

Use of Social Media as a Marketing Tool by Makeup Artists In Ibadan Metropolis

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Abstract:

Brand awareness, high productivity and business relevance in today's digital age are achieved through the use of social media in marketing products and services. However, some small business owners realize these benefits of social media marketing, but still do not actively use it. Therefore, this study investigates the use of social media as a marketing tool by makeup artists in Ibadan metropolis, Nigeria. The study examined their attitude, perceived ease of use, preferred social media platforms, factors influencing use and challenges to the use of social media as a marketing tool. Survey design was adopted. Purposive sampling was used in selecting 35 makeup artists who use social media for their business. Qualitative data were obtained through face-to-face interviews. Interview responses were transcribed and thematically analysed using NVivo version 12. The findings revealed that makeup artists in Ibadan metropolis have positive attitude towards the use of social media as a marketing tool and a high-level usage of social media platforms was reported. They perceived social media platforms as very easy to use and their most preferred platform was Instagram followed by WhatsApp. Factors influencing the use of social media included: the desire to be popular and have more customers, to make more money, and for technological advancement. Challenges to the use of social media included: high data cost, negative comments from followers, and unauthorized use of their pictures by others. The study recommends SME's partnership with telecommunication firms on provision of special data package for social media marketing.

Keywords: Attitude, makeup artists, perceived ease of use, perceived usefulness, social media marketing

I. Introduction and literature review

Social media is one of the important aspects of ICT that has significant impact on businesses as social media platforms provide a nonstop opportunity for consumers to connect with brands, as well as their products and services easily. This strategy of organisations carrying out their business activities through social media platforms is termed as Social Media Marketing (SMM) (Chattarjee & Kar, 2020; Chi, 2011). Many businesses, small or big are adopting SMM as a cost-effective strategy to build a loyal customer base (Abbasi et al., 2022; Hassan et al., 2015; Wantah & Mandagi, 2024). Social media marketing has a number of benefits when tied to business objectives which are increase in brand exposure, increase in reach, targeted traffic, provides business intelligence, enhance customer interaction, and directly impact sales (Bilgin, 2018; Dwivedi et al., 2021).

Several studies have been carried out on the use of social media as a marketing tool especially among small and medium enterprises (SMEs) (Ohara et al., 2024; Tatik & Setiawan, 2025). For example, Cole et al. (2017) conducted a study on the attitude of small business owners in the United States towards the use of social media as a marketing tool. The study revealed that the more educated business owners were, the

more skeptical they were towards digital and social media marketing strategies. Similarly, Salam et al. (2021) conducted a study among SME retailers in a developing country and the authors reported different perceptions of the SMEs on SMM. The authors noted that whereas some SMEs adopted SMM, others did not due to their limited understanding about this marketing strategy. Some other studies have also noted social media platforms mostly used or preferred by SMEs for marketing their business activities. For example, Anthony et al. (2018) investigated selected online businesses and findings revealed that Facebook and Instagram were the most used platforms for SMM. Among craft entrepreneurs, Omotosho (2023) reported that 46.0% preferred Facebook, followed by WhatsApp (27.8%) and X (formerly Twitter) (16.7%). Findings from Sanni et al. (2023) study among undergraduates of a Nigerian university also revealed that the students heavily relied on different social media platforms including WhatsApp, Facebook, Instagram, and YouTube to market their businesses.

Several factors can motivate SMEs to adopt SMM for their business growth. Some studies have shown that SMEs would use SMM for their business if they perceived that it is easy to use, less expensive and not so engaging in terms of human and time resources required to manage it (Chatterjee & Kar, 2018;

2020; Rugova & Prenaj, 2016). Alsharji et al. (2019) revealed that among SMEs in United Arab Emirates, SMM adoption is influenced by perceived relative advantage and compatibility, SME owner's expertise on social media use, as well as pressure from customers and competitors. In a study among SMEs in India, Chatterjee and Kar (2020) reported that perceived ease of use, perceived usefulness and compatibility with business needs positively influenced adoption of SMM, whereas cost had a negative influence on SMM adoption. However, Ghahremani-Nahr and Nozari (2021) noted that security challenges are significant constraints to SMM adoption as hackers can have access to people's personal information through the social media platforms. Omotosho (2023) reported discontinued use of SMM among craft entrepreneurs in South-West Nigeria due to high cost of maintenance, network issues, online fraudsters and the inability of SMM to meet their professional demands.

The use of social media certainly plays a part in helping small businesses to be more competitive, stable, and lasting (Eid & El-Gohary, 2013) as SMM can effectively influence the perception of consumers about an SME's image and which can ultimately lead to establishment of a solid connection with them (Mason et al., 2021; Vinerean, 2017). Creation of small and medium enterprises is increasing daily as Nigerians continue to tap into the vast opportunities of being self-reliant, which was subdued by the malady of white-collar jobs or the idea of working in corporate organisations. Small business ownership promotes financial independence which is especially useful in times of economic recessions (Marchesnay, 2011). The realization of the importance and satisfaction of self-employment has led graduates and illiterates to learn, compete, and continuously develop new trending skills in fashion, hair making, makeup, catering, crème mixing, and shoe making handcrafts. Many of these operate as independent craft businesses who make and sell their products independently (Holmes et al., 2012). Makeup artists are perfect examples of crafts people as they continuously create different looks for each customer and paying close attention to their customer needs. Not much is however known about the use of social media as a marketing tool by this group of small and medium scale enterprises.

Hence, this study investigated the use of social media as a marketing tool by makeup artists in Ibadan metropolis by answering the following questions:

1. What is the attitude of makeup artists in Ibadan metropolis towards the use of social media as a marketing tool?
2. What are the preferred social media platforms used by the makeup artists?
3. What is the extent of use of social media as a marketing tool?
4. What is the perceived ease of use and usefulness of social media as a marketing tool for business activities?
5. What are the factors that influence the use of social media as a marketing tool?
6. What are the challenges limiting the use of social media as a marketing tool by makeup artists in Ibadan metropolis?

II. Theoretical Framework

The Technology Acceptance Model (Davis, 1989) provides the theoretical framework for this study. The model is one of the most widely utilized models of technology acceptance and usage. It proposes that perceived usefulness and perceived ease of use are key factors influencing a user's attitude towards adopting a technology. Perceived usefulness is defined as the degree to which a user believes that using a specific technology would enhance the job performance. Perceived ease of use on the other hand, is defined as the degree to which a user believes that using the technology would be effort-free (Aljarrah et al., 2016; Davis, 1989). The fundamental principle is that the better users perceive that a specific technology will enhance their performance, and the less effort the application requires to use, the higher the adoption rate will be. The Technology Acceptance Model (TAM) is very fitting to this study as it provides a framework for understanding the attitude of makeup artists toward the use of social media as a marketing tool and their perception of the usefulness and ease of use of social media platforms for this purpose.

III. Research Methodology

Survey research design using the qualitative approach was adopted for this study. According to Queirós et al. (2017), qualitative research produces in-depth and illustrative information in order to understand the various dimensions of the problem under analysis, focusing on understanding and explanation of the dynamics of social relations. The target population was makeup artists in Ibadan metropolis who use social media as a marketing tool. Ibadan being the capital of Oyo State, as well as the most populous city, is the heart and central location for businesses, organisations and institutions in the State. Ibadan was selected for this study due to the metropolitan nature of the city. However, the population of makeup artists in this location is indeterminate.

Sampling procedure

In carrying out this research, purposive sampling was used in selecting five local governments in Ibadan namely: Ibadan North, Ibadan South East, Ibadan North East, Ibadan North West, and Ibadan South West. These Local governments were chosen due to their high concentration of makeup artists. The sample size of the population for the study was based on the theory of saturation which is the discontinuation of sampling and data collection when no new conceptual insights are generated. The criterion for judging when to stop sampling a group is pertinent to a category when no additional data are being found (Glaser & Strauss, 1967). There is a point of diminishing return to a qualitative sample, as the study goes on, more data do not necessarily lead to more information (Mason, 2010). Creswell (1998) suggests a range of 20 and 30. For this study a total number of 30 respondents were selected. Snowball and convenience sampling were however used in reaching respondents across the local governments.

Data collection procedure and analysis

Data for this study were collected primarily through face-to-face interviews. This method of data collection was deemed

appropriate for this study because it enabled respondents to adequately express themselves supplying rich information and unstructured answers to the questions they were asked. Data were collected in English language using an interview schedule. The interview schedule was structured into sections. The first section contained questions about the demographic characteristics of the respondents, the second section contained questions on background information on usage of social media, the third section contained questions on attitude towards social media usage and the last section elicited data on social media platform preference, ease of use and challenges to the use of social media as a marketing tool.

The interview schedule was used to collect data through one-to-one interview with the makeup artists and the responses were recorded with their consent. Moreover, informed letter of consent was given to each respondent before the interview was conducted in order to ensure that they freely participate in the exercise without being coerced. Each interview lasted approximately 30 minutes and total data collection lasted four weeks.

Responses were transcribed and categorized into themes. Braun and Clark (2006) posited that thematic analysis is suitable for qualitative research and for analyzing and identifying patterns with data. NVivo 12 was used in analyzing the data for this study. NVivo is a qualitative data analysis software that allows you to easily identify patterns across unstructured or semi-structured data.

IV. Results

Socio-demographic information of the respondents

This section provides the demographic characteristics of respondents used in this study as shown in Table 1. The table consists of information on gender, age and educational level of respondents. As shown in the table, majority of the respondents were females (90%). Also, most of them were between 26 to 35 years of age (63.3%) and all of them were educated at the Tertiary level.

Table 1: Socio-demographic characteristics of respondents

Variables	Categories	Freq	%
Gender	Male	3	10
	Female	27	90
	Total	30	100%
Age (years)	16-20	3	10
	21-25	3	10
	26-30	13	43.3
	31-35	6	20
	36-40	5	16.7
	Total	30	100%
Educational level	Primary	0	0
	Secondary	0	0
	Tertiary	30	100%
	Total	30	100%

Research Question One: What is the attitude of makeup artists towards the use of social media as a marketing tool?

Research question one measured the attitude of makeup artists towards the use of social media as a marketing tool. Fig. 1 shows that all the respondents had positive attitude towards the use of social media as a marketing tool. The major themes revealed from respondents' responses were: "it's a good tool", "it's very good", "it's okay", "nice platform", "it's very important", "good for business", "it's really helpful", "it's a good tool for marketing". Respondents generally believed that using social media as a marketing tool improves the visibility of their business and that it is a good replacement for traditional means of advertising businesses such as use of flyer and billboards which they reported have become obsolete in the digital age.



Figure 1: Word cloud on attitude towards the use of social media as a marketing tool

Below are some representative responses by the participants:

I think it helps more, it helps people know what you do and it helps businesses grow. I would rate it 80 out of 100, it's a really good tool for marketing. It's a much better way than the traditional way of marketing (Female, Married, 21-25 years old).

It's important because Instagram is a platform where you get to meet a lot of people that would like your pictures and videos depending on how popular you are, it is a good tool, it's our marketing tool. (Female, Married, 26-30 years old)

It's very important, basically I think that's where the world is going because the world is connected now and almost everything is done on the internet. So if you are not out there you really can't do so well, you can't really show your craft to the world, so you

really need social media. (Male, Single, 26-30 years old)

It's very good, it's a nice platform because flyers and billboards have gone obsolete like, if you give anybody flyers now the next place you would see them is on the floor, on the ground and your money is gone but on social media everybody wants to see what is going on, everybody is now glued to the internet. So for you to be relevant you have to be on social media. (Female, Married, 31-35 years old)

Research Question Two: What are the preferred social media platforms used by makeup artists?

Research question two focused on preferred social media platforms used by makeup artists to market their products and services. Findings as revealed in Fig. 2 showed that most of the makeup artists preferred Instagram, followed by WhatsApp and Facebook. Twitter (now X) was reportedly used by only one respondent. Majority of the respondents preferred Instagram because they get more engagements from people and because people generally use Instagram more than other social media platforms. YouTube was not reportedly used by the respondents for marketing their business, rather many reported using it for personal development. Responses also showed that many respondents used more than one social media platforms for marketing their makeup business.



Figure 2: Word cloud on preferred social media platforms

Below are some responses given by respondents:

Instagram, because I get more engagements from Instagram, most people would say Facebook probably they get more engagements on Facebook and some would say Twitter but for me it's Instagram (Male, Single, 21 – 25 years old).

Instagram, I love Instagram because that is where most people who want my kind of service go to, so it will be unreasonable for me to go to Twitter chasing shadows. When I go to Instagram I put myself in the faces of man" (Male, Single, 26 – 30 years old).

For now, Instagram, it's very helpful. Like today, a client called me and said she got my number from Instagram. For now, I am only on Instagram and WhatsApp platforms but maybe when I get used to Twitter I would use it (Female, Married, 26 – 30 years old).

I use Instagram, WhatsApp, Facebook and Twitter, those are the major social media platforms I use, I use YouTube for personal development but not to showcase my work. (Female, Single, 26 – 30 years old).

I use social media for my business... Instagram mainly, WhatsApp and Facebook. Twitter, not really; YouTube, nah! The only thing I do in YouTube is to go there to learn new things. If there is something I see that is new, I go there to learn. I don't really use it as a marketing tool for my own business, well not yet. (Female, Single, 26 – 30 years old).

Research Question Three: What is the extent of use of social media as a marketing tool by makeup artists?

Responses to this question were grouped into two sub-nodes. The first node examined extent of use by asking participants how they used social media to market their services. As seen in Fig. 3, findings revealed that makeup artists interacted with social media platforms by using hashtags, posting pictures of jobs done, doing collaborative shoots with other artisans, and other strategies to advertise their services on social media. However, "hashtags" had the highest occurrence followed by "post pictures", "captions", "tag people" and "collaborations". This implies that most of the makeup artists did not just use social media to post pictures but they employed other online strategies when using social to market their products and services.



Figure 3: Word cloud on the extent of use of social media as a marketing tool

Below are some of the responses of respondents who use hashtag, captions among others:

Like when I do a makeup now, while posting I tag most of the important hashtags in Ibadan, Lagos, in the makeup industry. So from there they get to repost your work and someone else sees it. I got almost all of my apprentices from Instagram. (Male, Single, 16 – 20 years old)

For example, on Instagram after doing makeup for a model, I put all the captions like bridal look, makeup by, aso-oke by and majorly the reason for using these captions is so that people who own the cloth would be able to know that I have posted their jobs and I use hashtags, it is very important like #ibadanmakeupartists, #nigerianweddings, #Bellanaijaweddings” (Female, Married, 36 – 40 years old).

There are some people now, they are looking for makeup artist, they will just go to Instagram, #ibadanmakeupartist, so it will bring out the jobs, that people have tagged #ibadanmakeupartist, #asoebi, #bellanaija, #africanwedding” (Female, Single, 21-25 years old).

The second node examined the frequency of use of social media as a marketing tool. As seen in Fig. 4, the themes “everyday”, “very well” had the highest occurrences, showing that many of the respondents used social media for marketing regularly. Some other respondents also reported posting “once a week”. Majority of the respondents also reported marketing their work on social media mostly late in the evening when they expect to get more engagements online.



Figure 4: Word cloud on frequency of use of social media as a marketing tool

Below are responses of respondents who posted frequently:

I post every day, I post at least five times in a day, it depends on you, how you post jobs, your work and the time you post it because sometimes you might post a picture and you don't get any comment but you get likes. (Female, Single, 31-35 years old)

I post every day like in the early hours of the day and late in the evening when people are not so engaged in other activities, so it's easier for them to see it in

their leisure time because I notice that is when most social media platforms are used more. (Female, Married, 36 – 40 years)

I post every week or twice a week. I usually post late at night because that's when I get more engagements, like late in the evenings so at least I get more likes and all those You know you have to play along with your followers; you have to know when to engage them. So my followers are more active at night than when I post pictures in the afternoon. (Male, Single, 21- 25 years old)

Research Question Four: What is the perceived ease of use and usefulness of social media as a marketing tool?

Research question three measures the perceived ease of use and usefulness of social media as a marketing tool for business activities by makeup artists in Ibadan metropolis. Responses were grouped into two sub-nodes, the first node examined ease of use by asking participants how easy they found using social media to market their services. Findings revealed that most makeup artists reported that the social media platforms were easy to use (Fig. 5) as long as they had internet data.

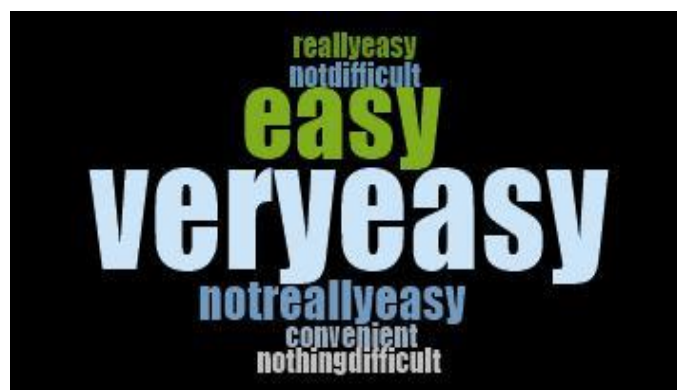


Figure 5: Word cloud showing perceived ease of use of social media as a marketing tool

Below are few responses by respondents who found the platforms very easy to use:

It is very easy; it's just a matter of having data. Once I have the data on my phone, I just upload the pictures, write the things I want to put under it and turn on my location too, so that people can find me (Female, Married, 26 – 30 years old).

Very easy, like out of 24hrs in a day, 18hrs of it you will find me using social media. Either I'm doing something on Instagram, posting or learning something or I'm on my WhatsApp status updating people about my products or services and stuffs (Female, Single, 21 – 25 years old).

However, few respondents expressed interest in undergoing training in SMM, whereas others reported that using social

media to market their work was not easy and would prefer getting someone to assist them. Below are some responses:

It's very easy because you know everything has been made easy, thanks to social media because I can just sit down and edit my picture, if I want to edit my pictures, I would just upload it. Although, I'm still thinking of going for an upgrade class, because you know there are levels to these things (Female, Single, 21 – 25 years old).

For me it's not really easy, you know it is easy to go visiting a social media page than posting. Posting is not easy for me because at times when I want to post you start thinking of what you want to put out there, what I want to sell out to people today and stuff like that (Female, Single, 31 – 35 years old).

I really wish I can get someone to hire but the ones I have seen they are on the high side because it's not really easy Maybe that's why I am not using it, I feel reluctant using it maybe because I am not that used to it. You know you have to post on Instagram; tag people, look for followers. To me I don't find it easy. (Female, Married, 31 – 35 years old)

The second node was coded to address the usefulness of social media as a marketing tool for the makeup artists. As shown in Fig. 6, majority of the respondents reported that social media was very useful as a marketing tool. Words such as “very useful”, “helps”, “quite useful” were prominent. Also the occurrence of “not really” showed that some respondents did not really perceive it as useful as these respondents reported that the use of social media did not really help in growing their business. However, overall, most of the respondents perceived using social media to market their work as very useful.

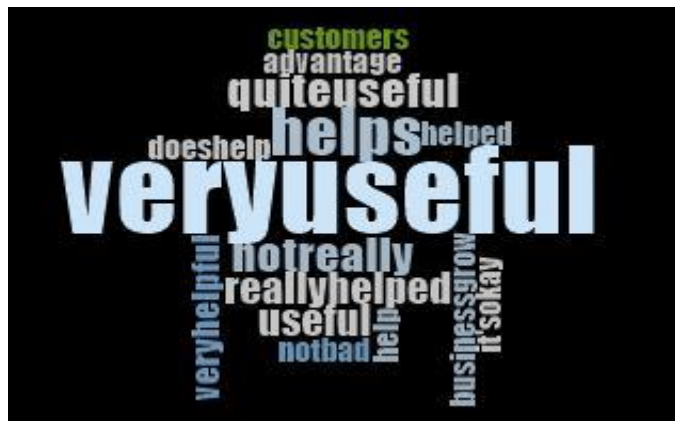


Figure 6: Word cloud on perceived usefulness of social media as a marketing tool

Below are some of the responses:

Very useful, because apart from connecting with people that would like to see my work I actually get to see other people's work. You know I get to learn new things, things that normally I won't even get to see every day. (Female, Single, 26 – 30 years old)

It is very useful because most of my customers I get them from social media and It helps my business grow. It helps me to know more about people, including those that we are in the makeup business together. It keeps me connected with a lot of clients and business colleagues (Female, Married, 36–40 years old).

Ah! It's very useful, without Instagram, Facebook, we won't eat, like now I am a Master's degree holder of UI, and there is no job outside. Majorly I get a lot of referrals from people. So, most of my clients are brides and they contact us via Instagram, so it's very helpful (Male, Single, 26 – 30 years old).

Yes, to save my work, majorly for me it's quite useful but it does not really help in getting clients. But it's okay at least I have some friends that are there. Because most of my clients are not social media users but I am keeping my Instagram because it saves me the stress of explaining myself to people so I just tell them to go and check my Instagram page and get back to me, instead of me explaining this is this and that (Female, Married, 36 – 40 years old).

Research Question Five: What are the factors that influence the use of social media as a marketing tool?

As seen in Fig. 7, the themes, “more customers”, “popular”, “more money”, “promote”, “more clients”, were most prominent. This shows that majority of the respondents used social media as a marketing tool because they desired to grow their customer profiles, to be popular and stay relevant in their career, which could ultimately give them more income.



Figure 7: Word cloud on factors influencing the use of social media as a marketing tool

Below are some responses given by makeup artists:

To make money, that's the most important and to be popular, known out there for what I do, it's just like what I've said before, social media helps a lot of people see you and your work and they know if they want to patronize you or not, so I'm there for more customers and the money (Male, Single, 26 – 30 years old).

Just to reach out to a lot of people, more customers. Imagine if there was no social media platform, Instagram to be precise, I mean I would just be here and it would just be maybe people on this axis or it would have to be word of mouth, tell a friend to tell a friend and that reach would be really limited unlike social media where you get followers, you tell people please follow me, you know when you put out good content people would see. (Female, Single, 21 – 25 years old)

Research Question Six: What are the challenges limiting the use of social media as a marketing tool?

The dominant themes revealed as challenges to the use of social media as a marketing tool by the makeup artists were “data” and “negative comments” (Fig. 8). Respondents reported that using social media as a marketing tool for their business requires that they spend a lot of money on data subscription. Added to this are negative comments they receive on their posts. Other challenges reported included stealing of pictures, shadow banning. Some of the responses reflecting these themes are shown below:

The only challenge is that, you know, to stay on social media you need data, and we know how data is in Nigeria? Now, the way I consume my own data is crazy. I can use 5GB in 5 days. Yes! I use an average

of 1GB/day posting pictures, viewing, and learning (Female, Single, 21 – 25 years old).

It is data. I'm getting enough from Instagram but that's just the challenge I'm facing. It's just data because you subscribe and within two days your data is exhausted. Also, negative comments, we get that a lot (Male, Single, 26 – 30 years old).

It is not easy to get followers because the job is cumbersome. There are a lot of people doing this job so you have to be outstanding to get noticed, this job is lucrative. Some people steal pictures and claim it is theirs and they get more customers than you doing the job and then negative comments especially from the whites and this may be due to lack of understanding of our culture, but it can be rectified by just deleting the negative comments (Female, Married, 26 – 30 years old).

Some people will go there and steal pictures even if you put your logo on it they will still find their way to steal and use it. That's the only challenge and sometimes I get negative comments but immediately I get negative comment, I delete it. (Female, Single, 21 – 25 years old).

Most at times on Instagram you get shadow banned for some reasons, on Instagram especially when you have been using a particular hashtag for a long period of time you can get shadow banned. I don't know whether you know what I mean by you shadow banned? Your post will not get to be seen by expected people then your visibility will be very, very low (Female, Single, 26 – 30 years old).



Figure 8: Word cloud on the challenges to use of social media as a marketing tool

V. Discussion of Findings

This study investigated the use of social media as a marketing tool by makeup artists in Ibadan metropolis. Findings revealed that makeup artists in Ibadan metropolis had positive attitude towards the use of social media as a marketing tool and no makeup artists used in this study expressed a negative attitude towards SMM. Respondents gave several positive descriptions of social media and noted that social media has drastically accelerated traditional methods of conducting and advertising their services. The most preferred social media platform was Instagram, followed by WhatsApp and Facebook. Majority of the respondents perceived SMM to be very easy and useful. Recent studies on the perception of SMEs towards SMM present diverse findings. For example, Malesev and Cherry (2021) carried out a study among residential construction SMEs in Australia. The study reported strong positive perception of respondents on the impact of SMM on their businesses as many believed that SMM adoption was critical to protecting their market share and competing with larger competitors. However, Salam et al. (2021) reported different perceptions on SMM among SME retailers in some developing countries during the COVID-19 pandemic. The study observed that whereas some SMEs adopted SMM, others did not due to their limited understanding about this marketing strategy. Similar findings were reported by Belas et al. (2021) among SMEs in V4 countries (Czech Republic, Hungary, Poland, and Slovakia). However, a plausible reason for the strong positive attitude of the makeup artists towards SMM is not unconnected with the age group of the respondents as more than 80% of them were between 16 to 35 years old. Mandagi and Aseng (2021) described millennials and Gen Z as digital natives and early adopters of technology who actively utilize social media to drive new business trends. Moreover, all the respondents were educated at the tertiary education level and a previous study by Omotosho (2023) reported a connection between educational level and social media use among small craft entrepreneurs in South West Nigeria. Hence, it could be said that the respondents' educational level and age played a significant role in their positive perception of SMM and the ease with which they were able to use the platforms.

Factors influencing the use of SMM as reported by the respondents included the desire to grow their customer profiles, to be popular and the need to have more money. Many earlier studies have applied the Theory of Acceptance Model and the Technology-Organisation-Environment framework to investigate the factors influencing SMM adoption by SMEs. These studies have shown that perceived ease of use and perceive usefulness and some technological, environmental and organisational factors significantly influence SMM adoption by SMEs (Eze et al., 2020; Salam et al., 2021; Trawnih et al., 2021). Findings from the current study showed that most of the respondents found SMM easy and very useful in helping them realise their goals of increasing their customer base, business popularity and which ultimately leads to more income. These findings corroborate Nurfarida and Sudarmiatin (2021) which reported that café and restaurant businesses in an Indonesian city adopted SMM in order to increase the popularity of their businesses and

customer acquisition. Khamaludin et al. (2022) similarly noted that SMM can significantly impact on the sustainability of SMEs and it is a good starting point for new SMEs to market their businesses as they will be able to track how social media users visit their social media accounts and overtime this can lead to an increase in their business sales. However, few respondents in the current study though agreed that SMM was useful for their business, but felt it was not easy for them to use social media for their makeup business and would require some help or training. Malesev and Cherry (2021) earlier noted that SMEs owners who are not digital natives struggle to adapt and make good use of SMM and often times such people seek formal training or turn to family members to help with managing their social media platforms.

The study findings revealed that makeup artists faced some challenges which were mostly cost of internet data, negative comments and unauthorized use of their pictures. Financial constraint which is largely related to cost of internet data has been reported as a common challenge to the adoption of social media for business marketing and other engagements especially in Nigeria (Gimba, 2021; Nwankwo, 2021; Solomon & Obaseki, 2018). In the current study, Instagram was the most preferred social media platform by the makeup artists and often times the makeup artists would need to upload pictures and sometimes videos of their work. Active use of Instagram for content creation would thus require some high level of data use especially if such postings are done frequently by these makeup artists who largely operate on a small scale.

Some respondents also worried over negative comments received in response to their posts and often times delete such comments. The challenge of negative comments on social media platforms and its effect on businesses has generated some attention in research with diverse opinions reported. Fear of negative comments has been included among top five reasons companies do not use social media (Tompkins, 2018) and SMEs also fear that negative comments on their social media platforms can hurt their businesses (Al-Haidari et al., 2021). Some studies have identified such negative comments as "trolling" especially when these comments are made in response to an innocuous post (Golf-Papez & Veer 2017; Demsar et al. 2021). However, according to De Vries et al. (2012), negative comments from followers of a brand might not be necessarily bad as such followers might just feel that being a part of the community of followers for the particular brand involves their engagement in discussions which include using both positive and negative comments. Moreover, Labrecque et al. (2022) investigated the effect of negative comments on inoffensive social media posts by brands. The study reported that such negative comments often times resulted into value creation and not value destruction for brands. It further showed that other followers who saw the negative comments were more likely to like, share the post, and follow the social media platform of the brand.

V. Conclusion and recommendations

This study revealed that makeup artists in Ibadan metropolis have a positive attitude towards the use of SMM and desire to grow their customer profile and achieve profit increase through this medium. Majority find it easy to use and very

useful. Instagram is the most preferred social media platform. Challenges to the use of SMM include cost of data subscription, negative comments and unauthorized use of their pictures. Based on findings from the study, the following are hereby recommended:

1. Most makeup artists that participated in this study were young and educated at the tertiary level. Government can do a lot in encouraging these young ones who are striving to be self-reliant by formulating policies that facilitate provision of special cheap data plans for SMM by telecommunication firms. This will go a long way in reducing the cost of data subscription for makeup artists.
2. SMEs can also take the initiative to partner with telecommunication firms on provision of special cheap data package for SMM.
3. Negative comments on social media platforms can be crushing for a brand. However, given the reality of such comments, makeup artists can build resilience by connecting with a community of fellow artists to share experiences and support one another

VI. References

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