

**THE IMPACT OF SOCIAL MEDIA ON ARTISAN'S BUSINESS
PERFORMANCE IN ADO-EKITI, EKITI STATE.**

BY

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SOC/11/0218

**A RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF SOCIOLOGY, FEDERAL UNIVERSITY
OYE EKITI, EKITI STATE**

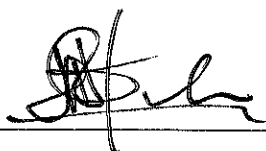
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**PARTIAL FULFILLMENT OF THE REQUIREMENT TO THE
AWARD OF BACHELOR OF SCIENCE (B. SC. HONS) IN
SOCIOLOGY.**

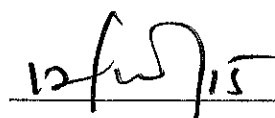
September 2015.

CERTIFICATION

This is to certify that this research project was carried out by ADENEKAN OLUWASEUN OLAYINKA, Matric No: soc/11/0218 in the Department of sociology, Faculty of Humanities and Social Sciences, Federal University Oye Ekiti, Ekiti State.

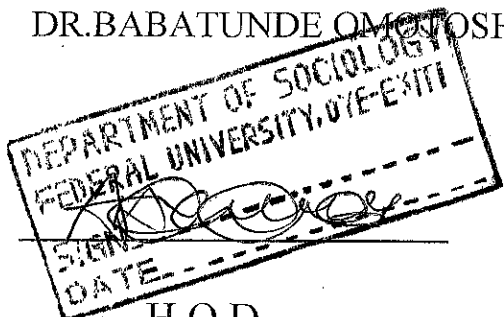


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DEDICATION

This research project is dedicated to my parent Mr. FEMI and MRS. TITILAYO ADENEKAN.

ACKNOWLEDGEMENT

My appreciation first and foremost goes to Almighty God for His enablement, and grace. I also thank Him for providing for me at a time I needed help.

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ABSTRACT

The role of social media in success and development of artisan related activities cannot be over-emphasized. In this era of modern technology, providing means by which artisan can improve on their jobs and increase their profit is important. This is because active participation in social media activities among artisan can improve their business and create awareness on what they are producing to the general populace.

This study is a descriptive study, both primary and secondary data were used for the study, A mixed method was use to obtain both quantitative and qualitative data via questionnaire and in-depth interview respectively. A total of one hundred and seventy artisans were selected using systematic sampling techniques. Also only seven artisans were selected for in-depth-interview. Data was presented in percentage and tables, chi-square are used to test hypotheses drawn for this study.

In the findings some of the reasons advanced by the respondents for using social media for their business are to increase the number of their customers, it is also to create awareness for artisan's business, it is also to make service known to the whole world, it is to get customers attention. This research concluded that there is nothing successful without the use of modern technology. Bearing in mind that the SMEs (Small Medium Enterprise) contribute immensely to the economy of the society in great dimension, and then it becomes imperative that each artisan must get connected to social media because of their business. This is because social media has unlimitedly contributed to artisan's work. This study recommended that government at all tiers should come to the aid of artisans in terms of empowerment and loan opportunity to start and resuscitate dead businesses.

TABLE OF CONTENTS

CONTENTS	PAGES
TITLE _____	i
CERTIFICATION _____	ii
DEDICATION _____	iii
ACKNOWLEDGEMENT _____	iv
ABSTRACT _____	v
TABLE OF CONTENTS _____	iv
CHAPTER ONE	
1.1 Background to the study _____	1
1.2 Statement of the problem _____	3
1.3 Research question _____	4
1.4 Research objective _____	5
1.5 Significance of the Study _____	5
1.6 Scope of the study _____	6
1.7 Definition of terms _____	6
CHAPTER TWO	
2.0 Introduction _____	7
2.1.1 An overview on social media _____	8
2.1.2 The prevalence of social media use _____	10
2.1.3 Social media and artisan business performance _____	11
2.2 Theoretical frame work _____	13

2.2.1 Communication privacy management theory _____	13
2.2.2 Piaget theory of cognitive development _____	15
2.3 Statement of Hypotheses _____	17
CHAPTER 3	
3.1 Research design _____	19
3.2 Study population _____	19
3.3 Study area _____	20
3.4 Sample and sampling procedure _____	20
3.5 Research instrument _____	21
3.5.1 Socio-demographic Data _____	21
3.5.2 Social Media Scale _____	22
3.5.3 Artisan Business Performance Scale _____	22
3.6 Data collection procedure _____	23
3.7 Method of data Analysis _____	23
CHAPTER 4	
4.0 Introduction _____	24
4.1 Respondent socio economic and demographic status _____	24
4.2 Prevalence of social media on artisan _____	28
4.3 Impact of social media on artisan business performance _____	34

4.4 Impacts of socio economic status on the use of social media among artisan-	37
4.5 Factors and challenges in the use and non-use of social media _____	38

CHAPTER 5

5.0 Introduction _____	43
5.1 Summary _____	43
5.2 Conclusion _____	45
5.3 Recommendation _____	45

BIBLOGRAGHY

APPENDIX

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The role of social media in success and development of artisan related activities cannot be over-emphasized. In today world of technological development, social media has created avenue from people to communicate or otherwise exchange useful information that may be relevant to their line of business and their field (Tapscott and Williams, 2008). Through social media, individual artisans are able to meet other people in their line of business and form a platform in which new development in their line of business are discussed (Tapscott and Williams, 2008). This technological improve provide scenarios for artisan to also disseminate the information to consumer on what they are producing. Meanwhile artisan activities has been regarded as important sector of the economy which provide people with income, reduce unemployment and boost economic growth and development (Richard, 2007)

Artisan activities can be defined for the purpose of this study as any form of activities in which an individual engage to produce or create thing by hand with the aim of satisfaction consumer need. Example of artisan activities may include but not limited to tailoring, shoe maker, hairdressing, decoration, Goldsmith, furniture etc. In Nigeria today, artisan activities is an important aspect of entrepreneurial related activities which serves as the backbone of economic growth and development (Richard, 2007). The increases in the rate of unemployment in the country is based on the fact that majority of the people have the orientation that white collar job is only surviving strategies out of poverty while the white collar job is not available.

From Andreas & Michael (2010) social media can be conceptualised as a group of communication which are internet based in nature which allow the creation and exchange of information among the users. "Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'"(Dhiraj, 2013). As a result in improvement in communication technology, people from different part of the world and from different walks of life can form a platform which can serve as scenarios for the exchange of information which they might not have access to without social media. Web technology allow people from various part of the world to form group and even community in which issues relating to their business are discuss.

The relationship between social media and development in artisan related business has been well documented in literature. The evolution of the Web has opened more opportunities and spaces for individual to have access to information and carry out socially and business related activities. The Internet has profoundly changed the human experience. Popular social networks provide users with the opportunity to do business interact and acquire Knowledge (Zontanos and Anderson, 2004). Social media has improved people skill and knowledge by providing them scenarios to form social media good for posting of recent knowledge in their field. In term of acquiring knowledge to boost business performance, social media creates scenarios for entrepreneur or artisan in the same work to come together and for a community of practice where information about how their work can be improved are shared (Simon, 2012). Through social media, people in the sample line of business come together and discuss issues and challenges relating to their business. Through these activities, individual artisans

are able to have better knowledge on how their production can be improved (Jaokar, Jacobs, Moore and Ahvenainen, 2009).

Apart from the fact that social media provide scenarios for artisan in the same line of business to exchange useful information, social media also serves as platform in which artisan can advertise their product to billions of consumer all over the world. The role of social media in improving level of sales cannot be over-emphasised. Through social networking information about artisan product can reach numerous customers and have higher level of sales (Fruhling and Dignan 2000).

1.2 Statement of the Problem

It is obvious that the internet has given us the ability to connect with people from around the globe with a few clicks of a button and one can easily send information to a friend or get information. While social media can promote transfer of knowledge by forming a group on social media where issue relating to certain business line can be discussed, the impact of social media on artisan business improvement cannot be overestimated. Artisan activities are one of the most important aspects of Nigerian business activities which form major scenarios for employment creation and thereby minimised the rate of youth unemployment. In this era of modern technology, providing means by which artisan can improve on their jobs and increase their profit is important.

This is because active participation in social media activities among artisan can improve their business and create awareness on what they are producing to the general populace.

The social media use around the world is gaining more popularity everyday as the number of users keep on increasing almost every day. Social media continues to grow apace around the world, with active user accounts now equating to roughly 29% of the world's population (GWI, 2015). Monthly active user (MAU) figures for the most active social network in each country add up to almost 2.08 billion – a 12% increase since January 2014. Meanwhile, research conducted by Global Web Index (GWI, 2015) suggests that the average social media user spends 2 hours and 25 minutes per day using social networks and micro blogs, with Argentinian and Filipino users registering the most, at more than 4 hours per day. Furthermore Facebook continues to dominate the global social media landscape, claiming 1.366 billion active users in January 2015.

Social Media penetration in Africa also lags behind the rest of the world at 7% (tied with central Asia) ahead of Central Asia. This is primarily as a result of the lack of affordable, accessible internet on the continent. This represents a 2% increase from 2013. Nigeria leads the way with the highest number of internet users, Facebook users and active mobile subscriptions despite South Africa having higher internet, Facebook and mobile penetration.

1.3 Research Questions

For the purpose of this study, the following questions will be answered

- i- What is the prevalence of social media use among artisan?
- ii- Will there be a significant impact of social media use artisan business performance?

- iii- Does gender have significant impact on artisan business performance?
- iv- Does age have significant impact on artisan business performance

1.4 Research Objectives

The general objective of this study is to examine the impact of social media on artisan business performance among artisans in Ado-Ekiti. The specific objectives are to;

- i- Analyse the prevalence of social media use among artisan
- ii- Examine the impact of the use of social media on artisan business performance
- iii- Determine the impact of socio-economic status on the use of social media among artisan
- iv- Factors responsible for the use and non-use of social media among artisan

1.5 Significance of the Study

In its broadest sense the study is aimed at improving on the existing literature on the issue relating to social media and artisan activities in Nigeria. It is also expected to improve existing data on the relationship between gender and artisan activities. Meanwhile the findings of this study as well as the theoretical build-up will benefit both the sociologist and psychologist, with empirical information on the construct of social media. Since this social media phenomenon is continuing to grow at a fast pace, it is important to understand the influence of social media on business related activities, the study is important as it will shed

more light on the way our social media influence our entrepreneurial activities like artisan work.

1.6 Scope of the Study

The Study examines the impact of social media on artisan business performance among artisan workers in Ado-Ekiti. The Artisan workers in Ado has been purposively selected to represent artisan population in Ekiti-State. Descriptive research design will be employed; data will be collected using questionnaire techniques. In this study, the independent variable of interest is social media and gender while the dependent variable is artisan business performance.

1.7 Definition of terms

- i- Social Media:** is defined as the communication between people over a social network which serves as a platform for people to share information such as messages, videos, pictures between user to user.
- ii- Artisan:** This be can be defined any form of activities in which individual engage in to create something valuable and usable for the general populace
- iii- Communication:** This can be defined as the process involve in exchanging or disseminating information from one person to another.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

In this section, there were clarifications of the major concepts under study: social media, artisan worker. Review of relevant empirical studies was examined in the chapter it emphasized on the various empirical studies that has been conducted on how social media affect artisans. The last section covered the statement of hypotheses. However, in understanding a review of the literature in sociological research, the objectives are to draw out the necessary connections between the study and earlier works in the same discipline. Knowledge of these earlier works not only acts as a guide, but also broadens the knowledge of the discipline. The chapter clarifies under the following headlines

- i- An overview on social media**
- ii- The prevalence of social media use**
- iii- Social media and artisan business performance**
- iv- Review of relevant theories**
- v- Statement of research hypotheses**

2.1.1 The concept of Social Media

Social media can be defined as a form of online social site where individual meet to carry out social activities, business or educational program. Today world of internet technology has made the whole world to be a global village. People from different parts of the world in their room are able to communicate to other form another continent entirely. The evolution of internet communication creates a

scenario and opportunity for people to carry out online social activities, educational information, or other form of recreational activities. In everyday, the number of people that are using social media sites such as Facebook, twitter, Badoo and other social media sites are increasing. The world has really become a global village where communication difficulty has been stopped by internet technology development. Social media serves as a source of information for student by forming online groups where people sharing similar field discuss issues relating to their course of study (Goulet, Rainie, & Purcell, 2011).

According to Kuss and Griffith (2011) “Social networking sites are virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on shared interests”. Social networking is seen as a ‘global consumer phenomenon’ with an exponential rise in usage within the last few years. Kuss and Griffith (2011) further explain that social networking sites are “web-based services that allow individuals to:

1. construct a public or semi-public profile within a bounded system,
2. articulate a list of other users with whom they share a connection, and
3. view and traverse their list of connections and those made by others within the system”

The use of online social networking sites to communicate with family and friends and to meet people has had a significant effect on the ways in which people interact this has really improved interpersonal relationship/communication in recent years. For some people, who are avid users of social networking sites, friendships are sustained without any face-to-face interaction. This has occurred in the past through having pen pals where people developed life-long friendships with people they had never met. Online social networking has increased people’s

capacity for making and sustaining such friendships as well as having more regular communication with family and other friends (Correa et.al, 2009).

Studies have indicated that internet communications may supplement traditional social behaviour rather than increase or decrease it. This is consistent with a Social network theory which implies that the more a person socialises in a traditional sense, the more they will socialise online. Increasingly, studies are indicating that social networking has a positive impact on social connectedness and wellbeing (Valkenburg & Peter, 2009). Those using networking sites use them to meet new people, seek out old friends, keep in touch with current friends, seek attention and/or keep up with their peers this tends to improve individual wellbeing and happiness(Correa et.al, 2009). Further, it has been suggested that online social networking may have benefits for those who find face-to-face contact difficult such as those who are shy or introverted (Wolfradt & Doll, 2001).

Consequently the excess use of social-networking sites also has some negatives implication on the users. The problems of internet addiction are one of the big mental problems. According to Idehen, Ojewumi and Olasupo, (2013) internet addiction has a very big negative implication of social networking as internet users spend more time than normal carrying out specific activities. According to Young (1999) as cited Kuss and Griffiths (2011) “there are five different types of internet addiction, namely;

- 1- Computer addiction (i.e., computer game addiction),
- 2- Information overload (i.e. web surfing addiction),
- 3- Net compulsions (i.e., online gambling or online shopping addiction),
- 4- Cyber sexual addiction (i.e., online pornography or online sex addiction),
- 5- Cyber-relationship addiction (i.e., an addiction to online relationships)”.

Kuss and Griffiths (2011) noted that SNS addiction appears to fall in the last category since the purpose and main motivation to use SNSs is to establish and maintain both on- and offline relationships.

Social media allow people to know more people, thereby increasing their networking. The web is used to communicate to people even from any part of the world. While some people are more motivated to engage in using social media sites, some people are not really making use of these sites. Some of the factors that have been reported to be responsible for this are what they called internet self-efficacy, motivation and life satisfaction. All these psychological factors have reported is important predictors of online social media use. Today, social media sites are seen by students as both informative and recreational sites. The student makes use of this site for interacting with friends' families while some make use of this site for informational purpose. However, the kinds of things students do on social media sites highly predict their academic success whether positively and negatively.

2.1.2 The prevalence of social media use

It is found that adolescent use of social media site is increasing every day. Predominantly the users of the social media are young adults, however Lenhart (2009) claim that three-quarters of social media users are under the age of 25 years. As at 2005, only 8% of social media users are youth, today, about 35% of Facebook users are young adult. Social networking site users are also regular visitors, with more than one-third checking their profile page daily and almost another 25% visit every few days. The study of Raacke & Bonds-Raacke (2008) suggests that male and female equally make use of social media at the same level. In other words, no significant difference between male and female adolescent on social networking. Social media use is increasingly gaining popularity among the

adolescent world. It is very easy today In Nigeria to gain small phone that has internet access; these have really increased the number of adolescent users of these social media sites. While some adolescent make use of this site for educational purpose, the majority are only interested in using this site for recreational purpose without having an interest in how these sites can improve their academic life. Social media has succeeded in influencing adolescent life in the following ways

- i- Improving social interaction
- ii- Improve individual educational skills and knowledge
- iii- Improve individual networking

2.1.3 Social media and Artisan business performance

The role of social media in marketing of artisan business has been widely documented in literature. Social media serves as avenue in which people advertise their product to prospective customers. Through social media awareness about the existing product made by artisan in the market are made. This in turn boosts the performance of business in everyday life. As stipulated various empirical studies have been conducted to establish the relationship between the concept of social media and business growth of artisan. Jangogo and Kinyua (2013) carried out empirical study to examine the influence of social media on artisan entrepreneurship business growth among small business owner in Nairobi Kenya. The study sampling population consist of managers and owner of business owner in Nairobi in which 246 respondent were used in the study.

The findings of their study suggest that social media improves the marketing and sales of artisan product. Their findings show that social media serves as technology by which business owner can advertise and communicate the

availability of their creative work in the market. Jangogo and Kinyua (2013) emphasised on the fact that social media can communicate product online to millions of customers all over the world. Through this online marketing of product are promoted and the level of sales and productivity improve. Social media is very crucial to business performance in today world of technological business environment. Ability to make use of online business promotes and improves firm sales and their overall productivity. Social media has tendency to communicate the availability of artisan product in the market to billions of prospective consumers all over the world. Social media reduce the cost of communicating the availability of product locally by making it possible to disseminate the information about a particular product in the market to many consumers within short period of time.

Meanwhile the study of Fruhling and Digman (2000) justifies the findings of Jangogo and Kinyua (2013) when they claimed that online social networking such as face-booking can help artisan improve their business and overall profitability. Fruhling and Digman (2000) suggest that ability of the business owner to inculcate the habit of using internet technology to boost the sale of their product can improve business growth and development. They assert that any artisans that can quickly adopt internet marketing/social media to their business are able to compete favourably with the rival firms in the global market. Social media can improve business customer and their market base; this process will have both long term and short term effect in term of firm sales and profitability. Fruhling and Digman (2000) conclude that social media tends to increase market penetration and development which promote speedy achievement of business growth and development.

In addition to this, Mangold and Faulds (2009) asserts that social media improve the level at which artisan have connection with other artisan which can

have positive impact in the way their business can be improved. Social media allow individual business owner to develop a good relationship with their customer there by improve customer loyalty. Mangold and Faulds (2009) recognize that social media allows an enterprise to connect with both existing and potential customers, engage with them and reinforce a sense of community around the enterprise's offering(s). Further, an information rich website can help a business to develop relationships with customers by providing more effective marketing, new communication and distribution channels, shorter time to market, customized products, 24hour online technical support and online interactive community.

2.2 Reviews of Relevant Theories

2.2.1 Communication Privacy management Theory

The communication management theory was proposed to explain when and how people reveal private information to others. It is an online theory that gives general explain of the factor that people consider before revealing hidden information to others usually strangers in an online social networking. The theory was developed by Sander Petronio in her book communication boundary management 1991. Communication privacy management theory focuses more heavily on the techniques that people use in the management of their private information before such information can be revealed to others. Generally people evaluate a lot of information about the stranger before revealing who they are to such person. Doing this means such individual is able to be sure that the stranger is not a potential threat.

Dialectic of privacy Versus Disclosure

The central argument of Communication privacy management theory is the idea that dialectic exists whereby the actor has to weigh the decision to disclose or conceal information to another especially in social networking sites. This involves the actor weighing up the cost and benefit of giving such information to others. People are expected to reveal information about their private life to themselves if their cost of revealing such information is lesser than the benefit of giving the information. In other words if they perceived revealing information to others to be more beneficial than its relative cost, then people will reveal themselves to others. This behaviour prevents people from getting to know the individual identity which may cause harm or have any other negative implication.

Nature of Information Sharing

The theory of communication management laid emphasis on boundary when it comes to sharing of information to others in everyday life. The theory explains that individual private information is usually protected by boundary. However, this boundary sometimes allows people to have access to any information while some sensitive information will be hidden from the outside world. The extent to which boundaries are permeable, characterized as thick or thin boundaries, "varies depending on the rules for access and protection. The communication management theory was originally developed to explain one-on-one interaction, however base for the improvement in communication technologies, the emergence of social media such as Facebook, Twitter, blogs and online shopping, there are new ways of disclosing information to others. Meanwhile Petronio (1991) claims that the ways in which people reveal or disclose information about them whether online or in face-to-face social interaction still remain the same. Just as in face-to-face

relationships, relationships online has both risks and benefits to disclosure. For example benefits of an e-commerce relationship are “convenience, faster service, and lower prices”. Risks on the other hand include “vulnerability to spam, theft, and electronic surveillance”. While technology has introduced some new threats to the privacy of an individual, it has also made communication easier than ever before.

2.2.2 Piaget Theory of cognitive Development

The theory of cognitive development was propounded by a psychologist Jean Piaget (1896-1980). The theory of cognitive development explains how the development of human intelligence affects their level of learning at different states of their life. The theory posit that the level of individual intelligence long way in influencing what human can learn at a particular stage of their life and how they can make decision concerning whether to execute an action or not. The theory elaborates on the role of childhood plays on the level of individual intelligence when they finally reach adolescent and adult stage. The theory of cognitive development emphasis on how human acquires knowledge and skills and how they apply this knowledge in solving everyday life problems. Knowledge and skills, accommodating to this s theory are acquired through continuous reorganization of past knowledge with newly acquire information. The ability of the individual to use past experience and assimilate it with new one consist individual level of intelligence.

Piaget argues that human intelligent tends to adapt so both transformation and stochastic events. Transformation according to page are all manner changes that happen in human environments, from human to live successfully in their

environment, they must be able to identify when an object is transforming and when they remain static. According to Piaget, there are two types of intelligent namely;

- i- Operative
- ii- Figurative

The operative intelligent according to Piaget involve parts of intelligent that coordinate all forms of human activities that may be subjected to manipulation or transformation. It may involve any kind of activities, whether covert or overt that may change at any point in time. For an instance method of solving problems may change based in the context of the problem. Differentiated solution to a problem may be appropriate to different contexts. A person that has a high level of operational intelligence is able to know the best possible solution to a certain problem at a point in time. In other word, the figurative intelligent coordinate the representation of information that are remaining static. E.g. Abuja is the capital of Nigeria; Nigerian became an independent in 1960.

The concept of Assimilation and Accommodation

When explaining the theory of cognitive development, Piaget emphasized on the role of assimilation and accommodation in the human learning process. Assimilation can be defined as integrating or learning about new things in our environment which constitute individual experience. The new things that are learned through assimilation help individual to know normal way of behaving and guide individual to apply wisdom in what they are doing. The assimilation process

involves learning new information by fitting it with pre-existing one. In the process of assimilation, the past experience is always useful in making sense of newly learned information; in other word assimilation cannot succeed without pre-existing information. Assimilation occurs when a human is faced with unfamiliar or new information which they have never been exposed to; the new information can only make sense only by going back to what the individual has learned forward to interpret the new situation.

On the other hand the concept of accommodation according Piaget is a situation whereby human learn new information by altering the pre-existing one. Accommodation may occur as a result of the discovery of more fact about a concept or an idea. In the new information tarmac sense, the old information must be re-adjusted to fit the latest and more general information about such concept or ideas. Piaget, posit that, human brain is designed in such a way that both assimilation and accommodation can easily occur. For instance, as a result of technological development, new method of solving problems are emerging every day, human are able to adapt to changes in this situation and are able to adjust to new development.

The relevance of the theory to this study is that social media has help artisan to get new and latest information about their work and as also help them to share information with people in the same line of business. Social media also expose artisan to new way of advertising and also designing their product.

Artisans have been able to solve issues relating to their work through sharing idea with other member of their group.

2.3 Research Hypothesis

The following hypotheses are formulated from a review of literature:

- HYPOTHESIS ONE

Ho: There will be no significant relationship between the impact of social media and artisan performance

H1: There will be significant relationship between the impacts of social media and artisan performance

- HYPOTHESIS TWO

Ho: There will be no significant relationship between the impact of socio economic status and the use of social media among artisan.

H1: There will be a significant relationship between the impact of socio economic status and the use of social media among artisan.

CHAPTER THREE

METHODOLOGY

3.0 Introduction:

In this section there is clear explanation of how the data was gathered from the respondents and how the statistical tools were appropriated in the analysis of data in testing the two hypotheses. In a nutshell, the section comprises of the whole methodology of the study which focuses on the following areas; research design, study population, research instrument and administration of the instrument.

3.1 Research design

In this study a descriptive type of survey research design was employed. This design is descriptive because questionnaire and in-depth interview was used in eliciting response from the participants on all the variables under investigations. Since the study design is correlational in nature, therefore the study shows relationship between variables and none of the variables were subjected to experimental manipulation. The first independent variable in this study is social media, while the dependent variable in the study is artisan Business performance.

3.2 Study population

The study population consists of artisan workers in Ado-Ekiti. This will include the fashion designers, furniture, interior decorators, bead makers, caterers, and hairdressers. The age range in this study was majorly young adult which their age may range from 20-40 years (this age range is selected because they are the most active and are likely to advertise on social media).

3.3. Study Area

Ado Ekiti is a city in southwest Nigeria, the state capital and headquarters of Ekiti. It is also known as Ado. The population in 2004 was put at 446, 749. The people of Ado are mainly of Ekiti sub-ethnic group of the Yoruba. Ado Ekiti City has a state-owned University- the University of Ado Ekiti, now known as Ekiti State University, A federal university amongst other tertiary institutions, also having good number of colleges, secondary, primary and nursery schools.

Ado-Ekiti is currently situated in a land that has been inhabited by human communities since time immemorial. Available research shows that human societies of unknown antiquity occupied this neighborhood about (11,000) years ago (Wikipedia accessed 2015). (These ancient inhabitants were probably the same or progenitor of Igbon near Ogotun, Eriyan, Ijero, Ulesun and Asin (Ikole) who were probably autochthones because available traditions show that they had lived in and near that abode since time immemorial).

3.4 Sample and Sampling Procedure

The sample of the study consists of 170 artisan workers in Ado-Ekiti. The respondents consist of both male and female, Christian, Muslims and other religion. A systematic sampling was adopted to select the sample size for the study; this means doing things according to a system or plan, thorough, efficient or determined way i.e. 10 respondents was selected in each association the first respondent is selected at random and every fifth respondent is selected in an association of 20 members. While 7 interviewee was selected for in-depth interview.

3.5 Research Instrument

Self-designed instrument was used in this study which includes questionnaire and in-depth interview. The questionnaires were divided into three sections. The first section comprises items that seek information on subject's socio-demographic data such as sex, age, religion etc. Items in the second section focus on social media, specifically items in this section measures the level of respondents social media usage. Items in the third section will consist of artisan business performance. The instrument involves Likert scale close-ended five point's continuum these was used to elicit information from the sampled subjects on social media use. The response was coded as follows: 5 for strongly agree, 4 for agree, 3 for undecided, 2 for disagree and 1 for strongly disagree.

From Zimbardo, Ebbesen and Maslachi (1997), Likert assumes that each statement used in the scale is a linear function of the same attitudinal dimension. This assumption is the basis for the operation of adding up a person's individual scores or summing up the ratings to obtain the final score. While the interviewee's question was an open-ended questions in order to desire more information.

3.5.1 Section A: Socio-demographic Data

This section comprises five items which seeks information about respondent's demographics data. These include sex, age, religion, gender and ethnic. Requesting for data on this background information of the respondents give us the opportunity of knowing how these factors may affect artisan business performance.

In this section age is not categorised into different levels, participants are to write their age into the space provided in these sections, Gender has two level Male and Female; relationship status have two levels: single, and dating. Religion background of respondents has three levels: Islam and Christianity and traditional, Ethnicity also has three levels; Yoruba, Igbo and Hausa.

Section B: Social Media Scale

This section contain statement that seek information on respondents level of social networking sites use, it also include 15 items which are specially designed by the researcher. The response format is also 1-5 point likert-scale ranging from strongly agree-strongly disagree, where, strongly agree=5, agree=4, undecided=3, disagree=2, strongly disagree=1.

Section C: Artisan Business Performance Scale

This section contains items on the level of Artisan business performance. The scale contain different items seek data on artisan level of business performance base on their level of social media use. A self-designed questionnaire was used in this study. It consists of ten (10) items used in measuring performance of the artisan work. The items in the scale are measured in a Likert scale 1-5 point ranging from strongly agree-strongly disagree, where, strongly agree=5, agree=4, undecided=3, disagree=2, strongly disagree=1. The level of artisan performance can be ascertained by adding the respondent scores on each items to estimate the composite scores.

3.6 Data Collection Procedure

Questionnaire and in depth interview was used to generate both quantitative and qualitative data for the study, to explore relevant information from the participant at their respective place of work. The questionnaire was designed in English and may be administered in local dialect where necessary. The interview was conducted by selecting respondent randomly from each association i.e. one respondent was selected from each association base on their availability.

3.7 Method of Data Analysis

The data gathered in the study was analysed using statistical package for social science (spss version 20), for simple percentage and was presented in a tabular form. A descriptive statistics was used to analyse the quantitative data. The qualitative data gathered with the in-depth interview was used to compliment the quantitative data.

The response of the respondent to the items of the questionnaires was first processed in two main ways. First, the data were analysed in simple percentages to allow for direct comparison. Secondly, the research hypotheses were tested at 0.05 level of significant with the aid of independent sample t-test to allow further deductions and inferences. The relationship between the independent and dependent variables were established.

CHAPTER FOUR

DATA ANALYSIS AND DATA INTERPRETATION

4.0 Introduction

This chapter is mainly on the analysis and interpretation of the quantitative data obtained for this study. It is thematically arranged below.

4.1 Respondents Socio-Economic and Demographic data

Table 1: Sex and age of respondents

Sex	Frequency	Percentage
Female	94	55.3
Male	76	44.7
Total	170	100.0
Age range	Frequency	Percentage
20-24 years	65	38.2
25-29 years	51	30.0
30-34 years	18	10.6
35-39 years	13	7.6
40 years above	23	13.5
Total	170	100.0

The table shows that 55.3% of the respondents were female while 44.7% of the respondents were male. It means the margin between male and female is becoming narrow. On the age of the respondents, Almost 38.2% of the respondents were between the ages of 20-24 years, 30.0% were within the age range of 25-29 years, 13.5% were 40 years and above while 7.6% were 35-39 years of age. This means

the category of artisans we have in our country are very young people both male and female.

Table 2: Religion of the respondents

Religion	Frequency	Percentage
Christianity	121	71.2
Muslim	46	27.1
Others	03	1.8
Total	170	100.0
Marital status	Frequency	Percentage
Single	100	58.8
Married	64	37.6
Divorced/Separated	06	3.5
Total	170	100.0

In table 2, majority of the respondents 71.2% were Christians, 27.1% were Muslims while 1.8% constitute others. It means more Christians participated in the study because the study area is Christian dominated and the others were atheists. While the marital status of respondent shows that 58.8% were single, 37.6% were married while only 3.5% were either divorced or separated. This means most of the people as artisans were single perhaps because of the rate and level of unemployment in Ekiti state and Nigeria at large.

Table 3: Ethnicity of Respondents

Ethnicity	Frequency	Percentage
Yoruba	141	82.9
Igbo	10	5.9

Hausa	19	11.2
Total	170	100.0

Table 3 shows that Yoruba constitute 82.9%, 11.2% were Hausa while the Igbo were 5.9%. This means the people of Ekiti are very accommodating because they allow people from other language and places to settle with them in order to promote peace and harmonious co-existence.

Table 4: Type of Artisan work

Type of Artisan	Frequency	Percentage
Fashion Designer	42	24.7
Hair Dresser	20	11.8
Furniture	08	4.7
Shoe making	03	1.8
Decoration	12	7.1
Gold Smith	48	28.2
Others	37	21.8
Total	170	100.0

Table 4 shows 28.2% of the respondents were Gold smith, 24.7% of the respondents were fashion designers, 21.8% of the respondents constitute others while 1.8% of the respondents were shoe makers. This means there are different types of artisan work in Ado-Ekiti. Among those that make others were barbers, caterers and bead makers.

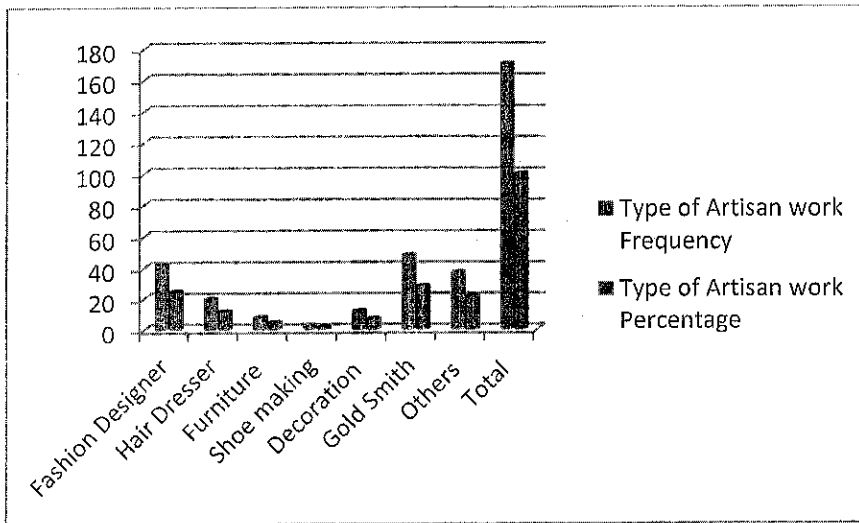


Table 5: Education of Respondents

Level of Education	Frequency	Percentage
No formal education	33	19.4
Primary	08	4.7
Secondary	37	21.8
Tertiary	92	54.1
Total	170	100.0

Table 5 shows that most of the respondents 54.1% of the respondents went through tertiary institutions, 21.8% of the respondents had secondary education, 19.4% of the respondents have no formal education while 4.7% of the respondents had just primary education. This means people who are literate also are artisans.

Table 6: Respondents monthly take home

Range of Monthly take home	Frequency	Percentage
N10,000-N20,000	59	34.7

N21,000-N30,000	59	34.7
N31,000-N40,000	34	20.0
N41,000-N50,000	10	5.9
N51,000-N60,000	04	2.4
N61,000 above	04	2.4
Total	170	100.0

From table 6, most of the respondents 34.7% make between N10,00-N20,000 and N21,000-N30,000, 20.0% of the respondents make N31,000-N40,000 while 2.4% of the respondents make between N51,000-N60,000 and N61,000 above. This simply indicate that the amount of money each artisan make monthly differs base on what they sell or service render and the location they are and how effective the advert they make is.

4.2 Prevalence of Social Media among Artisan

Table 7: If Respondents is on Social Media

Options	Frequency	Percentage
Yes	126	74.1
No	44	25.9
Total	170	100.0

Table 7 shows that most of the respondents 74.1% said yes they are on social media while 25.9% of the respondents said no. this means not all artisans use social media for the business they do probably because they do not know how to go about it or they are afraid of internet fraud. The following qualitative data

corroborate the with the quantitative information above on whether participant is on social media or not. See extract below:

One of the interviewee said:

“Yes, I am on social media called face book”

IDI with a Decorator

Another interviewee said:

“Yes, my son helps me in opening it.

It is called What Sapp” IDI with a Furniture man

Table 8: If respondents have advertised on Social Media before

Options	Frequency	Percentage
Yes	68	40.0
No	88	51.8
No Response	14	8.2
Total	170	100.0

Table 8 shows that majority of the respondents 51.8% said no they have advertised on the social media, 40.0% of the respondents said yes, they have advertise on social media while 8.2% did not respond to the question. This simply depict that the use of modern technology for business is still backward in Nigeria especially among small and medium scale business people.

Some of the reasons advanced by the respondents why they use social medial for their business are: to increase the number of their customers and to also create awareness for artisan’s business.

They also said social media has made their service known to the whole world to get customers attention, to create a better relationship between the customers and artisans, to make current and designs known to the general public and it also create connection between artisans.

Table 9: Type of Social Media Respondents Use

Types of social media	Frequency	Percentage
Facebook	58	34.1
Twitter	21	12.4
What Sapp	35	20.6
BBM	08	4.7
Others	01	0.6
No response	47	27.6
Total	170	100.0

Table 9 shows that most of the respondents 34.1% use facebook, 20.6% use What Sapp, 12.4%/ use Twitter while 0.6% of the respondents constitute other forms of social media and 27.6% of the respondents did not respond to the question. It means the few artisans that know and use social media, use different types of social media for their business. Those that fail to respond to the question did not have anything to do with social media at all. The others include 2go and Instagram.

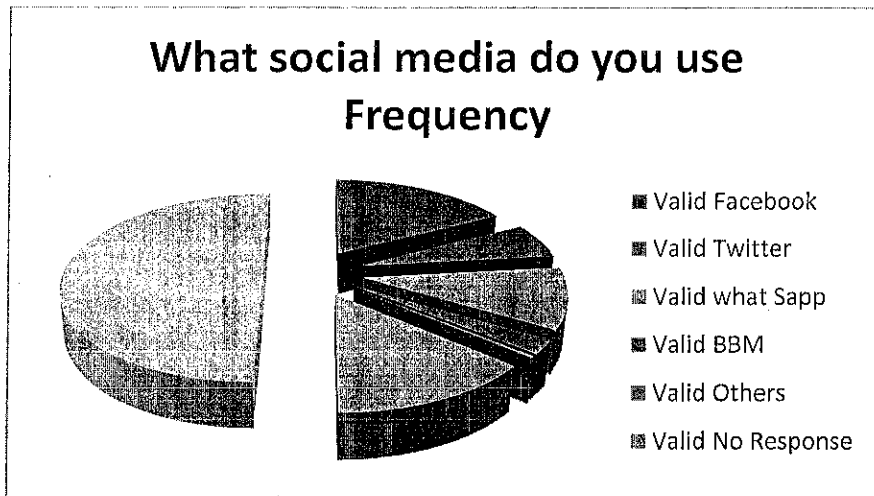


Table 10: How often Respondents advertise on Social Media

Options	Frequency	Percentage
Very often	54	31.8
Rarely	14	8.2
Sometimes	16	9.4
Never	63	37.1
No Response	23	13.5
Total	170	100.0

Table 10 is on the frequency of the use of social media for business. The table shows that 37.1% of the respondents never use social media at all, 31.8% use social media very often, 9.4% use it sometimes while 13.5% of the respondents did not respond to the question. This indicate that even among those that use social media for their business, do not use all the time, this may be due to several factors

such as network failure, lack of data/internet and so on while substantial portion of the respondents never use social media at all or respond to the question.

Some of the respondent also said:

“I use my social media very often for my customers and my colleagues that we do the same work in other to get new information and latest designs” IDI with a Hairdresser

Another respondent said:

“My social media is face book; I use it rarely because I am always busy with my work. I only log in when I need to see latest style in the world of fashion”

IDI with a fashion Designer

Table 11: Whether Respondents belong to any Artisan group Social Media

Options	Frequency	Percentage
Yes	29	17.1
No	105	61.8
No Response	36	21.2
Total	170	100.0

Table 11 is on whether respondents belong to any artisan group social media. Most of the respondents 61.8% said no, they did not belong to artisan group social media, 17.1% said yes, they belong to artisan social media group while 21.1% respondents did not respond at all. This means just few of the artisans belong to artisan group social media because not all the artisan have knowledge of social media while some may also be afraid of the use of social media.

Table 12: Some of the artisan group social media are

Name of artisan group social media	Type of social media
Nigeria association of hair dresser	Facebook
Association of Goldsmith (local group)	Facebook
National Association of hair dresser and cosmetic	Facebook and What Sapp
Aso Ebui group	What Sapp
Prayer nuggets	What Sapp
Fashion designer boat	What Sapp
Catering service Association	What Sapp
Physic guru	Facebook
Bead making	What Sapp
Great mind forum	Facebook
Ambol stiches group	What Sapp
Lasons	Facebook

Table 12 is on the existing artisan group on social media. It artisans have group where experiences are shared all the time on the type of business they do. They like using what Sapp than any other social media.

Table 13: What Respondents use Social Media for apart from Business?

Other uses of Social Media	Frequency	Percentage
Interaction	40	23.5
Chat	60	35.3
Research and friend chat	01	0.6
None	13	7.6
No response	56	32.9
Total	170	100.0

Table 13 shows that 35.3% of the respondents use social media for chat apart from business, 23.5% of the respondents use it for interaction, 7.6% use it for nothing, 32.9% did not respond while only 0.6% respondent use it for research and friend chat. In simply means that what artisans use social media for apart from business is very limited. This is as a result of their knowledge of the tool used for social media and ability to really explore the uses of the tool for their uses in all areas.

4.3 Impact of Social Media on Artisan Business Performance

Table 14: Impact of Social Media on Respondents Business

Statement or questions	SA	A	U	D	SD
Social media create better artisan and customer relationship	71(41.8%)	64(37.6%)	27(15.9%)	04(2.4%)	04(2.0%)
Social media allows artisan to disseminate information faster to their customers	44(25.9%)	82(48.2%)	39(22.9%)	-	05(2.9%)
Social media create connection with artisan in the same line of business	51(30.0%)	79(46.5%)	34(20.0%)	06(3.5%)	-
Social media allows sharing of ideas and discussion with other artisan	50(29.4%)	81(47.6%)	30(17.6%)	08(4.7%)	01(0.6%)
Social media increases artisan business development and	76(44.7%)	53(31.2%)	33(19.4%)	08(4.7%)	-

growth					
Social media advertisement is cheaper than other medium of advertisement	68(40.0%)	66(38.8%)	25(14.7%)	10(5.9%)	01(0.6%)
Social media improves artisan business and create awareness to the public	78(45.9%)	65(38.2%)	20(11.8%)	05(2.9%)	02(1.2%)
Through social media artisan can acquire new skills through posts on recent knowledge in their field	51(30.0%)	82(48.2%)	20(11.8%)	12(7.1%)	05(2.9%)
Social media increases artisan sales, income and profit	44(25.9%)	70(41.2%)	34(20.0%)	22(12.9%)	-
Through social media artisan can discuss issues and challenges in their field	49(28.8%)	73(42.9%)	14(8.2%)	09(5.3%)	25(14.7%)

In Table 14 most of the respondents 41.8% strong agree that social media create better artisan and customer relationship, 48.2% agree that social media allows artisan to disseminate information faster to their customers, 46.5% agree that social media create connection with artisan in the same line of business, 47.6% of the respondents agree that social media allows sharing of ideas and discussion with other artisan, 44.7% agree that social media increases artisan business development and growth, 40.0% strongly agree that social media advertisement is cheaper than other medium of advertisement, 45.9% strongly agree that social media improves artisan business and create awareness to the public, 48.2% agree that through social media artisan can acquire new skills through posts on recent knowledge in their field, 41.2% agree that social media increases artisan sales, income and profit and 42.9% of the respondents agree that through social media artisan can discuss issues and challenges in their field. From the above statistics, it can be succinctly perceived that social media if properly used has unlimited opportunities. Social media are business opportunity driven device especially on our businesses. The opportunities cut across all aspects of the business. The knowledge of individual artisan is a function of the opportunities of benefits that can be derived from social media on our business.

4.4 Impacts of Socio-Economic status on the use of Social Media among Artisan

Table 15: Respondents opinion on the impact of socio-Economic status on the use of social media among Artisan

Questions	Yes	No	No Respons e	Total

	F	%	F	%	F	%	F	%
I would have loved social media if I was educated	90	52.9	40	23.5	40	23.5	17	100.
						5	0	0
Is membership on social media a reason for artisan advertisement on this platform?	79	46.5	87	51.2	04	2.4	17	100.
							0	0
Is finance a major constraint to advertisement on social media?	97	57.1	73	42.9	-	-	17	100.
							0	0
Does your residential area discourage you from advertising on social media?	41	24.1	12	75.9	-	-	17	100.
			9				0	0
Is use of social media a waste of time?	62	36.5	10	63.5	-	-	17	100.
			8				0	0

Table 15 shows that 52.9% of the respondents said yes they would have love social media if they were educated, 51.2% said no, membership on social media is not the reason for advert on social media, 57.1% of the respondents said yes, finance is the major constraints to advertisement, 63.5% of the respondents said no, advert on social media is not a waste of time. It means literacy and finance are main barrier to effective and efficient use of social media especially on business of artisans.

4.5 Factors and Challenges in the Use and Non-Use of Social Media

Table 16: Challenges in use and Non-Use of Social Media

Questions	Yes		No		No Response		Total	
	F	P	F	P	F	P	F	P
Does internet failure disturb you from advertising on social media?	93	54.7	77	45.3	-	-	170	100.0
Advertisement on social media is stressful	42	24.7	128	75.3	-	-	170	100.0
Do you receive support from the government?	19	11.2	148	87.1	03	1.8	170	100.0

Table 16 is on the challenges of social media use among artisans. That table shows that 54.7% of the respondents said yes, internet failure disturb advertising on social media, 75.3% of the respondents said no, advertisement on social media is stressful while 87.1% of the respondents said no, they do not receive any support from government. This illustrate that artisans are really facing challenges that the solutions are beyond them.

Table 17: Types of support respondents receive from Government

Type of support receive from government	Frequency	Percentage
Financial support	07	4.1
Moral support	23	13.5
Others	07	4.1

No Response	133	78.2
Total	170	100.0

Table 17 is on the type of support artisans receive from government. Majority of the respondents 13.5% of the respondents receive moral support from government, 4.1% of the respondents receive financial support from government. This specifies that only few of the artisans receive financial support from government. It is very sad to discover that almost 80.0% of the respondents did not respond to this question at all because they do not have anything to do with social media as far as their business is concern. Perhaps because of government poor and bad attitude to artisans in Ekiti and Nigeria at large.

Table 18: challenges Artisans face

Challenges	Frequency	Percentage
Power supply	35	20.6
Competition	30	17.6
Finance	18	10.6
Data/internet	25	14.7
New skills	04	2.4
Cost of raw materials	07	4.1
New technology	13	7.6
Lack of space or shop	10	5.9
Lack of customers	04	2.4
No Response	24	14.1
Total	170	100.0

Table 18 displayed different challenges artisans face on their business. Majority of the respondents 20.6% of the respondents said power supply is their challenge, 17.6% said it is competition, 14.7% said it is data/internet while 2.4% of the respondents said it is lack of customers. This indicates that artisans face lots of challenges of their job which in one way or the other debar the progress of their business.

A particular respondent said:

“One of the major challenges of social media is that you cannot communicate with your customer face-to-face and face-to-face communication is needed a times” IDI with Hair dresser

Another respondent said:

“Not all styles is well explained to customers, sometimes we might only be able to show the front style leaving the back, and sometimes customers don’t understand” IDI with Fashion Designer

Table 19: Respondents coping strategy of their challenge

Challenges coping strategy	Frequency	Percentage
----------------------------	-----------	------------

Get generator	58	34.1
Advertisement	50	29.4
Loan from friends	29	17.1
Empowerment	09	5.3
No Response	24	14.1
Total	170	100.0

Table 19 shows that majority of the respondents 34.1% said their coping strategy is getting generator, 29.4% of the respondents said coping strategy is advertisement, 17.1% said it is loan from friend while 14.1% of the respondents did not respond. This means there lots of coping strategies that artisans used as solution to their challenges even though solution to each artisan differ from one artisan to the other.

Table 20: What Government should to make life better for Artisan

Government assistance for Artisan	Frequency	Percentage
Empowerment	52	30.6
Make data available	42	24.7
Financial assistance	52	30.6
No response	24	14.1
Total	170	100.0

Table 20 shows that 30.6% of the respondent advice government to empower and give financial assistance to artisans, 24.7% of the respondents said government should make data available for artisans while 14.1% of the respondents did not respond to this question. It depict that what each artisan want from government differs. And once government is able to provide the above for artisans, it will boost their sales and improve their profit and also contribute to the economy of the nation.

Table 21: Respondents personal opinion on the impact of social media on artisan business performance

Personal opinion	Frequency	Percentage
It improves artisan sales	49	28.8
Great/fine	48	28.2
Assist information dissemination	32	18.8
Increase profit	08	4.7
Smooth running of business	08	4.7
No response	25	14.7
Total	170	100.0

Table 21 is on the personal opinion of the respondents on the impact of social media on artisan's business. The table show that 28.8% of the respondents said social media improves artisans sales, 28.2% said social media is great and fine,

18.% said social media assist information dissemination while 4.7% said it increases profit and enhance smooth running of business. It can be deduced that artisans really appreciate the effectiveness and efficiency of social media especially on their businesses even though 14.7% of the respondents did not respond to this question.

An interviewee said:

*“The benefits of social media is unlimited,
for me it boost my business by posing different styles on
my page for every users of social media to see and patronize
me”* IDI with Hair Dresser

Another interviewee said:

*“Social media help customers to see what
you produce for the world consumption for fast and
easy patronage”* IDI with a Decorator

4.6 Testing hypotheses

Hypothesis 1: There is a significant relationship between impact of social media and artisan performance in Ado-Ekiti.

22: Relationship between Social Media and impact of social media on Artisans Performance.

Are you on social media?	Social media increase artisan business development				Total	X	df	P
	SA	A	U	D				
Yes	74	31	14	07	126	46.190	3	.000
No	02	22	19	01	44			
Total	76	53	33	08	170			

Significant at $P \leq 0.05$.

In order to test the relationship between the variables in the first hypothesis, a number of items measuring the impact of social media on artisan's performance using the likert scale rank ordering using a 5-point scale. The result shows that ($\chi^2 = 46.190$, $df = 3$, $P.000$). Therefore, the result shows that there is a significant relationship between social media and impact of social media on artisan's performance. Therefore, hypothesis four is accepted.

Hypothesis 2: There is a significant relationship between socio-economic status and the use of social media among artisans in Ado-Ekiti.

Table 23: Relationship between Social media and socio-economic status of Artisans

Are you on social media?	Is finance a major constraint to advertisement on s/media?		Total	X	df	P
	Yes	No				
				17.705	1	.000

Yes	60	66	126			
No	37	07	44			
Total	97	73	170			

Significant at $P \leq 0.05$.

To test the relationship between the variable in the second hypothesis, also a number of items measuring the social media on socio-economic on artisan's status. The 2x2 scale rank ordering was used. The result shows that ($\chi^2 = 17.705$, $df = 1$, $P.000$). Therefore, the result shows that there is a significant relationship between social media and socio-economic status of the respondents. Therefore, hypothesis four is accepted.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter is grouped into three major parts. That is the summary, the conclusion and the recommendations. They will be discussed below.

5.1 Summary

The chapter one of this study focus attention on issues such as background to the study, significance of the study, statement of the problem, objectives of the study, research questions and hypotheses. Chapter two reviews quite a number of past and current studies related to this study in order to fill whatever lacuna discovered in scholars works. The chapter three is on the methodology of this study. It discussed the design of the study, population and sample size of the study, sampling technique was also looked at. The instrument and method of data analysis were discussed. Chapter four is on the findings of this study. Some of the findings are 74.1% said yes they are on social media while 25.9% of the respondents said no, 51.8% said no they have advertised on the social media, 40.0% of the respondents said yes, they have advertise on social media while 8.2% did not respond to the question. Some of the reasons advanced by the respondents why they use social medial for their business are to increase the number of their customers, it is also to create awareness for artisan's business, it is also to make service known to the whole world, it is to get customers attention etc. About 34.1% use face book, 20.6% use What Sapp, 12.4%/ use Twitter while 0.6% of the

respondents constitute other forms of social media, that 37.1% of the respondents never use social media at all, 31.8% use social media very often, 9.4% use it sometimes, 61.8% said no, they did not belong to artisan group social media, 17.1% said yes, they belong to artisan social media group, 35.3% of the respondents use social media for chat apart from business, 23.5% of the respondents use it for interaction, 7.6% use it for nothing, 41.8% strong agree that social media create better artisan and customer relationship, 48.2% agree that social media allows artisan to disseminate information faster to their customers, 46.5% agree that social media create connection with artisan in the same line of business, 47.6% of the respondents agree that social media allows sharing of ideas and discussion with other artisan, 52.9% of the respondents said yes they would have love social media if they were educated, 51.2% said no, membership on social media is not the reason for advert on social media, 57.1% of the respondents said yes, finance is the major constraints to advertisement, 63.5% of the respondents said no, advert on social media is not a waste of time, 54.7% of the respondents said yes, internet failure disturb advertising on social media, 13.5% of the respondents receive moral support from government, 4.1% of the respondents receive financial support from government.

Also, 20.6% of the respondents said power supply is their challenge, 17.6% said it is competition, 14.7% said it is data/internet, 34.1% said their coping strategy is getting generator, 29.4% of the respondents said coping strategy is advertisement, that 30.6% of the respondent advice government to empower and give financial assistance to artisans, 24.7% of the respondents said government should make data available for artisans, 28.8% of the respondents said social media improves artisans sales, 28.2% said social media is great and fine, 18.% said social

media assist information dissemination while 4.7% said it increases profit and enhance smooth running of business.

5.2 Conclusion

This study concluded that the world is a very small village. There is virtually nothing anybody can do successfully without the use of modern technology. Bearing in mind that the SMEs (small medium enterprise) contribute immensely to the economy of the society in great dimension, and then it becomes imperatives that each artisan must get connected to social media because of their business. This is because social media has unlimitedly contributed to artisan's work.

Unfortunately, Ekiti state is in a poor stage in terms of adoption and use of social media for artisan's business. That is why the sector could not meaningfully contribute to the state like other state.

5.3 Recommendations

This study recommended that:

- i. All artisans should get connected to social media;
- ii. All artisan must group themselves base on the service they render or what they produce and create a state and national social media;
- iii. Artisans should endeavor to strategize on how to solve their challenges before government comes in to assist them;
- iv. Government at all tiers should come to the aid of artisans in terms of empowerment and loan opportunity to start and resuscitate dead businesses;

- v. Artisan must do a good feasibility study in order to establish in a good place where they can get customers very well.
- vi. All artisans must learn the introduction of social media to their businesses.

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APPENDIX

RESEARCH QUESTIONNAIRE

FEDERAL UNIVERSITY OYE EKITI

FACULTY OF HUMANITIES AND SOCIAL SCIENCE

THE DEPARTMENT OF SOCIOLOGY

Dear respondent, I am Adenekan Oluwaseun Olayinka a 400level student in the Department of sociology at Federal University Oye-Ekiti. I am collecting data for my project titled THE IMPACT OF SOCIAL MEDIA ON ARTISAN BUSINESS PERFORMANCE. This research instrument is to solicit your view on the impact of social media among artisans.

Instruction:

Kindly read carefully and tick the responses you deem appropriately. Your information will be highly appreciated and confidentially protected. Thanks for your cooperation.

Thank you.

SECTION A: DEMOGRAPHIC AND SOCIAL ECONOMIC CHARACTERISTICS OF RESPONDENT

1. SEX: a. Female [] b. Male []
2. Age: a. 20-24years [] b. 25-29years [] c. 30-34years [] d. 35-39years [] e. 40years and above []
3. Religion: a. Christian [] b. Muslim [] c. Others []
4. Marital status: a. Single [] b. Married [] c. Divorced/Separated []
5. Ethnicity: a. Yoruba [] b. Igbo [] c. Hausa []
6. Type of artisan activities: a. Fashion designer () b. Hair dresser () c. Furniture [] d. Shoe making [] e. Decoration [] f. Gold smith [] g. Others []
7. Educational Status: a. No formal education [] b. Primary [] c. Secondary [] d. tertiary [] e. any other []

8. How much is your take home per month? A. 10000-20000 B. 21000-30000 C. 31000-40000 D.41000-50000 E. 51000-60000 F. 61000 and above.

9. SECTION B: PREVALENCE OF SOCIAL MEDIA AMONG ARTISAN

10. Are you on any social media? A. Yes [] B. No [], if No why?

11. Have you advertise your service on any social media before? A. Yes [] B. No. [], if yes why _____
12. What social media do use? A. Facebook [] B. Twitter [] C. What Sapp []
D. BBM[] E. others specify []
13. How often do you advertise on social media A. Very often [] B. Rarely [] C. Sometimes [] D. Never []
14. Do you belong to any artisan group on any social media? A. Yes [] B. No. [] if yes :

What is the name of the group? _____

On what social media? _____

15. Apart from business what other things do you do with social media?

16. SECTION C: IMPACTS OF SOCIAL MEDIA ON ARTISAN BUSINESS PERFORMANCE

Each question has possible answers you are kindly requested to rate the following items as follows:

Strongly Agreed	(SA)	- 5
Agreed	(A)	-4
Undecided	(U)	-3
Disagreed	(D)	-2

Strongly Disagree (SD) -1

S/N	STATEMENT/QUESTION	SA	A	U	D	SD
1	Social media create better artisan and customer relationship					
2	Social media allows artisan to disseminate information faster to their customer					
3	Social media create connection with artisan in the same line of business					
4	Social media allows sharing of ideas and discussion with other artisan					
5	Social media increases artisan business development and growth					
6	Social media advertisement is cheaper than other medium of advertisement					
7	Social media improve artisan business and create awareness to the public					
8	Through social media artisan can acquire new skills through posts on recent knowledge in their field					
9	Social media increases artisan sales, income and profit					
10	Through social media artisan can discuss issues and challenges in their field					

17. SECTION D: IMPACTS OF SOCIO ECONOMIC STATUS ON THE USE OF SOCIAL MEDIA AMONG ARTISAN

18. I would have loved social media if I was educated A. Yes [] B. No []

19. Is membership on social media a reason for artisan advertisement on this platform? A. Yes [] B. No []

20. Is finance a major constraint to advertisement on social media? A. Yes [] B. No []
21. Does your residential area discourage you from advertising on social media? A. Yes [] B. No []
22. Is use of social media a waste of time? A. Yes [] B. No []

SECTION E: FACTORS AND CHALLENGES IN THE USE AND NON USE OF SOCIAL MEDIA

23. Does internet failure disturb you from advertising on social media? A. Yes [] B. No []

24. Advertisement on social media is stressful A. Yes [] B. No []

25. Do you receive support from the government? A. Yes [] B. No []

If yes, what type of support? Financial [] moral []. Others (specify).

26. What do you think is the major challenge you face as an artisan? Please describe _____

27. How do you cope with the challenges? please describe _____

28. What do you think government should do to make life better for artisans _____

29. List some challenges on the use of social media by artisan?

A. _____

B. _____

C. _____

30. What is your personal opinion on the impact of social media on artisan business performance

INDEPTH INTERVIEW GUILD FOR ARTISAN

1. What type of artisan activities are you into?
2. Are you on any social media?
3. How often do you use social media?
4. What are the benefits of social media?
5. How do social media affect/impact your business performance?
6. Has social media helped increase your customer and business performance?
7. How will you rate social media advertisement compare to other medium of awareness?
8. What are the challenges facing the use of social media for artisan business?