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## PERFORMANCE EXPECTANCY AND USE OF SOCIAL MEDIA FOR MARKETING BY STAFF OF SELECTED PUBLISHING FIRMS IN SOUTH-WEST, NIGERIA

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# **PERFORMANCE EXPECTANCY AND USE OF SOCIAL MEDIA FOR MARKETING BY STAFF OF SELECTED PUBLISHING FIRMS IN SOUTH-WEST, NIGERIA**

## **Abstract**

Social media are platforms through which people of the different networks create, share and exchange information, ideas and also market products such as books in a virtual community. They are instruments for communication that do not just pass information but interact with customers. Since many benefits are derivable from the use of social media for marketing, it becomes imperative to investigate how book marketers use social media to achieve the objectives of their organisations. This study adopted a descriptive research design of correlational type. The population of the study was 212 marketing and sales staff of selected publishing firms. The total enumeration sampling technique was used to collect data from the respondents. A questionnaire was the instrument used for data collection and data collected were analysed through the use of descriptive statistics such as frequency distribution, percentages, mean and standard deviation. The hypothesis was tested at a 0.05 level of significance. The results showed the performance expectancy of staff of publishing firms in the use of social media for marketing to be high. There was also a significant relationship between performance expectancy and use of social media by the staff of publishing firms (Perceived usefulness  $r=0.150$ ,  $p<0.05$ , relative advantage  $r= 0.226$ ,  $p<0.05$  and outcome expectation  $r= 0.343$ ,  $p<0.05$ ). The study concluded that publishing firms should intensify efforts towards ensuring the proper and effective use of social media as well as providing ICT tools for effective marketing of published books.

**Keywords:** Marketing, Performance expectancy, publishing, Social media

## **Introduction**

Marketing is strategic to human existence. Marketing is the social-economic satisfaction of an individual's or organisation's existence, which stresses the satisfaction of customer's wants and needs while attaining organisational objectives (Biobaku, 2008). Upon the advent of social media, the marketing branches of publishing firms were constrained by the situation to change and make social media like Facebook, Twitter, LinkedIn, Instagram, YouTube, site, Blog, and so on, remain current with their clients and keep an edge over their rivals. This production of publishing firms' profiles on large numbers of the social media stages had achieved new freedoms for publishing firms to spread their message on a restricted financial plan, just as with clients and possible clients on a more accommodating level (Cowden, 2014). Among these new changes including the opportunity to acquire adherents that are told of the publishing firms' most recent update, share data with others, and the chance of making contests that help clients and potential clients get energized with the items and administrations they offer. With the utilization of social media by

distributers, the conceivable outcomes of catching a bigger portion of the overall industry, target new crowds and associate with clients are gigantic. New situations inside marketing divisions presently explicitly cooked for social media use for marketing, methodology and interchanges (Cowden, 2014).

Marketing in book publishing starts from the conception of a book idea. It could be described as the creative thinking aspect of sales. Book marketing is the process used to determine what book may be of interest to potential readers and the strategy to use in sales communication business development. Marketing is when you strategise, formulate, propose and execute through planning and intelligent thinking. Biobaku (2009) states that if there is no well-defined marketing strategy, an organisation's marketing activities will not be meaningful; therefore, will not be any desirable achievement.

Performance expectancy is a variable that could impact the utilization of social media for marketing among the staff of publishing firms. Performance expectancy alludes to the degree or degree to which an individual accepts that utilizing a framework will assist with accomplishing gains in work performance (Venkatesh et al. 2003). This factor is perceived to be a principal quality in affecting a singular's demeanour towards utilizing any framework (Chau, Stephens and Jamieson, 2004). Performance expectancy accepts that the overall performance of social media as far as upgrading deals turnover, admittance to more clients just as further developing client's connections will decide its utilization. Applying this development to publishing firms will fabricate the interest of staff in utilizing social media, they see that it will empower them to work on advancing the items and arriving at expected clients. This implies that an individual can just accept another framework with the positive attitude that it will work on his proficiency or nature of occupation yield (Snicker, 2013).

Performance expectancy has suggestions on the utilization of social media among the staff of publishing firms. This is essential because how the staff of publishing firms sees social media to be valuable in the arrangement of current and ideal data in improving their work will impact the utilization of the framework. Besides, they are probably going to be keen on looking at the expenses and advantages of utilizing social media. It gets the job done to say that a client will just utilize a framework because of the conviction that the framework can give replies to their inquiries. Nonetheless, if the staff of publishing firms see that social media may not increase the value of their obligations, they might decay the utilization of the framework. Accordingly, performance

expectancy addresses a basic factor in upgrading or frustrating the utilization of social media among the staff of publishing firms.

Nonetheless, with the multiplication of social media, advertisers are confronted with the hardships coming about because of how to utilize it to produce an incentive for their firms. While the significance of social media for brand and client relationship the board is generally perceived. Advertisers in Nigerian publishing firms will be unable to completely saddle social media to help African firms market and sell items and increment commitment with their brands (Adeleye, 2016). Data and Communication Technologies (ICTs) instruments have changed how distributors impart, work and market books. Likewise, the Internet upset is making another culture in learning. For instance, web 2.0 and the happening to web 3.0 permit clients to make content, exchange contemplations and offer information. As per Bourmarafi (2015), Facebook, Twitter, LinkedIn, Skype, YouTube, MySpace, and Google+, among others, are having an extensive effect in advancing the trading of information and making virtual scholarly networks.

Social media, as an important part of an integrated marketing campaign, focuses on combining all aspects of communication, advertising, public relations; and it has made customers have a unified interaction with products. This development presents staff of publishing firms all over the world with the opportunity to rely on the use of information systems such as social media and other innovations. Unfortunately, most Nigerian publishing firms still depend on the traditional marketing method whereas millions of Nigerians use social media every day for business transactions. Marketing is a very vital aspect of publishing and also evidence of the fact that book production and distribution is fast evolving the old style of publishing with the use of modern way of marketing through the use of social media such as Twitter, Facebook, LinkedIn, Instagram etc. Therefore, performance expectancy may be the factor that could influence marketers in publishing firms in the use of social media. This study will provide valuable insight into the influence of performance expectancy and use of social media by the staff of selected publishing firms in South-west, Nigeria.

### **Research questions**

The study will provide answers to the following research questions:

- i. What is the frequency of social media used for marketing by staff of selected publishing firms?
- ii. What is the perceived usefulness of social media for marketing by the staff of selected publishing firms?
- iii. What is the relative advantage of social media use for marketing by the staff of selected publishing firms?
- iv. What is the outcome expectation of social media use for marketing by the staff of selected publishing firms?

### **Hypothesis**

The null hypothesis was tested in the study at 0.05 level of significance:

Ho<sub>1</sub>: There is no significant relationship between performance expectancy and the use of social media for marketing by the staff of publishing firms in South-west, Nigeria.

From the foregoing, it is pertinent, therefore, to investigate the influence of performance expectancy and use of social media for marketing by the staff of selected publishing firms in South-west, Nigeria, which is a gap other studies reviewed so far in this study have not been able to fill.

### **Methodology**

The study adopted a descriptive research design of correlational type. The population of this study consisted of marketing and sales units of the selected publishing firms in Lagos and Oyo States that are duly registered with the Nigeria Publishers Association (NPA). The NPA directory of 2017 showed that there were 79 publishing firms in Lagos State, while Oyo State had 52, making a total of 131 registered publishing firms in both states. These states were selected because most of the registered firms in South-west, Nigeria were located there. These publishing firms was selected based on their level of multinational and indigenous and twenty percent of the registered publishing firms in the two states was used for the study population, which amounted to 16 and 10 publishing firms from Lagos and Oyo respectively. The publishing firms selected from Lagos and Oyo States were: Atlantic publishers Limited, Palm groove = 13, Cambridge University Press Nig. Ltd, Alausa, Ikeja = 10, CCS Books Limited, Broad street, Island = 9, Learn African Plc., Ikeja = 11, Pearson Educational Publications Limited, Ikeja = 10, Sterling Books Nigeria Limited, Ikeja = 15, University of Lagos Press, Yaba = 8, West African Book Publishing Limited, Ilupeju = 12,

Afem Publishers Limited, Oworonshoki = 5, Chosen Generation Books Ltd., Ikeja = 6, D'Sam Global Concept Ltd., Palm groove = 4, Havilah Books & Publishing Co., Ikeja = 7, Literamed Pub. Limited, Yaba = 5, Metropolitan Publishers Limited, Palm groove = 5, PANAF Publishing Inc., Bariga = 6, Peaceville Publishers, Epe = 7, African University Press (AUP) Limited, New Oluyole Industrial estate, Ibadan = 11, Evans Brothers (Nigeria Publishers) Limited, Jericho, Ibadan = 12, HEBN Publishers Plc., Jericho, Ibadan = 15, Spectrum Publishers Limited, Ring Road, Ibadan = 10, University Press Plc., Jericho, Ibadan = 12, Extension Publications Limited, Molete, Ibadan = 5, Fountain Publications Nigeria Limited, Kogi layout, Ibadan = 4, International Book Publishers, Old Gbagi, Ibadan = 3, Penthouse Publications, Old Bodija, Ibadan = 3 and Rasmed Publications, Old Gbagi, Ibadan = 4.

Therefore, the actual population of all the sales and marketing staff of the selected firms, which had a total of 212 staff. The total enumeration technique was used to ensure that all the relevant staff participated in this study. Two hundred and twelve (212) copies of the questionnaire were administered. The collected data were collated and analysed through the use of descriptive statistics percentages such as frequency distribution, percentages, mean and standard deviation.

**Results**

Twenty-six publishing firms were selected from Lagos and Oyo States and a total of 212 copies of the questionnaire were administered with a 100% response rate.

**Table 1: Distribution of respondents by Gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	117	55.2
Female	95	44.8
Total	212	100

Table 1 showed the distribution of respondents by gender. Of the 212 respondents, 117 (55.2%) were male while 95 (44.8%) were female. This means that more males participated more in the study than their female counterparts. This could be an indication that there are more males than females in the book publishing industry.

**Table 2: Educational qualification of the Respondents**

<b>Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
OND	56	26.4
HND	56	26.4
BA/BS.C/B.ED	58	27.4
MA/M.SC./M.ED	42	19.8
PhD	--	--
Total	212	100

Table 2 showed the distribution of respondents by educational qualification. The distribution ranked Bachelor degree holders highest with 58 (27.4%), followed by OND and HND holders with 56 (26.4%) respectively, while M.A/M.SC. /M.Ed was ranked the lowest with 42 (19.8%). This implies that most publishing firms employ more of BA/BS.C/B. Ed holders. The reason for this is that staff do not stay long in publishing firms and once they leave, new people will be employed to replace those who left.

**Table 3: Distribution of respondents by job status**

<b>Designation</b>	<b>Frequency</b>	<b>Percentage</b>
Distribution Manager	50	23.6
Marketing Manager	64	30.2
Sales Manager	55	25.9
Sales Representative	43	20.3
Total	212	100

Table 3 showed the distribution of the respondents by job status. The analysis shows that marketing managers formed the highest group with 64 respondents, which gave 30.2%, 50 (23.6%) were distribution managers, 55 (25.9%) were sales managers and the rest 43 (20.3%) were sales

representative. This means that marketing managers participated more in the study than their counterparts.

**Research Question One:** What is the frequency of social media used for marketing by staff of selected publishing firms?

The results on the frequency of social media used for marketing by staff of selected publishing firms as presented in Table 4.

**Table 4: Social media used by staff of selected publishing firms**

S/N	Social media	Daily	Weekly	Monthly	Occasionally	Never used
i	WhatsApp	164(77.4%)	28(12.2%)	8(3.8%)	9(4.2%)	3(1.4%)
ii	LinkedIn	92(43.4%)	87(41.0%)	11(5.2%)	15(7.1%)	7(3.3%)
iii	Twitter	122(57.5%)	67(31.6%)	8(3.8%)	12(5.7%)	3(1.4%)
iv	Facebook	188(88.7%)	13(6.1%)	11(5.2%)	0(0%)	0(0%)
v	Yahoo	76(35.8%)	98(46.2%)	18(8.5%)	15(7.1%)	5(2.4%)
vi	Google +	148(69.8%)	29(13.7%)	14(6.6%)	17(8.0%)	4(1.9%)
Vii	YouTube	143(67.5%)	39(18.4%)	12(5.7%)	16(7.5%)	2(0.9%)
viii	Blogs	146(68.9%)	25(11.8%)	22(10.4%)	11(5.2%)	8(3.8%)

On the use of social media by staff of selected publishing firm, 164 (77.4%) claimed they use WhatsApp daily, 28 (12.2%) claimed weekly, 8 (13.8%) claimed monthly, 9 (4.2%) claimed occasionally and the rest 3 (1.4%) claimed never used. Ninety-two (43.4%) claimed they use LinkedIn daily, 87 (41.0%) claimed weekly, 11 (5.2%) claimed monthly, 15 (7.1%) claimed occasionally and the remaining 7 (3.3%) claimed never used. One hundred and twenty-two (57.5%) claimed they use Twitter daily, 67 (31.6%) claimed weekly, 8 (3.8%) claimed monthly, 12 (5.7%) claimed occasionally and the rest 3 (1.4%) claimed never used. One hundred and eighty-eight (88.7%) claimed they use Facebook daily, 13 (6.1%) claimed they use it weekly, 11 (5.2%) use it monthly, none claimed occasionally and never used.

Furthermore, seventy-six (35.8%) claimed they use Yahoo daily, 98 (46.2%) claimed weekly, 18 (8.5%) claimed monthly, 15 (7.1%) claimed occasionally and the rest 5 (2.4%) claimed never used. One hundred and forty-eight (69.8%) claimed they use Google + daily, 29 (13.7%) claimed weekly, 14 (6.6%) claimed monthly, 17 (8.0%) claimed occasionally and the rest 4 (1.9%) claimed never used. One hundred and forty-three (67.5%) claimed they use they use YouTube



daily, 39 (18.4%) claimed weekly, 12 (5.7%) claimed monthly, 16 (7.5%) claimed occasionally and the rest 2 (0.9%) claimed never used.

Also, 146 (68.9%) claimed they use Blogs daily, 25 (11.8%) claimed weekly, 22 (10.4%) claimed monthly, 11 (5.7%) claimed occasionally and the remaining 8 (3.8%) claimed never used.

**Research Question Two:** What is the perceived usefulness of social media for marketing by the staff of selected publishing firms?

The results on the perceived usefulness of social media for marketing by the staff of selected publishing firms as presented in Table 5.

**Table 5: Perceived usefulness of social media for marketing by the staff of selected publishing firms**

S/N	Items	Agreed	Disagreed	Mean	Std. Dev
	<b>Perceived usefulness</b>				
i.	I believe that the functions of social media tools will be useful to me in marketing my products.	205(96.7%)	7(3.3%)	3.4151	.59009
ii.	I believe that social media helps increase my job performance as a marketer and a sales rep.	206(97.2%)	6(2.8%)	3.3774	.57520
iii.	I believe that social media will be useful in sharing information with my customers.	210(99.1%)	2(0.9%)	3.4340	.55107
iv.	I believe that social media will be useful in carrying out marketing and reader services with customers.	206(97.2%)	6(2.8%)	3.4151	.58200
v.	I believe that social media will be user-friendly in carrying out business activities.	192(90.6%)	20(9.4%)	3.3443	.64530

Table 4 presents the interpretation of data collected on the Perceived usefulness of social media to marketing and sales staff of selected publishing firms in South-west, Nigeria. On the perceived usefulness of social media, 205 (96.7%) agreed that they believed that the functions of social media would be useful to them. Two hundred and six (97.2%) agreed that they believe that social media will be useful in increasing their job performance. Almost all respondents, 210 (99.1%) agreed that they believed that social media would be useful in sharing information with customers. Also, 206 (97.2%) agreed that they believed that social media would be useful in carrying out marketing and reader services with customers. Finally, 192 (90.6%) believed that social media would be user friendly in carrying out their business activities.

**Research Question Three:** What is the relative advantage of social media use for marketing by the staff of selected publishing firms?

The results on the relative advantage of social media use for marketing by the staff of selected publishing firms as presented in Table 6.

**Table 6: Relative Advantage of social media use for marketing by the staff of selected publishing firms**

S/N	Relative advantage	Agreed	Disagreed	Mean	Std. Dev
i.	I believe that social media marketing is better than traditional way of marketing.	188(88.7%)	24(11.3%)	3.2170	.66039
ii.	I believe that using social media for marketing will be cheaper than traditional marketing.	197(92.9%)	15(7.1%)	3.2642	.62797
iii.	I believe that using social media for marketing will increase my productivity in marketing and sales.	200(94.3%)	12(5.7%)	3.3019	.60283
iv.	I believe that social media will increase my job performance in marketing and sales	196(92.5%)	16(7.5%)	3.3821	.66764
v.	I believe that using social media for marketing will enable me to accomplish online marketing tasks more quickly.	200(94.3%)	12(5.7%)	3.3349	.58099

Findings on the relative advantage of social media use for marketing by the staff of selected publishing firms in South-west, Nigeria showed that 188 (88.7%) agreed that social media marketing is better than the traditional way of marketing. Also, 197 (92.9%) agreed that using social media for marketing will be cheaper than traditional marketing. Furthermore, 200 (94.3%) agreed that using social media for marketing will increase their productivity in marketing. One hundred and Ninety-six (92.5%) agreed that social media would increase their job performance in marketing and sales. Finally, 200 (94.3%) agreed that using social media for marketing would enable them to accomplish online marketing tasks more quickly.

**Research Question Four:** What is the outcome expectations of social media use for marketing by the staff of selected publishing firms?

The result on the outcome expectations of social media use for marketing by the staff of selected publishing firms are contained in Table 7 below.

**Table 7: Outcome Expectations of social media use for marketing by the staff of selected publishing firms**

S/N	Outcome expectations	Agreed	Disagreed	Mean	Std. Dev
i.	If I use social media for marketing, it will increase my chances of getting a raise in remuneration.	196(92.5%)	16(7.5%)	3.2736	.59274
ii.	I have time to relax when using social media for marketing.	183(86.3%)	29(13.7%)	3.1651	.73897
iii.	I will generate more income for my publishing firm when social media is used for marketing.	184(86.8%)	28(13.2%)	3.2217	.66240
iv.	Effective use of social media for marketing could fast track my promotion.	189(89.2%)	23(10.8%)	3.1557	.69481
v.	Social media helped me to achieve marketing and sales targets quickly.	190(89.6%)	22(10.4%)	3.2642	.75792

The findings of this study showed the outcome expectations of social media use for marketing by the staff of selected publishing firms in South-west, Nigeria. From the data collected 196 (92.5%) agreed that if they use social media for marketing, it would increase their chances of getting a raise in remuneration. No less than 183 (86.3%) agreed that they had time to relax when using social media for marketing. Furthermore, 184 (86.8%) agreed that they would generate more income for their publishing firms when social media was used for marketing. Also, 189 (89.2%) agreed that effective use of social media for marketing could fast track their promotion. One hundred and Ninety (89.6%) agreed that social media helped them to achieve marketing and sales targets.

## Hypothesis

### Relationship between performance expectancy and use of social media

Table 8: Pearson correlation table showing the relationship between performance expectancy (perceived usefulness, relative advantage and outcome expectation) and use of social media

		Use of social media	Perceived usefulness	Relative advantage	Outcome expectation	Mean	SD
Use of social media	Pearson Correlation	1	.150*	.226**	.343**	45.30	2.91
	Sig. (2-tailed)		.029	.001	.000		
	N	212	212	212	212		
Perceived usefulness	Pearson Correlation	.150*	1	.303**	.198**	17.00	1,61
	Sig. (2-tailed)	.029		.000	.004		
	N	212	212	212	212		
Relative advantage	Pearson Correlation	.226**	.303**	1	.438**	16.50	1.59
	Sig. (2-tailed)	.001	.000		.000		
	N	212	212	212	212		
Outcome expectation	Pearson Correlation	.343**	.198**	.438**	1	16.08	2.44
	Sig. (2-tailed)	.000	.004	.000			
	N	212	212	212	212		

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

\*\*. Correlation is significant at the 0.01 level (2-tailed).

The result indicated that the three sub-constructs of performance expectancy have positive correlations with social media use by staff of publishing firms. Perceived usefulness  $r=0.150$ ,  $p<0.05$ , relative advantage  $r= 0.226$ , and outcome expectation  $r= 0.343$ ,  $p<0.05$ .) as presented in Table 4. This implies that since the indices of performance expectancy have positive linear correlations with social media use, it follows that there is a significant relationship between performance expectancy and social media use for marketing by the staff of publishing firms in South-west Nigeria.

### Discussion of findings

The frequency of social media used for marketing by staff of selected publishing firms indicated that higher proportions of them made of this social media on a daily and weekly basis. The study found out that most of the staff made use of WhatsApp, LinkedIn, Twitter, Facebook, Yahoo, Google +, YouTube and blogs every day and weekly. This result corresponds with the research carried out by Benady (2014), who opines that YouTube is the third most visited social on the Internet with about 2,000,000,000 video views per day worldwide; 829,440 videos are uploaded each day and an average Internet user spends 900 seconds on YouTube per day.

The outcome on performance expectancy of marketing staff in the utilization of social media for marketing by the staff of publishing firms in South-west Nigeria demonstrated that their performance expectancy in the utilization of social media was high. The discoveries further showed that huge quantities of staff of publishing firms accepted that social media is valuable to them. It could likewise expand their hands-on performance. This review is in relationship with Taiwo and Downe (2013), who contend that the capacity of the framework to help clients to accomplish assignments rapidly will propel clients to take on it. Besides, it is upheld by research directed by Hanson et al (2011) who accepted that social media would further develop performance in wellbeing advancement. With regards to working a publishing firm; the staff of publishing firms accepts that social media would upgrade their work performance in working a business that would assist them with acquiring advantages like further developed efficiency, viability and efficient. Performance expectancy is regarding whether the staff of publishing firms accepts that utilizing social media to work their online business will work on their performance. The performance on the reception of social media use is whether the staff gets and changes data about their business on schedule and if they can spread the data quicker than the customary media. The staff of publishing firms accepts that the data on social media will inspire them to work their online business. Performance expectancy has gotten a lot of consideration from a few creators and specialists from various fields of human undertakings (Khayati and Zouaoui, 2013). A portion of these studies as brought up by Rogers (2003) endeavoured to recognize and utilize it to clarify data framework reception and use.

On the relative benefit, most of the publishing firms concurred that social media marketing is superior to the conventional method of marketing. They likewise accepted that utilizing social media for marketing is less expensive than customary marketing and that social media use could expand their usefulness and it could likewise assist them with achieving internet marketing errands all the more without any problem. This work supports Tabassum et al (2015) who note that in publishing firms, the general benefit discloses how much it saw the utilization of social media for marketing is valuable to the client than ordinary marketing.

On outcome expectations, the greater part of the marketing staff of publishing firms examined asserted that they could produce more pay for publishing firms when they utilize social media for marketing and that social media could likewise assist them with accomplishing marketing targets rapidly. This review upholds Khayati and Zouaoui (2013), who note that staff of

publishing firms accepted that the data on social media will inspire them to work their online business better. It very well may be finished up from the discoveries that apparent convenience; relative benefit and result assumption positively affect the utilization of social media for marketing by the staff of chosen publishing firms in South-west Nigeria.

The aftereffect of a trial of the connection between performance expectancy and utilization of social media for marketing showed that performance expectancy is related emphatically with the utilization of social media for marketing by the staff of publishing firms. Seen handiness  $r=0.150$ ,  $p<0.05$ , relative benefit  $r= 0.226$ , and result assumption  $r= 0.343$ ,  $p<0.05$ .). This infers that since the lists of performance expectancy have positive straight connections with social media use, it follows that there is a huge connection between performance expectancy and social media use for marketing by the staff of publishing firms in South-west Nigeria. The finding embodies the situation of Ghalandari (2012); Rahman, Jamaludin and Mahmud (2011); Dash et al., (2011); that a beneficial outcome exists among performance expectancy on clients' conduct expectation to utilize the administrations. One of the primary reasons for utilizing social media in marketing is as a specialized apparatus that makes the organizations available to those keen on their item and makes them appear to the people who don't have a clue about their items (Neti, 2011). These organizations utilize social media to make a business and gain from and target clients. The main type of marketing can finger buyers at each phase of the shopper choice excursion (Saravanakumar and Suganthalakshmi, 2012). Marketing through social media has different advantages too. This implies that in case of marks are less or non-dynamic on social media, they will in general appear less on Google look (Mahapatra, 2013). Therefore, the study submitted that performance expectancy is both an individual and collective predictor of marketing staff of publishing firms in South-West, Nigeria.

## **Conclusion**

The study concludes that performance expectancy individually and collectively influences the use of social media for marketing by the staff of publishing firms in Nigeria. The study also found perceived usefulness, relative advantage and outcome expectations to be significantly contributing to the use of social media among the staff of publishing firms. Therefore, performance expectancy is a significant predictor of staff of publishing firms' use of social media in Nigeria. Therefore,

publishing firms must provide all the necessary gadgets and Internet facilities to marketers and sales representatives to facilitate ease of social media use for marketing purposes.

### **Recommendations**

1. Management of publishing firms should intensify efforts towards ensuring the proper and adequate use of social media by providing ICT facilities that can aid the effective use of social media for marketing by sales and marketing staff.
2. The management of publishing firms should encourage sales and marketing staff to utilise social media tools for marketing due to their relative advantages through in-service training and refresher courses on the use of social media tools.
3. Since social media could help marketers to generate more income for the publishing firms, management should motivate them and create an avenue for capacity building so that they could learn more on how to maximise the use of relevant social media for marketing.
4. Management of publishing firms should invest in blog sites, social media accounts and high-speed internet bandwidth to ease off the difficulties resulting from performance expectations and actual use of social media for marketing.

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