Journal of Business and Economic Policy
UNIZIK Business School, Nnamdi Azikiwe University, Awka

UBSJBEP Volume 3 Issue 1
ISSN (Online) 0795 – 7149
https://journals.unizik.edu.ng/index.php/ubsjbep

THE RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND CUSTOMER REACH FOR MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES IN ANAMBRA STATE

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CITATION: Udeogu, A.C. & Oparah, P.C. (2025). The relationship between social media usage and customer reach for Micro, Small and Medium-Sized Enterprises in Anambra State, *UBS Journal of Business and Economic Policy*, 3(1), 46 -58.
Paper Type**: Original Research Paper;* ***Correspondence: peterigboaka@gmail.com

Abstract
The relationship between social media usage and customer reach for micro, small and medium-sized enterprises in Anambra State was examined in this study. This study made use of a survey research design and the population consisted of 1399 MSMEs from the study area and a sample size of 301 was arrived at using Krejcie and Morgan's formula. The questionnaire used for data collection was validated using face and content validity while the reliability was ascertained using the Cronbach Alpha technique (.873). The data analysis was carried out using both descriptive and inferential statistics and the hypotheses were tested at a 5% level of significance. The findings showed that social media usage has a statistically significant relationship with customer reach (r = .952; p-value = .000 < .05). Based on the findings, it was recommended that the usage of social media should no longer be taken unserious as it is assumed to, or seen as an avenue to only make friends, while away time and have fun, but needs to be taken as a place to meet new customers, close deals and expand the reach of the products and services of MSMEs in Anambra state

Key Words: *Social media usage, Customer reach, Micro, small and medium enterprises.*

Introduction
Social media have proliferated at a rapid rate, changing the face of marketing and operations associated with conducting business on a global scale. These social media platforms-including, but not limited to, Facebook, Instagram, Twitter, and LinkedIn-have become fast-rising business tools that are becoming indispensable to micro, small, and medium-sized enterprises (MSMEs) in their effort to reach and engage customers. This is, however, of particular importance to the MSMEs, which are usually in a disadvantageous position due to a lack of financial and market muscles compared with larger firms, and hence have to use low-cost means of improving their visibility and competitiveness. Social media has thus helped increase the customers for MSMEs, improve their communication, and enhance customer relationship aspects with their potential clients (Kaplan & Haenlein, 2010). Considering that MSMEs are typically the backbone of any economy, with a major contribution to both employment and GDP, understanding how social media usage relates to customer reach becomes extremely important, and therefore particularly pertinent for developing regions like Anambra State, Nigeria.

Anambra State is a vibrant commercial hub in southeastern Nigeria, known for its diverse array of MSMEs that operate across sectors such as manufacturing, retail, agriculture, and services. According to the National Bureau of Statistics (2019), the MSME sector involves a very high share in the business ecosystem of any state in Nigeria. It is a driver of local economic development and creation of employment opportunities. Despite their relative importance to the economy, there are considerable constraints for MSMEs in Anambra State, for instance, limited access to capital, poor infrastructure, and strong market competition. This has eventually made many of these businesses embrace the use of social media for strategic marketing to reach more customers and be more visible. Social media provides MSMEs with the capability to reach out to a wider audience, showcase products and services, and receive real-time customer feedback at a relatively low cost (Boateng et al., 2016).

It is a fact that has been documented worldwide that social media enhances business outcomes. For instance, Mangold and Faulds (2009) quoted that social media allows companies to discuss with customers in a virtual space, improving brand visibility and customer loyalty. Social media marketing is represented by interactivity, real-time contact, and content creation and sharing aspects that appeal to certain customer demographics. This enables businesses, particularly MSMEs, to create an army of loyal customers who will consume their products, besides being brand ambassadors by creating content for them and referring others to them. Additionally, analytics on social media provide enormous insight into the trends in consumer behavior, thereby helping the business to shape their marketing strategy in ways that would most effectively meet their needs (Felix, Rauschnabel, & Hinsch, 2017). Despite the recognized benefits of social media marketing, the question of the extent to which the use of social media improves customer reach for MSMEs, particularly in Anambra State, is not well explored. While a few studies have looked at strategies for social media marketing and its effectiveness in broad terms, there is a shortage of empirical evidence which actually reveals how these strategies influence MSMEs within the context of a developing economy. This is a very important gap, as the factors that might lead to the adoption of social media among businesses in developing regions could be unique and arise from levels of digital literacy, internet accessibility, and even cultural perceptions about online business transactions (Ainin, Parveen, Moghavvemi, Jaafar, & Mohd Shuib, 2015). These are fundamental considerations that form a basis for developing specific ways in which MSMEs in Anambra State can fully exploit the potential of social media platforms to expand their customer reach.

Furthermore, the theoretical bases of the usage of social media and customer reach are hinged on a number of theories that border on, among others, the Technology Acceptance Model, detailing the factors that determine technology acceptance, and the Uses and Gratifications Theory, studying the active ways people seek out media to meet specified needs. The application of these theories within the context of MSMEs will go some way in explaining why some businesses could still successfully implement the use of social media while others could not. For example, the TAM postulates that perceived ease of use and perceived usefulness are critical determinants in the adoption of social media.

This is a pointer that MSMEs that find the social media platforms easy to use and useful are bound to ensure increased effectiveness in the use of the same (Davis, 1989). On the contrary, businesses that may find the operations of social media to be too complicated or unrelated may not realize such benefits in customer reach.

Also, at the empirical level, the effectiveness of social media marketing for MSMEs has been mixed. For example, a study by Taneja and Toombs (2014) into small firms in the United States found that firms that continually used social media marketing attained customer reach and recorded sales growth compared to other firms that did not engage in social media marketing. Again, it indicated that mere presence, an account in social media sites will just not help unless continuously updated with relevant and interesting posts. A research conducted in South Africa also by Eze, Chinedu-Eze, and Bello (2018), showed that MSMEs that have invested some time and resources to developing their social media strategies have extended their customer base significantly and increased the visibility of their brand. More so, there are additional considerations in Anambra State. These include reliable internet services and the level of digital skills of entrepreneurs. Despite these challenges, immense potential exists for social media to enhance business outcomes. Social media platforms provide MSMEs with an unparalleled opportunity to overcome the traditional barriers to marketing and have ties with people all over the world. These can only be realized with a focused approach where there is consideration for content quality, frequency of engagement, and employment of analytics from social media to inform marketing decisions (Chikandiwa, Contogiannis, & Jembere, 2013). Thus, this study seeks to bridge the knowledge gap by empirically investigating the relationship between social media usage and customer reach for MSMEs in Anambra State.

Literature Review

Theoretical Framework

The Uses and Gratifications Theory

According to the Uses and Gratifications Theory, Katz, Blumler, and Gurevitch (1973) suggest that people make conscious efforts to use media for the gratification of certain needs. It reflects an approach meant to understand how media users behave intentionally and to attain goals. The framework contrasts with other theories whose conception is based on passive audiences, but instead looks upon personal motivation-whether social, emotional, or informational in nature. Critics explain that it relies excessively on what the subjects say about themselves, which could be biased, and does not consider structured social and cultural contexts within which media are consumed. For some scholars, it has underestimated the inert behaviors, particularly in the digital environment, which is highly dominated by algorithm-driven content (Sundar & Limperos, 2013). While such critiques of the theory do exist, this theory is rather relevant to the study of social media usage by MSMEs in Anambra State. It gives insight into the strategic implementation of social media in assisting businesses to reach set goals, which may include increasing the base of their customers and brand name visibility. The MSMEs use these social media platforms to carry out marketing, customer engagement, and relationship management; this theory helps explain such motivation behind those

choices and hence is relevant for analyzing how effective their digital strategies have been.

Empirical Review

Mussa and Kyari (2023) examined the effect of social media platforms on the performance of Small Scale Businesses in Maiduguri, Nigeria. The study used primary source of data through a structured questionnaire. Questions were closed ended and are administered personally to owner and managers of small scale businesses. The population of this study is one thousand one hundred and one (1101) SSBs that are registered with Borno State Ministry of Commerce and Industry, who are actively engaged in business activities in Maiduguri Metropolis, Borno State. The analysis was done using regression, and the study revealed that social media such as WhatsApp and Instagram contributes positively to the performance of small scale businesses while Facebook do not directly influence small scale business performance in Maiduguri Metropolis.

Pacho (2023) in Tanzania carried out a study that sought to understand how entrepreneurial marketing strategies decisions and social media adoption impact women's business performance during the COVID-19 pandemic. The study also examined the mediating role of the Technology Acceptance Model (TAM) on the relationships. To accomplish the study's objectives, an actual visit survey using a questionnaire and confirmatory Factor Analysis (CFA) was applied to validate the data, and the Structural equation model (SEM) was employed to test the hypotheses. The study revealed that entrepreneurial marketing strategy decisions have a positive and statistically significant direct effect on company performance. Also, there was a positive and significant direct relationship between social media adoption and the company's performance. In the mediation results, the study found that perceived usefulness mediated the relationship between entrepreneurial marketing strategies and business performance. In addition to that perceived usefulness mediates the relationship between social media adoption and business performance.

Emmanuel, Zhao, Egala, Mammet and Godson (2022) presented a comprehensive and systematic review of social media usage and business performance. The review used Preferred Reporting Items for Systematic Reviews and Meta-Analyses and the forward chaining strategy in the document search and sourced data through Scopus, Web of Science, Google Scholar and Semantic Scholar. A total of 70 articles published between 2003 and 2021 were reviewed. The review provided evidence that firms with social media marketing strategies enjoy better customer relationships, improved customer satisfaction and enhanced business performance.

Mirza (2022) investigated the relationship between social media marketing channel usage and business performance of MSME's along with the mediators of cost reduction, innovation, and marketing capabilities in the context of Pakistan. The research applied quantitative analysis via PLS-SEM for finding out the structural relationships among study constructs. The sample size consisted of 322 respondents who are either owners or workers at a decision-making level belonging to MSMEs' in Pakistan. The purposive

sampling technique was used to reach the respondents. The findings of the structural model indicated a statistically significant effect of social media marketing channel usage on the business performance of small business enterprises. The two mediating effects of cost reduction and innovation in between social media marketing channel usage and business performance proved statistically significant. Also, the moderating role of age in the relationship between innovation and business performance is supported by data.

A study on digital and adaptive marketing was conducted in Indonesia Kurniati and Hidayat (2022). The study was qualitative, and it used an interactive model for data analysis. Data were collected by observation, interviews, and documentation. It should be emphasised that being adaptive needs multiple maturation phases by considering various internal and external elements. The results indicated that the Adaptive Strategy (SA) contributed to offering solutions to survive and/or develop. A concept or strategy of "landscape, learning, and leadership" is at least necessary, and this idea or plan should be supported by policies and considerations on effectiveness, utilisation, flexibility, timeliness, value, and/or cost. so that it might improve its capacity to endure and even flourish in a variety of circumstances. Culinary MSMEs employed social media for digital marketing in addition to adaptive tactics. Social media is useful for business because it may connect a brand, corporation, or enterprise with its intended market.

Dhruv, Ritu and Manish (2022) examined the relationship between Digital Advertising (DA) and AI and their impact on creating a suitable Marketing Strategy (MS) for any organization in India. The study was a descriptive study; the survey method was used for the collection of data. AI Survey Instrument (Weng, 2020), and Marketing Strategy Scale (Weng, 2020), whose face, discriminant, and construct validity were measured. Apart from this, Cronbach's alpha coefficient (α) and composite reliability (CR) were calculated to measure their reliability. Analysis of required data was done by using the SPSS software package (ver. 22) in the form of descriptive statistics as well as the SmartPLS software by means of inferential statistics and structural equation modelling (SEM). The study revealed that the way we communicate with consumers has changed marketing. It was morphing every day and that's where the big shift has happened. The big change that is happening in marketing, is a AI and machine learning. It creates new opportunities for storytelling and marketing. It will change how people interact with information, technology, brands, and services.

Tajvidi and Karami (2021) investigated the influence of social media on firm performance with mediating role of marketing capabilities in the UK, hotel industry. A structural equation modelling method was employed for data analysis. The survey data was collected by mail survey from a sample of 384 hotels in the UK. Results from the data analysis demonstrated the positive and significant relationship between social media use and firm performance. However, the findings highlighted that marketing capabilities, namely branding and innovation, positively and significantly mediate the association between social media use and firm performance. Kateri (2021) conducted a study on the impact of social media adoption on the performance of MSMEs in Kano State. The study used quantitative research design and data was collected from primary source through the use of questionnaire from 384 managers/ owners of MSMEs. Stratified random

sampling was used in selecting samples. Data was analysed using regression model with the aid of SMART PLS 3. The study revealed that social media adoption impact on MSMEs performance in terms of reduction in cost of marketing and communication, increase customer relationship, easy access to market information, building brand awareness, loyalty and equity, increase market share, sales, revenue and competitive advantage.

Ndife (2020) conducted a study on the influence of social media on the performance of small and medium scale enterprise in Nnewi and Onitsha in Anambra State. The study was a survey research, sales, customers base and profitability were used as performance indicators and social media as independent variable. Data was obtained from primary sources through the use of structured questionnaires. The study utilized random sampling techniques and a sample size of 300 was used for the study. Data was analysed using spearman's rank correlation test at 5% level of significance with the aid of SPSS 25. Findings revealed that there is a significant positive correlation between social media usage and performance of MSMEs.

Candra and Susanto (2020) focused on examining the impact of the use of social media on the performance of small and medium enterprises (MSMEs), especially in terms of service and customer relations aspect, marketing aspect, and information accessibility aspect. The study implemented a survey approach using a questionnaire to collect data from managers or MSME owners. Unit of analysis of was the manager or owner of MSMEs in Kerinci-Jambi area, Indonesia. Data analysis techniques conducted PLS-SEM approach. The findings showed that social media for service and customer relations has a significant and positive influence on the performance of MSMEs. Then, social media also positively and significantly affects the performance of MSMEs. Besides, the use of social media for information accessibility is also positive and significant for the performance of MSMEs. It shows that social media in terms of these three aspects have a significant impact on improving the performance of MSMEs.

Oyewobi, Olorunyomi, Jimoh and Rotimi (2020) examined the impact of social media usage on performance of construction businesses (CBs) in Abuja, Nigeria. The study used a quantitative research approach by identifying constructs that reveal three aspects of organisation's physiognomies that impact the process of espousing, implementing and using technological innovations in conducting businesses. Well-structured questionnaire was used to obtain data from 113 purposively sampled building materials' merchant operating in Dei-Dei Market, Abuja, Nigeria. This study used partial least squares structural equation modelling technique to establish the relationship among the constructs. Findings revealed that technology has significant relationship with social media adoption, whereas social media adoption has a very strong positive impact on organisation's performance.

Basri (2020) investigated the influence of artificial intelligence-assisted social media marketing (AISMM) on the operational effectiveness of MSMEs in Saudi Arabia. A survey methodology was utilised to gather, evaluate, and interpret both primary and secondary data. The participants consisted of business operators or employees working

in start-up businesses and MSMEs within the Saudi Arabian setting. The data were examined using partial least squares structural equation modelling (PLS-SEM). The adoption of AI and Social Media Marketing (AISMM) is becoming more prevalent among start-up firms and MSMEs in Saudi Arabia. This trend is leading to a rise in the number of consumers and client bases, which in turn has a positive impact on profitability. AISMM enhances the efficiency of corporate administration and improves the performance of MSMEs. In addition, proficient company administration enhances the MSMEs Performance.

Gekombe, Tumsifu and Jani (2019) conducted a study on social media use among small and medium enterprises: a case of fashion industry growth in Kenya. The study uses social identity, perceived usefulness and perceived ease of use as social media indicators while business growth as performance indications. A sample of 394 owner- managers of fashion MSMEs in Nairobi and Kiambu counties. Data was obtained from primary source through a structured questionnaire. Multivariant analysis was done using structural equation model. Finding revealed that social identity, perceived usefulness and perceived ease of use were factors influencing business growth in MSMEs. Dodokh and Al-Maaitah (2019) analysed the impact of social media usage on organizational performance in the Jordanian dead sea cosmetic sector. The study analysed data obtained from a sample of 169 managers working at 23 different organizations in Dead Sea cosmetic sector in Jordan using a quantitative approach. Structural equation modelling was used to test the hypotheses. Results showed that there is a strong positive impact of implementing and using social media on organizational performance in terms of rapid adaptation, cost reduction, and innovation. Also, social media usage is different among the companies' characteristics in terms of type, age, and size.

Yan and Musika (2018) conducted a study on social media and MSMEs Business Growth. The study was carried out in Sweden. Data obtained was analysed using thematic analysis. The findings of the study revealed that identified and evaluated several aspects that are incorporated by all MSMEs to implement social media in the context of Sweden decision making about platform and their deploying governance responsibility, value Matric, accessibility, risk management online community followers growing, content creation and uploading.

Methodology

Research design serves as a blueprint or roadmap for conducting research. According to Kothari and Garg (2014), it involves organizing the conditions necessary for collecting and analyzing data in a manner that aligns with the research objectives while ensuring process efficiency. This study employed a Survey Research Design due to its aim of gathering data from selected respondents regarding a phenomenon through the use of a structured questionnaire. The study area is Anambra State, one of the five states in Nigeria's South-East region. The state was created in 1976, emerging from the former East Central State, and is named after the Omambala River that runs through it, with "Anambra" being the Anglicized form of Omambala. Officially established in 1991, Anambra State has its capital in Awka and consists of 21 Local Government Areas (LGAs). Onitsha, known for its significant historical role as a port in the pre-colonial era,

serves as a key commercial hub in the state, featuring one of the largest markets in West Africa.

The study's population includes MSMEs from three regions within the state's three senatorial zones. Specifically, the areas and the number of MSMEs are as follows: Onitsha (772), Awka (231), and Nnewi (396), resulting in a total of 1,399. This information was sourced from the market traders' unions in each senatorial zone and the Anambra State Ministry of Commerce and Industry in June 2024. The sample size of the study is determined using Krejcie and Morgan's 1970 sample size determination formula. The formula is given below as:

$$s = \frac{x^2 NP(1-P)}{d^2(N-1) + x^2 P(1-P)}$$

Where

s = Sample size

x^2 = Table value of chi-square for 1 degree of freedom at 0.05% confidence level (3.84)

N = population size (1399)

P = population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d = Degree of accuracy expressed as a proportion (0.05)

$$s = \frac{3.84\ (1399)(0.5)(1-0.5)}{(0.05)^2(1399-1) + (3.84)\ (0.5)(1-0.5)}$$

$$s = \frac{1343}{3.5 + 0.96}$$

$$s = \frac{1343}{4.46}$$

$s \cong 301$

To determine the appropriate allocation of questionnaire to each of the areas, Bowley's (1926) allocation formula is adopted as shown below:

$$nh = \frac{nNh}{N}$$

Where n = total sample size.

Nh = No. of items in each stratum in the population.

N = population size.

Application of the Formula

1	Onitsha	301	(772)	/ 1399	= 166
2	Awka	301	(231)	/ 1399	= 50
3	Nnewi	301	(396)	/ 1399	= 85
Total					**301**

This study primarily relies on primary data sources, although data collection generally involves both primary and secondary sources. However, for this research, the primary source is deemed the most suitable. Data collection was carried out through personal distribution. Two trained research assistants were assigned specific areas and instructed

on the distribution process and how to handle potential questions. The research assistants covered Onitsha and Nnewi, while the researcher oversaw the distribution in Awka. This approach was implemented to ensure comprehensive coverage and timely completion of the data collection. The instrument was validated with the assistance of the supervisor and experts in instrument design and measurement from the Faculty of Education at Nnamdi Azikiwe University, Awka. They reviewed the questionnaire for clarity and conciseness in simple English. Additionally, the content of the questionnaire was assessed to ensure it accurately measures the intended constructs. This process involved both face and content validity evaluations.

The reliability of the instrument was assessed using Cronbach's Alpha, resulting in a coefficient of 0.873, which surpasses the acceptable threshold of 0.7, thus confirming its reliability. To obtain this data, 30 questionnaires were distributed to MSMEs in Ekwulobia. The responses were subsequently coded and analyzed using SPSS version 20, yielding a reliability coefficient of 0.873. The study's analysis utilized both descriptive and inferential statistics. Descriptive analysis involved the use of frequencies, means, and rankings, while hypotheses were tested using inferential methods, specifically Pearson Product Moment Correlation Analysis.

Data Analysis

Table 1: Questionnaire Distribution, Collection and Analysis

S/N	Ministries	Distributed	Retrieved	Analysed
1	Onitsha	166	145	140
2	Awka	50	42	40
3	Nnewi	85	78	75
	Total (Percentage)	**301 (100%)**	**265 (88%)**	**255 (85%)**

Source: Field Survey, 2024

Table 1 outlines the schedule for distributing, collecting, and analyzing the questionnaires. As shown, a total of 301 questionnaires were distributed, corresponding to the sample size for each area. Of these, 266 questionnaires were collected, representing 88% of the total distributed. However, only 255 questionnaires, or 85% of those distributed, were ultimately analyzed, as 10 collected copies were unusable due to damage or incomplete responses.

Descriptive Statistics for Research Questions and Test of Hypotheses

What is the extent of relationship that exists between social media usage and customer reach for MSMEs in Anambra State?

Table 2: Distribution of responses for social media usage and customer reach

S/N	Questionnaire Items	SA (5)	A (4)	UD (3)	D (2)	SD (1)	Mean	Decision
	Social Media Usage							
1	I use Facebook to market my business.	11	29	-	150	65	2.10	Reject
2	My business is online through the use of social media.	45	40	-	100	70	2.57	Reject

3	I combine Facebook, Twitter, WhatsApp and Instagram to market my product.	-	60	-	111	84	2.14	Reject
4	I do not use social media to promote my business.	120	50	-	41	44	3.63	Accept
	Customer Reach							
5	Using social media will make more people to know about my product.	115	60	15	17	48	3.69	Accept
6	My business is known far and wide because of social media.	-	79	25	81	70	2.44	Reject
7	Social media has no role to play in making more people know about my business.	-	14	13	119	109	1.73	Reject
8	I know that if I could use social media well, my business would be better known.	100	89	31	35	-	4.00	Accept

Source: Field Survey, 2024

Table 2 indicates the distribution of responses for social media usage and customer reach. Using a mean threshold of 3, and for questionnaire items used in measuring social media usage, the respondents disagreed that they use Facebook to market their business as a mean of 2.10 obtained here is less than the benchmark (3) of acceptance. They also rejected that their business is online through the use of social media as indicated by a mean of 2.57. on a similar note, they also disagreed that they combined Facebook, Twitter, WhatsApp and Instagram to market their product with a mean of 2.14. They, however, agreed that they do not use social media to promote their business as shown with a mean of 3.63 which is also in alignment with their earlier submissions. For questions used in measuring customer reach, a mean of 3.96 indicates that the respondents agreed that using social media will make more people to know about their product. They however rejected that their business is known far and wide because of social media as revealed with a mean of 2.44. a mean of 1.73 shows that they rejected that social media has no role to play in making more people know about their business but accepted that they know that if they could use social media well, their business will be better known as was indicated by a mean of 4.00.

Hypothesis Testing

H_{O1}: social media usage has no significant relationship with customer reach for MSMEs in Anambra State

H_{i1}: social media usage has a significant relationship with customer reach for MSMEs in Anambra State.

Table 3: Correlation Analysis Result for Hypothesis Testing

		SMU	CR
CMU	Pearson Correlation	1	.952**
	Sig. (2-tailed)		.000
	N	255	255
CR	Pearson Correlation	.952**	1
	Sig. (2-tailed)	.000	

N	255	255

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Field Survey, 2024
Where:
SMU: Social Media Usage
CR: Customer Reach

Table 3 indicates the correlation analysis result for hypothesis two which states that social media usage has a significant relationship with customer reach for MSMEs in Anambra State. From the analysis, the r is .952 while the p-value is .000. Given that the p-value is less than .05 level of significance, the alternate hypothesis is thereby accepted and it is stated that social media usage has a statistically significant relationship with customer reach for MSMEs in Anambra State.

Discussion of Findings

The objective of the study was to ascertain the extent of relationship that exists between social media usage and customer reach for MSMEs in Anambra State while the accompanying research question states was what is the extent of the relationship that exists between social media usage and customer reach for MSMEs in Anambra State. From the analysis carried out using correlation analysis, it was revealed that social media usage has a statistically significant relationship with customer reach for MSMEs in Anambra State. Staying this finding differently, it means that an increase in social media usage will also lead to a concomitant increase in customer reach. Because there are tons of social media usage now, many people shop online and do comparisons using different online platforms and mediums. So, when MSMEs bring their businesses to the online space, it increases their visibility and by extension makes for greater customer reach as people who are far away from the immediate environment of the business will get to see and know about the business and might eventually purchase goods or services from them. This finding aligns with the previous findings of Mussa and Kyari (2023) who examined the effect of social media platforms on the performance of Small Scale Businesses and revealed that social media such as WhatsApp and Instagram contribute positively to the performance of small-scale businesses. Similarly, Pacho (2023) who sought to understand how entrepreneurial marketing strategy decisions and social media adoption impact women's business performance revealed that entrepreneurial marketing strategy decisions have a positive and statistically significant direct effect on company performance. Also, that there was a positive and significant direct relationship between social media adoption and the company's performance. Also, Tajvidi and Karami (2021) who investigated the influence of social media on firm performance with the mediating role of marketing capabilities demonstrated a positive and significant relationship between social media use and firm performance.

It is also noteworthy to state that the finding of the current study also corroborates that of Kateri (2021) who conducted a study on the impact of social media adoption on the performance of MSMEs and revealed that social media adoption impact on MSME's performance in terms of reduction in cost of marketing and communication, increase

customer relationship, easy access to market information, building brand awareness, loyalty and equity, increase market share, sales, revenue and competitive advantage. It also aligns with the study of Ndife (2020) examined the influence of social media on the performance of SMEs and showed that there is a significant positive correlation between social media usage and the performance of MSMEs. Candra and Susanto (2020) also showed that social media in terms of these three aspects have a significant impact on improving the performance of MSMEs when they studied the impact of the use of social media on the performance of MSMEs. They also indicated from their findings that social media for service and customer relations has a significant and positive influence on the performance of MSMEs.

Conclusion and Recommendations

This study investigated the relationship between social media usage and customer reach for MSMEs in Anambra State, using a survey research design. The analysis revealed a statistically significant correlation between these two variables, indicating that increased social media engagement correlates with a broader customer reach for MSMEs. This finding underscores the importance of leveraging social media platforms, as they enhance visibility and accessibility, allowing businesses to connect with potential customers beyond their immediate geographic area. The results align with previous research indicating that social media positively impacts the performance of small-scale businesses. In conclusion, the evidence suggests that MSMEs in Anambra State can greatly enhance their customer reach and overall performance by adopting and actively utilizing social media. As online shopping and comparisons become increasingly prevalent, MSMEs must embrace these digital platforms to remain competitive and responsive to market demands. In line with the findings, it was recommended that social media usage should no longer be regarded as merely a casual platform for making friends or passing time; instead, it should be recognized as a valuable space for connecting with new customers, sealing business deals, and expanding the reach of MSME products and services in Anambra State.

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