

Utilization of Social Network Sites for Creating Resource Awareness by Book Retailers in Bauchi and Kano States, Nigeria

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Abstract

The study focused on the utilization of Social Network Sites for creating resource awareness by Book retailers in Bauchi and Kano States of Nigeria. The objectives are to: find out the types of Social Network Sites utilized in creating resource awareness by Book retailers in Bauchi and Kano States; determine the level of awareness of utilizing Social Network Sites; and the factors affecting the utilization of Social Network Sites for creating resource awareness by Book retailers in Bauchi and Kano States. Survey research design was adopted, the population of the study comprised the 220 books retailers in Bauchi and Kano States. 140 books retailers were used as sample of the population. Questionnaire was used as the instrument for data collection. Data collected was analysed using frequency count and percentage. The study discovered among other that: Facebook was found to be the highest type of Social Network Sites utilized by books retailers in Bauchi and Kano States in creating resource awareness; the level of awareness of utilization of three SNSs(Facebook, WhatsApp, YouTube) was found to be very high for creating resource awareness by the books retailers in Bauchi and Kano States. The study recommends among other that: book retailers should begin to utilize other types of Social Network Sites that are available with unique features of large video capabilities, photo editing and friendly cloud computing such as Instagram, twitter, Myspace, yahoo group etc. which can aid in the creation of resource awareness in Bauchi and Kano States; More awareness of SNSs should be created among the books retailers by the Information and Communication Technology experts and other information professionals. This will help the books retailers to be aware and utilize other SNSs available for creating information resources awareness

Keywords: Social Network Sites, Creating Resource Awareness, Book Retailers

Introduction

There are many Social Network Sites with various technological advances that support a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around Social Network Sites are varied. Why do we need to study the utilization of Social Network Sites for creating resource awareness by Book retailers in Bauchi and Kano States? SNS has a public display of connections, message exchanges and other activities as a crucial component because it serves as bases for information sharing among users. It is important to know that the use of SNSs in creating awareness is worthy of being accessed and used by friends and stakeholders that can be connected to the sites so as to attract and invite a lot of people. Kahney (2014) opined that many SNSs target people from specific geographical regions or linguistic groups, although this does not always determine the site's constituency. This study is important in order to fill in the gap in knowledge concerning the utilization of Social Network Sites for creating resource awareness by Book retailers and other similar retailers. Social Network Sites is now a platform used to promote product and services as promoted in a study undertaken by Saravanakumar&Suganthalakshmi (2012) which find that sports teams and clubs recognized these sites as important in keeping rapport with fans and audience. Other findings by Valkenburg et al. (2016) indicated that over 80% of organization uses Social Network Sites as an integral part of their marketing tool to maximize creating awareness. Retailers have seen 133% increases in their revenues from social media marketing.

Problem Statement

The growth and popularity of Social Network Sites is increasing their use for creating awareness and other related purposes by various people around the world (Wikipedia, 2018). SNSs are now part of our lives which have enabled us interact and relate with each other. Based on the observation of the researchers, many Book retailers in Bauchi and Kano States of Nigeria are still not even aware and prepared to fully utilize the available Social Networks Sites for their business. Social Networking Sites need to be utilized effectively as part of the process of creation of resource awareness to their customers, information seekers, buyers and other stakeholders. The study is necessary in finding the need for utilizing Social Networking Sites for creating information awareness by Book retailers which can adversely improve sales, customers' interest and other advantages.

Objectives

The main objective of the study is to investigate the utilization of Social Network Sites for creating resource awareness by Book retailers in Bauchi and Kano States, Nigeria. Other specific objectives of the study are:

1. To find out the types of Social Network Sites utilized in creating resource awareness by Book retailers in Bauchi and Kano States.

2. To determine the level of awareness of utilizing Social Network Sites by Book retailers in Bauchi and Kano States.
3. To find out the factors affecting the utilization of Social Network Sites for creating resource awareness by Book retailers in Bauchi and Kano States.

Literature Review

The Social Network Sites are platforms such as Twitter and Facebook that alter how communication is performed. Jappelli& Pagano (2002) show that strong information creation institutions are positively related to the size of the environment. Ahn (2016) defined Social Network Site as the virtual communications which allow people to connect and interact with each other easily on a particular subject or to just hang out together online. Oradini& Saunders (2015) opined that Social Network Site is the system which helps people to work in groups efficiently, especially for communication and information sharing. Boyd&Ellison (2007) define Social Network Sites as the web based services that allow individuals to construct a public or semi-publicprofile within a bounded system that articulate a list of other users withwhom they share a connection with others within the system.

Jenkins (2006) observes that Users today must be literate in several practices within social media environments. According to Becky (2017) the lists of some types of Social Network Sites around the world include Facebook, MySpace, YouTube, WeChat, MSN Groups, Hi5.com, WAYN.com, Faceparty.com, Yougo further.co.uk, Friendsreunited.com, Flickr.com, Yahoo! Groups, Ringo.com, Gmail.com, MySpace, YouTube, Whatsapp, To-go, Instagram, Twitter, Linkedin, Skype, Myspace and Bebo.com.Users signed up to several different networking websites, including social networks, photo sharing and IM groups. In a study conducted by Aida, Behrang&Behrooz (2014),90% of users sign up to MySpace, Facebook or Bebo. Half are signed up to both MySpace and Facebook (Becky, 2017). The findings also identify that just 5% of users are not signed up to any internet sites that allow you to chat or swap photos.

In developing countries like Nigeria, Ghana and Zimbabwe, the level of awareness of Social Network Sites has been on the increasing rate with virtual platform for creating and maintaining relationships with friends and relatives, arranging social events, mobilizing community leadership, sharing information etc. Whilst growing numbers of educators accept the potential of social networking to connect learners with their studies, others fear that such applications demolish young peoples' engagement with the traditional education system. The level of awareness has quickly become the choice for students and an integral part of the behind the scenes university experience. Social Network Sites can be used for collaborative learning, and has become a passion for students. In addition, students like to share, collaborate or work as a team (Chawada et al., 2013). Young individuals especially those in the Academic and Social environment who actively decide to use Social Network Sites, versus other tools, for particular communicative reason such as keeping in touch with friends and family seek to get more information shared

effectively and in a fast and convenient way. Some studies find that female and male youth using Social Network Sites in different ways (Lenhart, et. al 2007). Several of the studies reviewed also the utilization of Social Network Sites with differential effects for individuals with high or low levels of self-esteem (Ellison, et. al, 2008).

A major controversy surrounding Social Network Sites is youth safety and privacy. Approximately 70% of school districts block access to SNSs, and the main reason for this trend centers on fears about student safety. However, initial research on Social Network Sites suggests that these online communities help individuals build social capital which refers to the idea that one derives benefits i.e., advice, information, or social support through their network of relationships. Dwyer et al. (2007) find that MySpace users utilize the site to meet new people more often than Facebook members. Such patterns might be related to the norms of each site at that time. Facebook originally began as a college-campus based Social Network Sites, and thus established boundaries around one's social networks (Boyd & Ellison, 2007). Students appear more likely to have a private profile if their friends or roommates also used privacy. Since Social Network Sites is a networked communication platform in which participants have uniquely identifiable profiles that consist of user supplied content, the information provided by other users, the public may find it difficult to articulate connections that can be viewed and traversed by others for interaction with streams of user generated content provided by their connections on the site (Valkenburg et al., 2016). In addition, their research has indicated that online risks are not radically different in nature or scope than the risks minors have long faced offline, and minors who are most at risk in the offline world continue to be most at risk online. Adamic et al. (2013) identified that there are several key barriers to using Social Network Sites for information sharing such as poor extent to which relationships with others are viewed as competitive or cooperative which brings unnecessary rivalries.

Methodology

Survey research design was adopted. The population of the study comprised all the 220 Book retailers in Bauchi and Kano States. The sample was 140 drawn from the population using Krejcie & Mogan (1960) table of sample sizes. Data collected using questionnaire was analyzed using statistical presentation of percentages and frequency distribution.

Findings and Discussion

Response rate

140 copies of the questionnaire were administered; all were duly completed, returned and found useable for the analysis. The tables below show the responses of the respondents based on the objectives set for this study.

Table 1: Types of Social Network Sites Utilized for Creating Resource Awareness by Book Retailers in Bauchi and Kano States

Description	Frequency	Percentage %
Facebook	140	32.9%
My Space	12	2.8%
YouTube	110	25.9%
Bebo	-	0%
MSN group	2	0.5%
Hi5	2	0.5%
Wayn	-	0%
Whatsapp	55	12.9%
You go further	5	0.5%
Friendsreunited	-	0%
To-go	5	1.2%
Instagram	2	0.5%
Twitter	55	12.9%
Linkedin	10	2.4%
Skype	4	0.9%
Friends	2	1.4%
Flickr	0	0%
Yahoo group	33	7.3%

Table 1, shows that 32.9% of the respondents indicated Facebook as the highest type of Social Network Site utilized in creating resource awareness by Book retailers in Bauchi and Kano State. Also indicated is the YouTube with 25.9%, WhatsApp and Twitter recorded 12.9%. In addition, Yahoo group is 7.3%, MySpace 2.8%, LinkedIn 2.4%, To-go 1.2%, Skype 0.9%; Instagram, Hi5 and MSN Group all have 0.5%. This finding is in line with Becky (2017) who listed Facebook and some other types of Social Network Sites available around the world. This means that book retailers in Bauchi and Kano mostly use Facebook for advertising their books.

Table 2: Level of awareness of Social Network Sites for utilization in Creating Resource Awareness by Book Retailers in Bauchi and Kano States

SN	Description	Very High	High	Rarely	Low	Very Low	Total	Percentage
1	Facebook	112 (80%)	22(15.1%)	2(1.4%)	2(1.4%)	2(1.4%)	140	100%
2	My Space	2(1.4%)	15 (10.7%)	14(10%)	59(42.1%)	50(35.7%)	140	100%
3	YouTube	33(23.6%)	85(60.7%)	17(12.4%)	2(1.4%)	3(2.1%)	140	100%
4	MSN group	30(21.4%)	12(8.6%)	60(42.9%)	19(13.6%)	19(13.6%)	140	100%
5	Hi5	10(7.1%)	10(7.1%)	14(10%)	73(52.1%)	33(23.6%)	140	100%
6	WhatsApp	102(72.9%)	34(24.3%)	1(0.7%)	2(1.4%)	1(0.7%)	140	100%
7	To-go	22(15.7%)	30(21.4%)	82(58.5%)	1(0.7%)	2(1.4%)	140	100%
8	Instagram	19(13.6%)	34(24.3%)	77(55%)	8(5.7%)	3(2.1%)	140	100%

9	Twitter	30(21.4%)	66(47.1%)	30(21.4%)	5(3.6%)	9(6.4%)	140	100%
10	LinkedIn	16(11.4%)	44(31.4%)	62(44.3%)	9(6.4%)	9(6.4%)	140	100%
11	Skype	56(40%)	57(40.7%)	22(15.7%)	3(2.1%)	2(1.4%)	140	100%
12	Yahoo group	15(10.7%)	34(24.3%)	31(36.4%)	40(22.1%)	20(14.3%)	140	100%

The table 2, reveals the level of awareness on the utilization of SNSs by books retailers. The analysis shows that awareness on Facebook 112 (80%), WhatsApp 102(72.9%) YouTube 85(60.7%), was very high and Twitter 66(47.1%) was high for the utilization of SNSs for creating resource awareness, while 62(44.3%) of the respondents indicated rarely aware of the LinkedIn for creating resource awareness. This finding implies that books retailers in Bauchi and Kano State have low level of awareness of other social networking sites like Instagram. LinkedIn, Skype, To-go, MNS group, yahoo group, Hi5, and the like that can be used for creating awareness.

Table 2: Factors Affecting the Utilization of Social Network Sites for Creating Resource Awareness by Book Retailers in Bauchi and Kano States

Factors	Frequency	Percentage
Limited computer and mobile technology available for SNS	19	5.9%
Poor internet network	77	23.8%
High cost of internet connection	83	25.6%
High cost of purchasing smart phones	83	25.6%
Limited knowledge about SNS	22	6.8%
Limited interest in using SNS	10	3.1%
Technophobia	10	3.1%
Others	20	6.2%
Total	324	100%

Table 3 indicates the responses of the respondents on factors affecting the utilization of Social Networking Sites by the books retailers. 25.6% of the respondents indicated high cost of internet connection and high cost of purchasing smart-phones as the main factors affecting the utilization of Social Network Sites for creating resource awareness. Other factors indicated are poor internet network, 23.8%, limited knowledge about SNS, 6.8%, others, 6.2%, limited computer and mobile technology available for SNS, 5.9%, and both limited interest in using SNS and technophobia are indicated with 3.1%. This finding is in contrast with the finding of Adamic et al. (2013) which identified that the key barriers to using Social Network Sites for information sharing is poor extent to which relationships with others are viewed as competitive or cooperative which brings unnecessary rivalries.

Summary of Findings

1. The study discovered Facebook as the highest type of Social Network Site utilized by books retailers in Bauchi and Kano States in creating resource awareness.
2. It was found that the level of awareness of utilization of Facebook, WhatsApp, YouTube was very high for creating resource awareness by the books retailers in Bauchi and Kano States.
3. High cost of internet connection and purchasing smart-phones were identified as the main factors affecting the utilization of Social Network Sites for creating resource awareness.

Conclusion

The need for this study and the overall utilization of many popular Social Network Sites such as Facebook, Myspace, YouTube, Bebo, WhatsApp, Instagram, Twitter, Linkedin, Skype, Friends reunited, Yahoo! Groups and Ringo for creating various information resources awareness by Book retailers in Bauchi and Kano cannot be overemphasized. The level of awareness on the utilization of many SNSs was discovered to be low. Only Facebook, WhatsApp and YouTube that the level of awareness is very high for creating resource awareness. Social Network Sites if utilized effectively as sites for advertising information resources, it will bring about higher sales and purchase between the customers and Book retailers, thus, closing the gap in the information needs of many customers and the community at large.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Book retailers should begin to utilize other types of Social Network Sites that are available with unique features of large video capabilities, photo editing and friendly cloud computing such as Instagram, twitter, Myspace, yahoo group etc. which can aid in the creation of resource awareness in Bauchi and Kano States.
2. More awareness of SNSs should be created among the books retailers by the Information and Communication Technology experts and other information professionals. This will help the books retailers to be aware and utilize other SNSs available for creating information resources awareness
3. Government, Communication Agencies, Parastatals, Private organizations and other stakeholders should assist or subsidize the cost of internet connection and smart-phones so as to make the cost affordable for Book Retailers and customers.

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