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SOCIAL WEB ADVERTISING AND ORGANIZATIONAL PRODUCTIVITY OF FISH FARMS IN RIVER STATE

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Abstract

The study ascertained the relationship between social web advertising and organizational productivity of fish farms in Rivers State. The objective of the study was to investigate the relationship between the dimensions of social web advertising, such as content creation and social media campaign, and organizational productivity of fish farms in Rivers State, especially in terms of output level and time minimization. The study was anchored on Diffusion of Innovation Theory. The population of the study consisted of sixteen (16) operational registered fish farms in Rivers State. The entire population of sixteen (16) operational registered fish farms in Rivers State was covered without sampling, which made the study a census research. As pertaining to respondents, seventy-seven (77) top level managers which cut across Managing Director, Marketing Manager, Human Resource Manager, Chief Financial Officer, ICT Managers, and Business Development Manager, were selected from each of the 16 fish farms based on existence or availability. Cronbach Alpha was used to ascertain the reliability of the instrument. Seventyseven (77) copies of the questionnaire were administered and 71 copies were retrieved. The primary data obtained from the field were analyzed using Pearson Product Moment Correlation in SPSS version 27.0 for the bivariate analysis. The study found that there is a significant positive relationship between the dimensions of social web advertising, such as content creation and social media campaign, and measures of organizational productivity of fish farms in Rivers State, being output level and time minimization. The study concluded that the strategic fusion of compelling content and targeted digital campaigns is a decisive force that transforms productivity from a mere goal into a sustained competitive advantage. Therefore, the study recommended amongst others that fish farm managers in Rivers State should intensify their use of social web advertising platforms, such as Facebook, Instagram, and X, to promote their products, engage directly with customers, and receive instant feedback that can inform quality improvements, hence promoting productivity in the long run.

Key Words: Social Web Advertising, Content Creation, Social Media Campaign, Organizational Productivity, Output Level, Time Minimization.

Introduction

Organizational productivity remains a fundamental driver of business sustainability, reflecting an enterprise's ability to efficiently transform inputs into valuable outputs while maintaining operational speed and effectiveness. In the context of aquaculture, productivity is often assessed by the volume of fish produced and the efficiency with which production cycles are completed to meet market demand. Abdul et al. (2017) describe productivity as a function of how well organizational processes, human effort, and supporting systems are aligned to achieve desired outcomes. However, many fish farms in Rivers State continue to face challenges such as slow sales cycles, limited market reach, and inefficiencies that hinder output expansion and timely turnover. These

constraints are not solely production-related but are increasingly linked to weak marketing structures and poor customer engagement. Studies such as Ejabefio and Lawrence (2018) emphasize that innovation, particularly in business processes, significantly enhances performance by improving efficiency and reducing delays. In this regard, the adoption of social web advertising offers a strategic pathway for fish farms to stimulate demand, improve sales velocity, and ultimately enhance productivity in terms of output level and time minimization.

Expanding on this, social web advertising has emerged as a powerful digital tool that enables organizations to promote products, engage customers, and drive business growth through online platforms. It encompasses activities such as content creation and social media campaigns, which are designed to attract, inform, and influence target audiences in real time. Content creation involves developing relevant and engaging digital materials, such as images, videos, and posts, that communicate product value, while social media campaigns focus on strategically distributing this content to maximize reach and customer interaction. According to Obetta et al. (2023), digital communication technologies significantly enhance business visibility and operational responsiveness, especially in emerging markets. Similarly, Olatunji and Ogunremi (2015) noted that innovation in fish farming extends beyond production techniques to include market engagement strategies that influence sales and growth. By leveraging social web advertising, fish farms can expand their customer base, accelerate product turnover, and reduce the time between production and sales, thereby improving overall organizational productivity. Though the increasing relevance of digital marketing in modern business environments, there is still limited empirical attention on how social web advertising specifically influences the productivity of fish farms in Rivers State. While prior studies have explored innovation and performance in sectors such as banking and general agriculture (Ejabefio & Lawrence, 2018; Obetta et al., 2023), few have directly examined the role of content creation and social media campaigns in enhancing output levels and reducing operational delays in aquaculture. This gap is particularly important given the growing reliance on digital platforms for business growth and customer engagement. As Saleh and Yusoff (2019) assert, the impact of innovation on organizational performance is most meaningful when it aligns with specific contextual and strategic needs. Therefore, this study seeks to bridge this gap by investigating the relationship between social web advertising and organizational productivity of fish farms in Rivers State, providing insights that can support more effective marketing strategies and sustainable business growth in the aquaculture sector.

Statement of Problem

A lot of fish farms in Rivers State continue to experience suboptimal productivity levels, manifested in limited output and prolonged production cycles, largely due to weak market visibility and inadequate adoption of modern promotional strategies. Despite improvements in farming techniques, the inability to effectively reach customers, communicate product value, and sustain demand has constrained both production expansion and operational efficiency. Traditional marketing approaches, which are often informal and poorly structured, fail to support timely sales turnover, thereby affecting production planning and overall performance. Empirical evidence suggests that digital marketing practices significantly enhance organizational outcomes by improving customer engagement and accelerating business processes (Ejabefio & Lawrence, 2018; Abdul et al., 2017). In this regard, social web advertising, particularly through content creation and social media campaigns, offers a strategic avenue for fish farms to boost visibility, stimulate demand, and ultimately improve output levels while minimizing time-related inefficiencies. Thus, the persistent productivity concerns among fish farms in Rivers State underscore the need to embrace social web advertising as a driver of improved organizational performance.

From another standpoint, existing literature reveals a paucity of studies that specifically examine the relationship between social web advertising and organizational productivity within the context of fish farms in Rivers State. Although prior studies have explored innovation and performance across different sectors, such as Olatunji and Ogunremi (2015) on fish farming practices, Obetta et al. (2023) on ICT adoption in aquaculture, and Ejabefio and Lawrence (2018) on organizational

performance in the banking sector, these studies do not directly address how digital advertising strategies, particularly content creation and social media campaigns, influence output level and time minimization in fish farming operations. This indicates a clear contextual and conceptual gap in the literature. Therefore, this study is designed to fill this gap by providing empirical evidence on how social web advertising contributes to enhancing the productivity of fish farms in Rivers State, thereby offering both theoretical relevance and practical insight.

Conceptual Framework

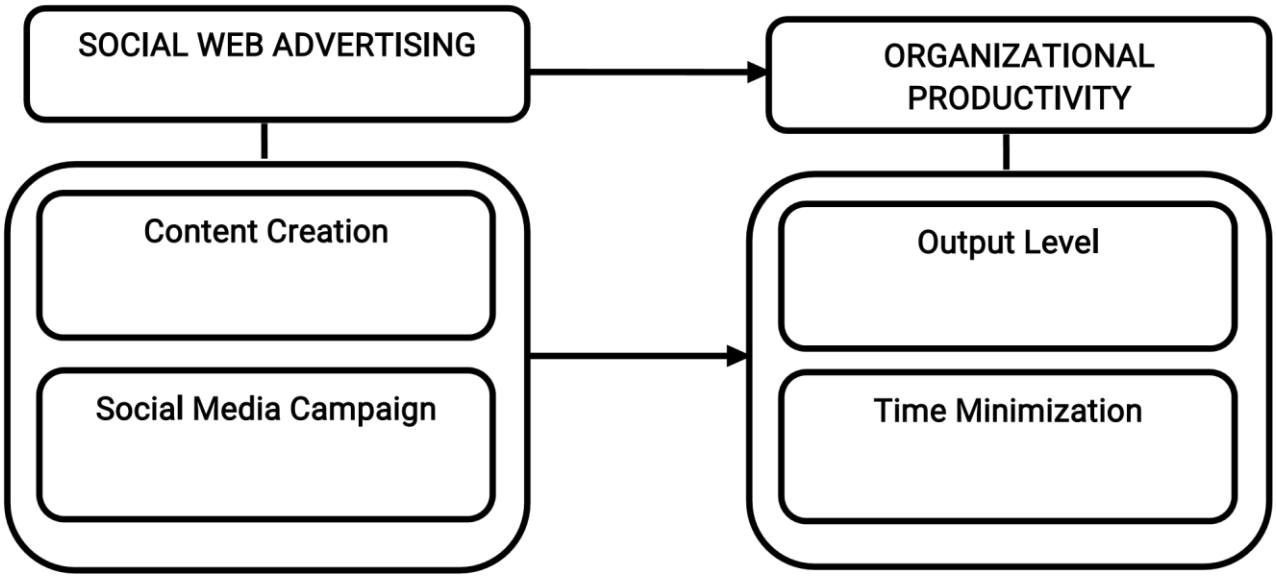

Fig. 1: Conceptual framework showing relationship between Social Web Advertising and Organizational Productivity.
Source: Researchers' Concept, 2026.

Aim and Objectives of the Study

The aim of the study was to ascertain the relationship between social web advertising and organizational productivity of fish farms in Rivers State. Explicitly, the study intended to:

1. determine the relationship between content creation and output level of fish farms in Rivers State.
2. explore the relationship between content creation and time minimization of fish farms in Rivers State.
3. investigate the relationship between social media campaign and output level of fish farms in Rivers State.
4. determinethe relationship between social media campaign and time minimization of fish farms in Rivers State.

Research Hypotheses

Ho_1: There is no significant relationship between content creation and output level of fish farms in Rivers State.

Ho_2: There is no significant relationship between content creation and time minimization of fish farms in Rivers State.

Ho_3: There is no significant relationship between social media campaign and output level of fish farms in Rivers State.

Ho_4: There is no significant relationship between social media campaign and time minimization of fish farms in Rivers State.

Theoretical Foundation

This study is mainly anchored on Diffusion of Innovation Theory. Rogers' (1962) Diffusion of Innovation Theory is the theoretical framework in which this work is anchored on. This theory postulates that individuals and social systems will adopt new technologies and innovative ideas at different points and that the point an innovation is accepted into a system determines subsequent outcomes of the system. The assumptions of the theory are as follows:

i. In a social system, there will always be a disparity in the level and time at which individuals within a given social system adopt new ideas, techniques, and technology.

ii. Individuals and arms of institutions that adopt innovations early will naturally outperform late adopters and the laggards (Odu, 2017).

Implications/Justification of Diffusion of Innovation Theory to the Study

The Diffusion of Innovation Theory is justified for this study because it explains the process linking digital innovativeness, such as social web advertising to productivity. It highlights how relative advantage, compatibility, and trialability influence technology uptake. Empirical findings show that farmers who find innovations compatible with existing practices are more likely to adopt them and improve yields (Onuche et al., 2020; Obiero et al., 2019). Thus, the theory provides a sound framework for understanding how social web advertising and other digital innovations spread and enhance productivity in Rivers State fish farms.

Concept of Social Web Advertising

Social media advertising is an integrated approach towards marketing through social media tools to monitor and facilitate interaction, participation and sharing within online communities (Bullock, 2024). Commercial value can be achieved by encouraging and managing both positive and negative sentiments toward your company and its brands. Social media, encompassing digital platforms like Facebook, Twitter, Instagram, and LinkedIn, provides an environment where individuals and organizations can create, share, and interact with content. It is a space for online conversation, community engagement, and networking. The strategic application of these platforms to promote products, services, or brands to specific audiences is social media marketing. As a subset of digital marketing, it utilizes the expansive and interactive nature of social media to achieve business objectives. Furthermore, social web advertising in this study has dimensions such as content creation and social media campaign.

Content Creation

Content Creation: According to Pulizzi (2023), content creation refers to the strategic process of producing valuable, relevant, and consistent material across digital platforms to attract and retain a clearly defined audience. This definition emphasizes that content creation is not just about producing media, it is about delivering meaningful narratives that align with brand identity and audience expectations. As noted by Du Plessis (2022), high-quality content underpins digital marketing effectiveness by improving visibility, credibility, and consumer engagement across social and web-based ecosystems. In the context of social web advertising for fish farming, content creation acts as a vital indicator of digital innovativeness and brand differentiation. Through compelling videos, infographics, live streams, and sustainability stories, fish farms can connect directly with consumers, showcasing their production methods and environmental stewardship (Ben Hassen et al., 2025).

Social Media Campaign

Social Media Campaign: A social media campaign represents a coordinated digital marketing effort aimed at achieving specific objectives through social networking platforms. It is typically structured around themes, messages, or events that engage audiences and promote brand visibility. According to Tuten and Solomon (2023), a social media campaign refers to a strategic series of actions carried out across one or more social platforms to achieve measurable marketing or communication goals

through targeted engagement and content dissemination. Similarly, Duffett (2023) defines a social media campaign as a planned and data-driven effort to create, distribute, and optimize content that encourages audience interaction and drives desired behavioral outcomes such as awareness, conversion, or advocacy. These definitions emphasize that social media campaigns combine creativity, analytics, and digital strategy to enhance customer relationships and market impact.

Concept of Organizational Productivity

Conceptually, organizational productivity refers to the capacity of an organization, institution, or business to produce desired results with a minimum expenditure of energy, time, money, personnel, materiel, etc. Productivity is a measure of the quantity and quality of work done, considering the cost of the resources used (Millar, 2017). According to Mathis and John (2017), productivity is a measure of the quantity and quality of work done, considering the cost and human resources utilized. According to Ben Hassen et al. (2025), organizational productivity can be defined as "the capacity of an institution to effectively utilize available resources to achieve optimal performance and sustainable outcomes in a dynamic environment." The more productive organization is, the better its competitive advantage. This is because of the efficiency of the resources that have been used. McNamara (2018) further affirms that, results are usually the final and specific outputs desired from the employee. They may be in terms of financial accomplishments, impact on a community; and so, whose results are expressed in terms of cost, quality, quantity or time.

Organizational productivity in the context of fish farms extends beyond simple output measurement to include ecological efficiency, resource sustainability, and technological adoption. Modern aquaculture enterprises increasingly rely on digital tools, automation, and smart management systems to enhance yields while minimizing environmental impacts (Meynard et al., 2025). As Arthur (2024) noted, productivity in aquaculture depends on how effectively fish farms coordinate production processes, apply sustainable feeding strategies, and manage water quality. These actions directly influence profitability, fish health, and environmental resilience. Hence, for fish farms, organizational productivity represents not just operational efficiency but a holistic indicator of innovation, sustainability, and adaptive management within the evolving blue economy. This study measured organizational productivity of fish farms using output level and time minimization.

Output Level: Output level includes measures of the quality and efficiency of production by companies, people and machines (Reference.com, 2020). Output is often compared to input, or the cost to generate the output, to determine the potential profitability of a production process or activity. In fish farming, output level functions as a direct measure of organizational productivity, reflecting both the volume and quality of fish produced within a specific cycle. Abebe et al. (2023) emphasize that output in aquaculture depends on factors such as feed conversion efficiency, water quality management, and disease control. A higher output level indicates that a farm effectively optimizes inputs like feed, labor, and technology to maximize production, while maintaining sustainability standards (Alhassan et al., 2024). Moreover, Meynard et al. (2025) argue that innovations such as digital monitoring systems and automated feeding technologies have significantly improved output levels in aquaculture by enhancing precision and reducing waste. Therefore, in the context of fish farms, output level not only measures productivity but also serves as a strategic indicator of operational efficiency, innovation adoption, and sustainable resource management.

Time Minimization

Time Minimization: In this work's concept, time minimization is the ability to maximize time in relation to tasks and responsibilities. Wellington (2016) holistically gives an intensive meaning of time minimization. To him, time minimization means to manage time in the best possible manner with the least waste of time and effort. Minimizing time is critical to an organization's productivity and success. Many managers have whirled away precious time at the workplace by not setting their priorities right or perhaps through getting distracted unnecessarily. This leads to inefficient time

usage, which is capable of altering an organization's daily, weekly, or monthly programme(s). It is therefore very pertinent that managers be meticulous with time usage, knowing they do not have all the time to take care of the task or project at hand. Knowing also that this contributes immensely to the productivity of the organization by measuring it through delivery time and job completion time.

Methodology

The study embraced the explanatory cross-sectional survey research design. The population of the study comprised of sixteen (16) operational registered fish farms in Rivers State. The entire population of sixteen (16) operational registered fish farms in Rivers State was covered without sampling, which made the study a census research. Concerning respondents, seventy-seven (77) top level managers which cut across Managing Director, Marketing Manager, Human Resource Manager, Chief Financial Officer, ICT Managers, and Business Development Manager, were selected from each of the 16 fish farms based on existence or availability. The details of the population and sample are given in the table below:

Table 1:-Study Population/Sample

S/N	Fish Farms and their Addresses in Rivers State.	No. of Managers
1.	D'Perfect Farm, Otogbo Obiakpor, Port harcourt, Rivers State.	5
2.	Dapco Fisheries Limited, 85 Creek Road, Opposite New Layout Market, Port Harcourt, Rivers State.	4
3.	E.Promzy Enterprise, Plot 2 Eke's Close, Behind Humanity Hotel, Roupkowu, Portharcourt, Rivers State.	5
4.	Lorbari Farms Nigeria Ltd, HC 18 Road 2 Rumuobikani, Port Harcourt, Rivers Nigeria.	4
5	Samdiri Fishery Nigeria Ltd, Km 16 East west road, Rumuomasi Port Harcourt, Rivers Nigeria.	5
6.	Yanki Integrated Fish Farms, No. 9 Craystal Crescent Amadi	5
7.	Ama Road, Abuloma Port Harcourt, Rivers Nigeria.	
8.	Co-OP Fish Farm Onward Fisheries Ltd, 5/7, Trans Amadi Ind. Layout, Rivers Port Harcourt, Rivers.	5
9.	Dayspring Fish Farm, Off East West Road, 10 Manuye avenue, Rumudara, Port Harcourt 500102, Rivers.	6
10.	God's Time Fish Farm, Igwuruta 511101, Rivers.	4 1 0.
11.	Steady Catch farms international, 8 unity street, off Iwowari	5
12.	Avenue, Port Harcourt.	
11.	First Fish Academy, AKA Eliozu, No 1a Primegate Avenue, G	4
12.	U Ake Road, New Road, Port Harcourt.	
13.	Catfish Farm Enterprise, No. 6 Bedrock Close by Azumini off	5
14.	pipeline Mbano Camp, Oyigbo 502103.	
15.	Joefus Farms Limited, New Road, Off Ada-George Road, Port Harcourt, Rivers.	4
16.	PURFECT POND FISHERIES, No 4 Isreal close, Omuachi Omunwei Igwurutta, Port Harcourt 511101, Rivers.	5
17.	Fish and Poultry Farm, R/S, 8 overcomers close, off Markason road, Umuebulu IV.	6
18.	Ami Farms, Harry Ihunwo Lane, Port Harcourt, Rivers State, Nigeria.	5
	Total	**77**

Source: Rivers State Corporate Affairs Commission, 2025/Researcher's Computation, 2025.

The study adopted a structured questionnaire titled "Social Web Advertising and Organizational Productivity Questionnaire" (SWAOPQ)." It was designed in four-point Likert scale with the following response options: Strongly Agree (SA) =4; Agree (A) = 3; Disagree (D) = 2; and Strongly Disagree (SD) = 1. The instrument was validated by the supervisor and two other experts in the Office and Information Management Department of Ignatius Ajuru University of Education, Port Harcourt. The reliability of the instrument was ascertained using Cronbach Alpha, with the least coefficient up to 0.776. Out of seventy-seven (77) copies of the validated questionnaire that were administered, the researcher was able to retrieve 71 copies. The test of hypotheses was done using Pearson Product Moment Correlation in SPSS Version 27.0.

Results

Content Creation and Organizational Productivity

Ho_1: There is no significant relationship between content creation and output level of fish farms in Rivers State.

Ho_2: There is no significant relationship between content creation and time minimization of fish farms in Rivers State.

Table 2: Correlations between Content Creation and Organizational Productivity

			Content Creation	Output Level	Time Minimization
Correlation	Content Creation	Coefficient	1.000	0.833**	0.771**
		Sig. (2-tailed)	.	.000	.000
		N	71	71	71
Pearson	Output Level	Coefficient	0.080303**	1.000	0.600008**
		Sig. (2-tailed)			
		N	71	71	71
Correlation	Time Minimization	Coefficient	0.771**	0.608**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	71	71	71

Source: SPSS Output, 2026

Column two of table 2 above shows r value of 0.833 at a significant level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating content creation and output level. Since the significant level is less than the alpha level of 0.05, the null hypothesis (Ho_1) which states that there is no significant relationship between content creation and output level of fish farms in Rivers State, was rejected. This implies that there is a very strong positive relationship between content creation and output level of fish farms in Rivers State. Column three of table 2 above shows r value of 0.771 at a significant level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating content creation and time minimization. Since the significant level is less than the alpha level of 0.05, the null hypothesis (Ho_2) which states that there is no significant relationship between content creation and time minimization of fish farms in Rivers State, was rejected. This implies that there is a strong positive relationship between content creation and time minimization of fish farms in Rivers State.

Social Media Campaign and Organizational Productivity

Ho_3: There is no significant relationship between social media campaign and output level of fish farms in Rivers State.

Ho_4: There is no significant relationship between social media campaign and time minimization of fish farms in Rivers State.

Table 3: Correlations between Social Media Campaign and Organizational Productivity

		Social Media	Output Level	Time

			Campaign		Minimizatio n Correlation
	Social Media Campaign	Coefficient	1.000	0.721**	0.994**
		Sig. (2-tailed)	.	.000	.000
		N	71	71	71
Correlation					
Pearson	Output LevelCSioge.f(f2ic-tiaeinletd)		. 0..070201**	1.0.00	0..600080**
		N	71	71	71
Correlation					
Time	Coefficient	0.994**	0.608**	1.000	
Minimization	Sig. (2-tailed)	.000	.000	.	
	N	71	71	71	

Source: SPSS Output, 2026

Column two of table 3 above shows r value of 0.721 at a significant level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating social media campaign and output level. Since the significant level is less than the alpha level of 0.05, the null hypothesis (Ho_3) which states that there is no significant relationship between social media campaign and output level of fish farms in Rivers State, was rejected. This implies that there is a strong positive relationship between social media campaign and output level of fish farms in Rivers State.

Column three of table 3 above shows r value of 0.994 at a significant level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating social media campaign and time minimization. Since the significant level is less than the alpha level of 0.05, the null hypothesis (Ho_4) which states that there is no significant relationship between social media campaign and time minimization of fish farms in Rivers State, was rejected. This implies that there is a very strong positive relationship between social media campaign and time minimization of fish farms in Rivers State.

Discussion of Findings

The tests of hypothesis one and two revealed that there is a strong significant positive relationship between content creation and organizational productivity of fish farms in Rivers State in terms of output level and time minimization. The result of this study shows that online promotional strategies using platforms such as Facebook, Instagram, and YouTube have become critical drivers of improved operational performance among fish farms in Rivers State. This implies that the use of digital communication channels has enabled fish farms to enhance visibility, engage customers effectively, and achieve better sales coordination, thereby improving product quality, production output, and timeliness in distribution. Social web advertising promotes immediate feedback from consumers and provides data-driven insights into market preferences, factors that collectively refine production processes and strengthen overall organizational efficiency. This finding aligns with the argument of Moruff et al. (2018), who noted that innovation in communication and marketing strategies significantly boosts organizational competitiveness and output. Likewise, Ejabefio and Lawrence (2018) found that digital innovativeness increases customer interaction and operational speed among deposit money banks, a relationship that parallels how social web advertising accelerates decision-making and responsiveness in fish farms.

The findings of hypotheses three and four revealed that there is a strong positive relationship between social media campaign and organizational productivity of fish farms in Rivers State in terms of output level and time minimization. In alignment with this finding, Olatunji and Ogunremi (2015) observed that innovative practices among fish farmers in Obio/Akpor, Rivers State, led to improved management and product outcomes, affirming that technology adoption directly influences productivity and market performance. By integrating social web advertising into their operations, fish farms in Rivers State can therefore shorten communication gaps, reach broader markets more quickly, and promote their products effectively, all of which contribute to better product quality, higher output, and reduced operational time. This confirms that digital connectivity through social

web advertising is not merely a marketing tool but a strategic enabler of organizational productivity and sustainability in the aquaculture sector.

CONCLUSION

The findings of this study clearly indicate that both content creation and social media campaigns play a vital role in enhancing the organizational productivity of fish farms in Rivers State, particularly in improving output levels and minimizing operational time. By leveraging engaging digital content and strategic online campaigns, fish farms are better positioned to attract customers, streamline communication, and accelerate market responsiveness. These digital tools not only expand market reach but also foster efficiency in production and distribution processes. Hence, the study concludes that the strategic fusion of compelling content and targeted digital campaigns is a decisive force that transforms productivity from a mere goal into a sustained competitive advantage. Ultimately, this underscores the need for fish farm operators to embrace innovative marketing approaches as a pathway to sustainable growth, competitiveness, and long-term success.

RECOMMENDATIONS

Based on the findings and conclusions, the following recommendations were made:

1. Fish farm managers in Rivers State should intensify their use of social web advertising platforms, such as Facebook, Instagram, and X, to promote their products, engage directly with customers, and receive instant feedback that can inform quality improvements, hence promoting productivity in the long run.
2. The Rivers State Agricultural Development Programme (ADP) and relevant aquaculture networks should organize digital marketing capacity-building programmes for fish farm owners and managers, focusing on content creation, campaign management, and online brand positioning, as the will enhance output level, time efficiency, and majorly, productivity.
3. Fish farm operators in Rivers State should strategically invest in well-structured and data-driven social media campaigns, leveraging platforms such as Facebook, Instagram, and WhatsApp, to promote products, engage customers, and streamline order processing, thereby increasing output levels and reducing delays associated with traditional marketing channels.
4. Management of fish farms should adopt digital marketing analytics and scheduling tools to monitor campaign performance, automate customer interactions, and optimize content delivery timing, ensuring faster market response, improved sales turnover, and enhanced operational efficiency.

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