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## FACEBOOK TECHNIQUE AND MARKETING PERFORMANCE IN THE NIGERIAN FILM INDUSTRY

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**ABSTRACT:** *The study was undertaken to investigate the relationship that exist between facebook technique and marketing performance in the Nigerian film industry. It's has been observed that movie producing firms in south-east, Nigeria are experiencing, low marketing performance and this has limited their visibility and customer involvement across the globe. Furthermore, this movie firms in south-east still utilize the use the tradition media such as flyers, television, posters, radio, handbills, billboards, magazine etc. to advertise and send their movies to customers and this has affected their market share in the entertainment industry. The population for the study is one hundred and twenty four (124) movie producing firm in south-east of Nigeria. An accessible population of two hundred and forty- two (242) respondents was determined using the Krejcie and Morgan table. The study adopted spearman Rank Correlation Coefficient for the analysis and the statistical package for social sciences (SPSS) version 22.0 was used to test the hypotheses for the study. This result revealed that there is a strong and positive significant relationship between facebook technique and marketing performance in Nigerian film industry. From the findings of the study, the study concludes that facebook technique has strong significant relationship with measures of marketing performance. We therefore recommend that the development or creation of social media marketing profiles on platforms such as Facebook should have purpose and have a clearly outline goal, which clearly state the brands business, mission and goals. Social media techniques such as Facebook should adopt strong messages and reflect knowledge in its line of business such that potential customers are attracted and inclined to make enquires.*

**Keywords:** Facebook Technique, Marketing Performance, Customer Loyalty, Innovativeness, Market Share.

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### INTRODUCTION

Nollywood, Nigeria's familiar expression of Hollywood America has been the force driving the Nigerian film industry. The contents of the film reach a large dispersed audience across the globe. The audience often times form their beliefs and opinion about Nigeria, her people and practices based on what they watch in the film (Enna et al., 2015). The Nigerian film industry which is generally known as Nollywood is the name given to the Nigerian film industry and it is said to be the third largest bulky film making industry behind the American Hollywood and the Indian Nollywood film industry. The Nigerian film industry which is relatively new in the

global movie industry has greatly gained an enviable artistic cultural value and recognition with which Africa narrative is communicated across the globe (Amue, Igwe and Nkoro, 2013).

Traditional non-segment advertising such as radio, television, direct mail, newspapers, magazines, handbills and posters were majorly used as the vehicle to disseminate and deliver information and messages to target audience (Scott, 2010). Presently, the features of the internet have greatly changed and it has become a vital interactive sites than it was previously used (Ahlberg, 2010). Social media marketing techniques has been studied by different scholars such as (Nyekwere 2012; Zhang 2015; Gbadeyan and Mensah 2016, Alhberg, 2010; Daiana, Gabriela and Mihu 2015; Kimani, 2015; Church and Oliveira 2013) and has been conceived as a multidimensional construct. The current study adopts Facebook. (Nyekwere 2012; Kimani 2015; Gbadeyan and Mensah 2016; Church and Oliveira, 2013) as dimensions of social media marketing techniques. Facebook techniques is a social media network that connect people with friends, colleagues, families, neighbours and people with similar interest (Nyekwere, Kur and Ogedi, 2013). The objectives of any business organization is to achieve marketing performance goals which this study dwells on customer loyalty, innovativeness and market share and the non- financial measures, having satisfied the customer through its emerging strategic platform-social media marketing sites. Marketing performance is the effectiveness and efficiency of an organization's marketing activities with regards to market-related goals such as revenues, growth and market shares. However, for the purpose of the study, the non-financial measures were used as indicators of marketing performance.

The measurement of marketing performance has long been an important concern in marketing (Parker, 1962; Feder, 1965) and it has become a vital issue for many organizations (Herremans and Ryans 1995; Fellman, 1998). There have been remarkable interests in marketing performance measurement. Most attempts to determine indicators of marketing performance (Homburg et al., 2007; Bonoma and Clark 1988; Feder 1965; Sevin 1965; Davidson 1999; Yuhui 2010). Which has revealed the non-financial measures of marketing performance? But rarely have any study considered Facebook technique as drivers of marketing performance in the Nigerian film industry.

However, Alhberg (2010), Zhang (2015), Johnson and Ajayi (2014), Bashar and Wasiq (2012) etc, accommodated Facebook, Twitter, YouTube, LinkedIn, WhatsApp, Orkut, Flickr among others in their studies differently, leaving out more constructs to be studied; so we chose the dimensions used by Gbadeyan and Mensah (2016) with a little modification by adding whatsapp techniques to the dimensions. Facebook, Twitter, YouTube, Whatshap and LinkedIn techniques for the model. This however form our point of departure for the study.

Secondly, most of the above studies were not conducted with a focus on marketing performance: rather on other indices, measures and indicators. Also, only a few of these directly measures the influence of social media marketing techniques (Facebook technique) on marketing performance; rather elements & indices of marketing performance constructs are studied in isolation (see Homburg, 2007; Bonoma and clark 1988; Feder 1965; Sevin 1965; Davidson 1999; and Yuhui 2010). In other words, very few of these studies used intensive distribution as a moderator of the nexus between social media marketing techniques and marketing performance. Thus, with an intention to complementing the body of knowledge on social media marketing techniques (Facebook technique) and marketing performance, so we chose the dimensions used by Gbadeyan and Mensah (2016) with a little modification by

adding WhatsApp techniques to the dimensions. Facebook, Twitter, YouTube, WhatsApp and LinkedIn techniques for the model and customer loyalty, innovativeness and market share as measures of marketing performance. These however form our point of departure for the study. The study there focuses on the Nigerian film industry.

### **Statement of the Problem**

Marketing Performance is the extent to which a firm achieves its marketing objectives. For an organization to attain its marketing objectives, sellers development in the course of achieving their marketing success have remain a vital strategy towards organization's marketing performance (Bagozzi and Dholakia, 2008). Achieving marketing performance is one of the most important objectives of a firm and it has proven to have a significant contribution towards customer loyalty, brand equity, innovativeness and market share (Clark,1999; Gao, 2010; Bagozzi and Dholakia, 2008). It has become a new marketing tools for firms to showcase and promote their products and services (Zarrella,2011).

However, it has been observed that the movie producing firms in south-east are experiencing, below optimal level of marketing performance and this has limited their visibility and customer engagement across the globe. Specifically, it was observed that they still engage in the use the tradition media such as television, newspapers, radio, handbills, billboards, magazine etc. to disseminate and deliver their movies to customers and this has affected their market share in the entertainment industry.

Drawing from the social network theory (Shafie, Mansor, Osman, Nayan and Maesin, 2011) we are inclined to believe that these film and movie firms can use social media marketing techniques to beef up their marketing performance. Perhaps, these firms can use Facebook technique to appeal to their audience and enhance their customer loyalty, innovativeness and market share. Hence, our interest is to investigate the relationship between Facebook techniques and marketing performance in the Nigerian film industry.

However, this study joins the discourse on marketing performance by investigating how it is influenced by Facebook technique. This study is necessitated by the current trend in the use of Facebook technique by the Nigerian film industry in carrying out their marketing activities which underscores the need for organizations to participate in the use of Facebook technique in order to benefit from the positive consumer patronage which enhances marketing performance.

### **Aim of the study**

The aim of this study was to examine the relationship between Facebook technique and marketing performance in the Nigerian film industry.

## **LITERATURE REVIEW**

### **Social Network Theory (SNT)**

Social network theory is a special kind of network that sees social relationships in terms of nodes and ties (Shafie, Mansor; Osman; Nayan and Maesin, 2011). Social Network is also a unique platform where nodes are seen as social entities (Van den Bulte and Wuyts, 2007). Nodes are individual actors that participate within the networks, while ties are the level of relationships that exist between the actors. Social network theory views individual's actors in a community as nodes where communications between these actors are seen as ties, links, connections and interrelations. (Pan and Crotts 2012).The thrust of social network theory (SNT)

is the ability to tackle the huge population level and cross population level challenges by developing a detailed social structures from individual level of communications (Njeri, 2013). According to Shafie et al., (2011), SNT researches individual users and the connections between these users. Adopting SNT helps organizations to compete favourably in the marketplace, because actors consume social media through virtual nodes online. It helps them to create links, share information and create membership through social ties.

Social Network theory is an effective key to study and explain how individuals form networks, how they pass and share information to one another, how they express their opinions and how they click, like and comment on social network sites. Traditional social network analysis sees individual or organizations as nodes (actors) in network and the communication between them as edges (ties) (Pan & Crofts, 2012). Consequently, when applied to this study, social network is inclined towards building and development a community where nodes (actors) or customers interact, communicate and share information, pictures, text etc., with one another. In other-words, its main preoccupation, however is to ensure that on-going communication, interaction and relationships with actors (customers) in a network is nurtured so as to help them in achieving their business goals. It is on this premise that the social network theory becomes an important baseline theory for the current study. The predictor variable of this study is social media marketing and social is a paradigm of individual social relationship with one another. A converse on social media marketing initiatives will therefore be hanging if not rooted in SNT.

### **Concept of Social Media Marketing**

Gaining a competitive advantage for customers has greatly increased as businesses are seeking for new medium to attract and retain their customers. Companies are seriously looking to social media as a competitive avenue to market their products and increase the sales volumes and profitability. Employing the use of a stable social media presence in business is no longer an addition, but a requirement in today's competitive arena. Advertising a business or an organization through the traditional advertisement media such as radio, TV, magazines, bill boards, flyers, newspapers etc. is gradually becoming ineffective because it reaches very few people and it is a one-way communication system. Presently, the development of social media is the new trend and businesses need to catch up with the new trend, if they still want to remain in business. Social media has created a significant change in the strategies and tools organizations use in communicating with their customers. However, Mangold & Foulds (2009), argued that social media merges the features of traditional integrated marketing communication (IMC) tools (companies talking to customers) with a highly sophisticated form of word-of-mouth (customers talking to one another), whereby marketing managers cannot control the content of frequency of such information.

Adegbuyi, Akinyele and Akinyele (2015), asserted that while most businesses are aware of social media technology a relatively low per cent fully understand the workability and how to effectively apply this technology into their marketing strategies, activities and tactics (Andreas, 2010). Social media marketing enables firms to achieve a better understanding of what customers need and want in order to build a better relationship with the customers. With the various definitions of social media in place, accurately defining social media marketing is possible. A basic definition of social media marketing is the process of using social media

channels to promote your firm, its products or services. (Barafoot and Szabo, 2010). Presently, social media marketing and especially social networks are becoming seriously important in consumers' buying decisions, mainly due to the fact that consumers amplify word-of-mouth, which they may become more important than advertising as trusted source of information. Social media marketing is a medium or vehicles that enables individuals and organization to advert their products, services and websites via social media sites and also to communicate and reach a wider group of communities and forums that may not be found in the traditional advertising channels. (Ahlberg, 2010). According to Weinberg (2009), social media marketing connects and links service providers, companies and corporations with a broad audience of influences and customers.. Imran (2014) asserted that social media marketing is the way to market products and services through social site like Facebook, YouTube and Twitter and gain more attention and traffic from the global world. Marketing through social media is so much connected, flexible in interaction and a personalized level than traditional marketing and it is much easier to reach a wider community of customer (Imran, 2014).

According to Gillin (2009) traditional one-to-many way of sending marketing messages to potential customers is no longer the trend and it should be combined with collaborative communication media to aid in achieving most effective and competitive communication and advantage in the marketplace. However, Gillin also noted that social media has given voice to a large number of ordinary internet users who can now relate directly their views, experiences and opinions to a global audience at little or no cost at all. He further explain that people ordinary do not abandon technologies that works well for them or enables them to communicate, interact and share content freely with one another. It will be necessary that marketers due in and begin experimenting with these new social media channels, because it proves to be more successful in the future. Social media offers a quicker and more cost-effective way of reaching highly targeted markets that marketing through traditional media, such as newspapers, radio, television, magazines, hand bills etc. (Ahlberg, 2010).

Social media marketing consist of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile. Furthermore, it is the marketing that uses online communities, social networks blog marketing and more to market their products or services. Lazer and Kelly's (1973), define social marketing as concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends social media marketing allows concern to strengthen relationships with its connectedness via social engagement. Social media sites can introduce the organization to new audience and also help in reaching a huge number of customers (Divya and Regi, 2014).

According to Neti (2011), social media marketing is not merely about liking or hitting the frontpage of Digg or any other social news website. It is a process that is carried out strategically and methodically to develop the firm's influence, reputation and brand within communities and groups of potential customer's, readers or supporters.

Furthermore, organizations in the developed countries are investing heavily in social media marketing so as to enable them get in constant touch with their customers and serve them better than competitors do. It helps the organization to get feedback about the products and services from customer as quickly as possible. However, social media marketing is a personalized avenue of advertising and promotions can be directed or focused on a particular group of targeted customers who are interested in a particular area. According to Return on

Investment Research 2011, social networking accounts for one in every six minutes spent online. Across the globe, there are 750 million active Facebook users and 31% of Facebook users are on the platform multiple times every day. According to Edison Research, 24% of customers consult their friends on Facebook before they make a purchase. Two in every four customers confirm that they are likely to purchase from a firm which they follow and likes on Facebook and twitter. (E-marketer). 53% of Facebook users are likely to recommend a company's brand or product to their friends (Facebook success summit, 2011).

The research also reveals that different organizations are engaging in social media marketing at different rates, while lots of firms are utilizing social media marketing in their endeavour to reach more customers, many still have not placed it as a top priority to adopt. In this study, we therefore define social media marketing techniques as social media sites where companies promote their websites, market their products and services and also persuade their customers through online social networking sites. The techniques involved in this study are Facebook, Twitter, You-Tube, WhatsApp and LinkedIn.

### **Marketing Performance**

Having reviewed the predictor variable and its dimensions, it turns pertinent to review literature on the criterion variable and its own specific measures as related to this study. The outcome of objective assessment of business productivity to marketing community is a huge step towards increasing the vitality and agility of marketing and most especially towards raising an organization marketing performance (Rust et al., 2004).

Measuring marketing performance has become the major focus of practitioners and these practitioners are turning to performance measurement in response to demands for enhancing marketing productivity (Clark, 2001; Morgan et al., 2002). The objective of every business organization is to achieve marketing performance goals. Marketing performance is the effectiveness and efficiency of an organization's marketing actions with regards to market-related goals such as revenues, growth and market share.

However, a better understanding of the evaluation of marketing performance could help marketing practitioner to quantify their contribution to the financial performance of organizations (Gao, 2010). The construct was however adopted by O' Sullivan and Abela (2007) in their study of the relationship between marketing performance and firm performance. Although there is very few consensus on how to measure marketing performance. There was a movement from the use of financial to nonfinancial measures of output. Previous studies on measuring marketing performance concentrated majorly on the financial measures of profit, sales (unit and value) and cash flow (Bonoma & Clark 1988; Fder 1965; Sevin 1965). There has been some concern about the use of financial measures to assess business performance (Eccles, 1991). However, new nonfinancial measures of output such as customer satisfaction, customer loyalty and brand equity have become of interest for researchers (Clark, 1999). Davison (1999) have also recognised the growing necessity of non-financial measures of performance in his emphasis of the fact these intangible assets which includes brand, technology, competence and customer loyalty have gradually become more important attributes for measuring corporate performance. In other words, marketing activities or inputs which includes marketing audit, market orientation and marketing implementation which leads to intermediate results such as customer satisfaction and customer loyalty, will in turn lead to

financial output. These intermediate attributes may be seen as marketing assets that may be used to produce greater financial performance (Srivastava, Shervani & Fahey 1998).

### **Facebook Technique**

Social networking sites such as Facebook offers users new ways to communicate, connect and interact through the internet and it can be done through the use of computer or mobile phone. In other words, Facebook enables or allows individuals to easily and freely create their own online pages and profiles, develop online and create networks of contacts such as friends. Ellison et al., (2007) asserted that Facebook is used by people to create, develop and maintain relationships whether offline or online and that it is also used as a means of maintaining and solidifying relationships that are offline, it also helps people to meet new friends online. Ellison et al., (2007) further noted that Facebook helps firms to be transparent and also share information to customers.

Facebook is the most visited social network sites and was developed in 2004, with more than 600 million users and presently in over 70 countries (Carlson, 2011; Techtree News Staff, 2008). Facebook network sites enables users to create a profile of themselves and also allows them to explore the profile of others, thereby getting information and access into someone else's lifestyle and interest (Acar & Polonsky, 2007). Through this platform, organizations are able to identify consumer tastes and likes which enables them to create better market segmentation and establish a good targeting and positioning strategies (Acar and Polonsky, 2007; Treadaway and Smith, 2010).

Facebook helps organizations to connect and interact with many more people, more than companies would do through phone calls, sending emails and advertising through traditional media (Luke, 2009). The introduction of Facebook as a marketing sites has ushered a new period of personalized and individual directed advertising. Facebook advertising has also increased in terms of popularity, it has also become a good traffic builder and advertising platforms for small and large size organizations, due to its huge number of active members and also the level of each member's usage activity on the social media networking site. Facebook is an viable direct-response marketing site, that provide immediate and direct answers to marketing questions and problems within the business environment (Rooma & Sooraji, 2013). Over the past few years, Facebook usage has increased and has gone beyond an individual use, and into the hands of companies to enable them showcase and promote their products and services to the customers. (Rooma & Sooraj, 2013). Over the past few years, facebook usage has increased and has gone beyond an individual use, and into the hands of companies to enable them showcase and promote their products and services. (Sherman, 2011).

Previous studies have investigated the connection between the interaction component of marketing using social networks and the subsequent purchase of their products and services. Shankar & Malthouse (2007) found out that some relationship revealed that marketing firms are increasingly looking into the conversations that occurs online; so as to customize their interactions and communications with the customers.

### **Facebook Technique and marketing Performance**

Facebook is a social network sites that allows people to establish and create personal webpages and then connect with others for the main aim of sharing information and communication (Mayfield, 2008).

Social network sites such as Facebook is more than just a platform, it has gradually been integrated into people's day – to –day living (Chen, 2014). Chen further noted that most of the major functions and activities of social network sites can be found in Facebook and it keeps exciting people with new innovation and technology (e.g Timeline, Maps). Zuckerberg, cited in Nweze (2009), asserted that advertising on Facebook creates an opportunity for firms to reach their exact target market and also connect real customers to their business. Kimani (2015), posited that social media site (Facebook) is a free marketing tool and can reach millions of people instantly which is likely to increase the number of people that is aware of the firm's product and services and when a large number of new and existing customers knows about the product, it tends to stimulate an interest to purchase, which may lead to high sales volume, and profitability. Facebook enables users to watch clips of videos, post photos and customize their profile content and any of this action by the users brings about desire to purchase and like the product. Nyekwere (2013). That is to say, if a customer likes a particular product or service and comment positively about the brand, it then means that all his or her Facebook friends will know that he or she likes and enjoys the brand and perhaps they may even give their interest and approval with a like or comment. (Amue and Akekue, 2014). Firms do not have to do anything to instruct the action from the customers, except to use and consume the product and when these products are consumed, it could lead to brand loyalty which will result to profitability.

Amue and Akekue, (2014), asserted that when firms and businesses gets so many free exposure by the services of users liking and commenting favorably about the firm and its products, this continued action by Facebook users and their friends will increase product awareness resulting to an increase on product information and popularity and this will influence sales, profitability and the overall marketing performance.

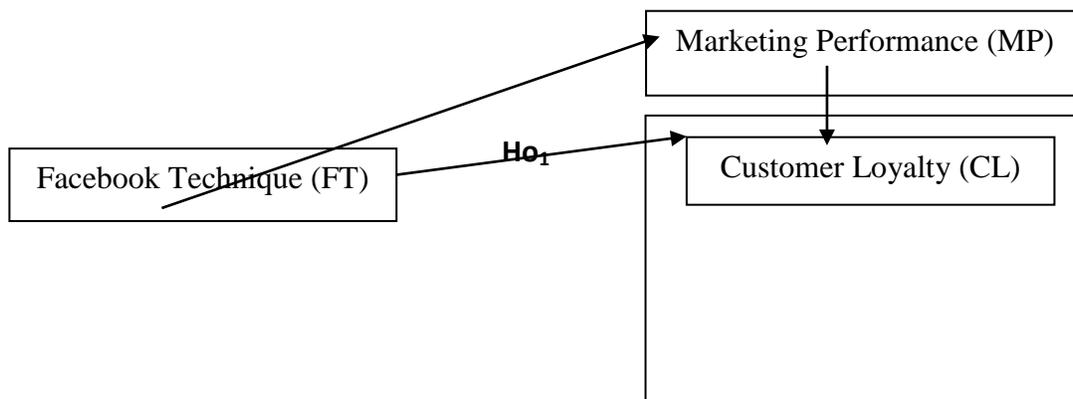
In Facebook, the use of 'like' advertises a company and it can grow the company's fan pages with targeted audience (Constant Contact, 2011; Kay, 2015). When the fan pages grows, it will also increase product awareness and popularity, which will influence market share, loyalty and profitability to the firm. We therefore hypothesized as follows:

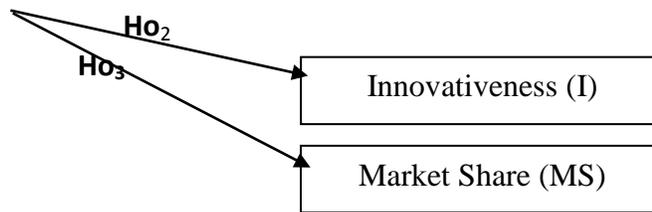
**H01:** There is no significant relationship between Facebook technique and customer loyalty.

**H02:** There is no significant relationship between Facebook technique and innovativeness.

**H03:** There is no significant relationship between Facebook technique and market share.

### Operational framework





**Fig. 2.1: Operational framework on Facebook technique and marketing performance in the Nigerian film industry.**

**METHODOLOGY**

This study was conducted in a natural setting without any form of manipulation; hence the researcher has control over the elements of the research. The study used cross sectional survey that permits the researcher to collect data. The population of the current study comprises of one hundred and twenty four (124) registered movie producing firms in the Nigerian film industry in south-east, geopolitical zone, while the accessible respondents for the study comprises of six hundred and twenty (620) management staff which consist of (Executive directors, Executive Producers, Film Producers, Marketing Managers, and Film Makers) as at the time of the present study (www.Vconnect.Com, 2017). Basically, the population of the current study comprises of executive directors, film producers, marketing managers, executive producers and film makers in south-east, Nigeria. In order to determine the sample size, questionnaire was given to five respondents in each of the firms in south-east, Nigeria.

Therefore, the researcher adopted the use of simple random sampling technique, this is because every unit of the population has an equal opportunity of being selected in the sample. Our sample size for the current study is therefore six hundred and twenty (620) respondents and due to the size of the respondents of (620), we used the Krejcie and Morgan (1970) table to arrive at a sizable number of two hundred and forty two (242) respondents.

The instrument of primary data collection consider appropriate for this study is the semi-structured questionnaire. This is as the questionnaire is designed to capture both quantitative data through a structured section and at the same time collect data which can be described as qualitative through another section using open-ended questions. Open-ended questions addressed questions related to the adoption, manifestations and practices of Facebook technique and its impact on the marketing performance of the brand. The instrument is a five-point Likert scale where: Strongly Disagree (SD) = 1; Disagree (D) = 2; Neutral (N) = 3; Agree (A) = 4; Strongly Agree (SA) = 5.

Spearman’s rank order correlation coefficient was used to test the strength of relationship between Facebook technique and the measures of marketing performance.

**Data Analysis, Presentation and interpretation**

This section which is the high point of this study analyzes the responses of the respondents as gathered from the executive directors, film producers, marketing managers, executive producers and film makers in south-east, Nigeria. The researcher relied deeply on

data gotten through questionnaires as distributed to the respondents. This part will also test the hypotheses and discuss the correlation afterwards.

**Table 4.1: Questionnaire Distribution and Retrieval**

Questionnaire	Frequency	Percentage %
Distributed	242	100
Retrieved	219	90.5
Not retrieved	23	9.5
Retrieved usable	203	92.7
Retrieved not usable	16	7.3

**Source: Researcher's Survey data, 2019.**

As indicated in the table above, 242 questionnaires were distributed, 219(90.5%) copies of questionnaire were retrieved, and 23(9.5%) copies were not retrieved. Out of the 219 retrieved, 203(92.7%) copies of questionnaire were usable, and 16(7.3%) were not usable.

**Table 4.2 Respondents Demographics Distribution**

Details	Particulars	Frequency	Percentage (%)
<b>Gender</b>	Male	98	48.3
	Female	105	51.7
	<b>Total</b>	<b>203</b>	<b>100</b>
<b>Marital status</b>	Married	69	34
	Single	103	50.7
	Divorced/Separated	26	12.8
	Widow/Widower	5	2.5
	<b>Total</b>	<b>203</b>	<b>100</b>
<b>Age group</b>	20 years and below	16	7.9
	21-30 years	47	23.3
	31-40 years	58	28.6
	41-50 years	65	32
	50 years -above	17	8.2
	<b>Total</b>	<b>203</b>	<b>100</b>
<b>Academic Qualification</b>	OND/HND	33	16.2
	First Degree	126	62.1
	M.SC/M.A	28	13.8
	Ph.D	16	7.9
	<b>Total</b>	<b>203</b>	<b>100</b>

**Source: Survey data, 2019.**

Table 4.2 above indicates the demographics distribution of the respondent's gender, marital status, age group and their academic qualifications. For gender; 98(48.3%) respondents were male participants, 105(51.7%) respondents were females. For the marital status of the respondents; 69(34%) respondents were married, 103(50.7%) respondents were singles, and 26(12.8%) respondents were divorced/separated while 5(2.5%) respondents were widows and widowers. For the age group of the respondents; 16(7.9%) respondents fall within age group of 20 years and below, 47(23.3%) respondents fall within the age group of 21-30 years, 58(28.6) respondents fall within the age bracket of 31-40 years, 65(32%) respondents fall within the age group of 41-50 years while

17(8.2%) respondents fall in the of 51 years and above. For academic qualification; 33(16.2%) respondents were OND/HND holders, 126(62.1%) respondents were first degree holders, 28(13.8%) respondents were MSc holders while 16(7.9%) respondents were PhD holders.

### Hypotheses Testing

As specified in 3.0, the hypotheses were tested using the Spearman's rank correlation coefficient.

### Decision rule

**Table 4.3: Conditions for Decision Rule**

Details	Conditions	Decisions
Null Hypotheses (Ho)	$P_v > 0.05$	Accept
Null Hypotheses (Ho)	$P_v < 0.05$	Reject
Alternate hypotheses(Ha)	$P_v < 0.05$	Accept
Alternate hypotheses(Ha)	$P_v > 0.05$	Reject
Negative strength	-0.1 to -0.3	weak relationship
Negative strength	-0.4 to -0.6	moderate relationship
Negative strength	-0.7 to -0.9	strong relationship
Negative strength	-1	perfect relationship
Positive strength	+0.1 to +0.3	weak relationship
Positive strength	+0.4 to +0.6	moderate relationship
Positive strength	+0.7 to +0.9	strong relationship
Positive strength	+1	perfect relationship

Sources: Malhotra & Peterson, (2006); Malhorta, (2010); Brown, (2003)

**H01:** There is no significant relationship between Facebook technique and customer loyalty.

**H02:** There is no significant relationship between Facebook technique and innovativeness.

**H03:** There is no significant relationship between Facebook technique and market share.

**Table 4.4 Correlation showing the relationship between of Facebook and customer loyalty, innovativeness and market share.**

			Correlations			
			Facebook Technique	Customer Loyalty	Innovativeness	Market Share
Spearman 's rho	Facebook Technique	Correlation	1.000	.831**	.834**	.852**
		Coefficient				
		Sig. (2-tailed)	.	.000	.000	.000
		N	203	203	203	203
	Customer Loyalty	Correlation	.831**	1.000	.883**	.901**
		Coefficient				
Sig. (2-tailed)		.000	.	.000	.000	
	N	203	203	203	203	

Innovativeness	Correlation Coefficient	.834**	.883**	1.000	.899**
	Sig. (2-tailed)	.000	.000	.	.000
	N	203	203	203	203
Market Share	Correlation Coefficient	.852**	.901**	.899**	1.000
	Sig. (2-tailed)	.000	.000	.000	.
	N	203	203	203	203

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

**Source: Field Survey Data, 2019, SPSS 23 Output**

**Decision:** Table 4.4 above shows a Spearman Rank correlation coefficient of Facebook technique on Customer loyalty, innovativeness and market share. Firstly, Facebook technique has a strong and positive correlation relationship with customer loyalty (rho = 0.831). Secondly, Facebook technique has a strong and positive significant relationship with innovativeness at rho = 0.834. Thirdly, Facebook technique has a strong and positive significant relationship with market share (rho = 0.852). This result indicates that there is a strong and positive significant relationship between Facebook technique and marketing performance in Nigerian film industry. This implies that 83.1%, 83.4% and 85.2% of the respondents agreed that Facebook technique significantly determines the marketing performance in Nigerian film industry. Therefore, as stated in the decision rule we reject the null hypothesis and accept the alternate hypothesis, because the PV (0.000) <0.05 level of significance.

**DISCUSSION OF RESULTS**

The results supported all the three hypotheses formulated for the study. The test of hypothesis one shows that Facebook technique was positively related to customer loyalty in Nigerian film industry. The test of hypothesis two shows a positive and strong significant relationship between Facebook technique and innovativeness in Nigerian film industry. The result of the test of hypothesis three shows that Facebook technique has significant relationship with market share in Nigerian film industry.

Our findings is evidence in the study of Amue and Akekue, (2014) which opined that Facebook technique affect marketing performance positively. And also Constant Contact, (2011) and Kay, (2015) posit that Facebook technique will increase product awareness and popularity, which will influence market share, loyalty and profitability to the firm.

**CONCLUSIONS**

This study hunted to establish a nexus between Facebook technique and marketing performance in Nigerian film industry. The concept of Facebook technique and marketing performance, as used in this study, were discussed, and hypotheses formulated there from. The results of the test of the hypotheses show that Facebook technique has strong significant relationship with marketing performance. Thus, providing good service and quality delivery could be a means of gaining strong competitive advantage in Nigerian film industry.

**RECOMMENDATIONS**

- Marketers should use of this medium in attracting new customers and reaching the message of product to customers and promoting their products and services by influencing them and manipulating their behaviour towards their offers.
- The development or creation of social media marketing profiles on platforms such as Facebook should have purpose and have a clearly outline goal, which clearly state the brands business, mission and goals. Social media techniques such as Facebook should adopt strong messages and reflect knowledge in its line of business such that potential customers are attracted and inclined to make enquires.
- Marketers should invent new ways to lower their potential customers' level of perceived risk while using their Facebook platform.
- Marketers need to implement strategies to reduce the risk in order to enhance the adoption of social network sites as a communication and marketing tool.
- Marketer can use these medium for effective positioning of their product and services in the mind of customer especially for Nigerian film industry.

### **Suggestions for Further Studies**

The researcher suggests that other measures of marketing performance be considered in subsequent studies.

Lastly, studies such as this should be conducted in other geographical area in Nigeria to see the level of the generalization of these work findings. This in essence may lead to discovering and breaking into new knowledge frontiers.

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