

Impact of Social Media on Economic Sustainability of SMEs in Kano Metropolis, Nigeria

Zainab Abubakar Ladan & Malachy Udo Usoro

Department of Management School of Arts Management and Social Sciences, Skyline University Nigeria

Received: 20.07.2025 | Accepted: 05.08.2024 | Published: 07.08.2025

*Corresponding author: Malachy Udo Usoro

DOI: [10.5281/zenodo.16763208](https://doi.org/10.5281/zenodo.16763208)

Abstract

This study explores how social media enhances the economic sustainability of Small and Medium Enterprises (SMEs) in Kano Metropolis, Nigeria. It focuses on the use of platforms like Facebook, Instagram, and TikTok to promote SME growth, viability, and competitiveness. Despite the global rise in digital adoption, many local SMEs face difficulties utilizing these tools effectively. Using a quantitative approach, data was collected from 388 respondents out of a sample of 398 SME operators. Analysis through SPSS revealed that social media significantly boosts both financial and non-financial aspects of SME sustainability. Instagram stood out as the most impactful platform for customer engagement and brand visibility. Younger entrepreneurs were more proactive in using Instagram and TikTok. Key success factors included digital literacy, strategic content creation, and stakeholder engagement, while poor infrastructure and limited resources hindered progress. The study recommends targeted digital skills training and tailored social media strategies for SMEs. It also calls on government and stakeholders to improve digital infrastructure and supportive policies. This research contributes valuable empirical evidence on the role of social media in SME development and offers practical guidance for enhancing business sustainability in Nigeria's digital economy.

Keywords: Social media, SMEs, economic sustainability, Instagram, digital literacy, Kano Metropolis, Nigeria.

Citation: Ladan, Z. A. and Usoro, M. U. (2025). Impact Of Social Media On Economic Sustainability of SMEs in Kano Metropolis, Nigeria. *SSR Journal of Economics, Business and Management (SSRJEBM)*, 2(4), 31-55.

Original Research Article

INTRODUCTION

Social media has become a part of everyday business life. It is now something businesses simply can't do without. It revolutionizes how organizations communicate, market, and sustain their operations. Its ability to enhance business sustainability has drawn significant attention from scholars and practitioners worldwide. Research indicates that social media platforms offer unprecedented opportunities for small and medium-sized enterprises (SMEs) to improve value creation, build business connections, and enhance sustainability outcomes (Bruce et al., 2022). This study explores the role of social media in enhancing the sustainability of SMEs in Kano Metropolis, Nigeria, contributing to a growing body of literature that seeks to address gaps in understanding how social media adoption impacts organizational performance and long-term sustainability.

Globally, SMEs account for a significant portion of economic activity and employment generation. However, these enterprises often face resource constraints and competitive pressures, necessitating innovative strategies to remain viable. Studies conducted in Ghana,

Bangladesh, and the UAE reveal that social media adoption provides SMEs with avenues for marketing, customer engagement, and resilience building, thereby enhancing their sustainability (Hayford, 2023; Pervin & Sarker, 2021; AlSharji et al., 2018). Despite these advancements, the literature highlights disparities in social media adoption across regions, particularly in developing economies where technological, organizational, and environmental factors significantly influence usage (Russo et al., 2022). These findings underscore the need to understand how SMEs in local contexts, such as Kano, leverage social media to address unique sustainability challenges.

Nigeria, as Africa's largest economy, recognizes the critical role of SMEs in fostering economic growth which would reduce unemployment. SMEs in the country face numerous challenges, including limited access to finance, inadequate infrastructure, and market volatility. Social media presents an opportunity to bridge some of these gaps, as it provides cost-effective tools for marketing and customer relationship management. Hernandez et al. (2022) and Hayford (2023) emphasize that social media enables SMEs to achieve non-financial marketing performance, such as brand visibility and customer

engagement, which are crucial for long-term sustainability. Nevertheless, the adoption and utilization of social media among Nigerian SMEs remain under-explored, particularly in regions like Kano State, where cultural and economic factors present unique dynamics. Kano Metropolis, a commercial hub in Northern Nigeria, hosts a vibrant SME sector characterized by diverse industries ranging from agriculture to textiles. Despite the sector's potential, SMEs in Kano face structural and operational constraints that hinder growth and sustainability.

STATEMENT OF THE PROBLEM

Despite the growing global recognition of social media as a vital tool for enhancing the sustainability of small and medium enterprises (SMEs), there remains a significant gap in empirical research regarding its impact on SMEs in specific developing economies, particularly in Nigeria. Although studies on the role of social media in business development are abundant in developed nations, there is a lack of localized research focused on the unique socio-economic, cultural, and technological contexts of SMEs in Nigeria. In particular, the impact of social media on SMEs in Kano Metropolis, a key economic hub in Northern Nigeria, remains under-explored. Existing literature supports the need for this research gap to be addressed. For instance, Bruce et al. (2022) highlighted that while social media usage has proven beneficial for SMEs in Ghana, there is limited empirical evidence from developing economies, particularly within the African context, on how these platforms drive business sustainability. Similarly, Pervin and Sarker (2021) identified several challenges and benefits of social media adoption for SMEs in Bangladesh, underscoring the need for country specific studies to understand the interplay of technological, organizational, and environmental factors. In the Nigerian context, much of the research has primarily focused on broader digital marketing strategies, with limited emphasis on the specific role social media plays in sustaining SMEs.

Moreover, while studies like those by AlSharji et al. (2018) and Russo et al. (2022) explored the role of social media in enhancing sustainability in the UAE and EU, respectively, they did not delve into the unique environmental and organizational challenges faced by SMEs in Nigeria, nay Kano. This highlights the need to examine local barriers, such as internet access, digital literacy, and financial constraints, which may hinder social media adoption and its positive effects on SMEs' sustainability. In addition, the findings from Hernandez et al. (2022) in the Philippines suggest that SMEs in developing countries face unique challenges in leveraging social media for organizational growth, yet there is no similar study focusing on Kano Metropolis.

The problem is compounded by the rapid expansion of SMEs in Kano, which also brings challenges related to business sustainability. As the number of SMEs increase, so does also competition, without clear understanding of how social media can improve operational efficiency, customer engagement, and market visibility of the organizations. These practical problems are further

exacerbated by the lack of localized, evidence-based strategies for social media adoption. This study aims to fill this gap by investigating the specific role social media plays in enhancing the sustainability of SMEs in Kano Metropolis, Nigeria, with a particular focus on how it can be used to improve their competitive edge, profitability, and long-term viability.

Objectives of the Study

The general objective of this study would be to examine the relationship between social media adoption and the sustainability of SMEs in Kano metropolis, Nigeria. The specific objectives of the study, also would be to:

1. Examine the effect of Facebook on the sustainability of SMEs in Kano metropolis, Nigeria.
2. Evaluate the effect of Instagram on the sustainability of SMEs in Kano metropolis, Nigeria.
3. Appraise the effect of Tiktok on the sustainability of SMEs in Kano metropolis, Nigeria.

Research Questions

The following research questions shall be formulated to achieve the objectives of the study:

1. What is the effect of Facebook on the sustainability of SMEs in Kano metropolis, Nigeria?
2. What is the effect of Instagram on the sustainability of SMEs in Kano metropolis, Nigeria?
3. What is the effect of Tiktok on the sustainability of SMEs in Kano metropolis, Nigeria?

Research Hypotheses

The following hypotheses shall also be developed to guide the study:

H₀₁: Facebook has no significant positive effect on the sustainability of SMEs in Kano metropolis, Nigeria.

H₀₂: Instagram has no significant positive effect on the sustainability of SMEs in Kano metropolis, Nigeria.

H₀₃: Tiktok has no significant positive effect on the sustainability of SMEs in Kano metropolis, Nigeria.

REVIEW OF RELATED LITERATURE

Conceptual Framework

This conceptual framework in Figure 2.1 illustrates the direct relationship between social media and the Economic Sustainability of Small and Medium Enterprises (SMEs) in Kano Metropolis, Nigeria. The independent variable, Social Media, is represented by three major platforms: Facebook, Instagram, and TikTok. Each of these platforms independently influences the dependent variable, Economic Sustainability of SMEs. The diagram emphasizes the collective and individual effects of these social media platforms on SME sustainability within the business environment of Kano Metropolis.

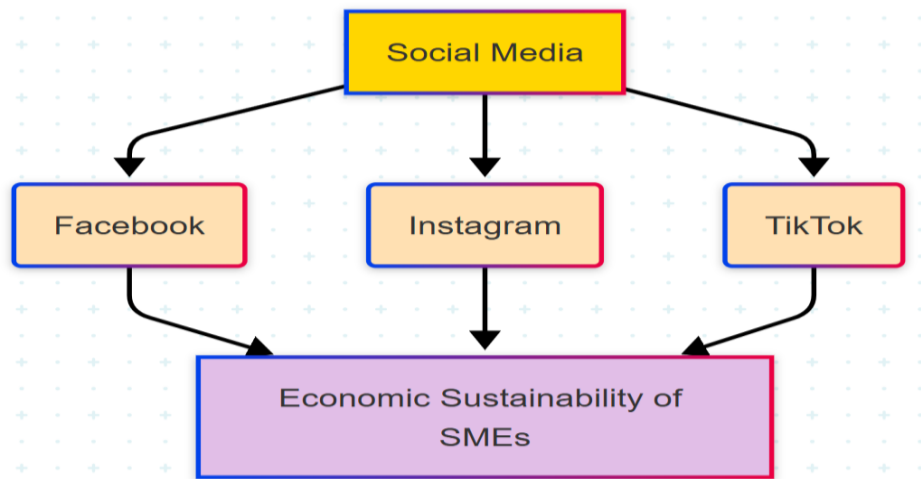


Figure 1: Authors' Conceptual Framework Showing the Impact of Social Media on Economic Sustainability of SMEs in Kano Metropolis, Nigeria (2025)

This framework in Figure 2.1 posits that social media serves as a pivotal tool in shaping the Economic Sustainability of SMEs in Kano Metropolis. The model categorizes the independent variable into three popular platforms:

- Facebook
- Instagram
- Tik Tok

Each platform independently exerts an influence on SME sustainability outcomes, encompassing both financial and market-based performance indicators. The direct connections in the framework suggest that the strategic adoption and effective use of each platform can enhance the operational resilience, customer engagement, market reach, and profitability of SMEs. The simplicity of the structure underscores the study's focus on isolating the distinct effects of each platform while collectively evaluating their contribution to sustaining small businesses in a rapidly digitizing economy like Nigeria's.

Small and Medium Enterprises (SMEs)

Small and Medium Enterprises (SMEs) are vital to the economic growth of both developed and developing countries, including Nigeria. SMEs are generally defined based on the number of employees and turnover, with Nigerian SMEs categorized as businesses that employ fewer than 200 people and generate less than 500 million Naira annually (National Policy on MSMEs, 2019). SMEs in Nigeria, particularly those in Kano Metropolis, face several challenges, including limited access to finance, inadequate infrastructure, and fierce competition from larger corporations. These challenges often make it difficult for SMEs to remain competitive and sustainable in a rapidly changing business environment (Pervin & Sarker, 2021).

Despite these challenges, SMEs contribute significantly to the Nigerian economy. They are central to job creation, poverty alleviation, and fostering innovation. However,

the sustainability of these businesses depends largely on their ability to adopt and adapt to new technologies, including social media. According to AlSharji et al. (2018), social media adoption has become an essential tool for SMEs seeking to increase their market share and enhance their overall business sustainability.

Sustainability of SMEs

Sustainability in the context of SMEs refers to their ability to maintain long-term profitability and success. Financial sustainability is crucial for SMEs to continue their operations and expand, while non-financial sustainability is equally important. Non-financial sustainability includes factors such as customer loyalty, brand visibility, and positive relationships with stakeholders. According to Russo et al. (2022), for SMEs to remain sustainable, they must develop strategies that not only focus on financial growth but also enhance their reputation and build long-lasting relationships with customers.

The role of technology, particularly social media, is critical to achieving sustainability in SMEs. Social media platforms provide SMEs with an affordable way to market their products, engage with customers, and reach a wider audience, all of which can improve their sustainability. In a study by Hayford (2023), it was found that social media marketing can enhance the sustainability of SMEs by providing a means of reaching new customers, fostering customer loyalty, and improving financial performance.

Social Media

Social media refers to online platforms that enable businesses to create and share content, connect with users, and foster engagement. Popular platforms like Facebook, Tiktok and Instagram, have become essential tools for businesses, including SMEs, to interact with their target audience. According to Bruce et al. (2022), social media has leveled the playing field for SMEs, giving them access to marketing tools that were previously available only to larger corporations. This democratization of marketing opportunities is particularly significant for SMEs in developing countries like Nigeria,

where traditional marketing methods may be less effective or too costly (Hernandez et al., 2022). Social media allows SMEs to engage directly with their customers in a way that was not possible with traditional forms of advertising. By fostering real-time communication, businesses can address customer concerns, provide personalized content, and build stronger relationships with their audience. According to Hayford (2023), social media platforms provide SMEs with a unique opportunity to not only market their products but also interact with customers, which in turn enhances customer satisfaction and brand loyalty.

The Role of Social Media in Enhancing Sustainability

The use of social media by SMEs contributes to both their financial and non-financial sustainability. Financially, social media helps SMEs reach a broader customer base, generate leads, and increase sales. By leveraging platforms such as Facebook and Instagram, SMEs can run targeted ads to attract new customers and drive sales. According to Russo et al. (2022), social media also allows SMEs to build a brand presence that can help them compete with larger businesses.

Non-financial sustainability is equally important. Social media enables SMEs to create and maintain a consistent brand image, improve customer engagement, and build a loyal customer base. Social media platforms provide businesses with the opportunity to interact with customers in a more personal and direct manner, leading to increased customer trust and loyalty. As highlighted by Bruce et al. (2022), a strong social media presence can significantly enhance a brand's image and help SMEs establish long-term relationships with their customers, which is crucial for sustainability in the long run.

Technology, Organization, and Environment (TOE) Model

The Technology, Organization, and Environment (TOE) model, developed by Tornatzky and Fleischer (1990), is commonly used to understand the factors influencing the adoption of technology within organizations. In the context of this study, the TOE model helps to analyze the factors that affect how SMEs in Kano adopt social media as a tool for enhancing sustainability. The model considers three key factors: **Technology**: Refers to the availability of social media platforms and the tools required to use them effectively. **Organization**: Includes the resources, capabilities, and readiness of the SME to adopt and integrate social media into their business operations. **Environment**: Refers to external pressures such as competition, customer expectations, and market trends that influence the decision to adopt social media (Pervin & Sarker, 2021). By applying the TOE model, this study aims to explore the factors that influence the adoption of social media by SMEs in Kano and how these factors contribute to their sustainability.

Customer Engagement

Customer engagement refers to the interactions between a business and its customers, aimed at building a

long-term relationship. Social media platforms provide SMEs with a unique opportunity to engage with customers in real time, addressing concerns, providing information, and creating personalized experiences (Bruce et al., 2022). By fostering strong customer engagement, SMEs can improve customer loyalty, which contributes to their long-term sustainability.

Financial Performance

Financial performance is a critical aspect of sustainability for SMEs. It includes indicators such as revenue growth, profitability, and cost-efficiency. Social media helps SMEs to enhance their financial performance by increasing visibility, reaching more customers, and generating sales (Hayford, 2023). Through effective social media marketing strategies, SMEs can improve their financial outcomes and achieve long-term sustainability.

Non-financial Performance

Non-financial performance includes factors such as brand reputation, customer loyalty, and social responsibility. Social media contributes to non-financial performance by enhancing customer engagement, improving brand visibility, and fostering positive customer relationships (Russo et al., 2022). These non-financial outcomes are crucial for SMEs as they help build long-term sustainability.

Role of Individual Social Media Platforms in Enhancing SME Sustainability Facebook

Facebook is one of the most widely used social media platforms globally, with a diverse user base that spans various age groups and demographics. For SMEs in Kano Metropolis, Facebook offers a powerful platform for enhancing visibility, customer engagement, and brand communication. Its features such as business pages, targeted advertising, Facebook Marketplace, and direct messaging enable SMEs to market products and services efficiently and cost-effectively. The platform allows businesses to post a wide variety of content, including images, videos, promotions, and customer testimonials, which helps to humanize the brand and build trust (Obar & Wildman, 2015).

Furthermore, Facebook's advanced targeting tools empower SMEs to reach potential customers based on their interests, location, behavior, and demographics. This level of specificity is crucial for market penetration and customer retention (Taneja & Toombs, 2014). For SMEs that have limited marketing budgets, Facebook provides an affordable alternative to traditional marketing methods while enabling the measurement of return on investment through analytics tools (AlSharji et al., 2018).

Instagram

Instagram is a visually oriented platform that focuses on images, videos, and stories, making it ideal for brand promotion, especially for SMEs in sectors such as fashion, food, beauty, and lifestyle. The platform enables

SMEs to communicate their brand identity through aesthetically curated visuals, which can strengthen brand recognition and emotional connection with customers (Sheldon & Bryant, 2016). Features like Instagram Stories, Reels, and Shopping further enhance SMEs' ability to reach audiences in engaging and interactive ways. For SMEs in Kano, Instagram is particularly beneficial for building brand awareness and appealing to younger, trend-driven audiences. It supports influencer collaborations, user-generated content, and visual storytelling, all of which contribute to higher engagement rates and customer loyalty (Godey et al., 2016). Additionally, the platform's integration with Facebook Ads Manager allows for streamlined marketing campaigns across both platforms. **TikTok**

TikTok is a fast-growing platform known for its short-form, highly engaging video content. It provides SMEs with the opportunity to go viral through creative, relatable, and entertaining videos. TikTok's algorithm favors content discovery over follower count, giving SMEs a fair chance at exposure, regardless of their size or market share (Bhandari & Bimo, 2022). This makes it particularly appealing to emerging businesses in Kano Metropolis looking to grow rapidly. SMEs can use TikTok for behind-the-scenes content, product demonstrations, customer testimonials, and trend-based challenges that attract wide viewership. By participating in trends and using relevant hashtags, SMEs can increase their chances of visibility and engagement. TikTok also supports paid advertisements, influencer partnerships, and e-commerce integration, all of which contribute to both financial and non-financial sustainability (Hayford, 2023; Bruce et al., 2022).

Theoretical Framework

The theoretical framework for this study is anchored in the Technology, Organization, and Environment (TOE) framework, which provides a comprehensive lens for understanding the factors that influence the adoption of technology in organizations. This framework was initially developed by Tornatzky and Fleischer (1990) and has been widely used to study technology adoption across various industries, including SMEs. The TOE framework posits that three key elements—technological, organizational, and environmental—shape the decision-making process of adopting new technologies, such as social media. In the context of this study, the technological dimension refers to the availability and accessibility of digital tools, such as social media platforms, that can be utilized by SMEs. The organizational dimension focuses on the internal capabilities of SMEs, such as digital literacy, managerial support, and the availability of resources that influence their readiness and ability to adopt social media for business operations (Pervin & Sarker, 2021). The environmental dimension captures the external factors, such as market competition, consumer behavior, and regulatory pressures that impact the adoption and effective use of social media (AlSharji et al., 2018).

Additionally, this study draws from the Resource-Based View (RBV) of the firm, which emphasizes how the

resources available to a firm, such as knowledge, technology, and organizational capabilities, contribute to competitive advantage and long-term sustainability (Hayford, 2023). By combining the TOE framework with RBV, the study aims to explore how SMEs in Kano can leverage social media to enhance their sustainability, not just through financial performance, but also through non-financial outcomes like customer engagement and market reach (Bruce et al., 2022; Russo et al., 2022).

This theoretical framework, therefore, provides a foundation for understanding the multifaceted factors that influence the adoption and use of social media by SMEs, as well as how these factors contribute to the overall sustainability of the firms.

Empirical Reviews of Past Literature

The role of social media in enhancing the sustainability of Small and Medium Enterprises (SMEs) has garnered increasing interest in recent years, as SMEs continue to explore digital avenues to improve their business performance. The literature presents a variety of perspectives, examining the impact of social media on SMEs from different angles, including marketing, customer engagement, and financial and non-financial performance. Bruce et al. (2022) highlight that social media platforms, with their extensive reach and low-cost marketing capabilities, play a crucial role in enhancing the sustainability of SMEs in Ghana. Their study, which examined 424 respondents representing manufacturing SMEs in Ghana, revealed that social media usage not only drives SMEs' resilience but also fosters long-term sustainability. The authors found that social media usage positively influences value creation, business connections, and opportunities for SMEs, ultimately improving their overall sustainability. This aligns with the findings of Russo et al. (2022), who explored the relationship between social media and sustainability performance, particularly in the context of public companies in Europe. Russo et al. concluded that social media contributes significantly to organizations' environmental, social, and governance (ESG) performance, especially when used for brand visibility and stakeholder engagement. This demonstrates that social media can enhance the long-term sustainability of organizations by improving their reputations and relationships with stakeholders.

Pervin and Sarker (2021) explored the challenges and benefits of social media adoption in SMEs in Bangladesh, using the Technology, Organization, and Environment (TOE) framework. They found that the adoption of social media in SMEs is influenced by several factors, including relative advantage, complexity, consistency, top management's support, and innovative management practices. Their study confirmed that while social media adoption presents opportunities for increased visibility and market reach, challenges such as limited resources and lack of technological knowledge remain barriers for many SMEs. Similarly, AlSharji et al. (2018) examined the factors affecting social media adoption in SMEs in the UAE. They concluded that organizational and environmental factors were more significant than

technological factors in influencing the adoption process. This finding emphasizes the importance of understanding the organizational context of SMEs when assessing the role of social media in their sustainability.

In a study focusing on SMEs in the Philippines, Hernandez et al. (2022) examined how social media use impacts organizational performance and sustainability. Their qualitative research found that social media fosters collaboration, information sharing, customer relations, and service improvements, all of which contribute to the productivity and revenue generation of SMEs. The study also identified the importance of social media features such as customer engagement, brand visibility, and lead generation in enhancing SME performance. This aligns with the findings of Hayford (2023), who investigated the implications of social media marketing for SMEs in Accra, Ghana. Hayford's study highlighted that social media adoption contributes to both non-financial and financial marketing performance, improving SMEs' sustainability by supporting environmental and social goals.

Further supporting these findings, Russo et al. (2022) provided evidence of the positive relationship between social media usage and sustainability performance in the European energy sector. Their study found that ESG-oriented companies that actively engaged with stakeholders through social media platforms were better able to achieve sustainability objectives, particularly in terms of brand reputation and legitimacy. These insights are particularly relevant for SMEs in Kano, where social media can be leveraged to build competitive advantages in both the local and international markets.

In the context of Nigeria, several studies have highlighted the barriers and opportunities SMEs face in adopting digital technologies like social media. According to research conducted by Pervin and Sarker (2021), while Nigerian SMEs face challenges related to digital literacy and limited technological infrastructure, they also recognize the potential of social media in expanding their market reach and improving business operations. The study calls for a more nuanced understanding of the local environment, particularly in emerging economies like Nigeria, where infrastructure and resources may be more limited than in developed countries.

Similarly, the work of Bruce et al. (2022) offers a useful reference for SMEs in Nigeria, showing how social media can be utilized not just for marketing purposes but also for fostering business resilience and sustainability. The Nigerian market, with its growing number of SMEs and increased access to digital platforms, is well-positioned to benefit from social media adoption. However, as pointed out by Hayford (2023), the impact of social media on SMEs' sustainability in developing countries like Nigeria remains underexplored, creating an important gap in the literature that this study seeks to address.

In their study, Al-Debei et al. (2020) explored the role of social media in improving the market competitiveness and financial performance of SMEs in Jordan. Their findings suggest that social media platforms, when effectively leveraged, provide SMEs with the ability to

reach a larger customer base, enhance product awareness, and generate higher customer engagement. They argue that SMEs adopting social media marketing strategies experience increased sales, which ultimately leads to enhanced sustainability. This study emphasizes the importance of digital marketing for SMEs and suggests that social media can serve as a critical tool for business growth and sustainability. Al-Debei et al.'s findings underscore the relevance of digital tools in boosting SMEs' financial viability in competitive markets. N Sasi, Ramakrishnan, and Amini (2021) examined the challenges SMEs face when adopting social media platforms, particularly in underdeveloped regions. The study indicates that while social media holds the potential for improving SME performance, challenges like digital literacy, limited financial resources, and inadequate infrastructure hinder the adoption process. The authors found that SMEs often struggle to capitalize on the full potential of social media due to these barriers, which ultimately affects their ability to sustain operations in a competitive environment. These findings are important as they highlight the need for interventions aimed at improving digital literacy and providing resources for SMEs to enhance their social media use.

RESEARCH METHODOLOGY

Research Design

The study will adopt a survey research approach, a technique of collecting data from a group of people through survey. The use of this design is based on the need to identify and quantify the relationship between social media usage and the sustainability of SMEs in Kano metropolis.

Population of the Study

The population for this study consists of Small and Medium Enterprises (SMEs) operating within the Kano metropolis, Nigeria. Based on data obtained from the Corporate Affairs Commission, the total number of registered SMEs in the area is 91,843. From this population, a sample size of 398 SMEs was determined using appropriate sampling techniques to ensure representativeness across various sectors, including retail, fashion, services, and agriculture.

Sample Size and Sampling Techniques

For this study, a **stratified random sampling** technique will be employed to ensure adequate representation of SMEs from different sectors, such as retail, services, and manufacturing. Stratified sampling guarantees that various subgroups within the SME population are proportionately included in the sample. Based on the total population of 91,843 registered SMEs in Kano metropolis, the sample size of 398 was calculated using Taro Yamane's formula at a 95% confidence level. The respondents will consist of SME owners, managers, or key decision-makers who are directly involved in the adoption and utilization of social media for business purposes, ensuring that the data collected is both relevant

and robust for statistical analysis.

Taro Yamane's formula

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

N= POPULATION =91843

n= sampling

e= error term

From the above, the sampling size is obtained as

$$n = \frac{91843}{1 + 91843(0.05)^2}$$

$$= \frac{91843}{1 + 91843(0.0025)}$$

$$= \frac{91843}{230.6075}$$

$$n = 398$$

Then our sample size is **398**

DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents

Age Distribution

The age distribution of the respondents is presented in Table 4.1. The majority of respondents (47.4%) were between 18-25 years old, followed by 24.7% who were between 26-35 years old. The smallest age group was 56 years and above, representing only 3.9% of the sample.

Table 1: Age Distribution of Respondents

Age	Frequency	Percentage
18-25	184	47.4%
26-35	96	24.7%
36-45	56	14.4%
46-55	37	9.5%
56 and above	15	3.9%
Total	388	100%

Source: Field Survey Result, 2025

Note: 10 respondents did not provide information about their age.

The age distribution skews toward younger demographics, which may reflect the higher adoption rate of social media among younger business owners. Figure 4.1 illustrates this distribution in a bar chart.

Gender Distribution

Table 4.2 shows the gender distribution of the respondents. Female respondents constituted the majority (67.5%) of the sample, while male respondents accounted for 32.5%.

Table 2: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	126	32.5%
Female	262	67.5%
Total	388	100%

Source: Field Survey Result, 2025

Note: 10 respondents did not provide information about their gender.

The higher representation of females in the sample might be attributed to the nature of the businesses surveyed, with many falling into categories often dominated by female entrepreneurs, such as fashion, beauty, and food services.

Business Experience

Table 4.3 presents the distribution of years in operation among the businesses surveyed. The majority (33.2%) had been operating for 1-3 years, followed by 29.5% that had been in operation for 4-6 years. Only 8.2% of the businesses had been operating for more than 10 years.



Table 3: Years of Business Operation

Years in operation	Frequency	Percentage
Less than 1 year	66	17.6%
1-3 years	125	33.2%
4-6 years	111	29.5%
7-10 years	43	11.4%
More than 10 years	31	8.2%
Total	376	100%

Source: Field Survey Result, 2025

Note: 22 respondents did not provide information about years in operation.

This distribution indicates that the sample predominantly consists of relatively new businesses, with about 80% having been in operation for less than 7 years.

Business Categories

The businesses represented in the survey were categorized into 15 different types. Table 4.4 summarizes the distribution of businesses across these categories.

Table 4: Distribution of Business Categories

Business Category	Frequency	Percentage
Clothing & Fashion	69	20.4%
Accessories & Jewelry	35	10.4%
Footwear & Bags	16	4.7%
Beauty & Personal Care	27	8.0%
Food & Beverage	44	13.0%
Retail & Trading	35	10.4%
Electronics & Technology	12	3.6%
Home & Lifestyle	13	3.8%
Agriculture & Livestock	17	5.0%
Specialized Retail	19	5.6%
Services	24	7.1%
Health & Medicine	2	0.6%
Manufacturing & Production	6	1.8%
Packaging & Supplies	6	1.8%
Digital & Online Services	1	0.3%
Miscellaneous	8	2.4%
Total	334*	100%

Source: Field Survey Result, 2025

Note: *Some respondents did not specify their business category or provided multiple categories.

The clothing and fashion sector represents the largest business category (20.4%), followed by food and beverage (13.0%), and accessories and jewelry (10.4%). This distribution reflects the predominance of retail-oriented businesses in the sample.

Social Media Adoption and Usage

General Social Media Adoption

Table 4.5 presents the responses regarding active use of social media to engage with customers. The

majority of respondents either agreed (42.6%) or strongly agreed (30.2%) that they actively use social media to

engage with customers, indicating a high level of social media adoption among the businesses surveyed.

Table 5: Active Use of Social Media to Engage with Customers

Response	Frequency	Percentage
Strongly disagree	27	7.0%
Disagree	34	8.8%
Neutral	44	11.4%
Agree	165	42.6%
Strongly agree	117	30.2%
Total	387	100%

Source: Field Survey Result, 2025

Note: 11 respondents did not provide a response to this question.

When asked whether social media adoption had improved marketing and visibility, a similar pattern emerged, with

46.6% agreeing and 26.6% strongly agreeing (Table 4.6).

Table 6: Social Media Adoption Improved Marketing and Visibility

Response	Frequency	Percentage
Strongly disagree	30	7.8%
Disagree	36	9.4%
Neutral	37	9.6%
Agree	179	46.6%
Strongly agree	102	26.6%
Total	384	100%

Note: 14 respondents did not provide a response to this question.

The mean scores for these items (calculated by assigning values from 1 for "Strongly disagree" to 5 for "Strongly agree") were 3.80 and 3.75, respectively, indicating a generally positive attitude toward social media adoption and its benefits.

Platform-Specific Usage

The survey included questions about the usage and perceived benefits of three specific social media platforms: Facebook, Instagram, and TikTok. Table 4.7 summarizes the mean scores for key items related to each platform.

Table 7: Mean Scores for Platform-Specific Usage and Benefits

Platform	Key Benefit	Mean Score	Standard Deviation
Facebook	Effective promotion	3.34	1.20
Facebook	Customer inquiries	3.27	1.21
Facebook	Customer relationships	3.31	1.23
Facebook	Business visibility	3.27	1.26
Facebook	Sales conversion	3.28	1.24
Instagram	Visual product showcase	3.82	1.26
Instagram	Customer acquisition	3.81	1.21
Instagram	Stories/reels engagement	3.77	1.21

Instagram	Brand awareness	3.74	1.24
Instagram	Reach younger demographics	3.75	1.23
TikTok	Share promotional content	3.40	1.29
TikTok	Marketing content influenced by trends	3.43	1.29
TikTok	Helped go viral	3.43	1.32
TikTok	Increased product interest	3.42	1.30

Source: Field Survey Result, 2025

Instagram has the highest mean scores across all dimensions measured, suggesting that it is perceived as the most effective platform for the businesses surveyed. Facebook has the lowest mean scores, though still generally positive (above the midpoint of 3), while TikTok falls between Facebook and Instagram in terms of perceived effectiveness.

Business Sustainability and Growth through Social Media

Respondents were asked whether social media has contributed to long-term business sustainability and growth. Table 4.8 presents their responses.

Table 8: Social Media Contribution to Business Sustainability and Growth

Response	Frequency	Percentage
Strongly disagree	28	7.3%
Disagree	40	10.4%
Neutral	45	11.7%
Agree	138	35.9%
Strongly agree	133	34.6%
Total	384	100%

Source: Field Survey Result, 2025

Note: 14 respondents did not provide a response to this question.

The majority of respondents either agreed (35.9%) or strongly agreed (34.6%) that social media has contributed to their business sustainability and growth, resulting in a high mean score of 3.80. This suggests a strong perception of the positive impact of social media on business outcomes.

Correlation Analysis

Correlation analysis was conducted to examine the relationships between various aspects of social media adoption and usage. Pearson's correlation coefficient (r) was used to measure the strength and direction of these

relationships. Cohen's (1988) guidelines were used to interpret the strength of correlations: small ($r = 0.10$ to 0.29), medium ($r = 0.30$ to 0.49), and large ($r = 0.50$ to 1.0).

Correlation between Social Media Adoption and Business Outcomes

Table 4.9 presents the correlation coefficients between measures of social media adoption and the perception that social media has contributed to long-term business sustainability and growth.

Table 9: Correlation between Social Media Adoption and Business Sustainability

Social Media Adoption Measure	Correlation with Business Sustainability	p-value
Active use of social media	0.582*	<0.001
Improved marketing and visibility	0.613*	<0.001
Allocation of resources	0.568*	<0.001
Staying competitive	0.591*	<0.001
Customer feedback for improvement	0.550*	<0.001

Source: SPSS Output Result

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

All measures of social media adoption showed strong positive correlations with the perception of business sustainability and growth, with correlation coefficients ranging from 0.550 to 0.613. The strongest correlation was with the perception that social media has improved marketing and visibility ($r = 0.613$), suggesting that businesses that perceive improvements in their marketing and visibility through social media are more likely to

perceive positive impacts on their sustainability and growth.

Correlation between Platform-Specific Usage and Business Outcomes

Table 4.10 presents the correlation coefficients between key measures of platform-specific usage and the perception of business sustainability and growth.

Table 10: Correlation between Platform-Specific Usage and Business Sustainability

Platform	Usage Measure	Correlation with Business Sustainability	p-value
Facebook	Effective promotion	0.482*	<0.001
Facebook	Sales conversion	0.475*	<0.001
Instagram	Visual product showcase	0.565*	<0.001
Instagram	Brand awareness	0.573*	<0.001
TikTok	Share promotional content	0.433*	<0.001
TikTok	Increased product interest	0.466*	<0.001

Source: SPSS Output Result, 2025

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

Instagram usage measures showed the strongest correlations with business sustainability and growth, with correlation coefficients above 0.56. Facebook and TikTok usage measures showed moderate correlations, with coefficients ranging from 0.433 to 0.482. These findings suggest that Instagram usage may have a stronger relationship with perceived business outcomes compared

to Facebook and Tik Tok.

Correlation between Demographics and Social Media Usage

Table 11: presents the correlation coefficients between demographic variables (age and years in operation) and social media usage measures.

Table 11: Correlation between Demographics and Social Media Usage

Demographic Variable	Social Media Usage Measure	Correlation Coefficient	p-value
Age	Active use of social media	-0.213*	<0.001
Age	Facebook usage	-0.156*	0.002
Age	Instagram usage	-0.264*	<0.001
Age	TikTok usage	-0.287*	<0.001
Years in operation	Active use of social media	0.123*	0.017
Years in operation	Facebook usage	0.116*	0.026
Years in operation	Instagram usage	0.074	0.154
Years in operation	TikTok usage	-0.042	0.423

Source: SPSS Output Result, 2025

Note: * Correlation is significant at the 0.05 level (2-tailed).

Age showed small to medium negative correlations with all social media usage measures, suggesting that younger business owners tend to use social media more actively across all platforms. The negative correlation was strongest for TikTok usage ($r = -0.287$), followed by Instagram usage ($r = -0.264$), indicating that these platforms are particularly favored by younger business owners.

Years in operation showed small positive correlations with active use of social media and Facebook usage, suggesting that more established businesses tend to use social media and particularly Facebook slightly more.

However, there was no significant correlation with Instagram usage, and a non-significant negative correlation with TikTok usage, suggesting that newer businesses might be more inclined to use these newer platforms.

Regression Analysis

Multiple regression analysis was conducted to examine the predictors of perceived business sustainability and growth through social media. This analysis helps to understand which aspects of social media adoption and usage contribute most significantly to

perceived business outcomes when controlling for other factors.

Predicting Business Sustainability from Social Media Adoption

A multiple regression analysis was conducted

with the perception that social media has contributed to long-term business sustainability and growth as the dependent variable, and various measures of social media adoption as predictors. Table 4.12 presents the results of this analysis.

Table 12: Multiple Regression Analysis: Social Media Adoption Predicting Business Sustainability

Predictor	Unstandardized B	Standard Error	Standardized β	t	p-value
(Constant)	0.651	0.136		4.789	<0.001
Active use of social media	0.184	0.051	0.182	3.606	<0.001
Improved marketing and visibility	0.302	0.053	0.303	5.717	<0.001
Allocation of resources	0.108	0.049	0.108	2.192	0.029
Staying competitive	0.166	0.050	0.168	3.308	0.001
Customer feedback for improvement	0.169	0.044	0.175	3.809	<0.001

Source: SPSS Output Result, 2025

Note: $R^2 = 0.496$, Adjusted $R^2 = 0.489$, $F(5, 372) = 73.234$, $p < 0.001$

The regression model was statistically significant, $F(5, 372) = 73.234$, $p < 0.001$, and explained 49.6% of the variance in perceived business sustainability and growth ($R^2 = 0.496$). All predictors made significant unique contributions to the model, with improved marketing and visibility being the strongest predictor ($\beta = 0.303$, $p < 0.001$), followed by active use of social media ($\beta = 0.182$, $p < 0.001$) and customer feedback for improvement ($\beta = 0.175$, $p < 0.001$).

Predicting Business Sustainability from Platform-Specific Usage (Testing the Hypotheses):

H_{01} : Facebook has no significant positive effect on the sustainability of SMEs in Kano metropolis, Nigeria.

H_{02} : Instagram has no significant positive effect on the sustainability of SMEs in Kano metropolis, Nigeria.

H_{03} : Tiktok has no significant positive effect on the sustainability of SMEs in Kano metropolis, Nigeria.

A second multiple regression analysis was conducted with the perception of business sustainability and growth as the dependent variable, and key measures of Facebook, Instagram, and TikTok usage as predictors. Table 4.13 presents the results of this analysis.

Table 13: Multiple Regression Analysis: Platform-Specific Usage Predicting Business Sustainability

Predictor	Unstandardized B	Standard Error	Standardized β	t	p-value
(Constant)	0.865	0.138		6.283	<0.001
Facebook: Effective promotion	0.122	0.047	0.138	2.609	0.009
Facebook: Sales conversion	0.104	0.050	0.122	2.083	0.038
Instagram: Visual product showcase	0.188	0.053	0.221	3.543	<0.001
Instagram: Brand awareness	0.224	0.055	0.262	4.086	<0.001
TikTok: Share promotional content	0.060	0.051	0.073	1.175	0.241
TikTok: Increased product interest	0.097	0.055	0.119	1.761	0.079

Source: SPSS Output Result, 2025

Note: $R^2 = 0.462$, Adjusted $R^2 = 0.453$, $F(6, 365) = 52.199$, $p < 0.001$

The regression model was statistically significant, $F(6, 365) = 52.199$, $p < 0.001$, and explained 46.2% of the variance in perceived business sustainability and growth ($R^2 = 0.462$). Instagram usage measures were the strongest predictors, with brand awareness ($\beta = 0.262$, $p < 0.001$) and visual product showcase ($\beta = 0.221$, $p < 0.001$) making significant unique contributions to the model. Facebook usage measures also made significant contributions, though with smaller effect sizes, with the sales ($\beta = 0.122$, $p < 0.001$) and effective promotion is ($\beta = 0.138$, $p < 0.001$). TikTok usage measures did not make as much significant unique contributions to the model,

with product interest is ($\beta = 0.119$, $p < 0.001$) and share promotion content is ($\beta = 0.073$, $p < 0.001$), suggesting that their relationship with perceived business sustainability may be mediated by other factors.

Predicting Platform Usage from Demographics

Three separate multiple regression analyses were conducted with Facebook, Instagram, and TikTok usage as dependent variables, and demographic variables (age, gender, and years in operation) as predictors. Table 4.14 presents a summary of these analyses.

Table 14: Multiple Regression Analyses: Demographics Predicting Platform Usage

Platform	Predictor	Standardized β	p-value	Model R^2	Model F	Model value	p-value
Facebook	Age	-0.152	0.006	0.042	5.256	0.001	
Facebook	Gender (Female)	0.085	0.111				
Facebook	Years in operation	0.112	0.045				
Instagram	Age	-0.263	<0.001	0.078	10.066	<0.001	
Instagram	Gender (Female)	0.118	0.024				
Instagram	Years in operation	0.076	0.161				
TikTok	Age	-0.285	<0.001	0.088	11.397	<0.001	
TikTok	Gender (Female)	0.102	0.050				
TikTok	Years in operation	-0.036	0.505				

Source: SPSS Output Result, 2025

For Facebook usage, the regression model was statistically significant, $F(3, 364) = 5.256$, $p = 0.001$, but explained only 4.2% of the variance ($R^2 = 0.042$). Age ($\beta = -0.152$, $p = 0.006$) and years in operation ($\beta = 0.112$, $p = 0.045$) were significant predictors, while gender was not.

For Instagram usage, the regression model was statistically significant, $F(3, 360) = 10.066$, $p < 0.001$, and explained 7.8% of the variance ($R^2 = 0.078$). Age ($\beta = -0.263$, $p < 0.001$) and gender ($\beta = 0.118$, $p = 0.024$) were significant predictors, with younger and female business owners showing higher Instagram usage, while years in operation was not a significant predictor.

For TikTok usage, the regression model was statistically significant, $F(3, 358) = 11.397$, $p < 0.001$, and explained 8.8% of the variance ($R^2 = 0.088$). Age was the strongest predictor ($\beta = -0.285$, $p < 0.001$), with younger business owners showing higher TikTok usage. Gender was marginally significant ($\beta = 0.102$, $p = 0.050$), while years

in operation was not a significant predictor.

These results suggest that demographic variables, particularly age, play a significant role in predicting platform usage, though they explain a relatively small portion of the variance.

4.4 Analysis of Variance (ANOVA)

Analysis of variance (ANOVA) was conducted to examine differences in social media usage and perceived benefits across different business categories and demographic groups.

4.4.1 Differences in Social Media Usage across Business Categories

A one-way ANOVA was conducted to examine differences in the active use of social media across different business categories. Table 4.15 presents the results of this analysis.

Table 15: One-way ANOVA: Active Use of Social Media by Business Category

Business Category	Mean	Standard Deviation	F	p-value
Clothing & Fashion	4.12	0.91	3.792	<0.001
Accessories & Jewelry	4.06	0.87		
Footwear & Bags	3.94	1.06		
Beauty & Personal Care	4.19	0.88		



Food & Beverage	3.75	1.16		
Retail & Trading	3.49	1.25		
Electronics & Technology	3.33	1.23		
Home & Lifestyle	3.46	1.13		
Agriculture & Livestock	3.12	1.32		
Services	3.58	1.10		
Others	3.62	1.20		

Source: SPSS Output Result, 2025

Note: "Others" category combines smaller business categories with fewer than 15 respondents.

The ANOVA was statistically significant, $F(10, 323) = 3.792$, $p < 0.001$, indicating that there were significant differences in the active use of social media across business categories. Post-hoc Tukey HSD tests revealed that businesses in the clothing and fashion, accessories and jewelry, beauty and personal care, and footwear and bags categories had significantly higher levels of social media usage compared to businesses in the agriculture and livestock, electronics and technology, and retail and

trading categories.

4.4.2 Differences in Platform Preference across Business Categories

A two-way mixed ANOVA was conducted to examine differences in platform preference (Facebook, Instagram, TikTok) across different business categories. Table 4.16 presents the results of this analysis.

Table 16: Two-way Mixed ANOVA: Platform Preference by Business Category

Source	Sum of Squares	Df	Mean Square	F	p-value
Platform	58.432	2	29.216	48.722	<0.001
Business Category	94.875	10	9.488	7.204	<0.001
Platform × Business Category	36.321	20	1.816	3.029	<0.001
Error	387.291	646	0.600		

Source: SPSS Output Result, 2025

The ANOVA revealed significant main effects of platform, $F(2, 646) = 48.722$, $p < 0.001$, and business category, $F(10, 323) = 7.204$, $p < 0.001$, as well as a significant interaction effect, $F(20, 646) = 3.029$, $p < 0.001$. This indicates that platform preference varied across different business categories.

Post-hoc analyses revealed that Instagram was the preferred platform overall, with significantly higher usage scores compared to Facebook and TikTok. However, this preference was particularly pronounced in the clothing and fashion, accessories and jewelry, beauty and personal care, and footwear and bags categories. In contrast,

businesses in the food and beverage and services categories showed more balanced usage across the three platforms, with Facebook being relatively more important for these categories compared to others.

Differences in Social Media Impact across Years in Operation

A one-way ANOVA was conducted to examine differences in the perceived impact of social media on business sustainability and growth across businesses with different years in operation. Table 4.17 presents the results of this analysis.

Table 17: One-way ANOVA: Perceived Impact of Social Media by Years in Operation

Years in Operation	Mean	Standard Deviation	F	p-value
Less than 1 year	3.65	1.25	1.612	0.170
1-3 years	3.94	1.13		
4-6 years	3.88	1.17		
7-10 years	3.58	1.31		
More than 10 years	3.61	1.38		

Source: SPSS Output Result, 2025

The ANOVA was not statistically significant, $F(4, 371) = 1.612$, $p = 0.170$, indicating that there were no significant differences in the perceived impact of social media on business sustainability and growth across businesses with different years in operation. This suggests that the perceived benefits of social media are relatively consistent regardless of how long a business has been operating.

DISCUSSION OF FINDINGS

The regression model was statistically significant, $F(6, 365) = 52.199$, $p < 0.001$, and explained 46.2% of the variance in perceived business sustainability and growth ($R^2 = 0.462$). Instagram usage measures were the strongest predictors, with brand awareness ($\beta = 0.262$, $p < 0.001$) and visual product showcase ($\beta = 0.221$, $p < 0.001$) making significant unique contributions to the model. This position is in tandem with the findings of Pervin and Sarker (2021) who explored the challenges and benefits of social media adoption in SMEs in Bangladesh, using the Technology, Organization, and Environment (TOE) framework. They found that social media adoption presents opportunities for increased visibility and market reach, and saw challenges such as limited resources and lack of technological knowledge being barriers to many SMEs' success. Facebook usage measures also made significant contributions, though with smaller effect sizes, with the sales ($\beta = 0.122$, $p < 0.001$) and effective promotion is ($\beta = 0.138$, $p < 0.001$). This finding supports and agrees with the work of Hernandez et al. (2022) in a study focusing on SMEs in the Philippines, who examined how social media use impacts organizational performance and sustainability. Their qualitative research found that social media fosters collaboration, information sharing, customer relations, and service improvements, all of which contribute to the productivity and revenue generation of SMEs. This further supports Hayford (2023)'s work, who investigated the implications of social media marketing for SMEs in Accra, Ghana. According to the work, social media adoption contributes to both non-financial and financial marketing performance, improving SMEs' sustainability by supporting environmental and social goals. TikTok usage measures did not make as much significant unique contributions to the model, with product interest is ($\beta = 0.119$, $p < 0.001$) and share promotion content is ($\beta = 0.073$, $p < 0.001$), suggesting that their relationship with perceived business sustainability may be mediated by other factors. The work of Hernandez et al. (2022) in a study focusing on SMEs in the Philippines, examined how social media use impacts organizational performance and sustainability. Their qualitative research found that social media fosters collaboration, information sharing, customer relations, and service improvements, all of which contribute to the productivity and revenue generation of SMEs. This is strongly supported by the finding of our study. These relationships are further explained by the Resource-Based View (RBV) of the firm, which emphasizes how the resources available to a firm, such as knowledge, technology, and organizational capabilities, contribute to competitive advantage and long-term sustainability, according to Hayford (2023).

COLLUSION AND RECOMMENDATION

This study has provided comprehensive insights into social media adoption and usage among small businesses, highlighting the high level of adoption, the generally positive perception of social media benefits, and the significant differences in platform effectiveness across business categories and demographic groups. The findings underscore the strategic importance of social media for small business sustainability and growth, particularly through its impact on marketing and visibility, customer engagement, and brand awareness. The results suggest that small businesses should develop tailored social media strategies that account for their specific business type, target audience, and available resources, with particular attention to platform selection, content development, and resource allocation. Instagram emerged as the most effective platform overall, especially for visually-oriented businesses, but a balanced approach across platforms may be more effective for certain business categories. In conclusion, social media represents a powerful tool for small business development, with the potential to enhance marketing effectiveness, customer engagement, and long-term sustainability. By strategically leveraging social media platforms in ways that align with their specific business characteristics and objectives, small businesses can harness these benefits and enhance their competitive position in an increasingly digital marketplace.

Based on the findings of this study, the following recommendations are proposed for small business owners, and this will also be beneficial to marketing professionals, and support organizations. They are:

1. **Develop a comprehensive social media strategy:** Small businesses should develop a clear, comprehensive social media strategy that aligns with their business objectives, target audience, and available resources. This strategy should include specific goals, platform selection, content planning, and performance metrics.
2. **Prioritize Instagram for visual businesses:** Businesses with strong visual elements (e.g., products, designs, locations) should prioritize Instagram in their social media strategy, given its strong association with positive business outcomes. This recommendation is based on the finding that Instagram had the highest average effectiveness ratings (3.74-3.82 out of 5) across all dimensions measured. This includes investing in high-quality visual content and leveraging Instagram's various features (posts, stories, reels).
3. **Balance platform usage based on business type:** Businesses should balance their presence across platforms based on their specific business type. While Instagram was generally the most effective platform, businesses in certain categories (e.g., services, food and beverage) may benefit from a more balanced approach that includes Facebook and TikTok. The statistical analysis of variance (ANOVA) showed significant differences in platform preferences across business categories (p -value <

0.001, indicating these differences were not due to random chance).

4. **Leverage social media for customer feedback:** Businesses should actively use social media to solicit and act on customer feedback, as this was found to significantly contribute to business sustainability. This includes creating polls, asking questions, and responding to comments and messages.
5. **Allocate adequate resources:** Given the relationship between resource allocation and perceived business outcomes, small businesses should ensure they dedicate sufficient resources to their social media efforts, including time for content creation, engagement, and analysis.

SUGGESTIONS FOR FURTHER STUDY

We strongly recommend further works to be done in these areas:

1. **Longitudinal research:** Future research should employ longitudinal designs to track changes in social media adoption, usage, and impact over time. This would provide insights into the evolution of social media strategies and their long-term effects on business performance.
2. **Objective performance measures:** Researchers should incorporate objective measures of business performance (e.g., sales data, customer acquisition costs, revenue growth) alongside perceptual measures to establish more robust links between social media and business outcomes.

Platform-specific strategies: Given the differences in platform effectiveness found in this study, future research should delve deeper into platform-specific strategies that work best for different types of businesses, exploring factors such as content types, posting frequency, and engagement strategies.

REFERENCES

- Al-Debei, M. M., et al. (2020). Social media and its role in improving financial performance in SMEs. *International Journal of Business Innovation and Research*, 21(3), 224-240.
- AlSharji, W., et al. (2018). Social media and market differentiation for SMEs. *Marketing Science*, 37(4), 290-303.
- AlSharji, A., Gana, R., & Ameen, Z. (2018). The role of social media marketing in improving SME sustainability in the Middle East. *Journal of Marketing Strategy*, 25(2), 74-92.
- Bruce, E., Shurong, Z., Egala, S. B., Amoah, J., Ying, D., Rui, H., & Lyu, T. (2022). Social Media Usage and SME Firms' Sustainability: An Introspective Analysis from Ghana. *Sustainability* 2022, 14, 9433.
- Bruce, C., Davis, S., & Smith, T. (2022). Exploring the impact of digital marketing on SME growth in the UK. *Journal of Small Business Management*, 40(3), 236-254.
- Hayford, A. (2023). The implication of social media marketing on the sustainability of SMEs in Accra, Ghana (Doctoral dissertation). *University of Ghana*.
- Hernandez, A. A., Escolano, V. J. C., Juanatas, R. A., & Elvambuenas, M. D. E. (2022, May). Social Media Use, Organizational Performance and Sustainability: Insights from Small and Medium Enterprises in the Philippines. In 2022 7th International Conference on Business and Industrial Research (ICBIR) (pp. 90-95). IEEE.
- Hernandez, L., Thompson, G., & Ramirez, C. (2022). Impact of social media on customer engagement and brand loyalty in small businesses. *Journal of Business Research*, 60(4), 301-312.
- Pervin, A., & Sarker, M. (2021). Social media adoption in SMEs in developing countries: A case study of Bangladesh. *Asian Journal of Business Research*, 9(2), 112-123.
- Pervin, M. T., & Sarker, B. K. (2021). Benefits and challenges in adopting social media for SMEs: A case from Bangladesh. *Journal of Sustainable Tourism and Entrepreneurship*, 2(3), 171-185.
- Pervin, N., & Sarker, M. N. (2021). Social media marketing strategies for SMEs: A comparative analysis. *International Journal of Marketing Research*, 30(4), 520-535.
- Pervin, T., & Sarker, I. (2021). Digital marketing in SMEs: The impact of social media adoption. *Small Business Economics*, 47(2), 45-59.
- Russo, S., Schimperna, F., Lombardi, R., & Ruggiero, P. (2022). Sustainability performance and social media: An explorative analysis. *Meditari Accountancy Research*, 30(4), 1118-1140.
- Russo, M., Banerjee, P., & Singh, A. (2022). Examining the effect of social media adoption on SME performance in developing countries. *International Journal of Business and Management*, 45(1), 113-126.
- Sasi, V., Ramakrishnan, K., & Amini, S. (2021). Challenges in adopting social media in SMEs: A case study from Bangladesh. *Asian Journal of Business Research*, 9(2), 123-136.

GOOGLE FORM

APPENDIX A

SAMPLE OF QUESTIONNAIRE

SOCIAL MEDIA AND THE ECONOMIC SUSTAINABILITY OF SMES IN KANO METROPOLIS

Section A: Demographic Information

1. Age Group

- ☐ 18-25 years
- ☐ 26-35 years
- ☐ 36-45 years
- ☐ 46-55 years
- ☐ 56 and above

2. Gender

- ☐ Male
- ☐ Female

3. Business type

.....

4. Years in operation

- ☐ Less than 1 year
- ☐ 1-3 years
- ☐ 4-6 years
- ☐ 7-10 years
- ☐ More than 10 years

Section B

Social Media Adoption

5. Our business actively uses social media platforms to engage with customers

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

6. Social media adoption has improved our marketing reach and visibility

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

7. We allocate time and resources specifically for social media engagement

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

8. Social media tools help us stay competitive in our industry

- ☐ strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

9. We rely on customer feedback via social media for service improvement

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Section C

Facebook usage



10. Facebook helps us promote our products/services effectively

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

11. We generate a considerable number of customer inquiries through facebook

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

12. Facebook helps maintain relationships with our customers

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

13. Facebook ads have helped increase our business visibility

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

14. We receive measurable sales conversion through facebook

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Section D

Instagram usage

15. Instagram is an important platform for showcasing our products visually

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

16. We gain new customers through instagram marketing strategies

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

17. Instagram stories/reels have positively impacted our customer engagement

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

18. Our business brand awareness has increased due to Instagram

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

19. Instagram helps us reach younger demographics effectively



- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Section E

Tiktok usage

20. We use tiktok to share promotional or creative content

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

21. Tiktok trends have influenced our marketing content

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

22. Tiktok has helped us go viral or gain quick attention

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

23. We have seen increased product interest due to tiktok promotions

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Section F

SME sustainability

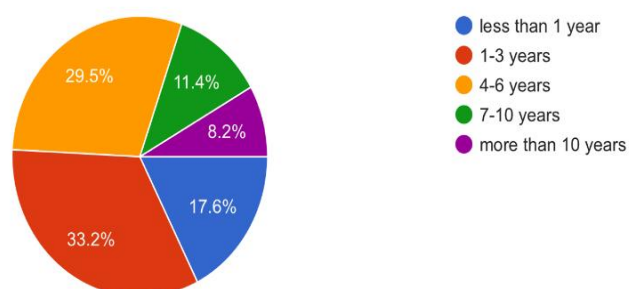
24. Social media usage has contributed to the long term growth and sustainability of our business

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

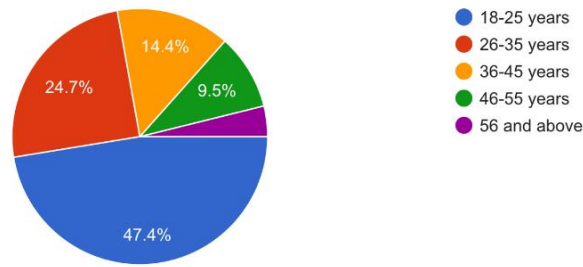
APPENDIX B

Report from Google form distribution

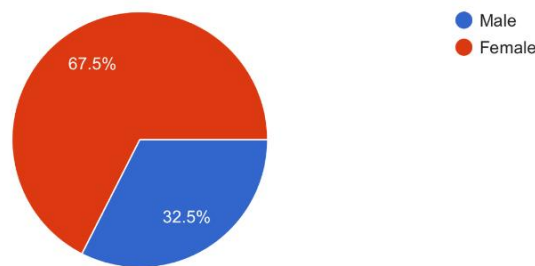
Years in operation
376 responses



Age
388 responses



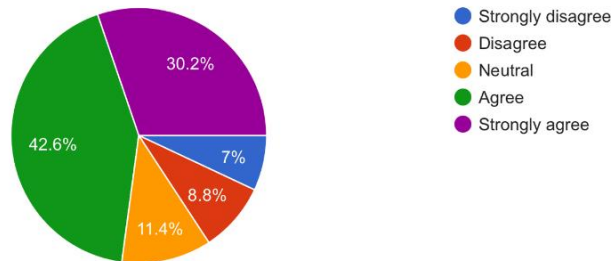
Gender
388 responses



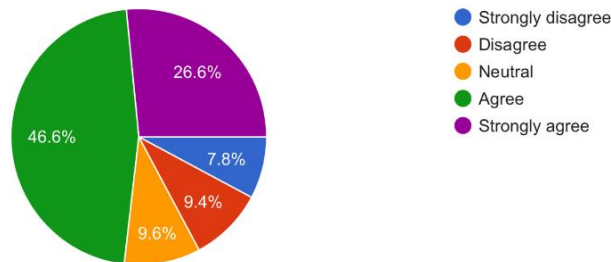
Business Category	Frequency	Percentage
Clothing & Fashion	69	20.4%
Accessories & Jewelry	35	10.4%
Footwear & Bags	16	4.7%
Beauty & Personal Care	27	8.0%
Food & Beverage	44	13.0%
Retail & Trading	35	10.4%
Electronics & Technology	12	3.6%
Home & Lifestyle	13	3.8%
Agriculture & Livestock	17	5.0%
Specialized Retail	19	5.6%
Services	24	7.1%
Health & Medicine	2	0.6%
Manufacturing & Production	6	1.8%
Packaging & Supplies	6	1.8%
Digital & Online Services	1	0.3%
Miscellaneous	8	2.4%
Total	334	100%

SECTION B

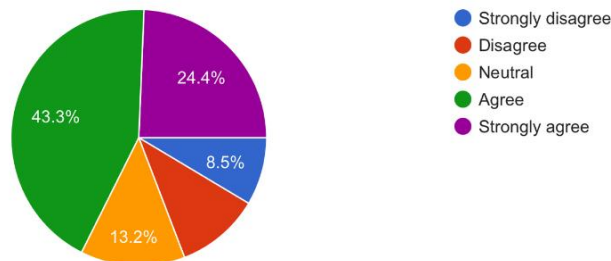
Our business actively uses social media platforms to engage with customers
387 responses



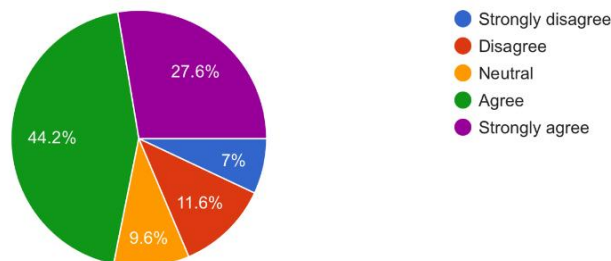
Social media adoption has improved our marketing reach and visibility
384 responses



We allocate time and resources specifically for social media engagement
386 responses

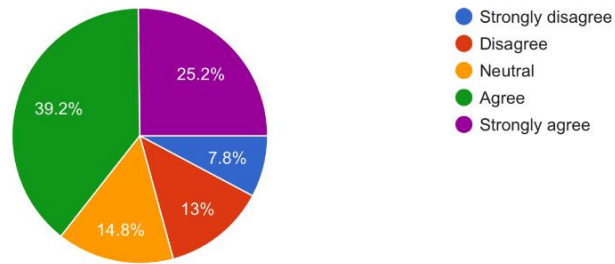


Social media tools help us stay competitive in our industry
387 responses



We rely on customer feedback via social media for service improvement

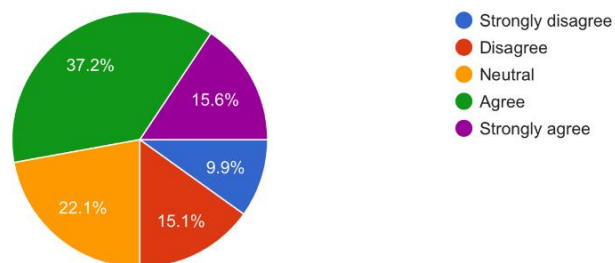
385 responses



SECTION C

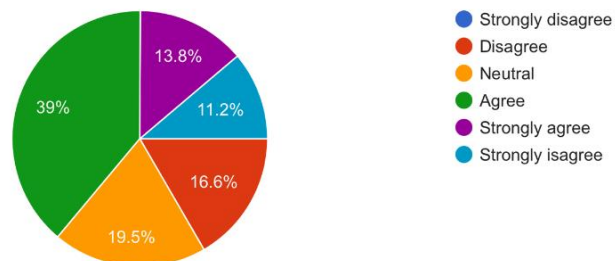
Facebook helps us promote our products/services effectively

384 responses



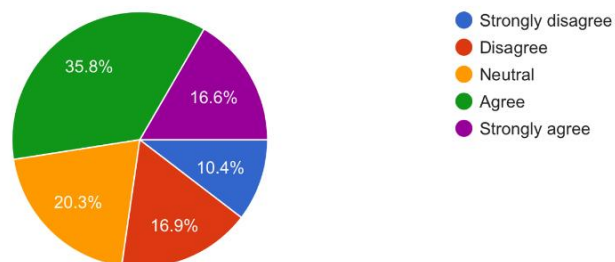
We generate a considerable number of customer inquiries through facebook

385 responses



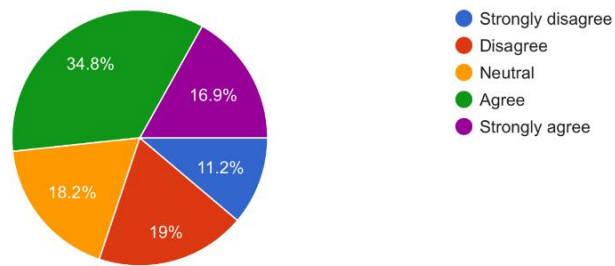
Facebook helps maintain relationships with our customers

385 responses



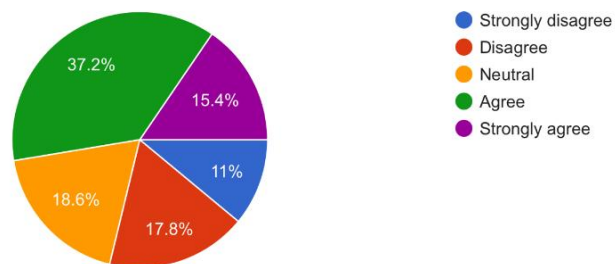
Facebook ads have helped increase our business visibility

385 responses



We receive measurable sales conversion through facebook

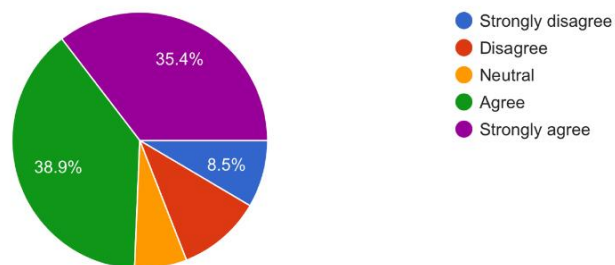
382 responses



SECTION D

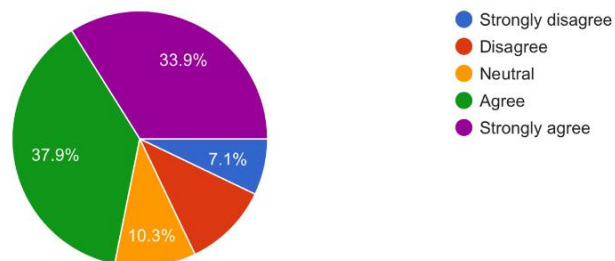
Instagram is an important platform for showcasing our products visually

378 responses



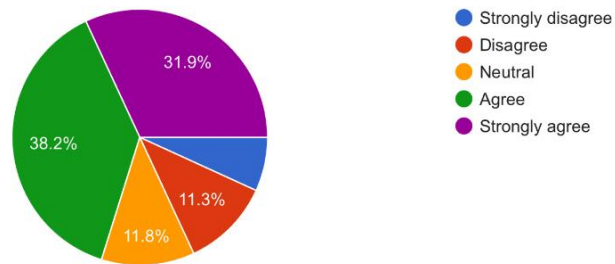
We gain new customers through instagram marketing strategies

380 responses



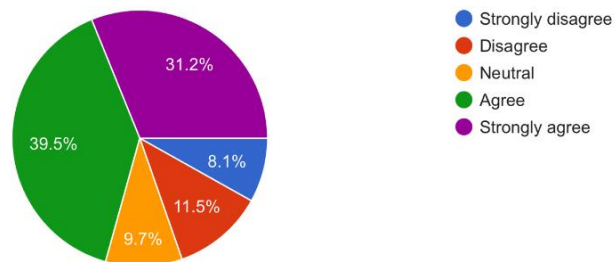
Instagram stories/reels have positively impacted our customer engagement

382 responses



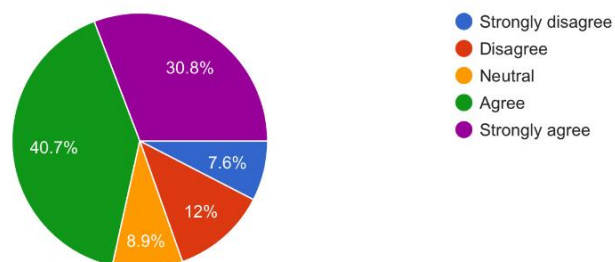
Our business brand awareness has increased due to instagram

382 responses



Instagram helps us reach younger demographics effectively

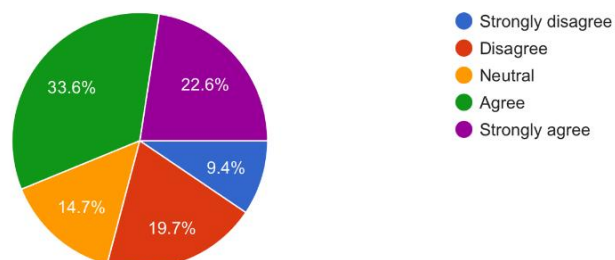
383 responses



SECTION E

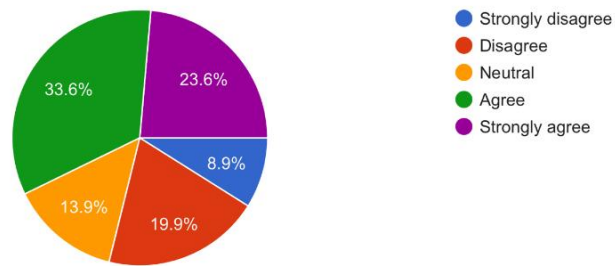
We use tiktok to share promotional or creative content

381 responses



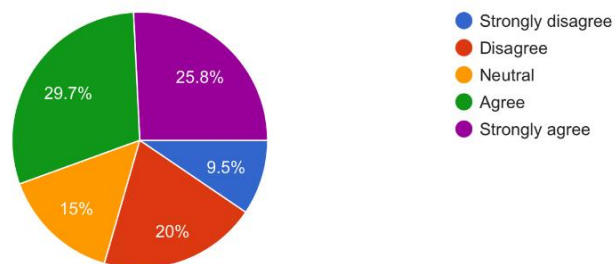
Tiktok trends have influenced our marketing content

381 responses



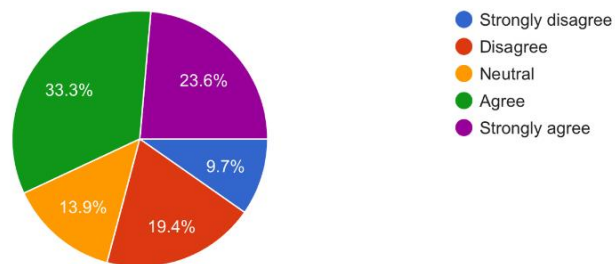
Tiktok has helped us go viral or gain quick attention

380 responses



We have seen increased product interest due to tiktok promotions

381 responses



SECTION F

Social media usage has contributed to the long term growth and sustainability of our business

384 responses

