EXPLORING THE INFLUENCE OF PERCEIVED COST ON THE ADOPTION OF SOCIAL MEDIA PLATFORM FOR MARKETING AMONG TAILORS IN JOS, NIGERIA: MEDIATING ROLE OF BUSINESS INTELLIGENCE

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Abstract

This study explores the influence of perceived cost on the adoption of social media platforms for marketing among tailors in Jos, Nigeria, with a specific focus on the mediating role of business intelligence. In an increasingly digital marketplace, social media offers a cost-effective avenue for small-scale entrepreneurs, such as tailors, to promote their products and services. However, the perception of cost can significantly shape the willingness of these business owners to embrace digital marketing tools. Drawing on the Technology Accept ance Model (TAM) and Technology – Organisation - Environment (TOE) model, this research employs a quantitative approach using structured questionnaires administered to a sample of 322 tailors in Jos metropolis. Data analysis was conducted using multiple linear regression to test the formulated hypotheses, while process by Andre Hayes. The findings revealed that perceived cost has a positive influence on the adoption of social media platform by tailors, while business intelligence was also found to have a mediating effect on the relationship between perceived cost and adoption of social media for marketing of tailors in Jos city. This implies that tailors with higher business intelligence are more likely to perceive the benefits of social media platforms, thereby mitigating cost concerns and enhancing adoption rates. The study recommends targeted training and support programs to improve digital business intelligence among local entrepreneurs as a pathway to greater digital inclusion and marketing effectiveness. It also recommends that fashion designers should look at the other variables of adoptions like perceived ease of use, attitude towards, and perceived usefulness as a way of improving their online marketing efforts.

Keyword: Perceived Cost, Business Intelligence, Social Media, Perceived Usefulness

1.0 Introduction

With the advent of progress in modern communications generally referred to as information and communications technology (ICT) also came a shift in virtually all human endervours to take advantage of not only the ease and convenience that it provided but also the unique opportunity of being able to reach across several diverse people spread across the entire world. It is obvious that marketing cannot be left behind in this quest for modernity as right from its conception it is an endervour that seeks to reach out to as many people as it is possible not so as to sell to them but also to understand their motivations, their idiosyncrasies and how to accurately predict their purchase behaviours as a way of generating future streams of patronage. One ubiquitous arm of the modern ICT has been the massive development of social media applications which has continue to grow in leaps and bounds all over the globe because of several reasons that are mainly to do with its convenience, audio-visual capability, fastness and real time delivery on internet enabled mobile communications devices like phones, tablets and laptops. These features have therefore enabled the average person to communicate wherever and at whatever time that they chose to do so which made SM apps a favourite for diverse applications that also include, of particular interest to this study, online marketing functions with its attendant benefits like improved reach, customer engagement, and sales. Those online marketing functions when carried out on online communities, social networks, blogs and other similar sites is what is referred to as social media (SM) marketing (Olusegun, Olufemi, & Olakunle, 2020). Therefore, activities that involve the use of social media to put a business into the consciousness of its existing and potential market constitute what is known as social media marketing (SMM), with the expected outcome which includes diverse marketing concepts like relationship building, brand building, online sales, customer service and others (Newberry, 2023).

With the growth of the internet the effectiveness of SM as a marketing tool has been proven in several studies done all over the world (Abbasi, Goh, & Ariffin, 2019), as it allows for instant communications that has led to improve sales, more exposure to customer and the capability to hold direct two way communications between parties (Ahmad, Ahmad, & Bakar, 2018). With current developments in the virtual communications world and its resultants positive effects on businesses practices it is increasingly becoming obvious that SMM is a game changer especially among SMEs with their characteristic minimal capital outlays (Abbasi, Rahim, Wu, Iranmanesh, & Keong, 2022). Some statistics to explain this trend would suffice here. In the USA close to 90% of marketers agree that SMM has increased their exposure and patronage (Skills Lab, 2019) and in 2016 alone over 14.8 billion U.S dollars was spent on social media marketing, the largest SMM budget in the world (Statista, 2021). While statistics may not be readily available as to the budget estimates that Nigerian businesses spend on SMM a look at other equally insightful parameters could also help give us an idea of its reach. As at January, 2023 Nigeria has 31.6 million people on SM (Sasu, 2023) and in terms of average time spent daily on SM it comes only behind the Philippines globally (Oluwole, 2021). Considering that globally there are now currently 4.72 billion people on SM it only comes naturally that it has now become a dominant business strategy especially among SMEs (Chatterjee & Kar, 2020; Duff & Segijn, 2019), as it affords them a cost effective platform for their marketing functions (Eid, Abdelmoety, & Agag, 2019).

In Nigeria the mobile communications industry is a fiercely competitive one with the main SM platforms being Facebook, Instagram, Tiktok, Whatsapp, Youtube, Twitter, FB Messenger, Snapshat, LinkedIn, Pininterest, and Telegram. These platforms are jointly hosted by four major GSM (Global System for Mobile Communications) companies and another fifteen, mostly regionally based CDMA (Code Division Multiple Access) networks (Sasu, 2022). Statistics have already shown that while globally Facebook is the most preferred platform in Nigeria it is WhatsApp (Oluwole, 2021). Given this background therefore the importance of SMM has now become manifest and has continually drawn researchers. This study therefore is to find out among tailors of whom a majority operates in the informal sector or as micro, small and medium enterprises (MSMEs), through the theory of TAM (Technology Acceptance Model), explanations to their adoption or not of SM platforms for their marketing activities (Diaz, Sasaki, Tsusaka, & Szabo, 2021).

Whilst Nigeria is supposed to have one of the lowest the cost of data in the world (Ariemu, 2023), the county's economic indices however appear to show a struggling economy with a lot of its people faced with spiraling costs (Odunewu, 2022). What this implies therefore is that costs and prices of goods and services may likely be a factor in the daily activities of most of the people. This study will consequently also apply the concept of Perceived Cost (PC) as a mediating variable to determine if it influences one of the TAM' s constructs, ATU. The construct of PC is adopted from the framework of Technology-Organization-Environment proposed by Tornatzky, Fleischer, & Chakrabarti (1990). The model places emphasis on the processes of the adoption of diverse ICT based tools from the lenses of T-O-E functions of an organization (Abbasi, Rahim, Wu, Iranmanesh, & Keong, 2022) so it is believed to be apt for this study. The idea here is to proffer a holistic view of some of the salient issues involved in businesses' motivations to adopt or not SM apps for their marketing activities, as a way of deepening the body of knowledge on the subject matter.

The study introduce business intelligence as a mediating variable to mediate in the relationship between perceived cost and tarlor's adoption. Business Intelligence (BI) is a multifaceted concept encompassing the processes, technologies, and strategies that organizations utilize to analyze and leverage data for informed decision-making. At its core, BI aims to transform raw data into actionable insights, facilitating strategic planning, operational improvements, and competitive advantage. At the heart of BI lies the concept of data analytics, which involves the systematic analysis of data to uncover patterns, trends, and relationships that can inform decision-making. The study is contextualized in Jos metropolis, a city of an estimated 970,129 people (WPR, 2023). Jos, capital of Plateau State in central Nigeria, is a cosmopolitan city with a vibrant fashion industry that serves as a hub to other neighbouring towns and the federal capital city of Abuja.

2.0 Literature Review Background

2.1 Social Media Marketing Adoption

The internet has facilitated the digitalisation of several field of human activity that was hitherto done manually. This helps explain what has happened to move some aspect of marketing to what is now referred to as digital marketing (Adam, Ibrahim, Ikramuddin, Hendra Syahputra, 2020). However, to put the records clear it is not like with the advent of digital marketing that marketing itself as a concept, field of human economic activity,

and business management function has changed its meaning. It is still the business management activity which companies employ "to identify the customer, to keep the customer, and to satisfy the customer" Dakung (2019) by "creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (AMA, 2017). While digital marketing is marketing done on all digital and ICT resources across board, this study concerns itself with a subset of it as practiced on social media platforms known as social media marketing or SMM (Ware, 2018).

The social media also called Web 2.0 (DiNucci, 1999) refers to all the 'secured generation of web development and design that aims to facilitate communication, sources information sharing, interoperability and collaboration on the World Wide Web' carried out mostly on mobile ICT devices like phones, tablets, laptops etc. (Elbanna, Bunker, Levine, & Sleigh, 2019). They involve word of mouth and online activities like blogs, consumer-to-consumer email, moblogs and social networking apps, professional forums and such (Shi, Cao, Chen, & Chow, 2019).

As at 2023 there are about 128 SM platforms globally (Afzal, 2023) and in Nigeria there are eleven namely Facebook, Instagram, Tiktok, Whatsapp, Youtube, Twitter, FB Messenger, Snapchat, LinkedIn, Pininterest, and Telegram (Sasu, 2023). Since its introduction the SM has become a great attraction for people all over the world. There are now 4.76 billion users (59.4% of global population) and it has become an inseparable aspect of daily life with current statistics showing that the average person spends at least 2 hours and 30 minutes on it (Georgiev, 2023). This invariably would not escape the attention of marketers who saw in SM a chance to open up relatively cheap and easy online communications with their target markets (Rana, Barnard, Baabdullah, Rees, & Roderick, 2019). The SM created mostly for leisure, interactions between/within social circles and complicated sharing of user-generated information (Salam & Hoque, 2019), has now become a mobile workplace where the business of marketing and other e-commerce now takes place (Bughin, Chui and Miller, 2017). With billions of users SM offers avenues for added exposure, greater traffic, a ready advertising audience, and an improved supply chain process (Dencheva, 2023; Salam & Hoque, 2019).

Businesses have therefore adopted SMM as it helps them in reducing their marketing and other operational costs, improving their sales, run targeted and personalized advertisements, engender better understanding of their market through constant feedbacks and also in building effective relationships that leads to deeper loyalties (Ahmad, Ahmad, & Bakar, 2018; Chatterjee & Kar, 2020; Olusegun, Olufemi, & Olakunle, 2020). SMM functions have grown to include many online marketing activities but the main ones are usually audience-targeted advertising, one-on-one online customer experience, use of social media influencers, and creation of social media groups among others (Hayes, 2023). Based on a company's intended objective or the lack of it, its approach to SMM could be passive or active. It is passive when the flow of information is simple, natural and user-based but active where there is a deliberate effort at, marketing tactics and content creation (Dencheva, 2023).

Given this scenario businesses especially non-formal and/or micro, small, and medium scale enterprises (MSMEs) ones to which our context of tailors fall into see SMM as a veritable resource that could help them do better and even compete with more capitalized

corporations (Abbasi, Rahim, Wu, Iranmanesh, & Keong, 2022). However even with the meritorious benefits derivable from social media marketing as identified by scholars, it has been noted that some challenges like poor knowledge gaps, high costs of internet enabled phones, low capital, frequent network downtimes and other shrtcomings have impacted negayively on its mass usage businesses in poor countries (Emeana, Trenchard, & Dehnen-Schmutz, 2020; Hoang, 2020).

3.0 Theoretical Background

3.1 TAM

Over time researchers have developed many models to help explain how and why emerging technological inventions gain acceptance among stakeholders. This is because the process of how users come to know about and actually become enamored of a new technology has long held much interests for scholars over time (Mercurio & Hernandez, 2020; Pfeiffer, Gabriel, & Gandorfer, 2021). Some of the more prominent models include the Technology Acceptance Model (TAM), Innovation Diffusion Theory (IDT), Technology-Organization-Environment (TOE) Extended Technology Acceptance Mod el (TAM2), Unified Theory of Acceptance and Use of Technology (UTAUT), Theory of Planned Behaviour (TPB) (), Theory of Reasoned Action (TRA) and Resource-Based View (RBV) (Ajzen, 1991; Venkatesh & Davis, 2000; Venkatesh, Morris, Davis, & Davis, 2003; Oyewobi, Olorunyomi, Jimoh, & Rotimi, 2021). While these models have all been proven by scholars as useful in highlighting the underlining factors of new technology adoption TAM has come to be accepted as the most relevant and ideal tool of explaining IT adoption attitudes (Venkatesh & Dav is, 2000).

This study has therefore adopted TAM as its guiding model because since its introduction by Fred Davies (1989) since as pointed out it has garnered a wealth of empirical evidence as an acceptable and valid tool for the study of the dispersion of new technology among users (Pfeiffer, Gabriel, Gandorfer, 2021; Rezaei, Safa, & Ganjkhanloo, 2020). Built upon two theories of human psychology, Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB), TAM has ga in traction among scholars of new technology adoption because of its simplicity and far reaching applicability (Kabbiri, Dora, Kumar, Elepu, & Gellynyk, 2018).

TAM adopted two main constructs of perceived usefulness (PU), which postulated that the perception to which a new user believes a technology helps him to perform his role in a better way determines his willingness to use such a technology, and perceived ease of use (PEOU) which in turn means the extent to which a new user perceives the ease and complexity required to work with a new technology (Davis, 1989).

The third later addition to TAM, Attitude Towards Usage (ATU) refers to a prospect's propensity to a positive or otherwise assessment of a new technology vis-à-vis the purpose that it was intended for (Davis, 1993). This is said to be the critical factor that determines the outcome to use or reject such a technology otherwise, known under TAM as Behavioural Intention to Use (BI) (Davies, 1993; Rind, Monsoor, Saand, Alzabi, Nawaz, & Ujan, 2017; Shroff, Deneen, & Ng, 2011). A person's attitude therefore is believed under TAM to be the indicator of to actual and continual use or rejection of any new invention.

4.0 Empirical Review and Hypotheses Development

4.1. Perceived Usefulness (PU)

The proxy of PU was recognized in the original TAM of Fred Davis (Davis, 1989) and over the years remained a useful postulation as numerous scholars have continued to prove its validity. It has been shown that PU has a positive effect on the intention to use a new device especially for marketing function (Kim & Chiu, 2019). PU has also been shown to have a significant influence on attitude formation (Davis, 1989; Taylor & Todd, 1995; Venkatesh & Davis, 2000). Described as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989), PU has been found out, in a meta-analysis of 74 studies to have "a positive relationship with intention to use" (Lee, Kozar, and Larsen (2003). PU was again shown, in a study in Pakistan among 414 users of e-commerce, to be the most significant predictor of behavioural intention to patronize e-commerce closely followed by risk, cost and PEOU (Rind, Monsoor, Saand, Alzabi, Nawaz, & Ujan, 2017).

Another study carried out among 310 SMEs in India it was deduced that perceived usefulness, perceived ease of use and compatibility has a positive effect on the impact of SMM (Chatterjee & Kar, 2020). This further validates the findings of Kabbiri, Dora, Kumar, Elepu, and Gellynyk (2018), who in their study on mobile phone adoption among agro-food stakeholders postulated that people would mostly only take up a new invention if it is useful to them. While PU appears to have a near unanimity as one of the strong precursor to technology adoption especially as it relates to SMM it is however noted that it is in turn also dependent on PEOU since it can only be more beneficial if it is convenient to use (Diaz, Sasaki, Tsusaka, & Szabo, 2021).

H1. Perceived usefulness (PU) has a positive influence on tailors' adoption of a SM app for marketing.

4.2 Perceived Ease of Use (PEOU)

This proxy assumes that for any nascent technology to find acceptance it must be user friendly and effective in carrying out the expectations of the end users. This is even more were the intended users are not so tech savvy as in the case of a study among marketers of agro products on their willingness to accept of Bamboost SM app which they found to be easy and convenient to use in India (Diaz, Sasaki, Tsusaka, & Szabo, 2021). This is further validated by an earlier study on the use of mobile phones among farmers in Sub-Saharan Africa (Kabbiri, Dora, Kumar, Elepu, & Gellynyk, 2018). The implication here is that PEOU is not only relevant to any form of SMM but it is also found to have significant influence on PU and behavioural intention (BI) as was determined in a study on the adoption of mobile banking (Chuttur, 2009). This is a relevant determinant of the acceptance of any new technology especially among tailors in Nigeria as most of them are informal and artisanal in nature with rudimentary grasp of modern trends and who therefore would readily be drawn towards more user-friendly marketing tools that help their business.

PEOU is also seen as a positive precursor of behavioural intention (BI) to use a new technology via the self-efficacy and technical needs of a potential user (Dickson, Oby, Samuel, & Udoka, 2021). Self-efficacy relates to the expertise of a user technology while technical needs relates to the extend a technology satisfies the purpose of the user. Where a user is confident of their technical knowledge then the greater their desire for a new

technology and also the greater the need for such technology then the greater the intention to use it (Lee and Kozar, 2008).

H2. Perceived ease of use (PEOU) has a positive influence on tailors' adoption of a SM app for marketing.

4.3 Attitude toward Using (ATU)

According to Davis (1993) attitude towards usage (ATU) is "the degree to which an individual evaluates and associates the target system with his or her job". It is the forerunner of any definitive action or the reason behind an expressed conduct. ATU has therefore under TAM been said to be the rationalization of the causative thinking behind any behavior by a person (Ajzen & Fishbein, 2000). TAM postulated that the adoption of ant new technology is a factor of the persons' BIU that system, that is also in turn influenced by the ATU, PU and PEOU (Davis, et al., 1989). Together, PU and PEOU constitute a significant influence on ATU, which in turn affects the BIU (Shroff, Deneen, & Ng, 2011). A number of research carried out have linked ATU and intention to adopt some e-platform (Cudjoe, Anim, & Nyanyofio, 2015). It was, for instance shown in a study on online shopping that the attitude of users actually determines their BIU (George, 2004). On their own part, Aboelmaged and Gebba (2013) studied the usage of wireless systems among customers, while Karjaluoto, Püschel, Mazzon, & Hernandez (2010) did theirs on adoption of mobile banking. In each case both studies concluded that ATU has a significant bearing on BIU.

H3. Attitude towards using a SM app has a positive influence on its adoption by tailors for marketing.

4.4 Business Intelligence

Business Intelligence (BI) has emerged as a pivotal tool in modern organizations, offering insights derived from data analysis to inform decision-making processes across various domains. In the context of environmental management, BI holds promise as a means to enhance sustainability efforts, mitigate environmental risks, and optimize resource utilization (Wang, Omar, Alotaibi, Daradkeh & Althubiti, 2022). PC is the subjective evaluation of the expenses of using a product. In the context of SM adoption it goes beyond monetary cost to encompass both tangible and intangible reasons that a potentetial takes into consideration before adopting a platform (Venkatesh, Thong, & Xu. 2012). Empirical studies carried out on the efficacy of PC on influencing adoption of new technology has come with varied findings. It was found to have significant negative effect on farmers willingness to adopt Bamboost platform to market their produce because of the cost involvement (Diaz, Sasaki, Tsusaka, & Szabo, 2021). Studies on ICT adoption reported that most smallholder farmers are cost wary and most of them tend to be sensitive to the slight fluctuations on services fees of online platforms (Okoroji 2019). The element of cost is considered as a pivotal technological factor that can significantly influence SMEs' intention to adopt social media marketing practices (Chatterjee & Kar, 2020; However, there have been cases where cost did not significantly impact IT adoption, particularly in the case of Malaysia (Sin Tan et al., 2009). Several SMEs were reported to prefer social media adoption due to among other reasons its low cost and little or no barrier to involvement (Derham et al., 2011). However, a study of 512 respondents in the fashion industry of Ghana still indicated that regardless of the importance attached to innovation, PC and financial limitations is a significant inhibitor among SMEs to adoption of SM platforms in developing economies (Amoah, & Jibril, 2020).

H4. Business intelligence has a mediating influence in the relationship between perceived cost and tailors' adoption of a SM app for marketing.

4.0 Research Methodology

Research Design

The research design encompasses various elements such as the research method, population, the sampling strategy, the data collection methods, the data analysis techniques, and the overall approach to ensuring validity and reliability. The survey method is justified in due to its efficiency in collecting data from a large number of respondents within limited resources and time constraints. Cochran method for determining unknown population and sample size was used to determine the sampling size (Cochran, 1977). A Random sampling technique was used to select 322 respondents who own fashion designers shop within Jos Metropolis. Additionally, the study demonstrates reliability as it successfully collects the necessary data for conducting the research, enabling generalizations to be made, all variables had Cronbach alpha above 0.70. The researcher also analyzed the data collected from respondents using multiple regression analysis test tool and Statistical Package for Social Sciences (SPSS), version 29.0 to test the study hypotheses. While the study conducted a mediation effect using Process by Andre Hayes.

5.0 Data Analysis and Results

Three hundred and sixty-four (364) copies of questionnaires were administered to the respondents. Out of the total number of questionnaires administered, only seven (42) copies were not returned, meaning that 322 copies of the questionnaire representing 88.5% response rate.

4.1.2 Respondents Profile

Table 1: Respondents Attributes

	Frequency	Percent
Gender		
Male	133	41.3
Female	189	58.7
Total	**322**	**100.0**
Educational Qualification		
O'level	94	29.1
OND/Diploma	103	31.9
Others	125	38.8
Total	**322**	**100.0**
Marital Status		
Married	108	33.5
Single	214	66.4
Total	**322**	**100.0**
Years of engaging in tailoring activities		
0-5years	**120**	37.2
6-10years	**117**	36.2
Above 11year	**85**	26.3

Total	**322**	**100.0**

Source: Field Survey, 2025

Table 1 showed that 133 (41.3%) are male, while 189 (58.7%) of the respondents are female. This means that the study was for female. For Educational qualification 94(29.1%) had Olevel, 103(31.9%) had OND/Diploma while others had 125(38.8%). For marital status, married had 108(33.5%), while single had 214 (66.4%). For years of engaging in tailoring activities 0-5years had 120(37.2%), 6-10years had 117(36.2%), while above 11years had 84(26.3%).

Table 2 Summary of Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for mean Lower Bound	Upper Bound	Min.	Max.
Perceived usefulness	322	3.11	1.13	.03301	3.0458	5.1150	1.00	5.00
Perceived ease of use	322	3.02	0.78	.06142	3.0907	4.2724	1.00	5.00
Attitude	322	4.10	1.02	.03108	2.0034	5.9936	1.00	5.00
Perceived cost	322	3.09	1.98	.04108	2.01234	5.8736	1.00	5.00
Tailors' adoption	4.00							

Source: Field data (2025)

Based on table 2. The measure of respondents that received the lowest mean score was perceived ease of use effect on tailors' adoption at 3.02, indicating that of all measures based on the survey respondents were most neutral to statements pertaining to perceived usefulness, attitude and perceived cost which influences tailors' adoption. This in turn implied that the items that had the least effect on tailors' adoption also had effect on other variables or has been influence by others variables.

4.1.2 Diagnostics/ Test of Assumptions

Assessment carried out based on the variables levels of skewness and kurtosis is one of the method employ to determine normality. The Kolmogorov-Smirnov test is used to test the null hypothesis that a set of data comes from a normal distribution. On normality test the study employ Kolmogorov Smirnov test, since it gives test statistics that are used (along with a degrees of freedom parameter) to test for normality and its association to the normal distribution as displayed in table 3.

Table 3: Kolmogorov-Smirnov Test

Variable	
Perceived usefulness	3.012
Perceived ease of use	3.091
Attitude	3.230
Business intelligence	3.190
Tailors' adoption	4.029

Source: SPSS v. 29

Based on table 3, Kolmogorov-Smirnovtest (K-S Test) revealed that the P-value of perceived usefulness is 3.012, perceived ease of use is 3.091, attitude 3.230 and business intelligence is 3.190 while tailors' adoption is 4.029 are all greater than significance level or margin of error of .05. Therefore, the data is normally distributed. Kolmogorov-Smirnov rule states that the critical value of D is found from the K-S table values for one

sample test (Momeni, Gildeh, & Hesamian (2017). Acceptance Criteria: If calculated value is less than critical value accepts null hypothesis. Rejection Criteria: If calculated value is greater than table value reject null hypothesis.

4.1.3 Results on Multiple Linear Regression

Multiple linear regression analysis is a generally recognized method for examining the relationships between multiple independent variables and a dependent variable, particularly when these variables are correlated. In this study, multiple linear regression analysis was employed in exploring the influence of perceived cost on the adoption of social media platform for marketing among tailors in Jos, Nigeria.

Restatement of Hypotheses

H1. Perceived usefulness (PU) has a positive influence on tailors' adoption of a SM app for marketing.

H2. Perceived ease of use (PEOU) has a positive influence on tailors' adoption of a SM app for marketing.

H3. Attitude towards using a SM app has a positive influence on its adoption by tailors for marketing.

H4. Business intelligence has a mediating influence in the relationship between perceived cost and tailors' adoption of a SM app for marketing.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
1	.806[a]	.650	.642	0.40440	.000

a. Predictors: (constant), perceived usefulness, perceived ease of use, attitude

b. Dependent variable: tailors' adoption

Source: SPSS v.29

From the above model summary in Table 4, it can be seen that R is 0.806 shows that there is a positive relationship between perceived cost dimensions (perceived usefulness, perceived ease of use, attitude) and tailors' adoption and R^2 is 0.650 indicates that about 65.0% of the variance of tailors' adoption (dependent variable) can be explained by the perceived cost dimensions (independent variables), the remaining 35.0% of the variance is explained by other variables which are not included in this study. Therefore, further research can be conducted to establish the factors contributing to the remaining 35.0%

Table 5: ANOVA [a]

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.089	2	14.618	9.384	.000[b]
	Residual	29.413	320	0.164		
	Total	42.502	322			

a. Dependent Variable: tailors' adoption

b. Predictors: (Constant), perceived usefulness, perceived ease of use, attitude

From the ANOVA Table 5, the F -test result and the P-Value tests whether the overall regression model is good predictor and the probability of this result is occurred by chance or not. In this regard, the F-test result is 9.384 with a significance of less than 0.000. This means, the probability of those results occurs by chance is < 0.000. And it can be concluded as the overall regression model is significant (2, 320) =9.384, P<0.000, R = 0.650 (that is the regression model is a good to fit the data). Therefore, significant amount of tailors' adoption is influenced by (perceived usefulness, perceived ease of use, attitude) that was identified in this study. In other words, independent variables (perceived usefulness, perceived ease of use, attitude) significantly predict the dependent variable (adoption of social media platform for marketing among tailors in Jos, Nigeria).

Table 6: Coefficient result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.151	0.181		3.877	.001
	Perceived usefulness	0.064	.037	.199	2.628	.000
	Perceived ease of use	0.165	.051	.426	6.628	.000
	Attitude	0.472	.082	.466	7.066	.001

a. Dependent Variable: tailors' adoption

From the above coefficient table 6, the positive B coefficient values indicated that there is a positive effect of marketing communication mix dimensions (perceived usefulness, perceived ease of use, attitude) on tailors' adoption, and this result is significant as p-value is equal to 0.000 < 0.05, which means changes in the predictor value is related to changes in the response variable. The regression equation has established that taking all factors into account constant at zero, the result for tailors' adoption was 12.151 units. Similarly, the findings presented also shows that taking all other independent variables at zero, a unit increase in perceived usefulness will lead to a 0.064 increase in tailors' adoption while a unit increase in perceived ease of use will result in a 0.165 increase in tailors' adoption, also a unit increase in attitude will lead to a 0.472 increase in tailors' adoption.

Mediating result

Hypothesis Four

The study also analyzed the mediating role of business intelligence on the relationship between perceived cost and tailors' adoption of a SM app for marketing. The indirect impact of the mediating function of business intelligence as a mechanism to mediating the relationship between perceived cost and tailors' adoption of a SM app for marketing. The finding revealed that when business intelligence is applied as a mediation variable, there are positive impact on perceived cost and tailors' adoption of a SM app for

marketing. Moreover, the study conducted a mediation effect using Process by Andre Hayes, to test using the coefficients and their corresponding standard error (β = 0. 202, 0.219, t = 7.511, 8.163). Meaning that business intelligence has a mediating role in the relationship between perceived cost and tailors' adoption of a SM app for marketing. Meaning that results in table 7 showed that business intelligence can be predicted by perceived cost and tailors' adoption of a SM app for marketing. Mediation effect analysis summary is presented in table 8 below.

Table 7: Mediation Result

Model Summary

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval	t statistic	Conclusion
					Lower Bound	Upper Bound
PC >BI >TA 5.781		0.181	0.043	0.320	0.113	0.407

Process Output for mediation

6.0 DISCUSSIONS OF RESULT

Based on the result, it was established that influence of perceived cost on the adoption of social media platform for marketing among tailors in Jos, Nigeria. The relationship between perceived cost (perceived usefulness, perceived ease of use, attitude, perceived cost) and social media platform for marketing among tailors in Jos, Nigeria is highlighted by the fact that, hence affecting them positively. The result agreed with the study of (Diaz, Sasaki, Tsusaka, & Szabo, 2021; Rind, Monsoor, Saand, Alzabi, Nawaz, & Ujan, 2017; Cudjoe, Anim, & Nyanyofio, 2015), who assert that perceived cost adoption has been the barrier hindering most businesses to expand. While the study established that business intelligence mediates in the relationship between perceived cost and adoption of social media platform for marketing among tailors in Jos, Nigeria. The finding corroborated the study carried out by Wang et al (2022), who established that businesses intelligence enhances business visibility.

6.0 Conclusion

This study attempted to investigate the perceived cost on the adoption of social media platform for marketing among tailors in Jos, Nigeria. The findings from the study revealed that the perceived cost have a significant positive influence the adoption of social media platform for marketing among tailors in Jos, Nigeria and business intelligence as mediating variables. The study established the mediating role of business intelligence in enhancing environmental management strategies cannot be overstated and the study concluded that perceived cost have influence on the adoption of social media platform for marketing among tailors in Jos. While, business intelligence mediate in the relationship perceived cost have a significant positive influence the adoption of social media platform for marketing among tailors in Jos, Nigeria.

Recommendation

The study make the following recommendation

1. Fashion designers should look at perceived usefulness since it enhances tailors' adoption of a SM app for marketing.

2. Fashion designers should implement perceived ease in their since it increases tailors' adoption of a SM app for marketing.
3. Management of fashion house should enhance their attitude since it improves adoption of a SM app among tailors for marketing.
4. Management of fashion house should adopt business intelligence since it enhances perceived cost and tailors' adoption of a SM app for marketing.

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