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SOCIAL MEDIA MARKETING ADOPTION AND BUSINESS SUCCESS OF FOOD AND BEVERAGE FIRMS IN RIVERS STATE

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ABSTRACT

The aim of this study was to empirically examine the relationship between social media marketing adoption and business success of food and beverage firms in Rivers State. Drawing from its theoretical baseline, the study was anchored on diffusion of innovation theory. Cross-sectional survey design was used in accessing the study's subjects, the research population comprise of 72 staff of the 18 registered food and beverage firms operating in Rivers State. A total of two research questions guided the study and two hypotheses were proposed and tested via Spearman's Rank Correlation Coefficient statistical tool. Results revealed positive and significant relationship between the dimensions of social media adoption (information accessibility) and the measures of business success (sales growth and market share). It was concluded that social media adoption has become a veritable marketing tool to achieve cost effectiveness and successful business performance. Based on the above findings and conclusions, the study recommended that food and beverage firms be encouraged to use information accessibility as social media marketing strategy to enable firms have access to useful information that helps them acquire market share and improve business success.

Key words: Social Media, Marketing Adoption, Business Success, Information Accessibility, Sales Growth, Market Share

INTRODUCTION

The food and beverage industry in Nigeria is critical sector, and has contributed immensely to the growth of the economy in recent years. The sector is estimated to contribute 22.5% of the manufacturing industry value, generating an estimated 1.5 million jobs, and 4.6% of the country's Gross Domestic Product (GDP). 60% of the companies are in the food sub-sector, while 28% are in the beverage sub-sector (Manufacturers Association of Nigeria, 2019). In terms of market size, the World Trade Organization ranks Nigeria as the largest food market in Africa, with significant investment in the local industry and a high level of imports (Flanders Trade & Investment, 2020). In 2018, the Central Bank of Nigeria (CBN) Governor noted that Nigerians spend an average of 73% of their income on food and beverages products, however, due to attitude towards foreign products a vast majority of Nigerian consumers will usually go for food and beverages made outside the country. Nevertheless, in the last five years, more local food and beverage brands are springing up and expanding, to meet the needs of the Nigerian consumers who prefer local flavours. Spending on food In Nigeria was estimated at almost USD 44 billion in 2017, with an average food spend per person per year around USD 220: low-income consumers dominate growth in spending on food and beverage, as consumers re-prioritize their spending patterns toward essentials due to Covid-19-induced lockdowns.

In view of the sector's positive impact on the country's fortune, increasing competition and the effect of post Covid-19 have presented numerous challenges as well as opportunities for firms in the industry (Chaffey, 2018). It has been suggested by academic authorities and practitioners that the adoption of social media marketing is increasingly becoming a formidable marketing tool to compete favourably and sustain competitive advantage (Hajli, 2014). This is due to the advancement of information and communication technology, accompany with upsurge in mobile

device usage. Given these developments, Parker (2011) argued that social media marketing is a vital marketing tool that has become prominent in the food and beverage sub-sector to improve customer engagement and business success. Food and beverage organizations are now building and maintaining customer relationship through visual content engagements. According to Zarella (2010), visual contents are powerful communication torch points in conjuring customers' purchase attention and positive word-of-mouth. Visual content is a common feature among social media sites, and have been considered as a vehicle through which food and beverage firms could build strategic bond with customers, thereby retain existing customers and acquire new ones. Again, social media can improve information accessibility by helping food and beverage organizations attain more information about the market, new trends, industrial information, feedback on products, competitors actions; their tactics, customers and their needs (Parveen, Jaafar & Ainin, 2014; Wali, Jackson, & Nkpurukwe, 2020). With information accessibility, organizations can efficiently deliver their organizational information to the public promptly by using social media (Parveen et al., 2016). This activity helps organizations to stay alert, and improve sales growth and organizational performance (Wali et al., 2020).
Social media involves a collection of internet-based tools which operate on web technology and are useful to create content and share it with other users (Kaplan & Haenlein, 2010). Social media is composed of several forms and types such as blogs, microblogs, social networks, media-sharing sites, social bookmarking and voting sites, evaluation sites, forums, and virtual worlds (Patino, Pitta & Quinones 2012). Social media are characterized by user-generated content, which has been found to be more effective than traditional marketing communications in influencing the attitudes and behaviours of other users (Thackeray et al., 2008). Among the popular social media sites are Facebook, Twitter, Google+, LinkedIn, Pinterest, WhatsApp, Instagram, and a host of others.

Statement of the Problem

Business success is a fundamental goal for many firms, and food and beverage organizations are not exempted. Many firms in the food and beverage sub-sector have witnessed upsurge in competition in terms of customer patronage, innovations, profitability, and the overall success of business. It made more evidence with the outbreak of Covid-19 in the first quarter of 2020, as organizations strive to survive amidst various government induced health guidelines and protocols. According to a report from CBN (2020) the Covid-19 pandemic affected the entire food chain in Nigeria, which has led to increase in food price due to increase in raw materials and other supply inputs for food and beverage firms. The report further revealed that profitability in the sector experienced a sharp fall in due to decrease in sales and customer patronage.

With respect to these developments which may seem challenging, could the adoption of social media marketing by food and beverage firms result to improvement in sales growth and business success? More specifically, is it possible for these firms to witness improved sales growth and market through the deployment of social media features such as visual content engagement and information accessibility? The fundamental question is the theoretical and empirical journey of this research. Hence, the investigation of the relationship between social media marketing adoption and business success of food & beverage firms in Rivers State.

Study Variables and Conceptual Operational Framework

The main variables of this study are social marketing adoption (i.e. independent variable) and business success (dependent variable). The dimension of the independent variable is information accessibility. However, the dependent variable was measured using sales growth and market share.

Below is the model specification of the study:
BS = f(SMA) --Model 1
BS = (SG,MS) --Model 2
SMMA= (IA) -- Model 3
(SG,MS) = f(IA) ....Model 4
Where:
BP = Business Success
SMMA = Social Media Marketing Adoption
IA = Information Accessibility
SG = Sales Growth
MS = Market Share

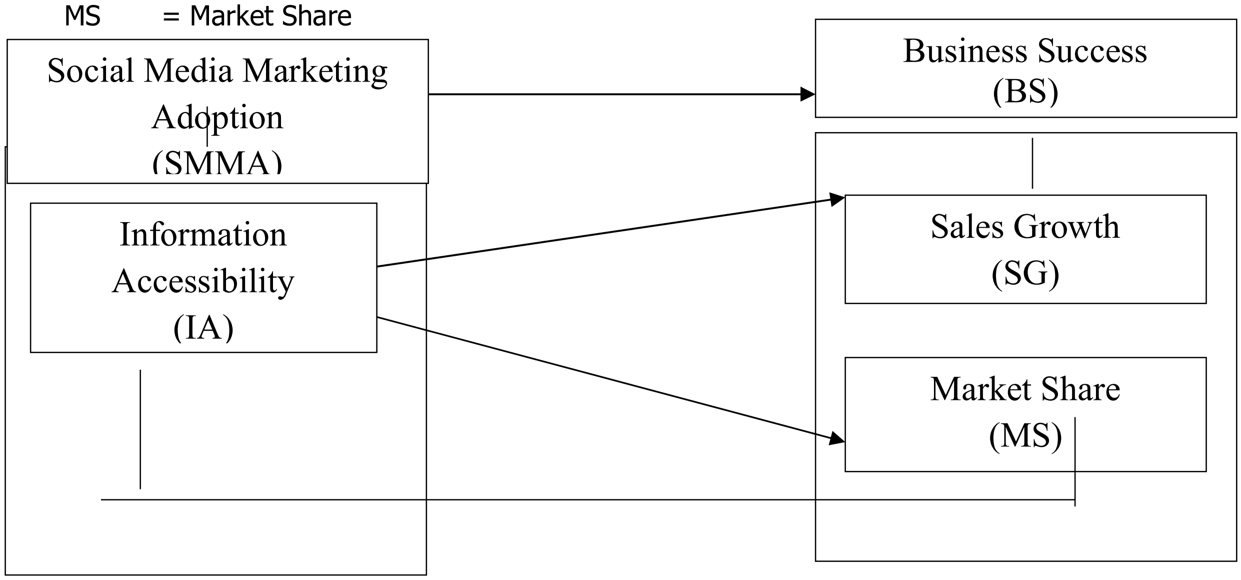

Figure 1: Operational Conceptual Framework on the Relationship between Social Media Marketing Adoption and Business Success. Adopted from: Omotayo, Akinyele and Akinyele, (2015).

Aim and Objectives of the Study
The aim of this study was to empirically examine the relationship social media marketing adoption and business success of food and beverage firms in Rivers State. Specifically, the study's objectives are to:

i. Determine the extent of relationship between information accessibility and sales growth of food and beverage firms in Rivers State.
ii. Determine the extent of relationship between information accessibility and market share of food and beverage firms in Rivers State.

Research Questions
With respect to the specific objectives of this study, the following formed our research questions:

i. To what extent does information accessibility relates with sales growth of food and beverage firms in Rivers State?
ii. To what extent does information accessibility relates with market share of food and beverage firms in Rivers State?

Research Hypotheses

In view of the specific objectives and research questions, the following null hypotheses were tested for this research:

H_{01}: Information accessibility has no significant relationship with sales growth of food and beverage firms in Rivers State.

H_{02}: Information accessibility has no significant relationship with market share of food and beverage firms in Rivers State.

Review of Related Literature

Conceptual Review

Concept of Social Media Marketing Adoption

The concept of social media adoption is multi-dimensional, and a good number of authors have provided varying definitions. Mangold and Faulds (2009) defined social media marketing as the interaction among a group of individuals in which they create, share or exchange information and ideas in virtual communities and networks. Weinberg (2009) defined social media marketing as a collection of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Furthermore, Alkhoms and Alnsour (2013) expressed that social media marketing depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content.

It terms of business operations, social media is gradually replacing traditional media vehicles such as television, radio, print media, etc (Schulz & Peltier 2013). However, scholars have argued that the digital-based marketing tool is only complimenting the effort of traditional media, rather than replacing them (Weinberg, 2009; Schultz, Schwepker Jr & Good 2012). In this regard, social media has caused a significant change in the strategies and tools companies use for communicating with customers. Mangold and Faulds (2009) argued that social media combines characteristics of traditional tools (companies talking to customers) with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information. Similarly, Weinberg (2009) opined that marketers are limited in the amount of control they have over the content and distribution of information. Ignoring such user-generated content is not an option. Marketers must be able to monitor and respond to conversation, both positive and negative, surrounding the brand (Weinberg, 2017).

Information Accessibility

The growth of social media technology has provided a lot of informational benefits to organizations (Gruen et al., 2006). The authors argued that informational benefits can be divided into information access, information quality, and information flexibility. Among these information benefits, one of the most important contributions of social media usage is the improvement in information accessibility. Parveen, et al. (2015) stated that through social media, organizations can get information about their potential customers from the conversations in the social media sites. Similarly they can also obtain information about their competitors and the industry directly and easily via social media. According to Leung and Baloglu, (2015) information accessibility through social media can improve business processes by helping organizations to attain more information about the market, new trends, industrial information, feedback on products and competitors (Parveen et al., 2013). Accordingly, social media can generate a word-of-mouth recommendation and the impact of word-of-mouth in marketing is non-negligible, especially in online environments (Leung & Baloglu, 2015). Furthermore, information in the electronic word of mouth can be accessed and supplemented by using elements such as emoticons, videos, and pictures (Velazquez et al., 2015).

Business Success

Organizations Make effort to achieve a number of different performance objectives simultaneously (Greve 2003). From a balanced scorecard perspective, goals and objectives are determined, and processes initiated to monitor performance using financial, customer, internal, and learning based metrics. The degree of importance attached to a particular metric depends on the firm's marketing plan and strategy (Ambler, 2003).

According to Ateke and Kalu (2016), business success explains the well-being of an organization as an outcome of marketing programmes and activities measured against predetermined objectives. It is a measure of the extent to which the firm achieves its marketing objectives in relation to its marketing programmes and activities (Ateke & Iruka, 2015). The authors further opined that marketing success assesses the contributions of the firm's marketing efforts to its corporate objectives. Marketers have developed and used various marketing success measures to assess the impact of marketing (Terblanche, Gerber, Erasmus, & Schmidt, 2013). Business success could be measured from two broad perspectives, which include; financial and non-financial measures, otherwise known as quantitative and qualitative measures. O'Sullivan and Abela (2007) in their work emphasized on the qualitative measures, which consist of customer satisfaction, referral, loyalty, etc. On the other hand, Ambler (2003) argued that financial measures reveal the true picture of the organization's growth, because it deals with market share, sales volume, profitability, cost reduction.

Market Share

In order to ascertain the performance of an organization, a set of core measures are identified; including sales growth, new product success, profitability, market share etc. (Pont & Shaw, 2003). Market share is the quotient of a total market that a firm is able to capture and service *(*Farris*,* Neil, Phillip & David, 2010). Gunasekaran, Williams, and McCanghey (2005) suggest that market share as an index of business wellness assesses how well, consumers patronize a given product in the marketplace. Market share is sometimes used to denote the market position of a firm in relation to other firms in an industry; a larger market share indicates better organizational health.

Also, as a measure of business wellness, market share is a measure used to assess the efforts of the marketing function (Morgan & Rego, 2006). It is among the best indices of the wellness of a business because it abstracts from variables that pertains to an entire industry (Farris, et al, 2010), also because it is the portion of the market potential of the industry that an individual firm retains. Mostly, market share is gained through satisfied and retained customers (Farris, et al, 2010). Thus, to improve market share, firms must reinforce customer retention (Ateke, & Iruka, 2015) and provide focal points of differentiation and optimize media presence (Terblanche et al, 2013). The concept of market share and the concept of prospect are important to firms because they indicate the additional business that a brand can win, how and when.

Theoretical Framework

The theory upon which this research was anchored is the "diffusion of innovation theory" propounded by Rogers (2003). The theory seeks to explain how, why and at what rate new ideas and technology spread. Rogers (2003) argued that diffusion is the process by which an innovation is communicated over time among the participation of a social system. The author further opined that the diffusion process of innovation has four components which include; innovation, communication channels, time, and social system. However, these four components largely depend on the human capital.

The innovation component, according to Rogers (2003) described innovation as an idea, practice, or project that is perceived to be new by individuals or other units of adoption. This implies that an innovation may have been in existence for some time, perhaps those that have not come across such idea may consider the existing idea as new. More so, communication channels, according to Rogers (2003) are the process in which participants create and share information with one another in order to reach a mutual understanding. He argued that the diffusion is a specific kind of

communication with channels such as mass media and interpersonal communication.
In addition, Rogers (2003) talked about the time component of the diffusion process. Time here explains the period within which a new innovation spread in a social system. It measure the period upon which people are aware and learn about the new technology. The social system is the fourth components of the diffusion process. Rogers (2003) defined a social system as a set of interrelated units engage in problems solving to accomplish a common goal. He argued that since diffusion process occurs in the social system, therefore, the rate at which information is passed to others is largely influence by the social structure of the social system.

Finally, Rogers (2003) argued that the rate of adoption of a new innovation is dependent on four benefits such as relative advantage, compatibility, complexity, and triability. Those four benefits determine the speed at which the new technology spreads across the social system. He further categorized adopters (i.e. the people expected to use the new idea) as innovators, early adopters, early majority, late majority, and laggards. It is very clear that this theory relates to our study due to our study's emphasis on social media adoption which is perceived as innovation in the food and beverage sector. Certainly, when there is a new system (social media marketing), otherwise known as innovation, it goes through different consumer groups in the society, before it will be fully accepted as the new normal. In attaining the status of the new normal, it would have gone through some scrutiny, and people (users) have come to realize that the product (innovation) helps in solving their problems. This theory is indeed suitable for this research.

Empirical Review
Empirical studies on social media marketing adoption and business success are numerous, and many of them have demonstrated that social media technology can impact positively on business processes and performance (Tsitsi, Chikandiwa, Contogiannis & Jembere, 2013; Trainor, Andzulis, Rapp & Agnihotri, 2014; Kwok & Yu (2013). Tsitsi et al. (2013) found that social media adoption had a positive effect on profitability, and therefore organizational performance. Ferrer et al. (2013) noted that the adoption of social media positively affected organizational social capital, which in turn affected performance. Kwok and Yu (2013) found that Facebook adoption had a positive effect on SMEs' organizational performance. Trainor et al. (2013) reported that social media can have a significant impact on business performance by significantly influence purchasing decisions. The research revealed that social media is strong and positively related with cost reduction and organizational sales growth.

In addition, the adoption of social media provides many benefits, and several have identified a positive relationship between social media adoption and business success (Ainin et al., 2015). Rodriguez et al. (2015) found that informational accessibility had a positive effect on customer-facing activities and therefore sales performance. Also, Kwok and Yu (2013) found that informational accessibility had a strong and positive effect on SMEs' profitability and sales performance. In addition, information access has been found to positively affect organizational sales, which in turn affects profitability (Ferrer et al., 2013). It was against the above empirical findings, we hypothesized as follows:

H_{01}: Information accessibility has no significant relationship with sales growth of food and beverage firms in Rivers State.

H_{02}: Information accessibility has no significant relationship with market share of food and beverage firms in Rivers State.

Gap in Literature
Many studies have been done in the area of social media marketing, its application in marketing, and impacts on various organizational success indices. Shabnoor and Tajinda (2016) examined social media and its impact with positive and negative aspects. The authors used Myspace,

Instagram and Facebook as dimensions of social media, in checking their impacts on organizational success. Omotayo, Akinyele and Akinyele (2015) investigated the effect of social media marketing on small scale business performance in Nigeria. The authors measured performance with sales volume and profitability, while its dimensions of social media marketing were interactive capacity, information accessibility and contents management. In addition, Ardam and Mohammad (2019) evaluated the impact of social media usage on organizational performance in Jordan. Dimensions used in measuring social media usage in the study were information accessibility and customer relations; while rapid adaptation, time to market, cost reduction, and innovation, were used to measure organizational success.

In view of the above highlighted studies and other related extant ones, this research adopted information accessibility as dimension of social media adoption; while sales growth and market share were used as measures of business success. To further depart from extant studies, it is important to distinguish that most social media studies have emphasized more on using social media marketing sites as dimensions. However, this research focused more on the functional features that are common among these sites. Hence, the adoption of visual content engagement, and the study was limited to food and beverage firms in Rivers State.

Research Methodology

The study adopted cross sectional survey due to its emphasis in studying groups of individuals located in a geographical area at a particular point in time. Basically, the population of this research consists of staff of food and beverage firms in Rivers State. Some of the well-known/popular firms here are; Nigeria brewery, Dangote foods, UAC foods, Dufil Prima foods, Unilever foods, JBS foods, Tyson's food, etc. The study was therefore limited to food and beverage firms that have at least a known and functional operational base in Port Harcourt. According to Nigeria Directory (2020), there is a total of 18 registered food & beverage firms operating in the city of Port Harcourt (obtained from https://www.directory.org.ng/list-food_beverages?st=rivers). In addition, designated positions across these firms who were administered copies of questionnaire were office/branch managers, marketing/sales heads, operations managers, accountants/bookkeeping personnel. In total, 72 staff were accessed and formed the accessible population, information obtained from them were used for this research.

Basically, data for this study were obtained from two principal sources: primary and secondary. While the former were obtained in the field through questionnaire administration, the latter were gotten from internet publications, journals articles, textbooks, etc. More so, the research instrument was subjected to expert evaluation in the field of marketing research. A pilot study was carried out in order to identify weakness in the design of the instrument and restructure accordingly. The Cronbach's Alpha test was done in order to ascertain the reliability of the instrument. Lastly, two levels of data analyses were carried. The first was at the primary level, which adopted descriptive statistics such as tables, charts, graphs, etc. On the other hand, Spearman's Rank Correlation Coefficient was adopted at the secondary level in testing the two hypotheses as proposed earlier in the study. It is important to mention that all data analyses were done with the help of SPSS (Version 21.0).

Data Analysis and Discussions

Table 1: Questionnaire Distribution and Retrieval

Questionnaire	**Frequency**	**Percent (%)**
No. Administered	72	100

No. Returned	66	92
Not returned Copies	6	8
Usable Copes	61	85
Not well Filled	5	7

Source: Field Survey Data, 2022

Table 1 revealed a total of 72 administered copies of questionnaire; however, 66 copies representing 92% were returned. While 6 copies were not returned, but 61 representing 85% were both returned and usable, and 5 representing 7% copies were not well filled and discarded.

Table 2: Age Distribution

Age	**Frequency**	**Percentage**
15-25 years	4	6.6
26-35 years	14	23.0
36-45 years	29	47.5
46-55 years	11	18.0
Above 56 years	3	4.9
Total	**61**	**100**

Source: Researcher's Data Survey, 2022

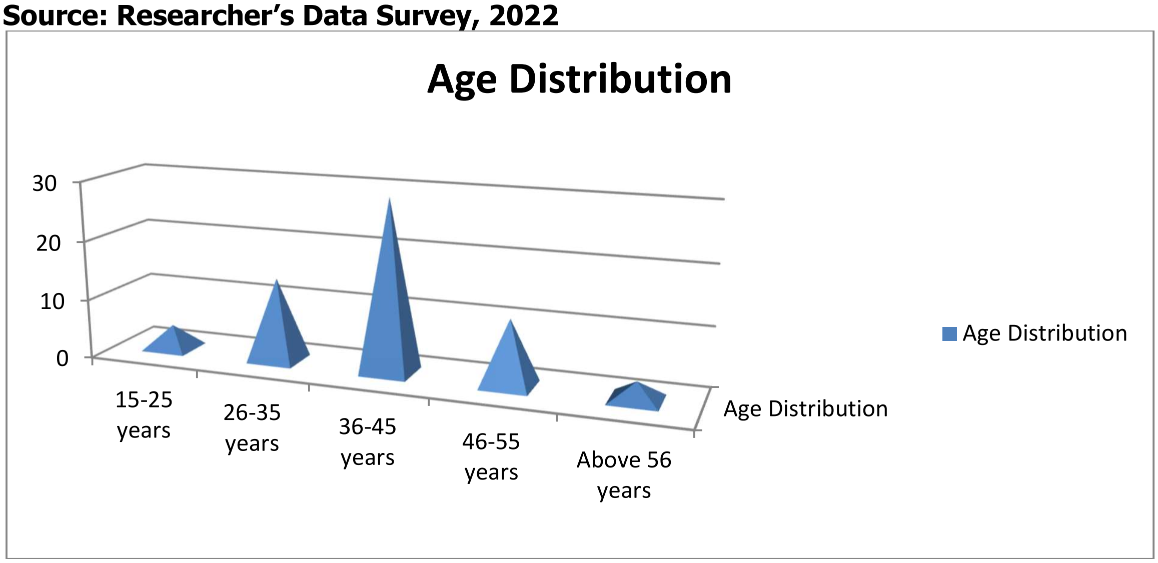

Figure 2: Graphical representation of Respondents' Age Distribution

Interpretation

The age distribution of respondents as presented in Table 2 and Figure 2 shows that 4 out of the 61 respondents are in the age bracket of 15-25, representing 6.6%; 14 representing 23% are in the age of 26-35, while 29 respondents representing 47.5% are in the age range of 36-45 and 11 respondents representing only 18% of the respondents are aged between 46-55 while 3 respondents representing 4.9% are in the age bracket of above 56 years. This implies that 93.4% of the respondents are over 25 years of age.

Table 3: Marital Status Distribution

Marital Status	**Frequency**	**Percentage**
Single	8	13.1
Married	53	86.9

Total	**61**	**100**

Source: Researcher's Data Survey, 2021

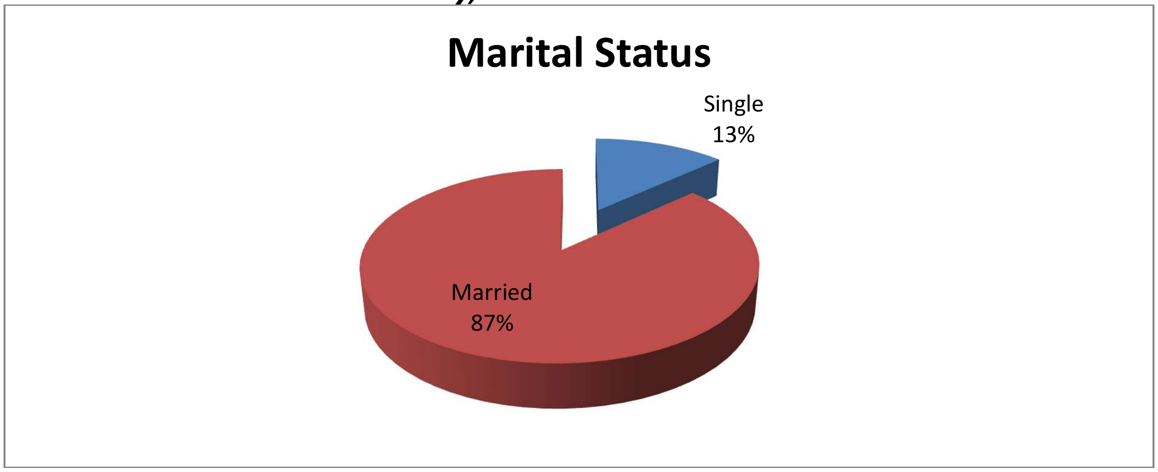

Figure 3: Graphical representation of Respondents' Marital Status Distribution

Interpretation

Table 3 and figure 3 show the respondents' marital status distribution. 8 respondents representing 13.1% of the total population are singles while 53 respondents representing 86.9%.

Reliability Test

The following table shows the summary of reliability statistics for the first model includes four independent variables which tangibility, reliability, assurance and service friendliness and two dependent variables which are repeat purchase and customer referrals. This reliability test will includes all items in each variable.

Table 4: Reliability Results

Variables Entered	**Cronbach Alpha Scores**
Information Accessibility	0.879
Sales Growth	0.880
Market Share	0.863

Source: Researcher's Field Survey, 2022

From the output of reliability test statistics obtained, Cronbach's Alpha >0.70 shows that, the instrument (variables) have accepted reliability test scores. In addition, since Cronbach's Alpha >0.7 (base on the decision-making in the reliability test), we can say that the research instrument is acceptable.

Table 5: Frequencies on Item of Information Accessibility Responses

S/N	Items	SA (5)	A (4)	N (3)	D (2)	SD (1)	Total	Mean	Remark

IA1	Access to information equips my firm build competitive advantage.	27 44.3% 135	22 36.1% 88	6 9.8% 18	4 6.6% 8	2 3.2% 2	61 100% 251	4.1	Agree
IA2	Access to information helps us gather marketing intelligence.	30 49.2% 150	31 50.8% 124	0 0% 0	0 0% 0	0 0% 0	61 100% 274	4.5	Agree
IA3	We track market need dynamics due to continuous information accessibility.	29 47.5% 145	25 41% 100	5 8.3% 15	2 3.2% 4	0 0% 0	61 100% 264	4.3	Agree
IA4	information accessibility through social media helps improve our business processes.	33 54.1% 165	24 39.5% 96	2 3.2% 6	2 3.2% 4	0 0% 0	61 100% 271	4.4	Agree
	Total	**153**	**129**	**13**	**8**	**2**	**305**	**4.4**	**Agree**
		765	**516**	**39**	**16**	**2**	**1338**		

Source: Researcher's Field Survey, 2022

Table 5 above shows the mean of the statement items of the study in the sample of 61 respondents used for analysis. Since all the mean of the variable are greater than 3, we can argue that information accessibility has significant association with business success of food and beverage firms in Rivers

Table 6: Frequencies on Item of Market Share Responses

S/N	**Items**	**SA (5)**	**A (4)**	**N (3)**	**D (2)**	**SD (1)**	**Total**	**Mean**	**Remark**
MS1.	The infographics have helped increase our share of the market.	49 80.3% 245	12 19.7% 48	0 0% 0	0 0% 0	0 0% 0	61 100% 293	4.8	Agree
MS2.	The firm has improved in its market base due to information access.	35 57.4% 175	26 42.6% 104	0 0% 0	0 0% 0	0 0% 0	61 100% 279	4.6	Agree
MS3.	The firm now has a felt presence in the market.	22 36.1% 110	28 45.9% 112	5 8.2% 15	3 4.9% 6	3 4.9% 3	61 100% 246	4.0	Agree
MS4.	Our position in the market has improved as a result of relying	20 32.8% 100	24 39.3% 96	10 16.4% 30	4 6.6% 8	3 4.9% 3	61 100% 237	3.9	Agree

	more on digital technology.								
	Total	**162**	**115**	**15**	**7**	**6**	**305**	**4.4**	**Agree**
		810	**460**	**45**	**14**	**6**	**1335**		

Source: Researcher's Field Survey, 2022

Table 6 shows the mean of the statement items of the study in the sample of 61 respondents used for analysis. Since all the mean of the variable are greater than 3, we can argue that market share has significant association with social media marketing adoption of food and beverage firms in Rivers State.

Tests of Hypotheses

Hypothesis One

H_{01}: Information accessibility has no significant relationship with sales growth of food and beverage firms in Rivers State.

Table 7 : Correlation Analysis Showing the Relationship between Information Accessibility and Sales Growth

Correlations

			Information Accessibility	**Sales Growth**
Spearman's rho	Information Accessibility	Correlation Coefficient	1.000	.863*
		Sig. (2-tailed)	.	.000
		N	61	61
	Sales Growth	Correlation Coefficient	.863*	1.000
		Sig. (2-tailed)	.000	.
		N	61	61

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

Source: Field Survey Data, 2021, SPSS 20 Output

Decision: Table 7 above reveals a Spearman's Rank Correlation Coefficient of 0.863 and probability value of 0.000. This result indicates that there is a strong and positive relationship between information accessibility and sales growth of food and beverage firms in Rivers State. Therefore, we reject the null hypothesis and accept the alternate hypothesis, because the PV (0.000) <0.05 level of significance.

Hypothesis Two

H_{02}: Information accessibility has no significant relationship with market share of food and beverage firms in Rivers State.

Table 8: Correlation Analysis Showing the Relationship between of Information Accessibility and Market Share

Correlations

	Information Accessibility	**Market Share**

Spearman's rho	Information Accessibility	Correlation Coefficient	1.000	.879*
		Sig. (2-tailed)	.	.000
		N	61	61
	Market Share	Correlation Coefficient	.879*	1.000
		Sig. (2-tailed)	.000	.
		N	61	61

*. Correlation is significant at the 0.05 level (2-tailed).
Source: **Field Survey Data, 2022, SPSS 20 Output**
Decision: Table 8 above reveals a Spearman's Rank Correlation Coefficient of 0.879 and probability value of 0.000. This result indicates that there is a strong and positive relationship between information accessibility and market share of food and beverage firms in Rivers State. Therefore, we reject the null hypothesis and accept the alternate hypothesis, because the PV (0.000) <0.05 level of significance.

Table 9: Summary of Findings

Statement of Hypotheses		Results	Decision
H_{01}:	Information accessibility has no significant relationship with sales growth of food and beverage firms in Rivers State.	0.863	Rejected
H_{02}:	Information accessibility has no significant relationship with market share of food and beverage firms in Rivers State.	0.879	Rejected

Based on the above table, we can summarize that social media marketing adoption has a huge impact on business success in the food and beverage industry in Rivers State. As can be noticed, the dimensions of social media marketing adoption, which include, information accessibly have a positive and significant relationship with the measures of business success, which are sales growth and market share.

Discussion of Findings

This section focused on the highlighting various findings with a view to comparing them with previous related findings.
Result from hypothesis one (H_{01}) showed a positive and significant relationship between information accessibility and sales growth of food and beverage firms in Rivers State. Again, result from hypothesis two (H_{02}) revealed a positive and significant relationship between information accessibility and market share. With respect to these findings, Rodriguez et al. (2015) found that informational accessibility had a positive effect on customer-facing activities and therefore sales performance. Also, Kwok and Yu (2013) found that informational accessibility had a strong and positive effect on SMEs' profitability and sales performance. Finding from Ferrer et al., (2013) revealed that information access has been found to positively affect organizational sales, which in turn affects profitability.

CONCLUSIONS

Based on our findings, social media is more like the next big thing in not only the food and beverage industry, but also, across divers industry, which explains that the digital media will not lose prominent any moment soon. It was further proved that the benefits of having access to useful information via social media marketing, has helped food and beverage firms to improve sales and business success.

RECOMMENDATIONS

Based on the findings and conclusions, we advanced the following recommendations:

i. Management of food and beverage firms who want to improve business success are encouraged to pay attention more on visual contents, as these features of social media have a way of attracting and engaging customers, which in-turn enhances sales growth and market share.
ii. Again, food and beverage firms are advised to see social media as a veritable channel to gather marketing intelligence from target market, competitors, and even track environmental changes, as access to these Information put these firms on a strategic advantage among rivals in the area of sales growth and market share.

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