

INFLUENCE OF FACEBOOK MARKETPLACE ON PROMOTION AND PATRONAGE OF RABBIT AMONG BREEDERS IN LAGOS STATE NIGERIA

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ABSTRACT

Farming in Nigeria is presently gaining recognition through frequent advertisement, seminars and trainings on both traditional media and online digital platforms. People are taught effective rearing of livestock including rabbits. Rabbitry is one of the fast growing micro farming business which is practiced among young folks. Facebook is one of the social media platforms with various interactive features which include group marketing and chat rooms used for sectional interaction, trainings, seminars and marketing of various products. Preliminary observation revealed that some rabbit breeders found it difficult to make good sales of their stocks after breeding. This study focuses on influence of Facebook marketplace on promotion and patronage of rabbit among breeders in Lagos State Nigeria. The study was anchored on Technological determinism and mass self-communication theory that aimed to provide. The study adopted survey research design using questionnaire to source for data which was administered among 150 breeders making twenty percent (20) of seven hundred and fifty (750) population of Lagos state Facebook market group. The study adopted observation and survey to source for data derived from questionnaire which was administered among 150 breeders who are members of Lagos State Nigeria Facebook market group. a causative link between technology use and self-package of ideas needed by the society. The study found that customers have the potential to know about rabbit farming through the Facebook platform, Facebook rabbit breeders made more sales through the group. This implies that rabbit farming could become a boombusiness through online promotion and marketing beyond what the traditional market could offer. It is recommended that more orientation and empowerment programs be setup to encourage breeders and publics to venture more into online rabbit business, knowing that a promotion and marketing platform exists through Facebook group market that makes the sales of rabbit effortless.

KEYWORDS: *Facebook Marketplace, Rabbit Breeders, Society, Technology Use, Traditional Market*