



Examining the Effect of the Twitter Ban on Small Businesses in Nigeria
(A Case Study of selected SMEs in Dugbe, Ibadan North West, Oyo State)

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Abstract: The study examined the effect of the Twitter ban on small businesses in Nigeria. Specifically this study is aimed to: ascertain the effect of Twitter ban on revenue generation of SMES; investigate the effect of Twitter ban on small businesses e-marketing practices, customer complaint resolution, social identity of SMEs and promotional activities of SMEs. The case study for this research work was delimited to selected SMEs in Dugbe, Ibadan North West, Oyo State. The research design adopted was survey research method in which a sample size of 100 SMEs was selected. The Questionnaires were administered for the collection of data from primary source. Linear regression analysis tool was used in testing the generated hypotheses. The study found that; Twitter ban led to reduction in the sales volume of SMEs products and services thus affecting SMEs revenue generations, small businesses e-marketing practices was negatively affected due to Twitter ban because the handle (Twitter) has been mean of SMEs e-marketing platform and the ban has stopped this linkage, the ability to attend to customer complaint was impeded as a result of Twitter ban, this thereby lead to slower response time, due to sanction on Twitter the social identity of business was not really promoted as it should be thereby Nigerian SMEs are not known beyond their physical location, promotional activities such as Twitter Challenge that helps to introduce new product was disrupted thereby SMEs promotional businesses were affected. It was concluded that Twitter ban has a negative effect on small and medium enterprise (SMEs) as it impeded their growth for the period of the ban. It was recommended that Small and Medium Enterprises should not rely on only Twitter as a social media means of promoting their businesses, other social media platform should equally be utilized in order to mitigate the negative consequences of one outlet been banned in the future.

Keyword: Twitter, Ban, Small Businesses, E-marketing, Revenue, Generation

INTRODUCTION

Social media needs no further introduction, as over half of the world's population currently uses various social platforms. With its tentacles spreading across every facet of modern life, it comes as no surprise that small businesses are tapping into its huge potential. Part of the components of social media is Twitter which offers various benefits and opportunities for companies since it helps in attracting new customers and maintaining relationships with existing customers. In addition, Twitter has been used to enhance collaboration with customers, which in turn may accelerate better marketing initiative and innovation.

Social Media is changing the traditional methods of presence (Chaffey, 2008). The traditional techniques of marketing using print and electronic media along with Internet marketing and lead generation were used to drive traffic to a business and its website. As search engine algorithms evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent being devalued in search results. Today, social media like, Facebook pages, Twitter accounts, and YouTube channels are being seen as sites in their own right to mark the presence. Twitter is however widely used by business organisation to reach out to customers for complaint resolution, awareness creasing and reaching the large crowd both within and outside the country. However, the Federal Government of Nigeria made a drastic decision in June, 2021 to ban the micro blogging website (Twitter) in Nigeria. Twitter has become a source of livelihood, camaraderie, and information over the past 10 years in Nigeria. Hence, this recent

Nigeria's Twitter ban, proclaimed by the Federal Ministry of Information and Culture, has had a ripple effect on millions of Nigerians. The decision naturally sparked the anger of Nigerians, who see it as an attack on free speech by the government. Adepetun, Aikulola, Nwokoro, Ugoeze, & Akpa, (2021) assert that Twitter has become a source of livelihood, camaraderie, and information over the past 10 years in Nigeria. Hence, this recent Nigeria's Twitter ban, proclaimed by the Federal Ministry of Information and Culture, has had a ripple effect on millions of Nigerians. The decision naturally sparked the anger of Nigerians, who see it as an attack on free speech by the government. However, freedom of speech is not the only thing affected. Businesses in Nigeria are particularly vulnerable to the challenges imposed by the recent Twitter ban.

Research Problem/Objectives

The ban of Twitter has made business organisations to resolve to the use of Virtual Private Network (VPN) connection, which allows them to change their location to another country of the world in order to gain access to Twitter website for the promotional activities, the problem that arise from this is the low patronage on their end since most target customers within the country may not be using VPN connection to access Twitter services. The use of the VPN by business organisations in turn make them vulnerable to data theft and hacking since there is lack of reliability on the platform providing the VPN services. Therefore there are basic research problems. It was noted Twitter ban has reduced the revenue generation of business organisations, it has negatively impacted the e-marketing practices of businesses, customer complaint resolution has also been impeded as the quick reach and prompt resolution of issues become difficult since delay are usually encountered in using other means of reaching some organisations, the social identity of business have been grossly affected and certain promotion activities of companies have been taken to other site not widely used and known to professionals. In view of the above, this study is focused on investigating the effect of the Twitter ban on small businesses in Nigeria. The main objective of this study is to examine the effect of the Twitter ban on small businesses in Nigeria. Specifically this study is aimed to: ascertain the effect of Twitter ban on revenue generation of SMEs; investigate the effect of Twitter ban on small businesses e-marketing practices; determine the effect of Twitter ban on customer complaint resolution; to examine the effect of Twitter sanction on the social identity of SMEs; to find out the impact of Twitter sanction on the promotional activities of SMEs.

Literature Review

There are no universal definition of SMEs that are accepted widely (Mutula and Brakel, 2016). The definition of SMEs varies across countries and according to sectors (like financial, labour etc) suitability but this is normally based on employment, assets or combination of the two. In the United States, the Small Business Administration SBA (2011) a government department, defines a small business using size standard, as one that is independently owned and operated and meets employment or sales standard develop by the agency and the concern cannot be dominant in its field, on a national basis. For most industries these standards are as follows. This in addition shows a similar trend as in Nigeria, even if the exchange value makes the financial criteria to be different (Ayozie, 2016)

Manufacturing: Number of employees range up to 1500, depending on the industry. Retailing: Small if annual sales or receipts are not over 2 million to 7.5 million dollars.

Wholesaling:- Small if yearly sales are not over 9.5 to 22 million dollars Services: Annual receipts not exceeding 2 million to 8 million dollars.

According to the Central Bank of Nigeria report (2020), Small scale firms are firms with a workforce of 11 100 workers and a total cost of not more than 50 million naira including working capital and excluding cost of land, while Medium scale firms was defined as firms that have a labour force of between 101 300 workers with a total cost of over 50 million naira but not less than 200 million naira including working capital but excluding cost of land.

Objectives of Small-Scale Business in Nigeria

Small scale businesses have certain goals it's seek to achieve when it perform its functions effectively since enterprise is essentially economic activity, the main objective of small scale is the making profit for the enterprises to survive and it is also importance to the society because of its numerous advantages that lead to growth and development of the economy. Small scale business performs the major function of providing

goods and services to the society in order to improve the standard of living of the citizenries. This is done through the production of more and better commodities and service and their wide spread distribution throughout the society and it also seeks to achieve the objective of economic growth and development in Nigeria.

Benefits of Small Scale Business and its Effect on National Development

Specifically, the benefits of small scale enterprises are given below (Kemi, 2020):

Developing personal relationships: Small scale enterprises are well placed to build personal relationships with customers, employees, and suppliers.

Inventiveness and innovation: Small enterprises are well positioned to introduce and develop new ideas. This is due to their owners not having to report or seek approval from anyone else.

Low overheads: Due to the small scale of operation, small enterprises have lower overhead costs. They operate in small premises with low heating and lighting costs, and limited rent and rates to pay. Low costs result in lower prices for consumers.

Catering for limited or niche markets: Large firms with high overheads must produce high levels of output to spread costs. By contrast, small firms are able to make a profit on much lower sales figures. They can therefore sell into much smaller markets.

The concept of Social Media

Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Elisabeta & Ivona (2019) define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Elisabeta & Ivona (2019), assert that social media is not one thing. They described it as five distinct things which include: strategic tool for uncovering business insights, managing the influencers who are driving the conversation around your brand, marketing that provides value and turns customers into evangelists, critical component customer care, transforming your organization to meet the transparency and humanity customers now expect of brands.

Social Media and Small Businesses

The traditional techniques of marketing using print and electronic media along with Internet marketing and lead generation were used to drive traffic to a business and its website. As search engine algorithms evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent being devalued in search results. Social media allows businesses to crowd-source ideas and after seeing their ideas becoming a reality, business has more than likely just increased their customer base (Elisabeta & Ivona, 2019).

Social media allows to keep an eye on competition. Businesses are changing marketing strategies based on information they find in social media feeds from their competitors. Social Media Allows Business to Be More Transparent. The process of taking a prospect to the point of becoming a customer has slowed down somewhat due to consumer's awareness.

The Positive Impact of Digital Media on Business

Abu, Irshad & Mohammad (2021), gave the account of the following benefits of social media on business: Thanks to digital media, companies can get their information out to the public faster than ever. Instead of printing inserts and waiting for the Sunday paper to announce their sales, companies now can let the world know about an exciting promotion through email, social networking, their websites and Internet ads. Digital media

means businesses can reach more customers than ever before. A simple promotion featuring a giveaway or a freebie can earn a business hundreds or thousands of Facebook fans and email and text message subscribers, meaning that the business can send a message to these consumers with just a touch of a button. However, digital media also means that those consumers can reach back. Using digital media means using new technology both to create and support the media. New technology can be an asset for your business. When you adopt smartphones and laptops in order to use digital media, you also can positively influence other areas of your business. For example, such mobile technology makes communication among employees much easier (Kemi, 2020). Thanks to digital media, businesses now have many more options that they can choose from when seeking to get word out about their businesses. Instead of choosing among a TV or radio commercial or a print advertisement, they can now create media that is a combination of audio, visual, text and interactive media.

Negative Effects of Social Media on Business

Abu et. al., (2021) further observed source negative effect of social media on businesses which involves Burden of the Marketing Shift: business marketing now involves personal engagement with customers; campaigns that do not invite consumer interaction risk being unsuccessful. Increased Customer Power: In the days before social media, negative company experiences might stay within an individual's circle of friends; now, stories of bad customer service and disappointing products can run quickly through social media networks.

Tracking Negative or Misleading Statements: Social media is an enormous conversation everyone is invited to join; with all that talk, it's difficult for businesses to track statements about their brand that are negative or even defamatory. Accidental Release of Confidential Information: Individuals with inside knowledge of the company might inadvertently blurt out confidential information, damaging the company's competitive advantage (Melinda, 2012). Unauthorized Employees Speaking on Company's Behalf: It's difficult for companies to monitor employee social media activity and prevent them from speaking on company matters without authorization.

The Birth of Twitter Ban in Nigeria

President Muhammadu Buhari on Tuesday, 1 June, 2021 made a post on Twitter and issued a threat which was considered war inciting when he threatened to treat Nigerians Misbehaving in the language they understand. This was resulted in Twitter deleting the tweet on the Presidents official handle @MBuhari. From The Guardian Newspaper of Thursday, June 3, 2021, President Buhari had in the tweet shared on Tuesday, 1 June, 2021, cited the Nigerian Civil War experience, which was fought between 1967 and 1970, and noted that most of those Misbehaving by burning electoral offices were too young to understand the gravity of war. The tweet raised global concern and millions of comments with widespread condemnation and criticism.

As a result, some Nigerians called on Twitter to suspend the Presidents account, claiming the tweet expresses intentions of self-harm or suicide as stated on Twitters usage policy. Following the occurrence, Twitter deleted the message, and replaced the tweet with: This Tweet violated the Twitter Rules, Learn More (Njoku, Olumide, Daka, Ugoeze, Abuh, Nzor and Osibe, 2021). In response to the matter, Minister of Information and Culture, Lai Mohammed, accused Twitter of double standard claiming that other individuals and groups also make inciting tweets but ignored by Twitter (Eze, Taiwo, Obi and Nweje, 2021).

General Economic Implication of Twitter Ban in Nigeria

Digital media like Twitter are essential for information exchange, marketing customer services and remote work, especially during public health and safety emergencies like the COVID-19 pandemic. The suspension can slow commerce, cut productivity and ultimately cost jobs (Iyatse and Adepetun, 2021). Nigerians in Diaspora Movement (NDM) stressed that banning Twitter in Nigeria was an act of insensitivity considering the fact many Nigerians make a living through the site. NDM recollected that social media like Twitter have been proven to lift people, especially the youth, out of poverty through the acquisition and exchange of value adding ideas. To this effect, NDM hereby, unequivocally, calls upon the Nigerian government to reconsider the ban on Twitter without further delay (Paulinus and Obi, 2021).

Twitter is a platform that drives business and creates jobs for millions of Nigerians, especially the youth. Business leaders and investors in technology and communications, appreciate the role of social networking platforms like Twitter, Instagram, and Facebook in driving business and the economy. This suspension will

have untold negative consequences to our economy, or image as a democracy and the youth who use Twitter as a platform to advance their career (Adepetun, Aikulola, Nwokoro, Ugoeze and Akpa, 2021).

Specific Economic Implications of Twitter Ban in Nigeria

Implication on Investment: The suspension of Twitter, a leading micro-blogging platform, has begun to take its toll on struggling Nigerias economy, leading to a loss of N7.5 billion in the past three days. Nigerias decision to suspend Twitter, at first indefinitely and later temporarily, could backfire for the government and cost the country economically in terms of new investment into its technology sector. The ban may threaten Nigerias status as one of the best-performing African countries in attracting investment for technology start-up businesses (Iyatse and Adepetun, 2021).

Implication on Tax Income: It is evident that the longer the suspension continues the more the government of Nigeria will lose potential tax income (Teniola, 2021). Twitter has created jobs for a huge number of people and revenue in the form of taxes for the government and when this revenue generation avenue is closed, government will definitely incur great loss (Nwokoma, 2021).

Implication on Influencers: Twitter is the primary business space for most of Influencers. Since the advent of Twitter, the influencer marketing space in Nigeria has grown so much that almost anyone with dedicated followers could snag deals with organizations looking to extend their reach. While the organizations that work with Influencers can easily use other platforms for their marketing activities, it could be harder for them to do the same. Moreover, while they may be able to afford VPN services, their followers who keep them in business may find it difficult or reluctant to do so (Nwokoma, 2021).

Implication on Freelancing: The Internet revolution has brought significant increase in the number of people making a living off the Internet, specifically social media. From social media managers to content creators and product photographers, thousands of Nigerians have created careers off these platforms. Nigerians are now using Twitter to get jobs, investors, and fill vacancies. These are few of the activities that a Twitter ban would hinder (Nwokoma, 2021).

Implication on Startups: It was also identified that Nigerias startup space has experienced tremendous growth in a short time, with \$3,77.4 million raised in 2019, although that figure declined to \$120.6 million in 2020 due to the coronavirus pandemic. This has created jobs for a huge number of people and revenue in the form of taxes for the government. However, this Twitter ban puts a threat to all those activities. For most startups, their businesses depend, in some part, on social media. Without access to social media to run marketing campaigns or build relationships with their customers, business would take a hit.

Applications that are built using Twitter APIs are also affected. Political stability is one of the factors that investors consider while making investment decisions. By banning Twitter and directing the NBC to start licensing OTT services in the country, investors are not likely to risk investing in Nigerian startups which in turn deprives the country of much-needed investments (Nwokoma, 2021).

Implication on Small and Medium Enterprises

With consideration on small and medium enterprise (SMEs) as vital to the growth of any economy, frequently providing as much as 60-70% of the economy with jobs. Numbering about 117.4 million, SMEs in Nigeria contribute 48% of national GDP, account for 96% of businesses, and 84% of employment. Many SMEs have leveraged on the Internet, especially social media, for business activities such as marketing and customer service. The number of vendors on Twitter and Instagram is a testament to this. While these businesses could move to other platforms, their posts might not gain as much engagement as Twitter provides (Nwokoma, 2021). In a nutshell, Hudley, Bishi and Grossman (2021) concluded that Twitter ban in Nigeria will have a serious damage on the economy as many Nigerians rely on Twitter to support their work. Employers, for instance, use the platform to circulate job openings. Freelancers use it to advertise and promote their services. And the countrys vibrant start-up community Nigeria has the most start-ups in Africa uses Twitter to attract investment.

Lifting of Twitter Ban

Nigeria's Twitter ban was lifted at the midnight of 12th January, 2022 after the social media platform pledged to open a local office, among other agreements made with authorities in the West African country. The Federal Government of Nigeria after over 6 months of deliberation allowed Twitter to continue its operation in Nigeria. The lifting of the ban elates the general public especially small business owners because it meant a great deal to them.

The Implication of Lifting Twitter Ban by the Federal Government of Nigeria

The lifting of the ban will enable the small business owner to detect funding opportunities for their business for instance Tony Elumelu Foundation (TEF) has been over the years use the platform to disseminate information on various grants that he has been given to businesses:

- Enhance the ability of small business owner to identification of new business opportunities
- Opportunity for small business growth and expansion
- Prompt response to customers complaint
- Opportunities for business utilize the platform for various promotional strategies.

Methodology

The research design adopted in this study was survey research method. The study focuses on the chief executive or owners of SMEs in Dugbe, Ibadan North West, Oyo State. The reason for choosing the executive/owner of enterprises is because they are the major decision maker and actor in entrepreneurial process. The researcher selected a sample size of 100 for this investigation. The primary method of data collection was used and the primary data was collected through questionnaire survey. The questionnaire consisted of closed-ended questions which laid out the possible answers and the respondent ticked the category that best describes the respondents answer.

In this study, tables were used for the presentation of the data collected and simple percentages were also used for interpretation of the data. Questionnaire and secondary data sources were used to elicit data for this study i.e. the findings of this study were made available through the use of questionnaire.

Meanwhile, linear regression analysis tool was used in testing the hypotheses, with the aid of the SPSS software.

Q4.1.6: Table 4: Does Twitter ban led to reduction in the sales volume of SMEs products and services?

Table 4.1.6 Twitter ban led to reduction in the sales volume of SMEs products and services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	40	40.0	40.0	40.0
	Agree	42	42.0	42.0	82.0
	Undecided	1	1.0	1.0	83.0
	Strongly Disagree	6	6.0	6.0	89.0
	Disagree	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Source: Researcher's Field Survey, 2022.

Table 4.1.6 above shows that 40 respondents which represent 40% strongly agree and 42 respondents which amount to 42% agree that Twitter ban led to reduction in the sales volume of SMEs products and services. while only 1 respondents which constitute just 1% were undecided, 6 respondents which is 6% strongly disagree and 11 respondent which is 11% disagree. This implies that larger percentage of the respondents supported Twitter ban led to reduction in the sales volume of SMEs products and services.

Q4.1.7 Table 4.1.7: Does the level of profitability of SMEs was negatively affected?

Table 4.1.7 The level of profitability of SMEs was negatively affected.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	23	23.0	23.0	23.0
	Agree	37	37.0	37.0	50.0
	Undecided	9	9.0	9.0	69.0
	Strongly Disagree	13	13.0	13.0	82.0
	Disagree	18	18.0	18.0	100.0
Total		100	100.0	100.0	

Source: Researcher’s Field Survey, 2022.

Table 4.1.7 revealed that 23 respondents which is 23% strongly agreed and 37 respondents which is 37% agree that the level of profitability of SMEs was negatively affected while 9 respondents which is 9% were undecided, 13 respondents which constitute 13% strongly disagree and 18 respondents which amounts to 18% disagree. The implication of this is that majority of the respondents agreed that the level of profitability of SMEs was negatively affected.

Q4.1.8 Table 4.1.8 Does Some SMEs run out of business, especially the ones with virtual office?

Table 4.1.8 Some SMEs were out of business, especially the ones with virtual office.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	27	27.0	27.0	27.0
	Agree	36	36.0	36.0	63.0
	Undecided	8	8.0	8.0	71.0
	Strongly Disagree	13	13.0	13.0	84.0
	Disagree	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Source: Researcher’s Field Survey, 2022

Table 4.1.8 above revealed that 27 respondents which amounts to 27% strongly agree, 36 respondents which is 36% agree while 8 respondents which is 8% were undecided, 13 respondents which is 13% strongly disagree and 16 respondents which is 16% disagree that some SMEs were out of business, especially the ones with virtual office. This implies that majority of the respondents supported that some SMEs were out of business, especially the ones with virtual office.

Q4.1.9 Table 4.1.9 Does twitter ban lead to revenues loss on the part of SMEs?

Table 4.1.9 Twitter ban lead to revenues loss on the part of SMEs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	55	55.0	55.0	55.0
	Agree	32	32.0	32.0	87.0
	Undecided	2	2.0	2.0	89.0
	Strongly Disagree	4	4.0	4.0	93.0
	Disagree	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Source: Researcher’s Field Survey, 2022

Table 4.1.9 revealed that 55 respondents representing 55% strongly agree, 32 respondents which amounts to 32% agree, 2 respondents which is 2% were undecided, 4 respondents which constitute 4% strongly disagree and 7 respondents which is 7% disagree that it lead to revenues loss on the part of SMEs.

Statement of Hypotheses

The hypotheses are hereby restated:

Ho1: there is no significant effect of Twitter ban on revenue generation of SME

Ho2: there is no significant effect of Twitter ban on small businesses e-marketing practices

Ho3: there is no significant impact of Twitter sanction on the promotional activities of SMEs Linear

Regression Formular is given by:

$$Y = a + bx$$

Y = Twitter Bana = constant

b = co-efficient (revenue generation of SME, small businesses e-marketing practices, promotional activities of SMEs)

x = error term

Decision Rule:

If P value of the statistic/F-statistic is < 0.05, the test is statistically significant and therefore reject the Ho and accept the Hi but If P value of the statistic/F-statistic is > 0.05, the test is statistically insignificant and therefore reject the Ho and accept the Hi

Test of Hypothesis One

From question 6: Twitter ban led to reduction in the sales volume of SMEs products and services(X variable).

From question 9: It lead to revenues loss on the part of SMEs(Y variable)

Ho₁: there is no significant effect of Twitter ban on revenue generation of SME

$$Y = a + bx$$

Y = Twitter Ban (independent variable)

a = constant

b = dependent variable (revenue generation of SME)x

= error term

X(Q6)	Y(Q9)	XY	X ²
40	55	2200	1600
42	32	1344	1764
1	2	2	1
6	4	24	36
11	7	77	121
100	100	3647	3522

$$b = \frac{n(\sum xy) - \sum x \sum y}{n\sum x^2 - (\sum x)^2}$$

$$b = \frac{100 \times 3647 - 100 \times 100}{100 (3522) - (100)^2}$$

$$b = \frac{364700 - 10000}{352200 - 10000}$$

$$b = \frac{264700}{252200} = 1.05$$

$$x = 100/5 = 20$$

$$a = y - bx$$

$$= 20 - 1.05 \times 20$$

$$\begin{aligned}
 &= 20 \\
 &- 21 \\
 &a = \\
 &- 1 \\
 &y = a + bx \\
 &= - 1 + 1.05 \times 20 \\
 &= - 1 + 21 \\
 \mathbf{y} &= \mathbf{20}
 \end{aligned}$$

The calculation above shows the overall significance of the estimated multiple linear regression and it finds out that if all the partial slope coefficients are simultaneously equal to zero. In this study, the calculated values is 20 F-statistic is 0.000 (i.e statistical table). Since the P – value is less than 0.05 (level of significance), it means the test of the estimated linear is statistically significant. Therefore, we reject H_0 and accept H_1 which indicates that there is significant effect of Twitter ban on revenue generation of SME.

Test of Hypothesis Two

From question 12: The ability to provide wider reach to customers was reduced(X Variable)

From question 13: Ability of SMEs to expand to new markets was dastardly affected(Y Variable)

H_{02} : there is no significant effect of Twitter ban on small businesses e-marketing practices

Y = a + bx

Y = Twitter Ban (independent variable)

a = constant

b = dependent variable (small businesses e-marketing practices)x = error term

X(Q12)	Y(Q13)	XY	X ²
28	40	1120	784
49	40	1960	2401
8	1	8	64
13	3	39	169
2	16	32	4
100	100	3159	3422

$$b = \frac{n(\sum xy) - \sum x \sum y}{n\sum x^2 - (\sum x)^2}$$

$$b = \frac{100 \times 3159 - 100 \times 100}{100(3422) - 100^2}$$

$$b = \frac{305900}{332200} = 0.9208$$

$$\begin{aligned}
 x &= 100/5 = 20 \\
 a &= y - bx \\
 &= 20 - 0.92 \times 20 \\
 &= 20 - 18.4 \\
 a &= 1.6 \\
 y &= a + bx \\
 &= 1.6 + 0.92 \times 20 \\
 &= 1.6 + 18.4 \\
 \mathbf{y} &= \mathbf{34.4}
 \end{aligned}$$

The calculation above shows the overall significance of the estimated multiple linear regression and it finds out that if all the partial slope coefficients are simultaneously equal to zero. In this study, the calculated values is 34.4 F-statistic is 0.000 (i.e statistical table). Since the P – value is less than 0.05 (level of significance), it means the test of the estimated linear is statistically significant. Therefore, we reject H₀ and accept H_i which indicates that there is significant effect of Twitter ban on small businesses e-marketing practices.

Test of Hypothesis Three

From question 18: The Twitter ban led to the reduction in the level of customer loyalty(X Variable)

From question 22: Promotional activities such as Twitter Challenge that helps to introduce new product was disrupted(Y Variable)

H₀₃: there is no significant impact of Twitter sanction on the promotional activities of SMEs

Y = a + bx

Y = Twitter sanction (independent variable)

a = constant

b = dependent variable (promotional activities of SMEs)x = error term

X(Q18)	Y(Q22)	XY	X ²
37	40	1480	1369
35	42	1470	1225
3	4	12	9
10	10	100	100
15	4	60	225
100	100	3122	2928

$$b = \frac{n(\sum xy) - \sum x \sum y}{n\sum x^2 - (\sum x)^2}$$

$$b = \frac{312200 - 100 \times 100}{292800 - 100^2}$$

$$b = \frac{312200 - 10000}{292800 - 10000}$$

x = 100/5 = 20
 a = y – bx
 = 20 – 1.06 x 20
 = 20 – 21.2
 = – 1.2
 y = a + bx
 = – 1.2 + 1.06 x 20
 = – 1.2 + 21.2

y = 20.0

The calculation above shows the overall significance of the estimated multiple linear regression and it finds out that if all the partial slope coefficients are simultaneously equal to zero. In this study, the calculated values is 20.0, F-statistic is 0.000 (i.e statistical table). Since the P – value is less than 0.05 (level of significance), it means the test of the estimated linear is statistically significant. Therefore, we reject H₀ and

accept H_1 which implies that there is significant impact of Twitter sanction on the promotional activities of SMEs

Findings/Conclusion

It was discovered that Nigeria's startup and existing small business organisations experienced tremendous shortfall within the period of the ban. The ability to respond to customer complaint among other things was greatly affected. There was also an incidence of dwindling in the revenue generation of SMEs. Twitter ban led to reduction in the sales volume of SMEs products and services thus affecting SMEs revenue generations; Small businesses e-marketing practices was negatively affected due to Twitter ban because the handle (Twitter) has been mean of SMEs e-marketing platform and the ban has stopped this linkage; The ability to attend to customer complaint was impeded as a result of Twitter ban, this thereby lead to slower response time; Due to sanction on Twitter the social identity of business was not really promoted as it should be thereby Nigerian SMEs are not known beyond their physical location; Promotional activities such as Twitter Challenge that helps to introduce new product was disrupted thereby SMEs promotional businesses were affected.

Thus, it is suggested that Small and medium enterprises should not rely on only Twitter as a means of promoting their businesses, other social media platform should equally be utilized in order to mitigate the negative consequences of one outlet been banned in the future. Government should implement a good policy and strategy for social media use in the country in such a way that implementation will improve the performance of SMEs.

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