MICROBLOGGING MARKETING: A PRODUCT OF THE FOURTH INDUSTRIAL REVOLUTION

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Abstract

Microblogging is a new and socialized media form born of the fourth industrial revolution. In every sense, aggressive development has far-reaching effects on humanity. Stakeholders, non-profit groups, and state and non-state actors are all interested in internet marketing. A vast number of social websites, such as Twitter, Tumblr, Plurk, and others, have recently gained popularity among normal internet users. This study sought to illustrate how microblogging has driven the market to expand and established tactics in such a period. The study used an exploratory research approach with a focus on literature in the fields of business administration, entrepreneurship, internet academic journal, blogs, government publications and records, a variety of research reports, and individual research. The study established that users relied on microblogging to share different types of information through frequent and lengthy conversions and microblogging marketing is an aggressive alternative source of business growth. Therefore, Microblogging marketing has contributed to global business and supported marketing strategy. The study suggested that microblogging marketing should be users' friendly, actively forward users' objective quality evaluation products, and create a harmonious and equitable social media environment. Further

research should be conducted to determine how corporate microblogging might benefit workers at work and business world.

Keywords

Fourth Industrial Revolution, Internet, Marketing, Microblogging

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1. Introduction

There can be no underestimating the scale and pace of the fourth industrial revolution. As a consequence of these developments, power, money, and expertise will move. Knowledge and technological advancements can only help people when they comprehend and how quickly they occur. The steam engine's creation in 1760 sparked the first major industrial revolution.

As a result of the steam engine's development, agriculture and feudalism were able to convert to the new production method. Coal will be the predominant source of energy, and railroads will be the primary form of transportation, as part of this transition. The textile and steel sectors were the most significant in terms of employment, output value, and capital investment. Industrial revolution number two began in 1900 when the internal combustion engine was created. In the oil and electrical industries, it was the beginning of a period of rapid industrialization.

Electronics and information technology were used to define factory automation in the 1960s, launching the third industrial revolution. There was a time when making something required putting together a bunch of various components by way of screws or welds. Now, the fourth industrial revolution incorporates computer-generated product design and three-dimensional (3D) printing, which can produce solid structures by layering materials one on top of the other. The Digital revolution has been the foundation of the fourth industrial revolution from the mid-twentieth century. Emerging technologies are blurring the boundaries between the physical and digital worlds. The convergence of technology A new industrial revolution is being ushered in now because of three factors: speed, scope, and system effect. This isn't merely the continuation of the Third Industrial Revolution.

There has never been a time when technology has progressed this rapidly. The Fourth Industrial Revolution is progressing at a far faster rate than previous ones. As a result, it affects almost every area of the economy in every country. Furthermore, these advancements imply a complete overhaul of the whole production, management, and governance systems." Businesses can connect with their customer in a matter of seconds because of advances in

technology, such as microblogging and the internet. Using the Internet influences more than just the face of marketing, but also how individuals think, act, and do business daily. During the last several years, marketing strategies have rapidly changed and developed, and marketing in the present world is much more sophisticated and technological.

The Internet has presented marketers with a variety of unexpected new outlets for promoting their products in recent years, including the social media sites Twitter, Twister, Soup.Io, Gap, Reddit, Jaiku, and Yammer. Microblogging, which allows for social engagement and the creation of virtual communities, enables particular client groups to reach a broader audience and is one of the most recent breakthroughs in the use of online technology. The Internet and microblogging have allowed customers to quickly share their opinions on events and products in the era of contemporary technology, which has substantially increased the efficiency of marketing campaigns.

2. Literature Review

The term "social media" did not emerge until new technological advances, specifically the development of the Internet in comparison to other traditional media such as newspapers, magazines, and television, and the gradual development of a community in which anyone could serve as an information publisher was made Because information publication and sharing have greater influence than conventional media.

As a consequence, the impact on people's daily lives was immediate and profound. It also fosters bidirectional communication in society to a far greater level, allowing individuals to converse freely and effectively between themselves. Because of China's fast economic expansion, microblogging has taken precedence as a broadcasting social network platform where users may communicate short real-time information through the "follower" mechanism. Pang, (2021)

Consequently, different aspects in the environment, such as microblogging content, followers, activities, intercommunications, microblogging providers, and prominent microblogging forwarders, who are Opinion Leaders, their fans, and followers, are necessary during microblogging marketing. Arrigo, (2018) observed that users tended to undertake the same activities across social networking sites based on an examination of accounts with the same qualities, characteristics, and dynamic changes across four social networking sites, Facebook, LinkedIn, Hi5, StudiVZ. Twitter. Cheung et al., (2009) opined that Electric word-of-mouth (eWOM) is an essential route for customers to communicate information and

thoughts about a certain company. (Pang, 2021) focused on how organizations utilize microblogging to increase brand awareness and loyalty (Iacobucci, et al., 2019)

Passant et al. (2010) observed that owing to the decentralization of microblogging, the results of microblogging marketing are usually significantly dissimilar in the design and execution of microblogging marketing campaigns. Because of people's curiosity, wrath, criticism, and other psychological qualities, negative news travels quicker and more widely than good news. Asur and Hebeman (2010) created a system for forecasting movie box office by analyzing tweets on Twitter, and they found that it was more accurate than conventional approaches.

Aviles et al. (2018) discovered that microblog tags assist businesses in identifying prospective customers among microbloggers, which is valuable for businesses undertaking online marketing efforts. Liu, et al (2019) discovered that organizations must concentrate on problems, emotions, trust, and purpose-based microblogs to gather information on customer opinions and attitudes about the brand to increase marketing effectiveness.

2.1. Microblogging Use

New technologies arise in the Era fourth industrial revolution and consolidate themselves in the market as microblogging, thus influencing the way business is performed. There is a requirement to identify emerging technologies and know-how to operationalize them to be able to add value to organizational activities Algharabat et al., (2018), Microblogging comprises applications that use the Internet as support and allow the creation, sharing, and content exchanges by users e.g. Twitter, Tumblr, and Plurk Kaplan & Haenlein, (2010). Microblogging helps professionals in marketing and sales areas. Both areas use this media to help communicate not only with prospects and clients but also with other stakeholders Mandal, (2019).

Microblogging allows sharing of content online, facilitating social interaction, and development of online networks. Iacobucci et al., (2019)

There is a tendency to use Microblogging to help communicate with clients and to facilitate sales Itani et al., (2017). Microblogging use is not sufficient; it is necessary to understand its application in the sales process, which comprises distinct activities. The efforts of those who manage the sales force and support the salespeople are included in these activities. The management aims to guide team efforts to the correct usage of tools. Managers need to define how much to invest in Microblogging. They ought to understand how

Microblogging can be used in practice to support sales activities and engender a relationship with clients.

Some studies show that Microblogging use is valuable to improve sales (Marshall et al., 2012), and its use contributes to organizational results (Rodriguez et al., 2012). Moreover, to establish the relationship between the business and consumers and in B2B negotiations, Microblogging use and sales activities are important Rapp et al., (2013). Microblogging use is a strategy that can be applied in B2B (Ancillai et al. 2019; amagka et al., 2015) contexts to understand and develop customer relationships Cheung, et al. (2021).

3. Marketing in the Fourth Industrial Revolution

This fourth industrial revolution's market adoption and innovation are both critical to its commercialization. It's not simply big ideas that are propelling us towards the fourth industrial revolution; consumer requirements of massive corporations and their competitors are also playing a role. Previously, data about a product's quality, defects, and progress were examined over months or years. Now, data are evaluated throughout days or weeks. New goods are often scrutinized and condemned before they are ever released, typically based on single-shot prototypes. The nature of marketing has changed dramatically in recent years due to advancements in digital technologies.

The physical and emotional distance between a firm and a customer has been erased as a result of the enormous change brought about by the expansion of microblogging in internet technologies. Customers now have more sway than companies, and the marketing and commercial landscape today looks quite different from what it was two decades ago. Because of the development of new Internet communication channels, new ways to begin and initiate marketing campaigns and attacks have emerged.

Today, the majority of well-known online marketers use the same "viral marketing" techniques when launching new products via extensive Internet use, which has led to microblogging websites like Twitter and Plurk, which help us determine who is related to whom, what their interests are, what their preferences and dislikes are, and how frequently people interact online, etc. People built social networking services to make it easier for them to stay in touch with old friends and make new ones.

Marketing departments were unable to capitalize on the potential of these communities when they were first introduced. To a large extent, this is because there was a dearth of data: the experimental networks were incomplete and only minimal information

about each node was supplied. Fortunately, the advent of the Internet altered everything. Blogs, newsgroups, chat rooms, and other forms of social media have made a lot of information available on the same networks. This information may be gathered and filtered in massive network models in microblog analysis to provide an unparalleled level of detail, with the necessary potential for new knowledge, useful forecasts, and productive decision-making in the microblog era. Word-of-mouth advertising on the internet is also quite effective.

Markets are more interested in understanding how to make the most of this technology since traditional communications seem to be losing efficiency. After that, they began looking for websites with 579 keywords in them, which were associated with hundreds of thousands of people. Promotions from companies are often tweeted and posted to different social networks, where they are then shared with others who have the same interests. With this method, customers may develop marketing interest in any product with ease. Such marketing approaches have as their main objective to "allow the actions of the target population to spread the message."

3.1. Microblogging

A sort of blogging used by both consumers and businesses to share news, post status updates, and participate in discussions" is the definition of microblogging. Hanaysha (2018) a By contrast to traditional blogs, the information found on microblogs tends to be much shorter and includes just a few words, a picture, or a video. "Microblogging" is "the publishing of brief digital information (usually less than 200 characters) about your life on the run and sending it through text messaging, IM, email, or the web," according to Java et al. (2007).

Microblogging is a lot like that. The emergence and popularity of sites like Twitter have had an impact on the perception of microblogging (Riemer et al., 2010). Microblogs allow users to share information about their activities and opinions, as well as their present location, on time. People from all walks of life, including those in the office, are now using them for public and social information exchange, collaboration, knowledge sharing, and communication, thanks to their rapid rise in popularity (Ebner and Schiefner, 2008).

3.2. Features of Microblogging that Influenced Large Organizations to Use Them

The low character count on Twitter was considered a plus for major organizations looking to take advantage of microblogs. It was found that Twitter's 140-character limit allowed anyone to disseminate information at a minimal cost.

The constraints on publishing messages might make it difficult for certain individuals to readily exchange information and post messages, on the other hand. Microblogging's 'real-time' sharing of content was another feature that was appreciated by its users. Günther et al. (2009) found that this increased the value and quality of messages, as well as sped up a conversation.

3.3. Risks of Microblogging in an Organization

An organization's use of microblogging will be discussed, as well as how to minimize the hazards associated with it. It's a graphic depiction of the current literature on the dangers of microblogs in an organization. Literature study results and knowledge gaps are highlighted. Small and big firms are more worried about hurting their reputations, for example by getting negative comments, via microblogging, according to research.

The research on microblogs in organizations highlighted numerous hazards, which varied from those discovered in certain companies. Concerns regarding the system's usability, distraction, privacy, and security were more important to certain firms than others. To better understand how people see the hazards associated with microblogging, additional research should be done. the discussion starts with a discussion of the risks associated with the platforms used by companies, as well as the sorts of efforts taken by enterprises to reduce risk The hazards in an organization are assessed, and the steps made to mitigate them are discussed, Assesses the advantages and disadvantages of microblogging in big and small businesses.

3.4. Comparison Between Risks of Microblogging in Both the Large and Medium Organizations

According to the available evidence, microblogging is riskier in big and medium-sized enterprises than microblogs. There may just be more research on microblogging in big and medium-sized businesses. For major enterprises, the hazards of microblogs included difficulties in utilizing the system, diversion, employee privacy, and the security of the company. Similar sorts of risk management and risk mitigation strategies have been discovered in big and medium-sized firms based on the current research on microblogging in the workplace. As an example, several academics discussed the need for increased assistance and training for microbloggers so that they may better use the platform and minimize potential hazards. To better understand the dangers of microblogging and how to avoid them, more research has to be done inside enterprises, particularly medium-sized ones.

3.5. Advantages of Fourth Industrial Revolution (Micro-blogging)

Government and industry will be influenced by the fourth industrial revolution, according to experts. Humans have little control over the disruptive effects of the fourth industrial revolution or the technologies that will follow it. The fourth industrial revolution will bring with it a wealth of new prospects.

1. lessening the distance between investors and consumers
2. Artificial intelligence will play a greater role in the future (AI),
3. The integration of various technologies and fields (fusion),
4. a better standard of living (robotics)
5. Things on the internet (IoT)

In the first place, Chris Anderson believes that emerging technologies like 3D printing for prototyping will eliminate the barriers between innovators and markets. Using fast prototyping methods, tissue engineers may construct 3D porous scaffolds.

To aid in the formation of new tissue, the 3D printing process uses innovative micro and macro-architecture to produce scaffolds. Entrepreneurs with new ideas may launch small firms with inexpensive start-up expenses thanks to 3D printing and other new technology. 3D printing allows a contractor to develop a product without the conventional time constraint associated with traditional prototype techniques. Marketing equations are now open to everyone, removing old obstacles to entry.

First and foremost, emerging artificial intelligence trends hint at big economic shifts shortly. Despite the danger to many occupations, artificial systems that solve difficult issues logically bring up new avenues for economic progress. With the present state of technology, 50% of all existing labor tasks can be automated and corporations can save billions of dollars, while simultaneously generating new sorts of employment, says a McKinsey & Company analysis (Stojanovic et al., 2018). Mishra (2019), autonomous trucks, on the other hand, might fundamentally alter the transportation industry, resulting in considerably less employment for truck drivers. Innovative technologies will bring together a wide range of scientific and technical fields in the future. Fourth, robots will have a profound impact on our lives shortly. Automated motorized tools such as robots are, in fact, robots.

The rise of the Internet sparked a revolution in linked living. Internet data transmissions began in 1969 when two mainframe computers were joined together over the Internet. Personal computers and mobile devices may now communicate with one another

over the Internet. As of 2010, there were more computers on the Internet than humans on Earth.

3.6. Risks of Microblogging in an Organization

Risk mitigation measures are adopted by organizations to avoid microblogging in an organization. Studies have shown that the risks of microblogging in large organizations have included issues with system use, distraction, employee privacy, and organizational security, as well as others. Risk management and mitigation techniques were also discussed. Cooper, et al (2019) talked about providing training for employees and better informing them about the risk of exposing confidential data about people through microblogs. Tran et al., (2019), to balance the advantages of utilizing technologies like Twitter and other microblog sites with the danger of disclosing private information, regulations and guidelines may be necessary.

Riemer et al, (2010) discussed the issue of disclosing private information, so too do we to mitigate this danger, they advocated for strict limits on who may access material and how long it can be shared. Despite the hazards of microblogging in businesses, the majority of research aimed to advocate better usage of microblogs. Because of this, a lot of researchers haven't looked at the dangers. Researchers haven't done enough to find out what steps companies can take to reduce risk. Ultimately, additional study is needed to examine the hazards of microblogging in the context of enterprises and how to mitigate risk.

3.7. Damage to Reputation

One of the primary hazards of microblogging has been discovered in the literature. Carter (2014), not all workers had access to social media in most of the firms he spoke with. Employees were reluctant to use the tools because they feared that incorrect information would be shared about the company. Several other reasons were cited by the participants. Carter (2014) also observed that consumers or clients might contribute bad postings that could harm the organization's image.

As a remedy for dealing with these postings, one suggestion was to react to them nicely and quickly, ensuring that the business's image was protected Carter, 2014). Another danger of using social media inside a company is that unfavorable criticism might be read by others, according to McLaughlin (2014). Fright over unfavorable criticism, including that of consumers, from those outside the company, was also a deterrent to using McLaughlin, (2014). For organizations, Hu et al. (2012) developed marketing plans for using the platforms. They discussed the need of keeping an eye out for unfavorable comments and

responding quickly. Aside from that, they spoke on the need of appointing certain people to keep an eye on the comments and respond appropriately when there are any unpleasant ones.

Thus, bad remarks may be dealt with in a way that minimizes any harm to the company's image. Findings from a survey conducted by McLaughlin (2014) show that the majority of participants felt that greater knowledge and assistance are needed for medium-sized enterprises to utilize social media. Similarly, Michaelidou et al. (2011) found that enterprises' inability to effectively use microblogs was due in large part to a lack of managerial and technical assistance. Employee support for social media adoption and usage was the most often cited concern in a survey by Meske and Stieglitz (2013) when it came to social media adoption and use in companies. In light of these findings, Meske and Stieglitz (2013) concluded that the high-rated executive in organization support is critical to the success of a well-structured adoption process for social media. For example, companies should give personnel training so that they can make the most of the sites.

As a consequence of a lack of standards and a lack of assigning tasks, employees had ceased discussing non-private matters, according to one management. Because no one took responsibility for additional steps or committed to adopting these technologies, this resulted in this situation. It is also advised by Meske and Stieglitz (2013) that smaller firms constantly take into consideration their own culture and the attitude of their employees. As a result, it was recommended that severe controls be avoided since individuals should feel "free" to interact with the websites. Also, they should be able to talk about intimate matters. In their conclusion, they recommended that companies provide training and set explicit standards for the use of these new tools.

3.8. Issue of Time

Another concern was the amount of time and money needed by a particular business to effectively use microblogs like Twitter (Michaelidou, et al., 2011). Time and talent spent on social media might have a negative influence on the use of these networks over time (McLaughlin, 2014).

If, for example, some of the information uploaded is solely relevant to a certain department inside the company, it may not be beneficial to everyone. As a result, some people may feel that they are wasting their time reading material that is unrelated to them. Carter (2014) also observed that the usage of platforms like Twitter required an expenditure of time. A full-time employee could not be hired by any of the organizations, save for a single exception: One or two participants realized the need of keeping an eye on these

channels and responding to stakeholder communications outside of normal business hours, and so they scheduled Tweets on Twitter to free up their time.

4. Diffusion of Innovations Theory

The diffusion of innovation (DoI) theory is essentially a social process in which subjectively perceived information about a new idea is communicated and rests on the premise that a new idea, practice, or object has perceivable channels, time, and mode of being adopted by individual or organization. Diffusion is a special type of process of 'communication by which an innovation in the form of new ideas, practices or products, is spread, through certain channels, over time, among the members of a social system' Rogers (2003).cited by Keith (2009) From this definition, there are four main concepts namely innovation, communication channel, time, and social system, which form the four major elements of the diffusion process.

These elements are each explained below to help in the comprehension of the theory. Innovation is an idea, practice, or object that is perceived as new by members of a social system Rogers & Scott, (2003).cited by Keith (2009) Innovation theorists postulate that certain characteristics determine the rate at which an innovation is adopted by a social system, and these characteristics include relative advantage, compatibility, complexity, trial-ability, and observability of the innovation Rogers & Scott, (2003) cited by Keith (2009) Relative advantage is the degree to which an innovation is perceived as better than the idea it supersedes. The degree of relative advantage may be measured in economic terms, prestige, convenience, or satisfaction.

Accordingly, the greater the perceived advantage, the faster its adoption Rogers & Scott, (2003) Cited by Keith,(2009) Compatibility is the degree to which an innovation is perceived as being consistent with existing values, past experiences, and needs of potential adopters. Thus, the more compatible with the prevailing social system, the faster the adoption of innovation because individuals will not, as an initial step, need to also adopt a new value system Rogers & Scott, (2003)Cited by Keith (2009) Complexity is the degree to which an innovation is perceived as difficult to understand and use.

According to the theory, simpler ideas are adopted more rapidly than complicated ones because the complicated ideas often require individuals/adopters first acquire new knowledge and skills, which can then enable them to understand the new idea Rogers & Scott, (2003). Cited by Keith (2009) Trial-ability is the degree to which an innovation may be

experimented with, especially on a limited basis. An innovation that can be tried, especially in installments, represents less uncertainty and anxiety and hence will be adopted faster Rogers & Scott, (2003). Cited to Keith, (2009) Observability is the degree to which the results of an innovation are visible to others. Visibility of results stimulates peer discussion and authenticates the significance of the innovation

Interestingly, the major channel of communication about ICTs has been these technologies themselves. The third element is the time of diffusion, which focuses on three dimensions namely, the decision-making processes, an individual's innovativeness, and the rate of adoption Rogers, (2003). Cited by Keith, (2009) the decision-making process dimension refers to the time involved between the introduction of the new idea, and the decision to accept/reject the new idea.

The fourth and last element of diffusion is the social system, which is defined as a set of interrelated units such as individuals, groups, organizations, and subsystems, that are engaged in joint problem-solving to accomplish a common goal' Rogers & Scott, (2003) Cited by Keith, (2009) In a social system or unit, there are norms, opinion leaders, and change agents, which variously influence the diffusion process. For instance, innovation decisions may be optional (where the person or organization has a real opportunity to adopt or reject the idea), collective (where a decision is reached by consensus among the members of a system), or authority-based (where a decision is imposed by another person or organization which possesses requisite power, status or technical expertise).

The Higher Education social system is often full of bureaucracies that sometimes stifle and at other times facilitate adoption. In many sub-Saharan African countries, these bureaucracies have been accused of being more of impediments rather than facilitating the adoption of innovations. The above four major elements of the Do I theory as discussed by Rogers (2003), Cited by Keith (2009) are in fact components of other theories about the innovation process. Rogers Cited by Keith (2009) combined them to create a meta-theory of diffusion. Rogers (2003) cited by Keith (2009) attempts to present a unified theory by synthesizing all the most significant findings related to diffusion from a variety of disciplines. In his 1995 edition of the book Diffusion of Innovations, he presents four of the most widely used theories of diffusion namely, Innovation Decision Process; Individual Innovativeness; Rate of Adoption; and Perceived Attributes.

5. Empirical Findings

Twitter provides users with the ability to re-post (retweet) other users' posts in their network. As a result, this exchange propagates knowledge to exchange with new audiences. For example, in their study, Zhang et al. (2010) found that users relied on microblogging to share different types of information through frequent and lengthy conversations. The shared knowledge assisted the participants with clarification on the type of work performed by others and the location of knowledge to solve specific situational questions.

In their microblogging study, Zhao et al. (2011) found that over 90% of the posts were work-relevant; lending further proof to the argument that microblogging facilitates the transfer of situational and procedural knowledge. For example, nearly half of the information exchanges (44%) concerned task statuses. The researchers determined that microblogging served as a tool to exchange information related to daily work activities. In a similar study, Richter et al (2011) found that microblogging facilitated the transfer of knowledge related to task coordination, a delegation of specific work, work-related questions, meeting coordination, meeting agendas, statements of opinions, and feedback on ideas, and replies to messages.

Studies demonstrate that microblogging has been used to facilitate user interaction to share lessons. For example, in their study on microblogging in an educational setting, Ebner et al. (2008) showed that the platform is utilized the capture lesson-related communication; by allowing one user to become part of another user's learning process. The platform was shown to enable collective user participation for specific problem-solving.

In a related study, Carpenter and Daniel (2015) found that nearly half of microblogging students use was to distribute links to education sources and related articles (24% of peer-interaction tweets) and curriculum materials and lesson plans (23%). Moreover, Müller and Stocker (2011) demonstrated that microblogging helped users to acquire best practices, access standards/quality procedures, and use and improve documentation standards, document quality, and document processes.

The researchers also discovered that the platform led to an improved information flow, promotion of learning and knowledge management practices and learning, and diffusion of rich experiences, leading to more innovative thinking. Wright (2010) found that Microblogging posts made by students were used for reflective thinking. Users reported that the platform helped them overcome social isolation, while the character limit focused their attention on purposeful reflection about their experiences.

6. Methodology

The study used an exploratory research approach with a focus on literature in the fields of business administration, entrepreneurship, internet academic journal, blogs, government publications and records, a variety of research reports, and individual research.

7. Findings

The findings indicated that the fourth industrial revolution increased business performance via microblogging platforms such as turbir, Twitter, Plurk, twister, and soup. iv, Gap. The fourth industrial revolution has begun the core services of microblogging marketing aid in mindsets, resulting in increased sales and turnover performance and global marketing success.

Table 1: *Empirical Clarification*

S/No	Author(s) name & Year	Title of research	Findings/outcome
1.	Zhang et al. (2010)	Microblogging and information sharing	Found that users relied on microblogging to share different types of information through frequent and lengthy conversations.
2.	Zhang et al.(2019)	Microblogging facilitates the transfer of situational knowledge	Found that over 90% of the posts were work-relevant, lending further proof to the argument that microblogging facilitates the transfer of situational and procedural knowledge.
3.	Riemer, et al. (2010)	Microblogging and task coordination	Found that microblogging facilitated the transfer of knowledge related to task coordination, a delegation

			of specific work, work-related questions, meeting coordination, meeting agendas, statements of opinions and feedback on ideas, and replies to messages.
4.	Pang, (2021)	Microblogging as educational sources	Carpenter (2021) found that nearly half of microblogging students use was to distribute links to education sources and related articles (24% of peer-interaction tweets) and curriculum materials and lesson plans (23%).

(Source: Ezekiel A.O (2022)

7. Conclusions

Microblogging marketers need to make an effort to influence the product's usefulness. Microblogging's popularity may be increased by attracting new users. By improving the usability of the product (such as improved design and unique packaging), microblogging marketing draws users who soon become fans, and it has an impact on consumer purchasing behavior.

Marketers that employ microblogging should actively encourage customers to post about their purchases on social media. User product sharing behavior is influenced by several elements, including incentives from outside the company, the user's personality traits, and so on. Individual users' personalities and product experiences cannot be controlled. Both external rewards and user contact may increase the urge to share when marketing blogging in the best possible approach to make more fantastic things. In terms of marketing microblogging, it is possible to set up a series of activities such as sharing bonuses to expand the influence; on the other hand, microblogging should be as friendly as possible to the user,

actively forwarding users' objective quality evaluation of products, to create a harmonious and equitable social media environment.

8. Recommendation

Based on the study findings the researcher recommended; the need for further international research on microblogging marketing. Research is very vital to enable businesses rightfully meet the customer needs hence helping the organization improve its overall performance and hence gain a competitive advantage.

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