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Effects of electronic marketing on employment generation in Nigeria: Enugu state perspective

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ABSTRACT

This Electronic Marketing has made Marketing practice more interesting and easier than what was obtained in the past when practitioners travel long distances to locate prospective buyers of a firms' products. Today, at the comfort of the practitioners room transactions are made between the buyers and sellers of organizations' products. The challenge facing the marketers in this regard is the low literate level of the practitioners in using Electronic machines to identify prospective customers who are interested in firms' products and lack of trust making any commitment without having one to one contact. Hence, the effects of Electronic Marketing on Employment generation in Nigeria with particular reference to Enugu state. The objective of the study include to determine the relationship between (1) Instagram and Employment generation in Enugu state (2)Tiktok and Employment generation in Enugu state (3) Youtube and Employment generation in Enugu state and (4) Facebook and Employment generation in Enugu state. The study adopted a survey research method. The population of

the study consisted of the unemployed youths in Enugu state and the sample size of the study was 151. The questionnaire was designed in likert scale and was administered using research assistant. Out of the 151 questionnaires, 112 was properly filled and returned. The hypotheses were tested using Pearson correlation and t-test and were facilitated using ANOVA statistical tool. The findings of the study recommended that relationship existed in all the variables used in this study. This implied that unemployed youths in Enugu state can be gainfully be self-employed in any of the sub-variables used in this study. The study also recommended that unemployed youths in Enugu should explore all other available variables of Electronic Marketing to be gainfully employed.

Keywords:

Electronic Marketing, Employment generation, Job Opportunity, Information and Communication Technology (ICT).

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1 Introduction:

Marketing through the internet has been a challenge to practitioners due to its vast area of courses. The challenge encountered in physically moving goods and services from production sites to area of consumption become easier through the introduction of Information and Communication Technology (ICT) which made the world a global village. The ICT include such devices as radio, TV, cellular phones, computer hardware and software, satellite systems that are used in conferences and seminars. Little or no difference exists between ICT and electronic marketing as it is the application of information and communication gadgets in the performance of marketing activities. These electronic devices are used to bridge gaps in information ownership, time, geographical coverage, value separations. Electronic marketing can variously be referred to as on-line marketing, e-marketing, internet marketing and commerce etc.

Okeke and Ugbor (2008) defined electronic marketing as the conduct of marketing activities or transaction electronically. These electronic devices made information accessible to prospective buyers of goods and services in which ever location they may be. These electronic devices could be a magnetic tape, disc, telecommunication, internet protocol links or wireless application. Ozuru and Kalu (2006) brought a distinction between e-marketing, e-business and e-commerce and defined e-marketing a company's total efforts to communicate about, promote and sell products and services electronically through the internet. Also, Anayanwu, Ibekwe and Okerefor (2022) defined electronic marketing as the application of electronic means in the anticipation and facilitation of exchange in order to ensure consumers satisfaction. This allows the purchasing of materials to be low as possible without limits and restriction, gave chance to make free selection and comparison between prices of goods,

reduction in transaction time, ability to make purchase from consumers home, extermination of monopoly of goods and materials, deletion of consumers privacy and exclusion of middlemen. The importance of ICT lies more in its ability to create greater access to information and communication in underserved population than in technology itself. A close look at ICT and electronic marketing reveals that there is little or no difference existing between them. Electronic marketing can be seen as the application of information and technologies in the performance of marketing function. Anyanwu, Ibekwe and Okerefor (2022) stated that the advent of electronic marketing has created a paradigm shift from the traditional market place to market space. Electronic marketing therefore encompasses every marketing activities performed through the World Wide Web (www). In this study, the independent variable is electronic marketing while the dependent is employment generation. The researchers intend to use four sub-variables of independent variable to determine the employment generation in Nigeria. The sub-variables include Instagram, Tik-tok, YouTube and Facebook. These will be used to know how employment could be generated in Enugu state as the study area.

In Nigeria, unemployment problem has been the major concern of the government and the citizens as graduates are turned out yearly in the country without a corresponding effort to provide them with employment that will be sustaining. This was attributed to theoretical base of our curriculum without a corresponding practical experience. This has made our graduates to be jack of all trade and master of none. A graduate of mechanical engineering in most times given are given two weeks induction training to be a marketing manager in an organization that deserve a qualified graduate in marketing professional to occur. Guess what will happen when there is a matter that needs technical expertise to solve. It is in line with the above that they researchers was mmoved to determine how the above mentioned sub-variables of electronic marketing can be used to provide employment for its teeming youths in Nigeria.

1.2 Objectives of the Study

The main objective of the study was to determine the effects of electronic marketing on employment generation in Nigeria with particular reference to Enugu state as a case study. But specifically the study objectives include the following:

1. To determine the relationship existing between Instagram and employment generation in Enugu state Nigeria.
2. Determine the effect of Tiktok on employment generation in Enugu state Nigeria.
3. Determine the effect of YouTube on employment generation in Enugu state Nigeria.
4. Determine the effect of Facebook on employment generation in Enugu state Nigeria.

1.3 Research Questions

Also research questions were raised in line with the research objectives. The research questions are:

1. What effect does Instagram have on employment generation in Enugu state, Nigeria
2. What is the effect of Tik-tok on employment generation in Enugu state, Nigeria.
3. What effect does YouTube have on employment generation in Enugu state Nigeria
4. What is the effect of Facebook on employment generation in Enugu state Nigeria.

1.4 Research Hypothesis

The following null hypothesis was formulated to guide the study.

1. There is no significant relationship existing between Instagram and employment generation in Enugu state.
2. There is no significant relationship existing between Tik-tok and employment generation in Enugu state.
3. There is no significant relationship existing between You tube and employment generation in Enugu state.
4. There is no significant relationship existing between Facebook and employment generation in Enugu state.

1.5 Significance of the study

The study will be immense help the youths, government and future researchers. To the youths, the study will help the youths to be self-employed without much attachment to hoping on government white collar job. Being self-employed will help to reduce crime in the society. To the government, the study will help the government provide alternative sources of self-employment, instead of depending on government alone. The study will also help in the development of the society as its citizens will pay their tax that will in turn be used in the provision of basic amenities to the society. To the intending future researchers, the study will help them to have materials that will guide them in their studies. The study will also help to contribute to existing knowledge.

2 Literature review

The introduction of information and communication technology (ICT) has made marketing practices easier than the traditional system when goods and services were carried from one destination to another with little or no success with ICT marketing communication have become a very easy task for the practitioners. The European commission (2009) described it as any communication device or application that involves radio, TV, cellular phones, computer soft and hardware, satellite systems and other gadgets such as conferencing and distance learning. It creates greater access to information and communication in underserved population than in the technology itself. Electronic marketing according to Anyanwu, Ibekwe, Okereafor (2022) is the application of information and communication technologies in the performance of marketing functions. E-marketing has transformed the practice of marketing from the traditional means to online platforms. This had changed the way and manner organization relate with their consumers as many businesses adopt the

internet and other electronic devices in conducting their marketing activities. This has led to the growth and development of e-marketing in Nigeria.

In the view of Strauss and Frost (2001) e-marketing is the use of electronic data and applications for planning and executing the conception, distribution, promotion, principles of ideas, goods and services to create exchange that satisfy individual and organizational goals. Smith and Chaffey (2005) opined that it involves the use of digital media to manage marketing operations including the marketing of digital customer Dars and electronic CRM systems. They stated that it has created a paradigm shift from the traditional marketing place to market space. The advent of the internet and technological advancements as a result of the ICT revolution has revolutionized the way people conduct business in Nigeria. The sector that has experienced remarkable growth and transformation is e-commerce which has witnessed significant expansion reshaping market operations and business strategies.

Shortly put, e-commerce or electronic commerce refers to the buying and selling of goods and services over the internet, it involves conducting commercial transactions electronically through online platforms or web sites that may include online retail, online auctions, digital downloads, electronic payments and online ticketing etc. through the internet marketers showcase their products services on websites or online marketplaces thereby allowing consumers to browse, select and purchase items electronically. The transactions are facilitated through secured payments gateway, enabling customers to make payment online using credit cards, digital wallet or e-payment methods. E-marketing platforms also provide features like shopping cards, product reviews, personalized recommendation and other tracking to enhance the user experience.

E-marketing offers many advantages over traditional means such as convenience, accessibility, a wide range of product, competitive pricing and the ability to shop from anywhere at any time. It provides opportunities for small business and entrepreneurs to reach a global audience and compete with established brands. Mobile phones are used to buy and sell goods and services through mobile devices currently, many marketers are involved in electronic marketing thereby, increasing transactions activities through the online. This surge in internet accessibility has created a vast online market that enables practitioners to reach a wider audience and drive growth in the area of operation. Marketers in Nigeria embrace mobile commerce as a convenient way to shop. The wide acceptance of e-commerce has been facilitated by the development of secured and reliable digital payment solutions. Lack of trust in online transactions and limited payment options have been overcome with the introduction of innovative payment platforms. Firms like inter-switch, flutter-wave, and pay-stack have played a great role in providing secure payment gateways thereby making online transactions safer and more convenient for consumers.

Electronic marketing has changed the behavior of consumers in Nigeria. With the convenience of shopping from anywhere and at anytime, consumers are increasingly turning to online platform for their purchasing needs. This area has expanded beyond the old retail systems leading to a shift in consumer behavior to increased competition among the players

which gives room for growth and innovation. It has serious impact in employment generation ranging from customer service representatives to delivery personnel and digital marketers. It has equally provided a platform for small and medium sized enterprises to reach a larger customer base, thereby promoting entrepreneurship development and economic growth in Nigeria.

In line with the above benefits, the researchers went on to determine the effects of the sub-variables including Instagram, Tiktok, Youtube and Facebook on employment generation in Enugu state, Nigeria.

(1) Instagram: The Instagram is a visual platform used in showcasing a firms' products and services with photos or videos. On this app a marketer can share a wide range of product contents such as its photos, videos stories and IGTV videos. This is a video application used in Instagram for Android and IOS smart phones that allow longer videos compared to Instagram feeds. A marketer with a brand can create an Instagram business profile that will provide the marketer with rich analytics of your profile post and the ability to schedule Instagram posts using third party tools. People can upload photos or videos to our service and share them with their followers or with a selected friends or group. They can view, comment and like posts shared by their friends on Instagram which disappears after 24 hours. Instagram offers various ways for creators to earn income directly within the platform which include utilizing such tools as the Instagram creator marketplace, offering subscriptions for exclusive content and earning through live bag during the streams.

(2) TikTok The TikTok is a social media tool used for a short term video sharing app. It is one of the faster growing apps with over a billion monthly active viewers. Recently it overtook google as the most visited internet site. It allow users to create and share videos between 15 seconds to 10 minutes long and the app has a vast catalog of sound effects, music snippets and filters to enhance the video and make them more appealing. Tiktok offers you real, interesting and fun videos that will make your day. Watch all types of videos, from comedy gaming, Diy, food, sports etc. You can video relating to almost all interests, ranging from lip-syncs, dancing, challenges to Diy tricks and makeup tutorials. Majority of Tiktok users fall into ages 10-29. So if a marketer wants to target the young Tiktok is the preferred platform to use for the business.

: Tiktok pays creator through the tiktok creators rewards programmes depending on the video. The amount paid is based on factors like the number of views, engagement rates, and the authenticity of users engaging with the post. Marketers need to be 18 to have a creator account, have 10,000 followers and 100,000 views in the last 30 days. As a marketer is accepted into the tiktok creator fund, you will get paid for views. Views and payments are calculated based on the above. After a customer places an order through tiktok shop, the payment is processed by tiktok and the fund are transferred to the bank account that you have. Content creator some times is self employed.

(3) Youtube: The youtube is a social media and an online tool used in sharing platform where users watch videos. Beside being the second largest social media site, it is often referred to as the second largest engine of social media after google its parent company. This means that marketers intending to gain wider market coverage should employ the services of youtube to promote their business in youtube for product acceptance. Youtube pays content creators for their videos, but there are several conditions that must be met. The conditions entails that;

a The content creator must have 1000 subscribers

b must have at least 4000 hours of watch time in the past year

c have at least 10million public shorts view in the past 90days.

d must be in good standing with youtube

e must follow all youtube monetization policies

f and must live in a country or region where the youtube partner programme is available.

(4) Facebook: This is the largest social media site with more than two million users using it every month. This means that it is estimated that 36.9% of the world population are facebook users. Again more than 200 million businesses (mostly small businesses) use facebook tools and more than 7 million advertisers actively promote their business on facebook which make it a pretty safe bet if you want to have a presence on social media. It is easy to get started on facebook because almost all content formats work great on facebook text, images, video content and stories.

Facebook pay, now called meta pay is a secure way to make payments on facebook, messenger, Instagram, and other participating online stores. You can use meta pay to make purchases, send money, donate within apps and check out when shopping online. To set meta pay, you can;

(a) log into your facebook account

(b) select the menu icon

(c) Select orders and payments under the shopping header

(d) Select continue in the pop-up box

(e) Select credit and debit cards to add a card to your meta pay digital wallet

(f) Select settings from the menu on the left to enable PIN

2.1 CHALLENGES IN ELECTRONIC MARKETING IN NIGERIA

Every marketing activity has some challenges that may hinder smooth operation of the exercise. Electronic marketing is not left out as there are some challenges faced by the practitioners in the exercise including;

- (1) Lack of technical know-how of Electronic marketers. Many of the operators do not possess the technical know-how in Nigeria, leading to poor performance in the field. Some who participate are not consistent with one or more tools or share materials with their audience. They do not connect or respond to their audience as at the time of need.
- (2) Poor strategies are other challenges that hinder Electronic marketing in Nigeria. When the wrong media is used to accomplish an objective failure will be the result.
- (3) Wrong feedback to accomplish objective is another challenge facing Electronic marketing in Nigeria. Negative post responses pose damaging marketing campaigns on Electronic marketing activities. Customers who are not happy with a firm's product or activity can post damaging posts, or videos to damage the firm's image before its customers.
- (4) Illiteracy is another challenging problem facing Electronic marketing in Nigeria as a majority of its populace are illiterates who do not know how to read or write. It is impossible for people who do not know how to read or write to use Electronic marketing in offering employment opportunities to those who need it. This challenge cannot be taken for granted.
- (5) Security and privacy challenges. Trust, privacy and security issues constitute challenges when electronic marketing are concerned. Using social media to promote a brand or service can implicate trust, privacy and security issues as customers usually interact with brands across multiple channels and devices, leaving a trail of identifiers like email addresses, loyalty accounts, browser cookies and mobile devices hovering around the various technologies that power those customer interactions. These made users vulnerable as the information can be used by a third party when the device on which e-information are entered and it falls into wrong hands. There is also the possibility of divulging personal information such as home addresses, phone numbers and some cases bank details when making e-payments. This does not make purchases via e-marketing safe in a country like ours.

Employment generation has been neglected as the government is not making any serious plans to provide employment opportunity to its citizens. On a yearly basis, thousands of graduates are turned out from our institutions of higher learning without a corresponding provision made by the government to provide employment opportunities for them. Government owned factories were closed down for non-performance and those still operating on a skeletal basis are not well maintained by the government and those closed down sold to themselves and their family members. The government privatized all assumed industries not performing optimally and willed it to their political allies to compensate them thereby leaving the growing workforce in a state of dismay. Presently, graduates loom about the streets looking for white collar jobs that is nowhere to be found. It is in line with the above arguments that led the researchers into conducting this research to know whether Electronic

marketing can help to generate employment for the teeming youths Enugu state where the research is anchored using the sub variables as explained in detailed above.

3 Research Methodology

3.1 Survey research method was used by the researcher to determine how the sub variables of the independent variables can generate employment for our graduates who have been looming about the streets of Enugu looking for jobs that is not in existence.

3.2 Population and Sample

The population of the study consisted of the unemployable youths in Enugu metropolis. These include those who are doing menial jobs as well as those not employed at all. Determining the actual population may be difficult as graduates are turned out on yearly basis as well as those migrating from other state to look for greener pasture in the state. On this note, the researchers used convenient sampling method to pick 151 unemployed youths in the state as the sample size. Questionnaires employed to elicit information from the respondents were administered with the help of research assistant. Out of the 151 questionnaires distributed 112 was properly filled and returned. This revealed 74% return rate of the questionnaires and 26% were not returned.

3.3 Instrument used for the study

The researchers used questionnaire questions to solicit for answers to the questions asked. Pearson correlation and t- test was used to the hypothesis employed.

4.0 Data Presentation Interpretation and Analysis

The data obtained from the field was presented and analyzed with descriptive and inferential statistics to provide answers for the research questions. Also the hypothesis were tested with Pearson correlation and t-test instruments.

Table 4.1 Gender distribution of the respondents

Options	Frequency	Percentages
Male	42	32
Female	70	68
Total	112	100

Source; field survey, 2025

The above table revealed that 42(32%) of the respondents were males while females were 70(68%)

Further investigation was carried by the researchers on the age distribution of the respondents

Table 4.2 Age distribution of respondents

Options	Frequency	Percentages
20-30	54	48
31-40	54	48
41-50	2	2
51 and above	2	2
Total	112	100

Source; field survey, 2025

The above table revealed that 54(48%) of the respondents were between the ages of 20-30 years, 54(48%) were between the ages of 31-40 years, 2(2%) were between the ages of 41-50 years of age while 2(2%) were between the ages of 50 and above.

The researchers went on to find the academic background of the respondents to determine their understanding of the subject matter.

Table 4.3 academic background of the respondents

Options	Frequency	Percentages
FSLC	10	8
WASC	58	52
BSc/MSc	44	40
Total	112	100

Source; Field survey, 2025

The above table revealed that 10(8%) of the respondents have First School leaving certificate, 58(52%) has School certificates while 44(40%) has Bachelors and Masters' degree certificates.

Further investigation was conducted by the researchers to determine respondents that have smartphones

Table 4.4 Smartphone Ownership among the respondents

Options	Frequency	Percentages
IPAD Phones	50	45
Android Phones	62	55
Total	112	100

Source; Field Survey, 2025

The above table revealed that 50(45%) of the respondents have IPAD phones while 62(55%) have Android phones.

The researchers went further to determine the respondents that have used the different social media outfit in their other studies.

Table 4.5 Social media platform users

Options	Frequency	Percentages
Instagram	9	8
Tiktok	47	42
Youtube	25	22
Facebook	31	28
Total	112	100

Source; Field survey, 2025

Table 4.5 revealed that 9(8%) of the respondents uses instagram, 47(42%) uses Tiktok, 25(22%) uses Youtube, while 31(28% uses) Facebook.

The researchers went on to determine whether the respondents had been self-employed in any of the social media platform used in the study.

Table 4.6 Self-employed respondents in the social media used in the study

Options	Frequency	Percentages
Yes	105	93.75
No	7	6.25
Total	112	100

Source; Field survey, 2025M

The above table revealed that 105(93.75%) of the respondents have been employed in online marketing, while 7(6.25) said that they have not gotten any employment through the social media platform used in this study. The study revealed that online/electronic marketing is an effective and efficient means of generating employment without having face to face contact with prospective candidates.

4.3 Testing of hypotheses

H01; There is no significant relationship existing between Instagram and employment generation in Enugu state.

Table 4.3.1 Model Summary

Model	R	R Square	Adjusted R square	Std error of the estimate
1	.0996	.923	.922	.304

Source; Field survey, 2025

The above table value of R (.960) indicates that stronger relationships exist and R.922 is also large indicating that the model fit the population very well.

Table 4.3.2 Coefficients

Model	Unstandardized coefficient	Standardized Coefficients			
	B	Std	Beta		
Constant	.271	.064		4.255	0.00
Instagram	.918	.028	.960	32.375	0.00

Source; Field survey, 2025

In testing hypotheses one, the t-test and its significant value were used. The coefficient is positive (t-value 32.375) with significant value (0.00). The implication is that Instagram has effect on employment generation in Enugu state, Nigeria. Therefore the null hypotheses is rejected and the alternative accepted.

H02; There is no significant relationship existing between Tiktok and employment generation in Enugu state, Nigeria.

Table 4.3.3 Model Summary

Model	R	R Square	Adjusted R square	Std error of the estimate
1	0.960	.923	.922	.304

Source; Field survey, 2025

The above table revealed that the value of R(.960) indicate that relationship exist and R.square value of .922 is also large which indicates that the model is fit for the population.

Table 43.1.4 Anova

Model	Sum of squares	d.f	Mean square	F	Sig.
Regression	96.611	1	96.611	1048.127	.000
Residual	8.111	88	.092		
Total	104.722	89			

Source; Field survey, 2025

A model with a large sum in comparison to the residual sum of square indicates that the model account for most of the variations in the dependent variable. From the above table, it is evident as models sum of square (96.611) compared to residual's (8.111,) the significant value of F statistics (.00) is smaller than .05 which indicates that the independent variables has explained the differences in the variable.

Table 4.3.5 Coefficients

Model	unstandardised	coefficient	Standardized		
	B	Std error	Beta		
constant	.271	.064		4.255	0.00
Tiktok usage	.978	.028	.960	32.375	0.00

Source; Field survey, 2025

In testing hypotheses two, the t-statistical and its significant value were used. The coefficient is positive (t-value of 32.375) with significant value(0.00). This revealed that Tiktok can generate employment opportunity for the youths of Enugu state. The null hypothesis is hereby rejected and alternative accepted.

H03; There is no significant relationship existing between Youtube and employment generation in Enugu state, Nigeria.

Table 4.3.6 Model Summary

Model	R	R square	Adjusted R square	Std, error of the estimate
1	0.960	.923	.922	.304

Source; Field survey, 2025

From the above table, the value of R (.960) indicates stronger relationship and R . square value of .922 is also large indicating that the model is fit for the population.

Table 4.3.7 Anova

Model	Sum of squares	d.f	Mean squares	F	Sig.
Regression	96.611	1	96.611	1048.127	.00
Residual	8.811	88	.092		
Total	104.722	89			

Source; Field survey, 2025

A model that has large sum in comparison to the residual sum of squares indicates that the model account for most of the differences in the dependent variable. From the above, it is evident as the model sum of square (96.611) compared to the residual's (8.111) , the significant value of F- Statistics (.00) is smaller than 0.05 which indicates that the independent variable had explained the differences in the dependent variable.

Table 4.3.8 Coefficients

Model	Unstandardized	Coefficient	Standardized		
	B	Std. error	Beta		
Constant	.271	.064		4.255	0.00
Youtube usage	.918	.028	.960	32.375	0.00

Source; Field survey, 2025

After testing hypothesis three, the t-statistical and its significant value used, the coefficient is positive (t-value of 32.375) with significant value (0.00). This implies that Youtube can positively contribute to employment generation in Enugu state as some of the respondents had gained employment through the social media. Therefore, the null hypothesis rejected and alternative accepted.

H04; There is no significant relationship existing between Facebook and employment generation in Enugu state, Nigeria

Table 4.3.9 Model Summary

Model	R	R. Square	Adjusted R Square	Std. error of the estimate
1	0.960	.923	.922	304

Source; Field survey, 2025

From the table, the value of R (.960) indicates stronger relationship and R. square of .922 is also large indicating that the model is fit for the population.

Table 4.3.10 ANOVA

Model	Sum of squares	d.f	Mean Squares	F	Sig
Regression	96.611	1	96.611	1048.127	.000
Residual	8.111	88	.960		
Total	104.722	89			

Source; Field Survey, 2025

A model that has a large sum in comparison to the residual sum of squares indicates that the model account for most of the differences in the dependent variable. From the above table, it is evident as the model sum of square (96.611) compared to residual's (8.111) and the significant value of statistics (0.00) is smaller than 0.05, indicating that the independent variable explained the variation in the dependent variable.

Table 4.3.11 Coefficients

Model	Unstandardized	Coefficient	Standard		
	B	Std error	Beta		
Constant	.271	.064		4.255	0.00
Facebook usage	.918	.028	.960	32.375	0.00

Source; Field survey, 2025

In testing hypothesis four, the t-statistical tool and its significant value were used. From this test, the coefficient is positive (t-value of 32.375) with significant value (0.00). This implied that facebook can contribute to employment generation in Enugu state, Nigeria. Therefore, the null hypothesis is hereby rejected and alternative accepted.

4.4 Discussion of Results and Findings

The result obtained from the hypotheses revealed that the four independent variables used in this study including Instagram, Tiktok, Youtube and Facebook have significant influence on the dependent (employment generation) in the state.

Objective1; To determine the relationship existing between Instagram and employment generation in Enugu state, Nigeria. Instagram was the first variable used in this study. The finding was in agreement with the studies of Pawar, More and Bhoda (2014). They conducted a study titled “Online behavior of University undergraduate”. The purpose of their study was to find those factors that can influence Online buyers in four colleges of satara district of Maharashtra, India using convenience sampling method. The result obtained from the study revealed that Instagram is one of the most important influencing factors that can attract more consumers to purchase items Online. Here, employment opportunity can be explored as unfiled gaps which the youths can discover to be self-employed.

Objective 2; To determine the effect of Tiktok on employment generation in Enugu state Nigeria. This was the second variable used in his study. The result revealed that Tiktok can influence employment generation in Enugu state, Nigeria. The study of Dessie, Baylie, Yimer and Amara (2022) supported the findings of this study. They conducted a study titled “the effects of social media marketing on consumer purchase decision making process evidence from college of business and economics students at Bahir Dar University students Ethiopia. Here, primary sources of data was the instrument used. A sample of 279 students of both faculties was collected through questionnaire using convenience sampling method. The study revealed that social media marketing activities (Tiktok) adverts have positive influence on students purchase behavior. Nekmahmud etal (2022) examined factors that can influence university undergraduates purchase behavior and the role of social media marketing. Their findings revealed that social media activities (Tiktok) have strong and positive influence on purchase behavior of university students.

Objective 3; To determine the effects Youtube on employment generation in Enugu, state Nigeria. The Youtube the third variable used in this study. In this study Youtube can

positively and significantly influence employment generation in Enugu state as unemployed youths make a lot of money Online from the marketing activities performed Online. The observation is in agreement with the study of Paquette (2018) who conducted a research titled “social media as a marketing tool a literature review”. The purpose of the study was to find the gaps that currently exist in social media marketing research and to point out the need for further studies to explore the benefits gained by marketing on social media networking sites. The findings revealed that Youtube increase the awareness of a firms’ brand by being creative when engaging them on social media sites as shopping decisions.

Objective 4; To determine the effect of Facebook on employment generation in Enugu state, Nigeria. This is the fourth variable used in this study. The findings revealed that the extent to which facebook influence employment generation in Enugu state is increasing as the youths display so many products on the internet to attract prospective buyers. This result was compatible with the studies of Ibiasi, Bader and Al-qreini (2016), Ramela, Villier and Churdu (2022) who conducted a research study on the impact of social media marketing (Facebook) as a marketing tool on purchase behavior of consumers with a population of 99 customers in South Africa, The findings of the study further revealed that social media marketing activities (Facebook) influences consumers purchase decision

5.0 Conclusion

The study examined the effects of Electronic marketing on employment generation in Enugu state, Nigeria. Technological breakthrough has created a digital age in Nigeria and the widespread of the internet is having a dramatic impact on both the youth and the marketing organisation that provide product and services that satisfy human needs. Most companies now use social media tools to connect prospective customers especially the youths and adults s many of them use internet to search for information relating to products and services attribute that helps them to know products and services benefits. The social media tools have created job opportunities to the unemployed youths who at the comfort of their homes connect producers and consumers into a relationship that will last for very long time. The study further concluded that Electronic marketing play an important role in the behavior of current and potential buyers when they want to make their first time purchase decision.

Electronic marketing are of immense help to the youths, adults, government and the general public as all are involved in sourcing information from the internet to find solution in their different areas of interest such as business, economy, health, science etc.

6 Recommendations

Based on the findings of the study business organisations that employ Electronic marketing tools in their business activities should;

- (1) Try to make effective and efficient use of the four variables of Electronic marketing used in this study when trying to create employment opportunity to the teeming youths.
- (2) Explore other Electronic variables that can create job to the populace that is not used in this study.

- (3) Create awareness of the benefits accruing from the use of electronic devices needed by prospective users who intend to employ them for their business activities.
- (4) Ensure that all claims made using the electronic devices fulfill their claims to avoid disappointment after product use.
- (5) Ensure that all electronic variables have the ability to create job for the employment youths in our society.

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