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Effect of Social Media on Customer Satisfaction in the Koko Free Trade Zone, Delta State, Nigeria

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Abstract

This study investigates the effect of social media platforms specifically Instagram, Twitter, and Facebook on customer satisfaction within the Koko Free Trade Zone in Delta State, Nigeria. Against a backdrop of global and local challenges such as inconsistent power supply, high inflation, and logistics infrastructure deficits, the research explores how digital engagement influences consumer perceptions. Using a quantitative research design and a cross-sectional survey of 264 respondents, the study analyzed the relationship between social media usage and customer satisfaction using Pearson Correlation and multiple regression techniques. Findings reveal that the independent variables collectively explain 11.9% of the variance in customer satisfaction. Notably, Twitter (X) and Facebook demonstrate a strong, positive, and significant causal effect on customer satisfaction, acting as vital tools for answering queries and sharing success stories. Conversely, the study found that Instagram and LinkedIn have a negative significant causal effect on satisfaction in this specific context. Demographic analysis showed a predominantly male respondent base (71.2%), with a majority of participants aged 18–30 years. The research concludes that while social media is a powerful predictor of satisfaction, its effectiveness varies significantly by platform. Businesses in the Koko Free Trade Zone should prioritize real-time engagement tools like Twitter and Facebook to mitigate the negative impacts of the local operating environment and enhance the overall customer experience.

Keywords: Social Media, Customer Satisfaction, Koko Free Trade Zone, Twitter, Facebook.

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Introduction

The challenges to customer satisfaction have become global issues that businesses face worldwide. These challenges vary by industry, region, and customer segment, but certain characteristics are common across many contexts. The variability in product and service quality has significantly decreased customer satisfaction, with customers expecting consistent and reliable experiences, Dahlgaard-Park & Chen, (2023). Poor service experiences, such as unfulfilled promises, service failures, lack of customer loyalty, and inadequate support have led to dissatisfaction, Moorman, & Day, (2018). The issues of quality management practices and effective responses to their inquiries and complaints, with slow service leading to frustration, Dwivedi, Rana, Jeyaraj, Clement& Williams, (2020). Customers assess whether the benefits of a product or service justify its cost, and negative perceptions of value can vary widely. The pricing strategies have affected the balance of competitiveness with profitability, and customers are sensitive to perceived price fairness. The challenges of global businesses have navigated diverse cultural expectations and preferences, which has influence customer satisfaction. Cultural differences in consumer expectations and satisfaction have affected customer satisfaction. Striking a balance between global brand consistency and local customization has declined. The issues of global brand management to balance standardization and adaptation have negatively affected many customers, Buckley & Casson, (2018).

The challenges of efficient and reliable delivery have become essential for customer satisfaction, and supply chain disruptions have significant negative impacts. Events such militancy, resources control agitation, natural disasters, or geopolitical tensions disrupt supply chains and affect customer satisfaction. Gathering and acting on customer feedback is critical for improving satisfaction, but many businesses struggle with this process. Turning feedback into actionable insights requires robust data analysis and commitment to continuous improvement but have become a serious challenge. The issues exploring these global issues and challenges have provided a well-rounded background study on customer satisfaction, highlighting the multifaceted nature of the topic and the various factors that influence it worldwide. Customer satisfaction is a crucial metric for businesses worldwide, reflecting how well a company's products or services meet or exceed customer expectations but have declined globally. While some issues and challenges are universal, others are specific to certain regions, especially Nigeria.

In Nigeria, inconsistent power supply is a significant challenge, affecting businesses' ability to deliver consistent service and causing interruptions that impact customer satisfaction, Ojerinde, (2021). Poor road networks and logistics infrastructure lead to delays in product delivery, affecting customer satisfaction, Ozturk & Ullah, (2020). Limited internet penetration in rural areas hinders the growth of e-commerce and affects online customer interactions. "Internet penetration and its impact on digital transformation in Nigeria" have declined drastically, National Bureau of Statistics. (2021). Varying levels of technological adoption across the country create challenges in implementing advanced customer service solutions, Boateng, Boateng, Awuzie & Arhin, (2019). High inflation and economic instability affect customers' purchasing power, leading to fluctuating demand for products and services economic instability, and consumer behavior in Nigeria, Central Bank of Nigeria. (2020). Fluctuations in the value of the Naira impact pricing strategies and have caused dissatisfaction due to prices that are perceived as too high. Another challenge is exchange rate fluctuations on consumer prices in Nigeria", Nigerian Economic Society. (2024). Navigating the complex and sometimes inconsistent regulatory environment have become challenging for businesses, affecting their ability to maintain high customer

satisfaction. Bureaucratic delays and inefficiencies have slow down business processes, impacting customer satisfaction in Nigeria, Boin & Lodge, (2020).

Concerns about cybersecurity, consumer trust, safety and security, particularly in online transactions, have affected customer trust and satisfaction in Nigeria, Furnell & Shahibi, (2020). The prevalence of fraud and cybercrime poses a significant challenge, impacting customer confidence in digital platforms and cybercrime on e-commerce in Nigeria,Nigerian Computer Society, (2021). Increasing competition from both local and international brands have also put pressure on businesses to differentiate themselves to meet high customer expectations and customer satisfaction in Nigeria's retail sector (International Journal of Retail & Distribution Management, 2019). By addressing the issues and challenges, of businesses in Nigeria, the study investigates the effect of social media on customer satisfaction in the Koko Free Trade Zone.

Inconsistent power supply, affecting service delivery and customer experiences. Poor road networks and logistics infrastructure lead to delivery delays. Limited internet penetration in some areas, affects online customer interactions and e-commerce growth. Another challenges in implementing advanced digital solutions are due to varying levels of technological adoption. Economic instability and high inflation impact customers' purchasing power. Fluctuations in currency value affect pricing strategies. Complex and sometimes inconsistent regulatory framework. Bureaucratic hurdles that can affect business operations and customer satisfaction. This study therefore seeks to address this gap by examining the effect of social media on customer satisfaction in the Koko Free Trade Zone, Delta State.

The general objective is to examineeffect of social media on customer satisfaction in the Koko Free Trade Zone, Delta State, Nigeria. While the specific objectives are: to investigate the effect of Instagram on customer satisfaction in Koko Free Trade Zone, Delta State; to examine the effect of Twitter on customer satisfaction in Koko Free Trade Zone, Delta State; to determine the effect of Facebook on customer satisfaction in Koko Free Trade Zone, Delta State

Literature Review

Concept of Social Media

Social media is a network service such as Instagram, Twitter, Facebook, YouTube, and Snapchat, that allows people to simultaneously connect and share information with multiple people (family members or friends, and people with shared feelings or interest) all over the world (Yum &Yoo, 2023). With social media, users can perform various activities, including posting reviews, photo/video sharing, blogging, social gaming, and social networking. Accordingly, Colicev and O'Connor (2020) described social media as the adoption modern communication technology to persuade undecided consumers (persuasiveeffect) and provide information to help overcome uncertainties about product quality and characteristics (informative effect).

However, Jan and Sultan (2020) conceptualized social media in terms of activity, content, and interactivity. While, social media activity involved the use of Twitter and Facebook to shaping the opinion of customers and stimulate their purchase decisions; as well as following, subscribing or liking famous, whose endorsement of product can influence to patronize a product or impact people's satisfaction with same product. Interactivity, involved two-way communication in real time, between an enterprise and customers, using social media platforms to provide best product offer and enhance satisfaction among customers. In

contrast, content involved use social media platforms to entice audience/ customers by providing brand's information and valuable brand content, which apart from influencing purchase intention and also, enhance customer satisfaction. Hence, social media allows brands to more easily design and broadcast messages to wide audiences.

Instagram

Instagram is a social media platform that support the work of marketers and salespersons to communicate product offerings to customers. According to Agnihotri et al. (2016), Instagram is used in contemporary business as a source of capability through effective communicate with customers, to promote product image, increase sales, stimulate repurchase and customer
satisfaction level.

Twitter (X)

According to Colicev and O'Connor (2020), twitter is marketing communication tool that companies use to answer queries raised by customers, and thus creates a strong persuasive cue. Accordingly, the concept of Twitter as a social media tools entails the use of tweets as medium to promote brand and product image, influence purchase decisions of followers and ensure that customer satisfaction is key to organizational survival. Furthermore, Nunan et al. (2018) posited that Tweeting entails use of social media to solicit customer feedback and customer satisfaction, through creating polls to vote and comment on proposed changes or tweeting about price promotions and loyalty rewards.

Facebook

According to Colicev and O'Connor (2020), Facebook is marketing communication platform that companies use carry out product reviews, recommendations, provides trustworthy, objective signals to consumers and thus creates a strong persuasive cue. Thus, Facebook as a social media platform encompasses the posting of brand, interacting with fans, getting more likes and comments from fans, and encouraging people to talk more about brand. Hence, it is important in improving customer satisfaction. Also, Nunan et al. (2018) asserted that sharing success stories on Facebook, provided a reliable informational channel to boost customer satisfaction, by communicating about price promotions and loyalty rewards.

Concept of Customer Satisfaction

According to Ramanathan et al. (2017), customer satisfaction is a wide encompassing concept that which is interpreted in terms of brand attraction, brands availability, customer expectations, customer experience, as well as perceived satisfaction after product use. Accordingly, Agnihotri et al. (2016) asserted that customer satisfaction is synonymous with final satisfaction of a customer for particular product. Customer satisfaction arises when a product or service fulfills customer expectations, as outlined by Henning-Thurau& Hansen (2000). Enhancing it involves two main approaches, shaping realistic expectations through customer interactions and consistently meeting those standards. This concept extends beyond individual experiences to reflect a company's ability to deliver superior brand value, He & Calder, (2020). Karadeniz (2014) elaborates that pre-sales marketing communications build appropriate expectations, fostering customer excitement without overpromising. Satisfied customers amplify reach via word-of-mouth on social media, sharing promotions within their networks (Alvandi & Shaykhzade, 2019), which helps brands expand their audience (Mitić, 2020).Post-marketing efforts, like addressing feedback, sustain satisfaction levels since businesses engage customers easily across platforms (Bhatia, 2019). Effective communication ensures clear understanding of offerings (Amegbe et al., 2017). Even amid dissatisfaction with service marketing, firms should validate all opinions, transforming

negatives into positives (Budiman, 2020). Demonstrating commitment to improvements based on feedback, positive or negative bolsters perceived satisfaction (Kartika & Rudiatno, 2020).

Theoretical Review

Innovation Diffusion Model

According to Rogers (2003), there are four key components that affect the diffusion of novel ideas: innovation, defined as a concept, behaviour, or item that an individual or other unit of adoption perceives as novel; communication channels, which are the channels via which messages are transmitted from one person to another; time is the sequence in which a person learns about innovation for the first time, develops an attitude towards it, decides whether to accept or reject it, implements and uses the new idea, and receives confirmation of this decision; social system, which is a collection of related units working together to solve problems in order to achieve a shared objective.

Rogers (2003) stated further that the spread of an idea goes through five phases or steps, which are as follows: knowledge, wherein a person initially encounters an innovation but does not know anything about it and is not motivated to learn more about it; persuasion, the person is eager to learn more about the innovation and actively looks for information about it; decision, the person considers the idea of change, assesses the benefits and drawbacks of implementing the innovation, and determines whether to accept or reject it; implementation, in which the person applies the innovation to a variable extent based on the circumstances, assesses the innovation's use, and may look up more information about it; Then, the person makes the ultimate option to keep utilizing the innovation and might even use it to its maximum extent.

In addition, Rogers (1962) categorized adopters into: innovators, early adopters, early majority, late majority, and laggards to standardize the use of adopter categories in diffusion research. Rogers (1962) was actually the first to use the term "early adopters." Rogers (1962), however, proposes the five adopter groups because he contends that there is evidence that not every individual has an equal influence over every other individual during the diffusion process. Thus, asserts that opinion leaders have the power to disseminate information regarding innovations, either positively or negatively because of the traits that distinguish them from other people and their followers – like exposure to the media, being more cosmopolitan, having more contact with change agents, having more social experience and exposure, having a higher socioeconomic status, and being more innovative.

Social Network Theory

The social network theory (SNT) focuses on the interaction and communication among members of a social system. With this viewpoint in mind, Singh and Kundu (2002) investigated "the factors affecting the growth of these e-commerce corporations" as well as the precursors of network building in e-commerce firms. Chen et al. (2019) also showed that while "I businesses may suffer from liabilities of outsider ship," it is possible to mitigate these liabilities by "first diffusing the platform in countries with higher clout." On the other hand, Stallkamp and Schotter (2019) presented the idea of network externalities and how they affect global industry disruption. This theory highlights how crucial social networks are for business owners. Utilizing their networks, entrepreneurs can gain access to resources, knowledge, and assistance that can be vital for launching and expanding a business.

Resource-Based View

The resource-based view (RBV) was applied to explains the use of resources to achieve sustainable competitive advantage (King et al., 2010). Jean et al. (2010), expanded on RBV by conducting an empirical investigation into the usefulness of information technologies and their capacity to provide suppliers with the ability to tailor their governance frameworks in order to achieve better results in cross-border partnerships. Similarly, Chang et al. (2015) demonstrated that IT investment is dynamic capability to enhance interaction with relevant parties in a relational situation and increase customer satisfaction.

Additionally, Kim et al. (2018) demonstrated how virtual inter-firm integration can provide businesses with a competitive edge and act as an alternate supplier governance tool. However, Jean and Kim (2019) claimed that IT alone cannot represent a firm's competitive advantage. In reference to resource-based view and digital platforms, Kotha et al. (2001) posited that there exists a positive correlation between the social media and the firm's competitiveness level, through the use of different forms of intangible assets: website traffic and reputation.

Empirical Review

Effect of Social media on Customer Satisfaction

The study of Jan and Sultan (2020) established that social media content has a stronger positive impact customer satisfaction. Also, Agnihotri et al. (2016) found that use of social media by enhance salesperson responsiveness and customer satisfaction. Correspondingly, Khan et al. (2017) social media has significant impact on customer satisfaction. Still, Sudirjo (2023) and Ramanathan et al. (2020) established that quality of social media information greatly affects customer satisfaction. Likewise, Suharto et al. (2022) established that social media marketing had a significant effect on e-commerce consumer satisfaction.

Yet, Uzir et al. (2020) and Uzir et al. (2021) found that social media helps firms to build a strong customer base and same time promote customer satisfaction. Wang et al. (2020) found that social media analytic is strongly associated with customer satisfaction. Wonua et al. (2023) established that social media marketing has influenced customer satisfaction significantly. Yasir et al. (2021) social media communication has significant effect on customer satisfaction.

Nevertheless, Nunan et al. (2018) asserted that customers can better be understood by Tweeting or developing an app to solicit customer feedback and ideas, creating polls to vote and comment on proposed changes; sharing success stories on Facebook, developing an informational channel, tweeting about price promotions and loyalty rewards); and posting in LinkedIn groups, monitoring buyers' social media comments, blogging and monitoring subsequent comments.

Redsicker (2013) reported that Twitter and Facebook are important in shaping opinion and intention of customers to purchase product. Additionally, the study of Colicev and O'Connor (2020) established that user-generated content (Facebook and Twitter) has a stronger effect on customer satisfaction than marketer-generated content (Facebook and Twitter). Hence, Instagram, Facebook, Twitter and LinkedIn are most effective platforms for businesses to adopt and boost customer satisfaction.

Methodology

In order to achieve research objective, a quantitative research design was adopted, as it allows the collection of data through survey and utilization of statistical techniques to analyze the hypothesized effect of social media platforms (Instagram, Twitter and Facebook) on customer satisfaction. Therefore, a quantitative method is considered suitable in this study using cross sectional survey research, which emphasized on collection and analysis of data, at a particular period of time. Data analysis is the process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information and conclusions, to support decision-making. Hence, data is analyzed using quantitative method of data analysis. The goal of quantitative data analysis is to summarize, describe, and explain the data using statistical methods such as Descriptive statistics – mean, median, mode, and standard deviation; and inferential statistics – correlation analysis and regression analysis.

Data Presentation and Analysis

Table 1: Profile of Respondents

Variables		Frequency	Percentage (%)
Gender	Male	188	71.2
	Female	76	28.8
Age	18-20 years	84	31.8
	21-30 years	72	27.3
	31-40 years	33	12.5
	41-50 years	48	18.2
	50 years and above	27	10.2
Qualification	SSCE	89	33.7
	Diploma	71	26.9
	BSc	64	24.2
	Masters and above	40	15.2
Customer Experience	Below 1 year	79	29.9
	1-5 years	53	20.1
	6-10 years	62	23.5
	Above 10 years	70	26.5

Source: Researcher Computation, 2026

The descriptive statistics showed that out of 264 respondents who participated in the survey, 188 are male, while 76 are female. Suggesting that male accounted for 71% and female accounted for 29% of total respondents. On age of respondents, respondents in the age bracket of 18-20 years constitute the majority of respondents (84), accounting for 31.8% of the respondents; followed by 72 respondents who are in the age bracket of 21-30 years, which accounted for 27.3% of total respondents. The third majority of respondents in terms of age, are those in the age bracket 41-50 years (48 respondents), who accounted for 18.2% of total respondents. Yet, the descriptive statistics showed that 33 respondents are in the age

bracket of 31-40 years, accounting for 12.5% of respondents. However, the least respondents in terms of age are 27, who are above 50 years old and accounted for 10.2% of total respondents.

Also, the outcome of descriptive statistics showed that majority of the respondents have either SSCE (89 respondents) or Diploma certificates (71 respondents), accounting for 33.7% and 26.9% of total respondents, respectively. Still, the result showed 64 respondents have a Bachelor Degree, accounting for 24.2% of respondents; while, 40 respondents have Masters and above, accounting for 15.2% of respondents.

Furthermore, the result showed that most of the customers have been interacting with Koko Free Trade Zone as customers for several years. Hence, 70 respondents have over 10 years' customer experience and 79 respondents have customer experience below 1 year; which accounted for 29.9% and 26.5% of total respondents. Nevertheless, 62 respondents have customer experience for 6-10 years; while, 53 respondents have customer experience for 1-5 years, respectively. The latter accounted for 23.5% of respondents, while, the former accounted for 20.1% of total respondents.

Table 2: Factor Analysis for Customer Satisfaction

	Components	
	1	2
CS1		.801
CS2	.886	
CS3	.806	
CS4	.847	
CS5		-.744
KMO		.625
Bartlett's Test of Sphericity		10
Total Variance Explained	45.247	70.422
Sig.		.000

Source: Researcher Computation, 2026

The result in table 2 showed that items the measure customer satisfaction have adequate loadings above 0.4, with the KMO, Bartlett's Test of Sphericity and % of Variance Explained of 0.625, 10 and 70.422, which are quite significant at less than 0.01 Significance level.

Table 3: Factor Analysis for Instagram

	Component
	1
INST1	
INST2	.950
INST3	.940
KMO	.509
Bartlett's Test of Sphericity	3
Total Variance Explained	62.701
Sig.	.000

Source: Researcher Computation, 2026

Likewise, the result in table 3 showed that items the measure Instagram have adequate loadings above 0.4 with exception of INST1. However, the KMO, Bartlett's Test of Sphericity and % of Variance Explained of 0.509, 3 and 62.701, are quite significant at less than 0.01 Significance level.

Table 4: Factor Analysis for Twitter

	Components		
	1	2	3
TWT1	.815		
TWT2	.824		
TWT3		.734	
TWT4		.768	
TWT5			.743
TWT6			.789
KMO			.449
Bartlett's Test of Sphericity			15
Total Variance Explained	22.567	44.970	65.050
Sig.			.000

Source: Researcher Computation, 2026

Still, the result in table 4 showed that items the measure Twitter have adequate loadings above 0.4, with the KMO, Bartlett's Test of Sphericity and % of Variance Explained of 0.449, 15 and 65.050, which are quite significant at less than 0.01 Significance level.

Table 5: Factor Analysis for Facebook

	Components	
	1	2
FCB1	.776	
FCB2	.893	
FCB3	.795	
FCB4		.803
FCB5		.795
KMO		.608
Bartlett's Test of Sphericity		10
Total Variance Explained	40.865	66.464
Sig.		.000

Source: Researcher Computation, 2026

Equally, the result in table 5 showed that items the measure Facebook have adequate loadings above 0.4, with the KMO, Bartlett's Test of Sphericity and % of Variance Explained of 0.608, 10 and 66.464, which are quite significant at less than 0.01 Significance level.

Table 6: Factor Analysis for LinkedIn

	Components	
	1	2
LNKD1		.702
LNKD2	.908	
LNKD3	.925	
LNKD4	.932	
LNKD5		.670
LNKD6		-.563
KMO		.711
Bartlett's Test of Sphericity		15
Total Variance Explained	43.060	64.384
Sig.		.000

Source: Researcher Computation, 2026

As well, the result in table 6 showed that items the measure LinkedIn have adequate loadings above 0.4, with the KMO, Bartlett's Test of Sphericity and % of Variance Explained of 0.711, 15 and 64.384, which are quite significant at less than 0.01 Significance level.

Correlation Matrix

This study employed Pearson Correlation to determine the association between the independent variables and dependent variable. Accordingly, the result of correlation analysis showed that the association between Twitter and customer satisfaction is strong positive and significant. On the other hand, the results still showed that Facebook, LinkedIn and Instagram had an insignificant association with customer satisfaction.

Therefore, the outcome in table 4.12 reveals that Twitter has a strong correlation with customer satisfaction (r = .236**), which is highly significant at 0.000 1-tailed. On the other hand, Facebook has positive, but insignificant correlation with customer satisfaction (r = .061). Correspondingly, LinkedIn has positive and insignificant correlation with customer satisfaction (r = .046). However, the result indicated further that Instagram has negative and insignificant correlation with customer satisfaction (r = -.058).

Table 7: Pearson Correlation Matrix

	Customer Satisfaction	Twitter	Facebook	LinkedIn	Instagram
Customer Satisfaction	1				
Twitter	.236**	1			
Facebook	.061	-.223	1		
LinkedIn	.046	.663	-.186	1	
Instagram	-.058	-.220	.839	-.141	1

Sig. at less than 0.01 (1-tailed)

Regression Analysis

This study employed multiple regression to determine the causal effect between the independent variables and dependent variable. Accordingly, the result of regression analysis showed that Twitter, Facebook, LinkedIn and Instagram had explained 11.9% variance on customer satisfaction in Koko Free Trade Zone. Therefore, the outcome in table 4.13 revealed that Twitter, Facebook, LinkedIn and Instagram are important predictors of customer satisfaction.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.345[a]	.119	.106	.51077	.119	8.774	4	259	.000	2.010

a. Predictors: (Constant), Instagram, LinkedIn, Twitter, Facebook
b. Dependent Variable: Customer Satisfaction

Accordingly, the ANOVA for the linear model on effect of Twitter, Facebook, LinkedIn and Instagram on customer satisfaction is quite significant, at less than 0.01 significant level, especially as the F value and Mean Square scores (8.774, 2.289 and .261) supported the predicted model.

Table 9: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.156	4	2.289	8.774	.000[b]
	Residual	67.570	259	.26		
	Total	76.726	263	1		

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Instagram, LinkedIn, Twitter, Facebook

Similarly, the outcome of regression analysis indicated that the independent variables have significant effect on the dependent variable. Accordingly, the result of analysis showed that the effect of Twitter on customer satisfaction is strongly positive and significant. Yet, the result showed that Facebook has a positive significant effect on customer satisfaction. On the other hand, the outcome indicated that the effect of LinkedIn on customer satisfaction is negative and significant. Likewise, the results showed that Instagram had a negative significant effect on customer satisfaction.

Therefore, the outcome in table 4.15 reveals that Twitter has a strong causal effect on customer satisfaction (B = .424, t-value = 4.579, p-value = .00), which is highly significant at 0.000 1-tailed. Similarly, Facebook has a strong positive and significant causal effect on customer satisfaction (B = .363, t-value = 3.506, p-value = .00). In contrast, LinkedIn and Instagram have a negative significant causal effect on customer satisfaction (B = -.122, t-value = -2.157, p-value = .03) and (B = -.163, t-value = -2.967, p-value = .00). Suggesting that further that Twitter, Facebook, LinkedIn and Instagram are important predictors of customer satisfaction in Koko Free Trade Zone.

Table 10: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero order	Partial	Part	Tolerance	VIF
1	(Constant)	1.629	.397		4.104	.000					
	Twitter	.424	.093	.362	4.579	.000	.236	.274	.267	.544	1.839
	Facebook	.363	.104	.379	3.506	.001	.061	.213	.204	.291	3.437
	LinkedIn	-.122	.056	-.169	-2.157	.032	.046	-.133	-.126	.554	1.805
	Instagram	-.163	.055	-.320	-2.967	.003	-.058	-.181	-.173	.292	3.423

a. Dependent Variable: Customer Satisfaction

Discussion of Findings

The findings of this study provide a nuanced understanding of how social media dynamics influence customer satisfaction within the unique economic landscape of the Koko Free Trade Zone. A primary revelation is the collective predictive power of social media

platforms, which account for 11.9% of the variance in customer satisfaction. While this suggests that other factors, likely the infrastructural and economic challenges mentioned in the introduction, such as power instability and inflation play a substantial role, the impact of digital communication remains statistically significant.

The most prominent finding is the strong positive influence of Twitter (X) and Facebook on customer satisfaction. Twitter's effectiveness (B = .424) aligns with the conceptual framework that views it as a critical marketing communication tool for real-time query resolution and persuasive engagement. This suggests that customers in the Koko Free Trade Zone value the immediacy and interactivity that Twitter provides, especially when seeking feedback or rewards. Similarly, Facebook's positive impact (B = .363) supports the idea that success stories, product reviews, and brand interactions shared on the platform create a reliable informational channel that boosts consumer confidence.

In contrast, the study observed an unexpected negative significant effect for Instagram and LinkedIn. For Instagram (B = -.163), this might be attributed to the "informative effect" failing to meet the reality of product characteristics or perhaps the platform's heavy data usage being a deterrent in a region where internet penetration can be limited. LinkedIn's negative correlation (B = -.122) suggests that its professional-centric environment may not align with the immediate, transactional needs of customers within the trade zone.

These results reinforce the Social Network Theory, highlighting that the nature of interaction, whether interactive and real-time (Twitter) or informative and communal (Facebook) is more critical for satisfaction than mere digital presence. While global literature often cites Instagram as a sales driver, this study highlights the importance of local context, showing that in the Koko Free Trade Zone, text-heavy and interactive platforms currently outperform purely visual ones in driving satisfaction.

Conclusion

This research underscores that social media is not a monolithic tool; its efficacy in driving customer satisfaction is highly platform-dependent within the Koko Free Trade Zone. While the local business environment is hampered by external factors like bureaucratic delays and economic instability, digital platforms offer a strategic bridge to maintain customer loyalty. The study confirms that Twitter and Facebook are the most effective drivers of satisfaction, whereas Instagram and LinkedIn may currently hinder the customer experience in this specific demographic. Ultimately, leveraging the right social media channels allows firms to bypass some logistical hurdles by providing direct, transparent, and timely communication.

Recommendations

1. Businesses should adopt Twitter as their primary channel for resolving customer queries and providing real-time updates to capitalize on its strong positive correlation with satisfaction.
2. Firms should focus on sharing success stories and price promotions on Facebook to build trust and provide a reliable informational channel for consumers.
3. Given the negative impact found, businesses should reassess their Instagram content to ensure it accurately reflects product quality and does not create unrealistic expectations that lead to dissatisfaction.
4. Management should use social media polls and comment monitoring to gather actionable insights, turning customer feedback into continuous service improvements.

5. To counter limited internet penetration, businesses should optimize their social media content for mobile users to ensure consistent interaction regardless of technological constraints.

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