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Social Entrepreneurship and Performance of Lubricant Firms in Anambra State, Nigeria

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ABSTRACT: The study examined the social entrepreneurship and performance of lubricant firms in Anambra state. The objectives of the study were to: Determine the effect of social innovation, social impact, social value and social capital on performance of lubricant firms Anambra state. Four research questions and four hypotheses were formulated in line with the research objectives of the study. The research design that was used for this study is a descriptive study method; the sources of data for this research were mainly primary data and secondary data. The population of this study is 342. The researcher employed structured questionnaire as the method of data collection. Percentage table and analysis of variance were used in this study. The study found that Social innovation has significant effect on performance. Social impact has significant effect on performance,. Social value has significant effect on performance. It was recommended that Entrepreneurs should be encouraged to use Social innovation for Knowledge sharing and collaboration with their employees and customers. Social impact orientation should equally be used by entrepreneurs as a tracking system; as traffic on organization pages can be monitored comparing the attention given to a particular product or campaign on the profile pages, to the sales of that product or brand, auto reply system helps in this regard. Polls concerning the success of bank products and services can also be useful in this direction. Given that Social value continues to be popular, and that entrepreneurs are interested in increasing productivity and creating a lively working environment, it is important for them to familiarize themselves with it and to use it to design and support interventions that meet staff expectations in order to help them give off their best.

Keywords: social entrepreneurship, performance, lubricant firms, social innovation, social impact, social value, social capital

1. INTRODUCTION

The contribution of social ventures in generating solutions is gradually gaining recognition: fighting social exclusion, enhancing local social capital, supporting democratic participation, delivering good quality welfare services and furthering

inclusive economic development (World Bank, 2014). Supporting social enterprise creation and development may allow public policies to counter issues like unemployment, social inequalities and other socio-economic challenges in a more efficient and effective way than relying on the public or private sectors exclusively. The benefits of social enterprises are increased when they are adequately supported by public policies.

The reverse is the case in the Nigerian situation as they are faced with numerous challenges ranging from lack of support by government; as majority of social entrepreneurs yet to recognize themselves as a legitimate field of endeavor. This recognition is the sine qua non for finding ways to call attention through fiscal and legislative incentives, in addition to the review of tax laws, reducing overburden of regulations, arbitrary decision-making and other troublesome requirements and inefficient practices those creel social entrepreneurs (Esan, 2021).

Deficiency of financial assistant as from a financial perspective, approaching fresh market social entrepreneurs require funding for designing, implementing and refining innovative ways of bringing previously excluded groups into the marketplace. The best and brightest talent demand for a handsome salary and stock options as a reward of their hard work. Again is the changing environment, in as much as the government policies are changing with changing global prospective (Olamide, 2023). There is the possibility that, organizations need to be better equipped to respond to the challenges of the 21st century.

More so, is the out of pocket work, the solution to various societal problems and welfare of the society carries a cost, which is mostly borne by the owner out of their own pocket or by taking loans from money lenders. Social entrepreneurs are not, as a matter of course, working in a moneymaking market; they identify a problem within society and try to find cost effective solutions for them. Once they find the way to earn some profit after providing the best low-cost solution to the needs of the society, more traditional businesses will enter the market competing with a similar solution and technique, increasing transaction costs and competition for social entrepreneurs and hampering their future growth (Lemein & Bitange, 2017).

Furthermore, the domination by wealthy founders and philanthropists, the challenge for social entrepreneurs relates to foundations and philanthropists who could be the ones catalyzing social transformation by supporting the social innovators. Foundations and high net-worth individuals are certainly well placed to engage in that process, as they are free of two forces that dominate the decisions of governments and business respectively (Clifford, 2014).

Lastly, is the lack of skilled manpower, social enterprises feels necessity for competent workforce volunteers, labourers and community participants to make parallel the long-term growth motives. But social enterprises need training and development programme as they are typically employ from the underprivileged sector of the society. The organizations have to attempt to fulfill the aspirations of all these divergent groups and still come out with the best results.

1.2 Objectives of the Study

The main objective of the study is to assess the social entrepreneurship and performance of lubricant firms in Anambra state. The specific objectives include to:

i. Determine the effect of social innovation on performance of lubricant firms Anambra state
ii. Examine the effect of social impact on performance of lubricant firms Anambra state
iii. Ascertain the effect of social value on performance of lubricant firms Anambra state
iv. Examine the effect of social capital on performance of lubricant firms Anambra state

1.3 Statement of Hypotheses

The following null hypotheses will guide this study:

Ho_1: Social innovation has no significant effect on performance of lubricant firms Anambra state

Ho_2: Social impact has no significant effect on performance of lubricant firms Anambra state

Ho_3: Social value has no significant effect on performance of lubricant firms Anambra state

Ho_4: Social innovation has no significant effect on performance of lubricant firms Anambra state

LITERATURE REVIEW

Social Entrepreneurship

Social entrepreneurship is the act of proposing solutions to social problems without relying on the limitations of the resources that are currently accessible (Olawande, & Edafe, 2020). Using entrepreneurial abilities and methods to develop and apply creative solutions to environmental, social, or cultural problems is known as social entrepreneurship. In addition to producing economic value and income, social entrepreneurs seek to address societal issues in scalable and sustainable ways (Lateh, 2018). Sun, Pofoura, Mensah, Mohsin, (2020) describes social entrepreneurship as an approach to make impact on society and economy. The social entrepreneurship paradigm can help local communities to realize their unmet needs and improve the lives of the people through innovative ways.

Social entrepreneurs are entrepreneurs whose purpose is to improve society by addressing social problems, creating social change, or fostering responsible conduct in the environments in which they operate (Matthew, et. al. 2020; Osabohien, Worgwu & Al-Faryan, 2022). Social entrepreneurship is therefore a significant tool in addressing social problems including unemployment, poverty, and education (Smith & Stevens, 2018). Social entrepreneurship therefore, refers to the identification of a social problem and the utilization of entrepreneurial principles to systematize creates and controls a social enterprise to achieve a desired social change. Moreso, it engages the ability to see ‘problems’ as ‘opportunities’ and then take the initiative to make out the solutions to those problems and the customers who could pay to have them solved.

Unlike traditional entrepreneurship, which focuses primarily on generating profits, social entrepreneurship prioritizes creating positive social impact as a primary goal. Social entrepreneurs leverage business models to create innovative solutions, mobilize resources, and maximize impact to address social challenges. Examples of social enterprises include companies that provide access to clean water in developing countries, provide job opportunities to underserved communities, or support environmental conservation efforts (Kraus, et.al. 2018).

Ijiwole (2019) argue that social entrepreneurship has been widely recognized by academics as a means of eradicating poverty and unemployment.

Innovation, critical and creative thinking, and motivation are the core components of social entrepreneurship. It is a different kind of entrepreneurship that builds on the foundations laid by the pioneers of traditional entrepreneurship. Social entrepreneurship occurs when these traits are combined with a desire to solve problems in society (Iwueke & Nwaiwu, 2014). Sun, Pofoura, Mensah, Mohsin, (2020) argue that social entrepreneurship is an "advanced activity using specific social purpose whether in the profit making enterprise or not-for-profit organization, or in both". Social entrepreneurship involves identifying a social problem and developing a sustainable business model that addresses the problem (Rawhouser, Cummings, & Newbert,. 2019).

2.2 Theoretical Review

Schumpeterian Theory of Innovation

According to Schumpeterian philosophy, enterprising business people who upend and disorganize the status quo are valued. According to Schumpeter, an entrepreneur is an inventor who establishes a business and uses "novel combinations of means of production". According to his view of economic growth, the task of the entrepreneur is to use innovation to upend the general equilibrium. Entrepreneurship, which he dubbed the "creative destruction of capital", he said, was the cause of any shift that disrupted the usual cyclical flow of the industry. A process of industrial mutation known as "creative destruction" transforms the economy from the inside out, eradicating the old system and establishing a new one (Mehmood, Alzoubi & Ahmed, ,2019).

Schumpeter, (1949) said that entrepreneurship innovation causes gales of creative destruction because it renders obsolete inventories, ideas, technologies, skills, and equipment. According to Schumpeter, entrepreneurial endeavors to (i) provide new goods and services, (ii) open up new markets, (iii) adopt new manufacturing techniques, (iv) find new sources of supply, (v) reduce poverty baseline, and (vi) create new social value which leads to innovation. Entrepreneurship, in Schumpeter's view, is the engine of change for poverty alleviation. Creativity spawns new endeavors and predictors of poverty alleviation. This supports the assumption of Kuratko, Burnell, Stevenson, Neubert, and Fisher (2023) that corporate innovation leads to increased profitability and poverty alleviation. The most crucial aspect of the Schumpeterian innovation theory for social entrepreneurship is that a social entrepreneur should establish a social firm, develop novel combinations of production methods, be inventive, and bring about social change by creating market disequilibrium.

2.3 Empirical Review

Dada, Egwakhe, & Onu (2024) examined whether social entrepreneurship dimensions (social value creation, social learning, and social innovations) have effect on business profitability of cooperative societies. The cross-sectional survey research design was adopted using the population which comprised of 1,590 executives of co-operative societies in Ogun State, Nigeria. A sample size of 403 was determined using Raosoft calculator. A structured and validated questionnaire was utilized for data collection.

Findings from multiple regression analysis revealed that social entrepreneurship dimensions had a positive and significant effect on business profitability of co-operative societies in Ogun State, business profitability (Adj.R2= 0.731, F(3, 357) = 327.410,p<0.05). Cooperative societies in Nigeria need to embrace more innovative ideas This will particularly convince owners and customers to bring their money with guarantee returns on investment and interest which bring significant profit.

Romanus, Haoma, Oluwasogo & Jahangeer (2024) examines the extent of social entrepreneurship and its impact on future employment in Nigeria by testing the hypothesis stated in a null from as"social entrepreneurship has no significant impact on future employment in Nigeria". The study utilizes data sourced from youth entrepreneurship with innovation (YouWiN) (2019) conducted by the World Bank in conjunction with the National Bureau of Statistics (NBS) of Nigeria. The study engaged descriptive statistics to estimate logit regression and propensity score matching (PSM) to achieve its objective. The descriptive statistics show that only 3.15 per cent of entrepreneurship in Nigeria is a social enterprise. In addition, the mean age of business owners is about 31 years, with83.14 per cent being male. The result from the logit regression shows that ICT utilization, access to loans, level of education, and gender of business owners are other significant and positive determinants of future employment. The result from the PSM shows that social entrepreneurship is a significant and positive driver of future employment. It shows that social entrepreneurship will contribute not less than 21 per cent to employment in Nigeria in the next five years.

Zuhaib (2023) Social entrepreneurship orientation and enterprise fortune: an intermediary role of social performance. Social entrepreneurship orientation (SEO) is a behavioral construct of social entrepreneurship (SE); therefore, we examined the influence of SEO of the organization on social and financial performance. A random sample of 810 employees was drawn from social enterprises of Pakistan during the COVID-19 pandemic. Although increasing research focuses on SE, the discipline continues to disintegrate, and this has led to appeals for a careful investigation of the associations of firms' SE. In the recent decade, "social entrepreneurship" has earned its importance as a segment of entrepreneurship. Instead of mixed activity, firms are more likely to engage in either for-profit or non-profit activities. The causes for and consequences of this conduct has been mainly studied using objective measures of SEO, social performance, and financial performance, with little attention paid to the subjective experiences of social enterprises. We rely on the theory of stakeholder and mixed structuring to postulate that social performance intermediates the SEO-financial performance relation. By assessing a sample of 810 employees from active enterprises, we discover that social performance mediates positively and partially between SEO and financial performance, and both direct and indirect paths are in the same direction and significant. Our findings exhibit that social performance variance explained 74% of the mediating role, and the remaining 26% of the effect is because of SEO. We consider the functions by which an SEO influences enterprise performance and delivers more prominent understanding into multiple spectrums of performance.

Ifechukwu-Jacobs, Arinze, & Nwangwu, & Atueyi, (2025) The study analyzed the financial literacy and its impact on youth entrepreneurship in South East Nigeria. The objective of the study was to; ascertain the effect of financial knowledge, financial behaviour and financial expertise on youth entrepreneurship in South East Nigeria. Three research hypotheses are formulated in line with the above objectives of the study. Descriptive survey design method was used; Structured questionnaire were use to gather information from the population. The population of the study is made of youths from age 20-39 in South East zone of Nigeria, which is 50,222,32 target population. It comprises of all the youths in South East Nigeria, while the sample size is 399 were gotten through taro yamane formular. The researcher distributes three hundred and ninety-nine (399) questionnaires but only three hundred and seventy-three (373) copies of questionnaire were retrieved. Correlation and t-test method of data analysis was used to test the hypotheses. The finding of the study shows that; Financial knowledge has significant positive effect on youth entrepreneurship in South East Nigeria. Financial behaviour has significant positive effect on youth entrepreneurship in South East Nigeria.

Nwangwu, Ohanyere, Nwangwu, & Atueyi, (2025) examined the effect of artificial intelligent (AI) on decision-making in supply chain management of lubricant firms in Anambra state, Nigeria. The study was anchored on Technology Acceptance Theory (TAT). A structure questionnaire was developed for data collection. The population of the study comprised of 281 management staff from thirteen (13) lubricant firms in Anambra State. Two hundred and sixty-nine (269) were duly filled and returned data was analysed using correlation analysis with the aid of statistical package for social science (SPSS) version 23. Findings from the study show that. Machine learning has significant effect on decision support system on supply chain management of lubricant firms in Anambra state (T=2.244, P=0.006). Neural networks has significant effect on creative decision skill on supply chain management of lubricant firms in Anambra state (T=9.790, P=0.009). The study concludes that AI-powered predictive analytics improved decision-making in supply chain management in lubricant firms in Anambra state, Nigerian..

Ohanyere, Arinze, & Atueyi (2025) Investigated the digital cyberspace cost on firm performance of deposit money bank using data for the period of 2012-2023. Panel least squared (PLS) method of data analysis was adopted because of its Best Linear Unbiased Estimators (BLUE) properties. The data for the variables used was sourced from annual report of the selected deposit money bank in Nigeria. The variables were on cyber security maintenance cost and cyber security acquisition cost. The study adopted the descriptive statistics, correlation approach, as well as panel least square. E- View software was used for the analysis. The study found that Cyber security maintenance cost has significant effect on performance of deposit money bank in Nigeria. (t-test 3.491757, p=0.0008). Cyber security acquisition cost has no significant effect on performance of deposit money bank in Nigeria. (t-test 0.959399, p=0.3405).

Ifechukwu-jacobs, & Atueyi, (2024) Material management and productivity of Nigeria bottling appraised the material management and productivity of Nigerian Bottling Company. The study adopted survey method of research. Data were generated through primary and secondary sources. The method for data collection was questionnaire which was administered randomly among the staff of Nigerian Bottling Company. The population of the study was 288 staff. while two hundred and seventy (270) questionnaires were retrieved. The hypotheses were tested using regression analysis method at 0.05% level of significance. The findings of the study revealed, Planning has a significant effect on productivity in Bottling Companies in Onitsha given its F-value of 14.027. Material procurement has a significant

effect on productivity in Bottling Companies in Onitsha given its F-value of 33.048. Logistic has a significant effect on productivity in Bottling Companies in Onitsha given its F-value of 9.418. Stock and waste control has a significant effect on productivity in Bottling Companies in Onitsha.

Onya, Arinze & Atueyi (2025) examined job satisfaction and employee's performance among the staff of private universities in Anambra state. The study investigated the relationship between reward, career development, staff training and recognition on employee performance. Relevant theoretical and empirical literature were reviewed. The study was anchored on Herberg's throry. The study collected data from primary and secondary sources. The population of the study comprised 478 staff of private universities in Anambra state. Formulated hypothesis were tested, using ANOVA. From the analysis, it was discovered that: Reward has significant effect on employee's performance amongst the staff of private universities in Anambra state**.** Career advancement has significant effect on employee's performance, amongst the staff of private universities in Anambra state. Training has significant effect on employees' performance amongst the staff of private universities in Anambra state.

METHODOLOGY

This study adopted the survey research design. The study used primary source of data. To enable the collection of data and analysis, the researcher made use of study questionnaire. The population of this study was drawn from the management staff in the lubricant firms in Anambra state. The study used convenience sampling technique in selecting the sample size of the study based on convenience and easy accessibility to the respondents. The hypotheses were tested at 0.05 level of significance using Analysis of variance (ANOVA). The reason for this is to help us test whether there are statistically significant differences among the group means and if those differences are due to random chance or actual effects.

Table 3.1: Population Distribution of the selected lubricant firms

S\No	Names of Manufacturing Firms	Location	Mgt cadre
1	A-Z OIL	Nnewi	30
2	Seahourse oil	Ozubulu	27
3	Jezco oil	Nnewi	30
4	Whiz oil	Onitsha	26
5	Chiben oil	Onitsha	25
6	Ibeto oil	Nnewi	35
7	Visa oil	Nnewi	25
8	Dozzy oil	Atani	27
9	Envoy Oil	Onitsta	31
10	Lopa Oil	Onitsha	16
11	KM Oil	Ogbaru	17
12	Abbnox oil	Onitsha	20

13	Hariz oil	Oba	33
	Total Population		**342**

Source: Human Resource Department of the firms

RESULT AND DISCUSSION

Three hundred and forty-two (342) questionnaires were administered, However, Three hundred and eight (308) questionnaire were retrieved to which resulted to (97.2%) percentage rate of returned. Therefore the analysis and interpretation of data were based on the returned questionnaires.. The method used for data presentation was frequency count and percentage tables. And ANOVA regressions were used for the hypothesis testing.

4.1 Demographic Distribution

Table 4.1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	145	33.4	47.1	45.0
	FEMALE	163	40.8	52.9	100.0
	Total	308	74.2	100.0	

Field survey, 2025

The above table reveals that the 47.1% of the respondents which represents one hundred and forty five (145) persons were male respondents, while one hundred and sixty-three (163) respondents which represent 52.9% were female respondents. By implication, female respondents were more in number than male respondents by 5.8% in our selected population sample for this study. The implication of this is to enable us to know the number of female and male that successfully returned their questionnaire.

Table 4.2 Statues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MARRIED	95	6.4	30.8	8.6
	SINGLE	121	8.3	39.3	19.9
	WIDOWED	36	28.5	11.7	58.4
	DIVORCED	30	16.7	9.7	80.9
	SEPARATE	26	13.4	8.4	99.0
	Total	308	74.2	100.0	

Field survey, 2025

In the table above, out of the three hundred and eight (308) respondents, ninety-five (95) of the respondents, representing 30.8% are married while one hundred and twenty-one (121) respondents which represent 39.3 percent are single. While Thirty-six respondents (36) which represents 11.7% were widowed, while divorced respondents were 30 in number, which represent 9.7%. Lastly, separated respondents were 26, which represents 8.4%. It is therefore glaring that the majority of the respondents are married as at the time of this study. Thus marital status table helps us to know the number of single, married, separated and divorce respondents that answered the distributed questionnaires.

Table 4.3 Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OND	99	32.1	38.9	20.2
	HND	81	26.3	29.8	35.6
	B.SC	64	20.8	21.2	46.6
	M.SC	36	11.7	7.1	78.0
	P.HD	28	9.1	3	100.0
	Total	308	74.2	100.0	

Field survey, 2025

The table above indicates that ninety-nine (99) respondents which representing 32.1% percent are OND holders while 26.3% percent of the respondents which represents eighty-one (81) have HND. However, sixty-four which represent 20.8 percent had BSC degrees. The respondents that have M.Sc are numbered Thirty-six which represent 11.7%. The respondents with ph.D, are Twenty-eight which is 9.1 percent. They are mainly from the owner's families.

Table 4.4 AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30--40 YEARS	123	.4	39.9	5
	41-50 YEARS	75	9.5	24.4	13.4
	51-60 YEARS	58	17.7	188.8	37.2
	61 - ABOVE	52	46.6	16.9	100.0
	Total	308	74.2	100.0	

Field survey, 2025

The table above shows that respondents whose age bracket falls between 30-40 years were one hundred and twenty-three (123) which represent 39.9 percent. This is followed by those in the age bracket of 41-50 years with seventy-five (75) which represents 24.4%. Also those within age bracket of 51-60 years were fifty-eight (58) which represents 18.8%. Lastly, those within 61 and above were fifty-two which represents 16.9 percent. The implication of this age distribution is to enable us to check if the questionnaire was directed to the right age group.

4.3 Hypotheses Testing

The results were shown in the ANOVA Table below;

Hypotheses one

Ho_1: Social innovation has no significant effect on performance of lubricant firms Anambra state

Table 4.15: Social innovation and performance of lubricant firms Anambra state

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.374	3	2.458	14.027	.000
Within Groups	16.473	305	.175		
Total	23.847	308			

Source: **SPSS Version 20, 2025**

The test table reveal that small significance value (F. sig<.05) indicate group differences. Since the F- value of 14.027 which has a significance of .000 is less than .05 (i.e .001<.05), there exist significant difference among the variables. Therefore, we reject the null hypothesis and accept alternative hypotheses which states that. Social innovation has significant effect on performance of lubricant firms Anambra state

Hypotheses Two

Ho_2: Social impact has no significant effect on performance of lubricant firms Anambra state

Table 4.16: Social impact and performance of lubricant firms Anambra state

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	36.189	4	12.063	33.048	.000
Within Groups	34.311	304	.365		
Total	70.500	308			

Source: SPSS, Version, 20 2025

The small significance value (F.sig<.05) indicates that there is a group difference. Since the F-value of 33.048 which has a significance value of .000 is less greater .05 (i.e 000<.05). Alternative hypotheses is accepted which states that Social impact has significant effect on performance of lubricant firms Anambra state

Hypothesis Three

Ho_3: Ho_3: Social value has no significant effect on performance of lubricant firms Anambra state

Table 4.17: Social value and performance of lubricant firms Anambra state

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	56.102	3	18.701	9.418	.000
Within Groups	186.643	305	1.986		
Total	242.745	308			

Source: SPSS, Version, 20 2025

The test conducted revealed that the large significance value (F.sig<.002) indicate no group differences. Since the F-value of 9.418 with a significance of .000 is less than .05 (i.e .002<.05), from the test conducted above it was discovered that alternative hypotheses is accepted which state that, Social value has significant effect on performance of lubricant firms Anambra state

Hypotheses Four

Ho_4: Social capital has no significant effect on performance of lubricant firms Anambra state

Table 4.15: Social innovation and performance of lubricant firms Anambra state

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.374	3	2.458	19.027	.000
Within Groups	16.473	305	.175		
Total	23.847	308			

Source: **SPSS Version 20, 2025**

The test table reveal that small significance value (F. sig<.05) indicate group differences. Since the F- value of 19.027 which has a significance of .000 is less than .05 (i.e .001<.05), there exist significant difference among the variables. Therefore, we reject the null hypothesis and accept alternative hypotheses which states that. Social capital has significant effect on performance of lubricant firms Anambra state

Summary of the Findings

The research study observed the following specific findings;

1. Social innovation has significant effect on performance of lubricant firms Anambra state given its F-value of 14.027. This is in line with the works Okolie and Ojomo (2015) explored the benefits of Social innovation and business environment development of e-commerce that inhibit its successful operation in Nigeria and found out that e-commerce are increased sales, competitive advantage, customer loyalty, increased automation of

processes, and extended application of new technology e.t.c

2. Social impact has significant effect on performance of lubricant firms Anambra state given its F-value of 33.048. This is in line with the works of Labanauskaite and Ohirein (2020) examined the Social impact has significant effect on business environment development, and found that electronic it was useful in both micro and macro enterprises and has resulted to steady increase of productivity in their dealings from various organization.

3. Social value has significant effect on performance of lubricant firms Anambra state. given its F-value of 9.418 This is in line with the works Ogbo, Ugwu, Enemuo, and Ukpere, (2019) explore Social value as a strategy for sustainable value creation among selected traditional open market retailers in Enugu state and found out that it has the potential to open up vistas of opportunities in the traditional open markets when used strategically, thereby eradicating incidences of debt, which is a common factor in the traditional retail business, ensuring a mutually beneficial business relationship between retailer and consumer

4. Social capital has significant effect on performance of lubricant firms Anambra state.s given its F-value of 19.027. This is in line with the work Adejoh, (2018) who investigated the impact of Social capital on emerging market and found out that it would significantly have influence developing market of Konga online marketplace.

CONCLUSION

The study focused on the effect of social media entrepreneurship on performance of lubricant firms Anambra state. The study adopts descriptive statistics. The study regressed social entrepreneurship using one way ANOVA. The F-statistic is significant at the 5% level showing that there is a linear relationship between the social entrepreneurship and grass root development. The result revealed that, Social innovation has significant effect on performance of lubricant firms Anambra state; Social impact has significant effect on performance of lubricant firms Anambra state. A business partnership that tackles logistical problems will create a win–win situation for both parties. Traditional retailers, who wish to maintain both online and offline presence, can utilize the electronic strategy as well. Developing an electronic strategy should be at the top of every traditional retailer's management goals. This strategy allows retailers to keep their brick-and-mortar shops and replicate a satisfying shopping experience for consumers both online and offline, and, through this, achieve business sustainability. In line with the findings of the study the following recommendations were made:

1. Entrepreneurs should be encouraged to use Social innovation for Knowledge sharing and collaboration with their employees and customers.

2. Social impact orientation should equally be used by entrepreneurs as a tracking system; as traffic on organization pages can be monitored comparing the attention given to a particular product or campaign on the profile pages, to the sales of that product or brand, auto reply system helps in this regard. Polls concerning the success of bank products and services can also be useful in this direction.

3. Given that Social value continues to be popular, and that entrepreneurs are interested in increasing productivity and creating a lively working environment, it is important for them to familiarize themselves with it and to use it to design and support interventions

that meet staff expectations in order to help them give off their best.

4. Small scale enterprises yet to adopt E-entrepreneurship technology should do so to remain competitive in their industries

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