EFFECT OF YOUTUBE, X (FORMERLY TWITTER) AND LINKEDIN ON THE PERFORMANCE OF SMALL AND MEDIUM-SCALE ENTERPRISES IN NORTH CENTRAL, NIGERIA

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Abstract
The study resolves the puzzle that surrounds the epileptic performance of SMEs despite the mass adoption of social media marketing tools such as YouTube, X (formerly Twitter) and LinkedIn. The goal of the research is to link the social media marketing tools (YouTube, X (formerly Twitter) and LinkedIn) to the performance of SME.471 SMEs in North Central Nigeria, were surveyed and the relationship between YouTube, X (formerly Twitter) and Linkin and Performance were analysed with PLS-SEM statistics. A causal relationship was measured between the dependent and independent variables. The results show that Linkedin and X (twitter) are the two dominant social media marketing tools that have a significant positive effect on the performance of SMEs in North Central Nigeria. Meanwhile, YouTube also has a positive but insignificant effect on the performance of SMEs in North Central Nigeria. Based on these findings, the study recommends SMEs in North Central Nigeria to prioritise the use of Linkedin and X (twitter) in marketing their products.
Keyword: **X(Twitter), YouTube, LinkedIn**

INTRODUCTION
Every aspect of human existence has evolved by advancement in information and communication technology which is shaped by the abundance of internet and internet enabled devices. The business world has also experienced significant transformation and improvement in communication with the stakeholders due to advances and innovations in information technology. Before the disruption in the business communication system as a result of the innovation in communication technology, businesses can only communicate with another businesses (B2B) and consumer (B2C) physically, which hinders business growth and expansion because of the inability to explore opportunities beyond the physical location of the business. Various computer applications such as X (formerly twitter), Youtube, Linkedin etc have been developed to facilitate the communication and interpersonal relationship beyond physical and geographical limitations. Hence, it is referred to as social media i.e the online medium of communication and interaction among people. These applications have been explored by people to achieve a specific purpose. In business, most entrepreneur have also leveraged online information and communication tools to achieve efficiency and improved the business performance. The Small and Medium Enterprises (SME), in particular, stand a better chance to benefit more from the use of the social media for marketing of their products.

Social media marketing communication tools are more cost effective compared to traditional media and the performance can be measured real time unlike the traditional media. It also gives room for two-way communication and feed-back. So, it facilitates marketing research which guide business decision making. Therefore, with little financial and technical resources, Small and Medium Enterprises (SMEs) can leverage the use of social media marketing to gain competitive advantage and up-scale the business.

Several studies have demonstrated the benefits and the potentials in the use of social media platforms without disaggregating the platforms and measuring the effect of each social media marketing tools such as (X (formerly twitter), Youtube and LinkedIn) on the performance of SMEs. Despite the mass adoption of social media tools as a result of its significant benefit, many small and medium enterprises are still struggling to survive and experiencing epileptic growth. This poor performance is evident by the fact that most SMEs in Nigeria have been operating well below capacity, as low as twenty percent (20%) compared to conglomerates (Imeokparia and Ediagbonya 2014) and in addition, PwC (2020) reported that as of June 2019, twenty-four million registered SMEs in Nigeria were underperforming.

This study is important to guide the SMEs on most valuable social media tool(s) between X (formerly twitter), Youtube and LinkedIn that will improve business performance and gain competitive advantage.

The objective of the study is to ascertain the effect of X (formerly twitter), Youtube and LinkedIn on the performance of SMEs in North Central. In line with the objectives, the study seeks to resolve the effect X (formerly twitter), Youtube and LinkedIn have on the performance of SMEs in the North Central Nigeria. Hence, this study conducted the investigation by testing the following hypotheses
Ho1: X (formerly twitter) marketing tool does not have effect on the performance of SMEs in North Central Nigeria.
Ho: Youtube marketing tool does not have effect on the performance of SMEs in North Central Nigeria.
Ho3: LinkedIn marketing tool does not have effect on the performance of SMEs in North Central Nigeria.

LITERATURE REVIEW

Social Media Marketing Tools (SMMTs)

According to Barefoot and Szabo (2010), Social Media marketing (SMM) "uses social media channels such as FaceBook, Twitter, Whatsapp, and Youtube to promote a company, its products, and services". Weinberg, (2009) and Adegbuyi, (2013) expatiate on the definition as "a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels". Social media Marketing, especially social networks, is becoming increasingly important in consumer purchasing decisions. It can even become more important than advertising as a reliable source of information. However, Social Media Marketing does not give marketers much control over their messaging and positioning. Idris, Mohd & Ahmad (2021) conclude that social media platforms like Facebook, Instagram and Twitter is now tools for users to promote products and buy their goods.

X (Formerly twitter)

According to Jansen et al, (2009), The Economics, (2010); Trusov et al (2009); Brown et al, (2007), X (formerly Twitter) has been recognised as a major representative of Electronics Word of Mouth (E-WOM). This is as a result of its unique characteristics and specificity which lies in its messages –tweets- that have a maximum of 140 characters with the default setting "Public" which enables the message to be transmitted over a large scale across the network instantly (Jansen et al 2009). Hence, the practitioners and the researchers, according to the Economist, (2010) regard X (formerly Twitter) as an "information company". Twitter is usually used to create new traffic by allowing feedback to be lodged about a company's offerings. Enli (2017) explains that X (formerly twitter) is good for promoting brands, advice, suggestions and new content to a company's followers. It is used to post multiple updates about an enterprise product, but its true strength is that it provides insight into customer feedback and helps the company proactively address customer issues. By doing so, it breaks down the traditional barriers between enterprise and customers (Duncombe, 2017).

Nevertheless, Dorbian (2010) questions the twitter's business potential especially due to little research (Zhao & Rossen, 2009), Return on Investment (ROI) measurement issue (Fisher, 2009) and lack of strategic understanding and planning (Gunning, 2009); there are some critics that also question Twitters future (The Economics, 2010). Furthermore, Small and Medium Enterprises (SMEs) seem to have a more acute dilemma, since they lack necessary resources, people and time that prevented them to experiment with Twitter (The Economics & Moran, 2010)

Youtube

Adage et al (2009) and Clancey (1994) opine that TV remains the dominant medium and has a relatively stable influence, but social media channels such as YouTube continues to grow, significantly accelerating the development of advertising investments. According to Soukup, (2014); Dehghani et al., (2016) and Aslam, (2018) YouTube remains the top choice for marketers to promote their products. Aslam (2018) elucidates that 50 million people claim to have created YouTube content, and active users have reached about 1 billion. Most of the top users are 100 global brands who use YouTube advertising as part of their marketing strategy platform to improve their brand visibility and business profile (Dehghani et al., 2016).
The uniqueness of YouTube lies in its virtual video platform (Dehghani, et al 2012), unlike Instagram which adopt sharable photo and video content (Swathi & Sujatha 2022**)** and faceBook which the primary purpose

is to "share information with people, reach out to friends, and look up to people around you" (Facebook.com, 2007 as cited in Sheldon, 2008).

Aslam (2018) while explaining the usefulness of YouTube in business, advocates that YouTube serves not only as a tool for marketers to promote their products and services but also as a leading and versatile platform in daily social life, especially in entertainment. The business role of YouTube has been repeatedly cited by Perrin, (2015) as a well-functioning tool for Marketing Communication, Education, Communication, and Entertainment for businesses.

Linkedin

Richter et al (2009), describe LinkedIn as the largest professional networking public company of the world today. The website was launched on May 5, 2003 and it connects professionals from more than 200 countries with 238million website users. Montes de Oca, (2012) explains motivations behind communicating with different professionals in business organizations. He said that the professionals connect for business purposes through networking opportunities, business discussions, information exchanges, industry news, and professional groups, among other functionalities. Networking will not only help an individual to find a job faster, but it will also give a person a competitive edge throughout every stage of his or her career.

According to LinkedIn Corporation (2014), buyers are becoming more indifferent to the old fashion cold calling and emailing and prefer to be "warmed up" by entrepreneurs who educate and explore their unique characteristics instead of pushing a particular product or service to them with no context. Hence, LinkedIn's popularity is growing at a time when the B2B sales process is undergoing major changes. Today's buying journeys are becoming more self-directed and require careful research before any kind of contact with Small Business Entrepreneurs (SMEs) (LinkedIn Corporation, 2014).

Hoffman et al (2010) opined that social media networks enhance collaboration on one hand and encourage trust and yet on the other they can also assist in identifying competitive information (Yadav & Pavlou, 2014) which can provide an advantage to one organization over another. Ehret et al (2013) further said that understanding the development of relationships through social media networks leads to more effective use of these networks and the further creation of value. However, Sarah et al (2016) observed the strains between the recognised notions of business relational development, the immediacy offered by the social media environment and the formation of ties and trust. Sarah et al (2016) suggested that by identifying and investigating these tensions in business relationship development, within the context of social media networks, business performance may be improved.

Performance

Clark (1999) described the dimensions of marketing performance including single financial output measurement (cash flow, sales revenue and profit), non-financial measurement (customer satisfaction, quality of service, adaptability, customer loyalty and brand equity), input measures (market orientation, marketing implementation, marketing assets and marketing audit) and multiple measurement (efficiency and effectiveness). The performance metrics of SMEs that operate physical store would be different from the performance of SME that adopt social media marketing tool(s). While the financial and non-financial performance (sales, revenue, profit, growth, expansion, etc) are applicable to SMEs that operate physical store with traditional marketing practices (Wood, 2006; Laura et al,1996; Susan,2021), the applicable social media performance metrics are sales (Homburg et al 2007); brand awareness (Kotler & Keller, 2016); Cost reduction (Carter,2014 & Gundala, et al 2014); Profitability (Carter,2014) and Positive public image (Samuel & Sarprasatha, 2016). In the context of this study, sales turnover is adopted as social media marketing performance metrics. This is premised on the empirical finding of Michelle and Timothy (2023) that discovered sales as the most significant motive of SMEs in Nigeria

METHODOLOGY

A total of 500 copies of questionnaire were distributed to the proprietors of small and medium enterprises who belong to the trade or Business Membership Association (BMA) in the states in North Central Nigeria. 29 questionnaires were excluded (missing values) and 471 copies of questionnaire were completed and returned, which represents a response rate of 94.2%. The response rate of 94.2% suggested that the sample was adequate for further analysis (Shannon, 1948).

Table 1: Analysis of Response Rate

Response	Rate
Distributed questionnaire	500
Returned questionnaire	471
Excluded questionnaire	29
Usable questionnaire	471
Response rate	94.2%
Valid response rate	94.20%

Source: Author's compilation (2023)

The distribution of respondents by gender revealed that 52% of them were male and 48% of them were female. It also revealed that majority of respondents are located in Abuja which is made up of 23.1%. Most of the respondents have a B.Sc/HND with a 55.6%, and they are majorly into Trading with 32.3%. The respondents, the majority of whose businesses have been in existence and lasted for more than 5 years is made up of 52.7%. Their average turnover rate is between N3 Million to N25 million with 60.5%. Majority of the respondents have employees between 10 and 49 (89.6%). And most of the respondents have being using social media for between 3 to 5 years with a 45.4%, which they all agreed that they are using social media for marketing their products.

RESULT AND DISCUSSIONS

This study adopted the Partial Least Squares Structural Equation Modeling (PLS-SEM) method of analyzing the data. The PLS-SEM is applicable because the study measures the effect of social media marketing tools on the performance of SMEs with the analysis of primary data. PLS/SEM involve the analysis of the structural model, structural fitness indices to deduce inferences from the data. The study measured convergent validity by the coefficient of Cronbach Alpha for the X (formerly twitter) is 0.970, LinkedIn 0.980, Youtube 0.971 and Performance 1.000 are above the threshold 0.7 indicating the variable measurement used has a strong validity as opined by (Hair et al., 2012)

The structural model

The structural or inner model consists of the factors and the arrows that connect one factor to another. To ensure that the final estimated result from the PLS is true, it is important to determine the fitness of the model. The fitness of the model can be assessed in the following ways; testing for collinearity of the structural model, assessing the significance and relevance of the structural model relationships, the level of the R^2 values, and the f^2 effect size (Tenenhaus, et al., 2005). Höck and Ringle, (2006) described results above the cutoffs 0.67, 0.33 and 0.19 to be "substantial", "moderate" and "weak" respectively. The R-square here would be considered to be of moderate strength or effect.

To assess multicollinearity in the structural model, tolerance or VIF criteria may be applied, discussed and illustrated. The VIF benchmark should be less than 4. The f-square effect size measure is another name for the R-square change effect. The f-square coefficient can be constructed equal to (R^2original – R^2omitted)/(1- R^2original). The denominator in this equation is "Unexplained". The f-square equation expresses how large a proportion of unexplained variance is accounted for by R^2 change (Hair et al., 2014). Following Cohen (1988), .02 represents a "small" f^2 effect size, .15 represents a "medium" effect, and .35 represents a "high" effect size.

Table 2: Structural Fitness Indice

Construct	Items	Inner VIF	R^2	f^2	Q^2	SRMR
Linkdin Marketing	LINKD1	1.187		0.102		
X-Marketing (twitter)	X(TWI1)	1.335		0.016		
Youtube Marketing	YOUT1	1.416		0.008		
Performance	PERF1		0.183		0.159	0.036

Source: Author's compilation (2023)

Table 2 shows variance inflation factor (VIF) diagnostic and estimated PLS weights for the indicators of all the items from the questionnaire. A common rule of thumb is that problematic multicollinearity may exist when the variance inflation factor (VIF) coefficient is higher than 4.0 (some use the more lenient cutoff of 5.0). None of the original indicators had VIF greater than 4. The overall effect size measure for the structural model, as in regression, indicated that 18.3% variation in the performance of SMEs are explained by the effect of Linkdin Marketing, X-Marketing (twitter) and Youtube Marketing in the model.

The f-squared here is considered to be of small effect for Linkdin Marketing, X-Marketing (twitter) and Youtube Marketing following Cohen (1988), who stated that an f-squared value of .02 represents a "small" effect size, .15 represents a "medium" effect, and .35 represents a "high" effect size. It can be said that the effect size of the model is 'small' on performance of SMEs. Based on the result of the SRMR the model is a good fit model since SRMR of 0.036 is less than .08. The Q^2 was estimated by the blindfolding method. The values of the Q^2 are 0.159 indicated that since it is greater than zero, it has predictive relevance for this study.

Table 3: Partial Least Squares Structural Equation Model (PLS-SEM) Results

	Coeff	**Standard deviation**	**T-test**	**P-value**	**Remark**
LINKD -> PERF	0.315	0.044	7.125	0.000	Significant
X(TWI) -> PERF	0.131	0.062	2.093	0.036	Significant
YOUT -> PERF	0.094	0.072	1.297	0.195	insignificant

Source: PLS-SEM version 4

In this study, three hypotheses are tested using the PLS-SEM.

4.3.1 Hypothesis 1

$H0_1$. Linkedin Marketing has no significant effect on Performance of SMEs in North Central Nigeria.
The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate.

As shown in Figure 1 and Table 3, the standardized regression weight for LinkedIn marketing on the performance of SMEs is 0.315, suggesting that this path is statistically significant at α =0.05. This indicated that Linkedin Marketing has a positive and significant effect on the performance of SMEs. This means better Linkedin Marketing will increase the performance of SMEs. Given that the p-value 0.0000 is less than the significance level of 0.05 as shown in Table 3, we reject the null hypothesis and accept the alternate hypothesis implying that Linkedin Marketing has a significant effect on Performance of SMEs in North Central Nigeria.

4.3.2 Hypothesis 2

$H0_2$. X-(twitter) Marketing has no significant effect on Performance of SMEs in North Central Nigeria.
The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted and vice versa.

As shown in Figure 1 and Table 3, the standardized regression weight for X-(twitter) Marketing on performance of SMEs is 0.131, suggesting that this path is statistically significant at α =0.05. This indicated that X-(twitter) Marketing has positive and significant effect on performance of SMEs. Meaning better X-(twitter) Marketing will increase performance of SMEs. Given that the p-value 0.036 is less than the significance level of 0.05 as shown in Table 3, we reject the null hypothesis and accept the alternate hypothesis implying that X-(twitter) Marketing has a significant effect on Performance of SMEs in North Central Nigeria.

4.3.3 Hypothesis 3

$H0_3$. Youtube Marketing has no significant effect on Performance of SMEs in North Central Nigeria.

The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate.

As shown in Figure 1 and Table 3, the standardized regression weight for Youtube Marketing on performance of SMEs is 0.094, suggesting that this path is statistically significant at $\alpha = 0.05$. This indicated that Youtube Marketing has positive and insignificant effect on performance of SMEs. Meaning that Youtube Marketing will increase performance of SMEs. Given that the p-value 0.195 is greater than the significance level of 0.05 as shown in Table 3, we failed to reject the null hypothesis and accept the alternate hypothesis implying that Youtube Marketing has no significant effect on Performance of SMEs in North Central Nigeria.

CONCLUSION AND RECOMMENDATION

This paper concluded with the empirical fact that Linkedin and twitter marketing are the two dominant social media marketing tools that have a significant positive effect on the performance of SMEs in North Central Nigeria. Meanwhile, YouTube, though affect the performance of SMEs positively it's effect on performance of SMEs is insignificant and should be discarded. The result of this study is justifying the relevance of the linkedIn and twitter among the entrepreneurs. The study demographs shows that majority of entrepreneurs are elites, the business is majorly located in Abuja cosmopolitan and male. Yadav and Pavlou (2014) opine that linkedIn is a trusted platform, hence, it creates more value for the entrepreneurs (Ehret et al 2013). The true strength of twitter according to Duncombe, (2017) is that it provides insight into customer feedback and helps the company proactively address customer issues. By doing so, it breaks down the traditional barriers between enterprise and customers. However, Youtube marketing which its uniqueness is the video provision of video content is complex and time consuming for the entrepreneur. So, it requires some technicalities before the benefit of using the platform can be harness. It can be said, therefore, that this study is a step in that direction as it had an exploratory objective to generate a comprehensive picture of the adoption and usage of social media marketing tools among SMEs in North Central Nigeria. This study recommended that:

SMEs should post more knowledge stories such as production process, state of product features and benefits, industrial policy guide, consumer awareness in terms of health benefit of the product etc, and career information on LinkedIn. Twitter is constrained by the limited text acceptable on the platform so creativity is the order of the day on Twitter. SMEs, regardless of gender, years of existence, size, or product must curate a creative message that will project a good brand image, and SMEs should emphasize the strategic potency of maintaining a consistent online presence and actively engaging with customers on YouTube, since it positively influences SME performance.

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