



### Influence of Social Media on Promoting Online Trading in Nigeria: A Focus on Abakaliki Residents of Ebonyi State

#### Abstract

*This study was carried out to investigate the influence of social media on promoting online trading in Nigeria: a focus on Abakaliki residents of Ebonyi State. This study was anchored on Technological Determinism Theory (TDT). The population size was 723,000, drawn from residents of Abakaliki metropolis of Ebonyi State. With Australian Calculator, a sample size of 385 was adopted while multi-stage sampling technique was used to select the respondents. Questionnaire was designed in a 5-point Likert scale form and used to generate data which were coded, analyzed and presented in tables using descriptive method. The results showed that: social media platforms like Facebook, Instagram, Whatsapp, Twitter, Youtube etc. were used for online trading by presenting, advertising and marketing goods and services online. It also revealed that the extent to which social media contribute in promoting online trading in Ebonyi State was at average rate or level. This study recommended that: online marketing public awareness campaigns and sensitization should be created to make more residents of Abakaliki metropolis be fully aware and consequently engage on it for easy and fast marketing; Social media experts and agents on online trading should organize seminars and workshops to educate residents of Abakaliki metropolis on online marking apps; Platforms and channels and owners of social media platforms in collaboration with online marketers should reduce the financial and technical costs of online trading to enable small and medium scale business people to be actively involved in digital marketing in Abakaliki metropolis of Ebonyi State.*

**Keywords:** *Influence, Online Trading, Promotion and Social Media*

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#### 1.1 Introduction

In recent times, the use of social media by different classes of people in the society has been a welcome development. This is sequel to the increasing nature and capacity of social media platforms that are actively in use by people for one communication purpose and

another. Social media, in the words of Ayankoya, Calitz and Cullen, (2015) is the use of internet-based applications and services for communication, collaboration, creation and exchange of contents by individuals and groups. Social media is concerned with

communication that takes place, how the communication takes place and the relationships that develop based on these communications and as well allows individuals and groups to develop, maintain and stay connected to a network of other individuals and people with common interests (Silvia, 2019).

Social media has gradually become one of the important means of influencing society and this influence is based exclusively on its social aspects of interaction and participation. It has also become one of the most important means of reaching out to people in terms of immediacy (Nwabueze & Ikegbunam, 2015). Social media has introduced new dimensions to human communication based on user participation that allows individuals or groups to generate content and engage in conversations and exchange of contents. Social media promotes participation, openness, conversation, community, connectedness, interactivity, collaboration and information sharing (Mayfield, 2019). Mayfield (2019) further states that social media build on the ideological and technological foundations of Web 2.0, which allows for collaboration and the creation and exchange of user-generated content.

Ebuka (2021) observes that social media platforms such as Facebook, Instagram, WhatsApp, Reel videos and TikTok among others are rapidly growing around the world despite being relatively new. These platforms are used to create exceptional opportunities to advance the growth of entertainment and socio-economic industries thereby reaching a large audience of viewers, who engage with the content by liking, sharing, saving or commenting on the post (Twaino, 2022). More so, Soladoye & Ojo (2020) reveal that social media has aided social groups, movements, and enterprises in the distribution of information and communication in today's world; it has also influenced the transmission of government practices, judgments, and

policy-making processes.

The use of social media as a means of communication has generated interest in political, social, economic and business angle of human engagements. Not only has social media transformed connectivity between and among peoples around the world, facilitating encounters and redefining the intricacies of human relationships, but it has also extended its use in socio-economic engagement in the previous two decades (Soladoye & Ojo, 2020). In the same vein, Anuja (2024) observes that in recent years, social media has dramatically transformed the landscape of trading, empowering individual investors and altering traditional market dynamics with online business services cum trading. Platforms like Twitter, Reddit, and TikTok have become influential spaces where traders share insights, strategies, and real-time information.

In Nigeria, one of the areas in which social media is used to connect people together is in online trading. Online trading means buying and selling financial instruments like stocks, bonds and commodities through internet-based platforms, allowing investors to execute trades directly from their devices. In the words of Nagaraju & Rama (2024), online trading is a service offered on the internet for the purchase and sale of shares. In online trading, one will access a stockbroker's website through his or her internet-enabled device and place orders through the broker's internet-based trading engine. Online trading has made it possible for anyone to have easy and efficient access to more reports and charts than was previously possible if one went to brokers' office.

Anuja (2024) in his view states that social media has reshaped the trading landscape by creating new opportunities and challenges for investors. As retail traders gain influence and information flows more freely, understanding the implications of social media is crucial for anyone participating in the markets. By staying informed and critically

evaluating the information available, traders can go for online trading more effectively and capitalize on emerging trends. Whereas, social media is an online communication and information dissemination channels, online trading covers varieties of the activities of buying and selling of goods and services through the internet (Acholonu, 2013). By so doing, such goods and services are digitally packaged and presented for trading so as to attract potential buyers.

However, social media influencers have become prominent forces in the trading world using social media platforms. Many traders now turn to YouTube, TikTok, and Instagram for trading tips, strategies, and market analyses. Social media influences can contribute in expanding the scope of online trading, thereby leading to significant impacts on stock prices based on their recommendations. This trend also raises concerns about the credibility of information shared about online trading, as followers may not always differentiate between real and fake information (Anuja, 2024).

It is in view of the above background that this study investigated the influence of social media on promoting online trading in Nigeria: a focus on residents of Abakaliki in Ebonyi State. Thus, Nigeria is an economically developing country where trading of some different categories of goods and services are carried out in a digital cum online forms. This study employed the opinions and views of residents of Abakaliki metropolis of Ebonyi State to ascertain the influence of social media on online trading. Abakaliki metropolis is the capital of Ebonyi State. It is made up of 99% Igbo speaking resident people comprising the citizens and other residents. It is the commercial hub of the State but not yet well developed.

## 1.2 Statement of the Problem

The rate at which social media online trading is increasing in recent times is giving greater concern for research. Ramon (2024) in

his study discovers that social media provides a real-time pulse of market events where traders monitor breaking news, earnings reports, and other market-moving information as it unfolds, helping them to react quickly to what is happening. By tracking this information on social media, traders may identify trends, potentially taking advantage of market opportunities before they become widely known.

Varieties of goods and services are marketed online today using one form of social media platform or another. This is a welcome development. Unfortunately, the researcher observed that offline trading is widely going on in Abakaliki. Also, it seems there is no existing study on online trading in Abakaliki metropolis. This is what attracted the researcher to investigate the influence of social media on promoting online trading among residents of Abakaliki metropolis in Ebonyi State.

## 1.3 The Objectives of Study

The general objective of this study is to investigate the influence of social media on promoting online trading in Nigeria: A focus on Abakaliki residents of Ebonyi State. The specific objectives of this study are stated as follow:

1. To identify major social media platforms used for online trading by the residents of Abakaliki in Ebonyi State.
2. To examine how social media platforms are used for online trading by the residents of Abakaliki in Ebonyi State.
3. To ascertain the extent to which social media contribute in promoting online trading by the residents of Abakaliki in Ebonyi State.

## 1.4 Research Questions

In line with the objectives above, the following research questions were formulated for this study:

1. What are major social media platforms

- used for online trading by the residents of Abakaliki in Ebonyi State?
2. How are social media platforms used for online trading by the residents of Abakaliki in Ebonyi State?
  3. What is the extent of social media contribution to promoting online trading by the residents of Abakaliki in Ebonyi State?

### 1.5 Significance of the Study

This study has theoretical and practical significance. At the conclusion of this study, its findings are expected to be of great contribution to knowledge advancement especially for the scholars and researchers in this field of study. This study will be a source of reference for future studies of this nature.

In this same view, the findings from this study would be used to enlighten the populace on the need for the use of social media in this digital age for the growth and development of economic system through online trading. Thus, social media content creators, social media influencers as well as manufacturing companies, industries, traders and marketers of various goods and services will make use of the findings to promote their activities and services in Ebonyi State.

## 2.1 Literature Review

### 2.2 Social Media and Online Trading

In recent years, social media has dramatically transformed the landscape of trading, empowering individual investors and altering traditional market dynamics. The advent of social media according to George, Rovniak and Kraschnewski (2013) has brought solutions to a lot of communication and information barriers among people. Social media are forms of electronic communication through which users create and engage in online communities to share ideas, personal messages, and other informa-

tion (Bennie and Lindegue, 2012). Research shows that social media platforms like Twitter, Reddit, and TikTok have become influential spaces where traders share insights, strategies, and real-time information (Anuja, 2024). Others social media platforms include Facebook, Twitter, Myspace, Video, Vcontacte, Hyves, Inenti, Dreams village, Bebo, Linked in, Googlet, Youtube, Flicker, Skype, 2.0, Nurse contact, SOL, Monster, Blogs, Academia.edu, e-learners, My bloom among others, (Snyder, 2010).

Accordingly, social media are creating a digital communication network that allows the user to share information in which the public can subscribe or produce information content as a transmitter and receiver of data. Buettner (2016) presents social media as basic web tools that allow the public and companies to create, share data, considerations, photographs, exchanges and virtual systems. Social media are websites and / or applications that allow users to create and offer items or participate in social media. Also, it has leveled the playing field by providing easy access to trading information. Unlike in the past, when information was primarily available through financial news outlets and brokerages, social media enable traders to share analysis, charts, and news instantaneously. Retail investors can now access insights previously reserved for institutional players, making it easier for them to make informed decisions. Social media and social networking sites have undergone explosive growth and are progressively becoming both important platforms for social interaction and increasingly important sources for receiving and producing daily news.

Research has revealed that social media makes it easy for influencers with limited investment knowledge to share their opinions, and human "herding behavior" leads to their followers blindly accepting and acting on such advice. It also makes it look easier to make money investing than it is. "The vast majority of people — about 90% — lose

money when they trade online. The use of social media in online trading can make investors stick to index funds and invest for the long term if they want to have a better chance at being successful in the stock market (Karen, 2021).

Social media serves as a goldmine of information for traders. It's one of the ways to improve market research, and various trading strategies may be enhanced by leveraging it. Day traders, for instance, may benefit from real-time sentiment analysis, while long-term investors may find valuable trend analysis. A Financial Conduct Authority (2025) reports that it may seem that the number of opinions expressed and posts published on social networks on the topic of trading is overwhelming. So, a trader should know what to look for. By clearly defining research objectives, traders can harness data from Facebook, X (formerly called Twitter), or LinkedIn to gain a competitive edge. Whether it's identifying trends, tracking sentiment, or monitoring events, having a clear goal is the first step towards effective research.

Ramon (2024) writes that there are many advances in technology that the internet has enabled, foremost of these being social media. Social media itself has spawned yet another advancement in finance – social trading. Some of the most prominent personalities who do social trading are considered financial influencers or “influencers”. Beginning investors, skilled investors, and influencers alike can all interact and exchange ideas about trading investment strategies. They often use message boards, online forums, and social networks on social trading platforms to do this. This is a new service dimension of social media in the world today.

The impact of social media on the stock market has emerged as a significant and timely subject due to the profound influence these platforms wield over financial markets and investment behaviour. Brandom, Victor,

Rocio & Edgardo (2024) inform that social media platforms facilitate the rapid dissemination of financial information, news, and market trends. Investors can access real-time updates and analysis, democratizing access to market-related information. This accessibility has reshaped the speed at which market news is incorporated into trading decisions. The surge in retail investor participation, often organized through online forums and communities, has disrupted traditional market dynamics. Social media platforms like Reddit, Twitter, and others have empowered individual investors, leading to instances where collective retail actions have influenced stock prices, challenging the dominance of institutional investors. Social media transcends geographical boundaries, creating a globally interconnected market.

Due to the surge in internet usage, particularly on social networks, information systems have been accumulating vast amounts of data across these platforms. This has led to the development of increasingly specific algorithms tailored to users, actively encouraging them to continue consuming specific content and products. According to AMVO (2022), the number of active users on Mercado Libre in Mexico alone witnessed an 88% increase from 2019 to 2021, indicating a substantial addition of 65.3 million new users and a growing demand through these online platforms (AMVO, 2022).

The democratization of access to financial information through social media platforms like Twitter, Reddit, and StockTwits has been instrumental. Investors now could share news, analyses, and opinions in real-time, accelerating the pace of information dissemination. This, in turn, can directly influence a company's actions, and the vitalization of news has the potential to cause unexpected fluctuations in stock prices. However, the ease with which information is shared also brings inherent risks.

Misinformation and manipulation campaigns can distort the financial reality, leading to investments based on rumours rather than solid fundamentals. This can result in heightened volatility and, in some instances, significant financial losses (Brandom, Victor, Rocio & Edgardo, 2024).

In the realm of businesses, social media provides a direct insight into the lives of their shareholders and customers. Reputation management, in this context, has attained heightened significance, given that a mere post can wield considerable influence over brand perception and, consequently, its market value. Leveraging social media platforms, companies have not only honed their reputation management but have also found a more effective means to communicate their business strategies and financial results. This proactive engagement establishes a direct and interactive channel with investors, fostering a more transparent and communicative relationship between businesses and their stakeholders.

### 2.3 Theoretical Framework

The study adopted Technological Determination Theory (TDT). This theory was propounded by Marshall McLuhan in 1962. It is a media technology-based theory which is anchored on the notion, “medium is the message”. The Technological Determination Theory is adopted for this study because social media and online trading are products of Information and Communication Technologies (ICTs). The theory formed a good ground for studying and understanding a study of this nature that focuses on social media and online trading. ICTs especially on the area of social media, are making the world not just a small portable village but also a very small socio-economic environment of like minds. This functional benefit of the theory made it pertinent and suitable for this study.

### 2.4 Research Methodology

This study adopted descriptive survey design. The choice of descriptive survey research design was informed by the need to examine social media influence on online trading. This involved using a range of quantitative research processes to collect data that aided in accurately addressing the research problem. This study centered on the residents of Abakaliki urban/metropolis of Ebonyi State. The reason is because Abakaliki is a fast-growing commercial centre of the State in this age of social media. The population of this study is 723,000 (Macrotrends, 2025). This population covers male and female residents of Abakaliki urban, city or metropolis as at the time of this study and for the purpose of this study.

The sample size of this study is 385. It was determined by using a sample size online calculator developed by Australia's National Statistical Service (NSS). A multi-stage sampling method was used to select respondents. The first stage involved dividing Abakaliki metropolis into ten clusters namely: Mile 50, Water Works, Nkaliki, Ogoja road, Ebonyi International Market, Azuiyiokwu area, Presco area, Azugwu, Abakaliki Rice Mill and Afikpo road area. The second stage was the use of systematic sampling methods to select sample shops, homes and offices while the third stage was the use of simple random sampling methods to select respondents.

The instrument for data gathering is questionnaire. The copies of the questionnaire were administered directly by the researchers to the respondents in their shops, offices and residences. The instrument was tested for validity and reliability after which it was administered to the selected respondents. Then, data collected were analyzed using descriptive method and presented in frequency distribution tables for interpretations.

#### 4.1 Data Presentation and Analysis

After administration of 385 copies of questionnaire to the sample size of this study, 376 copies of were duly filled and returned while 9 copies were lost in transit. The results

of data collected from the respondents on the influence of social media on promoting online trading in Nigeria, focusing on the residents of Abakaliki metropolis were presented in the tables below:

**Table 1: Demographic Distribution of the Respondents**

S/N	Variable	Category	Frequency (N = 376)	Percentage (100 %)
1	Sex of respondents	Male	275	73.1
		Female	101	26.9
2	Age bracket of respondents	From 18-25 years	11	2.9
		From 26 - 30 years	20	3.5
		From 31 – 35 years	51	13.6
		From 36 – 40 years	169	44.9
		From 41 - 45 years	74	19.8
		From 46 - 50 years	36	9.6
		From 51 - 55 years	10	2.6
3	Educational distribution of respondents	From 56 and above years	5	1.3
		First school leaving certificate	13	3.4
		Senior secondary school exam	171	45.5
		OND/Nat. Certificate Exam	104	27.7
		Higher nat. dip/bachelor degree	68	18.1
4	Marital status of the respondents	Higher/ post graduate degree	20	5.1
		Single	154	40.9
		Married	192	51.1
		Divorced	30	7.9
5	Religious affiliation of respondents	Christian	281	74.7
		Islam	15	3.9
		African Traditional Religion	80	21.3
6	Occupation of respondents	Business, Trade/ Technician	275	73.1
		Public/Private office staff	74	19.8
		Farmers	27	6.8
		Level of Knowledge in social media and online trading	High knowledge	344
7	Knowledge	Average knowledge	35	9.3
		Low knowledge	7	1.7
		No knowledge	0	0.0

Source: 2025 Field Survey

Table 1 shows that majority of the respondents were males representing 275(73.1%). This shows that male residents were more disposed to this study due to their familiarity with social media than female residents of Abakaliki. Thus, more males

participated in the survey. On their age bracket, majority of the respondents within the age bracket of 36 - 40 years representing 44.9% were within the active age bracket of social media users in Abakaliki.

The percentages of the respondents'

educational qualifications shown in the table above revealed that respondents with WASC/SSCE (45.5%) were majority in number that participated in this study. The data displayed on the table also showed that respondents who were married were 192(51.1%) and this shows that more married respondents were involved in the survey. On

the respondents' religious class, majority of the respondents were Christians (74.7%). They were more accessible in this study than members of other religions. These variables contributed to high knowledge of social media and online trading by majority of the respondents.

**Table 2: Major social media platforms used for online trading by the residents of Abakaliki in Ebonyi State**

Variables	Frequency	Percentage
Twitter	52	13.8
Facebook	169	44.9
Instagram	19	5.0
Youtube	107	28.4
LinkedIn	11	2.9
WhatsApp	18	4.8
<b>Total</b>	<b>376</b>	<b>100%</b>

Source: 2025 Field Survey

Response to the question on major social media platforms used for online trading revealed that majority of the respondents used Facebook followed by Youtube for online trading in Abakaliki metropolis of Ebonyi State. As shown in table 2, these two social media platforms, Facebook and Youtube were the leading social media platforms for various online trading. Others like Whatsapp, Intagram, LinkedIn as stated in the table were also used as social media platforms for online trading.

**Table 3: How social media platforms are used for online trading by the residents of Abakaliki in Ebonyi State**

Variables	Frequency	Percentage
Chance for self-driven traders to start	46	12.2
New business opportunities	24	6.4
Build customer relationship	99	26.3
Small scale investors to succeed on trade	35	9.6
Monitor trade competition	24	6.4
Influence trade partnership	59	15.7
Increase trade brand awareness & adverts	89	23.7
<b>Total</b>	<b>376</b>	<b>100%</b>

Source: 2025 Field Survey

From the table above, respondents gave their views on how social media platforms were used for online trading by the residents of Abakaliki in Ebonyi State. Accordingly, majority of them indicated that the social media platforms helped them to build customer relations and increase trade brand awareness & adverts. Other minor ways as indicated in the above table were to influence trade partnerships, create chance for self-driven traders to start and enable small-scale investors to succeed in trade.

**Table 4: What is the extent of social media contribution to promoting online trading by the residents of Abakaliki in Ebonyi State**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Very High extent	20	5.3
Not very high	62	16.5
Moderate extent	143	30.0
Low extent	112	29.8
No idea	39	10.4
<b>Total</b>	<b>376</b>	<b>100%</b>

Source: 2025 Field Survey

Entries in the table above showed the response degree for respondents regarding the extent of social media contribution to promoting online trading in Abakaliki metropolis of Ebonyi State. Data displayed on the table above showed that majority of the respondents indicated average extent followed by those that indicated low extent. Other minor responses showed high extent and no idea. Thus, the result showed that average number of residents of Abakaliki metropolis was influenced using social media platforms such as Facebook for promoting online trading in Abakaliki metropolis of Ebonyi State.

#### 4.1 Discussion of Results

This section discussed the results on the respondents' biodata and main questions, their interpretation, as well as the knowledge gained from this study. The respondents selected for this study were residents of Abakaliki metropolis, the capital city of Ebonyi State. They were chosen for the purpose of convenience, nearness and low cost. Majority of them were males. For age bracket, those within twenty to forty years were in majority while for educational status, those with their SSCE and first degree were highest in number, however, on marriage, the married class was leading just as in occupation, business, craft and Christians too were on top. This depicts a general interest study that involves all able classes of human beings, though much concern was given to those who

have knowledge of social media with regards to online trading in Abakaliki metropolis at the time of the research.

The question one was designed to ascertain major social media platforms used for online trading by the residents of Abakaliki metropolis. Results ascertained from the data analysed showed that many social media platforms were at the reach of the respondents for online trading. However, greater number of respondents stated that Facebook, and Youtube were mostly used for online trading. This result on social media platforms seemed to have attracted research as it was widely indicated that many social media platforms were in use for online trading.

Neri-Mares, Rodriguez-Ríos, Gallegos-Villela, & Suarez-Dominguez, (2024) made a related discovery in their study. They found that the surge in retail investor participation, often organized through online forums and communities, has disrupted traditional market dynamics. Social media platforms like Reddit, Twitter, and others have empowered individual investors, leading to instances where collective retail actions have influenced stock prices, challenging the dominance of institutional investors. Social media transcends geographical boundaries, creating a globally interconnected market. Events and trends on social media could have shifted and widespread repercussions against online markets if suitable and rightful approaches were not followed.

Knowledge, availability and accessibility of social media platforms could be likened to what Cinelli, Etta, Avalle, Quattrociocchi, Di-Marco, Valensise, & Quattrociocchi (2022) described as democratization of access to financial information through social media platforms like Twitter, Reddit, and StockTwits. They found that investors now could share news, analyses, and opinions in real-time, accelerating the pace of information dissemination via some of the platforms and contributes to knowledge and usage of such for digital marketing.

Results from question two were directed to find out how social media platforms were used for online trading by the residents of Abakaliki metropolis. Majority of them said that social media platforms helped them to build customer relations and increase trade brand awareness & adverts. This result showed that social media provides varieties of online trading services to the knowledge and usage of customers. Social media makes chance for self-driven traders to start new business opportunities, build customer relationships, encourage small scale investors to succeed in trade and to monitor trade competitions. In like manner, this study also revealed that other ways in which social media are used to promote online trading are through trade partnership and increase trade/brand awareness and advertisements.

This by implication, this finding agrees with the views of Schwab (2024) which states that social media is a source of limitless trading ideas, so long as one can separate the wheat from the chaff because the situation is full of get-rich-quick schemes. There are opportunities one can go after, but care must be taken. It means that the wide spread of social media platforms is creating opportunities for more respondents to be active users of them in promoting online trading in Abakaliki metropolis of Ebonyi State.

The result of question three as indicated in the analysis revealed the extent to which social media contributed to promoting online

trading among the residents of Abakaliki metropolis in Ebonyi State. The analysis showed that there is average level of social media contribution to online trading. This study revealed that online trading is still an emerging discovery and a new development in trading to the residents of Abakaliki metropolis. Though many people were aware of social media and digital trading their level of application for promoting online trading is at average level.

This finding is in line with Benavides (2022) which reveals that while social media can empower investors with information, the speed at which information spreads also pose challenges in terms of accuracy and reliability. Benavides (2022) further says that investors need to exercise caution, conduct thorough research, and verify information before making financial decisions based on social media content. Balancing the opportunities and risks associated with social media's influence on online trading or marketing requires a vigilant and informed approach from investors, regulatory bodies, and industries. This is what is required currently by the residents of Abakaliki metropolis so as to benefit and enjoy the riches of social media as a tool for online trading.

#### **4.2 Summary of Findings and Knowledge Gap**

Based on the analysis, findings and interpretations of results generated from the subject matter of this study, the following are the key findings:

1. Major social media platforms used for online trading were Facebook and Youtube. Others were Twitter, Instagram, TikTok, WhatsApp and LinkedIn.
2. Social media are used to create awareness of goods and services in the market, advertise and promote the trading of such goods and services via digital platforms.
3. There is average level of social media usage and contribution in promoting online

trading among the residents of Abakaliki metropolis of Ebonyi State.

Based on the above findings, this study has contributed to knowledge by revealing the present average level of social media use in online trading by the residents of Abakaliki metropolis. Secondly, this study has created opportunities for social media content creators, influencers, online trading/marketing companies and social media scholars to make more findings and discoveries that would contribute to improving the level of social media use in promoting online trading in Ebonyi State, Nigeria.

### Conclusion

This study was carried out to ascertain the influence of social media on promoting online trading by the residents of Abakaliki metropolis. It revealed that social media has brought many benefits to trading by reshaping the trading landscape, creating new opportunities and challenges for investors. Social media is crucial for anyone participating in online markets. By staying informed and critically evaluating the information available, traders can navigate this dynamic environment more effectively and capitalize on emerging trends.

In conclusion, this study revealed concerns about online market positive and negative manipulations in such that social media can be used to spread false or misleading information that can manipulate stock prices. However, with proper guidance, this study raised hope that social media will have a significant impact on the world of trading in present and future years. Platforms such as Twitter, Telegram, Instagram, Whatsapp and more are becoming veritable platforms and serve as sorts of virtual trading floor, where traders can exchange ideas and insights with one another.

### Recommendations

Based on the conclusion of this study, the following recommendations were made:

1. Considering the increasing relevance of social media in contributing to promoting online trading, public awareness campaigns and sensitization should create to make more residents of Abakaliki metropolis especially the female ones and educated ones be fully aware and consequently engage on it for easy and fast marketing.
2. Experts and agents on online trading should organize seminars and workshops to educate residents of Abakaliki metropolis on online marketing apps, platforms and channels. This will improve their level of participation in digital marketing.
3. The owners of social media platforms, in collaboration with online marketers, should reduce the financial and technical costs of online trading to enable small and medium scale businesspeople to be actively involved in digital marketing in Abakaliki metropolis of Ebonyi State.

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