

THE IMPACT OF SOCIAL MEDIA ON ARTISAN BUSINESS PERFORMANCE IN ADO-EKITI, EKITI STATE.

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ABSTRACT

This work examines the impact of social media on artisan business performance in Ado-Ekiti. This study is a descriptive study, both primary and secondary data were used for the study, A mixed method was use to obtain both quantitative and qualitative data via questionnaire and in-depth interview respectively. A total of one hundred and seventy artisans were selected using systematic sampling techniques. Also only seven artisans were selected. Data was presented in percentage and tables, chi-square are used to test hypotheses drawn for this study.

In the findings some of the reasons advanced by the respondents why they use social media for their business are to increase the number of their customers, it is also to create awareness for artisan's business, it is also to make service known to the whole world, it is to get customers attention.

This research concluded that there is nothing successful without the use of modern technology. Bearing in mind that the SMEs (small medium enterprise) contribute immensely to the economy of the society in great dimension, and then it becomes imperatives that each artisan must get connected to social media because of their business. This is because social media has unlimitedly contributed to artisan's work.