

EFFECT OF SOCIAL MEDIA AS OMNICHANNEL ON RETAIL MARKETING IN KEBBI STATE

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Abstract

The study examined the effect of social media platforms as omnichannel on retail marketing. Consumer touch-point perspective and looks at the influence of individual journey experience delivered to a consumer through the retail shopping channels of Facebook, Tiktok and Instagram networks tend to be a loop for customer to navigate through a single channel with a better experience. The study therefore determined the effects of social media platforms as omnichannel on retail marketing. The study population comprised 346 online entrepreneurs and no sampling was done. A set of structured questionnaire was used as instrument for data collection. The data collected were analysed using Descriptive statistics of mean and standard deviation with the aid of SPSS. The findings revealed that omnichannel is transforming users' experiences with a single touch-point of retail marketing in kebbi state. Therefore, the findings serve as a positive significant impact in omnichannel retail marketing. Against this backdrop, it was recommended that retail marketing should adopt social media as omnichannel and harness the contribution of Omnichannel as one touch-point in generating a lead conversion in building customer loyalty.

Keywords: omnichannel, retail marketing, Instagram, Tiktok, Facebook

1. Introduction

Consumers are riding a wave of digital technology that provides massive momentum to the retailing and marketing industry. The digital transformative platforms that can be used to retail goods and services online include the Facebook, Instagram, YouTube, WhatsApp and professional networking sites (Nandi, 2020). They can be used to promote the retail of goods and services and connect buyers and sellers share news or content. Omnichannel refers to an approach that transcends from a single channel to multi-channels and Omni with the Internet of a thing (e.g., social-media, web sources), mobile tech (including ubiquitous), and brick-and-mortar into a seamless integration of multiple touch points into one (Ternstrand, Niklas, Selidin, & Linder, 2015). Omnichannel retail shopper's journey from search to post purchase phase can switch freely between channels and explore the characteristics of a product using different channels to complete a purchase (Rangaswamy & Bruggen, 2005; Verhoef & Lemon, 2016; Shi et al., 2020). Omnichannel aims to improve user experience and relationship building by creating a seamless experience for customers between all the channels (Beck & Rygl, 2015). Mena, and Bourlakis, (2017), posit that, omnichannel as a system involving not only consumers and retailers, but an entire supply chain as well the idea. Hence, the omnichannel retailing will enhance the interaction with customers through countless channels such as websites, physical stores, kiosks, direct mail and catalogues, call centres, social media, mobile devices, gaming consoles,

televisions, networked appliances, home services, and more (Rigby, 2011). The omnichannel strategy includes all channels used throughout the buyer journey through social media platforms, website, and physical store, are linked and take into account what is happening on other channels (OutSystems, 2023).

Retail social media marketing is the practice of using Internet-based social media platforms to promote goods and services and to share information and ideas (Dahnil et al., 2014). The concept of retail categories could be selling goods or commodities directly to an end customer with the focus of pursuing a profit (Hudson, 2016). Retail marketing heavily uses social media in order to attract the customer's attention. The social media platforms allow the retailers to reach out to the consumers through various social media platforms 24/7 (Rajiv, 2012). Retailers were able to get information to consumers by using various social media platforms (Nobre & Silva, 2014).

Retail marketing strategy was to leverage digital technology (social media tools) to facilitate online reviews and inform customers of a product or service (Keng, Tran, Liao, Yao, & Hsu, 2014) with the intent to influence Consumer-buying behaviour. This method of retail marketing ensures long-lasting relationships, unlike the traditional method of retail marketing. As digital technologies have become more commonplace in retail marketing, a growing number of retailers have been investing in digital transformation initiatives in order to stay competitive. In particular, many retailers have been investing in omnichannel strategies, which allow them to provide a seamless shopping experience to their customers across all channels (Hänninen, 2021). Piotrowicz and Cuthbertson (2014) mention that the omnichannel customer experience as using many retail channels in the same transaction process. The omnichannel perspective as the intermingled use of touchpoints, which allow a seamless experience within the entire retailing ecosystem (Shen et al. 2018).

The significant part of omnichannel shopping experience, customers have a multiple option that allow them to gather information about product features and availability (Hoke, 2021). The expansion into omnichannel retailing poses a significant challenge for retailers, necessitating adjustments to their business models and the integration of core elements. This involves understanding how customers simultaneously utilize digital touch point in making purchasing decisions (Hoogveld & Koster, 2016). However, the striking problems are channel integration quality is a way of organizing the use of different channels like retail stores, websites, social media such as Tiktok , Instagram and Facebook with each distinct characteristics , and physical stores. It is about how aware customers are of the services available to them and how the features of services are different across these channels. The goal is to make the most of each channel, to avoid competition between them, promote cooperation, and ultimately improve how well the business performs (Neslin et al., 2006). Sometimes, retail marketing might be doing well in providing good quality through virtual channels separately. Similarly, customer encountered many channels to navigate as omnichannel options may confuse some customers. Hence, with the different channels with conflicting product/price information and varying transaction processes (Hoke 2021). Therefore, this research aims to explore the effect on how

retail marketing business are leveraging Tiktok, Instagram and Facebook as omnichannel to engage customers journey across distinct social media platforms in Kebbi State.

20 Review of Related Literatures

2.1 Social Media

Social media marketing can define as an organization's integrated pattern of activities based on a careful assessment of customers' motivations for brand-related social media use and the undertaking of deliberate engagement initiatives to transform social media platforms links, and interactions (influences) into valuable strategic means to achieve desirable retail marketing outcomes (Fangfang, Jorma, Leonidas & Leonidou, 2020). Social media platforms are platforms on which businesses build networks, and share information and/or sentiments about goods and services (Kaplan & Haenlein 2010). The social media networks have a distinctive nature of being "dynamic, interconnected, egalitarian, and interactive organisms" (Peters et al.), social media have generated three fundamental shifts in the marketplace. First, social media enable firms and customers to connect in ways that were not possible in the past. Such connectedness is empowered by various platforms, such as social networking sites (such as, Tiktok and Facebook), micro blogging sites (such as, Twitter), and content communities (such as, YouTube), that allow social networks to build from shared interests and values (Kaplan & Haenlein 2010).

2.2. Tiktok According to Jenkins, Sam and Joshua (2013) state that Tiktok features that allow users to be creative and collaborate, as well as its viral capabilities, are embedded as its characteristics. At the same time, this platform has a competitive advantage over others. It includes picture-in-picture, duets, dialogues, songs, singing, facial expressions, soundtracks and lip-syncing. Levin, (2020), Tiktok retail marketing strategies on social media emphasize influencer-centric and content creator focused approaches. Individuals have the ability to track and subscribe to any content creators that capture their attention. Tiktok provides a new opportunity for retail marketing to team up with influencers in order to connect with the brand-desired audience. When collaborating, an influencer usually creates content that is linked to the brand or that highlights a particular product in return for payment. If the influencer has a smaller following, companies might reach a deal with them and provide free products as compensation, nevertheless, seasoned influencers usually anticipate receiving payment in addition to the complimentary products. Typically, the larger an influencer is following, the more they can charge for collaborations. Businesses can provide influencers with a unique promotional code to share with their followers in order to persuade them to convert into customers. By utilizing this approach, companies can monitor the source of sales by determining which influencer customers have used to redeem their discount codes (Levin (2020) as summarized that the findings supported previous research.

2.3 Instagram

In the era of digital marketing and digitalization, platforms such as Instagram are gaining traction and attention from small retail business owners and from equally interested customers. It is not very different from e-commerce since it offers a diverse range of opportunities to generate a considerable consumer base. With an expanded functional scope that includes product design, marketing, and customer relationship management, Instagram for small business owners is really emerging as a stable platform to sell products (Talwar, Kaur, Fosso Wamba, & Dhir, 2021). The concept of Instagram is to set a focus on visuals such as pictures. Whereas other social media platforms also give opportunities to only upload texts, the idea of Instagram is to spotlight the visuals. (Sanchez 2018.)

2.4 Facebook

Facebook can be defined as the practice of promoting a brand and maintaining its presence for online retail business or bra (www.bigcommerce.com, 2019). In addition, Facebook marketing refers to creating and actively using a page as a communications channel to maintain contact, and attract customers (MarketingSchools.org, 2019). Similarly, Facebook as a social media tool with business use as a communication tool to promote and sell the brand, with consumers can interact with brands in the same way they interact with their friends (Pinto and Yagnik, 2017).

Given that, BaJansen, Zhang, Sobel and Choudhury, (2009) mention that, an increasing number of retail marketing companies think that maintaining or growing sales records can be achieved by having their brand or organization on Facebook by posting information about the brand in their status updates, and, can be users visible to thousands of prospective customers via Facebook news feeds.,

Similarly, the retailer use widgets button to promote their goods and service, when clicked, it automatically it will share the content from the internet on their Facebook Profile page with have a significant potential impact on this issue. Facebook profile page, amusing videos and product references are readily shared. In the event that it concerns a product, (Jansen et al, 2009) Facebook about the expansion of retail marketing and the ways in which Facebook business pages and applications can help small businesses grow.

2.5 Omnichannel

Omnis is a word of Latin origin and means ‘wholly’ or ‘universal’, therefore the term omnichannel can be a grouping of all channels (Lazaris & Vrechopoulos, 2014). Omnichannel is the process that gives the full view of all channels to consumers and supply chain members (Cunnane, 2012). Hence, Omnichannel is a strategy where we can do promotions, make consistent products, and manage information properly (Berman & Thelen, 2004). It refers to extended multi-channel retailing and comprises the utilization of various channels in a particular transaction (Cicea et al., 2022; Kaczorowska-Spychalska, 2017). Therefore, it involves employing various channels to engage with customers and meet their requirements (Lee, 2020). From the customer’s perspective, omnichannel not only facilitates the buying of products across various e-commerce platforms but also allows them to check the availability of items in physical stores (Indiani & Febriandari, 2021; Majeed et al., 2022).

Omnichannel retailing refers to ‘the synergetic management of the numerous available channels in such a way that the customer experience across channels and the performance over channels is

optimized (Verhoef et al 2015). Omnichannel retailing is a retail strategy that integrates all sales channels to facilitate customers to have a seamless experience by eliminating the traditional boundaries between them (Beck & Rygl, 2015). Omnichannel retailing entails the integrated management of the various customer touch points in such a manner that customer experience across all interactions can be maximized, (Huré, Picot, & Ackermann 2017) One way to better manage omnichannel touchpoints is to develop a customer journey map. A customer journey map is an innovative visualization tool that aimed to understand the customer's motivation and behavioural patterns for a product/service purchase. As such, it helps the marketer to improve the target customer's shopping experience by gaining valuable insights into a series of customer touch points (Rosenbaum; Otalora; Ramírez; Rosenbaum; Otalora; Ramírez,(2017) and Vakulenko; Shams; Hellström,; Hjort, (2019).

2.6 Retailing Marketing

Retail marketing involves the sale that is connected with a consumer purchase for individual or family use (Chan, 2013; Levy, Weitz, & Ajay, 2009). Now retailers use different types of channels to reach a big number of customers (Zhang et al., 2010). Retailers use Instagram, Tiktok , Facebook, Instagram to inform friends or followers about new products, promote a special event, place an ad, post celebrity endorsements and recommendations or post information, and get recommendations from friends and followers of a retailer, service providers or manufacturer (Gangadharbatla, 2008; Weigand, 2009; Jones et al., 2009; Crittenden et al., 2010; Verhoef et al., 2015). According to Verhoef et al., (2015) posited that a retail omnichannel strategy will provide high quality, trustable, and consistent service for customers. The retailing industry has experienced the transformation from “single-multi-Omni” evolution process. Meanwhile the “Single” refers to retail service providers that sell products or services to customers through only one distribution channel. In this regard, the single-channel model may include the traditional business model (e.g., brick and mortar stores, catalogues, mail order) or e-commerce (i.e., online stores (Schoenbachler (2002), Gordon et al (2003). Multichannel as “the set of activities involved in selling merchandise or services through more than one channel or all widespread channels, whereby the customer cannot trigger channel interaction and/or the retailer does not control channel integration “(Beck & Rygl, 2015). Omnichannel retailing, the seamless integration of online and offline channels, is an emerging paradigm that is transforming the retail industry (Mounaim, 2021).

2.7 Theoretical anchor

2.7.1 The flow theory,

Flow is an optimal state of consciousness in which a person is fully immersed in an activity, completely absorbed in it and enjoying it for its own sake. It is a state of concentration and intense focus on the task, where the individual loses a sense of time and self. (Nakamura and Csikszentmihalyi, 2002). Flow Experience The term “flow experience” has its origin in psychology

with Csikszentmihalyi (1996) defining it as “the optimal experience as a mental state of extremely rewarding concentration that emerges in the space between frustration and boredom”.

Csikszentmihalyi (1996) identified several key features associated with flow experience. We do borrow some features from these including clear goals, immediate feedback, merging of action and awareness for the understanding of flow experience in the context of omnichannel retail (Pilke, 2004). Similarly, Flow experience in omnichannel retail, is referred to in the literature as fluency (Marutschke et al., 2019; Shi et al., 2020) or seamlessness (Chang & Li, 2022; Cocco & Demoulin, 2022; Lim et al., 2018), however, is characterized by seamless interactions across different channels with the retailer, enabling customers to move smoothly between them (Cocco & Demoulin, 2022). Quach et al. (2022), an omnichannel strategy should aim to deliver a cohesive and integrated customer experience across various touchpoints. Flow state is an seamless interaction in an Omnichannel environments offer a better experience for customers with they can switch between channels and touchpoints effortlessly during a customer journey, without any loss of information or repetition (Rodríguez-Torrico et al., 2022,).

As highlighted above, this article anchored on flow theory into the omnichannel context. The Theory will guide in proposing the flow in achieving a perfect balance between perceived action capacities and perceived action opportunities. Similarly, it can be used to achieve equilibrium by the retail business in the omnichannel context when firms offer a seamless environment (the opportunity for action) and consumer’s present high omnichannel in navigating on social media such as Facebook, Instagram and Tiktok.

3.0 Methodology

3.1 Research Design/Study Participants

This study adopted the cross-sectional research design. The study was mixed method research because both quantitative and qualitative data adopted. The study used both primary and secondary methods of data gathering. The primary method of data collection used to generate data from the field of study through structured questionnaire to elicit response from the respondents who are stickily on Facebook, Tiktok and Instagram as omnichannel retailers and some selected survey participants with online shopping experience. The study population consisted of all registered SMEs in, Kebbi State, Nigeria, as at 9 June 2024. The researchers obtain the data from Kebbi state headquarters of Ministry of Commerce and Tourism Commercial and Industrial office of the State Ministry of Commerce and Industry have registered 8,226 active SMEs 2024. The Yaro Yamane’s formula was used to determine the sample size with the formula given as $n = \frac{N}{1+N(e)^2}$. Where: N=population (8,226) and e= level of significance (limit of tolerable) is 0.05, while 1= unit (constant), therefore n= sample size is 399 which using the purposive sampling technique. Asika (1991) argues that a researcher maybe guided

by what he considers typical cases that are likely going to help him generate the required data or information. The study used questionnaire to collect the necessary data which was worded with a five-point Likert scale Strongly Agreed [SA], Agreed [A], Undecided [U], Disagreed [D], Strongly Disagreed [SD] which was validated and tested for internal consistency using the Cronbach alpha formular with a reliability value of 0.743. A total of 399 copies of the questionnaire was administered but only 346 copies were returned having 92% success rate.

Estimation of Results

Objective 1: To explore the effects of Instagram as Omnichannel on Retail Marketing in, kebbi State

Table 2: Effect of Omnichannel for Retail Marketing Via Instagram

S/NO	ITEMS	N	MEAN	SD	REMARK
1	As marketing manager an Instagram channel increases brand awareness and recognitions	346	4.24	0.58	Very High
2	I am encouraged with the level of customer journey to make purchase	346	4.15	0.52	Very High
3	Shopper is taken straight to the sale and the discount is in the item price	346	4.43	0.62	Very High
4	It enhances the quality of interactions and meet customer expectations.	346	3.91	0.46	Very High
5	Boosts customer experience further – along with allowing you to protect your brand reputation	346	4.54	0.44	Very High

Source: IBM SPSS, version 26

The result in the above table, revealed that, using Instagram as a Omni marketing channel has a very high impact on increasing brand awareness moreover, recognition, with a mean score of 4.24 and a standard deviation of 0.58. Instagram's customer journey effectively encourages purchases, with a very high mean score of 4.15 and a standard deviation of 0.52. Instagram's feature of taking shoppers directly to sales and discounts has a very high impact on retail marketing, with a mean score of 4.43 and a standard deviation of 0.62. Instagram's interactions meet customer expectations, enhancing the quality of customer experiences, with a very high mean score of 3.91 and a standard deviation of 0.46. Instagram boosts customer experience and protects brand reputation, with a very high mean score of 4.54 and a standard deviation of 0.4

Objective 2: To explore the effects of Tiktok as Omnichannel on Retail Marketing in, kebbi State

Table 3: Effect of Tiktok on Omnichannel for Retail Marketing

S/NO	ITEMS	N	MEAN	SD	REMARK
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1	Tiktok channel cross-platform increases brand awareness and recognitions	346	4.03	0.60	Very High
2	Tiktok offers a wide range of video content and music integration.	346	3.70	0.64	Very High
3	Ability to cater to diverse user preferences.	346	4.00	0.55	Very High
4	support in connecting and engaging with the community and finding good and services	346	3.97	0.61	Very High
5	Target for their Ads business both for awareness generation as well as leads generation activities.	346	4.08	0.42	Very High

Source: IBM SPSS, version 26

The result in the above table revealed that using Tiktok as an Omni marketing channel is a very high increase in brand awareness and recognition, with a mean score of 4.03 and a standard deviation of 0.60. Tiktok omnichannel platform, offering a wide range of video content and music integration, has a very high impact on retail marketing, with a mean score of 3.70 and a standard deviation of 0.64. Tiktok ability to cater to diverse user preferences has a very high effect on retail marketing, with a mean score of 4.00 and a standard deviation of 0.55. Tiktok support in connecting and engaging with the community and finding goods and services has a very high impact on retail marketing, with a mean score of 3.97 and a standard deviation of 0.61. Tiktok is a very effective platform for targeting ads, both for awareness generation and lead generation activities, with a mean score of 4.08 and a standard deviation of 0.42.

Objective 3: To explore the effects of Facebook as Omnichannel on Retail Marketing in, kebbi State

Table 3: Effect of Omnichannel for Retail Marketing Via Facebook

S/NO	ITEMS	N	MEAN	SD	REMARK
1	As retail shop manager a Facebook page/ increases brand awareness	346	4.26	0.59	Very High
2	I am encouraged with the level of Facebook engagement with other platforms	346	4.20	0.44	Very High
3	The primary goals for using Facebook as an omnichannel for retail marketing increases sales.	346	4.45	0.57	Very High
4	Campaign on Facebook is more tailored to consumers need than other channels.	346	4.43	0.50	Very High
5	Customers face challenges while using Facebook as an omnichannel for retail marketing	346	4.50	0.44	Very High

Source: IBM SPSS, version 26

The result in the above table revealed that, having a Facebook page as Omni marketing channel a retail shop manager has a very high impact on increasing brand awareness, with a mean score of 4.26 and a standard deviation of 0.59. Facebook's level of engagement with other platforms is encouraging; with a very high mean score of 4.20 and a standard deviation of 0.44. The primary goal of using Facebook, as an omnichannel for retail marketing is to increase sales, which has a very high impact, with a mean score of 4.45 and a standard deviation of 0.57. Facebook campaigns are more tailored to consumers' needs than other channels, with a very high mean score of 4.43 and a standard deviation of 0.50. Despite facing challenges, using Facebook as an omnichannel for retail marketing has a very high impact, with a mean score of 4.50 and a standard deviation of 0.44.

Discussion of Findings

This study set out to examine effect of social media as omnichannel on retail marketing in, kebbi state. With a focus on social media and omnichannel to enhance retail businesses. However, the study contributes to the understanding the omnichannel channels through Facebook, Tiktok and Instagram experience. Our findings show that Facebook, Tiktok and Instagram directly influenced positively as omnichannel in enhancing customer journey. The findings are aligned with Zhang et al (2018) how social media usage influences B2B customer loyalty: Roles of trust and purchase Results find that consumer perceptions of channel integration have a positive relationship with consume empowerment in an omnichannel environment.

Instagram as omnichannel channel has a very high impact on increasing brand awareness and recognition, with a mean score of 4.24 and a standard deviation of 0.58. These findings are in line with Hutt's (2017) study into the most popular social media networks worldwide, which reflected high usage of both Facebook and Instagram in Greece, with Facebook reigning supreme, and Instagram coming in a close second.

Tiktok omnichannel platform, offering a wide range of video content and music integration, has a very high impact on retail marketing, with a mean score of 3.70 and a standard deviation of 0.64. While using. Harker (2020) elaborated that Tiktok makes cross-promotion convenient, quickly allowing consumers to gain awareness. It is a type of marketing promotion in which buyers of one product or service are targeted with an advertisement for another connected product business used videos on Tiktok to promote products (Zulli & Zulli, 2022)

Facebook as an omnichannel for retail marketing has a very high impact, with a mean score of 4.50 and a standard deviation of 0.44a. The finding is consistent with the documentation of Jayasuriya (2022) Haque et al. (2013), Chigora (2016), that Facebook has an effect on brand awareness toward a product or service because of widespread community participation and reflection on a product or service in online media. Karamian et.al. (2015) mentioned that Facebook is already considered as the business take-off tool for retail business

Furthermore, the positive effect of omnichannel strategies on brand experience was pointed out in many existing studies (Kwon and Lennon, 2009; Brynjolfsson et al., 2013; Schmitt et al., 2014;

Verhoef, Kannan and Inman, 2015; Both & Steinmann, (2023). This research concurs with their findings and agrees that omnichannel retailing increases synergies on customer journey cross the omnichannel with seamless experience in retail marketing.

Conclusion and Recommendations

This study conducted in Kebbi State, and the findings of the study, it can be inferred that Tiktok, Instagram and Facebook as omnichannel has a positive significant effect on retail businesses in Kebbi State. The findings have important implications for online shopping customers for easy navigation across multiple social media channels and businesses seeking to enhance customer satisfaction and the study contributes to the existing body of knowledge, future research could explore the impact of emerging technologies on online shopping experiences and Seamless experience in the context of omnichannel shopping.

The following recommendations are made to guide the retailers in leveraging the social media as omnichannel in Kebbi State

- i. The retailers should leverage Facebook Tiktok and Instagram in building community and product promotion or customer segments to shop cross the company omnichannel. While encourage customer to navigate across retail channels and shopped with seamless experience.
- ii. The retail marketing should optimize Omnichannel Strategy to integrate online channels for Seamless customer experience. And to develop a unified customer database across channel and provide consistent customer experiences

Identified Gap for Future Study

After a careful exploring the effect of social media as omnichannel on retail marketing in Kebbi State. the research realized that, there is need for research on the various factors associated with omnichannel experiences and pave the path for researchers and retailers in the direction of factors that drive the omnichannel experience based on newer emerging technologies, such as artificial intelligence, and robotics, the internet of things, and virtual reality and other social media tools

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