

## INFLUENCE OF FACEBOOK MARKETPLACE ON PROMOTION AND PATRONAGE OF RABBIT AMONG BREEDERS IN LAGOS STATE NIGERIA

*Sunday Idowu & Dr. Waheed Bayonle Busari*

*Research Scholar, Department of Mass Communication and Media Technology, Lead City University, Ibadan, Nigeria*

**Received: 29 Jul 2022**

**Accepted: 04 Aug 2022**

**Published: 08 Aug 2022**

### **ABSTRACT**

*Farming in Nigeria is presently gaining recognition through frequent advertisement, seminars and trainings on both traditional media and online digital platforms. People are taught effective rearing of livestock including rabbits. Rabbitry is one of the fast growing micro farming business which is practiced among young folks. Facebook is one of the social media platforms with various interactive features which include group marketing and chat rooms used for sectional interaction, trainings, seminars and marketing of various products. Preliminary observation revealed that some rabbit breeders found it difficult to make good sales of their stocks after breeding. This study focuses on influence of Facebook marketplace on promotion and patronage of rabbit among breeders in Lagos State Nigeria. The study was anchored on Technological determinism and mass self-communication theory that aimed to provide. The study adopted survey research design using questionnaire to source for data which was administered among 150 breeders making twenty percent (20) of seven hundred and fifty (750) population of Lagos state Facebook market group. The study adopted observation and survey to source for data derived from questionnaire which was administered among 150 breeders who are members of Lagos State Nigeria Facebook market group. a causative link between technology use and self-package of ideas needed by the society. The study found that customers have the potential to know about rabbit farming through the Facebook platform, Facebook rabbit breeders made more sales through the group. This implies that rabbit farming could become a boombusiness through online promotion and marketing beyond what the traditional market could offer. It is recommended that more orientation and empowerment programs be setup to encourage breeders and publics to venture more into online rabbit business, knowing that a promotion and marketing platform exists through Facebook group market that makes the sales of rabbit effortless.*

**KEYWORDS:** Facebook Marketplace, Rabbit Breeders, Society, Technology Use, Traditional Market

### **INTRODUCTION**

Production of Food through crop plantation, breeding and livestock rearing is one the most desirable aspect among basic needs of human being as adequate production and easy access to food will help healthy life style of individual (Yu Rongjian, Ikpe-etimet al 2019). The act is gradually being realized through daily orientation and business enlightenment programs spread globally on digital platforms.

Acceptance and adequate use of innovative technology has brought about improvement in various media technological discipline with increase of internet users, this advance development made more companies and individual choose social media to promote sales of goods and services (Štreimikienė, D. et al (2021). Digital Technology has brought

about change in interactive communication, human reasoning, behaviour and entertainment with increase acknowledgment and visibility while communicating with potential clients and customers in real time online (Idowu & Babafemi 2022).

Farming in Nigeria is presently gaining positive transformation through frequent advertisements, seminars and trainings on both traditional media and online digital platforms. Rabbit farming is one of the fast growing micro agricultural business that is recently practised among old and young folks who do not have much start-up fund but have access to internet facilities and Facebook. This act has increased entrepreneurial skills and provided jobs to many.

Facebook is one of the top-most prolific interactive medium for large scale and small scale business due to its performance and productive reports, with the additional tool (Facebook market place), Studies have shown that it has influenced the small scale decision to adopt Facebook as a marketing channel among Nigerians. (IdrisNa'ummaetal2021).A good example of the SMEs are the rabbit breeders who have made Facebook an option for direct business transaction.

Online marketing is considered as one of the most reliable marketing tools, due to the its ability to connect and unites large number of users at the same time, digital marketing also implement different aims of the companies Štreimikienėetal (2021). The users can quickly access information and these act will increase social networks and social commerce. Unlike the traditional marketing which requires more fund, time and space for sales, promotion and delivery

## STATEMENT OF PROBLEM

Rabbit farming is a micro agricultural activity that provides opportunity for individual to start a business with little or no cost. Preliminary observation shows that many of the breeders do not have much sale for their rabbit products. Facebook marketplace is one of the tools used by several business groups for various transactions. This study investigates the influence of Facebook market place on promotion and patronage rabbit among breeders in Lagos State, Nigeria

## RESEARCH QUESTIONS

The following research questions were raised to guide the study:

- How effective is Facebook marketplace in promotion of rabbit among Lagos state Breeders
- What is the level of patronage of rabbit on Facebook marketplace among Lagos state Nigeria Breeders

## Concept of Social Media and Facebook Marketplace

The improvement of social media features, tools, internet facilities and digital media gadgets in this era has dramatically assisted various business promotions and patronage, the internet have been able to successfully gather users into one platform and has made companies source for means to meet the demands of their customers (Štreimikienėetal (2021).

Adoption of Facebook marketing channel and performance its features is of great benefit through adoption of innovative technology as Nigeria has the highest internet users in Africa with the development of high-speed internet facilities used by subscribers, network providers and digital media producers (Idrisetal (2021).

Social media platforms such as Facebook, Instagram, and Twitter now serve as tools for consumers to display products promote and purchase their goods. However, Facebook is recently confirmed as the most popular platform, with 80.75% of social media usage which had provided means for modern marketing with added advantage of the high popularity of the platform among Nigerians (Idrisetal (2021).

### **Micro Farming and Rabbit Farming**

Food is the most desirable need among basic necessities of human being. This underscores the importance of food security in human existence. Plant and animal derivatives which serve as the primary sources of food are products of agriculture. Agricultural sector spans

义叙喻洽啾啾灌叠洽洽戮灌

叙咤炆咏叶趋义咏叶洽洽植灌叠洽喻啾啾咏喻炆植灌咤洽咤炆咏喻炆植灌坚啾啾吓啾啾咤叶哈澄植灌葱叶啾叠灌叠义喻喻叶哈澄植灌义哈戮灌 咤叶澄澄啾喻炆枵灌符哈灌 炆叶哈啾灌 啾叶咏叠灌

The World Bank development report (2012), 2/3 development in agricultural sector is input from developing countries. In early 1960s and 1970s, China vigorously pursued technology acquisition which contributed into making China a superpower today. China focuses on technological advancement to create more opportunities for the world

Rabbit farming is one of the small scale agricultural activities that entail rearing and production of small body size livestock for consumption and other use. The livestock is characterized by its small size, short gestation period, high reproductive potential, rapid growth rate and genetic diversity, the meat is high in protein and the manure is also useful in crop breeding and fertilizing young plants Mailafiaetal (2020.)

Animal breeding and planting of crops serve as the primary sources of food and products of agriculture. Agricultural sector spans across food cultivation, forestry, poultry, beekeeping, fish farming, and piggery. Yu Rongjian (2019).

Youth especially, can simply use the opportunity of the social media platform to earn a livelihood, as micro farming does not require too much capital to start some farming business such as rabbit rearing, this can also be practise by people in the in the rural area as many of the youth face lots difficulties while trying to earn a living. (FAO) (CTA) (IFAD) (2014)

Media technology has provided platforms to explore various business ideas as technology plays leading role in the transformation of businesses and human standard of living at large(Yu Rongjianetal(2019).

### **Influence of Facebook Marketplace on Promotion and Patronage of Goods and Services**

Positive result of previous studies has indicated the relationships between Facebook market advertisement, promotion and patronage feedback of adequate sales and positive customer relations is the bed rock of the adoption of Facebook marketing, this has significant and positively influenced customer adoption of social media marketing by small scale SMEs business owners (IdrisNa'um maetal 2021).

Facebook as a social media tool had played a key role in boosting businesses marketing communications. Several Companies presently use the outlet to promote, sell and achieve other communication goals. The tool is also use to create a long-term impression among users, such as building customer loyalty and satisfaction, maintaining constant and direct contact with clients, constantly informing them about a change in the offer, creating a positive image of the company among consumers Iwona Lupa-Wójcik(2022).

Social media channels and networking sites such as Facebook, Twitter, MySpace, LinkedIn, and YouTube are increasingly becoming a common means to promote products and build customer relationships. Companies and young

entrepreneur are given opportunities to reach current customers and potential customers through social media. On the other hand, social media creates the opportunity for customer's feedback and opinions. Facebook markets are proved to be interesting due to conversational, entertaining and interactive futures DI, YANG(2014)

## METHODOLOGY

The design for this study is survey method. The instrument is structured electronic questionnaire, which were distributed randomly among rabbit breeders. The study adopted survey research design using questionnaire to source for data which was administered among 150 breeders making twenty percent (20) of seven hundred fifty (750) population of Lagos state Nigeria Facebook market group. The study adopted observation and survey to source for data derived from questionnaire which was administered among 150 breeders who are members of Lagos State Nigeria Facebook market group

## THEORETICAL FRAMEWORK

Technological determinism considered technology as part of a larger spectrum of human activity. Technological determinism sees technology as the basis for all human activity. One of the assumptions of the theory shows the linkage between innovation, human development and productivity.

## DATA PRESENTATION AND DISCUSSION OF FINDINGS

### Gender of Lagos State Rabbit Breeders

**Table 1: Breeders Gender**

Gender	No of Respondents	Percentage
Male	97	64.7
Female	53	35.3
Total	150	100

Table 1 shows that, 97(64.7%) of the Breeders are male, while 35(35.3%) of the respondents were females.

**Table 2: Age Classification**

Age	No of Respondents	Percentage
(16-20)	18	12
(21-25 )	23	15.3
(26-30)	47	31.3
30 and above	62	41.3
Total	150	100

Table 2 shows that 18 (12%) of respondents were between the ages of 16 to 20, 23 (15.3%) of the respondents were between the age of 21 to 25, 47(31.3%) of respondents were young adult between the ages 26 to 30, while 62(41.3) of the respondents were age 30 and above.

**Table 3: Identification of Breeders**

Identification of Breeders	No of Respondents	Percentage
Yes	150	100
No	0	0
Total	150	100

Table 3 shows that 150 (100%) of the respondents were identified as Breeders.

**Table 4: Source of Information about Rabbit Farming**

Source of Information	No of Respondents	Percentage
Traditional Media	56	37.3
New Media	45	30
Friends	49	32.7
Total	150	100

Table 4 shows that 56(37.3%) got to know about rabbit farming through Traditional media, 45(30%) through New media, while 49(32.7) got informed through friends.

**Table 5: How often do Breeders get Updates about Rabbit on Facebook Marketplace**

Updates about Rabbit	No of Respondents	Percentage
Very often	86	57.3
Often	47	31.3
Not really	7	4.7
Not at all	10	6.7
Total	150	100

Table 5 shows that 86(57.3%) of the breeders get updates on rabbit very often through Facebook market group, 47(31.3%) of the breeders get updates, 7(4.7%) do not really get updates, while 10(6.7%) do not get update.

**Table 6: How Often do Facebook Users React to Post on Facebook Rabbit Group**

Reacting to Breeders Post	No of Respondents	Percentage
Very often	67	44.7
Often	72	50.7
Not really	5	3.3
Not at all	6	4
Total	150	100

Table 6 shows that 67(44.7%) Facebook users react to breeders post very often, 72(50.7%) often react to breeders post, 5(3.3%) do not really react to post while 6(4%) do not react to the post at all.

**Table 7: Response of Fellow Breeders on Facebook Marketplace**

Frequent Use of Digital Media	No of Respondents	Percentage
Very Pleasant	79	52.7
Pleasant	55	36.7
Not Pleasant	10	11.5
Not At All	6	6.7
Total	150	100

Table 7 shows that 79(52.7%) had very pleasant response of fellow breeders on Facebook market group, 55(36.7%) had pleasant response, 10(11.5%) not pleasant 6(6.7%) not at all.

**Table 8: How Often does Breeders make Enquiry about Rabbit Farming**

Enquiry about Rabbit	No of Respondents	Percentage
Very Often	77	51.3
Often	53	35.3
Less Often	7	4.7
Not At All	13	8.7
Total	150	100

Table 8 shows that 77(51.3%) had very pleasant response of fellow breeders on Facebook marketplace, 53(35.3%) had pleasant response, 7(4.7%) not pleasant 13(8.7%) not at all

**Table 9: Demands for Rabbit Products on Facebook Marketplace**

Demands for Rabbit Products	No of Respondents	Percentage
Very Often	82	54.6
Often	60	40
Less Often	8	5.3
Not At All	Nil	0
Total	150	100

Table 9 shows that 82(54.6%) stated that Facebook market group is very effective on promotion and patronage of rabbit, 60(40%) agreed that the platform is effective, 8(5.3%)

**Table 10: Effectiveness of Facebook Market place on Promotion and Patronage of Rabbit Products**

Effectiveness of Promotion and Patronage	No of Respondents	Percentage
Very Effective	92	61.3
Effective	49	32.7
Not Really	5	18.7
Not At All	4	6.3
Total	150	100

Table 10 shows that 92(61.3%) stated Facebook marketplace is very effective on promotion and patronage of rabbit, 49(32.7%) agreed that the platform is effective, 5(18.7%) not really 4(6.3%) not at all.

Data gotten revealed that, 97(64.7%) of the Breeders are male, while 35(35.3%) of the respondents were females, 18 (12%) of respondents were between the ages of 16 to 20, 23 (15.3%) of the respondents were between the age of 21 to 25, 47(31.3%) of respondents were young adult between the ages 26 to 30, while 62(41.3) of the respondents were above ages 30(3%) got to know about rabbit farming through Traditional media, 45(30%) through New media, while 49(32.7) got informed through friends, 86(57.3%) of the breeders get updates on rabbit very often through Facebook market group, 47(31.3%) of the breeders get updates, 7(4.7%) do not really get updates, while 10(6.7%) do not get update, 67(44.7%) Facebook users react to breeders post very often, 72(50.7%) often react to breeders post, 5(3.3%) do not really get updates while 6(4%) do not react to the post, 79(52.7%) had very pleasant response of fellow breeders on Facebook market group, 55(36.7%) had pleasant response, 10(11.5%) not pleasant 6(6.7%) not at all, 77(51.3%) had very pleasant responses of fellow breeders on Facebook marketplace, 53(35.3%) had pleasant response, 7(4.7%) not pleasant 13(8.7%) not at all, that 82(54.6%) stated that Facebook market group is very effective on promotion and patronage of rabbit, 60(40%) agreed that the platform is effective, 8(5.3%)

92(61.3%) stated Facebook marketplace is very effective on promotion and patronage of rabbit, 49 (32.7%) agreed that the platform is effective, 5(18.7%) not really 4(6.3%) not at all

## CONCLUSION

The study have shown that, both male and female engaged in rabbit farming as this cut across both adult and the elderly, though, many got informed about rabbit breeding on traditional media but, were able to sell their products on Facebook marketplace, finally the platform is effective for promotion and patronage of rabbit

## RECOMMENDATIONS

Nigerian youth needs to be encouraged to engage in small scale businesses such as rabbit farming as the new trend of digital marketing will assist in eradication of unemployment. Breeders should create more awareness to others who do not know where to sell their farm produce to join groups on Facebook marketplace. Government should encourage small scale farming business among youth in Nigeria.

## REFERENCE

1. Yu Rongjian, I., Nathan O., & Nazar K. (2019). *The Role of Advanced Technology in Agricultural Innovation. Mod Concep Dev Agrono. 4(1). MCDA.000576.2019. DOI: 10.31031/MCDA.2019.04.000576*
2. Idris N.A, Mohd H.H., Ahmad S.B., *Factors Influencing the Adoption of Facebook as a Marketing Channel among SMEs in Nigeria as a Developing Country: A Conceptual Framework, Journal Intelek Vol. 16, Issue 1 (Feb) 2021*
3. (FAO)(CTA) (IFAD., *Youth and agriculture: Key challenges and concrete solutions Published by the Food and Agriculture Organization of the United Nations (FAO) in collaboration with the Technical Centre for Agricultural and Rural Cooperation (CTA) and the International Fund for Agricultural Development (IFAD)(2014)*
4. Štreimikienė, D., Mikalauskienė, A., Sturienė, U., & Kyriakopoulos, G. L. (2021). *The Impact of Social Media on Sales Promotion in Entertainment Companies. E&M Economics and Management, 24(2), 189–206. https://doi.org/10.15240/tul/001/2021-2-012*
5. Idowu S & Babafemi J, (2022) *Health implication of media equipment usage among church workers in Nigeria, Journal of Management & social sciences DUJMSS). 1(2), 117-123*
6. Mailafia, S., Onakpa, M.M. and Owoleke O.E., (2020). *Problems and Prospects of Rabbit Production in Nigeria – a review Bayero Journal of Pure and Applied Sciences, 3(2): 20 – 25*
7. Iwona L, (2020), *Groups On Facebook as a Marketing Tool, Marketing of Scientific and Research Organizations, Vol. 37, Issue 3, p. 17–32*
8. DI, YANG,(2014) *Using Facebook for Marketing Case: Picnic Finland Oy, Bachelor's Thesis in Business Information Technology, Lahti University of Applied Sciences, 49 pages, 3 pages of appendices*
9. Ebenezer Udofia, (2019) *A Guide to Raising Rabbits, Care Facility Management Breed Selection, Royal Publications old Lagos/Asaba Road, Delta state, 173*

