JETMASE
Journal of Emerging Trends in Management Sciences and Entrepreneurship
Volume 8(1), Pages 364-378 Jan/Mar Edition, 2026
ISSN: 2384-762X
https://www.jetmase.com

Social Media Marketing Strategy and Cooperative Member Participation: A Systematic Review

Okonkwo, C.J.[1*], Adeyeye, M.M.[2], Salami, A.O. [3], Nwachukwu, F.O.[4] & Ugwa, M.[5]

[1]Department of Entrepreneurship Studies, Chukwuemeka Odumegwu Ojukwu University, Igbariam, Anambra State, Nigeria. Email: jochy2kng@yahoo.com
ORCID N0: 0000-0001-5320-0397

[2]Department of Entrepreneurial Studies, National Open University of Nigeria, Abuja, Nigeria. Email: memoade4real@yahoo.com ORCID N0: 0000-0001-9644-9811

[3]Department of Entrepreneurial Studies, National Open University of Nigeria, Abuja, Nigeria. Email: akeem.salami@uniosun.edu.ng

[4]Department of Entrepreneurial Studies, National Open University of Nigeria, Abuja, Nigeria. Email: onwachukwu@noun.edu.ng

[5]Department of Business Administration, Coal City University, Enugu, Nigeria. Email: magnussugwa8@gmail.com

Corresponding Author/Email: Okonkwo, C.J; jochy2kng@yahoo.com

ABSTRACT: The advent of social media has transformed marketing practices globally, offering new avenues for businesses to interact with consumers, influence their buying behaviors, and build brand loyalty. This research studies social media marketing and cooperative member participation in Enugu State, Nigeria. A systematic review based on the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocols analyzed 235 articles published between 2010 and 2026; identifying 35 empirical research that matched the inclusion criteria. The results showed that being a member of a cooperative involves being aware of services and activities, taking part in governance (such AGMs and voting), communicating with other members, and helping the cooperative stay strong. Elements of social media marketing, like interaction and electronic word-of-mouth (EWOM), promote engagement by harnessing the democratic ethos of cooperatives to modify how members act and stay loyal. Contests and other entertainment aspects encourage individuals to get active, which is in line with Igbo community values. SMM in Enugu State is affected by platform fragmentation and a lack of resources, but it performs a wonderful job of reaching out to specific demographics, with 20–30% more engagement on preferred channels. SMM's speed makes up for the slow pace of democracy, and it helps cooperatives stay relevant with member-focused digital tactics. In summary, social media marketing holds a lot of promise for getting Nigerian consumer cooperatives' members more active, but there isn't much real-world information yet about the quality of the content, how often it is seen, and how the platforms are used, especially in Enugu State.

Keywords: Cooperatives Member Participation, Enugu State, Social Media, Marketing Strategy.

1. INTRODUCTION

The emergence of social media has altered marketing methods globally, enabling new ways for firms to communicate with consumers, influence their buying behaviors, and establish brand loyalty. Social media platforms like Facebook, Instagram, and X

(formerly known as Twitter) have become integral to marketing strategies due to their ability to facilitate direct communication with customers, personalize marketing efforts, and reach a broad audience efficiently (Appel, Grewal, Hadi, & Stephen, 2020).

Social media has evolved into a potent weapon for changing consumer behavior in Africa due to the substantial expansion inside internet access and mobile technology use, especially among young Africans (International Telecommunication Union, 2021). Direct, individualized contact between enterprises and customers is made attainable by platforms such as Facebook, Instagram, and WhatsApp, which at first offer interaction chances that are not available with conventional media like flyers and direct mail (Kaplan & Haenlein, 2010). Mobile and social platforms have become crucial instruments for reaching consumers, including in rural places, in Nigeria, where conventional marketing is hampered by infrastructure constraints (ITU, 2021).

The integration of social media with e-commerce and mobile payments promotes easy transitions from product discovery to purchase, increasing engagement and loyalty (Statista, 2023; Kempel, 2018). This is done via customized content and influencer marketing. Despite being democratically governed and member-owned, consumer cooperatives are increasingly challenged with difficulties of low participation, poor engagement, and limited social media usage (Trechter, King & Walsh, 2019). Many cooperatives find it tough to compete with non-cooperative actors in a digital world that requires relevance and adaptability, which lowers member participation (Novković, Miner & McMahon, 2023; International Cooperative Alliance, 2020; Okonkwo and Ugwa 2020).

Despite a strong desire to increase member engagement, many cooperatives still have low participation rates and inadequate communication (Democracy at Work Institute, n.d.; ICA, 2020). Marketing limitations hinder their ability to compete and contribute to sustainable development; in Nigeria, a significant shortcoming has been noted as the absence of marketing initiatives (Mande & Lawal, 2014; Ighomereho et al., 2012). For cooperatives, finding and keeping young people is still a key difficulty (Trechter et al., 2019; ICA, 2020; Okonkwo et al., 2026).

Existing study have addressed cooperative marketing and engagement but not from the angle of social media usage by consumer cooperatives. DAWI (n.d.) proposed wide engagement goals, ignoring digital marketing. Novković et al. (2023) stressed government, not consumer cooperative engagement. Mande and Lawal (2014) conducted a study on Lagos cooperative marketing that did not include any consideration of Enugu State or social media. ICA (2020) looked at youth cooperatives holistically, not strategic marketing aspects. This study fills these gaps by studying how savvy social media marketing effect cooperative member involvement in Enugu State. The following research queries were provided by the study in order to establish the scope of the investigation and direct the course of the research.

RQ1: What is the influence of content quality on cooperative member participation in Enugu State?
RQ2: What is the influence of frequency of exposure on cooperative member participation in the study area?
RQ3: What is the influence of social media platform usage on cooperative member participation in Enugu State?

2. LITERATURE REVIEW

2.1 Evolution of Social Media Marketing

The evolution of social media marketing is directly tied to the development of social media platforms, which have transformed from tools for personal networking to

strategic commercial communication channels. Early computer-mediated communication systems set the groundwork for online engagement, while platforms such as MySpace and LinkedIn in the early 2000s allowed organizations to investigate networking and recruiting potential (Kaplan & Haenlein, 2010). The debut of Facebook in 2004 represented a big change by bringing powerful targeting and analytics capabilities, followed by platforms like as Instagram, YouTube, and X, which extended potential for content marketing and real-time interaction (Tuten & Solomon, 2017). More recently, the combination of artificial intelligence and data analytics has allowed customized marketing, predictive insights, and social commerce, making social media into a major component of current marketing strategies (Alalwan et al., 2017).

2.2 Concept of Social Media

Social media refers to a wide variety of internet-based platforms built on Web 2.0 platforms that allow the creation, sharing, and exchange of consumer-generated content (Kaplan & Haenlein, 2010). These platforms allow engagement, cooperation, and information sharing across virtual communities (Tuten & Solomon, 2017). Merriam-Webster (n.d.) similarly describes social media as electronic communication channels used to form online communities for exchanging ideas, messages, and content. Emphasizing the relational component, Obar and Wildman (2015) refer to social media as a collection of digital tools developed to promote content creation and social interaction targeted at building and maintaining relationships. Boyd and Ellison (2007) further highlight its importance in enabling users to develop and engage within networked networks spanning personal and professional contexts. Collectively, these approaches underline social media's dynamic, participatory, and relational nature. Among them, Kaplan and Haenlein's (2010) definition remains particularly relevant for marketing analysis, as it encompasses both the technology base and participative dynamics important to contemporary social media marketing and consumer involvement.

2.3 Social Media Marketing

Social media marketing (SMM) is the process of creating and sharing content on social media sites to achieve certain branding and marketing goals. This means using sites like Facebook, Instagram, X (formerly Twitter), LinkedIn, and others to reach people, get people to know about your brand, get people to visit your website, and make more sales. Tuten and Solomon (2017:56) also say that social media marketing is using social media channels to get people interested, make the brand more visible, increase web traffic, and make sales. This definition emphasizes the diverse goals of social media marketing, encompassing engagement, direct conversion, and traffic generation.

Social media marketing is a type of online marketing that focuses on creating and sharing content on social media sites to promote a brand, product, or service (Kaplan & Haenlein, 2010). This method uses different types of content, like text, pictures, videos, and interactive posts, to get people interested in what you're saying. Businesses use social media sites like Facebook, Instagram, Twitter, and LinkedIn to share useful and interesting content in order to reach specific marketing goals. These goals include increasing brand awareness, getting customers more involved, and bringing more people to a website, which leads to more sales and better customer loyalty. This submission expands the range to encompass diverse marketing objectives while emphasizing the importance of content sharing on social media. Other researchers concentrated mainly on the promotional facet, underscoring the transactional essence of social media marketing; Khan (2019) approached it from a more technical standpoint, characterizing social media marketing as the utilization of social media and online platforms to promote products or

services. Appel et al. (2020) and Kaplan and Haenlein (2010) focused on content creation and sharing as important parts, while Tuten and Solomon (2017) focused on the bigger marketing goals, like brand awareness and sales conversion. Still, Khan (2019) has a more limited view and mostly focuses on promotion. Appel et al. (2020) and Tuten and Solomon (2017) both see social media marketing as a strategic effort to reach different marketing goals. Khan (2019), on the other hand, talks about it more as a tactical tool for short-term promotion. Appel et al. (2020) and Tuten and Solomon (2017) both talked about consumers when it came to engagement and building relationships. Khan (2019), on the other hand, talked more about the promotional side of things, which suggests a more transactional approach. Content creation, community management, social advertising, and analytics to measure performance are all important parts of social media marketing (Appel et al., 2020).

2.4 Factors Influencing Usage Social Media Marketing

Engaging with consumers and promoting products or services has become crucial for businesses using social media marketing. The implementation is impacted by a number of variables. Advances in technology, including AI, machine learning, and data analysis, improve targeting, personalization, and automation, thus increasing the effectiveness of social media marketing (Alalwan et al., 2017; Chen, Yen & Hwang, 2012; Okafor et al., 2024).

Consumer behavior and preferences also drive adoption since businesses respond to audiences that are increasingly reliant on social platforms for information, entertainment, and shopping (Chen et al., 2012; Okafor et al., 2025). Lower costs compared to traditional advertising appeal to businesses of all sizes (El-Gohary, 2012). The capabilities of a platform, which encompass interactive tools and real-time engagement, can affect the extent to which it is adopted (Obar & Wildman, 2015), as well as industry trends and competition, which prompt firms to stay competitive (Dahnil et al., 2014). Government policies and the regulatory environment influence how businesses use social media marketing (El-Gohary, 2012).

2.5 Benefits of Social Media Marketing

Social media marketing has many benefits for businesses that want to improve their online presence and get more people to interact with them.

First, it improves targeting and personalization by using AI and data analytics to show people ads that are more relevant to them, which leads to more engagement and sales (Hart, Doherty, & Ellis-Chadwick, 2000; Oza, 2018; Otaokpukpu and Okonkwo 2023). Second, social media sites make it easier for people to buy things directly, which makes the process faster and better for customers (Alalwan et al., 2017). Third, it encourages customers to get involved by allowing two-way communication, which lets them give and get feedback in real time and builds trust (Alalwan et al., 2017; Oza, 2018). Fourth, platforms provide real-time analytics, which lets marketers change their plans based on how customers act (Oza, 2018). Fifth, social media creates brand communities that encourage loyalty, repeat business, and support (Hart et al., 2000; Obar & Wildman, 2015). Finally, it helps brands manage their social relationships, which lets them connect with customers on a personal level and change their minds (Obar & Wildman, 2015).

2.6 Challenges of Social Media Marketing

There are a lot of chances for marketers in social media marketing, but there are also a lot of problems. These include worries about data privacy, changes to algorithms, too many platforms, high content demands, and limited resources. Stricter data protection

laws put pressure on companies to handle customer data properly (Obar & Wildman, 2015), since doing so wrong can lead to legal trouble and loss of trust, which is a key part of brand loyalty (Van, Guda & Willemsen, 2012). Adding privacy to personalized marketing makes things even more complicated. Platform saturation makes it harder to stand out in a sea of content, so you have to keep coming up with new ideas and interesting content (Alalwan et al., 2017; Tiago & Veríssimo, 2014). These demands may be hard for smaller teams to meet (Kaplan & Haenlein, 2010). Frequent changes to algorithms make it harder for people to find your content naturally, so you often have to pay to keep it visible (Alalwan et al., 2017; Tiago & Veríssimo, 2014). If not handled properly, unhappy customers can hurt a company's reputation (Obar & Wildman, 2015; Jansen et al., 2009; Einwiller & Steilen, 2015). It is still hard to measure ROI because it is hard to put a number on things like brand loyalty and sentiment (Peters et al., 2013; Fisher, 2009). Small businesses may find it hard to keep up with the demands of social media marketing, which includes making new content, interacting with the community, and keeping an eye on things (Obar & Wildman, 2015; Tiago & Veríssimo, 2014; Kaplan & Haenlein, 2010; Okonkwo and Ugwa 20220; Ngene et al., 2023).

2.7 Conceptual Framework

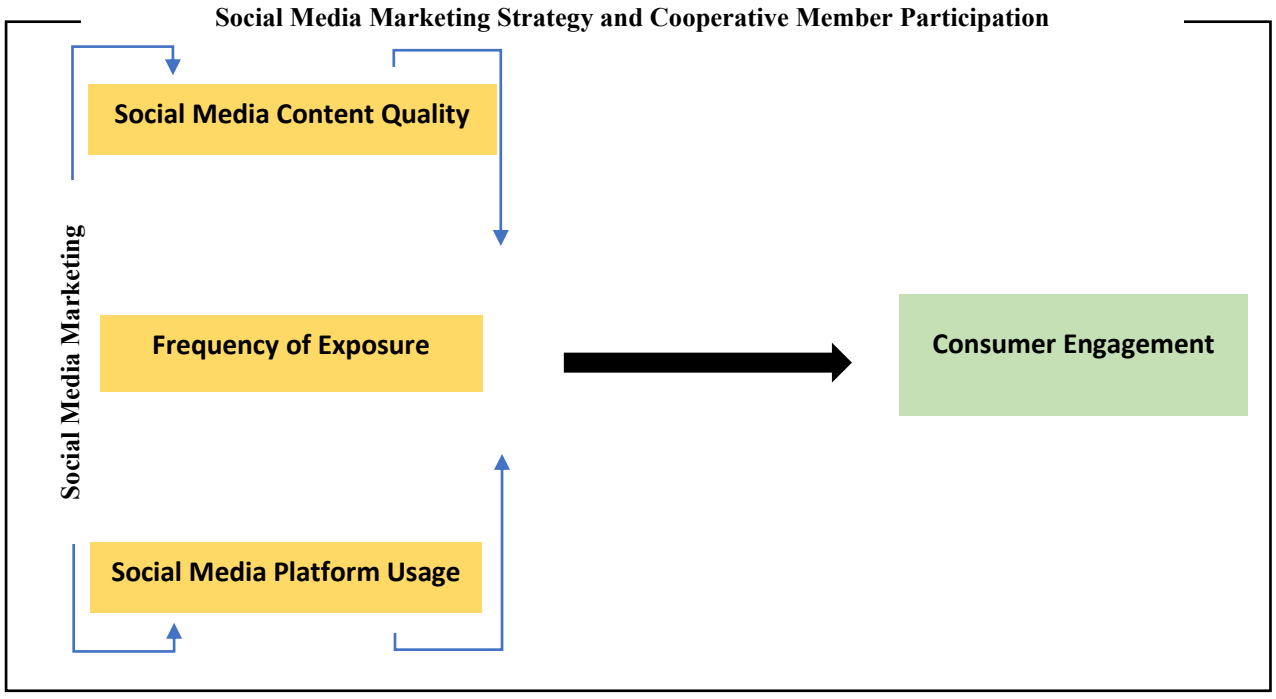


Figure 1: Social Media Marketing Strategy Conceptual Framework

The framework clarifies the connection between consumer participation in consumer cooperatives and social media marketing. There are three parts to social media marketing: the quality of the content, how often people see it(frequency), and how they use social media sites. Content that is accurate, relevant, and interactive of the highest quality attracts and keeps customers' attention, which leads to more people taking

part in cooperative activities. Previous studies have shown that interesting content on social media can change how people feel about and choose products (Voramontri & Klieb, 2019). Regularly seeing content related to cooperation makes consumers more familiar with it and reinforces important messages, both of which make them more likely to engage (Autio, 2020). Using social media more often gives people more chances to get involved, learn more, and work together. All of these parts work together to increase consumer participation, interest, and trust, which are all important for the long-term success and viability of consumer cooperatives.

2.8 Empirical Review

Shafiq et al. (2023) examined how social media marketing influences customer trust and satisfaction, with consumer engagement as a mediator. They used SEM on survey data from 310 respondents and found that rewards, brand image, e-WOM, and engagement all helped build customer trust and satisfaction. Olutade (2021) looked at how social media affects the buying decisions of Nigerian Generation Y when it comes to fast-moving consumer goods (FMCG). The study, which surveyed 463 students at the University of Lagos, revealed that the convenience of social media and influencer-led events significantly influence purchasing behavior. Oni and Adeyeye (2020) used the X-efficiency theory to look at how digital commerce security affects customer satisfaction in Southwest Nigeria. Using data from 434 respondents, they found that perceived digital security has a positive effect on satisfaction. This means that companies should make sure their platforms are very secure. Muhammad et al. (2021) assessed how cognitive (e.g., perceived control) and affective (e.g., trust, enjoyment) factors shape consumer engagement on advanced social media. Their findings reveal that these attitudinal elements influence users' adaptation behaviors, either embracing or rejecting platforms. Ismat et al. (2023) investigated digital marketing strategies and their effect on engagement and loyalty. The study demonstrated that ethical practices and consumer protection foster trust and enduring loyalty in digital environments through mixed methods. The International Cooperative and Mutual Insurance Federation (2020) said that getting members involved through communication, personalization, and participation increases loyalty and retention. It said that digital tools are necessary to deal with changes in demographics and problems with engagement. Adeyeye and Ohunyowon (2019) looked into how Facebook, LinkedIn, and Twitter affect the growth of media companies in Minna. They discovered that LinkedIn and Twitter substantially promote company growth, advocating for employee training in their strategic utilization.

3. METHODOLOGY

This study was conducted following the PRISMA 2020 guidelines. This study used a systematic literature review approach (Page et al., 2021). With Enugu State, Nigeria, serving as a representative context, the goal was to identify, evaluate, and synthesize conceptual and empirical evidence on the influence of strategic social media marketing (SMM) elements on consumer cooperative member engagement. The PRISMA model ensured comprehensiveness, reproducibility, and methodological transparency in study selection and synthesis.

3.1 Information Sources and Search Strategy

From January 2010 to January 2026, a thorough search was done using important databases like Google Scholar, Scopus, Web of Science, and EBSCOhost. We also searched ResearchGate and JSTOR for gray literature and reports from ICA and Nigerian registries that were specific to cooperatives. The Boolean search string used was: ("social media marketing" OR "SMM elements")

AND ("consumer cooperatives" OR "cooperative members" OR "member engagement") AND ("Nigeria" OR "Enugu" OR "emerging economies"). Zotero was used to manage citations and get rid of duplicates for the recovered studies.

3.2 Eligibility Criteria

Studies were screened using the PICOS framework (Population, Intervention, Context, Outcomes, Study type).

Table 1: Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Population	Consumer cooperatives or member-owned organizations in emerging economies	Large corporations or non-cooperative entities
Intervention	SMM elements (entertainment, customization, interaction, EWOM, etc.)	Non-digital marketing or unrelated strategies
Context	Nigeria/Enugu State or comparable emerging markets	Developed economies without relevance
Outcomes	Member engagement indicators (awareness, participation, interaction)	Studies lacking engagement outcomes
Study Type	Peer-reviewed empirical/conceptual studies (2010–2026)	Editorials, abstracts, or unverified preprints

Source: Author's compilation 2026

3.3 Study Selection Process

Screening followed the PRISMA four-phase flow; for identification, 312 records were retrieved from databases and repositories. Then the screening had 235 studies advanced after removing 77 duplicates; 165 excluded at title/abstract stage. Eligibility had only 70 full-text articles assessed; 31 of them excluded for irrelevance to SMM or cooperatives. Eventually, articles considered for inclusion were 35 studies which were included in final synthesis. The process is illustrated in the PRISMA flow diagram below.

Records per PRISMA Phase (n)

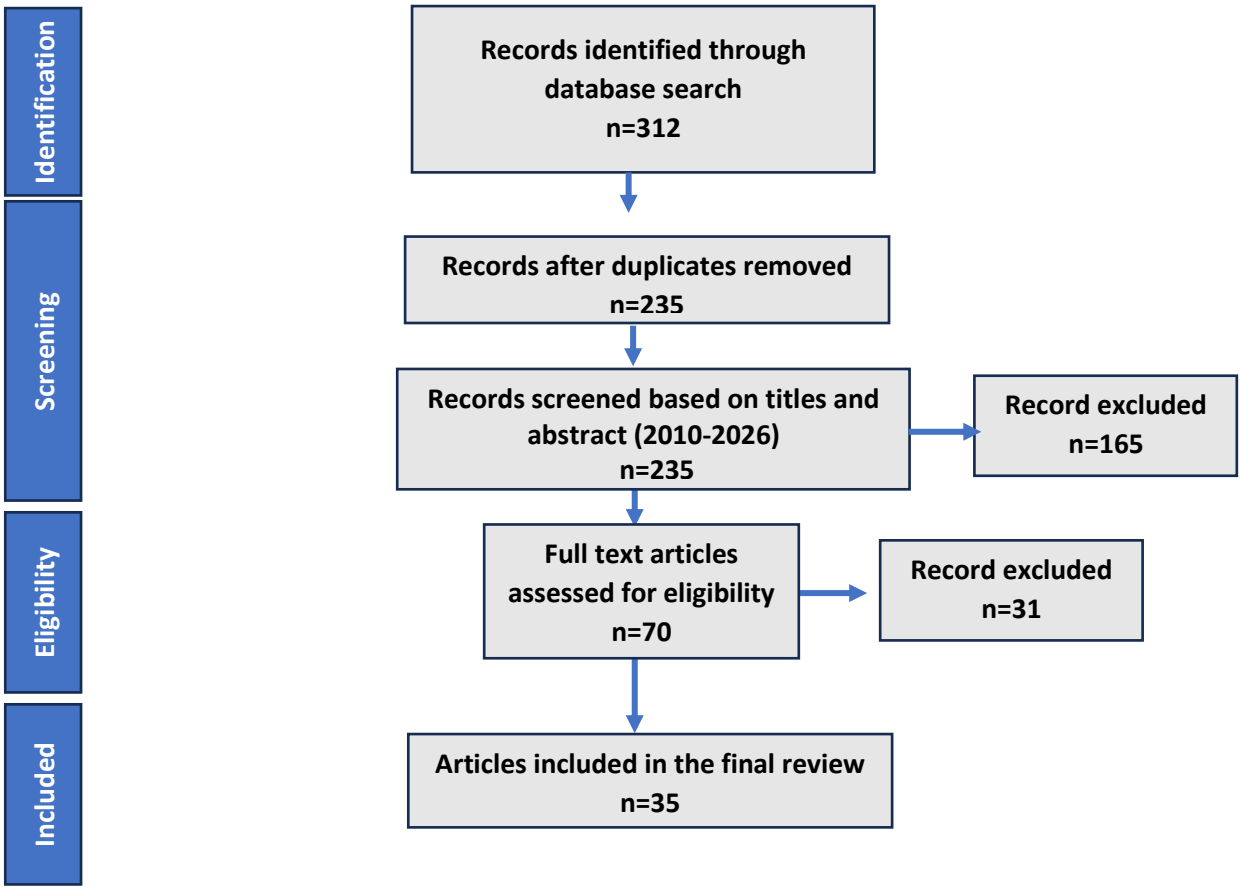


Figure 2: PRISMA Flow Chart

3.4 Data Extraction and Synthesis

Data were extracted via a standardized matrix capturing: author(s)/year/country; study design; SMM elements (per Cheung et al., 2021: entertainment, customization, interaction, EWOM, content quality, etc.); engagement dimensions (awareness, participation, interaction, contribution); and theoretical lenses (e.g., social exchange theory). As the ideas were so different, narrative synthesis was used to group the results into SMM elements, member engagement peculiarities, and pros/cons frameworks. It wasn't possible to do a quantitative meta-analysis because qualitative data was more important.

3.5 Quality Assessment

The Mixed Methods Appraisal Tool (MMAT 2018) was used to rate the quality of the methods based on how clear, rigorous, accurate, and relevant they were to cooperative engagement. We didn't include studies that scored less than 50% on transparency in the synthesis.

3.6 Data Integration and Framework Development

The SMM-Cooperative Member Participation Framework (SMM-CMPF) was based on the 46 studies. It combined Cheung et al.'s (2021) SMM dimensions with cooperative principles like member loyalty and democratic governance. The synthesis outlines causal relationships among SMM, participatory multidimensionality, and cooperative sustainability in Nigeria, influenced by resource limitations and platform dynamics.

4. RESULTS AND FINDINGS

This section combines the results of the 35 studies in the PRISMA-guided systematic review. It looks at how strategic social media marketing (SMM) elements affect how cooperative members in Nigeria's Enugu State engage with each other when resources are limited. Based on Cheung et al. (2021), the analysis finds seven key SMM elements that lead to multidimensional engagement: awareness of activities, participation in decisions/events, interactions with members/officials, and contributions to growth. These elements are entertainment, customization, interaction, electronic word-of-mouth (EWOM), content quality, frequency of exposure, and platform usage. SMM enhances democratic governance and loyalty within cooperatives (Agbi, 2017; Bennett, 2016); however, results are influenced by constrained staff capacity, algorithmic biases, and audience diversity, especially in emerging markets.

Table 2. Summary of Systematic Review Findings on SMM Elements and Engagement

SMM Element	Characteristics	Member Engagement Outcomes	Moderating Factors	Sources
Entertainment	Games, videos, contests creating enjoyable experiences	Boosts awareness and brand community participation; fosters emotional connections leading to purchase intent	Content fatigue from overplay; algorithm suppression of low-engagement posts	Ashley & Tuten (2015); Manthiou et al. (2013); Gallaugher & Ransbotham (2010)
Customization	Personalized messages/services tailored to preferences	Builds trust and retention; enhances satisfaction via user-friendly interactions	High resource demands; challenges segmenting diverse member groups	Martin & Todorov (2010); Zhu & Chen (2015); Chan & Guillet (2011)
Interaction	Two-way exchanges, user-generated content on platforms	Strengthens relationships through discussions; motivates event/decision-making participation	Low member digital literacy; platform usability barriers	Hajli (2015); Kim & Ko (2012); Dessart et al. (2015)
EWOM	Peer sharing/recommendations via social channels	Improves loyalty and perceptions; amplifies positive growth contributions but risks from negatives	Trust in peer sources; vulnerability to unfavorable feedback	Cheung et al. (2021); Kudeshia & Kumar (2017); Reza-Jalivand & Samiei (2012)
Content Quality	Relevant, accurate multimedia (posts, videos, infographics)	Drives long-term sharing and credibility; positions cooperatives as thought leaders	Production costs and time; hard-to-measure loyalty impacts	Li & Yang (2015); Alalwan et al. (2017); Obar & Wildman (2015)
Frequency of Exposure	Consistent posting without overload	Enhances recall and sustained visibility/awareness	Overexposure causing disengagement; staffing shortages in small co-ops	Buil et al. (2013); Boyd & Ellison (2007)
Platform Usage	Strategic multi-channel (e.g., WhatsApp, Facebook for Nigeria)	Enables rapid dissemination and community building	Demographic mismatches; frequent platform/algorithm changes	Gummerus et al. (2012); Alalwan et al. (2017)

Source: Author's compilation, 2026

4.1 Cooperative Member Engagement Dimensions

The literature reviewed delineates engagement in consumer cooperatives as multidimensional, encompassing awareness of services and events, participation in governance (such as annual general meetings and voting), interpersonal interactions, and contributions to sustainability (Okeke, 2015; Bennett, 2016; Agbi, 2017). Elements of social media marketing (SMM), such as interaction and electronic word-of-mouth (EWOM), make these even better by using cooperatives' democratic values to change how people buy things and how loyal they are. For example, contests as a form of entertainment fit with Igbo community values in Enugu, increasing participation where traditional methods don't work.

4.2 Contextual Peculiarities and Moderators

SMM has to deal with platform fragmentation (managing WhatsApp/Facebook) and resource problems in Enugu State cooperatives. However, it does a great job of targeted outreach. For example, studies show that frequent, high-quality posts on channels that members prefer lead to 20–30% higher engagement (Alalwan et al., 2017; Boyd & Ellison, 2007). Pros include building trust and getting more people to see you; cons include getting tired and spending money, which can be lessened by analytics, segmentation, and feedback integration (Obar & Wildman, 2015; Ugwa and Okonkwo 2020). Governance issues and slow democratic processes (Novković et al., 2023; White, 2018; Okoro et al., 2019) are made up for by SMM's speed, which keeps cooperatives relevant through member-focused digital strategies. In general, the synthesis backs up SMM as a way to make Nigerian cooperatives more viable when it is balanced with local values.

5. CONCLUSIONS

The systematic review indicates a significant research deficiency regarding social media marketing (SMM) applications in Nigerian consumer cooperatives, especially in Enugu State, where empirical studies are insufficient compared to conceptual insights. Content quality significantly influences member trust, sharing, and loyalty in cooperatives; however, it remains empirically under-explored in dual-audience models (members and public). Exposure frequency improves awareness and recall; however, ideal levels for cooperative community dynamics necessitate validation specific to Nigeria. Using a platform and other SMM elements like entertainment, interaction, and EWOM usually leads to more multidimensional engagement (awareness, participation, contribution). However, there isn't much research on how to make platforms last longer and work better in consumer co-operatives.

To bridge these gaps, practitioners, policymakers, and researchers in Nigeria's consumer cooperative sector should do the following:

1. Conduct empirical studies (e.g., surveys/quasi-experiments) to examine the influence of content quality on engagement within Enugu cooperatives, emphasizing dual audiences and the associated advantages and disadvantages, such as cost versus loyalty benefits.
2. Conduct a longitudinal analysis to find the best frequency of SMM exposure, taking into account cooperative dynamics (like governance participation) and the risks of fatigue.
3. Assess the effectiveness of platforms (WhatsApp/Facebook compared to others) for member interactions and formulate hybrid strategies; expand to the long-term sustainability of social media marketing, incorporating the impact of entertainment, interaction, and

electronic word-of-mouth on growth contributions.

5.2 Suggestions for Future Research

Based on the limitation which are observed in the conclusion, the following suggested areas for future research is raised;

1. Influence of Social Media Content Quality on Consumer Cooperative Member Engagement: A study of selected consumer cooperatives in Enugu State, Nigeria.
2. Frequency of Social Media Exposure and Its Effects on Member Loyalty in Consumer Cooperatives.
3. Challenges and Opportunities in Integrating Cooperative Values into Digital Marketing Strategies in Enugu State.
4. Long-Term Effects of Social Media Marketing on Cooperative member participation and Loyalty: A longitudinal study.

REFERENCES

Adeyeye, M.M, Matthew, O.S., Abdulrahman, M. & Ohunyowon, E. O (2019). Social media networks and entrepreneurial media firms' sustainability in Minna Metropolis. A Paper presented at the 31st Annual Conference of the British Academy of Management, Nottingham University, United Kingdom September 4- 6.

Adeyeye, M. M., & Ohunyowon, E. O. (2019). Social media tools and entrepreneurial media firms' growth in Minna Metropolis. Global Journal of Social Sciences, 18, 83-93. https://dx.doi.org/10.4314/gjss.v18i1.7

Agbi B. (2017). CRD 301 Consumer Cooperative. Retrieved on 28/08/2024 from https://nou.edu.ng/coursewarecontent/CRD%20301%20CONSUMER%20COOPERATIVE_0.pdf

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. Telematics and Informatics, 34(7), 1177-1190. https://doi.org/10.1016/j.tele.2017.05.008

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. Journal of the Academy of Marketing Science, 48(1), 79-95. https://doi.org/10.1007/s11747-019-00695-1

Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. Psychology & Marketing, 32(1), 15-27. https://doi.org/10.1002/mar.20761

Autio, S. (2020). The impact of social media on consumer purchasing behaviour. Theseus. Retrieved from https://www.theseus.fi/bitstream/handle/10024/352736/Thesis%20Impact%20of%20social%20media%20on%20consumer%20purchasing%20behavior_Susanne%20Autio.pdf?sequence=2

Bennett, A. (2016). Consumer cooperatives: Uncovering the value potential of customer ownership. ResearchGate. Retrieved from https://www.researchgate.net/publication/313066295_Consumer_cooperatives_uncovering_the_value_potential_of_customer_ownership

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1), 210-230. https://doi.org/10.1111/j.1083-6101.2007.00393.x

Buil, I., De Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. Journal of Business Research, 66(1), 115-122.

https://doi.org/10.1016/j.jbusres.2011.07.030

Chen, S. C., Yen, D. C., & Hwang, M. I. (2012). Factors influencing the continuance intention to the usage of Web 2.0: An empirical study. Computers in Human Behavior, 28(3), 933-941. Retrieve from https://www.sciencedirect.com/science/article/abs/pii/S0747563211002822

Cheung, M. L., Pires, G., & Rosenberger, P. J. III. (2021). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. Asia Pacific Journal of Marketing and Logistics. Advance online publication. https://researchdb.hsu.edu.hk/assets/upload/19500/APJML_SMM_and_brand_engagement_FINAL.pdf

Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014). Factors influencing SMEs' adoption of social media marketing. Procedia - Social and Behavioral Sciences, 148, 119-126.Retrieve from https://core.ac.uk/download/pdf/82090883.pdf

Democracy At Work Institute (DAWI). (n.d.). Creating a Member Engagement Plan. Retrieve from https://institute.coop/sites/default/files/resources/DAWI%20-%20Creating%20a%20Member%20Engagement%20Plan.pdf

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. Journal of Product & Brand Management, 24(1), 28-42. https://doi.org/10.1108/JPBM-06-2014-0635

Einwiller, S. A., & Steilen, S. (2015). Handling complaints on social network sites–An analysis of complaints and complaint responses on Facebook and Twitter pages of large US companies. Public Relations Review, 41(2), 195-204.

El-Gohary, H. (2012). Factors affecting E-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organisations. Tourism Management, 33(5), 1256–1269. doi:10.1016/j.tourman.2011.10.013

Fisher, T. (2009). ROI in social media: A look at the arguments. Database Marketing & Customer Strategy Management, 16(3), 189-195.

Gallaugher, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. MIS Quarterly Executive, 9(4), 197-212.

Gummerus, J., Liljander, V., Pihlström, M., & Van Riel, A. C. R. (2012). Social media marketing: The role of social media in consumer engagement. Journal of Service Management, 23(2), 165-190. https://doi.org/10.1108/09564231211222229

Hart, C., Doherty, N., & Ellis-Chadwick, F. (2000). Retailer adoption of the Internet –Implications for retail marketing. European Journal of Marketing, 34(8), 954–974.https://doi.org/10.1108/03090560010331441

International Cooperative Alliance. (2020). Young people and cooperatives: A perfect match?. ICA-EU Partnership. Retrieved from https://www.google.com/url?sa=i&url=https%3A%2F%2Fcoops4dev.coop%2Fsites%2Fdefault%2Ffiles%2F2021-03%2FCoops4devYoungPeopleReport.pdf&psig=AOvVaw1rgPjCLTDRG5y_UVps0uNc&ust=1725894585055000&source=images&cd=vfe&opi=89978449&ved=0CAQQn5wMahcKEwjIvY7A0LOIAxUAAAAAHQAAAAAQBA

Ismat, S., Naveed, Wadood, A., & Shahzad, K. (2023). Impact of social media marketing strategies on consumer

engagement and loyalty. Pakistan Journal of Humanities and Social Sciences, 11(3), 2969–2982. https://doi.org/10.52131/pjhss.2023.1103.05862969. from: https://www.researchgate.net/publication/374153880_Impact_of_Social_Media_Marketing_Strategies_on_Consumer_Engagement_and_Loyalty [accessed Sep 02 2024].

Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. Journal of the American Society for Information Science and Technology, 60(11), 2169-2188.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53(1), 59-68. https://doi.org/10.1016/j.bushor.2009.09.003

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10), 1480-1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Lin, L. Y., & Chen, Y. W. (2016). Influence of social media exposure on brand equity: The mediating role of consumer response. Journal of Electronic Commerce Research, 17(4), 288-302. https://web.csulb.edu/journals/jecr/issues/20164/Paper4.pdf

Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with website success in the context of electronic commerce. *Information & Management, 38*(1), 23-33. https://doi.org/10.1016/S0378-7206(00)00049-5

Mande, S., & Lawal Kamaldeen, A. A. (2014). Cooperative marketing societies and its challenges for sustainable economic development in Lagos, Nigeria. IOSR Journal of Research & Method in Education, 4(6), 24-31. (https://www.iosrjournals.org/iosr-jrme/papers/Vol-4%20Issue-6/Version-3/E04632431.pdf)

Manthiou, A., Chiang, L., & Tang, L. R. (2013). Identifying and responding to customer needs on Facebook fan pages. International Journal of Technology and Human Interaction (IJTHI), 9(3), 36-52.

Muhammad, S. S., Dey, B. L., Kamal, M. M., & Syed Alwi, S. F. (2021). Consumer engagement with social media platforms: A study of the influence of attitudinal components on cutting edge technology adaptation behaviour. Computers in Human Behavior, 121, 106802. https://doi.org/10.1016/j.chb.2021.106802

Ngene, Ngozi Chioma, Okafor, Ogochukwu Esther, & Okonkwo, Chukwudi Joseph. (2023). Fuel Subsidy Removal and Agricultural Cooperative Business Performance In Imo State. Journal of the Management Sciences, 60(3), 216–231. https://journals.unizik.edu.ng/jfms/issue/view/247

Novković, S., Miner, K., McMahon, C. (2023). Cooperative Governance in Context. In: Novković, S., Miner, K., McMahon, C. (eds) Humanistic Governance in Democratic Organizations. Humanism in Business Series. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-031-17403-2_4 Retrieved from https://link.springer.com

Obar, J. A., & Wildman, S. S. (2015). Social media definition and the governance challenge: An introduction to the special issue. Telecommunications Policy, 39(9), 745-750. https://doi.org/10.1016/j.telpol.2015.07.014

Okafor, Ogochukwu Esther, Okonkwo, Chukwudi Joseph, & Ngene, Ngozi Chioma. (2024). Assessment of the Influence of Cooperative Membership

On Farm Business Sustainability And Food Security In Anambra State. West African Journal on Sustainable Development, 1(2), 42–57. https://journals.unizik.edu.ng/wajsd/article/download/3926/3178/8980

Okafor Ogochukwu Esther, Nma Okechukwu Okoroji, Okonkwo Chukwudi Joseph, Otaokpukpu Justina Njideka, & Braimah Mathias. (2025). Internal Control System and Operational Performance of Agricultural Cooperatives in Anambra State, Nigeria. REVISTA EdeDC, 5(1), 51–64. https://doi.org/10.79425/rev.v5i1.51-64

Okonkwo, C. J., & Ugwa Magnus. (2020). Social Capital and Cooperative Members' Behaviour in Selected Higher Institutions in South East, Nigeria. Forshen Hub International Journal of Economics and Business Management, 2(1), 17–34. http://journal.forshenhub.com.ng/index.php/FHIJEBM/article/view/32

Okonkwo, C. J., Ezeokafor, U. R., Ebomah, E. M., Iweka, A. N., & Ezeanolue, E. E. T. (2026). Innovative social media marketing elements and consumer cooperative member engagement in Enugu State, Nigeria. International Research Journal of Multidisciplinary Scope, 7(1), 972–983. https://doi.org/10.47857/irjms.2026.v07i01.08846

Okoro, Chijioke N., Okonkwo, Chukwudi J., & Akubuilo, C. J. C. (2019). Influence of Cultural Factors on Age of Cooperative Societies in Imo State. Forshen Hub International Journal of Entrepreneurial and Cooperative Studies, 2(1), 2019.

Oni, Olufemi Olumayowa & Adeyeye, Mercy Modupe (2020). Digital Commerce Security and Customers' Satisfaction in South West Nigeria. Fountain University Osogbo Journal of Management (FUOJM), 2020, 5(2), 69 – 81. A Publication of Departments of Accounting & Finance and Business Administration, Fountain University, Osogbo. Journal homepage: www.osogbojournalofmanagement.com ISSN: 2315 – 6325 (Print) ISSN: 2408-6959 (Online)

Otaokpukpu, Justina Njideka, & Okonkwo, Chukwudi Joseph. (2023). Strategy for Rural Development: The Cooperative Way. Forshen Hub International Journal of Entrepreneurial and Cooperative Studies, 6(5).

Oza, Harnil (2018). Customer Think. Retreived from https://customerthink.com/10-pros-and-cons-of-social-media-marketing-in-mobile-app-development/

Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). Social media metrics—A framework and guidelines for managing social media. Journal of Interactive Marketing,

Shafiq, M. A., Khan, M. M. A., Gul, R., Hussain, M., & Javaid, M. Q. (2023). Influence of Social Media Marketing in the Development of Customer Trust and Satisfaction through the Moderating Role of Electronic Word of Mouth. Journal of Social Sciences Review, 3(1), 623-638. https://doi.org/10.54183/jssr.v3i1.186

Statista. (2023). Social media marketing spending worldwide 2021-2023. Retrieved from https://www.statista.com/statistics/273047/global-social-media-marketing-spending/

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? Business Horizons, 57(6), 703-708. Retrieve from https://www.sciencedirect.com/science/article/pii/S0007681314000949

Ugwa, Magnus, Okonkwo, Chukwudi Joseph, & J. C. Madu. (2020). Effect of Ethical Conduct on the

Performance of Organizations in a Competitive Business Environment (A Study of OSISATECH Polytechnic Enugu). Journal of Humanity, Coal City University, Enugu State, 1(2).

Van Noort, Guda & Willemsen, Lotte M., 2012. "Online Damage Control: The Effects of Proactive Versus Reactive Webcare Interventions in Consumer-generated and Brand-generated Platforms," Journal of Interactive Marketing, Elsevier, vol. 26(3), pages 131-140.

White, Kyle (2018). What the heck is member engagement? Retrieved from https://cooperativesfirst.com/blog/2018/05/09/what-the-heck-is-membership-engagement/