PERCEIVED USEFULNESS AND CUSTOMER SATISFACTION OF SOCIAL MEDIA IN THE FAST FOOD INDUSTRY SOUTH- SOUTH NIGERIA

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Abstract

The aim of this study is to reveal the relationship impact of Perceived Usefulness on Customer Satisfaction of Social Media in the Fast Food Industry South- South Nigeria. This study adopted 3 research designs and this includes the cross sectional research design, survey research design and the explanatory research design. The reason for adopting these research designs are that the cross sectional design enables us collect data from all at a single point in time through our questionnaire, the survey design was adopted to achieve a deeper insight to the opinion and attitude of customers and the management towards adopting the social media in making purchases online. The explanatory design was also adopted to explain the cause and effect relationship between perceived usefulness and customer satisfaction. The multiple regression will be used to test the relationship impact of the independent variables and its dimensions on the dependent variable which is customer satisfaction. The partial correlation coefficient was employed to test the moderating role of institutional isomorphism on the relationship between perceived usefulness and customer satisfaction. Also some of the data that were not supplemented will be transformed through the aid of SPSS (statistical package for social science). Findings reveal a positive relationship between perceived usefulness and customer satisfaction, therefore this study recommends that Firms should put in place effective and efficient social media adoption strategies that will create an enabling environment for the actualization of the firms' overall objectives and strategies. Also Managers of fast food firms should focus on new social media adoption options and the modification of existing ones to suit the convenience and lifestyle of consumers.

Keywords: Perceived Usefulness, Customer satisfaction, Social media, Fast food industry, South-South Nigeria.

1. Introduction

The fast food sector in Nigeria has grown dramatically over the years. This is because, in reaction to the increasingly hectic lifestyles of metropolitan regions, many urban settlers now choose to eat some of their meals outside the home. Many restaurants have opened across Nigerian cities to serve this working population in order to meet the demand. The informal fast food market is estimated to be around $600-750 million every year (www.affcon.com). According to the Association of Fast Food and Confectioners of Nigeria (AFFCON), the Nigerian fast food business is valued N190 billion and has room to expand (Vanguard, 2009). When examining the food supply chain from farm to table and the importance of food as a physiological need of man, the fast food industry has shown to be extremely appealing. This business has a monopolistic market structure and is highly competitive, with rival fast food companies competing for the same perceptual space using a variety of techniques. Therefore this scientific investigation seeks to uncover the relationship impact of perceived usefulness of social media on customer satisfaction of fast food firms in South-South, Nigeria.

2. Literature Review

Fast food sector expansion in Nigeria is attributed to a variety of factors, including an increase in average family disposable income, a decrease in the cost difference between eating out and cooking at home, and people's increasingly hectic lifestyles, which leaves less time for home cooking (www.affcon.com). Although the fast food business appears to be expanding, it nevertheless faces obstacles, such as poor infrastructure and a lack of essential public services, insufficient food processing facilities, high funding costs, numerous taxation, and informal practices, to name a few. If suitable methods are not implemented in fast food operations, these problems might reduce the rate at which consumers are satisfied. Every customer-oriented company places a premium on customer satisfaction Ilieska (2013). A satisfied client will always show love for a certain brand by repeating purchases, increasing the firm's profit. Because customer happiness is critical to a company's existence, several academics have developed numerous meanings of the term. Customer satisfaction, according to Oliver (1980), is a judgment or appraisal of a product or service made after it has been purchased. Customer satisfaction is defined as fulfilling and exceeding the expectations of customers. Customer satisfaction can be defined as an overall evaluation of a product or service based on the purchasing and consumption experience over time (Zhong & Moon, 2020; Ilieska, 2013). In general, meeting and exceeding customer expectation is a common goal of fast food organizations. Therefore in our perspective and context, we opine that customer satisfaction is the process of meeting and exceeding customer's expectations which gives rise to the customers' loyalty, repeat purchase, brand attachment and positive word of mouth of the customer. For the purpose of this study the measures of customer satisfaction is conceptualized as Brand attachment, and Positive word of mouth. (Cheung & Thadani,2010) opined that Brand attachment denotes a psychological state of mind in which a strong cognitive and affective bond which connects a brand to an individual in such a way that the brand is an extension of the self. On the homepage of every social media company, there is a review section where users can score their experience on a 5-star scale. As a result, it is unavoidable for people to use social media. According to Kaplan and Haenlein (2010), social media is "a collection of web-based applications that builds on the conceptual and technological foundations of web 2.0 and allows the creation and exchange of user/firm generated content." For social media adoption, this study uses one (1) dimension. Adapted from Davis, Perceived Usefulness (1989) we will be testing for its relationship impact on measures of customer satisfaction which includes brand attachment and positive e-word of mouth.

Statement of the Problem

It has recently been observed that customer satisfaction poses a significant challenge for fast food companies that, rather than being proactive, are reactive, ignoring the need for customers to be satisfied by adopting innovations for better customer satisfaction and experience, resulting in a higher level of dissatisfaction among younger generation customers. (Bhaskar and Kumar, 2016). More emphasis is placed on the idea that customer satisfaction is hampered, particularly in current digital age where customers choose to conduct transactions and contribute material online.

The current corona virus (Covid-19) highlights the significance of using social media into fast food operations to a large extent. For convenience and safety sake, the customers of these fast food firms up till date prefer ordering confectionery or other assorted meal online and have it delivered at their doorsteps by dispatch riders. This was noticed by the study's research desk. This is a problem for companies who aren't creative. Fast food companies have little choice but to develop a social media strategy or risk losing market share and customers. When conducting a study on customer satisfaction, the American Customer Satisfaction Index Model (ACSI) MODEL includes the following as acceptable measures: customer expectation, perceived quality, complaint behavior, and customer loyalty, Perceived worth As statistical and analytically generalized metrics of customer happiness, the Swedish customer satisfaction barometer (SCSB) model has recognized perceived performance (value), customer expectations, customer complaint, and customer loyalty. (Johnson ,. et' al, 2001).

This study is informed by missing gaps in literature. Previous studies (Shrafat & Rizwan, 2018) adopted performance expectancy and effort expectancy in their study as dimensions of mobile commerce adoption intention among Pakistani consumers. As a factor of social media adoption, Nikolletta (2015) used the Technology Acceptance Model's (TAM) stated perceived utility. Vankatesh (2003) introduced a dimension to impact the acceptance of an innovation called the enabling conditions. These investigations were carried out in a number of B2B companies and nations. These investigations used a variety of dimensions and measurements. There were no studies done on consumer satisfaction and social media adoption.

In order to fill in the literature gap, this study selected a single dimension of the Technology Acceptance Model (TAM) which serves as our underpinning theory for this study to test in a single study the impact of social media adoption of fast food firms on customer satisfaction. The dimension of social media adoption selected includes; perceived usefulness, and measures of customer satisfaction include e-word of mouth and brand attachment. None of the works of the previous scholars reflected all the dimensions from (TAM), and none combined this dimension and measured its impact on measures of customer satisfaction behavior such as e-word of mouth and brand attachment in a single study, conducted in a totally different industry.

Theoretical Foundation

This work is underpinned by one (1) theory which is an innovation adoption theory, Technology Acceptance Model **(TAM)** proposed by Fred Davis in 1989. In this theory "Davis" made abstract propositions which have proven to be valid hitherto. He opined that an innovation's likelihood to be adopted is dependent on two factors which include perceived usefulness (PU) and perceived ease of use (PEOU). These factors influence an individual or organization's behavior intention to use an innovation. This research is supported by one (1) hypothesis: innovation adoption theory. Fred Davis proposed the Technology Acceptance

Model (TAM) in 1989. "Davis" made abstract statements in this theory that have shown to be true in the past. He believes that the possibility of an innovation being adopted is determined by two factors: perceived usefulness (PU) and perceived simplicity of usage (PEOU). These factors have an impact on an individual's or an organization's decision to use an invention.
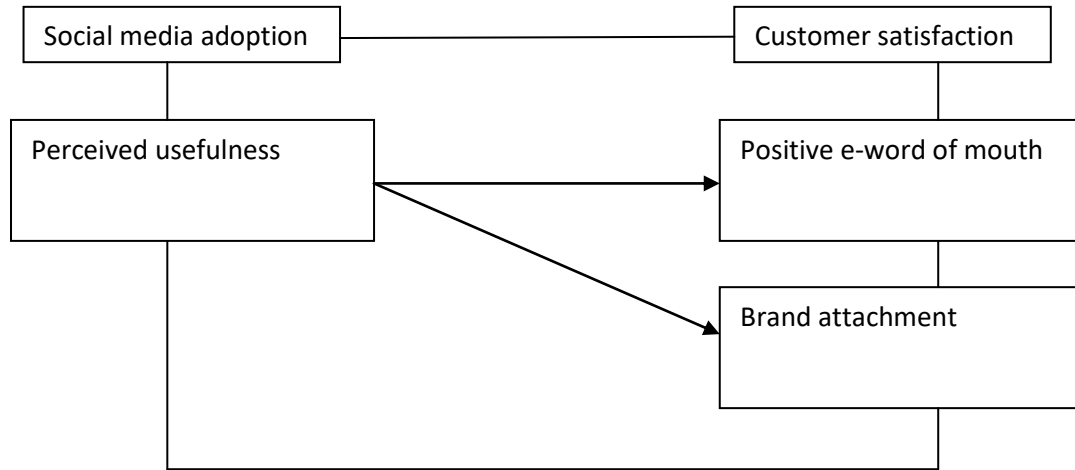

Fig 1.0. Conceptual Framework for Perceived Usefulness and Customer Satisfaction of Fast Food Firms in South-South, Nigeria.

Hence we state our hypothesis thus:

Ho$_1$ There is no significant relationship between Perceived usefulness and positive e-word of mouth

H0$_2$ There is no significant relationship between Perceived usefulness and brand attachment

Perceived Usefulness and customer satisfaction

Davis defines perceived usefulness as "a person's belief that utilizing a certain system will improve his or her job performance." Customers of fast food restaurants have gotten more imaginative in recent years, preferring to place orders online and conduct various transactions via these social media tools, according to Davis (1989). Customers benefit as a result of this. According to Ramayah & Ignatius (2004), behavioral intent is determined by cognitive choice, and a potential client on the internet can respond favorably or negatively to online shopping. This suggests, however, that the usability and usefulness of technology determines the potential to attract online shoppers/customers. This is in line with Davis (1989), who defines perceived usefulness (PU) as the assumption that using social media to make purchases will improve one's performance while also allowing customers to enjoy the convenience of purchasing online.

According to Cheung, Lee, and Rabjohn (2008), an innovation's perceived utility is a strong predictor of customers' intent to adopt, and so perceived usefulness is "a measure of perceived value in the purchasing decision-making process." According to Mudambi and Schuff (2010), scholarly study has just lately begun to investigate the elements that influence perceived utility. The perceived utility of an innovation in a social system is a motivating factor for its adoption. However, previous research studies have shown the impact of perceived utility on customer purchase decisions. Customers benefit from social media since it minimizes the time spent queuing at quick food restaurants and outfits. Clients have the ability to choose what menu to get on these social media web-based applications, but orders

are personalized to meet the needs of these businesses' customers. These fast food businesses reach out to their customers through social media posts and paid advertisements. Adoption of social media is a market-driven strategy. This evidence of fast food companies in the south-south using social media as an innovative technique to outwit competition refers to consumer pleasure and market share as the primary goals of marketing-oriented fast food companies. The relative advantage characteristic of social media invention has been demonstrated to be genuine in recent studies by experts around the world, according to Rogers' (1995) diffusion of innovation theory. Because one of the 4cs of marketing is CONVENIENCE, placing orders online and having them delivered to one's doorstep provides CONVENIENCE. Orders placed online will not be delivered unless the dispatch riders are acknowledged.

Brand Attachment: Brand attachment, according to Cheung & Thadani (2010), is a psychological state of mind in which a strong cognitive and affective relationship binds a brand to an individual in such a way that the brand becomes an extension of the self. While the concept of attachment has been studied in a variety of contexts (romantic relationships, kinship, and friendship, among others) and from various perspectives (individual differences vs. relationship perspectives), we approach attachment in this study from the perspective of an individual's relationship with the brand as the attachment object. In this context, we define attachment as the strength of a consumer's cognitive and affective bond with a brand. This relationship viewpoint contrasts starkly with a trait viewpoint, in which attachment is viewed as an individual difference variable describing one's systematic style of connecting across relationships (i.e., secure, anxious-ambivalent, and avoidant styles etc). Brand attachment is defined by a strong bond or connection between the brand and the self, which is consistent with previous research.

Word Of Mouth: According to Dellarocas (2003), word of mouth is one of the earliest methods of communication and has been characterized in numerous ways by many researchers. Katz and Lazarsfeld (1966) defined e-WOM as the exchange of marketing information amongst consumers in such a way that it shapes their behavior and changes their opinions about products and services. In other words, the interchange of information regarding the customers' experience (cognitive consonance or dissonance) might impact purchasing decisions. Other authors, such as (Arndt, 1967), believe that WOM is a non-commercial communication instrument between a communicator and a receiver. However, when an individual receives a positive or poor word of mouth, these information exchanges subconsciously influence the individual's purchase decision. As a result, a happy consumer will undoubtedly spread the word about a product. To evoke positive responses from consumers, customer-oriented fast food companies, often known as quick service restaurants, must ensure that service quality is always top notch. Word of mouth, according to Litvin et al. (2008), influences planned behavior. Customer satisfaction at a fast food restaurant, for example, is critical because it influences behavioral intentions and purchasing decisions. In other words, total contentment encourages customers to return and endorse a brand.

Empirical Review

In their paper "Social media use of fast food corporations," Joan et al. (2017) examine the online activity and social presence of four global fast food chains: McDonald's, KFC, Burger King, and Pizza Hut. The goal of the study was to see how these organizations use social media to engage with their customers and how successful they are at it. The findings demonstrated that social media provides businesses with valuable insights and benchmarks, as well as the ability to promote a variety of activities. The study also looked at the number of hashtags used in comments underneath postings where consumers referenced fast food brands

explicitly. The brands were largely tagged on Instagram. On Instagram and Facebook, McDonald's has the most hashtags of any fast food company. On the companies' YouTube channels, however, there were no hashtags in the comments. Due to the privacy policy options enabled on McDonald's channel, users are unable to add any comments underneath videos.

In their study "Effect of Performance Expectancy and Effort Expectancy on the Mobile Commerce Adoption Intention through Personal Innovativeness among Pakistani Consumers," Shrafat and Rizwani (2018) sought to gain a better understanding of the relationships between performance expectancy, effort expectancy, personal innovativeness, and behavioral intentions in a Pakistani consumer market, as well as how an individual variable called personal innovativeness was used to mediate the relation (UTAUT). In order to reach 320 consumers of mobile commerce, the study used a questionnaire. AMOS version 23 employs the structural equation modeling (SEM) approach. The behavioral intentions to adopt mobile commerce are highly influenced by performance and effort expectations, according to the findings. In order to attract potential clients effectively and efficiently, this study advised telecommunications, mobile commerce businesses, and marketers to always consider new generation customers while designing plans.

Gifty and Hema, (2020) researched on " Millennials motivation for sharing restaurant dining experiences on social media" The purpose of this study was to uncover the motivation for sharing restaurant dining experiences on social media and the most influential variable that shapes purchase intentions and behavior of millennial consumers within the restaurant setting. Gifty and Hema (2020) conducted research on "Millennials motivation for sharing restaurant dining experiences on social media." The results of this study indicated the impact of electronic word-of-mouth (e-WOM) communication on millennial consumers' purchasing intentions and behavior in Johannesburg. Food and service quality were rated as the most important factors in restaurant selection. Altruism appeared as the primary motivator for posting positive or negative word of mouth on social media among a number of motivational factors studied. The survey suggests that customer-focused fast food businesses use social media as part of their marketing communication strategy. To foster good e-WOM, the study also stresses user-generated content as well as improving food and service quality. The survey suggests that customer-focused fast food businesses use social media as part of their marketing communication strategy. To foster good e-WOM, the study also stresses user-generated content as well as improving food and service quality.

"Factors Affecting Customers Satisfaction in the Restaurants Industry in Pakistan," according to RAJA et al, (2014). Their research was to look into, compare, and assess the factors that influence customer satisfaction in the fast food market. Customers satisfaction is the dependent variable, with quality service, price, and the environment as independent variables. Their study was quantitative in nature, with data collected through a questionnaire survey and a sample size of 100 people. However, the studies found that quality service, price, and the service scape, often known as the environment, all had a major impact on fast food customer happiness.

Wahyono et al. (2017) conducted research on "The Impact of Retailer-Consumer Interactions on Social Media on Consumer Loyalty and Sales Performance." This research looks at how retailers and customers interact on social media. The findings of this study show that using social media improves retailer sales and consumer–retailer loyalty, and that respectable retailers mediate the relationship between merchants and consumers on social media. Customer engagement and service ambidexterity reduce the impact of retailers' social

media activity on consumers' social media usage. Further research is needed to include characteristics that could potentially become moderating variables that can be utilized within this theoretical framework, as well as to expand the diversity of social media.

3. Methodology

However for the purpose of this study we will be adopting **3 research designs** and these include the cross sectional research design, survey research design and the explanatory research design. The reason for adopting these research designs are that the cross sectional design enables us collect data from all at a single point in time through our questionnaire, the survey design was adopted to achieve a deeper insight to the opinion and attitude of customers and the management towards adopting the social media in making purchases online. The explanatory design was also adopted to explain the cause and effect relationship between perceived usefulness and customer satisfaction. For the purpose of this study we used the triangulation method. In the ontology standpoint we have the realist mindset, by aiming to reveal what reality exists in the area of PU and customer satisfaction with an objective mindset. Also in the epistemology standpoints we adopted the positivist mindset to in order to be able to generalize our findings of the reality under study, finally we adopted the Nomothetic method of data collection via questionnaire distributed to our respondents.

Population of Study

The total population of this study consists of 24.6million residents in South-South Nigeria as evident in the 2006 census conducted in Nigeria (Popul Dev Rev, 2006).

Sample Size Determination and Sampling Techniques

In selecting our sample size we will use the Krejcie and Morgan table for sample size determination, Hence we arrived at 400 customers of fast food firms operating within the South-South region of Nigeria as our sample size. Also we adopted the simple random sampling technique to select these respondents who are customers of these fast food firms and are students in higher institutions in the south-south region. This is because the generation Millennials , Y&Z fall within our target population. Also we employed the convenience sampling in selecting six fast food firms whose customers serve as our respondents. These fast food firms include: Genesis fast food, the Choice restaurant, Mr Biggs Fastfood, South66, Jevnik Restaurant, Fiesta Fast Food, Crunchies Fried Chicken Ltd, UBA Foods, Peptoma Tasty Cuisine, Aroma Foodland.

Nature/Sources of Data

In research there are two basic methods for data collection this includes the primary and secondary sources. For the purpose of this study we adopted the primary and secondary data sources. Primary data were gotten from questionnaire, and interview, the secondary data was accessed through journals, newspapers, text books, periodical reviews, as well as other empirical studies conducted by different scholars on the impact of perceived usefulness. etc. The primary data was collected to have a firsthand knowledge on the subjective feelings and opinions of different customers of fast food firms.

Method of Data Collection/ Instrumentation

The instrumentation of the primary data will be done through a well structured questionnaire that was administered to four hundred (400) selected customers of fast food firms operating within the south south region of Nigeria. Each of these questionnaire contains thirty four(34) questions subdivided into two parts; the first part consisted of four(4) questions on the demographic characteristics of respondents while the second part consisted of thirty(30)

questions. However the 5point likert scale was used for ordinal caliberations where strongly disagree =1, disagree =2, neutral =3, agree =4, strongly agree =5

Method of Data Analysis

The methods of data analysis employed in this research study were the descriptive and bivariate, and multivariate methods of analysis.

Descriptive Method of Analysis

This method of data analysis was employed to express the demographic nature of our respondents in terms of gender, age bracket, marital status, educational qualifications, and designations on individual bases using mean median, mode, variance, and standard deviation.

Bivariate Method of Analysis

This method of data analysis was employed to determine and explain the empirical relationship between two variables which is often denoted as X, Y. Hence the adoption of the multiple regression will be used to test the relationship impact of the independent variables and its dimensions on the dependent variable which is customer satisfaction. Also some of the data that were not supplemented will be transformed through the aid of SPSS

4. RESULTS AND DISCUSSION

Presentation of Data Obtained from the Respondents

This chapter presents the descriptive assessment of the variables, univariates analysis, the test for hypotheses and discussion of findings. It also describes the survey outcomes and cleaning process for the instruments utilized in the generation of data used for the study. Furthermore, it shows screening and treatment for double entry values on instruments, missing values and outliers.

Presentation of data

The research instrument was strewn through physical contact and correspondence with target units and with the assistance of contact personnel operational within the sample frames. Contact personnel also assisted the researcher in the retrieval of completed copies and facilitated communication as regards clarification on issues regarding the questionnaire or study. Four hundred (400) copies of questionnaire were therefore distributed to the target units, covering the specified target geographical scope (South-South Nigeria) within two months. A time window of three (3) weeks was allowed for the retrieval of all distributed copies after which the coding and screening process for the questionnaire copies in full swing. From the total number distributed, retrieval recorded a success rate of three hundred and eighty-nine (389) which suffices at a 97.3 percent statistical model representation.

Table 4.1: Showing the Questionnaire Distribution Results

Questionnaire	Frequency	Percentage
Not retrieved	11	2.75
Retrieved but not used	22	5.5
Retrieved and used	367	91.75
Total	400	100

Source: Researcher's Field Desk, 2021

Table 4.1 illustrates the questionnaire distribution and retrieval process for this study. As a result of certain observed blank, omitted and double entries as well as incomplete filling, some of the questionnaires were considered unusable and so were not included in the study

analysis. Out of the four hundred (400) copies of the questionnaire that were distributed, eleven (11) which represents 2.75 percent were not retrieved, three hundred and sixty-seven (367) which represent 91.75 percent were retrieved and used while twenty-two (22) which represent 5.5 percent were retrieved but not used in the analysis.

Data Analyses and Results

Demographics Analyses

Four demographic variables are included in this study. They are: gender, age, employment status and state of residence. The results in table 4.2 represent distribution of sample individuals according to gender variables.

Table 4.2:   Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	185	50.4
Female	182	49.6
Total	**367**	**100**

Source: Researcher's Field Survey, 2021 (SPSS Output)

Table 4.2 above showed that male respondents who participated in this study were one hundred and eighty-five (185) which corresponds to 50.4 percent of the total respondents, while the female respondents were one hundred and eighty-two (182) respondents representing 49.6 percent.

Table 4.3: Age Bracket of Respondents.

Age bracket	Frequency	Percentage
10-20 years	31	8.4
21-30 years	114	31.1
31-40 years	124	33.8
41 years and above	98	26.7
Total	**367**	**100**

Source: Researcher's Field Survey, 2021

Evidenced from table 4.3 above thirty-one (31) representing 8.4 percent of the respondents fall between10-20 years, one hundred and fourteen (114) representing 31.1 percent of the total respondents fall between 21-30 years, one hundred and twenty-four (124) representing 33.8 percent of the respondents fall between 31-40 years while ninety-eight (98) representing 26.7 percent of the respondents fall between 41 years and above.

Table 4.4:   **Respondents' Employment Status**

Status	Frequency	Percentage
Employed	314	85.6
Unemployed	53	14.4
Total	**367**	**100**

Source: Researcher's Field Survey, 2021

As shown in the above table 4.4, three hundred and fourteen (314) of the total respondents representing 85.6 percent were employed and fifty-three (53) of the total respondents representing 14.4 percent were unemployed.

Table 4.5   Respondents' State of Residence

State	Frequency	Percentage
Akwa Ibom	54	14.7
Bayelsa	24	6.5
Cross Rivers	57	15.5
Delta	58	15.8
Edo	64	17.4
Rivers	110	30.0
Total	**367**	**100**

Source: Researcher's Field Survey, 2021

The above table 4.5 indicate that fifty-four (54) respondents representing 14.7 percent reside in Akwa Ibom State, twenty-four (24) respondents which represent 6.5 percent reside in Bayelsa State, fifty-seven (57) representing 15.5 percent reside in Cross Rivers State, fifty-eight (58) representing 15.8 percent reside in Delta State, sixty-four (64) representing 17.4 percent reside in Edo State and one hundred and ten (110) respondents representing 30.0 percent reside in Rivers State.

Univariate Analyses

It was essential for this study to establish the effect of social media adoption on customer satisfaction of fast food firms in South-South, Nigeria. To do this, statements were rated by the respondents. The rating scale used was strongly agree=5, agree=4, neutral=3, disagree=2, strongly disagree=1.

Univariate Analysis of Social Media Adoption

Table 4.6: Responses of Items on Perceived Usefulness

S/N	Items	SA (5)	A (4)	N (3)	D (2)	SD (1)	Total	Mean	Remark
PU1	Using the social media when ordering a meal helps me to accomplish tasks more quickly	161 43.9% 805	169 46.0% 676	17 4.6% 51	11 3.0% 22	9 2.5% 9	367 100% 1563	4.3	Agreed
PU2	Using the social media improves my work performance	227 61.8% 1135	136 37.1% 544	4 1.1% 12	0 0% 0	0 0% 0	367 100% 1709	4.7	Agreed
PU3	Ordering a delicacy on social media increases my work productivity	201 54.8% 1005	162 44.1% 648	4 1.1% 12	0 0% 0	0 0% 0	367 100% 1665	4.5	Agreed
PU4	Ordering a delicacy on social media enhances my effectiveness at work	145 39.5% 725	155 42.2% 620	26 7.1% 78	24 6.5% 48	17 4.6% 17	367 100% 1488	4.1	Agreed
PU5	Social media makes it easier to do my work while I place my orders online	159 43.3% 795	188 51.2% 752	0 0% 0	15 4.1% 30	5 1.4% 17	367 100% 1594	4.3	Agreed
	Total	**893**	**810**	**51**	**50**	**31**	**1835**	**4.4**	**Agreed**
		4465	**3240**	**153**	**100**	**31**	**7989**		

Source: Researcher's Field Survey, 2021 (SPSS output)

From table 4.6 above, respondents agreed on each of the five (5) statement items regarding perceived usefulness. Data distribution revealed that, all the mean scores were greater than 3.0 which is the mean accepted threshold. The weighted mean score of the responses on PU1, PU2, PU3, PU4 and PU5 were 4.3, 4.7, 4.5, 4.1 and 4.3 respectively. These mean that the respondents agreed on each of the five (5) items with mean scores greater than the mean criterion (3.0, that is, [5+4+3+2+1]/5). The grand weighted mean was equally greater than 3.0. These results show that perceived usefulness had a positive influence on customer satisfaction.

Univariate Analysis of Customer Satisfaction

Table 4.7: Responses of Items on Positive E-Word of Mouth

S/N	Items	SA (5)	A (4)	N (3)	D (2)	SD (1)	Total	Mean	Remark
WOM1	I recommend this fast food restaurant	159 43.3% 795	134 36.5% 536	49 13.4% 147	13 3.5% 26	12 3.3% 12	367 100% 1516	4.1	Agreed
WOM2.	I speak of this company's good side	153 41.7% 765	151 41.1% 604	28 7.6% 84	17 4.6% 34	18 5.0% 18	367 100% 1505	4.1	Agreed
WOM3.	I am proud to say to others that I am this company's customer	171 46.6% 855	177 48.8% 708	19 5.2% 57	0 0% 0	0 0% 0	367 100% 1620	4.4	Agreed
WOM4.	I have spoken favorably of this company to others	127 34.6% 635	91 25.1% 364	69 19% 207	48 13.2% 96	32 8.8% 32	367 100% 1334	3.6	Agreed
WOM5	I mostly say positive things to others about my experience	138 37.6% 690	142 38.7% 568	47 12.8% 141	24 6.5% 48	16 4.4% 16	367 100% 1463	4.0	Agreed
	Total	**748**	**694**	**212**	**102**	**78**	**1835**	**4.1**	**Agreed**
		3740	**2776**	**636**	**204**	**78**	**7434**		

Source: Researcher's Field Survey, 2021 (SPSS output)

Table 4.7 gives detailed assessment of positive e-word of mouth as a measure of customer satisfaction of fast food firms. It indicates that the respondents agreed on each of the five (5) items. Mean scores was greater than 3.0. The grand mean score was equally greater than 3.0. These response results show that positive e-word of mouth had a positive effect on social media adoption.

Table 4.8: Responses of items on Brand Attachment

S/N	Items	SA (5)	A (4)	U (3)	D (2)	SD (1)	Total	Mean	Remark
BA1	I am a hardcore loyalist of this company	140 38.2% 700	141 38.4% 564	43 11.7% 129	23 6.3% 46	20 5.4% 20	367 100% 1459	4.0	Agreed
BA2.	I am an advocate of this firm when I meet with friends and potential customers	212 58.4% 1060	155 41.6% 604	0 0% 0	0 0% 0	0 0% 0	367 100% 1664	4.6	Agreed
BA3.	I am emotionally attached to this firms offerings	167 45.5% 835	197 53.7% 788	3 0.8% 9	0 0% 0	0 0% 0	367 100% 1632	4.4	Agreed
BA4.	I am strongly convinced that I'll get quality services whenever I patronize this brand	179 48.8% 895	152 41.9% 608	16 4.4% 48	12 3.3% 24	8 2.2% 8	367 100% 1583	4.3	Agreed
BA5	I find it difficult patronizing other brands	174 47.4% 870	193 52.6% 772	0 0% 0	0 0% 0	0 0% 0	367 100% 1642	4.5	Agreed
	Total	**872**	**838**	**62**	**35**	**28**	**1835**	**4.4**	**Agreed**
		4360	**3352**	**186**	**70**	**28**	**7996**		

Source: Researcher's Field Survey, 2021 (SPSS output)

In table 4.8, the weighted mean score of the responses on BA1, BA2, BA3, BA4 and BA5 were 4.0, 4.6, 4.4, 4.3 and 4.5 respectively. These mean that the respondents agreed on each of the five (5) items with mean scores greater than the mean criterion (3.0, that is, [5+4+3+2+1]/5). The grand weighted mean was equally greater than 3.0. This indicates that brand attachment has a positive effect on social media adoption.

Bivariate Analysis using Spearman Rank Order Correlation Coefficient

Decision Rules

Accept the null hypotheses (Ho) and reject the alternate hypotheses (Ha) if the significant probability value (PV) >0.05, that is, no significant coefficient exists. Reject the null hypotheses (Ho) and accept the alternate hypotheses (Ha) if the significant probability value (PV) < 0.05, that is, a significant coefficient exists. The strength of the influence is decided

thus; -0.1 to -0.4(weak negative influence), -0.5 to -0.7 (moderate negative influence), -0.8 to -0.9 (strong negative influence), -1 (perfect negative influence); +0.1 to +0.4 (weak positive influence), +0.5 to +0.7 (moderate positive influence), +0.8 to +0.9 (strong positive influence), +1 (perfect positive influence).

Perceived Usefulness and Customer Satisfaction

The relationship between perceived usefulness and customer satisfaction examined the degree to which the easiness of perceived usefulness enhances positive e-word of mouth and brand attachment. The result for this test is presented in table 4.13. Below:

Ho$_1$: Perceived usefulness has no significant relationship with positive e-word of mouth.

Ho$_2$: Perceived usefulness has no significant relationship with brand attachment

Table 4.9: Correlation Analysis showing the relationship between perceived usefulness and positive e-word of mouth and brand attachment

			Perceived Usefulness	Positive e-Word of Mouth	Brand Attachment
Spearman's rho	Perceived Usefulness	Correlation Coefficient	1.000	.921**	.933**
		Sig. (2-tailed)	.	.000	.000
		N	367	367	367
	Positive e-Word of Mouth	Correlation Coefficient	.921**	.	.940**
		Sig. (2-tailed)	.000	.000	.000
		N	367	367	367
	Brand Attachment	Correlation Coefficient	.933**	.940**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	367	367	367

**. Correlation is significant at the 0.05 level (2-tailed).

Evidence from table 4.9 shows that the relationship between perceived usefulness and positive e-word of mouth and brand attachment is significant as P < 0.05 in all two instances. The result shows that perceived usefulness positively correlates with positive e-word of mouth as (rho = 0.921 and P = 0.000).

Since P < 0.05 the null hypothesis one was rejected and alternative hypothesis accepted which means that perceived usefulness has a significant relationship with positive e-word of mouth of fast food firms in South-South Nigeria. Perceived usefulness also strongly and positively correlates with brand attachment (rho=0.933 and P=0.000). Sequel to this result, the null hypothesis two was rejected and alternative hypothesis accepted which states that perceived usefulness has a significant relationship with brand attachment of fast food firms in South-South Nigeria. The result presents perceived usefulness as having a significant and positive impact on the two measures of customer satisfaction and as such contributing significantly towards the fast food firms' ability to maintain and keep its customers satisfied, the brands level of brand attachment and the degree to which the customers spread positive word of mouth both offline and online.

Statistical Analyses using Multiple Regression

Relationship between Dimensions of Social Media Adoption and Positive e-Word of Mouth

Ho$_1$: Perceived usefulness has no significant relationship with positive e-word of mouth.

Table 4.10 (First Model) Regression Analysis showing the influence of Perceived Usefulness on Positive e-Word of Mouth

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.878[a]	.771	.740	5.30901	2.132

a. Predictors: (Constant), Perceived Usefulness

b. Dependent Variable: Positive E-Word of Mouth

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.404	4	18.468	1.618	.000[b]
	Residual	676.453	363	29.886		
	Total	732.857	367			

a. Dependent Variable: Positive E-Word of Mouth

Predictors: (Constant), Perceived Usefulness

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	12.627	10.109		1.249	.000	8.459	33.714
	Perceived Usefulness	.470	.234	.271	1.837	.001	.917	.058

a. Dependent Variable: Positive E-Word of Mouth

Regression Model: Positive e-Word of Mouth = 12.627 + [(0.470Perceived Usefulness

Interpretation

The result in Table 4.10 shows that there is a statistically determined relationship between the dimensions of social media adoption (perceived usefulness) and positive e-word of mouth of fast food firms in South-South, Nigeria as it is associated with p-value of 0.000 which is less than 0.05 or 5%. Thus null hypothesis one, that state that perceived usefulness has no significant relationship with positive e-word of mouth of fast food firms in South-South, Nigeria was rejected and their alternative hypotheses that state that perceived usefulness has

significant relationship with positive e-word of mouth of fast food firms in South-South, Nigeria was accepted.

Table 4.10 also shows the standard error which is an estimate of the standard deviation of the coefficient. It can be thought of as a measure of the exactitude with which the regression coefficient is measured. If a coefficient is largely matched up to its standard error, then it is probably different from zero. A prediction equation is useful if the independent variable, (perceived usefulness) has some correlation with the dependent variable (positive e-word of mouth). This has been shown in Table 4.10 that the dimensions of social media adoption and positive e-word of mouth have a positive and strong correlation of 0.878 indicating that there is a strong relationship between the variables.

A constant value (alpha) of 12.627 which is the predicted value of the dependent variable measure (positive e-word of mouth) when the predictor is set at 0 and the coefficient of perceived usefulness (beta = 0.470), given the size of effect it has on the positive e-word of mouth are 0.470, respectively. The coefficient of determination (R^2) indicates that, dimension of social media adoption explains (77.1%) in the differences of positive e-word of mouth, while the increasing degree in perceived usefulness will increase positive e-word of mouth by (0.878). The coefficient tells how much the dependent variable measure of positive e-word of mouth is expected to increase since it is positive when the independent variables is increased by 1 unit.

The prediction component as shown in Table 4.10 is the t-value and significance. The t-statistic is the coefficient divided by its standard error. If 95% of the t-distribution is close to the mean than the t-value, then the coefficient will have a p-value of 5%. The p-value indicates that the independent variables measure the perceived usefulness. The size of the p-value for coefficient says nothing about the size of the effect of that variable on the dependent variable, positive e-word of mouth as it is possible to have a highly significant result for a miniscule effect. It also shows that the F-value which is the mean square model divided by the mean square residual yielded F=1.618. The results of the analysis shows that perceived usefulness have significant relationship with positive e-word of mouth as p-value (0.000)< 0.05.

Relationship between Dimensions of Social Media Adoption and Brand Attachment

Ho$_2$: Perceived usefulness has no significant relationship with brand attachment.

Table 4.11 (Second Model) Regression Analysis showing the influence of Perceived Usefulness on Brand Attachment

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.931^a	.867	.784	7.69036	1.469

Predictors: (Constant), Perceived Usefulness
b. Dependent Variable: Brand Attachment

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	372.317	4	107.449	1.830	.000[b]
	Residual	1439.282	363	58.712		
	Total	1811.599	367			

a. Dependent Variable: Brand Attachment

b. Predictors: (Constant), Perceived Usefulness

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.118	7.869		1.770	.000	4.050	14.312
	Perceived Usefulness	.876	.562	.546	1.031	.000	.355	.769

a. Dependent Variable: Brand Attachment

Regression Model: Brand Attachment = 7.118 + [(0.876 Perceived Usefulness)

Interpretation

The result in Table 4.11 shows that there is a statistically determined relationship between the dimensions of social media adoption (perceived usefulness) and brand attachment of fast food firms in South-South, Nigeria as it is associated with p-value of 0.000 which is less than 0.05 or 5%. Thus, null hypothesis two state that perceived usefulness has no significant relationship with brand attachment of fast food firms in South-South, Nigeria was rejected and the alternative hypothesis that state that perceived usefulness has significant relationship with brand attachment of fast food firms in South-South, Nigeria was accepted.

Table 4.11 also shows the standard error which is an estimate of the standard deviation of the coefficient. It can be thought of as a measure of the precision with which the regression coefficient is measured. If a coefficient is large compared to its standard error, then it is probably different from zero. A prediction equation is useful if the independent variable (perceived usefulness) has some correlation with the dependent variable (brand attachment). This has been shown in Table 4.11 that the dimensions of social media adoption and brand attachment has a positive and strong correlation of 0.931 indicating that there is a strong relationship between the variables.

A constant value (alpha) of 7.118 which is the predicted value of the dependent variable measure (brand attachment) when the predictor is set at 0 and the coefficient of perceived usefulness (beta = 0.876 given the size of effect it has on brand attachment are 0.876, respectively. The coefficient of determination (R^2) indicates that, dimensions of social media adoption explains (86.7%) in the differences of brand attachment, while the increasing degree in perceived usefulness will increase brand attachment by (0.931). The coefficient tells how

much the dependent variable measure of brand attachment is expected to increase since it is positive when the independent variable is increased by 1 unit.

The prediction component as shown in Table 4.11 is the t-value and significance. The t-statistic is the coefficient divided by its standard error. If 95% of the t-distribution is close to the mean than the t-value, then the coefficient will have a p-value of 5%. The p-value indicates that the independent variables measure the perceived usefulness. The size of the p-value for coefficient says nothing about the size of the effect of that variable on the dependent variable, brand attachment as it is possible to have a highly significant result for a miniscule effect. It also shows that the F-value which is the mean square model divided by the mean square residual yielded F=1.830. The results of the analysis therefore show that perceived usefulness has significant relationship with brand attachment as p-value (0.000)< 0.05.

Discussion of Findings

Perceived usefulness significantly and positively relates with customer satisfaction and as such enhances indices such as positive e-word of mouth and brand attachment

Overall, the Spearman Rank Order Correlation Coefficient and Regression analyses indicate that perceptions of perceived usefulness were a much stronger predictor of the measure of customer satisfaction than they were when examining the context-free measure of psychological satisfaction. It was expected that social media adoption would capture larger portions of the variance in customer satisfaction, as this outcome specifically describes how customers feel about themselves in relation to their usage of the service offered (Eihab & Aydin, 2018). Nevertheless, the inability of perceived usefulness to capture a significant proportion of the variance in customer satisfaction is in support to previous research where perceptions of technology acceptance of perceived usefulness predicted customer satisfaction measures even after controlling for the effects such as positive e-word of mouth (Eihab & Aydin, 2018; Hazem & Len, 2014). Derek (1978) is of the opinion that when existing opportunity in the business environment and the organization capability are at a "strategic fit" in the context of social media adoption, fast food organizations are beginning to understand the importance of convenience, and queue reduction to the customers in today's world. The lack of effect of perceived usefulness on customer satisfaction may be due, in part, to an important operational difference between the current investigation and previous adoption research.

There are a number of strategies fast food organizations can adopt in order to promote how customers adopt technology, interpersonal and informational fairness. Although these strategies are directly aimed at increasing perceptions of customer satisfaction, the findings from this and previous studies indicate they are likely to also enhance satisfaction.

5. Summary, Conclusion and Recommendations

Perceived usefulness significantly and positively relates with customer satisfaction and as such enhances positive e-word of mouth and brand attachment

Other findings from the analysis of the questionnaire are as follows;

i. In response to the questions on perceived usefulness, majority of the respondents indicated that purchasing via social media improves their work performance.

ii. Analysis from customer satisfaction showed that many customers are proud to identify with the fast food firms and share their positive experiences with others.

iii. A greater number of customers showed that placing orders online at the convenience of their homes fit well with their lifestyles.

Conclusion

The study concludes that Perceived usefulness has significant and positive relationship with customer satisfaction and therefore enhances positive e-word of mouth and brand attachment.

Recommendations

On the basis of the findings, the following recommendations were made

   i.   Firms should put in place effective and efficient social media adoption strategies that will create an enabling environment for the actualization of the firms overall objectives and strategies.
  ii.   Managers of fast food firms should focus on new social media adoption options and the modification of existing ones to suit the convenience and lifestyle of consumers.
 iii.   To increase positive E-word of mouth and brand connection, fast food companies can hire social media managers to educate and assist customers with online ordering issues.
  iv.   Because reference groups impact its members' decisions when ordering delicacies online, fast food companies should make a concerted effort to develop culinary delicacies that appeal to a wide range of market sectors.

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