

SOCIAL MEDIA AND THE PERFORMANCE OF SEVEN UP NIGERIA BOTTLING COMPANY ENUGU

UFONDU ADAORA OGECHUKWU (Ph.D.)

Department of Marketing
University of Nigeria Enugu Campus
+2348033879557

EZE, IJEOMA BIBIAN (Ph.D.)

Project Development Institute (PRODA) Enugu,
+2348063392041

EMMANUEL EJIOFO NWANMUOH (Ph.D.)

Department of Marketing
University of Nigeria Enugu Campus
+2348037083523

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ABSTRACT

The purpose of this study was to examine the effects of social media on the performance of Seven Up Nigeria Bottling Company Enugu. The specific objectives of the study were to determine the extent to which facebook positively affects customer patronage of Seven Up Nigeria Bottling Company; examine the extent to which facebook positively affects corporate reputation of Seven Up Nigeria Bottling Company Enugu. The survey research design was adopted. A population of 63 staff respondents was used for the study. Questionnaire was used to collect data from the respondents. Both descriptive and inferential statistical tools were employed in the study. The descriptive statistical tools used for data analysis were frequencies, and percentage, while the inferential statistic used was simple linear regression to test the hypotheses formulated for the study. Findings of the study reveal that the key independent variable of social media tools exerts a significant positive effect on the performance of Seven Up Nigeria Bottling Company. The study concludes that social media tools should be embraced by the manufacturing organisations. The study recommended that manufacturing firms should endeavour to make online transactions convenient and ensure they have a wide range of products. Also they need to communicate appropriately with their publics to enable them have good opinion.

Keywords: Social Media, Facebook, Customer Patronage, Corporate Reputation and Organisational Performance.

1.0 INTRODUCTION

Manufacturing firms are the key variable in an economy and motivates the conversion of raw materials into finished goods. According to Charles (2012), manufacturing firms creates employment which helps to boost agriculture and diversify the economy and thus helping the nation increase its foreign exchange earnings. They are the engine of growth and development of most developing nations of the world. Despite their economic significance, manufacturing

firms do not seem to have the requisite time, resources or training for strategic development. They struggle with implementing brand and marketing communication plans, and they are often not sufficiently organised to carry out marketing activities or forecast demands (Cartan-Quinn & Carson 2003; Harrigan, Ramsey & Ibbotson, 2011).

As a consequence, the manufacturing business style is basically different from other organisations. Manufacturing firms marketing plan can be unstructured, informal, haphazard and intuitive, characterised by change and flexibility (Hill & Wright, 2000; Pearson & Ellram, 1995). Manufacturing firms represent a diverse selection of industries with complex supplier and customer relationships (Parker & Castleman, 2007). They consequently rely on personal networking, relationship building and word-of-mouth, which can be costly and resource intensive (Gilmore, Gallagher & Henry 2007).

Social media could potentially supply valuable market intelligence to fill the manufacturing firms resource gap and reduce uncertainty by leveraging their real time market knowledge, resource-matching abilities, learning and marketing capabilities. In Nigeria, the use of social media is growing in importance among manufacturers, researchers, peers, colleagues, professionals and the youth. People source information directly from their peer in a climate of trust through which suggestions and recommendations can be made. The availability and easy accessibility of direct connection through mobile phones make social media friendlier to use in sourcing or generating information. Seven up company have been using social media since early 2010, they employ various social media platforms such as Facebook, Instagram, YouTube and Twitter. With over 2 million followers and likes they use social media to advertise their products and job recruitment openings, for price control, events sponsorship and also to connect their brands with their loyal consumers. However, the growing importance of social media has altered people's lives and institutions in ways they are only beginning to comprehend. Therefore understanding the effect of social media on performance of manufacturing firms specifically on seven up company will aid manufacturing firms and other businesses in applying them to enhance their performance.

Even though the social media plays an important role in enhancing the performance of businesses, many organizations do not take full advantage of social media marketing. A lot of people are still new to the social media concept or the concept sounds very strange to them and they do not comprehend how social media works. This makes them to undermine the effect of social media marketing on organizational performance. Sometimes, social media marketing is perceived or viewed negatively and this negative perception makes many organizations shun the use of the social media as a means or tools for enhancing performance (Kimani, 2015).

Social media marketing have attracted a lot of scholarly attention. Hitherto, studies have focused on social media marketing on firm's performance. For instance; effects of social media marketing on small scale business performance in Ota, metropolis, Nigeria (Omotayo, Akinyele, & Akinyele, 2015); e-marketing and firm's profitability in the Nigerian paints industry: The Nigerian analysis of before and after adoption (Olumu & Irefin, 2015); effectiveness of social media networks as a strategic tool for organizational marketing management (Oyza & Agwu, 2015); social media micromarketing and customers' satisfaction of domestic airlines in Nigeria (Esu & Anyadighibe, 2014). However, very few studies have been carried out on social media and organisational performance especially using Facebook to

investigate the effect of customer patronage and corporate reputation of Seven up Nigeria Bottling Company Enugu which is the gap that this study seeks to fill.

This study is very important because of the contributions social media makes to the growth of the manufacturing firms and the society at large. However, the significance of this study derives from its usefulness to the organisation, their stakeholders and also their customers.

1.1 Objectives of the Study

The main objective is to examine the effect of social media on performance of Seven up Nigeria Bottling Company Enugu. However, specific objectives are to:

1. Determine the extent to which Facebook as a social media tool positively affects customer patronage of Seven up Nigeria Bottling Company Enugu.
2. Examine the extent to which Facebook as a social media tool positively affects corporate reputation of Seven up Nigeria Bottling Company Enugu.

1.2 Research Questions

The following questions were asked:

- i. To what extent does Facebook as a social media tool influence customer patronage of Seven up Nigeria Bottling Company Enugu?
- ii. To what extent does Facebook as a social media tool influence corporate reputation of Seven up Nigeria Bottling Company Enugu?

1.3 Research Hypotheses

Based on the objectives and research questions, the following null hypotheses were formulated:

- i. Facebook as a social media tool does not significantly affect customer patronage of Seven up Nigeria Bottling Company Enugu.
- ii. Facebook as a social media tool does not significantly affect corporate reputation of Seven up Nigeria Bottling Company Enugu.

2.0 REVIEW OF RELATED LITERATURE

2.1 Conceptualization of Social Media

Social media can be defined as forms of electronic communication through which users interact, freely share, create, exchange and discuss information, ideas, personal messages and other content about each other and their lives using a multimedia mix of personal words, pictures, video and audio, utilizing online platforms while they are connected to the internet (Cox and Rethman, 2011). According to Smith (2010), social media sites are virtual platforms for interactivity and information exchange, where issues are debated and defined. Social media users collaborate in content creation and are proactive in searching information, and value control in social media participation.

Social media are also defined as “a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the content” (Kaplan and Heanlein, 2010). Andzulis, Panagopoulos, and Rapp (2012) defines social media from a marketing perspective as the technological component of the communication, transaction and relationship building functions of a business, with the network of customers and prospects to promote value-co-creation. These definitions imply the following characteristics of social media. (i) It is a software tool that creates user-generated content and facilitates the internet users to join, connect, and share ideas, contents, views, experience concepts, and information (Chen and Guillet, 2011; Neiger, Thackeray, Wagenen, Hanson, West, Barnes and Fagen, 2012; Sinclaire and Vogus, 2011). USER-Generated-Content (UGC) permits internet users to create comments in distinct forms, such as photos, videos, ratings, reviews, articles, and blogs (Judson and Rajdvasajayam, 2013; jussila, Karkkainen and Aramo-Immonen, 2014). It can also be seen as user-created contents (UCC) or consumer-generated media (CGM) (Judson and Rajdevasajayam, 2012). (ii) Social media does not seek to replace telephones, e-mail communication, or even transactions, instead it seeks to complement them or augment the value of each interaction with the customer. Greenberg (2010) argues that all customers are nowadays “Social customers” and every interaction is part of a new cooperation between firm and customer: a vital part of CRM (customer relationship management). Akar and Topcu (2011) indicates that social media to some extent changes customers into marketers and advertisers and customers can create positive or negative experience for the firm and its products, depending both on how the firm or brand is communicated online and on the products quality presented to the customer. These social media platforms include facebook, twitter, linkedin, youtube and others, this study specifically studied facebook.

2.2 Organizational Performance

Organizational performance is the final achievement of an organization which is measured either through financial or non-financial indicators, and contains a few things, such as the existence of certain targets to be achieved, a period of time in achieving the targets and the realization of efficiency and effectiveness (Gibson et al., 2010). According to Koontz and O'Donnell (2003), organizational performance refers to ability of an enterprise to achieve such objectives as high profit, quality product, large market share, good financial results, and survival at pre-determined time using relevant strategy for action. Organizational performance can also be used to view how an enterprise is doing in terms of level of profit, market share and product quality in relation to other enterprises in the same industry. Consequently, it is a reflection of productivity of members of an enterprise measured in terms of revenue, profit, growth, development and expansion of the organization.

All types of organizations, whether small or big, public or private, for-profit or non-profit, struggle for survival. In order to survive, they need to be successful (effective and efficient). To assure their success, organizations must perform well. Ultimately, performance lies at the heart of any managerial process and organizational construct and is therefore considered as a critical concept in the strategic management field. Organizational performance includes multiple activities that help in establishing the goals of the organization, and monitor the progress towards the target (Johnson et al., 2006). It is used to make adjustments to accomplish goals more efficiently and effectively. Organizational performance encompasses three specific areas of firm outcomes: (a) financial performance (profits, return on assets, return on

investment, etc.); (b) product market performance (sales, market share, etc.); and (c) shareholder return (total shareholder return, economic value added, etc.) (Richard et al., 2009).

In the context of this study organisational performance is examined from public relations perspective using the following proxies including: customer patronage, corporate reputation, profit, sales turnover and others.

2.3 Facebook and Customer Patronage

The most popular social networking site is Facebook, which has over 750 million users. Social networking sites provide an immediate and personal way to deliver programme, products and information. The average user creates 90 pieces of content every month, and 60% of active users log on to the site on any given day (Facebook, 2011). Other popular sites include LinkedIn, Myspace, Twitter, YouTube and Foursquare. There are also several niche social networking sites that target audiences or address different topics.

The highly competitive nature of the modern day business environment requires that satisfying the customers should be the primary focus of firms that wish to sustain patronage (Nwulu & Asiegbu 2015). Customer patronage is a combination of psychological factors that influences purchase behaviour (Burnkrant, 1982); and these factors are considered important by consumers (Moye & Giddings, 2002); and used as yardsticks in determining which firm to patronize (Ogbuji et al, 2016). Customer patronage has been measured by various authors in different dimensions, including store traffic flow (Engle et al, 1996); willingness, word-of-mouth and repurchase (Baker et al, 2002); repeat purchase, customer retention and customer referrals (Awah, 2015); and customer satisfaction and referrals (Ogbuji et al, 2016). These dimensions of customer patronage were used against different marketing phenomena. Nevertheless, the phenomenon in focus in this study is social media.

2.4 Facebook and Corporate Reputation

In reviewing the corporate reputation literature, it becomes apparent that there is no single definition of what corporate reputation is, as this concept is relatively new, is undergoing constant changes, and is subject to on-going research within the corporate reputation and communication discipline (Bontis et al., 2007; Gotsi & Wilson, 2001). Gotsi and Wilson (2001) developed one of the most comprehensive definitions of corporate reputation that can be found in the literature. They gathered the facts consistent with the majority of corporate reputation definitions and developed their own description of the concept. According to Gotsi and Wilson (2001,) "corporate reputation is a stakeholder's overall evaluation of a company over time. This evaluation is based on the stakeholder's direct experiences with the company, any other form of communication and symbolism that provides information about the firm's actions and/or a comparison with the actions of other leading rivals." Based on the above definition, the reputation of companies is created through consistent communication towards the companies' stakeholders, including advertising, public relations, websites, logos, media tie-ins, sponsorships and other tools of modern corporate communications. More importantly, companies have to prove the messages communicated through deeds (Deephouse, 2000; Bunting & Lipski, 2000; Marken, 2004; Genasi, 2001). Caruana (1997) adds that reputations can even be formed through indirect experiences with the firm triggered through word-of-mouth, the media, or other publics. The success of such communication is subsequently the

responses to those messages (Bunting & Lipski, 2000). Due to its historical development; corporate reputation is often synonymously used with the related concepts of corporate image and corporate identity. However, according to Chun (2005), corporate reputation represents rather an umbrella construct for corporate image and corporate identity. Corporate image, corporate identity, and desired identity are independent concepts that form corporate reputation. Image is the perception of others of a company. He formulated this into a simple statement: "How others see us". Image can, thus, change more quickly than reputation through, for instance, advertisements. Identity refers to what the members of the organization perceive feel and think about the company. This is a rather internal view of a company. Chun (2005) attached the statement "How we see ourselves" to the concept to describe its core meaning. He further includes the concept of desired identity. Desired identity describes how a company likes to be perceived. "How we want others to perceive us" (Chun, 2005). This relates to the visual cues such as name, logo, and symbols, as well as the strategic cues, such as the vision, mission and philosophy of a company. The gap represents how a company is perceived internally and externally, as well as how it wants to be perceived. Wide gaps in the identity, image, and desired identity indicate inconsistencies in the communication approaches, and have to be aligned to strengthen a firm's aggregated reputation.

A concept simultaneously appearing with social media is online reputation. Online Reputation simply comprises the reputation of companies established in the internet (Jones, Temperley & Lima, 2009). According to Weber (2007) online reputation is predominantly built by community participation and through the so-called 'reputation aggregators', such as search engines like Google, which enable people to find content online. However, Wind and Mahajan (2001) conclude that, in the online environment, participants are rather diverse and scattered in the Web so that a good "reputation alone has a limited effect in the open, global, heterogeneous, and constantly changing system" companies use to establish their corporate reputation. This development changes traditional approaches to corporate communication aiming at enhancing the corporate reputation of companies, which has to be taken into account when participating, for instance, in social media (Bunting & Lipski, 2000). In summarizing how online reputation is affected by social media, corporate reputation is simply the stakeholders' overall long-term evaluation of companies, which is formed through the experiences of stakeholders and the communication approaches of companies.

3.0 THEORETICAL BACKGROUND

The following theories were reviewed in this study;

- i. Uses and Gratification Theory
- ii. Media and modernity Theory

3.1 Uses and Gratification Theory:

The uses and gratification (U and G) theory is the study of the gratifications or benefits that attract and hold audiences to various types of media and the types of content that satisfy their social and psychological needs (Ancu and Cozma, 2009). Whilst researchers traditionally tend to emphasize the effects of media exposure on audiences, uses and gratifications theory exposes the need to consider what people do with media (LaRose and Eastin, 2004; Ruggiero, 2000). This theory has been applied to a variety of mass media and media content, with the selection

of media types evolving to match the dominant or emerging media of the day. As such, the internet constitutes newer media formats, with their own defining characteristics, which are ripe for examination under the theoretical lens of U and G theory (Park, Kee, and Valenzuela, 2009).

3.2 Media and Modernity Theory:

The media and modernity theory by Thompson (1995) argued that, the development of communication media from its early days of print to recent days of electronic communication was part and parcel of the rise of modern societies. The development of different forms of media for communication can be understood by being examined within a specific development context of particular place at a particular time. It involves consideration of technological advancements, changing of the culture of the people from primitive to modernity stage change in income, education level and other social economic variables. The theory further argues that, to understand the nature or institutional characteristics of modern society's communication media and their impact must be looked into. For instance, print-media started to spread during the early days of its development due to factors such as urbanization, industrial development, technological advancement and increased number of elites by 1500s (Thompson, 1995).

The central argument is that the nature of communication media is a reflection of modernizing development processes or stages that a society would have reached. In view of this theory, social media is a result of the relationship between technological advancement and changing global culture of communication and relating beyond national and state boundaries. This major assumption is subject to criticism due to the fact there are circumstances under which the development of social media or media in general cannot be determined by level of modernity alone but rather interplay of many factors such as technological transfer from one country to another, supportive government policies on media and global economic transactions.(Thompson, 1995).

3.3 Empirical Studies

Chukwu and Ifediora (2014) examined the impact of social media networks on consumers' patronage of products. It was premised on the proliferating notion of online retail businesses in Nigeria particularly through the use of many social media like Facebook, Twitter, YouTube, Google Stores, Likedlin, etc despite the nefarious atrocities of internet fraudsters. Among the most notable retail companies that engage in such online businesses in Nigeria are Jumia and Konga Nigeria Ltd, upon which this study was carried out as well as on the consumers who patronize the companies both in Enugu and in Lagos state. Two objectives were sought; to determine the perception of the consumers toward online shopping and to determine the extent to which the consumers patronize the online retailers. To achieve these objectives, a cross sectional survey research design was adopted with questionnaire being the data collection instrument. The data collected were analysed and presented in tables. The hypotheses were tested using ANOVA and Chi-square statistical tools at 5% level of significance and specified degrees of freedom. Among others, the findings revealed that there is a significant difference in the perceptions of the entire consumers and that consumers patronize online retailers very significantly. The study concluded that consumers would continue patronizing online retailers at a crescendo despite their varying perception of internet usage.

Richard and Guppy (2014), investigated the influence of Facebook on consumer purchase intention. Regression analysis conducted on the results from a survey of 215 Facebook users suggests that the use of Facebook's like button, location based check-in service and the share button applications positively influence consumers purchase intention. Posting comments on Facebook shows no significant effect on purchase intention. Consequently, marketers should plan to add activities on their Facebook page to help create brand, product or service awareness and stimulate sales. Shopping through Facebook may well be a key channel of the future.

Ines, Torben, Sven, lucas, Maximilian, Raphael, and Efthymios, (2015) analysed the threat of social media to the corporate reputation that can be damaged by three different actors: the customer, the employee and the corporation itself. After reviewing the literature about the impact of each of these actors and assess the findings by means of real-life cases. Based on the findings, social media reputation threats are discussed in light of corporate response strategies. The results indicate that organizations need to develop a portfolio of response strategies with several approaches specifically relating to each of the three actors of reputation damage; the best policy of businesses to successfully manage their reputation is to create an organization capable of managing the risks to corporate reputation arising from employees and the corporation it. These real-life cases indicate a lack of organizational knowledge on how to effectively manage social media risks, highlighting the need for businesses to update their knowledge on using the social media as part of their marketing toolbox. Finally the various response strategies are classified according to the source of the reputation threat.

Anas and Batool,(2016)clarified the role of Public Relations on Company Image and to find out the moderating role of Social Media between Public Relations and Company Image, where the study was applied to the employees of the Applied Science Private University Jordan especially on middle management, the research had destitute (100) questioner. The results showed that there was an impact of the Public Relations on Company Image, and an impact of the Social Media as a moderating variable among Public Relations and Company Image.

Antje, (2011) examined the role of social media in corporate reputation. In more detail, the study focused on the question if the participation of companies in social media affects their reputation. Nokia served as the case company to examine this objective. The study was divided into three research problem areas: (1) the study aimed at finding out what potential social media users were influenced by the reputational activities of companies in social media, and who participated in Nokia's social media activities; (2) the study examined if social media users were potentially aware of the participation and reputational activities of companies in social media in general, and of Nokia's social media participation in particular; and (3) the study observed if the participation of companies in social media positively or negatively influenced their corporate reputation in general and Nokia's in particular. The study could not give a definite answer to the question if social media plays a role in corporate reputation. For instance, it seemed that neither the respondents' awareness of Nokia's presence in social media nor their participation in Nokia's social media activities had a key impact on the evaluation of Nokia's reputation. However, the few respondents that evaluated Nokia's social media participation more positively or negatively also rated the company's reputation correspondingly. Therefore, a relation between companies' social media participation and its impact on their corporate reputation could neither be excluded nor denied.

Vlachvei and Notta, (2015) examined Greek food manufacturing firms' social media efforts evidence from Facebook. Their results show that Greek food manufacturing firms that are involved with social media, adopted successfully new trends which give efforts into providing rich information through Facebook and actively responding to consumers messages.

Oluseye and Kehinde, (2013) examined social networking and business performance in selected entrepreneurs in ota, Nigeria. The study used survey research method with structured questionnaires that was distributed among the sampled respondents. The findings of the study revealed that Facebook and twitter was the mostly visited social network by the entrepreneurs for business purposes. The result further revealed that electronic social network has significant effect on sales turnovers. Physical social network such as trade associations was also found having a significant effect on business efficiency.

3.4 Synthesis of Review of Related literatures

To sum up, in this section, theoretical and the empirical findings of previous related studies were reviewed in relation to effect of social media on organisational performance of seven up Nigeria bottling company Enugu in the form of Facebook, the majority of the conceptual and empirical literatures reviewed shows that social media had significant positive effect on the organisational performance of seven up Nigeria bottling company Enugu. Social media marketing have attracted a lot of scholarly attention which have focused on effect social media marketing on firm's performance in Nigeria. For instance; effect of social media marketing on small scale business performance in Ota, metropolis, Nigeria (Omotayo, Akinyele, & Akinyele, 2015); e-marketing and firm's profitability in the Nigerian paints industry; The Nigerian analysis of before and after adoption (Olumu & Ireferin, 2015); effectiveness of social media networks as a strategic tool for organizational marketing management (Agwu,2015); social media micromarketing and customers' satisfaction of domestic airlines in Nigeria (Esu & Anyadighibe, 2014).However, these studies did not use facebook to investigate the effect of customer patronage and corporate reputation of seven up Nigeria bottling company Enugu which the gap that this study seeks to fill.

4.0 RESEARCH METHODOLOGY

The study adopted survey method. This was adopted to enable the researcher find facts by collecting information directly from the population or the sample .The data for the study were collected through structured questionnaire administered on the management and staff of Seven up Nigeria bottling company Enugu. The units of analysis are respondents from seven up Nigeria bottling company Enugu. The total population is made up of 63 staff of the marketing department of 7up bottling company. The census was studied because the researcher had access to all the staff of the department and also the small nature of the population. The questionnaire was designed in relations to objectives of this study which is to examine the effect of social media on performance of Seven up Nigeria bottling company Enugu. Descriptive and inferential statistical tools were integrated in the study. This was found suitable for the analysis. The data collected were presented and analysed with descriptive and inferential statistics, while the hypotheses were tested with simple regression in order to determine the strength of relationship between the variables.

4.1 Data Analysis and Presentation

Test of Hypotheses

The hypotheses formulated in the study were tested with simple linear regression at 0.5% level of significance with the aid of of statistical package for social science (SPSS).

Hypothesis One:

Ho: Facebook as a social media tool does not significantly affect customer patronage.

Hi: Facebook as a social media tool significantly affects customer patronage.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.838 ^a	.703	.701	.68291	.164

a. Predictors: (Constant), Facebook

b. Dependent Variable: customer patronage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	203.183	1	203.183	435.674	.000 ^b
	Residual	85.811	62	.466		
	Total	288.995	63			

a. Dependent Variable: customer patronage

b. Predictors: (Constant), Facebook

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.842	.115		7.345	.000
	Facebook	.838	.040	.838	20.873	.000

a. Dependent Variable: ;customer patronage

R = 0.838

R2 = 0.703
 T = 20.873
 F = 435.674
 DW = 0.164

4.2 Interpretation:

The regression sum of squares (203.183) is greater than the residual sum of squares (85.811), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.838, indicates that there is effect of Facebook on customer patronage. R square, the coefficient of determination, shows that 61.1% of the variation in customer patronage is explained by the model.

With the linear regression model, the error of estimate is high, with a value of about .68291. The Durbin Watson statistics of 0 .164, which is not tends to indicates there no is autocorrelation.

The Facebook coefficient of 0.838 indicates a positive significant effect of Facebook on customer patronage, which is statistically significant (with t = 20.873). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus Facebook as a social media tool significantly affects customer patronage.

Hypothesis Two:

Ho: Facebook as a social media tool does not significantly affect corporate reputation.

Hi: Facebook as a social media tool significantly affects corporate reputation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.824 ^a	.680	.678	.79501	.137

a. Predictors: (Constant), Facebook

b. Dependent Variable: Corporate reputation

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	246.652	1	246.652	390.252	.000 ^b

Residual	116.294	62	.632		
Total	362.946	63			

a. Dependent Variable: Corporate reputation

b. Predictors: (Constant), Facebook

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.510	.167		-3.047	.003
	Twitter	.993	.050	.824	19.755	.000

a. Dependent Variable: Corporate reputation

R = 0.824
 R2 = 0.680
 T = 19.755
 F = 390.252
 DW = 0.137

4.3 Interpretation:

The regression sum of squares (246.652) is greater than the residual sum of squares (116.294), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.824, indicates that there is effect of Facebook on corporate reputation. R square, the coefficient of determination, shows that 61.1% of the variation in the corporate reputation is explained by the model.

With the linear regression model, the error of estimate is high, with a value of about .79501. The Durbin Watson statistics of 0 .137, which is not tends to indicates there no is autocorrelation.

The Facebook coefficient of 0.824 indicates a positive significant effect of Facebook on corporate reputation, which is statistically significant (with t = 19.755). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus Facebook as a social media tool significantly affects corporate reputation.

4.4 Discussion of Findings

The results of the hypotheses tests show that the independent variable Facebook has a significant positive effect with customer patronage and corporate reputation of seven up Nigeria bottling company Enugu. The aim of this research was to determine the effect of social media on the performance of manufacturing firms in Enugu state Nigeria. It was observed that social media have become more popular among the manufacturing firms and other businesses.

The first result indicates that there is a significant positive effect of facebook as a social media tool on customer patronage of manufacturing firms. This is in line with the findings of Chukwu and Ifediora (2014) in their study on the impact of social media networks on consumers' patronage of products, the results show that there is a significant difference in the perception of the entire consumers and that consumer patronise online retailers very significantly. Another study that laid credence to the above study is the study by Richard and Guppy (2014) on the influence of facebook on consumer purchase intention. Their findings suggest that the use of facebook like button, location based check-in service and the share button applications positively influence consumers purchase intentions. Posting comments on face book shows no significant effect on purchase intention. This is applicable in the Nigerian context because online transactions will influence customer patronage when it is made convenient and there are wide varieties of products assortments for the consumers to choose from. The second result indicates that there is significant positive effect of facebook on corporate reputation. In the Nigerian context, manufacturing firms mostly use facebook to get feedback regarding their corporate reputation from their publics. This helps them to project good image of their businesses through facebook social media. This finding agrees with that of Anar&Batoo, (2016) in their study on the role of public relations on company image: social media as a moderating variable, the results show that there is impact of public relations with social media as a moderating variable on company image. Another study that agrees with the above study is the study by Valchvei&Notta, (2015) on Greek food manufacturing firms social media efforts evidence from facebook. Their results show that Greek food manufacturing firms that are involved with social media adopted successfully new trends which give efforts into providing rich information through facebook and actively responding to consumers' messages.

Furthermore, the results of this study are in line with the results gotten by Oluseye & Kehinde, (2013) in their study on social networking and business performance of selected entrepreneurs in Ota, Nigeria. The findings of the study revealed that facebook and twitter were the mostly visited social networking sites by the entrepreneurs for business purposes. The results further revealed that electronic social networking has significant effect on sales turnover.

5.0 SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings:

This research examined the effect of social media on performance of Seven Up Nigeria Bottling Company, and the results based on descriptive statistics shows the following;

1. Facebook has a positive effect on customer patronage (r value of 0.838; $t = 20.873$; $p < 0.05$).
2. Facebook has a positive effect on corporate reputation (r value of 0.824; $t = 19.755$; $p < 0.05$).

6.0 CONCLUSION

This research aimed at examining the effect of social media on the performance of Seven Up Nigeria Bottling Company. The use of social media have become very important in our society today, its various features when properly applied improves organisational performance. More so, it was observed that Seven Up Nigeria Bottling Company have embraced the use of social media platforms in reaching their customers quickly, attending to their complaints and receiving their response as regards product satisfaction. Hence manufacturing firms should adopt various social media platforms for better service delivery

6.1 Contributions to Knowledge

This study attempts to make a number of contributions. First, it tries to plug the gap in literature on the effect of social media on the performance of manufacturing firms where it looked at Facebook as a social media tool in isolation.

Secondly, manufacturing firms and other businesses in Nigeria should incorporate Facebook as part of their social media tool since it affects customer patronage and corporate reputation. This will help to increase their customer base and project favourable corporate reputation.

6.2 Recommendations

Based on the research findings the following recommendations were made;

1. Manufacturing firms should endeavour to make online transactions convenient and ensure they have a wide range of products because consumers will favour online firms with product assortment.
2. Manufacturing firms need to communicate appropriately with their publics to enable them have good opinion about them. It should be noted that inappropriate communication might negatively influence the image their publics form about them.

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Declarations

Conflict of interest. The authors have declared that they have no conflicts of interest.

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