

## **Social Media Advertising of Industrial Agro-Equipment and Agribusiness Intentions among Residents of Abia State, Nigeria: Implications for Economic Development**

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### **Abstract**

Science, technology and innovations are said to be the chief cornerstone on which the economy of great nations is built. This is because their importance cannot be overemphasized especially when it concerns the agricultural sector. There has been an increase in the advertisement of industrial agro-equipment for agribusiness on social media which is believed to inspire an intention to go into agribusiness. Therefore, the objectives of this study were to ascertain Abia residents' interest in agribusiness after exposure to social media advertising of industrial agro-equipment and to, determine the limitations that hinder Abia State residents' from participating in agribusiness. Diffusion of Innovation theory and Technology Acceptance theory served as the theoretical framework for the study. The methodology for the study was survey research design. Findings of the study revealed that Abia State residents are highly exposed to social media advertisements of industrial agro-equipment which inspires their interest in agribusiness. Also, limitations such as lack of adequate funding, epileptic power supply, lack of adequate modern storage facilities, outdated industrial agro-equipment, insufficient industrial agro-equipment in the Nigeria market, insecurity, bad road networks, etc. hinders Abia State residents' from participating in agribusiness. The study made elaborate efforts in drawing the attention and interest of the government, policy makers, farmers, potential farmers, stakeholders as well as investors to the benefits technologies and innovations such as industrial agro-equipment can provide to the agricultural sector once employed. The study recommended that government as well as policy makers should come up with high level implementations of structures and strategies that will create an enabling environment for STIs to be infused in the agricultural sector and providing adequate resources such as funding, industrial agro-machines, etc. needed for agribusiness which will in turn bring about economic growth and development.

**Keywords:** Social media advertising, Agro-equipment, Agribusiness, Economic, Development

## **Introduction**

The importance of science, technology and innovation in the world cannot be overemphasised especially when it concerns the agricultural sector. Since the introduction of the internet, advertising has gone from analogue to digital in order to promote brands that deals on industrial agro-equipment and reach out to targeted widespread audience especially those on social media platforms. The increasing rate at which social media platforms such as; Facebook, Instagram, You-tube, etc. have grown from just an interactive platform where one can connect with friends and loved ones as well as make new friends, post pictures, videos and keep track of happenings around the globe to now become platforms where people can advertise their goods and services (Ihechu *et al.*, 2021) such as industrial agro-equipment for agribusiness without being ignored by diverse social media users who might have agribusiness intentions and other business organisations all over the world is worthy of note.

Globally, agricultural sector in many countries has been described as the engine of economic development (Food and Agricultural Statistics, 2004). History consistently shows that no country has ever successfully industrialized without first achieving significant improvements in agricultural performance (Nwaizugbo & Abereola, 2021). Thus, green revolution, which is the investment in food production, known globally to be essential to industrial revolution (Inegbedion, *et al.*, 2020) must of necessity, precede industrial revolution because the key players in industrial revolution need to be properly fed to enable them think well and have the energy to partake in industrial revolution. Besides, it is believed that embarking on adequate industrial revolution will require some industrial agro-equipment to bring about the desired agricultural raw materials as inputs. It is thus very important to promote agriculture in contemporary economies. The need to promote agriculture lies in its importance to nation-building all over the world.

According to Nebo and Ejionume (2017), the agricultural sector performance particularly through improved productivity is one of the major ways of helping to reduce poverty especially in countries known as developing countries. This is consistent with the key macro-economic goals of any economy which also aligns with the two sustainable development goals of the United Nations which are: No hunger and No poverty. The importance of the agricultural sector in the Nigerian

economy is generally well known. This is because prior to independence, agriculture was the mainstay of the economy. Even with the current domination of the other sectors of the economy by the oil sector in terms of foreign exchange earnings coupled with the seeming relegation of the agricultural sector, agriculture still contributes more to Nigeria's Gross Domestic Product (GDP) than other sectors (Nwaizugbo & Abereola, 2021).

Overtime, the agricultural sector in Nigeria has suffered neglect and seems to be largely unattractive to the current generation of young people. One will not blame them, seeing how farmers toil to plant, weed and harvest their products and at the end of each planting season, their struggle is enough to scare away any agribusiness intentions from them.

We see on social media the advertisement of different industrial agro-equipment such as tractors, harvesting machines, forklifts, and machines for mechanised poultry farming for agribusiness. When people see them, there is always a likeness and tendency to acquire such equipment to aid agribusiness and also create an intention to want to go into agribusiness because those social media advertised technological industrial agro-equipment seems like it has found a way to remove the strenuous manual labour and replace it with a machine based labour that is fast and less strenuous, giving the impression that one can still be a farmer with swag. It is, therefore, necessary to investigate and find out if social media advertising of industrial agro-equipment inspires agribusiness intentions among Abia State residents.

Many nations depend on agriculture to sustain economic development. However, many factors such as stable economy, determines their pace and interest in agribusiness investment. With innovations in agricultural technology and other sectors, engagements in the sector deserves a boom. Social media have become renowned in information dissemination that takes the shape of mass-personal communication. Social media advertising has far more reading effect than conventional media. Basically, different products are beamed at the social media users and the expectations of the advertisers are to create awareness as well as covet the interest of the public. There are a lot of research on social media advertising but none especially in Nigeria focused on the industrial agro-equipment.

Therefore, it becomes imperative to ascertain the influence of social media advertisement of different industrial agro-equipment on creating intentions to go into agribusiness. It would be appropriate to understand the limitations to fully participate in agribusiness as it would be worthy to note them because it is believed that such limitations if not adequately checkmated has the

capacity to stunt the economic growth of the nation. Based on the above, the problem of this study hooved around the question: To what extent does social media advertising of industrial agro-equipment inspire intentions to participate in agribusiness among Abia State residents?

The study therefore has the following objectives. They are to:

1. determine Abia State residents' exposure to social media advertising of industrial agro-equipment.
2. ascertain Abia State residents' interest in agribusiness after exposure to social media advertising of the equipment.
3. determine Abia State residents' limitations to participate in agribusiness.

### **Social Media Advertising**

Social media advertising is undoubtedly shaping and redefining the nature of communication among people all over the world especially the way advertisers communicate, interact and engage with customer and the way customer also engage with business organisation they do business with (Nnanne, 2011). Social media is becoming an important part in people's lives as it can be seen from the recent marketing and advertising approaches done in that sphere (Chaney, 2009). The results from these approaches are astonishing. The world spend 110 billion minutes on social media networks and the numbers of people using social media sites for advertising has increased by 24% over the last year. All these facts don't even a doubt how fast social media is emerging in business sectors for advertisings (Diamond, 2008).

Giving credence to the above, Osae-Brown & Emenike (2011) cited in Ihechu *et al* (2021), notes that social media are changing the way some business people communicate with their customer the same way that customers are using social media to take charge of their shopping experience and connecting with others. They explained further that social media have become an instantaneous advertising tool used by marketers to create awareness for their products and services and to build strong online presence and community.

A study by Nwaizugbo & Abereola (2021) sought to determine the extent to which the usage of social media in the marketing of agricultural products in South-West Nigeria can enhance efficiency in the cost of marketing agricultural products. It employed the survey research design to collect data with the help of a structured questionnaire to elicit information from respondents selected from six (6) south- western states. The results showed that the use of social media

(WhatsApp and Twitter) in marketing of agricultural products significantly enhances efficiency in the cost of advertising agricultural products through significant reduction in the cost of marketing agricultural products. The managerial implication is that optimization of marketing cost of agricultural products can be achieved through social media usage in advertising. The social implication is that increased participation of youths in agriculture as a result of the considerable reduction in the cost of marketing agricultural products due to the use of social media in the marketing of agricultural products will significantly reduce social vices in the societal

In addition, Vassiliadou *et al.* (2011) investigated the use of social media among students of Technology Agriculture and their role in promoting agribusiness. The paper examined the relationship between the students and social media platforms by presenting the use of social media platforms by students between the ages of 19 and 31. Specifically it examines how much time they spend “socializing” through social media and the reasons they use them as well as the expected benefits. The results showed that social media usage has some benefits: facilitation and flow of knowledge/information, as well as cheap advertisement of products.

Also, Balkrishna and Deshmukh (2017) investigated the role of social media in agriculture marketing and its scope. They employed descriptive research and primary data obtained through a survey were used. Questionnaire and in-depth interviews from farmers who use social media served as research instruments. Results indicated that social media is very useful in agricultural marketing owing to time and cost savings for farmers. Some of the challenges were: mutual mistrust and the difficulty in selling agricultural commodities on social media.

### **Nigeria’s Agricultural Sector and Agro-Based Industries**

The sudden sharp decline of oil revenue at the international market and the negative impact on Nigeria’s economy beginning from the second quarter of 2016 heightens the Federal Government’s desire, more than ever before, to diversify the economy to non-oil products. Agriculture appears to be the next or better alternative to crude oil and gas by virtue of its natural endowment and huge potential in wealth creation, job and revenue generation. Economic diversification puts agriculture as a promising sector that guarantees food security and put the country on the path of sustainable development. In 2018, the contribution of agriculture to GDP was 25.1% while oil contributed just 8.6% (NBS, PWC, 2018). The Nigerian agricultural sector is full of diverse opportunities. For instance, analysis by the Nigerian Export Promotion Council

(NEPC) shows that the total amount of estimated untapped potential by 2021 for Nigerian exports of cocoa beans to the ten best markets (Germany, Malaysia, Singapore, Turkey, Netherlands, Italy, Japan, France, Mexico and Indonesia) is around \$425 million (NITDA Report, 2020).

But, this important sector of our economy has suffered from being neglected since the oil boom days. Agriculture which should be the backbone of the Nigerian economy providing employment to about 70% of its population has steadily declined from performing such a role.

Agriculture is broadly divided into four sectors in Nigeria—crop production, fishing, livestock and forestry. Crop production remains the largest segment and it accounts for about 87.6% of the sector's total output. This is followed by livestock, fishing and forestry at 8.1%, 3.2% and 1.1% respectively. Agriculture remains the largest sector in Nigeria contributing an average of 24% to the nation's GDP over the past seven years (2013–2019). In addition, the sector employs more than 36% of the country's labour force, a feat which ranks the sector as the largest employer of labour in the country (Oyaniran, 2020). Nigeria should be self-sufficient in food, in terms of quantity, quality, variety and availability. Exports should be a major source of foreign exchange earnings for Nigeria. The level of self-reliance on farm input production should be maximized.

According to Oyaniran (2020), in four years (2016-2019), Nigeria's cumulative agricultural imports between 2016 and 2019 stood at N3.35trillion, four times higher than the agricultural export of N803billion within the same period. The share of agriculture in Nigeria's total export earnings remains small compared to crude oil exports. For instance in 2019, agriculture accounted for less than 2% of total exports relative to crude oil (76.5%). Nigeria's major agricultural imports include wheat, sugar, fish and milk, while the main agricultural exports include sesame seeds, cashew nuts, cocoa beans, ginger, frozen shrimp and cotton. Sesame, cashew nuts and cocoa account for more than half of the nation's agricultural exports. While wheat dominates agricultural imports. Agricultural export declined by about 11% from N302.2 billion in 2018 to N269.8 billion in 2019. Nigeria's agricultural imports rose by 12.7% from N851.6 billion to N959.5 billion during the same period, the highest value ever recorded in the country. Nigeria remains a net food importer—the agricultural trade deficit has widened with imports exceeding exports by N689.7 billion in 2019 compared to N549.3 billion in 2018.

From the foregoing, it is certain that the small-scale agricultural system is basically not structured to provide that level of production that would allow the industrial and crop export needs of this country to be met. This being the case, there is the need to give serious consideration to the

promotion of large-scale commercial agricultural production that would bring about dramatic increase in food and industrial production. The practice of large-scale agriculture would be meritable if Nigeria is to ever attain the much-desired self-sufficiency in food production and adequately source its agro-based industrial raw material needs locally.

### **Social Media Advertising and Agro-Business**

Social media has created an environment that enables individuals to interact with each other in a two-way communication pattern; thus, allowing for the formation and maintenance of relationships (Rajagopalan & Subramani, 2003). This kind of communication benefits the information source by affecting the ways individuals respond to messages. In the modern times of increased demand for clarity and accuracy, social media is rapidly creating a new standard for communication (Kaizen Digital Marketing, 2011). “The immediacy and accessibility of social media makes it an ideal medium for transparency, whether intended or not” (Prescient Digital Media, 2013, para. 1).

In relation to the above, increased participation and interaction of users takes place on the Internet as users create, communicate, and express themselves through content development. User-generated content is “content that comes from regular people who voluntarily contribute data, information, that are accessible to others in a useful or entertaining way, usually for the web” (Krumm *et al.*, 2008, p. 10). With the recent growth of social media, people all over the world are connecting through common interests more quickly, more inexpensively, and with less reservation (Anderson-Wilk, 2009). This trend allows users to keep in contact with others they might not normally be able to because of time and distance issues. Social media allow users to be more involved in an activity than has previously been possible through one-way communication channels (Anderson-Wilk, 2009).

As audiences become more dependent on the Internet for information, it is becoming more important for businesses to have a strong online presence (Rigby, 2008). One way this presence can be strengthened is through the use of social media platforms. Social media tools represent a revolutionary new trend for any business (Kaplan & Haenlein, 2010) and are now an important and integral part of modern day business operations (Kabani, 2013). Therefore, marketing has changed drastically with the introduction of social media advertising strategies (Smith & Zook, 2011). The social media tools allow the consumer to become the centre of an organisation and give

marketers innovative ways to engage with them. This new opportunity also allows marketers to create stronger brands through social media and ultimately build a better business because brands help create a relationship between businesses and their audiences (Smith & Zook, 2011).

Considering the above position, agri-businesses have incorporated social media as tools that could transform communication throughout the industry (Baumgarten, 2012). For example, Katims (2010) reported that a growing number of U.S. farmers use social media as a way to promote the agricultural industry by directly reaching the consumers. Farmers use social media on a personal level to tell their stories, give updates, promote their products, and answer consumer questions (Baumgarten, 2012). Farmers believe social media is an effective rebuttal to the mixed-marketing messages targeted against production agriculture (Katims, 2010). In the same vein, marketers of agro-equipment could reach farmers with technological innovations which. This in the long run could motivate agribusiness intentions in prospects.

It would be apt to relate the above submissions the study by Akintunde and Oladele (2019) which investigated “the use of information communication technologies among agricultural extension officers in Lesotho.” The authors employed the quantitative methodology and the population of the study consisted of extension workers in public and private organisations. Structured questionnaire served as the research instrument with which information was elicited from 86 public and 19 private extension officers. Research data were analysed using multiple regressions and T-test. Results indicate that there is a strong relationship between access to information, residing within place of work, age of respondents, awareness, type of extension and use of information technology. They also found that there was significant differences in the use of information technology between public and private extension officers. Constraints to the use of information technology included high cost, lack of the necessary infrastructure of information technology and training of technical personnel.

The study is related to the current one because building agri-business intentions would rely significantly on the adaptability of prospects to information technology through which the messages on the advertised agro-equipment are processed, presented, and received. Thus, availability of communication infrastructure is required for both farmers and intending farmers so that communication about the agro-industry would be properly harnessed and harvested.

Similarly, Alavion *et al.*, (2016) had investigated “the adoption of agricultural e-marketing using the theory of planned behaviour as a base model” to determine how attitudes, subjective



norms, and perceived behavioural control predict the intention of agricultural services professionals to adopt eMarketing of agricultural commodities. The study employed quantitative methodology. The research design was a cross sectional survey. A convenient sample of 146 professionals consisting of 61 public and 85 private sector participants was employed. The results showed that the theory of planned behaviour model explained ninety four percent (94%) and seventy one percent (71%) of the variation in behavioral intent for public professionals and private professionals respectively. Both public and private professionals selected information services as appropriate in agricultural electronic marketing for local farmers so that agricultural services firms can offer only information services of farmers' products without a direct role in buying and selling.

The current study is an extension of the above findings because the agri-business intentions are offshoots of the effects of the messages received through the advertisement of agro-equipment on social media. Thus, the nature of messages determined the level at which such messages convinced the residents to develop interest in the agricultural industry within the precepts of other adjoining factors that could influence or mar such interests.

### **Theoretical Framework**

This work adopted the Diffusion of Innovation Theory as well as the Technological Acceptance Theory. The Diffusion of Innovations Theory, propounded by E.M. Rogers in 1962. It examines how, why, and at what rate innovations spread through social systems (Rogers, 2003). Rogers (2003) defined diffusion as “the process by which an innovation is communicated through certain channels over time among the members of a social system” (p. 5). Diffusion theory basically explains how innovations are introduced and adopted by various communities (Baran and Davis, 2009). This theory seeks to explain how ideas and technologies, such as social media, spread through social systems. Although social media is a new division of media, several studies have been conducted to explore how this innovation has diffused.

This theory is relevant to this study as Daramola (2003) notes that the media such as social media have a crucial role to play in the process of diffusion innovation because they create awareness among a larger number of people at the same time. Thus social media as a technological innovation help to create awareness about new and modified industrial agro-equipment that can inspire agribusiness intentions among people especially Abia State residents who makes use of it.

Another theory that will help us understand the way technologies and innovations are accepted by users is the Technology Acceptance Model (TAM). Technology Acceptance Theory was proposed by Fred Davis in 1985. In his theoretical model, he stated that system use is a response that can be explained or predicted by user motivation which in turn will be directly influenced by an external stimulus consisting of the actual system's features and capabilities. Davis (1986), suggested that users' motivation can be explained by three factors; perceived ease of use, perceived usefulness and attitude towards using the system. He hypothesised that the attitude of a user towards a system was actually determinant of whether the user will actually use or reject the system. The attitude of the user in turn was considered to be influenced by two major beliefs; perceived usefulness and perceived ease of use, with perceived ease of use having a direct influence on perceived usefulness.

Relating this theory to the current study, the use and acceptance of technology and modern innovations such as industrial agro-equipment especially when it concerns agriculture has been an important field of study for over a decade now. Therefore, it is believed that the attitude of Abia State residents who might have intentions to want to participate in agribusiness will be motivated to participate based on their perceived usefulness of these industrial agro-equipment and their perceived ease of use after actually making use of these systems will determine if they will accept or reject the systems.

## **Methods**

The survey research design was adopted for this study with a sample size of 384 respondents. The sample size was determined using Survey system online sample size calculator with 4,382,658 population of Abia state with confidence level of 95%, 50% accuracy rate and confidence interval of 5. Due to the nature of the study, the researcher made use of the simplified Snowballing sample technique to distribute online survey link to admins of different Abia State groups on social media and they also shared to members in their groups. The questionnaire was used for the study. It was closed-ended in structure with question items in 5 point Likert scale (Strongly agree (SA) = 5, Agree (A) = 4, Fairly Agree (FA) = 3, Disagree (D) = 2, Strongly Disagree (SD) = 1). The data gathered were presented in tables and the frequency of occurrence was calculated using simple percentage statistical method. Mean scores that are above 2.5 are considered significant by the study while Mean scores below 2.5 are considered to be insignificant.

**Results**

Out of the 384 copies of questionnaires that were distributed, only 330 were returned by the respondents with complete answers to the items on the questionnaire was used for the analysis. The tables were presented below.

Table 1: Abia State residents’ exposure to social media advertising of industrial agro-equipment

Items	SA	A	FA	D	SD	Total	%	Mean
	5	4	3	2	1			
I am active on social media	253	62	15	0	0	330	100	4.7
I am exposed to social media advertisements of industrial agro-equipment.	215	103	7	5	0	330	100	4.6

Item 1 in table 1 shows a mean score of 4.6, which is significant. Therefore indicating a 95% level of activeness of Abia residents’ on social media while item 2 on same table shows that there is a mean score of 4.6 which is significant, indicating that Abia residents are highly exposed to social media advertisements of industrial agro-equipment.

Table 2: Abia State residents’ interest in agribusiness after exposure to social media advertising

Items	SA	A	FA	D	SD	Total	%	Mean
	5	4	3	2	1			
I have interest in agribusiness	215	103	7	5	0	330	100	4.6
Social media advertisements of agro-equipment made me interested in agribusiness	120	183	15	12	0	330	100	4.2

The first item in table 2 shows that there is a mean score of 4.6 which is significant, indicating that Abia State residents have interest in agribusiness.

Item 2 also shows a mean score of 4.2 which is also significant. This indicates that Abia State residents' ad interest in agribusiness after their exposure to social media advertising of industrial agro-equipment.

Table 3: Abia State residents' limitations to participate in agri-business								
Items	SA	A	FA	D	SD	Total	%	Mean
	5	4	3	2	1			
Lack of adequate funding	215	103	7	5	0	330	100	4.6
Lack of modern storage facilities	175	130	10	12	3	330	100	4.4
Lack of adequate industrial agro-equipment	227	103	0	0	0	330	100	4.7
Epileptic power supply	227	103	0	0	0	330	100	4.7
Inadequate road network	120	183	12	10	0	330	100	4.2
Insecurity	215	115	0	0	0	330	100	4.6

Table 3 shows Abia State residents' limitations to participate in agribusiness. Item 1-6 all have a mean score that is above 2.5. The mean scores are 4.2 and above which means that they are all significant. Therefore, indicating a high level of agreement that lack of adequate funding, lack of modern storage facilities, lack of adequate industrial agro equipment, epileptic power supply, inadequate road network and insecurity are various limitations to participate in agri-business

## **Discussion**

The findings of the study are discussed in line with the research questions, in relation to the reviewed literature, and in consideration of the bearing s of the postulations of the theoretical framework.

The result from the analysis of data in table 1 reveals that Abia State residents are highly exposed to social media advertisements of industrial agro-equipment. From the findings, it was evident that there is a huge presence of Abia State residents on social media and to a great extent, they are highly active on social media. Majority of the respondents agreed that by reason of them being active on social media, they are exposed to the advertisements of different industrial agro-

equipment on social media. This finding agrees with the findings of Mishra *et al.* (2022) that there is an active 4.14 billion social media users all over the world and they spend close to 10 billion hours every day on social media with an average active user spending at least 2 hours per day on different social media platforms. This finding also corroborates with the findings of Gimba (2021) that social media users experience certain advertisements and promotions of goods as well as services and most of the time, these products advertisements pop up on their social media platforms without them having to browse the official websites.

The result from table 2 indicates that Abia State residents, by virtue of being highly exposed to social media advertisements of industrial agro-equipment, become interested in agribusiness. Majority of the respondents agreed that they have interest in agribusiness and this came by reason of them being exposed to the advertisements of different industrial agro-equipment on social media. This finding validates the assertion of Mishra *et al.* (2022) that social media can be used to increase knowledge and change behaviour and further findings that social media plays an important role in the dissemination of agricultural information and transfer of technology.

However, the result of the findings in table 3 indicates that there are certain limitations to Abia State residents' participation in agribusiness. The findings indicate that there is a high level agreement that limitations such as; lack of adequate funding available for those who intend to delve into the agricultural sector, epileptic power supply, lack of adequate modern storage facilities, outdated industrial agro-equipment, insufficient industrial agro-equipment in the Nigeria market, insecurity, bad road networks, etc. This finding corroborates with the findings of Oyaniran (2020) that the Nigerian agricultural sector faces major challenges that limits participation such as; resource shortage, violent conflict, outdated systems of agriculture, lack of access to finance, insufficient supply to meet population growth and food demand, insecurity, lack of storage facilities, etc. Osabohien *et al.* (2018) validates this finding when they stated that agriculture is an important determinant in ensuring that poverty, unemployment and sustainable food security are achieved. And this can only be made possible when those with intentions to participate in agribusiness are not limited.

Thus, it becomes necessary that policies and strategies are expected to be put in place in order to avert low participation in agribusiness and strengthen the economy. This assertion is validated by the opinion of Gimba (2021) that adopting science and technologies can help in encouraging innovations which will in turn promote economic growth.

## **Conclusion and Recommendations**

Science, technology, and innovations are trends that are being adopted by different nations because of their tendencies to gravitate the nation towards economic growth and sustainable development when adopted and our nation, Nigeria can no longer be left behind. This is because Nigeria is among the nations that is yet to fully embrace STIs especially in its agricultural sector. Findings of this study has revealed that agriculture has the potential for providing important benefits such as employment opportunities, poverty reductions as well as food security. This aligns with the two sustainable development goals of the United Nations which are; No Poverty & No Hunger.

The findings has shown that if the agricultural sector is made attractive via the employment of STIs, a lot of people including youths with intentions to participate in agri-business will venture into the agricultural sector thus unemployment will be brought to minimal level, there will be high level of food productivity and security, create an enabling environment for agriculture to increase its contribution to GDP and also reduce the effect of climate change on agriculture as a result of the adoption and employment of different industrial agro-equipment which favours mechanised farming. This study has therefore made elaborate efforts in drawing the attention and interest of the government, policy makers, farmers, potential farmers, stakeholders as well as investors to the benefits technologies and innovations such as industrial agro-equipment can provide to the agricultural sector. The following recommendations are hereby proffered:

- i. Social media should be embraced and adopted in the marketing strategy of agricultural products and services. This is because it has been proven without reasonable doubts to have the potential to reach a huge number of users worldwide. This would in turn result to an increase in the demand of the products and services as well as give the brand and products visibility.
- ii. Government as well as policy makers should come up with high level implementations of structures and strategies that will create an enabling environment for STIs to be infused in the agricultural sector and providing adequate resources such as funding, industrial agro-machines, etc. needed for agribusiness which will in turn bring about economic growth and development.

- iii. Those who have the intentions of participating in agribusiness should come onboard because agriculture is believed to be the next or better alternative to oil and gas by virtue of its huge potentials when it comes to wealth creation, jobs and revenue generation which in turn helps to put the nation on the path of economic growth and sustainable development.

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