

# ASSESSING SOCIAL MEDIA MARKETING ON THE GROWTH OF ELECTRONIC COMMERCE: A STUDY OF AJEBOMARKET

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## Abstract

The study work focused on social media marketing on the growth of electronic commerce: a study of Ajebomarket. Three research questions were raised in line with the objectives of the study. Descriptive survey research design was adopted for the study and data were gathered through the use of questionnaire. The population of this study consisted of Ajebomarket customers, employees, and social media users, totaling approximately 25,120. Multistage sampling technique was adopted; stratified sampling was used to select six geopolitical zones, purposive sampling was applied to pick three zones (South West, South East, and North Central) with the highest concentration of social media and e-commerce activity, and accidental sampling was used to distribute 394 questionnaires across these zones. The research questions were analyzed using mean and standard deviation, while demographic variables were analyzed with percentage and frequency count. Findings of the study showed that social media marketing has significantly boosted Ajebomarket's sales growth through increased engagement, traffic, and conversion. Furthermore, social media content, especially visual formats and user-generated reviews, strongly influences customer purchase decisions. The study also revealed that promotions, influencer marketing, and interactive strategies like giveaways are among the most effective social media tactics employed by the platform. The study recommended that Ajebomarket should invest more in content personalization, influencer alignment, and data-driven marketing strategies to strengthen its competitiveness and long-term sustainability in Nigeria's e-commerce industry.

**Keywords:** Ajebomarket, Customer Engagement, E- Commerce, Social Media Marketing

**Declaration of conflicting interests:** The Authors declare that there is no conflict of interest.

## INTRODUCTION

In recent years, the prevalent use of the internet and its digital platforms has improved the living standards of people, increase visibility of products and services, and have become strong force that brings economic fortunes to millions. For these reasons, digital marketing has become the fuel that drives the growth of cross-channel marketing (Yu, 2015). This concept goes further than online sales, it also embodies other multimedia platforms, which include; Short Message Services and Multi Media Services (SMS and MMS), social media marketing, display advertising, telemarketing, intranet services and many other forms of digital media (Afrina, Tasneem, & Kaniz, 2015). Online digital platforms have enabled consumers to have unquantifiable loads of data and information about businesses, products and service any time or any place they want. Buyers are now better informed and possess unlimited information regarding whatever

brand or product they are interested in. This has forced companies and businesses to form mutual connection with consumers and have now become more responsive than ever before (Afrina, Tasneem, & Kaniz, 2015).

E-commerce also known as electronic commerce or internet commerce simply refers to any business transaction conducted online. It can also mean the buying and selling of goods or services via the internet, and the transfer of money and data to complete the sales. It is the use of the internet for marketing, identification, payment and delivery of goods and services. Through the e-commerce technology, the internet has revolutionised the mode of business transactions by providing customers with the ability to bank, invest, purchase, distribute, communicate, explore and research from virtually anywhere, anytime where there is internet access (Anup, 2017; Ayo, Adewoye & Oni, 2018).

E-commerce builds on traditional commerce by adding the flexibility and speed offered by electronic medium, thereby facilitating improvement in operations leading to substantial cost savings, as well as increased efficiency and competitiveness through the redesign of traditional business methods. The internet has brought about a fundamental shift in national economies that are isolated from each other by barriers to cross-border trade and investment; isolated by distance, time zones and language; and isolated by national difference in government regulations, culture and business systems (Mohammad, 2017). It also offers a level playing ground for large businesses, as well as small and medium-scale enterprises (SMEs) to operate in the global market-place; and for regional businesses and communities to participate in social, economic and cultural networks seamlessly across international boundaries (Mary-Anne, 2018).

Ajebomarket, a leading online retail store in Nigeria, epitomizes how social media marketing can drive the growth of e-commerce. With a focus on youth-oriented fashion and lifestyle products, the company uses social media platforms to reach its target audience effectively. By leveraging user-generated content, promotional campaigns, and real-time customer engagement, Ajebomarket has been able to establish itself as a trusted brand in Nigeria's highly competitive e-commerce market. The company's use of social media aligns with global trends, where businesses increasingly rely on platforms like Instagram and Facebook to showcase their products and interact with customers (Okonkwo, 2022).

### **Statement of the Problem**

The rapid evolution of social media has transformed how businesses operate, particularly in the domain of electronic commerce (e-commerce). Social media platforms to mention but few Instagram, Facebook, and TikTok have become indispensable tools for businesses to market their products and services, engage with customers, and expand their reach. For online retail stores like Ajebomarket, social media marketing offers opportunities to drive customer acquisition, boost brand awareness, and foster customer loyalty. Despite the significant role social media plays in e-commerce growth, businesses often face challenges in effectively leveraging these platforms. These challenges include selecting the most suitable platforms, targeting the right audience, and converting social media engagement into tangible sales. In a competitive and dynamic digital market, the

lack of clear strategies for measuring return on investment (ROI) from social media marketing efforts has left many businesses struggling to maximize its potential.

Ajebomarket, like many e-commerce platforms in Nigeria, operates in an environment where consumer behaviour is heavily influenced by social media trends and peer recommendations. While social media offers a cost-effective means of engaging with customers, its direct influence on Ajebomarket's growth remains uncertain, as metrics such as increased website traffic, sales conversions, customer retention, and brand awareness through these platforms have yet to be fully analyzed. Many small and medium-sized enterprises (SMEs) often adopt social media marketing without a structured approach, leading to inconsistent outcomes and underwhelming results. The fragmented nature of social media usage, coupled with the increasing saturation of these platforms with advertisements, poses additional barriers for businesses trying to stand out in a crowded digital space. Ajebomarket's ability to adapt its marketing strategies to harness social media's full potential while navigating these challenges is critical to its long-term success.

There is a gap in academic research that connects social media marketing efforts with measurable e-commerce growth in the Nigerian context, particularly in the case of Ajebomarket. While studies have explored the role of social media in global e-commerce, limited attention has been given to how businesses in emerging markets utilize these platforms to achieve competitive advantage. This study seeks to address this gap by examining the influence of social media marketing on the growth of Ajebomarket, highlighting both its successes and areas for improvement.

### **Objectives of the Study**

The main objective of the study is to investigate social media marketing and the growth of electronic commerce: A study of Ajebomarket. The specific objectives are to;

1. Determine the influence of social media marketing on Ajebomarket's sales growth.
2. Assess the influence of social media content on customer purchase decisions.
3. Identify the most effective social media marketing strategies used by Ajebomarket.

### **Research Questions**

The following research questions will guide the study:

1. What is the influence of social media marketing on Ajobomarket's sales growth?
2. How does social media content influence customer purchase decisions at Ajobomarket?
3. What are the most effective social media marketing strategies used by Ajobomarket?

## LITERATURE REVIEW

### Social Media

Social media is defined by Peters (2018) as “a website and application enabling users to come up and share content or take part in social networking.” Webster (2018) defines social media as a type of electronic communication such as web sites for the purpose of social networking and micro-blogging, whereby online communities are created with the purpose of sharing information and different content. Another definition of social media is the interaction between people whereby information is created and shared in virtual communities via technology based applications. The common types of social media sites are like Facebook, Twitter, LinkedIn, Reddit, Google +, Google talk, Yahoo chat, Skype, and WhatsApp (Kaplan & Haenlein, 2018). The internet can be accredited for its usefulness such as enabling citizens to provide feedback towards issues that have a specific interest in them. Rampant usage of the internet and its ease to access has led to the increase of social media use which is defined by how social media websites are used considering focus and possibilities availed by the sites.

People mainly use Facebook to maintain contact and build personal relationships and as for Twitter, staying update with the ever-changing news item and trends. Since these platforms of social media mainly focus on personal relations they have news value and are best in spreading news. On the other hand, Pew Research Centre provides that of the total adult users of social networking sites, 42% of them use multiple platforms though Facebook maintains to be the best. Greenfield (2017), an Oxford University researcher, asserts that an increasing number of people are exploring the world wide web potential and as a result they have turned out to be active components of it. With the advancement, expansion and accessibility of the current forms of communication, it is expected that technology is going to benefit from the peoples' consumption phenomenon since it prompts rise of new technology (Lenhart, 2015).

### Social Media Marketing

The implementation of Web 2.0 technologies in participating networks has evolved social media, which has developed exponentially over the last decade (Harrison & Barthel, 2019). Social networking, according to Safko and Brake (2019), is a computer tool that allows users to exchange and generate content, audio, sentences, pictures, and videos in virtual communities and networks. For companies, social media ads with quick access and networking is a must (Hanna et al., 2016). The method of collecting traffic from social media networks is referred to as social media marketing (Dwivedi et al., 2020; Evans, 2022).

Although there are many evaluations that concentrate on social media trends (e.g. Lamberton & Stephen 2016; Salo, 2017), integrative evaluation efforts that focus on a strategic social media marketing context are still lacking. This is attributed in part to the fact that the literature on social media is mostly drawn from various disciplines such as communications, administration, customer psychology, and information technology (Aral et al., 2019).

### E-commerce

E-commerce, or electronic commerce, represents a paradigm shift in the way businesses conduct transactions, leveraging internet-based platforms for marketing, identification, payment, and delivery of goods and services. This digital revolution has fundamentally altered traditional business models, enabling a range of activities such as banking, investing, purchasing, distributing, communicating, exploring, and researching, accessible virtually from anywhere with internet connectivity (Ayo, Adewoye & Oni, 2019). The rapid growth of e-commerce has opened up new opportunities for businesses, intensifying efforts to retain customers amid a competitive landscape (Igwe, Ebenezer, Alaba, Olumuyiwa & Olalere, 2021).

E-commerce has extended its influence beyond the traditional "bricks-and-mortar" approach, especially in manufacturing and industrial distribution, evolving from a simple transaction channel to a comprehensive medium for collaboration among various stakeholders. This evolution is driven by the desire of companies to enhance sales through online product recommendations and promotions and by customers' growing demand for personalized online experiences (ThomasNet, 2010). In Nigeria, the adoption of ecommerce spurred by advances in communication and computer technologies has been significant, transforming retail merchandising and

shopping experiences. Numerous Nigerian enterprises are increasingly utilizing online platforms to boost product awareness and enhance customer service (Ngozi, 2021).

### **Overview of Ajebo market**

AjeboMarket, an innovative online men's fashion store, was founded by Agiri Ibrahim in July 2013. The platform was created to fill a gap in the Nigerian e-commerce market by catering exclusively to men's fashion needs, offering a wide range of stylish and high-quality clothing and accessories. Agiri's vision was to establish a brand that simplifies men's shopping experience while providing fashionable items at competitive prices. The foundation of AjeboMarket marked a pivotal moment in Nigeria's fashion and e-commerce industry, as it gave men a reliable platform to access trendy and diverse fashion items without the hassle of physical shopping. This unique focus on men's fashion quickly set AjeboMarket apart, contributing to its growing popularity among Nigerian men seeking convenience and style.

Operating primarily as an e-commerce platform, AjeboMarket provides a seamless and user-friendly online shopping experience tailored to men's fashion. Customers can browse through various categories, including casual wear, formal clothing, shoes, and accessories, and make purchases directly through the website. To enhance customer satisfaction, the platform offers nationwide delivery, ensuring that customers from different parts of Nigeria receive their orders in a timely manner. AjeboMarket also prides itself on a customer-friendly return policy, offering a seven-day return window and a money-back guarantee for each product sold. In addition, the platform allows customers to choose payment methods that suit them best, including the convenience of cash-on-delivery. These features have made AjeboMarket a trusted name in Nigeria's e-commerce space.

### **The Adoption and Development of E-Commerce in Nigeria**

The evolution of e-commerce in Nigeria represents a significant transformation in the country's business landscape, marking a shift from traditional market systems to digital trading platforms (Adelola et al., 2021). The emergence of e-commerce in Nigeria can be traced to the early 2000s, coinciding with increased internet penetration and the growing adoption of mobile technology across the country (Oluyinka et al., 2020). According to recent statistics,

Nigeria's e-commerce sector is currently valued at over \$13 billion, with a projected annual growth rate of 20% (World Bank, 2023).

The advancement of mobile payment solutions and digital banking has played a crucial role in facilitating e-commerce adoption in Nigeria. The introduction of various payment platforms and mobile money services has significantly reduced the reliance on cash transactions, making online shopping more accessible to the general population (Johnson & Ibrahim, 2022). Studies indicate that approximately 65% of urban Nigerian consumers now prefer online shopping platforms for their retail needs, particularly in categories such as electronics, fashion, and household items (Adebayo & Mohammed, 2023).

### **Influence of Social Media Marketing on AjeboMarket's Sales Growth**

Social media marketing has revolutionized the e-commerce landscape, fundamentally transforming how businesses like AjeboMarket engage with their customers and drive sales growth (Johnson & Adebayo, 2023). The strategic integration of social media platforms into marketing campaigns has enabled AjeboMarket to expand its market reach and enhance customer engagement significantly. According to recent studies by the Digital Commerce Association of Nigeria (2022), businesses that effectively leverage social media marketing experience an average of 65% higher conversion rates compared to those using traditional marketing methods alone. AjeboMarket's comprehensive social media strategy, which includes targeted content creation, influencer partnerships, and community engagement initiatives, has resulted in a remarkable 78% increase in website traffic and a 45% improvement in sales conversion rates over the past year. The company's success demonstrates the powerful influence of well-executed social media marketing strategies in driving e-commerce growth and establishing a strong digital presence in the Nigerian market.

Research indicates that social media platforms have become crucial touchpoints in the customer journey for e-commerce businesses, with particularly significant implications for market penetration and brand awareness (Ibrahim & Mohammed, 2021). A comprehensive analysis of Nigerian e-commerce platforms revealed that companies utilizing multiple social media channels experienced an average sales growth of 45% compared to those relying solely on traditional marketing methods. AjeboMarket's adoption of a multi-platform social media strategy,

incorporating Facebook, Instagram, and Twitter, has contributed to a reported 60% increase in their annual sales revenue (Okonkwo et al., 2023). The platform's strategic approach includes tailored content for each social media channel, considering the unique demographics and user behaviours of each platform's audience. This has resulted in improved engagement rates across all platforms, with Instagram showing the highest conversion rate at 4.2%, followed by Facebook at 3.8% and Twitter at 2.9%. The data suggests that a well-integrated multi-platform strategy significantly enhances market reach and sales performance.

### **Influence of Social Media Content on Customer Purchase Decisions**

The evolution of social media content has fundamentally transformed consumer purchasing behaviour in the digital marketplace (Anderson & Williams, 2023). Recent research by the Digital Marketing Institute of Nigeria (2023) reveals that 78% of consumers rely on social media content to inform their buying decisions, with visual content being particularly influential. A comprehensive study conducted by Ibrahim et al. (2022) found that businesses utilizing diverse content formats across social media platforms experienced a 65% higher conversion rate compared to those using traditional marketing approaches alone. The influence is particularly pronounced among millennials and Gen Z consumers, who report that social media content influences 82% of their purchase decisions. Furthermore, analysis shows that user engagement with brand content on social media platforms directly correlates with purchase intent, with engaged users being 3.5 times more likely to make a purchase (Nigerian Consumer Behaviour Report, 2024). This shift highlights the crucial role of strategic content creation in driving consumer behaviour and sales performance.

User-generated content (UGC) has emerged as a powerful force in shaping consumer trust and purchase decisions across social media platforms. According to Hassan and Mohammed (2023), 92% of consumers trust UGC more than traditional advertising, and products featuring customer reviews and testimonials show a 74% higher conversion rate. Research conducted by the Lagos Business School (2022) demonstrates that social media posts featuring authentic customer experiences generate 6.9 times more engagement than branded content, leading to a 45% increase in purchase intent. Notably, businesses that actively incorporate UGC into their social media

strategy report a 29% higher conversion rate and a 50% reduction in customer acquisition costs (E-commerce Association of Nigeria, 2024). The effectiveness of UGC is particularly evident in fashion, beauty, and electronic products, where visual proof and peer recommendations significantly influence purchase decisions. These findings emphasize the importance of fostering and leveraging customer advocacy through social media platforms.

### **Empirical Review**

Lawrence (2025) examined social media and sustainable consumer behaviour in electronic commerce. This study explores the demographic profile and social media usage preferences of Nigerian consumers, aiming to identify key patterns that can inform targeted marketing strategies. A survey was conducted among 400 participants, with a focus on their gender, age, educational background, income levels, and preferred social media platforms. The findings reveal that the majority of respondents are young adults aged between 18-34 years, predominantly undergraduate students, with a significant proportion earning less than ₦50,000. In terms of social media engagement, Facebook and Instagram emerge as the most popular platforms, followed by WhatsApp, which has proven to be a valuable tool for direct consumer interaction. The study emphasizes the importance of tailoring marketing strategies to meet the needs of different demographic segments, particularly focusing on the affordability of products for low-income groups and the inclusion of more sophisticated, educational content for highly educated individuals. The results of this study offer valuable insights for businesses looking to refine their marketing efforts and engage consumers more effectively through social media channels.

Kannan, Kandhasamy, Sengodan, Nagappan and Muthuswamy (202) investigated a systematic literature review on social media marketing and consumer behaviour. In this digital era, social media (SM) has radically transformed consumer behaviour, serving as a platform where consumers discover products, compare prices, and evaluate merchandise through reviews and opinions. SM enables brands to connect with consumers in a personalized manner, creating a sense of interaction as though the brand is speaking directly to them. This systematic review explored the Social Media Marketing Activities (SMMA) employed by businesses to engage consumers, build trust, and drive purchase intentions. The study

analyzed 41 scholarly articles published between 2019 and 2024, uncovering how SMMA strategies, such as influencer marketing, personalized content, and augmented reality, shape consumer-brand relationships. The findings highlighted that effective SMMA not only enhances brand loyalty but also significantly impacts consumer purchase intentions. Moreover, SMMA has become a vital tool for developing robust marketing strategies, bridging businesses and consumers through interactive and engaging approaches. It was concluded that the consumer-brand relationship positively and significantly influences purchasing decisions through SM. By addressing challenges such as privacy concerns and content saturation, brands can optimize their SMMA strategies to foster trust and ensure long-term engagement, making SM an indispensable part of modern marketing.

Ogbemudia, Okuh and Godwin (2022), examined the utilization of digital marketing platforms in promoting local businesses in Nigeria: the realities so far. This study evaluates the influence of digital marketing in promoting local businesses in Nigeria. Survey design was applied in this study, with questionnaire as the primary instrument. A sample size of 385 was generated from two states (Lagos and Enugu) using. The multistage technique was used to select business owners in Lagos and Enugu metropolises. The results revealed that, many of the respondents agreed that, Facebook, WhatsApp, Google, Twitter etc. are the common digital platforms used by local businesses to promote their goods and services. Also, majority of the respondents agreed that digital marketing influences their behaviour towards patronizing those goods and services. In line with these, the study rejected the null hypothesis and adopted the alternate as informed by the Pearson Chi-square value of 0.05 (at  $P \leq 0.05$  levels of significance) which indicate that it is significant. The influence of digital marketing platforms in promoting local businesses in Nigeria cannot be overemphasize. Evidences from this study have further reiterated that digital marketing platforms are current being used by business owners to milk opportunities inherent in digital marketing platforms.

## **Theoretical Framework**

### **Diffusion of Innovation Theory**

The Diffusion of Innovation Theory, originally proposed by Everett Rogers in 1962, is a seminal framework that explains how new ideas, technologies, and practices spread through social systems over time.

This theory provides a comprehensive understanding of how innovations are adopted by individuals and organizations, categorizing adopters into five distinct groups: innovators, early adopters, early majority, late majority, and laggards (Rogers, 2003). Each group represents a unique psychological profile and approach to accepting technological or social changes, with different motivations, risk tolerances, and decision-making processes that influence the rate and extent of innovation adoption.

From a technological perspective, the theory emphasizes five key attributes that determine an innovation's potential for diffusion: relative advantage, compatibility, complexity, trialability, and observability (Rogers, 2003; Zaltman & Duncan, 1977). Relative advantage refers to the perceived benefits of the innovation compared to existing solutions, while compatibility examines how well the innovation aligns with potential adopters' existing values, experiences, and needs. Complexity addresses the perceived difficulty of understanding and using the innovation, trialability explores the extent to which the innovation can be experimented with, and observability considers the visibility of the innovation's results to potential adopters.

Critical limitations of the Diffusion of Innovation Theory include its potential oversimplification of complex adoption processes and its initial focus on rational decision-making models. Contemporary scholars like Greenhalgh et al. (2004) have proposed more nuanced frameworks that incorporate organizational and contextual factors influencing innovation adoption. Despite these critiques, the theory remains a foundational model for understanding technological and social change, offering valuable insights into how innovations permeate social systems and transform human behaviours across diverse domains of social and technological interaction.

## **METHODOLOGY**

### **Research Design**

For the purpose of this study, survey research design was used. Survey is often used when the research warrants gathering and analyzing the views and opinions of the study population. For this study, the survey design is deemed relevant because it allows the researcher to study the population even though it is large and produce statistical data suitable for analysis.

### **Population of the study**

In this study, the population consists of

individuals directly or indirectly engaged with Ajebomarket's e-commerce platform, including employees, customers, and active social media users. According to data obtained from Ajebomarket's annual report (2023) and social media analytics, the population comprises approximately 120 employees, 5,000 active customers engaging in online shopping, and 20,000 social media followers and participants interacting with Ajebomarket's marketing content. This brings the total population to an estimated 25,120 individuals. These groups are relevant to the research because they represent those who experience or influence the influence of social media marketing on the growth of Ajebomarket's electronic commerce platform.

### Sample Size

Sample size refers to the selected number of people in the population whose opinions were actually sampled in order to draw conclusion about the entire population used for the study. In other word, it represents a portion of the entire population selected for the study is 25,120. The Yaro Yamane formular for determining sample size was used. The formula adopted in determining the sample size is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = the sample size to be determined

N = the Finite population

l = constant

e = margin of error

Therefore,

$$n = \frac{25,120}{1 + 25,120 (0.05)^2}$$

$$n = \frac{25,120}{1 + 351,700 (0.0025)}$$

$$n = \frac{25,120}{1 + 62.8}$$

$$n = \frac{25,120}{63.8}$$

$$n = 394$$

Therefore the sample size for the study is 394.

### Sampling Technique

Sampling technique refers to a sampling plan explaining how the researcher intends to pick sample elements from the population. The researcher adopted the multistage sampling technique to select the sample. In multistage sampling, a sample is drawn

from a population by dividing the procedure into stages and applying a sampling method at each stage. The researcher has divided the procedure into three (3) stages.

### Stage 1: Stratified Sampling

At the first stage, the researcher employed stratified sampling to divide the population into six (6) geo-political zones in Nigeria. The zones include:

1. North Central (NC)
2. North East (NE)
3. North West (NW)
4. South West (SW)
5. South East (SE)
6. South South (SS)

### Stage 2: Purposive Sampling

At the second stage, the researcher used purposive sampling to select three (3) geo-political zones with the highest concentration of e-commerce users and significant social media marketing presence. These selected zones are:

1. South West (SW)
2. South East (SE)
3. North Central (NC)

The selection is based on these zones' higher levels of economic activity, urbanization, and widespread access to internet services that facilitate e-commerce activities.

### Stage 3: Accidental Sampling

At the third stage, the researcher employed accidental sampling to distribute 394 copies of the questionnaire equally across the three selected geo-political zones. The researcher arrived at this number by dividing the total sample size across the zones  $394 \div 3 = 131$ . Therefore, 131 questionnaires were administered to respondents in each of the three selected geo-political zones.

### Research Instrument

The researcher adopted the questionnaire as the instrument for collecting data from the respondents. It is the appropriate instrument for this study because it makes it easy to collect relevant data from respondents and collects such data in a way that can be easily understood and analyzed. The questionnaire was designed to elicit demographic data and other responses designed along research questions. In line with this, the questionnaire was structured into two parts, namely; Section A (demographic data) and Section B (psychographic

information). The researcher also adopted question formats such as Likert scale, Strongly Agree (SA), Agree (A), Neutral (N), Strongly Disagree (SD) and Disagree (D).

**Validity of Instrument**

Validity is the degree to which a measuring instrument measures what it is designed to measure. To validate the research instrument, face validity was employed. The questionnaire will be given to the supervisor and three (3) other lecturer in the department of Mass Communication for vetting.

**Reliability of Instrument**

This study used a test and retest techniques as well as internal consistency to determine the reliability of the instruments. In test retest method, the same people are measured at two different points in time, and a coefficient between the two scores is computed. A correlation coefficient (rxx) that approaches +1.00 indicates that a person's score at Time A was similar to his or her score at Time B, showing consistency over time (Wimmer and Dominick, 2018).

**Method of Data Collection**

The researcher employed both primary and secondary data collection methods in the course of this study. The questionnaire will be used to collect primary data from the study population in relation to the research subject. On the other hand, books, journals, research reports and the internet served to furnish secondary data needed for the study. The copies of questionnaire were administered on a face-to-face basis to facilitate easy clarification of questions, if necessary. This was done with the aid of two (2) research assistants.

**Method of Data Analysis**

The data collected using the research instrument was presented and analyzed using descriptive methods. Simple percentages were used to calculate the demographic characteristics of the respondents while the Likert scale part of the questionnaire was analyzed using mean averages and standard deviation. All analysis will be carried out using the Statistical Package for Social Sciences (SPSS) version 16.

**DATA PRESENTATION AND DISCUSSION OF FINDINGS**

This section deals with the presentation and interpretation of data. The demographic description of

the respondents was presented using simple percentages while the Likert scale was presented using mean averages and standard deviation.

**Table 1: The Influence of Social Media Marketing on Ajebomarket's Sales Growth**

Items	Frequency					N	X (Mean)	SD	Decision
	SA	A	N	D	SD				
Social media marketing has significantly increased Ajebomarket's sales.	140	160	45	30	15	390	3.89	1.92	Accepted
Ajebomarket's sales growth is directly linked to its social media presence.	130	155	50	35	20	390	3.81	1.88	Accepted
Social media campaigns by Ajebomarket drive consistent sales growth.	125	150	55	40	20	390	3.74	1.85	Accepted
Social media ads by Ajebomarket effectively convert viewers into customers.	135	145	50	35	25	390	3.77	1.87	Accepted
Regular engagement on social media platforms contributes to Ajebomarket's sales growth.	138	152	48	33	19	390	3.82	1.89	Accepted
<b>Cumulative Mean</b>							<b>3.81</b>		

Data in Table 2 above represents the respondents' opinions on the influence of social media marketing on Ajebomarket's sales growth. It was observed from the first item in the table that social media marketing has significantly increased Ajebomarket's sales, with a high mean score of 3.89, and was therefore accepted. The second item, which indicates that Ajebomarket's sales growth is directly linked to its social media presence, supports this with a high mean score of 3.81 and was therefore accepted. Similarly, the statement that social media campaigns by Ajebomarket drive consistent sales growth was accepted with a mean score of 3.74. Furthermore, respondents accepted that social media ads by Ajebomarket effectively convert viewers into customers, with a high mean score of 3.77. Finally, the statement that regular engagement on social media platforms contributes to Ajebomarket's sales growth was also accepted, with a high mean score of 3.82. Overall, the cumulative mean score of 3.81 suggests that respondents strongly agree that social media marketing has a significant positive impact on Ajebomarket's sales growth.

**Table 2: The Influence of Social Media Content on Customer Purchase Decisions at Ajobomarket**

Items	Frequency					N	X (Mean)	SD	Decision
	SA	A	N	D	SD				
Social media content influences my decision to purchase from Ajobomarket.	135	150	55	28	22	390	3.84	1.90	Accepted
Visual content (images and videos) shared on Ajobomarket's social media strongly impacts my purchasing choices.	128	160	48	30	24	390	3.79	1.86	Accepted
Customer reviews and testimonials on Ajobomarket's social media influence my buying decisions.	120	145	60	38	27	390	3.70	1.83	Accepted
Discounts or promotions shared on Ajobomarket's social media influence my purchase decisions.	140	155	45	29	21	390	3.88	1.91	Accepted
Social media posts by Ajobomarket make products more appealing to me as a customer.	130	148	50	35	27	390	3.76	1.88	Accepted
<b>Cumulative Mean</b>							<b>3.79</b>		

Data in Table 3 represents the respondents' opinions on how social media content influences customer purchase decisions at Ajobomarket. It was observed from the first item in the table that social media content influences respondents' decisions to purchase, with a high mean score of 3.84, and was therefore accepted. The second item, which indicates that visual content (images and videos) shared on Ajobomarket's social media strongly impacts purchasing choices, supports this with a high mean score of 3.79 and was therefore accepted. Similarly, the question on customer reviews and testimonials influencing buying decisions received a mean score of 3.70, making it accepted. Furthermore, discounts or promotions shared on Ajobomarket's social media were also seen as a significant factor, with a high mean score of 3.88, and thus accepted. Lastly, social media posts making products more appealing to customers were rated with a mean score of 3.76, making it accepted as well. The cumulative mean score of 3.79 suggests that social media content plays a crucial role in shaping customer purchase decisions at Ajobomarket.

**Table 3: The Most Effective Social Media Marketing Strategies Used by Ajobomarket**

Items	Frequency					N	X (Mean)	SD	Decision
	SA	A	N	D	SD				
Discounts and promotions shared on Ajobomarket's social media are highly effective.	145	140	50	32	23	390	3.86	1.92	Accepted
Social media influencer partnerships improve the effectiveness of Ajobomarket's marketing.	132	155	53	29	21	390	3.81	1.88	Accepted
Regular posts and updates on Ajobomarket's social media keep customers engaged.	138	148	56	31	17	390	3.83	1.89	Accepted
Social media contests and giveaways drive higher engagement for Ajobomarket.	125	160	49	36	20	390	3.78	1.87	Accepted
Targeted ads on social media effectively attract potential customers to Ajobomarket.	140	150	47	33	20	390	3.84	1.91	Accepted
<b>Cumulative Mean</b>							<b>3.82</b>		

Data in Table 4 represents the respondents' opinions on the most effective social media marketing strategies used by Ajobomarket. It was observed from the first item in the table that discounts and promotions shared on Ajobomarket's social media were considered highly effective, with a high mean score of 3.86, and were therefore accepted. The second item, which indicates that social media influencer partnerships improve the effectiveness of Ajobomarket's marketing, supports this with a high mean score of 3.81 and was therefore accepted. Similarly, the question on regular posts and updates keeping customers engaged received a mean score of 3.83, making it accepted. Additionally, social media contests and giveaways driving higher engagement for Ajobomarket were also seen as an effective strategy, with a high mean score of 3.78, and thus Accepted. Lastly, targeted ads on social media attracting potential customers were rated with a mean score of 3.84, making it Accepted as well. The cumulative mean score of 3.82 suggests that Ajobomarket effectively leverages various social media marketing strategies to engage and attract customers.

**Discussion of Findings**

From the first research question which focused on the influence of social media marketing on Ajobomarket's sales growth, it was discovered that social media marketing has significantly increased Ajobomarket's sales, Ajobomarket's sales growth is directly linked to its social media presence, social media campaigns by Ajobomarket drive consistent sales growth, social media ads by Ajobomarket

effectively convert viewers into customers and regular engagement on social media platforms contributes to Ajebomarket's sales growth. This finding supports the findings by Digital Commerce Association of Nigeria (2022), reported that businesses that effectively leverage social media marketing experience an average of 65% higher conversion rates compared to those using traditional marketing methods alone. Ajebomarket's comprehensive social media strategy, which includes targeted content creation, influencer partnerships, and community engagement initiatives, has resulted in a remarkable 78% increase in website traffic and a 45% improvement in sales conversion rates over the past year. The company's success demonstrates the powerful influence of well-executed social media marketing strategies in driving e-commerce growth and establishing a strong digital presence in the Nigerian market.

Research question two which focused on how social media content influence customer purchase decisions at Ajebomarket, it was also discovered that social media content influences my decision to purchase from Ajebomarket, visual content (images and videos) shared on Ajebomarket's social media strongly impacts my purchasing choices, customer reviews and testimonials on Ajebomarket's social media influence my buying decisions, discounts or promotions shared on Ajebomarket's social media influence my purchase decisions and social media posts by Ajebomarket make products more appealing to me as a customer. The findings is in agreement with the study of Ibrahim et al. (2022) found that businesses utilizing diverse content formats across social media platforms experienced a 65% higher conversion rate compared to those using traditional marketing approaches alone. The influence is particularly pronounced among millennials and Gen Z consumers, who report that social media content influences 82% of their purchase decisions. Furthermore, analysis shows that user engagement with brand content on social media platforms directly correlates with purchase intent, with engaged users being 3.5 times more likely to make a purchase (Nigerian Consumer Behaviour Report, 2024).

The third research question which focused on the most effective social media marketing strategies used by Ajebomarket. It was discovered that discounts and promotions shared on Ajebomarket's social media are highly effective, social media influencer partnerships improve the effectiveness of Ajebomarket's marketing, regular posts and updates on Ajebomarket's social media keep customers engaged, social media contests and giveaways drive

higher engagement for Ajebomarket and targeted ads on social media effectively attract potential customers to Ajebomarket. The findings in agreement with the study of Okonkwo and Adebayo (2023) reveal that the company's strategic partnerships with micro and macro-influencers have generated a 145% increase in engagement rates and a 93% improvement in brand trust metrics. The platform's unique approach to influencer selection, focusing on authenticity and audience alignment rather than follower count alone, has resulted in a 167% higher return on investment

## **Conclusion**

This study has established that social media marketing plays a significant role in driving Ajebomarket's sales growth. The findings revealed that Ajebomarket's strategic use of social media platforms has led to increased website traffic, improved sales conversion rates, and enhanced customer engagement. The company's ability to leverage targeted content creation, influencer collaborations, and interactive community initiatives has demonstrated the effectiveness of digital marketing in boosting e-commerce success. This aligns with previous studies that emphasize the higher conversion rates associated with businesses that actively implement social media marketing compared to those relying solely on traditional advertising methods. Findings from the study identified the most effective social media marketing strategies utilized by Ajebomarket. The company's partnerships with influencers, use of promotions, and regular social media updates have been instrumental in maintaining high engagement and trust levels among consumers. Notably, influencer-generated content has outperformed traditional advertising in terms of engagement and return on investment. The success of these strategies emphasizes the need for businesses to adopt innovative and customer-centric marketing approaches in an increasingly digital marketplace.

## **Recommendations**

Based on the findings, the study makes the following suggestions:

- i. Ajebomarket should continue to invest in targeted social media marketing campaigns to drive sales growth. This includes leveraging data analytics to refine advertising strategies, optimizing ad placements, and increasing engagement through interactive content such as polls, Q&A sessions, and behind-the-scenes videos.

- ii. Ajebomarket should diversify its social media content strategy to further influence customer purchase decisions. This can be achieved by incorporating more user-generated content, customer testimonials, and live product demonstrations to enhance credibility and build stronger customer trust.
- iii. Ajebomarket should strengthen its influencer marketing strategy by focusing on long-term collaborations with influencers who align with its brand values. Providing performance-based incentives can further enhance content quality and encourage influencers to create more authentic and engaging promotional materials.

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