

EXPLORING FACEBOOK FEATURES FOR PRODUCTIVITY AND BUSINESS PERFORMANCE IN NIGERIA

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Abstract

Social media platforms are popular communication tools used by individuals, corporate organizations and government in today modern environment. It helps users to post, share, collaborate, and networks. Facebook is one of the commonly used social media networking sites in Nigeria. Different users use it for different purposes for example, the application of Facebook to improve the productivity of the users. Therefore, the purpose of the study is to find out the features of Facebook that improve productivity. The research focuses on different Facebook users including Personal, Professional and Business. It made use of quantitative data using Snowball techniques in determining productivity of Facebook users in Nigeria. The result of the research shows revealed most users are not familiar with the new features of Facebook that enhance productivity. The limited knowledge of the users and distractions from their online activities were some the reasons for the situation. The study therefore, recommended users to have a clear goal of using Facebook, develop a strategy to implement the goals, periodic review of the goals and evaluation through monitoring of trends and seeking adequate knowledge of the platform.

Keywords: *Social Media, Facebook Users, Personal Relationship, Professional networking, Business Promotion, Facebook Features.*

Introduction

Mayfield, (2000), described social media as an online application that facilitates user participation, conversation, community, interactivity, collaboration and information sharing. The users need to have an internet enable device to access social media, such as phone, tablets, laptops, desktops, etc. This definition shows that social media is a unique tool with huge potentials. Jaoker, (2009), argued that social media “helps businesses to obtain more customers through the innovation of new solutions”. This implies that the functionality of the tool made it possible for an enterprise to expand its reach. It is a platform that brings people together from different race and geographical location under one roof. Also, Hutter, (2013), opined “that social media assists organizations in building stronger engagement and awareness”. It simplifies communication challenges and enhances brand visibility. It is a common practice among

individual and business owners to use social media to update their clients, and conduct customer care services through the medium.

There are many social media networks including Facebook, Instagram, Twitter, WhatsApp, Tumblr, Pinterest, etc. The one common benefit of the networks is connectivity of users to engage in sharing, collaborating, updating and building rapport, etc.

There are many literature on social media but there are limited available on the use of Facebook for users’ productivity. Therefore, the objective of the study is to identify the features of Facebook networking site that promote productivity among users in Abuja, Nigeria.

Consideration of Previous Literatures Overview of Social Media and Facebook

Social media gained dominance in year 2000 and the number of social media has tremendously increased. Curtis, (2013), stated

that LinkedIn was created in 2003; both MySpace and Facebook started in 2005 and Twitter came to the limelight in 2006. Within the few years of the existence of majority of social media networks, their popularity and usage continued to soar among individuals, organizations and governments. For example, Facebook is widely used in Nigeria. The platform continues to receive patronage from online users in the country. Businesses have taken advantage of Facebook networks to promote their brand, enhance their business management strategies and reduce operational costs. These businesses use it, to achieve different business goals. According to Zuckerberg (2005), the Founder of Facebook, defined the platform as “an online directory that connect colleges and universities using social networks”. This statement by the Founder indicates that social media was initially design for the academic environment to network but over the years, users of the platform has grown across different field of humanities.

The London School of Economics and Political Science (LSE, 2017), revealed that there are over two billion users on Facebook worldwide, 1.2 billion are active users; these groups of people mostly shared ‘Love reaction’ and an average of over 800 million users ‘Like’ something posted on Facebook, while over 1 billion people use the ‘Group’ features every month. This implies that population of users on the platform is increasing and they have continued to use Facebook features such as Group and Reaction to interact.

In terms of the demographics, the Facebook users are growing in Nigeria. The statistics by Statista, (2019), claimed that there is an upward trend of Facebook users in Nigeria with users growing from 22.4 million in 2018 to 30.4 million in 2019. This indicates that many Facebook users in the country are active users and this makes Nigeria, the largest Facebook users in Africa.

The use of Facebook differs across sectors. Nwazor and Godwin-Maduiké, (2015), examined the use of Social Media in academic performance of business education students in Nigeria. The researchers conducted survey 520

business education students from four universities in the South-East using simple frequencies and percentage method of analysis. The researchers found out that majority of the students adopted Facebook for social relationships and interactivity. They further recommended that business education students should use the Facebook platform more on sharing academic materials.

Anthony and Ngozi, (2018), investigated the use of social media for advertising among online businesses in Nigeria. The study adopted a survey method of 100 businesses using diffusion of innovation theories. The authors revealed that more online businesses are using social media for advertising their products and brands in Nigeria. Majority of these online businesses patronize Facebook and Instagram. They identified skill gap of proper use of the platform for advertising as the major challenges confronting the effective use of the technology. The study recommended that practitioners and business owners should seek for knowledge in the effective use of the technology. These will help online businesses derived optimal value from the Facebook and Instagram. It implies that business owners should perform the task on their own or engage the services of consultants who have adequate knowledge of the tools to achieve business goals.

Similarly, Doris and Oladokun, (2018), examined the relationship between social media and entrepreneurship development in Nigeria. The survey covered 300 businesses in Lagos and Onitsha using a survey method. The authors revealed that Facebook and WhatsApp are widely used by social media users. These tools assist business owners to build good customer relationships and assist them penetrate the markets. This suggests that social media is benefitting to users from the perspective of reduced costs, instant messaging, and building a wide networks. The study also attributed the challenges of business from leveraging on the social media networks as lack of knowledge to effective use of technology. The study recommended that a national enlightenment be conducted to expose business

owners and practitioners to the benefits of using Facebook and Whatsapp for business development.

Majority of the literature revealed that there are many advantages of Facebook to business development. David, (2014), identifies benefits of Facebook to include Friends, Group and entertainment. Facebook users easily connect friends and families by search for their names, education or companies. Sometimes, Facebook recommend 'Who to Follow' on the user wall. This objective was achieved as many users now connect their old friends through Facebook. This is made possible with the algorithm system of the platform that allows users to fill basic information when they open account on the platform. The system sends a friend's request and who to add based on the interest and hobbies.

The users have the opportunities to create page and group. The user can use this features to promote an idea or cause. There are many Facebook Group created to promote a cause. These groups are used in different fields. For example, University have Facebook Group page to share events and campus news.

David, (2014), further stated that Facebook provide features that entertained users. Most comedians and TV programmes run their show on Facebook. These made the system very interesting. There are Game applications that users can use for entertainment.

However, David, (2014), pointed out disadvantages of the Facebook as follows there are lots of users on Facebook, some using fake identity; Facebook promotes long term relationship which might weakens the concept of physical interaction; it promotes jealousy and procrastination among users; majority of the users are addicted to Facebook making them to ignore important daily activities; etc.

There are two side to any innovation. The advantages of Facebook outweigh the disadvantages. This is why the founder has continued to introduce new functionalities and features. The Facebook, (2020), features include events, fundraising, Friend lists, memories, games, gaming video, buy and sell

groups, jobs, find friends, weather, saved, offers, recommendation, watch, group, pages, crises response, recent ads, and messenger.

The addition of these features confirmed that Facebook is keeping tap with trends and changes in our way of life. It is left for the users to adopt the features to the fullest and optimally.

The Technology Acceptance Theory

The research adopted the Technology Acceptance (TAM) theory because of its relevance to the subject matter. This model helps us understand users' acceptance and likelihood of adopting technology. Davis, (1986), introduced the TAM model and it is used to examine the relationship between new technology and acceptance by people.

The Technology Acceptance Model analysed individuals on how they will likely accept a new technology and usage of the technology based on the usefulness of the technology, ease of usage, and understanding of the subjective norms. TAM model is useful in the management of users experience on Facebook. The Facebook population is an attestation to this fact as more users are signing up to join the network. It is widely used and the number of users continues to increase. These users cut across different areas and not limited to demographic, cultural, educational status, etc.

Methods

The study use quantitative research method. The methodology is suitable for research of this nature because it proved unbiased, objective, and authentic method of collecting data; giving the subject matter requires collecting information from online businesses using Facebook in Nigeria. This method analyse the data collected and ascertained what exist and why those situation occurred. It comprises of Facebook users that apply the network for their personal networking, professional development and enhancing business performance

In other to achieve the research objectives, the researcher employs the use of a Snowball sampling techniques to collect data

from the sample size of 200 Facebook users. This method helps to determine the effectiveness of Facebook as a productivity tool for individuals, business and governments.

The Snowball process involved distributing of the prepared questionnaire to Facebook users and motivated the users through an appeal to forward the survey to their friends and relationship. This approach assisted in recruiting the high number of participant. The method is cheaper to maintain and it gives room to recruit large number of participants. The major disadvantage is the unwillingness of unwillingness of the first Facebook contacts to want to participate in the study. This challenges can be addressed by reaching out to more users since, the platform has huge population. Based on the snowball sampling techniques, the author distributed a total of 200 questionnaires direct and indirect contact and 103 were fully responded to and submitted on time. The submitted questionnaires conform to the research objective of the subject matter.

Research Instrument and Validity

The researcher used a well-structured questionnaires that were divided into two categories. The first section contains the demography of targeted Facebook users; while the second section focuses on the subject matters to address the questions.

The second segment was divided into sub-categories of three headings based on the research objectives and research questions. The linkert method was adopted to sought the opinion of the users on the scale of agreed, neutral and disagree.

Before the final questionnaire was drawn, the researcher conducted a pilot-test among some elected Facebook users, and

bloggers in Abuja. Their observations, suggestions correction were effected before the final administration of questionnaires. This process enriches the quality of the questionnaire.

Method of Data Collection and Data Analysis

The questionnaires were distributed and shared both online and offline to Facebook users. Most of the questionnaires were posted on Facebook Fan pages, Group Chat, and Research Group on Facebook. These multidimensional approach help the researcher to obtain data from the right sample size.

The data collected were recorded and analysed on the SPSS Statistical tools. The percentile and other statistical analysis method like the Chi-square were also used to determine the relationship between the dependent and the independent variables.

The hypothesis were tested and the result either accepted or rejected the result based on the set decision rules. The hypothesis to be tested for the study are:

H0 – The use of Facebook has positive relationship with the productivity of the users.

H1 – The use of Facebook has no positive relationship with the productivity of the users.

Findings

This section analysed the data collected from the respondents. The SPSS statistical tools was used in the analysis process. Questions 1, 2, 5, 7, 11, 13 and 20 were selected for analysis because of their relationships with the subject matter.

Table 1: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	59	57.3	57.3	57.3
Female	44	42.7	42.7	100.0
Total	103	100.0	100.0	

Field Work, 2020

Table 1 revealed that 59 respondents representing 57.3% are males while 44 respondents representing 42.7% are females. There is a close relationship among the users as the gap between males and females is minimal.

Table 2:Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 – 24	34	33.0	33.0	33.0
25 – 34	37	35.9	35.9	68.9
Over 35	32	31.1	31.1	100.0
Total	103	100.0	100.0	

Field Survey, 2020

Table 2, there are 34 respondents accounting for 33% of the sample size which are within the age brackets of 18 – 24. There are 37 respondents representing 35.9% and within 25 – 34 years old. While 32 sample size are over the age of 35 years, this represent 31.1% of the sample size. This data demonstrated that majority of the users are in their middle age of 25 – 34. If this group of users use the platform positively, the effect will impact the individuals and the society in general.

Table 3: Facebook Account Goal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	67	65.0	65.0	65.0
No	36	35.0	35.0	100.0
Total	103	100.0	100.0	

Field Survey, 2020

Table 3, seek to determine whether the sample have a goal for using Facebook. 67 respondents representing 65% answered in the affirmative, that they have a goal for using Facebook. 36 respondents representing 35% said they have no particular goals for using Facebook. This implies that the majority of Facebook users have reasons for using the platform. This is quite important as it will give focus to the users.

Table 4: Status of Facebook Account

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Daily	41	39.8	39.8	39.8
Weekly	26	25.2	25.2	65.0
Monthly	26	25.2	25.2	90.3
Other	10	9.7	9.7	100.0
Total	103	100.0	100.0	

Field Survey, 2020.

Table 4: shows the frequency of time, Facebook users are online. 41 (39.8%) stated that they use Facebook on a daily basis. 26 (25.2) opined that they use it on a weekly basis. Similarly, 26 (25.2%) suggested that they use the platform Monthly while a small number of

respondents claimed that they sometimes log in but not regularly. These participants represent 10 (9.7%). The high number of Facebook users that log-in daily attested to the popularity of the platform in Nigeria.

Table 5: Period of Facebook Account

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 6 months	22	21.4	21.4	21.4
6 months- 2 years	26	25.2	25.2	46.6
Over 2 years	55	53.4	53.4	100.0
Total	103	100.0	100.0	

Field Survey, 2020.

Table 5: shows that 22 (21.4) are less than 6 month old on Facebook. 26 (25.2%) have been using Facebook between 6 months and 2 years. The survey also indicated that 55 respondents equalling 53.4% have spent over 2 years on Facebook.

Table 6: Purpose of Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Personal Relationship	30	29.1	29.1	29.1
Professional Development	29	28.2	28.2	57.3
Business Promotion	22	21.4	21.4	78.6
Other	22	21.4	21.4	100.0
Total	103	100.0	100.0	

Field Survey, 2020.

Table 6 examined the purpose of using Facebook. There are 30 respondents whose main aim of using Facebook is to build personal relationships. 29 respondents use Facebook for professional purposes, 22 participants use Facebook for business promotion while 22 other use the platform for any other purposes such as gossip, celebrity news, share contents, etc. All the activities can be translated to a positive action if they impact humanity.

Data Analysis

The testing of the hypothesis is essential to determine the validity of the claim made by the researcher. Therefore, the study aimed to test the following hypothesis:

Ho – There is positive relationship between the use of Facebook account and productivity.

H1 – There is no significant relationship between using Facebook and productivity.

Gender * Purpose_of_Facebook Cross tabulation

	Purpose_of_Facebook				Total
	Personal Relationship	Professional Development	Business Promotion	Other	
Gender Male Count	14	16	14	15	59

	Expected Count	17.2	16.6	12.6	12.6	59.0
Female	Count	16	13	8	7	44
	Expected Count	12.8	12.4	9.4	9.4	44.0
Total	Count	30	29	22	22	103
	Expected Count	30.0	29.0	22.0	22.0	103.0

The table above allowed us to determine that both males and females have different preference in their use of Facebook. There is no significant difference between the purpose of using Facebook and the level of productivity between genders.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.865 ^a	3	.413
Likelihood Ratio	2.886	3	.410
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.40.

The researcher is interested in the result of the “Pearson Chi Square” row. It was observed that $\chi^2(3) = 2.865$, $p = 0.413$. This indicates that there is no significant relationships between Genders and the Purposes of Using Facebook account; this implied that both Males and Females prefer using Facebook for different purposes including building personal relationship, professional development and business networks.

Symmetric Measures

		Value	Approximate Significance
Nominal by	Phi	.167	.413
Nominal	Cramer's V	.167	.413
N of Valid Cases		103	

The calculation of the data using the SPSS method provided the result of the Symmetric Measures. It indicates that the SPSS Phi and Cramer’s V tests shows the strength of the relationship that exist between the dependent and independent variables. It is clear that the strength of association between the variables is weak at Phi (0.167) and Cramer’s V (0.167).

Discussion

The study focused on the productivity usage of Facebook. The platform is increasingly gaining popularity among Nigerians on a

daily basis. The test shows that there is no significant association between genders and the purposes of using Facebook for productive activities in Nigeria. Similarly,

the study revealed that gender preference of Facebook usage slightly differs. However, majority use Facebook for personal networking, professional development and business brand promotion.

This result was evidence from the Pearson test ($P < 0.05$). The result should be interpreted with caution based on the gender difference.

Though, the study concluded that Facebook is a goldmine that need to be tap into by users, the lack of adequate knowledge has limited users from effective use of the platform for impactful relationship, professional networking and improving business visibility.

Conclusion and Recommendations

Nigeria is the largest Facebook users in Africa. The number of males and females on the platform is high when compared to other social media networks. This is big market place and has the potential to reduce some of the challenges confronting societal challenges including unemployment, business funding, mentorship, training, marketplace, etc. Similarly, the researcher identified the challenges affecting the effective use of the platform to include knowledge gap, lack of plan and deliberate effort of what needs to be achieved by using the network. Facebook users should conduct a regular or periodic review of activities and effect changes where necessary. This will help keep pace with global best practice in the use of the technology. The domestication of some these international best practice among users will promote local activities of Facebook users in Nigeria for productive However, the huge population of Nigerians on the platform has not significantly translated to the desired benefits. For effective usage of Facebook, users should learn the basic features of the platform from either a formal or informal education system, draw-up a Facebook working plan which should entailed short, medium and long term goals. The goals should be clearly spelt out in category of personal networking

goals, professional development goals and business brand promotion goals.

Facebook users should frequently try new features and learn this new functionality for improve performance. To increase productivity, there is need for a regularly review of Facebook activities and possibly use online poll to feel the impact.

The findings from this study can be useful to Facebook users in Nigeria and researchers willing to investigate Facebook for productivity.

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