



Socio-Demographic Variables as Correlate to the Application and Use of Social Media in Informal Sector in Southwest Nigeria: A Gender Perspective

Taiwo Olabode Kolawole¹, Oluwole Akinyemi Atere², E, Niyi Akingb³, Olugbenga Adeyemi⁴

Abstract: The descriptive study aimed is on the Socio-Demographic Variables as Correlate to the Application and Use of Social Media in Informal Sector in Southwest Nigeria: A Gender Perspective. It investigates whether respondents have heard about social media in the informal sector; explore which gender's demographic variables determine the use of social media. Four states in Southwestern Nigeria (Lagos, Oyo, Ondo and Ekiti) purposively selected were used. A semi-structured questionnaire was used to elicit quantitative data from 755 (81.9%) respondents out of 800 using convenience sampling technique. The IBM SPSS version 21 was used to analysed the data. Findings revealed that 2.6% men and 4.0% women and 31.7% men and 25.4% women heard about social media between less than 6 months to over 6 years respectively. The result of cross tabulation of age and social media use showed that 20.9% male and 14.6% female within age 15-25 years said yes, they use social media for business. On religion, 41.2% male and 31.7% female who are Christians also said yes, they use social media for business. Also, respondents with different educational qualification use social media for businesses even those who never have formal education (0.3% men and 0.5% women) likewise use social media. On marital status, 28.6% of single but never marry men and 26.8% of married women said yes, they use social media for business. In conclusion, none of the socio-demographic variables of people in the informal sector in southwestern Nigeria determine the application and use of social media.

Keywords: Male; Female; business; economy

JEL Classification: J11

1. Introduction

Social networks have become a global phenomenon and attracted extensive population from all around the world in different ages, cultures, education levels, etc. In addition to routinely checking e-mails, reading daily forums and newspapers or following instant message tools, people now also check their social network profiles by following others' status changes, updating their profiles or looking at others' profiles. Research has shown that many people connect to social network sites at least once a

¹ Department of Sociology Department of Sociology, Federal University Oye-Ekiti, Nigeria, Corresponding author: kolawole1999@yahoo.com.

² Dept. of Criminology, Department of Sociology, Federal University Oye-Ekiti, Nigeria, E-mail: atere.adewole@fuoye.edu.ng

³ Dept. of English & Literary Studies, Department of Sociology, Federal University Oye-Ekiti, Nigeria, E-mail: akingbe.niyi@fuoye.edu.ng.

⁴ Dept. of Demography and Social Statistics, Department of Sociology, Federal University Oye-Ekiti, Nigeria, E-mail: adeyemi.gbenga@fuoye.edu.ng.

day either to check their profiles or to participate in different online activities (Joinson, 2008; Lenhart, 2009).

Social networks are defined as a body of applications that augment group interaction and shared spaces for collaboration, social connections, and aggregates information exchanges in a web-based environment (Barlett-Brag, 2006). Facebook, Myspace, Youtube, Flickr, and Linkedn are the most commonly known social network sites containing similar as well as different features. Facebook is handled among other social networks in this study because of being the most popular and most heavily visited social network website (eBizMBA, 2010).

Facebook is defined as “a social utility that helps people share information and communicate more efficiently with their friends, family and coworkers” (facebook.com). Despite the fact that Facebook was launched in 2004 as a Harvard-only Social Network site, it expanded to include other high school students, professionals inside corporate networks, and eventually everyone who have access to the online world (Cassidy, 2006). Facebook provides an opportunity to users, to create personalized profiles that include general information like education background, work background, and favorite interests and also to add links and song clips of their favorite bands, post messages on friends’ pages, and post and tag pictures and videos, among other things (Rosmarin, 2007; Zywica & Danowski, 2008).

People use social network sites for a variety of reasons among which ease of use, allowing rapid updating, analyzing and sharing the continuously increasing information, reflecting on daily life, establishing and maintaining spontaneous social contacts and relationships, supporting informal learning practices with interaction and communication and facilitating delivery of education are the leading ones. Thus, these reasons explain why social network sites are adopted rapidly although they first had emerged with the purpose of sharing photos, personal information, videos, profiles and related content (Mejias, 2005; Ajjan & Hartshorne, 2008)

The socio-demographic variables of mankind play vital roles in determining a lot of things in the society especially for future plan and organization of the society for better life of the people. In the same vein, despite the fact that the use of modern technologies in Africa especially Nigeria is very low in comparison to what is obtainable in the developed world. Was why this study intended to examine the application and use of social network and socio-demographic variables from the gender school of thought.

Most of the social network users are young individuals most of whom are university students. Hence, social network sites are considered to play an active role in younger generation’s daily lives (Lenhart, 2009; Koca 2009). The relationship between the youth and their involvement in social network sites has attracted many researches that focused on young people’s social network activities in relation to their privacy concerns as pertaining in their social network usage (Lenhart & Madden, 2007; Pempek, Yermolayeva & Calvert, 2009; Zywica & Danowski, 2008). Similarly, comparisons of different social networks in terms of their features and users’ demographics such as gender, frequency of use and their reasons for participating in social network environments remain as the most popular research areas.

It is stated that as social networks facilitate the sharing of photos and videos with both real world as well as virtual friends while allowing them to build unique online identities by customizing their personal profiles with a range of multimedia elements that are open to others’ reading (McLoughlin & Lee, 2007). Because individuals come together around shared and common goals or needs willingly in social networks, especially, tendency to building new communities and groups or participating in them

comes up. In these environments, individuals move from being passive consumers to fully functioning members by sharing their materials and views with

others with whom they reach sensible conclusions. Hence, this cooperative activity helps members to shape the group identity in addition to their individual identities (Atwell, 2006).

It is important to reveal individuals' social network usage purposes, usage areas and outcomes to understand what motivates them to adopt social networks so rapidly and to use so actively. Various researchers have studied users' purposes in using social networks. Stutzman (2006) stated that social networks can be used for passing time, learning about other people, maintaining social relations, following changes at the university, class or school enrolled. On the other hand, Ellison, Steinfield & Lampe (2007) explained that social network can be oriented towards work- related contexts, establishing new relationships, or reaching those with shared interests such as in music or politics. Lockyer & Patterson (2008) also showed that users can share their personal information with the help of their profile page, connect with other users, upload, tag and share multimedia content they have created, link others to a variety of accessible content, initiate or join sub-sets of common interest groups. Grant (2008) also acknowledged that social networks such as Facebook, MySpace, YouTube, weblogs, as well as wikis are predominantly used by teenagers and young adults as an extension of their personality to show their friends and the world who they are, what they care about, and with whom they are likeminded.

To Joinson (2008), people use social networks to keep in touch with old friends, find the lost contacts, communicate with the like-minded people, join groups with shared interests, organize or join events, view and tag photos, share/ post photographs, play games, update one's own status, see others' status. He also grouped these uses under seven categories which were to keep in touch, passive contact, social surveillance, reacquiring lost contacts, communication, photographs, designing related uses, perpetual contacts and making new contacts. Lenhart (2009) further argued that social networks are primarily used for establishing and maintaining personal or professional contacts, making plans such as by organizing an event or a cause, and simply flirting.

Mazman & Usluel (2009) suggested that usefulness, ease of use, social influence and innovativeness can be considered as direct factors influencing usage of social networks whereas facilitating conditions, subjective norms, image and community identity can be accepted as indirect factors.

2. General Organization of the Paper

2.1. Literature Review

Social network sites (SNS) are becoming the standard for sharing information and maintaining relationships of all kinds. Among popular SNS, Facebook remains the dominant form of communication. With over 1.5 billion active accounts, Facebook is 15 times larger than LinkedIn, and has more active users than any other social media platform (Zz.Zz, 2016). From the communication sender perspective, research has evaluated a range of presentation-related behavior including specific strategies for presentation of self and the management of other-generated information (Rui, & Stefanone, 2013).

Research also focuses on receivers. For example, Vitak (Vitak, 2012), discussed how individuals manage the scope of their networks in an effort to minimize fallout related to having multiple audiences (Fleming, Darley, Hilton & Kojetin, 1990), which highlights the difficulty communicating

simultaneously with diverse audiences that may have differing expectations for how those individuals communicate.

Younger adults are generally the most invested in social media (Madera, 2012) and are most likely seeking professional employment for the first time. As a consequence of these two conditions, individual user profiles accessible via SNS are becoming increasingly rich and tempting information sources for human resources (HR) managers faced with making hiring decisions (Roth, Bobko, Van Iddekinge, & Thatcher, 2013). Our social media footprints may offer valuable information beyond our carefully constructed resumes that can help employers more efficiently and effectively screen applicants. Not surprisingly, precisely this kind of social media-focused screening is becoming common practice among HR managers, regardless of the legal and ethical implications. For example, 22% of HR managers reported using Facebook as a screening tool in 2008, compared to 70% of managers who indicated they had actually rejected job applicants on the basis of information available about those applicants via social media in 2012 (Slovensky & Ross, 2012). This represents a striking increase in the use of social media for applicant screening.

To Social Role Theory (Eagly, 1987), adherence to gender norms is (often subconsciously) expected. Outside the realm of SNS, studies show that violations of gender norms during the hiring process (e.g., a woman using self-promotion) result in less favorable impressions and hiring decisions (Rudman & Glick, 1999). However, because SNS offer individuals the ability to be increasingly uninhibited, they may feel more comfortable violating common gender norms, creating more accurate presentations of themselves (Bargh, McKenna & Fitzsimons, 2002), especially because many of these sites are not geared toward employment per se (the exception, LinkedIn). The question then becomes, will the demographic variables of people in the informal sector affects or determine the adoption and use of social network? The goal of this exploratory study is to investigate the gender perspective of the application and use of social networks effects of gender inconsistent presentation of self via social media on perceived job applicant attractiveness.

Gender differences are apparent in Social Networking Sites preferences and amount of use. The sites most popular with teenagers and young adults of both genders as of 2014 are Facebook and Twitter, which constitute social network sites according to the three criteria articulated by Pempek (2009). They have user profiles, allow for ‘friending’ (or ‘following’ on Twitter), and contain social networks that can be navigated to encounter friends of friends. A few study conducted in the U.S. found that 80% of online teens use social network sites, Facebook being the most popular, with 93% of those teens reporting its use (Mango, Taylor & Greenfield, 2012). However, girls on average spend more time on social network sites and use them more actively than boys do (Burke, 2010). More girls than boys use Facebook and Twitter; female users, including teens, also predominate on the online pinboard Pinterest. Conversely, more males use music-sharing sites such as last.fm, as well as Reddit, a social news website known for its sometimes misogynistic content (Kraut & Crawford, 2012). Gender differences are also present in the ways teens use the internet and social media, although usage patterns have shifted over time. Teenage boys in the United Kingdom reported using computers more often than girls and feeling more comfortable doing so (Liu, 2013). However, both genders were embracing the internet as a means of communicating with their friends: Gross (2004) found that the most common activity among American middle and high school students was chatting via instant messaging. In 2007, teenage girls in the U.S. were more active bloggers than boys – perhaps the first time that females were more active participants than males in a public mode of computer-mediated communication. Boys, meanwhile, were more likely to upload online videos and use video sharing

applications. Boys spend more time using computers, especially playing video games and visiting video websites such as YouTube. However, girls create and share more video and also are more likely to video chat, in keeping with their more active texting and mobile communication behaviors. Regardless of gender, most teens in the U.S. today spend part of their leisure time online visiting social media sites. This study focus on the application and use of social network and socio-demographic variables of people in the informal sector in Nigeria from gender perspective.

3. Methods:

This descriptive study took place in southwestern part of Nigeria made up of six states from which four states purposively selected were used for this study. The study focused on the informal sector in Southwestern Nigeria where ICT is deployed to revamp their economy. Quantitative data via the administration of semi-structured questionnaire in line with the objectives of the study was collected. A total of 200 respondents were selected in each states totaling 800 sample size (as respondents) using convenience sampling technique because everyone in the sector stands a chance of been selected for the study. The quantitative data was analysed using IBM SPSS software version 20 and results were presented in frequencies and percentages and Chi Square was used to cross tabulate different variables to establish their relationship.

4. Findings

Table 1. Sex of Respondents and Knowing about Social Media

Gender	Have you heard of Social Media before now?			Total
	Yes	No	Don't Know	
Male	381(50.5%)	18(2.4%)	04(0.5%)	403(53.4%)
Female	321(42.5%)	20(2.6%)	11(1.5%)	352(46.6%)
Total	702(93.0%)	38(5.0%)	15(2.0%)	755(100.0)

The above table displayed the cross tabulation of both gender and have you heard of social media before now? The findings showed that 50.5% of the respondents which are male said yes, they have heard of social media before now, 2.4% said no, while only 0.5% don't know. On the part of the female, 42.5% of the respondents said yes, 2.6% said no, while 2.0% of the respondents said don't know. This simply means male are more expose to social media than their female counterpart probably because male have good knowledge and interest of ICT related things than female.

Table 2. Gender and for How Long Respondents Have Been Hearing about Social Media

Gender	How long have you been hearing of Social Media?				Total
	> 6 Months	2-3 Years	4-5 Years	5 Years above	
Male	20(2.6%)	58(7.7%)	86(11.4%)	239(31.7%)	403(53.4%)
Female	30(4.0%)	51(6.8%)	79(10.5%)	192(25.4%)	352(46.6%)
Total	50(6.6%)	109(14.5%)	165(21.9%)	431(57.1%)	755(100.0)

This table focus on the cross tabulation of gender and period the respondents have been hearing about social media. From the table, 31.7% of male and 25.4% of female have been hearing of social media for the past 5 years and above while only 2.6% of male and 4.0% of female have been hearing of

social media for > 6 months. This showed that a large number of males have been exposed to ICT world while only few female did.

Table 3. Gender, Age and Adoption and Use of Social media for Business

Options	Do you Use Social Media for Business Activity?						Total
	Male			Female			
	Yes	No	Don't Know	Yes	No	Don't Know	
15-25 years	158 (20.9%)	25 (3.3%)	-	110 (14.6%)	30 (3.9%)	03 (0.4%)	326 (43.2%)
26-35 years	08 (1.1%)	18 (2.4%)	01 (0.1%)	66 (8.4%)	18 (2.24%)	01 (0.1%)	190 (25.2%)
36-45 years	48 (6.4%)	21 (2.8%)	01 (0.1%)	60 (7.9%)	08 (1.1%)	03 (0.4%)	141 (18.7%)
46-55 years	17 (2.3%)	11 (1.5%)	03 (0.4%)	21 (2.8%)	14 (1.9%)	-	66 (8.7%)
56 years above	11 (1.5%)	02 (0.3%)	01 (0.1%)	13 (1.7%)	05 (0.7%)	-	32 (4.2%)
Total	320 (42.3%)	77 (10.2%)	06 (0.8%)	270 (35.8%)	75 (9.9%)	07 (0.9%)	755 (100.0)

Here, two main variables (age and the use of social media for business) were used to cross tabulate gender. The result indicated that majority (20.9%) of the male age 15-25 years said yes, they use social media for their personal activities while 14.6% female age 15-25 years said yes, they use social media for their personal activities. Even at the age of 56 above, 1.5% male respondents still use social media personally while female respondents 46 years and above don't use social media for their personal use. This is a succinct indication that males embrace and use ICT facilities for so many things than females.

Table 4. Cross Tabulation of Gender, Religious Affiliation and the use of Social Media for Business

Religious Affiliation	Do you Use Social Media for Business Activity?					
	Male			Female		
	Yes	No	Don't Know	Yes	No	Don't Know
Christianity	243 (41.2%)	46 (30.3%)	03 (23.1%)	187 (31.7%)	40 (26.3%)	02 (15.4%)
Muslim	64 (10.8%)	27 (17.8%)	03 (23.1%)	76 (12.9%)	34 (22.4%)	05 (38.5%)
Traditional Religion	13 (2.2%)	04 (2.6%)	-	07 (1.2%)	01 (0.7%)	-
Total	320 (54.2%)	77 (50.7%)	06 (46.2%)	270 (45.8%)	75 (49.3%)	07 (53.8%)

The outcome of the cross tabulation of the variables religious affiliation and the use of social media for business from the gender perspective showed that 41.2% male respondents that practice Christianity said yes, they use social media for business activity, 31.7% females said yes, they also use social media for business. The situation is a bit different among the Muslims, 17.8% and 22.4% male and female respectively said no, they do not use social media for business activity in the informal sector while 2.6% respondents that practice traditional religion do not use social media but only 1.2%

respondents use social media for business activity. This specify that religious practice especially among the Muslims and traditional religion practice may not be too friendly with the use of social media for business activity among people in the informal sector southwestern part of Nigeria. This is simply because people depend more on religious faith for all aspect of their lives than any other thing. Also, the gross abuse of the general use of ICT in developing nation like Nigeria. For instance, cybercrime among others.

Table 5. Cross tabulation of Gender, Educational Qualification and the use of Social Media for Business

Educational Qualification	Do you Use Social Media for Business Activity?					
	Male			Female		
	Yes	No	Don't Know	Yes	No	Don't Know
No formal Education	03 (0.5%)	07 (4.6%)	02 (15.4%)	03 (0.5%)	06 (3.9%)	-
Primary Education	08 (1.4%)	12 (7.9%)	01 (7.7%)	13 (2.2%)	10 (6.6%)	-
Secondary Education	108 (18.3%)	39 (25.7%)	02 (15.4%)	52 (8.8%)	33 (21.7%)	02 (15.4%)
NCE/ND	88 (14.9%)	10 (6.6%)	01 (7.7%)	85 (14.4%)	16 (10.5%)	05 (38.5%)
B.SC/HND	98 (16.6%)	07 (4.6%)	-	107 (18.1%)	10 (6.6%)	-
Post Graduate	13 (2.2%)	02 (1.3%)	-	07 (1.2%)	-	-
Professional Certificate	02 (0.3%)	-	-	03 (0.5%)	-	-
Total	320 (54.2%)	77 (50.7%)	06 (46.2%)	270 (45.8%)	75 (49.3%)	07 (53.8%)

The result of gender comparison using educational qualification as a determinant of introducing and use of social media in Nigeria informal sector pointed that 18.3% male respondents who have secondary school education only said yes, they apply social media to their business, 16.6% and 18.1% male and female respectively that holds B.SC/HND degree said yes, they use social media for business activity in the informal sector while 14.9% male and 14.4% female with either NCE/ND also use social media. This indicates over 75.0% of the respondents both male and female who are literate adopt and use social for their business. Education as a variable plays a fundamental role in the use of social media especially for business but does not determine the application and the use of social media in the informal sector.

Table 6. Cross tabulation of Gender, Marital Status and the use of Social Media for Business

Marital Status	Do you Use Social Media for Business Activity?					
	Male			Female		
	Yes	No	Don't Know	Yes	No	Don't Know
Married	137 (23.2%)	42 (27.6%)	06 (46.2%)	158 (26.8%)	47 (30.9%)	04 (30.8%)
Single due to never marry	169 (28.6%)	29 (19.1%)	03 (23.1%)	100 (16.9%)	18 (11.9%)	05 (38.5%)
Single due to Divorce	04 (0.7%)	-	-	01 (0.2%)	01 (0.7%)	-
Single due to Separated	07 (1.2%)	05 (3.3%)	-	02 (0.3%)	07 (4.6%)	02 (15.4%)
Single due to Widowed	03 (0.5%)	01 (0.7%)	-	09 (1.6%)	02 (1.3%)	01 (7.7%)
Total	320 (54.2%)	77 (50.7%)	06 (46.2%)	270 (45.8%)	75 (49.3%)	07 (53.8%)

Using marital status to determine the adoption and use of social media for businesses in Nigeria informal sector showed that 28.6% male and 26.8% female of the respondents who are single due to never married and married respectively said yes, they use social media for their business, 23.2% married male said yes, they use social media for business in order to attract more customers globally to improve sales, performance and productivity. With the above, marital status of every individual especially those in the informal sector in the southwestern Nigeria do not determine/or influence the application and use of social media for business activities.

Table 7. Cross Tabulation of Gender, Ethnicity and the use of Social Media for Business

Ethnicity	Do you Use Social Media for Business Activity?					
	Male			Female		
	Yes	No	Don't Know	Yes	No	Don't Know
Yoruba	247 (41.9%)	58 (38.2%)	02 (15.4%)	223 (37.8%)	53 (34.9%)	06 (46.2%)
Igbo	57 (9.7%)	14 (9.2%)	03 (23.1%)	38 (6.4%)	18 (11.8%)	01 (7.7%)
Hausa/Fulani	11 (1.9%)	05 (3.3%)	01 (7.7%)	07 (1.2%)	03 (2.0%)	-
Others	05 (0.8%)	-	06 (46.2%)	02 (0.3%)	01 (1.3%)	07 (53.8%)
Total	320 (54.2%)	77 (50.7%)	06 (46.2%)	270 (45.8%)	75 (49.3%)	07 (53.8%)

The result of cross tabulating gender, ethnicity and the use of social media revealed that 41.9% men and 37.8% female among the Yoruba use social media for their businesses activities. But among other languages such as Igbo and Hausa/Fulani, the use of social media for business among both sexes was very poor. For instance, only 9.7% and 6.4% male and female respectively use social media for business among the Igbo while 1.9% and 1.2% male and female among Hausa/Fulani use social media for their businesses. It simply showed that the Yoruba speaking people (both male and female) always think aloud by engaging the application and use of relevant social media to revamp their business such that it can compete globally. On the other hand, looking at the above table critically, male across different languages tends to be more disposed to the use of social media for business activity than their female counterparts from other ethnic groups.

5. Discussion

The strength of any nation lies in the economic prowess of the country (ILO, 2018). The informal sector is one of the major sectors that determine and contribute immensely to the economy of all states. Hence the need for the sector to urgently imbibe the application and use of relevant ICT facilities into existing various businesses in the sector in order to obtain a large spectrum of customers globally. The economic contribution of the informal sector in Nigeria, South Africa and globally is hereby displayed. In Nigeria 2011 it was 50.7%, 23.49% and 23.10 respectively. In 2016, it was 48.37% in Nigeria, 21.29% SA and 22.66% globally, in 2017 it was 47.70% in Nigeria, 23.33 in SA and 22.50% globally, in 2020 despite covid-19 and lockdown it was 46.99% in Nigeria, 23.71% in SA and 22.11% globally while in 2025 it is projected to 46.11 in Nigeria and will be 24.19% in SA and globally it will be 21.39%, (Etim & Daramola, 2020).

The 3rd edition of *Women and Men in the Informal Economy: A Statistical Picture* estimates that two billion (61 per cent) of the global employed population earn their living in the informal economy (ILO, 2018). Informal employment is a greater source of employment for men than for women at the world level (63 vs 58 per cent), in developed countries (19 vs 18 per cent) and in emerging countries (69 vs 64 per cent). However in developing countries the percentage of women workers who are informally employed (92 per cent) is substantially higher than the percentage of men workers (87 per cent). Further, in a majority of countries (56 per cent), the percentage of women workers in informal employment exceeds the percentage of men workers (Bonnet et al, 2019). In contrast, this study showed that 53.4% of the respondents are men while 46.6% are women. It means women are gradually losing their place or leading status in the informal sector especially in Nigeria. This study investigates the demographic variables of as the determinant of the use of social media for business activity among men and women in the informal sector among the people of southwestern Nigeria. From the findings, it is indeed very sad to discovered that some people (7.0%) in the informal sector claimed not to heard about social media. There is nothing absolutely wrong if all the players in the sector know and use social media to boost their businesses in 21st century. A critical examination of the above results showed vividly that the demographic variables of the people in the informal sector do not influence the adoption and use of social media for business activity in any way of form. For instance, majority of the players are still young, less than 5.0% of the people in the sector are 56 years above. So, they should crave for the adoption and use of social media for optimal results in their businesses. Also, religion on the other hand should not stand between people in the informal sector and their businesses especially in this technological age. Even the religious bodies use social medial optimally in order to reach out to people globally at once. Furthermore, the marital status of the captains in the informal sector does not determine the use of social media to revamp businesses in the informal sector. Whether one is single or married, you can still use social media to promote one's business for global patronage. Moreover, the educational qualification of the people in the informal sector is expected to illuminate on the best use of social media for business purpose. It does not mean those who did not go to school at all cannot use or are not using it. Finally, the ethnicity of the people is likely to have a relative influence on the application and the use of social media for business especially with the rate of cybercrime recorded globally each day. The Yoruba speaking people have a very rich culture and they cherish their name and integrity. They strongly support what the bible says about name. That is, *good name is better than gold and silver*. So, an average Yoruba speaking people will not want to indulge in anything that will dent or bring shame to their name via their business.

Until a Yoruba person especially the women see people with integrity among them use social media, they may remain like that without its use than to use and get them in trouble.

6. Conclusion

Conclusively, the application and use of social media cannot be overemphasised in the life of mankind especially in the informal sector in order to make players compete favorably with other people globally and to revamp the economy of nations and globally too. However, there are something factors which could strongly determine the use of social media for business benefit and not the social demographic variables of the people in the sector as proved by the outcome of this study. That is, the demographic characteristics of the players in the informal sector has nothing to do or do not have any influence on the adoption and use of social media in order to improve their business horizon for maximum profits.

References

- *** (2016). *Global Social Network Users World Wide, 2016*. Statistics.com.
- Allen, J. P.; Evans, M. A.; Hare, A.L. & Mikami, A.Y. (2010). Adolescent Peer Relationships and Behavior Problems Predict Young Adults' Communication on Social Networking Websites. *Developmental Psychology*, 46(1), pp. 46-56.
- Bargh, J.A.; McKenna, K. Y. & Fitzsimons, G. M. (2002). "Can you see the real me? Activation and expression of the "true self" on the Internet". *Journal of social issues*, 58(1), pp. 33-48.
- Bonnet, F.; Joann, V. & Chen, M. (2019). *Women and Men in the Informal Economy. A Statistical Brief*. Manchester, UK: WIEGO.
- Burke M.; Marlow C.; Lento T. (2010). Social Network Activity and Social Well-Being. *CHI'10*.
- Etim, E. & Daramola, O. (2020). The Informal Sector and Economic Growth of South Africa and Nigeria: A Comparative Systematic Review. *Journal of Open Innovation: Technology, Market, and Complexity*. Vol. 6, p. 134.
- Fleming, J.H. Darley, J.M. Hilton, J.L & Kojetin, B.A. (1990). Multiple audience problem: a strategic communication perspective on social perception. *Journal of personality and social psychology*, 58(4), p. 593.
- International Labour Organization (ILO) (2020). *Informal Economy: More than 60 per cent of the World's Employed Population Are in the Informal Economy*. 2018. https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_627189/lang-en/index.htm.
- Kraut, R.; Kiesler, S.; Boneva, B.; Cummings, J.; Helgeson, V. & Crawford, A. (2002). Internet paradox revisited. *Journal of Social Issues*, 58, pp. 49–74.
- Liu, (2013). Can Facebook use induce well-being? *Cyberpsychology, Behavior and Social Networking*, 16, pp. 674–678.
- Madera, J. M. (2012). Using social networking websites as a selection tool: The role of selection process fairness and job pursuit intentions. *International Journal of Hospitality Management*, 31(4), pp. 1276-1282.
- Manago, A. M.; Taylor, T. & Greenfield, P. M. (2012). Me and My 400 Friends: The Anatomy of College Students' Facebook Networks, Their Communication Patterns, and Well-Being. *Developmental Psychology*. Advance online publication.
- Pempek, T. A.; Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, 30, pp. 227–238.
- Roth, P. L.; Bobko, P.; Van Iddekinge, C. H. & Thatcher, J. B. (2013). Social media in employee-selection-related decisions a research agenda for uncharted territory. *Journal of Management*, p. 0149206313503018.

Rui, J. & Stefanone, M. A. (2013). Strategic selfpresentation online: A cross-cultural study. *Computers in Human Behavior*, 29(1), pp. 110-118.

Slovensky, R. & Ross, W.H. (2012). Should human resource managers use social media to screen job applicants? *Managerial and legal issues in the USA*, info, 14(1), pp. 55-69.

Swan, W. B. (2011). Self-Verification Theory in *Handbook of Theories of Social Psychology*, 2, Los Angeles, CA, UA: Sage Publications, pp. 23-42.

Vitak, J. (2012). The impact of context collapse and privacy on social network site disclosures. *Journal of Broadcasting & Electronic Media*, 56(4), pp. 451-470.