ a stratified random sampling technique across multiple LGAs in Nigeria. Additionally, longitudinal studies could be conducted to observe the long-term effects of promotional strategies on SME performance. Exploring the impact of other elements of the promotion mix, such as sales promotion and public relations, would also be a valuable extension of this work.

Acknowledgement

The authors would like to thank fellow authors and organizations whose intellectual properties were utilized for this study.

Conflict of Interest

The authors declare no conflicts of interest.

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