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EFFORT EXPECTANCY AND USE OF SOCIAL MEDIA FOR MARKETING BY STAFF OF SELECTED PUBLISHING FIRMS IN SOUTH-WEST, NIGERIA

Abstract

Social media are powerful tools for reaching out to the whole world and so it is good to make it a marketplace for book publishers. Despite the overwhelming advantages and benefits derivable from the use of social media for marketing, observations showed that the use of social media for marketing by book publishers in Nigeria seemed not as high as expected. The descriptive research design of correlational type was adopted. The total enumeration technique was used to obtain the sample size of 212. Data collected were analysed using descriptive statistics. Effort expectancy was significant in the use of social media by staff of publishing firms in South-west, Nigeria. Specifically, the issues of perceived ease of use, complexity and ease of use were significant in the use of social media among the staff of publishing firms. The study concluded that the necessary tools for social media marketing, such as laptops, iphone, ipads, Android phones and Internet access (data) should be made available to marketer so that derived knowledge and skills could enhance book marketing.

Keywords: Book Marketing, Publishing, Social Media

Introduction

Publishing plays an important role in the development of a nation. It fosters cultural integration, creates avenue for self-expression, engenders national unity and stimulates a sense of historical tradition. Ojeniyi (2002) opines that the development of education, literacy, national culture and dissemination of knowledge are the basic elements in the democratic process of any nation and publishing industry, which primary role is to produce books, is the engine of that process. Through publishing, facts and figures are not only recorded for posterity - knowledge and information are disseminated as well. Therefore, publishing is an intellectual and social responsibility to record human activities for future generations which provide entertainment, information and education.

Business changes over time, and as it grows and develops, the information needs and the way business activities are performed will change. The basic things needed are: a computer with an internet connection, company social media accounts, access to regular electricity, and maybe a good Android phone. It is a pity that most publishers in Africa are not exploring these great opportunities, and thus, they get lost in this type of business that is rapidly changing the way business is done around the world. Original publishers need to be aware of the tremendous opportunities that e-commerce offers in order not to exit the global book trade. Marketing is strategic for human existence. If a person does not have something to market, then something is marketed to him. Marketing is the social and economic satisfaction of the existence of an individual or organization, which emphasizes the satisfaction of the desires and needs of the customer while achieving the organizational goal for the benefits of individuals or corporate bodies (Kotler and Keller, 2006)

Every book publisher is in the publishing business because they want to expand their sales channels in order to make money to meet the company's financial goals. Okwilagwe (2001) supports this view by noting that the book publishing process is not complete until the book is sold. He says the continued keeping of thousands of copies of the book means bad or boring business for the publisher. The Marketing and Sales department is the hub through which money enters the company. All publishing companies focus on this department because this is where the money to run the business is generated. Social media plays a vital role in marketing and creating relationships with clients.

Social media assumes a crucial part in marketing and making associations with customers. As indicated by Kaplan and Haenlein (2010), it is an assortment of Internet-put together applications that work with respect to the philosophical and innovative establishments of Web 2.0 that permit the creation and trade of user-produced content. Chorasias (2016) additionally portrays social media as PC mediated instruments that permit individuals or companies to make, offer or trade data, proficient interests, thoughts, pictures/recordings in networks and virtual organizations. Social media offers a wealth of administrations on the Internet.

One of the factors that can impact the utilization of social media for marketing among the representatives of publishing companies is the expected effort. Effort expectancy, as indicated by Venkatesh, Morris, Davis, and Davis (2003), is the degree of simplicity of utilizing any framework. This implies that expected effort demonstrates the effort needed to utilize the technology, regardless of whether straightforward or complex. The user-friendly technology can be handily acknowledged and embraced by the users. Most users favor technology that gives them adaptability, utility, and usability. As indicated by Giesing (2003), the normal voltage is a significant factor impacting the utilization purpose. In the current setting, the expected effort alludes to the impression of the convenience of social media for marketing by representatives of publishing companies.

It has been observed that indigenous and multinational publishing companies emerging in Nigeria have not been able to compete favorably with associate publishers and marketers around the world in terms of social media accessibility and ease of use. Nigerian publishing companies do not use social media, as they should, for marketing purposes. They mainly use it for social networking and socializing. The management of publishing companies does not help the marketing personnel by providing the necessary tools they need to market on social media such as a computer system, smartphones with an internet connection and sufficient internet data for continuous access to the internet. In addition, publishing companies do not believe that the employees of the marketing department will sufficiently use social media in a way that will profit the organizations. If this situation continues, the world will leave Nigeria behind and the revenues of publishing companies in the country will continue to diminish.

Research questions

The study provided answers to the following research questions:

- i. What are the purposes of use of social media for marketing by staff of selected publishing firms in South-west, Nigeria?
- ii. What is the frequency of use of social media for marketing by staff of selected publishing firms in South-west, Nigeria?
- iii. What is the effort expectancy of staff of selected publishing firms in the use of social media for marketing in South-west, Nigeria?
- iv. What are the constraints of staff of selected publishing firms in the use of social media for marketing in South-west?

Hypothesis

Ho₁: There is no significant relationship between effort expectancy and use of social media for marketing by staff of publishing firms in South-west, Nigeria.

Literature Review

Marketing is a popular phenomenon, but it is a very complex and exclusive subject. According to Igudia (2012), marketing and sales are often seen as synonymous. " A sale is the actual offering of a product that has been marketed to a customer for money. Marketing activities are many and varied because it basically involves All that is needed to get the product off the drawing board into the customer's hands. Biobaku (2009) states that marketing is a process, as it includes a network of activities geared toward creating exchanges of value. The process, in his opinion, begins with the concept of a product or service by defining pricing and promotion strategies to define distribution channels. Social media has changed the ways in which employees of publishing companies communicate and interact with consumers.

This is because social media enables people all over the world to interact and share products and brands with each other. In fact, social media has become an essential part of our daily life and has changed the lives of individuals.

Social media has caused a significant change in the techniques and apparatuses that distributors' representatives use to showcase and speak with clients. Mangold and Faulds (2009) contend that "Social media joins the qualities of customary IMC apparatuses with an enormous type of verbal exchange that marketing directors can't control the substance and recurrence of these the data ".

Social media devices assist distributors with associating with singular customers, which thus can help build up long haul connections. Social media apparatuses, for example, discussions, websites, or visit rooms make an intelligent exchange for companies to connect with shoppers. Advertisers see "various purposes or manners by which customers react to or utilize this media" . The effort anticipation is alluded to as "the level of straightforwardness related with utilizing the framework" (Weinberg and Pehlivan, 2011).

This factor identifies with how effectively workers of publishing companies utilize social media to maintain their organizations. For instance, the connection among effort and social media use is the point at which a distributor looks at the measure of effort and time it takes to offer an item or administration to add to the development of their business. In the course of recent years, there has been a huge expansion in research on effort anticipation and aim or utilization of user conduct. Various investigations have discovered that the normal effort fundamentally impacts the utilization toward technology reception in the UTAUT model.

Another examination that analysed components influencing expectation to receive stock exchanging by means of cell phones among stock financial specialists by Tai and Ku (2013) expressed that foreseeing effort additionally significantly affected purpose to utilize versatile stock exchanging. The examination showed that the normal effort significantly affected social plan, which implies that booth designers need to improve equipment or programming unpredictability to make it simpler for users to utilize. An examination by Sin Tan, Chong and Lin (2013) found that foreseeing effort significantly affected expectation to utilize web marketing among South Koreans, yet not Malaysians since South Koreans will in general utilize web marketing more contrasted with Malaysians. Conversely, research on 3G Mobile Communication found that voltage expectation didn't significantly affect social aim.

Moreover, the investigation by Lee, Tyrrell and Erdem (2013) likewise demonstrated that convenience is a deciding component for social media use in proficient affiliations. Social media gives simple approaches to little and medium organizations to interface and speak with clients as well as easy communication of brand information. Therefore, the study focuses on the impact of effort expectancy and the use of social media for marketing by employees of selected publishing companies in southwest Nigeria.

Theoretical framework

The Unified Theory of Acceptance and Use of Technology model (UTAUT) guided this study on effort expectancy as predictor of use of social media for marketing by staff of publishing firms in South-west, Nigeria. UTAUT describes how much a technology/framework is acknowledged largely depends upon various factors such as execution expectancy, effort expectancy, social impact and encouraging conditions (Venkatesh et al., 2003).

The model was utilized in for a time of a half year in Taiwan and the outcome indicated huge prescient goal of its key builds (execution expectancy, effort expectancy, social impact and encouraging conditions). Solid strong experimental proof had likewise been given to UTAUT by an exhaustive examination of information from four associations and a cross-approval inside two new associations. Be that as it may, as dependable as UTAUT model in testing acceptance of technology, it has been reprimanded by various examinations. A portion of these investigations incorporate Bagozzi (2007) who used 41 autonomous factors to foresee aims and eight free factors to anticipating practices. He noticed that the model present a confused situation on the investigation of technology appropriation. The use of social media by staff of publishing firms could anyway be affected by factors such as effort expectancy.

Methodology

The descriptive research design of correlational type was adopted, due to the nature of its subject of investigation. The population covers the selected publishing firms in Lagos and Oyo States that are duly registered with Nigeria Publishers Association (NPA), the umbrella trade association of book publishers in Nigeria. The marketing and sales unit in the selected publishing firms formed the target group. According to Nigerian Publishers Association (NPA) directory (2017), there are 79 and 52 publishing firms in Lagos and Oyo States respectively; making a total of 132 registered publishing firms in both states. Twenty percent was used as sample from each of the states, which was 16 and 10 publishing firms from Lagos and Oyo respectively. The total population of the respondents was 212 and total enumeration technique was used to ensure robust participation of marketing and sales staff of publishing firms. A total 212 copies of the questionnaire were administered to marketing and sales staff in the selected publishing firms in Lagos and Oyo States. All the copies of Questionnaire were duly administered and returned with 100% response rate. The returned rate was achieved because all the respondents were adult and mature to handle the questionnaire.

Results

Table 1: Distribution of respondents by work experience

Years	Frequency	Percentage
1-5	66	31.1
6-10	55	25.9
11-15	47	22.2
16-20	34	16.0

20 years and above	10	4.7
Total	212	100

Table 1 revealed that the least years of work experience of 1 – 5 years with 66 respondents, giving 31.1% formed the majority. This is followed by 6 – 10 years with 55 respondents, which amounted to 25.9%, followed by 11 – 15 years with 47 respondents, giving 22.2%, followed by 16 – 20 years with 34 giving 16%. However, the group, 20 years and above with 10 respondents, which gave 4.7% ranked the least among the distribution. This shows that publishing firms have significant number of staff between 1-5 years experience. This means that most marketing and sales staff does not stay longer in publishing firms, perhaps due to poor remuneration and lack of effective tools for social media operation and this will make the publishing firms employ new staff.

Research Question One: What are the purposes of use of social media for marketing by staff of selected publishing firms in South-west, Nigeria?

The results on purposes of use of social media by marketing and sales staff of selected publishing firms in South-west, Nigeria are as presented in Table 1.

Table 2: Purposes of use of social media by staff of selected publishing firms.

S/N	Items	Agreed	Disagreed	Mean	Std. Dev
i.	to promote books and authors	174(82.1%)	38(17.1%)	3.1321	.81544
ii.	to engage readers in ways that many traditional book marketing avenues can't	173(81.6)	39(18.4)	3.1462	.81592
iii.	specifically for sharing everything about books	156(73.6)	56(26.4)	2.9340	.82919
iv.	to market book and other services	192(90.6)	20(9.4)	3.3349	.64294
v.	to monitor conversations about books and services of my publishing business	201(94.8%)	11(5.2%)	3.3821	.58436
vi.	to provide interactive conversations between individuals and consumers	206(97.2)	5(2.8%)	3.4009	.57975
vii.	for personal and publishing services to customers	199(93.9%)	13(6.1%)	3.3443	.59166
viii.	to alert customers about the availability of new books	209(98.6%)	3(1.4%)	3.5849	.52190
ix.	because it is very much effective for marketing books to customers	201(94.8%)	11(5.2%)	3.4387	.63917
x.	to answer customers' queries	204(96.2%)	8(3.8%)	3.4387	.68913

xi.	to chat with my friends and family	203(95.8%)	9(4.2%)	2.9623	.34899
xii.	for socialization purposes	194(91.5%)	18(8.5%)	3.2311	.79595
xiii.	for entertainment purposes	184(86.8%)	28(13.2%)	3.2547	.86052
xiv.	For personal purpose	151(71.2%)	61(28.8%)	2.712	.72677

Table 2 shows that the major purposes of use of social media by marketing and sales staff of selected publishing firms in South-west, Nigeria are: to promote books and authors (82.1%), to engage readers in ways that many traditional book marketing avenues would not (81.6%), for sharing everything about books (73.6%), to market book and other services (90.6%), to monitor conversations about books and services of publishing business (94.8%), to provide interactive conversations between individuals and consumers (97.2%), for personal and publishing services to customers (93.9%), to alert customers about the availability of new books (98.6%), it is effective for marketing books to customers (94.8%), to answer customers' queries (96.2%), to chat with friends and family (95.8%), for socialisation purposes (91.8%), for entertainment purposes (86.8%) and for personal purposes (71.2%). This shows that the sales and marketing staff of investigated marketing staff know the purpose of use of social media; and if these staff are supported by the management of the various organisations they could utilise social media effectively for book marketing.

Research Question Two: What is the frequency of use of social media for marketing by staff of selected publishing firms in South-west, Nigeria?

Research question 2 investigated the frequency of use of social media by sales and marketing staff of selected publishing firms in Lagos and Ibadan. The results are presented in table 3.

Table 3: Frequency of use of social media by staff of selected publishing firms

S/N	Social media	Daily	Weekly	Monthly	Occasionally	Never used	Mean	Std. Deviation
I	Facebook	182(85.5%)	18(8.5%)	12(5.7%)	0(0%)	0(0%)	4.7453	.72936

ii	Twitter	112(52.8%)	77(36.3%)	5(2.4%)	15(7.1%)	3(1.4%)	4.3208	.92922
iii	Blogs	155(73.1%)	16(7.5%)	18(8.5%)	12(5.7%)	11(5.2%)	4.3774	1.17197
iv	YouTube	136(64.2%)	46(21.7%)	8(3.8%)	19(9.0%)	3(1.3%)	4.3821	1.01190
V	Google +	153(72.2%)	24(11.3%)	15(7.1%)	15(7.1%)	5(2.4%)	4.4387	1.04904
vi	WhatsApp	156(73.6%)	36(17.0%)	4(1.9%)	14(6.6%)	2(0.9%)	4.5566	.89316
vii	LinkedIn	72(34.0%)	109(51.4%)	5(2.4%)	17(8.0%)	9(4.2%)	4.0283	1.03455
viii	Yahoo	34(16.0%)	125(59.0%)	35(16.5%)	10(4.7%)	8(5.2%)	3.7877	.90142
ix	Telegram	19(10%)	114(53.8%)	41(19.3%)	27(12.7%)	11(5.2%)	3.4858	.99990
X	Medium	21(9.9%)	116(54.7%)	38(17.9%)	24(11.3%)	13(6.1%)	3.5094	1.02338

Table 3 analysed the frequency of use of popular social media platforms on a daily basis for book marketing by staff of selected publishing firms. The most frequently used platforms are in the following order: Facebook, WhatsApp, Blogs, Google + and YouTube. The others such as LinkedIn, Yahoo, Twitter, Telegram and Medium were not used effectively on a daily basis. The most frequently used social media platforms are the most popular among the social media users in Nigeria. This means that if these media are well used, publishing firms will surely fulfil their goals in book business.

Research Question Three: What is the effort expectancy of staff of selected publishing firms in the use of social media for marketing in South-west, Nigeria?

Research Question Three sought to find out the effort expectancy of staff of selected publishing firms in South-west, Nigeria in the use of social media for marketing. The results are presented in Table 4.

Table 4: Effort expectancy of staff on the use of social media for marketing

	Items	Agreed	Disagreed	Mean	Std. Dev.
	Perceived ease of use				
i.	I think it is easy to learn how to use social media for marketing	206(97.2%)	6(2.8%)	3.3726	.54015
ii.	I think it is easy to get access to social media to meet my needs	192(90.6%)	20(9.4%)	3.3396	.64414
iii.	I think it is easy to become skilful at using social media for marketing	206(97.2)	6(2.8%)	3.4292	.55048
iv.	I think social media will allow me to do any other activities when using it for marketing	200(94.3%)	12(5.7%)	3.4198	.59872
v.	I think social media is easy to use compare to traditional media	210(99.1%)	2(0.9%)	3.4292	.51489

	Complexity	Agreed	Disagreed	Mean	Std. Dev.
i.	Social media require much time to use for marketing.	16(7.5%)	196(92.5%)	3.3238	.64140
ii.	Social media is not easy to display adverts online.	42(19.8%)	170(80.2%)	3.0566	.80083
iii.	It is not easy to use for marketing	46(21.7%)	166(78.3%)	3.0943	.80905
x	Social media is not easy to transfer immediate information to customers	45(21.2%)	167(78.8%)	3.0755	.86203
k	Social media is not easy to monitor	40(18.9%)	172(81.1%)	3.0991	.78770
	Ease of use	Agreed	Disagreed	Mean	Std. Dev.
ki	I use social media to reach many customers with stress	45(21.2%)	167(78.8%)	3.0613	.78554
kii	I feel capable enough to use the social media tools for marketing	200(94.3%)	12(5.7%)	3.4009	.64183
kiii	I use social media because it is flexible to interact with	208(98.1%)	4(1.9%)	3.3679	.55632
kiv	I use social media with less effort	208(98.1%)	4(1.9%)	3.3915	.56142
kiv	I use social media easily to communicate with customers	206(97.2%)	6(2.8%)	3.3774	.57520

Table 4 presents the interpretation of data collected on effort expectancy of marketing and sales staff on the use of social media for marketing. On the perceived ease of use, 97.2% thought it is easy to learn how to use social media for marketing, 90.6% thought it is easy to get access to social media to meet their needs, 97.2% thought it is easy to become skilful at using social media for marketing, 94.3% thought social media would allow them to do any other activities when using it for marketing, while 99.1% felt social media was easy to use compare to traditional media.

On the complexity in the use of social media for book marketing, 92.5% disagreed that social media require much time to use for marketing, 80.2% also disagreed that social media is not easy to display adverts online. Furthermore, 78.3% disagreed that it is not easy to use for marketing. Data also showed that 78.8% of the respondents disagreed that social media is not easy to transfer immediate information to customers, while 81.1% disagreed that social media is not easy to monitor.

Data collected on the ease of use, of social media by book marketers, showed that 78.8% disagreed that they use social media to reach many customers with stress. More than half of the respondents agreed that they use social media because it is flexible to interact with (98.1%); that they use social media with less effort (98.1%), while 97.2% claimed they use social media easily to communicate with customers.

Research Question Four: What are the constraints of staff of selected publishing firms in the use of social media for marketing in South-west?

Research question four analysed the constraints experienced by staff of publishing firms on the use of social media for marketing. The outcome is contained in Table 4.

Table 5: Constraints of staff of publishing firms in the use of social media for marketing

S/N	Items	Agreed	Disagreed	Mean	Std. Dev
i.	Negative comments from the customers	81(85.4%)	31(14.6%)	3.1321	.63954
ii	The size of online communities the publishing firms have	76(83.0%)	36(17.0%)	3.1415	.70796
iii.	Inability to measure the success of social media marketing	67(78.8%)	45(21.2%)	3.0474	.74170
iv.	Lack of contents that draw the interest of customer	74(82.1%)	38(17.9%)	3.1321	.77979
v.	Lack of financial support by my publishing firm	84(86.8%)	28(13.2%)	3.1509	.69925
vi.	Unavailability of electricity Supply	80(84.9%)	32(15.1%)	3.1698	.80839
vii.	Poor internet access, internet coverage and speed	88(88.7%)	24(11.3%)	3.2123	.62888
viii.	Lack of personal knowledge and skills	40(18.9%)	172(81.1%)	3.0708	.84298

Findings from data collected on the constraints experienced by staff of publishing firms on the use of social media for marketing showed that 85.4% claimed that one of the constraints faced was negative comments from the customers. Also, 83.0% of the respondents believed that the small size of online communities the Nigerian publishing firms have is a constraint. The respondents further claimed that that the inability to measure the success of social media marketing is a constraint, with 78.8% supporting this view. Lack of catchy contents that could draw the interest of customer to the publishers' sites is another constraint, with 82.1% attesting to this. Also, 86.8% felt that lack of financial support by publishing firms was a constraint to effective social media marketing.

Other constraints to effective social media marketing by marketing and sales staff of publishing firms are: lack of regular electricity supply, poor Internet access, lack of Internet coverage and slow browsing speed and lack of personal knowledge and skills on the use of some social media platforms.

Relationship between effort expectancy and use of social media

Table 6: Pearson correlation table showing relationship between effort expectancy (perceived ease of use, complexity and ease of use) and use of social media

		Use of social media	Perceive ease of use	complexity	Ease of use	Mean	S.D.
Use of social media	Pearson Correlation	1	.323**	.184	.233**	45.30	2.91
	Sig. (2-tailed)		.000	.028	.001		
	N	212	212	212	212		
Perceive ease of use	Pearson Correlation	.323**	1	.243**	.331**	17.00	1.81
	Sig. (2-tailed)	.000		.000	.000		
	N	212	212	212	212		
Complexity	Pearson Correlation	.184*	.243**	1	.450**	15.66	3.11
	Sig. (2-tailed)	.028	.000		.000		
	N	212	212	212	212		
Ease of use	Pearson Correlation	.233**	.331**	.450**	1	16.60	178
	Sig. (2-tailed)	.001	.000	.000			
	N	212	212	212	212		

*. 0.05 level (2-tailed).

**. 0.01 level (2-tailed).

The result indicated that the three sub-constructs of effort expectancy have positive correlations with social media use by staff of publishing firms. Perceived ease of use $r = 0.323$, $p < 0.05$, complexity $r = 0.184$, and ease of use $r = 0.233$, $p < 0.05$.) as presented in Table 5. This implies that since the indices of effort expectancy have positive linear correlations with social media use, it follows that there is a significant relationship between effort expectancy and social media use for marketing by staff of publishing firms in South-west Nigeria.

Discussion of Findings

This study investigated the influence of effort expectancy and use of social media by marketing staff of selected publishing firms. The distribution of respondents by work experience shows that publishing firms have significant number of staff between 1-5 years' experience. This means that most marketing and sales staff does not stay longer in publishing firms, perhaps due to poor

remuneration and lack of effective tools for social media operation and this will make the publishing firms employ new staff.

Results revealed that a significant number of publishing firms made use of social media to promote books and authors, to engage readers, for sharing bibliographic information about the books, to engage readers and customers in a useful conversation, to alert customers about the availability of newly published books, also to receive feedbacks from readers and answer customers queries. This result is inconsonance with the previous findings by Business.com, (2010) which states that staff of publishing firms use social media in many ways.

Results on the frequency of use of social media by staff of publishing firms indicated that a sizeable number of them made of the popular social media platforms on a daily basis. The study found out that most of the staff made use of Facebook, twitter, blogs, YouTube, WhatsApp and LinkedIn every day. If these efforts are effectively utilised for book marketing, the Nigerian publishing firms would be able to achieve their marketing and sales objectives with ease. This result correlates with the findings of Michael (2014), who estimates that 93% of prestigious brands have an active presence on social media. Moreover, it is also in line with the discovery of Lindsey (2015), who states that 71% of the largest brands in the world now use Instagram as a marketing channel.

The result of the hope of effort of the staff of selected publishing companies in the use of social networks for marketing clearly showed that a significant percentage of marketing staff believed that social networks are not only easy to use, but also easily accessible. They thought it was easy to become skilled while using social media for marketing. Consult (2002) concurred that perceived ease of use refers to the ability of marketers to experience a new innovation and easily assess its benefits.

Regarding the complexity of using social networks for marketing, a larger number of marketing staff of publishing companies believed that social networks do not require much time and that the process of using it for marketing is not complex. They also believed that social media is easy to display ads as well as monitoring displayed ads. This study is consistent with research conducted by Tsimonis and Dimitriadis, (2014), who agreed that social media is easy to provide brand information and update information at any time. Moreover, with interactive functions, social networks allow SMEs to display advertisements in a variety of creative ways (Helmi, Asyiek and Mustafa, 2014). via BlackBerry, Iphone, Android phone and laptops.

In terms of ease of use of social networks, most staff were of the opinion that social networks can be used to reach customers; it is flexible to interact and communicate with many customers without stress. They also thought they were capable enough to use social media tools for marketing. This study correlates with research by Lagrosen and Grunden, (2014), who agree that social media is easy to use; and that social networks provide easy ways for SMEs to get involved and communicate with customers. The implication is that social media is a veritable means of marketing by publishing firms and that the marketing staff found it easy and flexible to use for marketing, to interact, communicate, display and monitor adverts.

Result of the constraints of staff of publishing firms in the use of social media for marketing showed some of the major constraints to include negative comments from customers, lack of financial support by publishing firms, lack of regular electricity supply, poor Internet coverage and speed, poor Internet access and low number of followers on publishing firms' social media accounts. Other challenges are lack of quality web contents to draw the interest of customers and lack of social media skills by some marketers. This research supports Adeleye, (2016) who reported that inability to control messages by those who manage the social media accounts of publishing firms generated high volume of negative comments from consumers. Also, a research conducted by Abulude (2014) opined that electricity supply is a serious challenge most Nigerians encounter. Electric supply is epileptic in most parts of the country.

A test of the relationship between performance expectancy and the use of social media for marketing indicated that performance expectancy had positive correlations with the use of social media for marketing. He indicated that the perceived ease of use was $r = 0.323$, $p < 0.05$, complexity $r = 0.184$ and ease of use $r = 0.233$, $p < 0.05$.). These imply that because effort expectancy indices have positive linear correlations with the use of social media for marketing by staff of publishing firms in southwestern Nigeria. The findings are in line with the positions of Hassan and Ali (2014) who argues that user-characteristics; attitude, anxiety and self-efficacy will greatly influence the effectiveness of the system. Venkatesh and Bala (2008) report, in their study, that job relevance and quality of results had an interactive effect on perceived utility. They also reported that the quality of production as well as the relevance of the job could facilitate the perceived usefulness of the technology.

Conclusion

Effort expectancy influences the use of social media for marketing by staff of publishing firms in Nigeria. The study also found perceived ease of use, complexity and ease of use to be significant in the use of social media by staff of publishing firms, as they are the major determinants of effective and efficient use of social media for marketing purposes by staff of publishing firms in Nigeria. However, if the necessary tools for social media marketing, such as laptops, iphone, ipads, Android phones and Internet access (data) are not made available to marketers, the knowledge and skills of the marketers on the use of social media will not be channelled towards book marketing and this will lead to poor performance by marketing and sales theme of the publishing company.

Recommendations

1. Social media marketing tools, such as laptops, iphone, ipads, and Android phones should be made available to marketers by managements of publishing firms in Nigeria so that the knowledge and skills of marketers on social media marketing would be channelled towards realising the objectives of the company.
2. To sustain the high level and frequency of use of social media by staff of publishing firms in South West, Nigeria, the management of publishing firms should provide uninterrupted power supply, by sourcing alternative electricity supply such as inverters, solar system, generators and also give them access to the Internet (data).
3. Management of publishing firms should further develop a separate department for ICT which should be empowered with high tech ICT facilities and a superb website as well as have a strong networking to assist the marketers in overcoming the challenges bordering on the use of social media platforms.
4. ICT department should be headed by a social media professional who should be able to respond to the challenges of marketers in the course of carrying out their online marketing activities for optimum performance.

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