

**AN ASSESSMENT OF SOCIAL MEDIA AS MARKETING TOOL FOR  
THE GROWTH OF SMALL AND MEDIUM ENTERPRISES (SMEs):  
A CASE STUDY OF KINONDONI DISTRICT**

**BY**

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**A Dissertation Submitted in Partial/Fulfillment of the Requirements for Award  
of the Degree of Master's Degree in Business Administration in Corporate  
Management (MBA-CM) of Mzumbe University**

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## **CERTIFICATION**

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled “**An Assessment of Social Media as a Marketing Tool for the Growth of Small and Medium Enterprises**”, a Case Study of Kinondoni district” in partial/fulfillment of the requirements for the award of master’s Degree of Business Administration of Mzumbe University.

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I, **Shadya Saleh Msangi**, declare that this dissertation is my own original work and it has not been presented and will not be presented to any other university for a similar or any other degree award.

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## **DEDICATION**

I dedicate this dissertation to my family Mr. & Mrs. Msangi, my brothers Mussa Msangi, Suleidany Msangi, and Hussein Msangi also my friends who supported me Richard Regis, Manase Masue, Francis Majinge, and Tusekile George for their prayers.

May Almighty Allah bless them all!

## **LIST OF ABBREVIATIONS**

SMEs	–	Small and Medium Enterprises
KN	–	Kinondoni district
SMM	–	Social Media Marketing
ICT	–	Information and Communication Technology
UTAUT	–	Unified theory of the Expectancy and Use of technology

## **ABSTRACT**

The study was conducted at Kinondoni district and the title "An assessment of social media as a marketing tool for the growth of small and medium enterprises". The general objectives were assessing effectiveness of social media as a marketing tool for the growth of small and medium enterprises. Specifically, objectives are to assess the extent to which Instagram contribute to the growth of small and medium enterprises, to assess YouTube contribute to growth of SMEs, to determine WhatsApp contribution on growth of small and medium enterprises and to assess the contribution of Facebook to growth of SMEs.

The researcher used quantitative research design for collecting data and used purposive or judgemental sampling techniques to obtain a number of a representative from the population which is 204 respondent from the study.

The data collected through questionnaire and documentary reviews and were analysed and data was processed by statistical package for social science (SPSS) and also the data was analysed, interpreted and presented in form of tables and graphs.

The report found out that social media facilitate growing and most of entrepreneurs have got the access on internet which facilitates the promotion of the product also social media network reduces the cost of advertising budget. The study recommended that since social media were introduced there need to educate the people about the social media and how will benefit them into their business growth and the government should enact laws which will favour the SMEs on social media and prohibit the hacker people who hack social pages and blogs of entrepreneurs.

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## CHAPTER ONE

### BACKGROUND OF THE STUDY

#### 1.0 Introduction

The introduction of E-commerce had brought tremendous impact on today world and business operation. The increment of new technologies that make it easy for the business owner wants to learn and adopt it. The experienced radical shift in how business is conducted and how people interact. The introduction of social media technology is accelerating and we can expect it to have a similar impact on business now and into the future. Social Media Marketing is the hottest new marketing concept and every business owner wants to know how social media can generate value for their business. Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how your business can profit from that understanding. More and more of your customers whether personal-wise or business-wise use social media in almost every aspect of their daily life (Bashar *et al.*, 2012).

Small and Medium Enterprises it has play a crucial role in employment creation and income generation, SMEs all over the world can be easily established since their requirements in terms of, capital, technology, management and utilities are not as demanding as it is the case for large enterprises. These enterprises can also be established in rural settings and thus add value to the agro products which facilitate the dispersal of enterprises. SMEs development is closely associated with the more equitable distribution of income and thus important as regards poverty alleviation. At the same time, SMEs serve as a training ground for emerging entrepreneurs. There are no specific definitions about the SMEs, as countries differ in definitions depending on the stage of the financial state and they persuade social conditions.

According to Tanzania Chambers of Commerce(2010), microenterprises are those engaging up to 4 people, in most cases family members or employing capital amounting up to Tshs. 5 million. The majority of microenterprises fall under the informal sector. Small enterprises are mostly formalized undertaking engaging

between 5 and 49 employees or with capital investment from Tshs.5 million to 200 million. Medium enterprises employ between 50 and 99 people or use capital investment from 200 million to 800 million. Majority of these enterprises are characterized by a limited number of people, small business structures, limited in resources and limited in the capital and that makes difficult for SMEs in market entry.

Kaplan and Haenlein (2010) argue that will be difficult to develop the system of social media because each day there is the rise of new social media. Then the SMEs need to change with the environment to flow with the market what it wants and what customer wants. Social media is important for SMEs to reach consumers in different ways and easy to communicate and determine the customer's opinion and their feedbacks and easy to react, also is easy to connect and build a relationship and loyalty with customers, as indicated by Singh (2016), brand confidence is only the factor fulfillment to customers. This satisfaction gets from conviction trust and on a specific brand where accessibility of different brands and services is accessible. A significance of social media reach all group of people regardless of age.

Social media in Tanzania has been trending since it was introduced but before there were used for communications and knowing each other not for the business advertisement since people has been learning new technologies and they adopt it. Also, the researcher Mohan Nair (2011), takes that social networks as an impacts to society and that cannot be underrated as a way of communication and also its measures and manage into accomplishable of an impossible task. Most of the businessmen before they were not understand the importance of social media for their business. Social media has facilitated the communications between entrepreneur and customers, also is easy to determine the feedbacks about the product and services that have been provided. Entrepreneur were using other marketing tool which are Television, radio, newspaper, broadcast and billboard to promote business years back. It is from this background the researcher intended on assessing social media as marketing tool for broadening of SMEs using a case study Kinondoni district.

## **1.1 Statement of the Problem**

Recently, social media networks are perceived as the most influential means that any business can use to engage customers and drive revenue growth. Since the introduction of worldwide web and e-commerce, businesses have been tremendously impacted as technologies grow and today's customer decisions are being driven by social media, and almost every business is present on social media. It has appear as a strong platform for e-commerce and to meet their trading objectives of product enlargement and expansion of communications (WaKuhenga, 2015).

It is true that Facebook is foremost social network with an average of 7.6 million users in Tanzania. But Instagram in Tanzania most trending social network now days (Idodoe, 2015). This serves as promising opportunity to the local businesses, since it can reach huge number of people and operates on minimum costs. Matter of fact SMEs are able to select which market segment they want to grasp for the benefits of their marketing campaigns.

There are a number of publications by various scholars who researched on variables of assessing social networks as commercial instrument in the world. For example Mwaisaka (2017) who researched on 'the influence of social media on consumer decision making process in the cosmetics industry in Nairobi' explains social media influenced the customer in decision making and the customer can be easily attracted and being awared with the product when the entrepreneur posts it on a social network page. Social media has impulse buying, i.e you're attracted to the product after seeing the product and you decide to buy the product. Hence the researcher recommend that SMEs should invest on social media to boost sales and generate the strategy or content which win over the competitors. Kabue (2013) researched on factors influencing adoption of social media advertising on widening of small and medium enterprises in Nairobi. His study shows there is progressive relation between advertising methods and SMEs performance of the firm. Also there is accessibility of web and social media platforms and which will make them to promote though there hindering on SMEs still using social media for fraternize with friends and family which has no wealth benefit. Hence the paper recommend that there need of

government intervention to enact laws and policies which will regulate pricing of internet. In addition social media is a tool that organizations or entrepreneur have been using to facilitate and create a relationship with the customer easily publically (Jan.Anisa and Khan, 2014). However, most of the businessmen engage in social media networking to socialize while they need to change with the technology to advertise products and try to manage the business and maintain a relationship with the customers (Trisha D. 2012). (Naveen Kumar and Sudhansh Sharma , 2017) usage of whatsapp has been increased day to day and it has facilitate the communications worldwide, also people are using whatsapp as for interactional and not promotional and to build family relationship.

Apparently in Tanzania SMEs has been growing compared last three decades and the engagement of private sector in which micro, small and medium enterprises play a major role in boosting the economic growth of the country and the contribution of entrepreneurial activities is estimated to be 27% of Gross Domestic Product (GDP) in the year 2010 (Ministry of Trade and Industry, 2012). Since our country Tanzania is endowed with abundant natural resources, the creation of enabling business environment which will exploit the resources through SMEs and it is an opportunity for the growth of SMEs, despite the widespread of social media networks there is very little research that has been done on assessing the effectiveness of social media as marketing tool towards growth of small and medium and from those studies which was done by other researcher were focusing on factors influence social media rather to determine effectiveness of social media as marketing tool and that's the gap. Therefore, this study will attempt to fill the gap by establishing the effectiveness of Social Media adoption as marketing tool on the growth of Small and Medium Enterprises (SMEs) in Tanzania.

## **1.2 Research Objective**

### **1.2.1 General objective**

The aim of this paper was to investigate effectiveness of social media as a marketing tool for the growth of small and medium enterprises (SMEs).

### **1.2.2 Specific Objectives:**

1. To assess the extent to which Instagram contribute to the growth of small and medium enterprises.
2. To assess YouTube contribute on growth of SMEs.
3. To determine whatsapp contribution on growth of small and medium enterprises.
4. To assess the contribution of Facebook to growth of SMEs.

### **1.3 Research questions**

This study anticipates answering the following research questions.

1. How Instagram can be used as a tool towards the growth of SMEs?
2. How does YouTube contribute on growth SMEs?
3. How Whatsapp Messenger help SMEs to its growth?
4. How can entrepreneur benefit from the use of Facebook?

### **1.4 The scope of the study**

The study is limited to social media marketing. The study was coordinated in Dar es Salaam at Kinondoni District, as this area of the region has greater internet penetration and plenty of social media entrepreneurs and therefore, any findings from this study cannot be generalized for all regions of Tanzania.

### **1.5 Significance of the study**

This study contributes to the body of research by establishing the effectiveness of social media as a marketing tool for the development of SMEs the investigation also useful to the ministry of finance and other interested bodies like Tanzania communication regulatory authority (TCRA) in decision-making process as examine occasion of merge ICT components in structure.

The study also add the knowledge of social media networks as a marketing tool to SMEs in Tanzania and this increase the awareness and change the attitude which people they were taking social media as only for socializing with people and posting

pictures to get many likes and comment while it can also help on branding your business and broader network. Similarly, findings will influence the creations of policies that will favor the SMEs.

The information is crucial to the students in higher learning institutions and university faculties to understand the impacts of social networks. Also, the assumption of researcher this report will be worth to other researchers.

### **1.6 Organizational of the study**

This paper structured into six chapters. Chapter one, the introductory chapter containing the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, and organization of the study. Chapter two presents the literature review including definitions of key concepts, theoretical literature review, empirical study and the conceptual framework. Chapter three, covers research methodology and data collection procedures and sample techniques for analyzing data. Chapter four, covers analysis, presentation and interpretation of the findings. Chapter five contains the findings. Chapter six shows the results concluded and brings recommendation on what should be done and policy implication.

### **1.7 Limitation of the Study**

This paper was restraint by financial and time. It requires budget which needed to buy stationary material for facilitating the research and to cover at Kinondoni District. The researcher will base at Kinondoni in order to gather the information easily needed around that area.

### **1.8 Delimitation of the study**

This study is focusing on the effectiveness of social media as marketing for the widening of SMEs at Kinondoni which was not wide ranging in size and business are not far away from each other. However researcher sanctions were to fulfill the investigation of information without much transport problem.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter review in detail the literature analyses of the works that have been done by other researchers. The general orientation of the literature review is to review the contribution of the previous work in the relevant area and serves as a guideline for the researcher.

The literature also surveys the highlights some of the more general observations of various kinds of literature about the use of social media network as the new marketing tool to SMEs. The study highlights the view of different academicians, researchers and scholars that had been advanced in field of social platforms and entrepreneurship.

#### **2.1 Definitions of Key Terms**

##### **2.1.1 Social Media Marketing (SMM)**

Rouse (2011), defined social media marketing as a form of internet marketing that utilizes social network websites as a marketing tool. The goal of SMM is to produce content that users will share in their social network to help a company increase brand exposure and broaden customer reach. Social media marketing focuses on people and individual or customer rather than products. Social media has changed the market, where people were communicating in one way i.e. via phone to where people easily share feedbacks from one person to another freely.

Another concept in SMM thus social media, according to (Kaplan; Haenlein, 2010), “social media is a group of the internet- based applications that build on the ideological and technological foundations of Web2.0, and that allow the creation and exchange of User Generated Content” (UGC).

##### **2.1.2 Marketing**

Marketing is the process of communicating the value of the product, service or brand to customers for the purpose of promoting or selling that product, service or brand Smith, P.R., (2002).

There so many definitions of marketing according to many authors but all are explained the same meaning, marketing is the process of interactions between people with the aim of exchanging products and services also it builds a relationship of people over time.

### **2.1.3 E-Commerce/Online Business**

Electronic commerce (e-commerce) is the process of buying, selling and marketing of merchandise or services over the Internet. The e-commerce conceptualization relates to business or financial transactions that facilitate electronic payments of items purchased from online stores and service vendors.

Online shopping is an e-commerce format, in which real-time sales transactions occur as a consumer purchases an item or service from an online store. This may be explained as an interactive collaboration between a customers and a supplier. In online shopping, there is no intermediary - just the interaction between the online buyer and store/service provider. (Jeffrey F. Rayport, 2000). E-commerce flourishes more in areas where there is suitable internet penetration, in the past years Tanzania internet penetration rate has been tremendously growing in the rate which made e-commerce to be consumer go-to service since the transaction is complete on spot with no hassle nor physical interaction is needed.

The graphs show the internet penetration in 2012 to 2014 has increased from 17% up to 29% and from 2015 up 2017 has increased from 34% up to 45% and it shows that internet penetration has been growing each year and it explains that there so many users of internet in Tanzania since was introduced.

**Figure 2.1: The Trend of Tanzania Internet Penetration**



**Source: Field Data (2019)**

#### **2.1.4 Marketing Tool**

This is the technique and material that are being used by those who are involved in the promotion of goods and service. And the most business entrepreneur, they sell their goods or service to the public to expand the market and also to know what customer need. (Churchill, G. A, 2002)

#### **2.1.5 Social Platform Networking**

Social network is electronic communications form which people share pictures, ideas, information, personal messages and even the videos which make people engage and collaborate with each other. Social media network like WhatsApp, Instagram, Facebook, Twitter, linked Inn and blogs. A large number of people access social networks through mobile devices i.e. Android devices like Samsung, Nokia and Tecno and iOs devices like iPhone, iPad but also you can access them through your personal computer. (Castells, 2009)

#### **2.1.6 Marketing Strategies**

This involves the planning of the actions which will promote the sales of the products or services. Also to promote awareness of the feature of the products to customers. And the marketing strategies it might help in winning the market from the

competition. It is basically focused on encouraging the ascertain population to buy the products or test those products. There are two types of marketing strategy which are business to consumer (B2C) and business to business (B2B). Business to the customer is common to most of the SMEs, they are using business to the customer to create awareness of the products, i.e., Lavidoz store sometime she gives questions to the customer in order to promote the awareness of the product. (Lon Safko, 2009)

## **2.2 Theoretical Review**

A theoretical literature review is a conceptual model of how one theorizes or makes logical sense of the relationship among the several factors that have been identified as important to the problem (Sekaran, 2003).

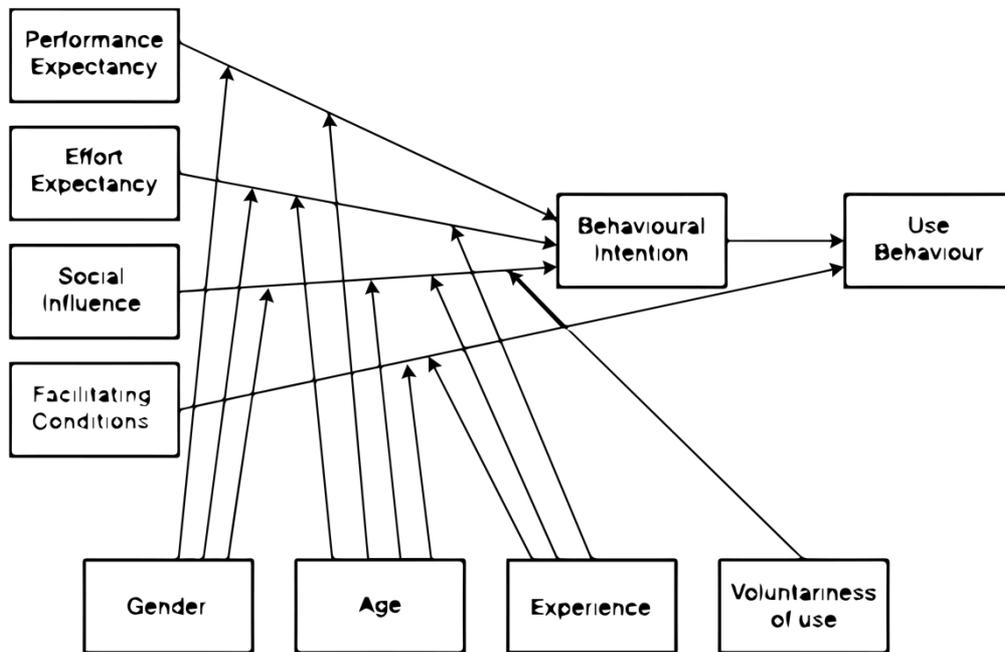
### **2.2.1 Theory**

According to Lawrence R. Frey (1991), “A theory is a generalization about a phenomenon, an explanation of how or why something occurs. Indeed, any statements that explain what is measured or described - any general statements about cause or effect - are theory based”. The main function of theory is to Describe, Explain, Predict, or Control human phenomena in a variety of contexts. A number of studies have explored the adoption of social media marketing using technology acceptance theories and models, such as the Unified Theory of the Expectancy and Use of Technology (UTAUT) (Venkatesh et al., 2003).

#### **2.2.1.1 Unified Theory of the Expectancy and Use of Technology (UTAUT)**

This theory was developed by Venkatesh et al (2003) used as a technological acceptance model. (UTAUT) tries to explain the degree of acceptance of the use of information technology. It assesses whether the user will be able to accept the new technologies and user's ability to deal with it, helping entrepreneurs to assess the success of the introduction of technology to their undertakings, and track the impact of the technology in improving accessibility and sales of the business offerings while minimizing time and cost utilized.

**Figure 2.2: Unified Theory of the Expectancy and Use of Technology (UTAUT)**



**Source: Venkatesh (2007)**

As shown in the Figure, The UTAUT model is comprised of four constructs that play a significant role as determinants of user acceptance and usage behavior: Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions (Venkatesh et. al, 2003). In addition, moderating variables were found to be significant as a determinant of intention include gender, age, voluntariness, and experience. As above-mentioned, Venkatesh et al. (2003) also investigated three additional constructs: anxiety, self-efficacy and attitude toward technology, but discovered they were not significant to the effectiveness of the model associated with the other constructs.

Performance expectancy: "The degree to which an individual believes that using the system will help him or her to attain gains in job performance" (Venkatesh et al., 2003). Performance expectancy is hypothesized to moderate the influence on the behavioral intention by gender and age.

Effort expectancy: "The degree of ease associated with the use of the system" (Venkatesh et al., 2003). Effort expectancy hypothesized to moderate the influence on the behavioral intention by gender and age, and experience.

Social influence: "The degree to which an individual perceives that it is important to others believe he or she should use the new system" (Venkatesh et al., 2003). Social influence, hypothesized to moderate the influence on the behavioral intention by gender and age, and experience, and volunteers of the system.

Facilitating conditions: "The degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., p. 2003). Hypothesized to moderate the influence on the behavioral intention by age, and experience.

In the case of SMEs where the business decision-making process is identical to the individual decision-making process, the new technology adoption behavior demonstrated by the business might show the same behavior by a single individual. This can be concluded as a generalized business level technology adoption attitude and behavior can also be effectively as effort saved due to the ease to use may enable the individual to accomplish more tasks.

Social media entrepreneurs can easily be able to complete their marketing campaign goals, as social networks provide them with a more user-friendly social networking system, simple use and easy to understand. It only takes a little bit of their time to think what content they should be posting on social media accounts for an effective marketing strategy. Customers' characteristics matter when formulating a marketing strategy.

### **2.3 Empirical Literature Review**

This part will present the works of the other researcher has been done which are similar to the study. The researcher located on the effectiveness of social media in growth of social media as a marketing tool for the growth of small and medium enterprises (SMEs).

### **2.3.1 The Social Media Accessibility**

Kabue, (2013) also argued that most majority has access to the internet which will make easy for them to access social media and improve their business. But also they don't have education about the use of social media which will help to boost the SMEs growth because they have a perception of social media is very expensive on advertising their products. Also, the researcher added there is a colossal unexploited of capturing online purchaser and since there social media approachability is huge and SMEs needs to start advertising their products rather spends time on social media gossiping or interact with friends.

Study by Pradiptarini (2011) exploit that in the united state social media marketing is influenced by the content quality and not the quantity and also to build trust and long-term relationship and our today world is to build relationship and good communications with a customers, and involvement should involve by participating on both sides of outsiders and insiders of social media in order to target the market and expand the customer loyalty with them, integration with other marketing platforms. If the social media marketing program is done correctly will help to boost marketing. Social media technologies are capable of reaching audiences all over the world.

The paper conducted by Akbaba and Kurubacak (1998) shows that close to 40% of SMEs use social media marketing services but the 20% are active, this indicated the usage of social networks methods is small and tracking outcome are not taken as motivational for broading the sector.

The S. Divyal and Bulomine Regi (2014) argued that social media will help to SMEs to reach all the ages and demographics without segregation. And there is no marketing tool which is available to SMEs today that provides the type of two- way communication through social media. Plus it is easy to receive the feedback from the customers using emails or comments or customer sharing. Also, it increases loyalty and its affordable to SMEs. When you did correctly promotion of the products or services to social media which will enhance the customers and even the products is correct with what they were expecting will influence and increase customer loyalty.

### **2.3.2 Cost of Social Media Marketing**

Kortez, (1997) argued that social media is perceived to be very overprice by small and medium enterprises. The other complication regard to the case of social networks services is that small and medium enterprises may invest in inessential big solutions due to sale pitches and products. Also, SMEs will invest in social media without set the budget in which you need to invest and this will command SMEs to spend a lot of money and time on advertising. Often they could have purchased a less complicated, smaller package or programs to meet their needs and thus paid less. Hawarth (1997) adds that there are different ways of costs associated with social media ICT, products or solution, development, connectivity, hardware, software programs, maintaining the workforce and hidden costs such as annual license fee, training fees, and upgrade fees. These costs are overcome by having the right knowledge and know-how. For example there a lot of open source software programs available and these solutions can be used to support the business.

Also according to Garnett (2010) argued that the being online 24/7 for the consumers is increased in SMEs to develop and maintain the status ad this will require a lot of time and cost. Also, the author argued that SMEs needed to be aware not only of online customers needed to be targeted but also from outside in order to promote the product effectively and balance. When a problem occurs will be easy to know through the customer's comment and even sharing feedbacks with the customers which will help to build loyalty. Garnett (2010) claims many customers or consumers are expecting this kind of service today and SMEs that are not engaged in social media will be left out and lose market and be competitive with others who react faster with the changes of the market.

### **2.3.3 Relationship of Marketing and Social Media Networking**

Social media facilitated the engagement to marketing. Engagement marketing or experiential marketing is the companies directly engage consumers, invite and encourages consumers to participate in the evolution of a brand. In this marketing method, consumers are actively involved in the creation of marketing programs and developing a brand relationship. Doorn et al. (2010) state that customer engagement

behavior goes beyond purchasing experience, and may be defined as consumer's behavioral manifestations that have brand and product focus too.

Puts forward the theory of permission marketing instead of engagement marketing. Also, he believes that marketers have no power to control the attention of customers. And thus the marketers should respect the right of the customer to choose the kind of advertisement they are interested and easy to catch them. He also proposes that interruption marketing will no longer be effective. He argues that only marketing messages that are anticipated, personal and relevant will be accepted by customers. The only way to promote an idea is to create a buzz and social media channels which will promote customers to voluntarily follow social media pages about different brands, Godin(1999).

In the modern age of experiential marketing, consumers are in control and brands can not only be built through advertising slots and instead customers themselves build the strong brands through online conversations by sharing the information and even those comment of the products after using it will impress buying decisions through information collected through online communities (Jalilvand, Samiei 2012). Consumers have begun to use social platforms to obtain pre-shopping information and today, consumers increasingly search for products and services online before buying a product or a service (Blackshaw and Nazzaro, 2006).

Akar (2010) suggest that social media represents a pull strategy that enables customers to reach products and services related to their own experience. Li and Bernoff (2008) suggest that experiential marketing through social platforms is harder than traditional marketing, as creating a two-way dialogue with customers requires more effort than a one-way advertisement. Companies are able to create a competitive advantage through a close relationship with their customer. Also engaging closely with customers represents a significant cost to companies and nonetheless, people are increasingly interacting via different social media platforms, companies could not afford to ignore close engagement with customers.

The online population represents a great opportunity for entrepreneurs and by investing in this medium of engagement, companies will be able to gain a competitive advantage. An important element in the success of a brand is to gain trust from customers. Social media marketing is an effective tool to create this trust. Joel (2007) explains the theory that companies without creating an opportunity for two ways communication and transparency, will not survive. He points out the necessity of utilizing a social media channel to strengthen the brands, especially at the time that social media platforms are accepted and expected by customers.

Verhoef, et al. (2010) argues that customer engagement consists of various customer behaviors like WOM, blogging, customer ratings. Doom et al (2010) explain customer engagement includes form and modality, valence, impact, scope and customer purpose. Libai et al. (2009) suggest that customer to customer interaction, co-creation and blogging are to be considered as part of customer engagement. Hoyer et al. (2010) also mention that customer creation in new product development is a new form of customer engagement. Kumar et al. (2010) and Bijmolt et al (2010) and van Bruggen et al. (2010) look at the impact of customer engagement on marketing metrics and stressed that engagement marketing has a significant impact on the customer value creation, therefore, it has a direct impact on marketing matrices of the company.

#### **2.3.4 Social Media, New Element of Promotion Mix**

A point out that the popular business press and academic literature offers marketing managers very little guidance for incorporating social media into their marketing communication strategies. Social media should be included in the promotion mix when developing and executing their integrated marketing communications strategies.

It is a hybrid element of the promotion mix because it combines characteristics of the traditional integrated marketing communications tools with a highly magnified social media influence whereby marketing managers cannot control the content and frequency of such information.

Social media is also a hybrid due to its springs from mixed technology and media origins that enable instantaneous, real-time communication. It also utilizes multimedia formats and numerous delivery platforms, with global reach capabilities. Mangold and Faulds (2009) the rise of Internet-based social media has made user-generated consumer-to-consumer communications very significant in the marketplace.

The content, timing, and frequency of the social media-based conversations occurring among customers are outside managers' direct control. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. Methods by which this can be accomplished are marked herein. They include providing customers with networking platforms and using blogs, social media tools, and promotional tools to engage customers.

Also, Mangold and Faulds (2009) support the view that customers engaged with a product, service or idea are more likely to communicate through social media. The engagement can also be creatively stimulated for products and services which generate less psychological involvement of customers. Both traditional and Internet-based tools can be used in engaging customers.

Allowing customers to see others using the product can entertain and engage customers while communicating product benefits. (Mangold and Faulds 2009) the internet has become a mass media vehicle for consumer sponsored communications. It now represents the number one source of media for customers at work and the number two source of media at home. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers.

Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions (Lempert, 2006; Vollmer & Precourt, 2008).

Customers are more likely to talk to others about products when those products support their desired self-image or the way they want others to see them. Both product design and promotion efforts should be undertaken with the desired self-image in mind. Customers tell others about products and services to which they are emotionally connected.

Organizations can leverage emotional connections by embracing one or more causes that are important to their customers. (Mangold and Faulds 2009) The tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer/user generated/created media.

This form of media describes a variety of new sources of online information that are created, initiated, spread and used by consumers,,intent on educating each other about products, brands, services, personalities, and issues. Social media has become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation (Mangold and Faulds, 2009).

The new communications paradigm developed in the research article enables marketing managers to recognize the power and critical nature of the discussions being carried on by customers using social media.

#### **2.4 Research gap**

Based on an empirical study, the technology is growing very fast and the way people interact and operates have been changed and seems to be easy and quick to access the information in business operations. The researcher related to this topic explains the SMEs entrepreneur need to implement effort for the growth of SMEs. Therefore SMEs have strong expectations for their roles to be key players and also most of the researchers explain the business need to cope with the fast-moving technology. The findings, conclusion, and recommendations of this study cover the gap of the other researchers and showed the effectiveness of social media.

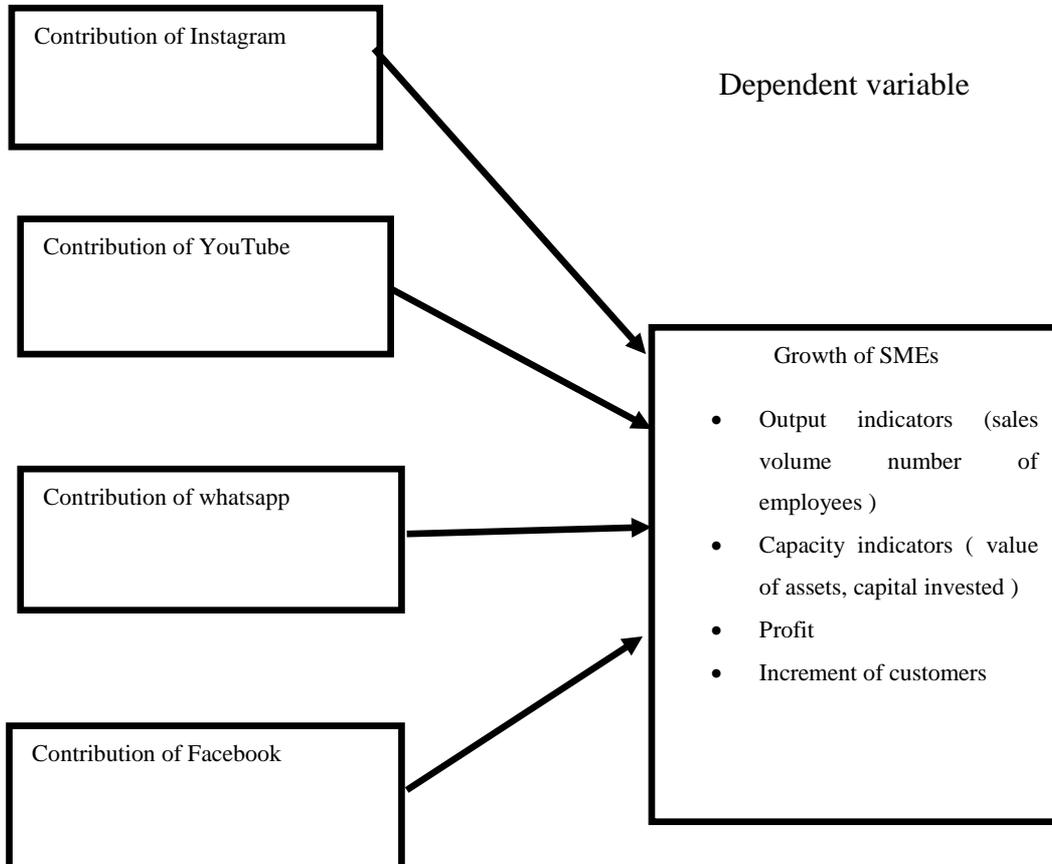
## **2.5 Conceptual Framework**

This is a narrative diagram that presents the variables and explained the effectiveness of social media as a marketing tool for the growth of social media. It shows the relationship between independent and dependent variables. A conceptual framework should assist a researcher to organize his or her thinking and complete investigation successfully. It must explain the relationship between interlinked concepts. It explains the possible connection between the variables and answers questions. To find out how effective one's conceptual framework is one should analyse whether the set objectives have been addressed (Smyth, 2004). The effectiveness of social media marketing is dependent on several factors. These factors include; to assess the extent to which Instagram contribute to the growth of small and medium enterprises, to assess YouTube contribution towards social media on growth of SMEs, to determine whatsapp contribution on growth of small and medium enterprises and to assess the contribution of Facebook to growth of small and medium enterprises.

**Figure 2.4: A conceptual framework**

Independent variable

Social Media



**Source: Field Data (2019)**

**Social media contribution,** social media has a big impact on entrepreneurs. Their business has been growing day after day at warp speed and people are more joined on social media networking. Social media networking platform has changed the world about business advertisement. Social media has so many contributions to business and enlargement of the sector.

- **Increase Customer Loyalty,** if done correctly, promoting the enterprise or products by building a social network can greatly enhance customer loyalty. If the participation of the enterprise is consistent and honest, adds value by

supplying useful content, and appears personal, it will greatly enhance the enterprise's reputation while building trust and credibility. Social media entrepreneurs are advised to offer help first and promote products only when asked and when appropriate; otherwise their attempts could be considered spam.

- **Increase Success of New Product Launches**, social networks provide a unique opportunity to survey the relevant community on their products wants and needs. The community can guide and participate in the product development process. Giving them a voice in the process can increase loyalty and guarantee success when a new product is launched. Users of social networking sites profile themselves upon joining a network. These profiles can be very detailed, and their purpose is to help the user connect with others who share similar interests and activities. The profiles contain, not only basic information about the user but also information on their education, areas of technical expertise (Media, 2016). Marketing on social networking sites will increase awareness by increasing the online presence of your products and brand. When the company creates a group or organizes a promotion on a social networking site, the members are reminded of your brand and website with every interaction.
- Also, **it boosts sales of the products** due to many customers are on social media and it saves cost and time rather than just going to markets looking for it. For example Lavidoz entrepreneur, she has a blog which shows every detail about a shop, clothes she has in the shop and how to get the delivery of the goods. Through social media it enables her to influence and promote customer about the goods and services she provides at her store.
- **It increases brand awareness** through social media will increase brand awareness to the customer and this is due to post it on a social page and is easy to reach targeted customers due to brands took the trend. Social network is a powerful force for change and has a potential influence on the outcome (Samantha,2013). Customer influenced by the marketing strategy and

knowing their capability on how to handle their online customer. Also customers has differentiate in the taste and behaviors. Some of the strategies which SMEs entrepreneur preferring use strategies which will catch a customer's attention. Entrepreneur need to understand the power of social media on influencing online customers. There some customer make recommendation about that products and people really listen to and act on. Also the perception on how entrepreneur sees the social media as socializing networking which through socializing easy to get connected with product being posted.

- **Increase Web Traffic:** Communications, recommendations, and other postings on social networking sites mostly contain web links. If certain enterprise is mentioned and a link is included, these postings drive traffic to the enterprise's website (if any). Due to the makeup of social networking sites, these links are naturally targeted to potential customers that are interested in the enterprise doings, products, or services

This is a process where a consumer decides what kind of product to purchase, depending on various factors like price, quality, accessibility, and durability. According to consumer factor (2011), consumer buying decision making is divided into five steps as developed by Engel, Blackwell and Kollat's model of consumer buying decision process in 1968. 1) Problem recognition 2) information search 3) evaluation of alternatives to meet this needs 4) purchase decision and 5) post-purchase behavior.

It has been established that the consumer buying behavior is the outcome of the needs and wants of the consumer and they purchase to satisfy those needs and wants. Although it sounds simple and clear, these needs can be varied depending on personal factors such as age, psychology, sex, and personality. Also, there are some other external factors which are broad and beyond the control of the consumer.

A number of researches have been carried out by academics and scholars on identifying and analyzing those factors affecting the consumers' buying behavior and

as a result, various types of factors have been identified. These factors have been classified into different types and categories in different ways by different authors. For instance, Wiedmann et al (2007) classified them into internal and external factor. On the other hand, Winer (2009) divided them into social, personal and psychological factors. Despite the fact that they have been classified into different groups by different authors they are similar in scope and purpose (Rao, 2007).

There is a wide range of factors that can affect consumer behavior in different ways. These factors are divided by Hoyer et al. (2012) into four broad categories which are situational, personal, social and cultural factors.

Situational factors impacting consumer behavior may include location, environment, timing and even weather conditions (Hoyer et al., 2012). In order to benefit from situational factors major retailers, attempt to construct environment and situations in stores that motivate prospective customers to make a purchase decision. The range of available tools to achieve such an outcome include playing relaxing music in stores, producing refreshing smells in stores and placing bread and milk products in supermarkets towards the opposite end of stores to facilitate the movement of customers throughout the store to make additional purchases.

Personal factors, on the other hand, include taste preferences, personal financial circumstances and related factors. The impact of personal factors on consumer decision-making is usually addressed by businesses during market segmentation, targeting and positioning practices by grouping individuals on the basis of their personal circumstances along with other criteria, and developing products and services that accommodate these circumstances in the most effective manner.

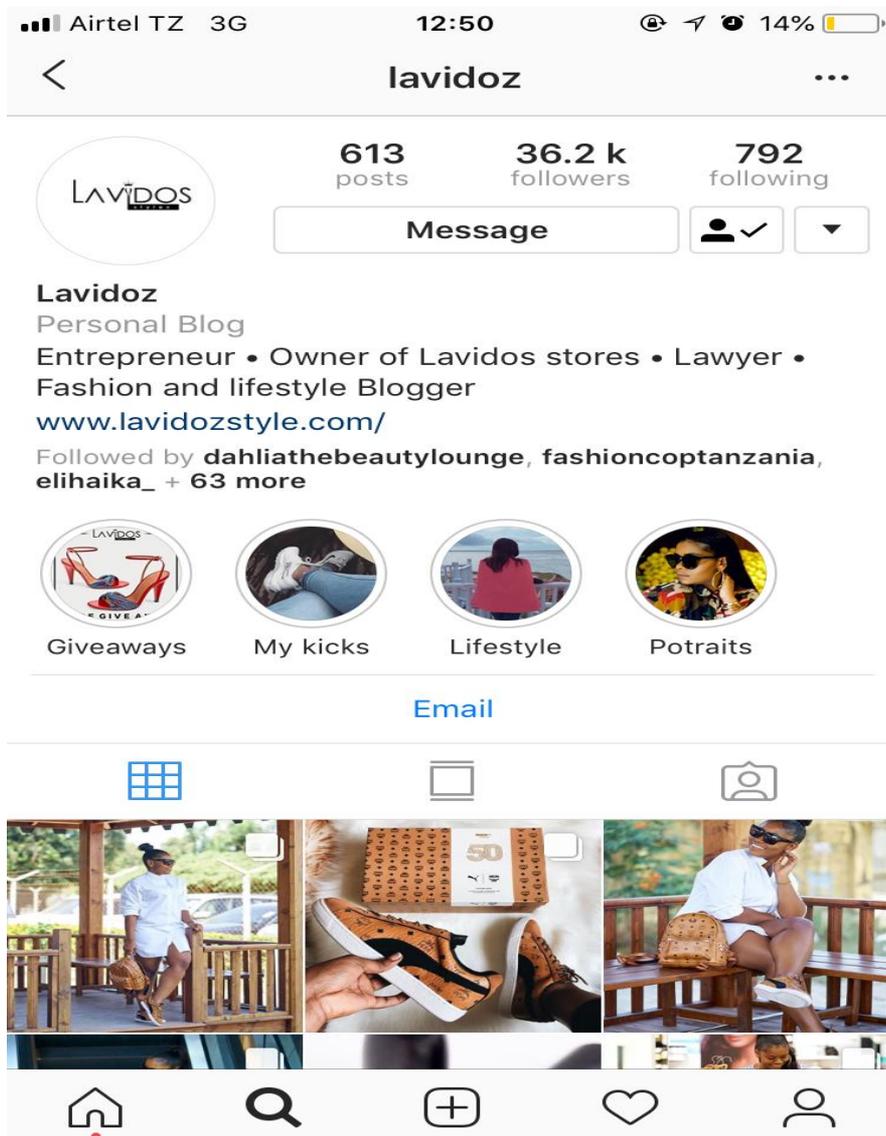
According to Hoyer et al. (2012), social factors impacting consumer behavior arise as a result of interactions of prospective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion leaders usually prove effective strategy when marketing products and services due to the potential of opinion leaders to influence the behavior of other members of society as consumers.

Lastly, cultural factors affecting consumer behavior are related to cross-cultural differences amongst consumers on local and global scales. Culture can be defined as “the ideas, customs, and social behavior of a particular people or society” (Oxford Dictionaries, 2015) and the tendency of globalization has made it compulsory for cross-cultural differences amongst consumers to be taken into account when formulating and communicating marketing messages.

Strategies to reach customers which help them to reach easily the targeted market for the growth of their business. Some of the strategies used are such as celebrity, endorsement/branding, testimonial, and sensational advert in a profound basis to easily advertising their products or services to customers. The following are some strategies Tanzania use as marketing strategies;

- **Celebrity Branding/Endorsement;** Celebrities are referred to as public figures, people with a large number of followers. Musicians, actors, athletes, entertainers, Radio personalities and TV hosts, fashion models, etc. fall under this category. They influence people in many aspects of their life from the way they used to wear, to behave and to socialize. In general, celebrities are considered as role models by most of the people. Using them as an advertising medium for your business can bring major change to business prosperity. An endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, importance in the society or expertise in the field to the brand. It is not a cheap medium, scoring a celebrity to advertise your product may worth up to a million-dollar contract. But for SMEs can employ this method by just requesting celebrity mentions on their social network account, when they visit their business premises or buying things from them. These celebrity mentions don't come cheap, they with price discounts or freebies like shoes, gift vouchers or a specially reserved table in case of the restaurant business. The successfulness of this method is measured when a number of followers on the business Social Network account increases or when customers come in the shop mentioning that they have seen the product from their favorite celebrity. As a business owner you have to ask yourself, what do people who've actually

purchased and used my product or service think about it? In answering this question, is where the concept of customer feedback comes into existence. Customer feedback influences consumers' purchasing decisions greatly. A simple, well-written review may make or break a company's reputation.



- **Testimonials:** this affects the customers' trust, as well as the overall credibility of the business. The greater the number of positive feedback you receive about your products and service online, the better your reputation will be. A solid brand image is one of the keys to getting more clients. Testimonials (reviews and comments from your satisfied customers) can be in text, audio or video format. Social media entrepreneurs use this method to gain trust from their customers on the products they

offer. Usually, they post pictures of their customers before they use their products and after, just to show others how their products really work and can change the situation you are into something better. And it enables to gain the trust from the customer after showing them the whole process and conversation of another customer how do the products taste and look.

- **Sensational advert/post;** Social network post refers to the content one post on a social network account whether on daily basis or weekly. Sensational posts are extraordinary posts of a controversial nature. Most of the people call it "Talk of the town" they emerge when something of extraordinary nature occurs whether a celebrity caught on the act with wrong issues or public figure fell on a nude picture. Also, there are hashtags which it indicates directly to capture the moment on the social network to support the movement of the entrepreneur with the Hashtag (#). These posts always create social buzz where everyone's interested to know them in details, they can be used to attract a lot of people to take a look on your social media profile and they can be accompanied by "Hashtag" for easier finding, FYI: Hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. For example, Last night show #dancing with stars was #epic, so anyone wants to find out about "Dancing with Star Show" will just search #dancing with stars where he/she can view all posts that were tagged with "dancing with stars" and #instapreneur will be easy to get the post when the entrepreneur posts and enable to see so many posts.

A lot of advertising pages on Instagram use these sensational posts to drive traffic to their customers' pages. There is a colossal number of advertising pages on Instagram, where social media entrepreneurs can use them to advertise and gain followers on their pages. The primary objective of these advertising pages is to gain many followers as they could at first sight then turn them into the business and before there was social media most of the entrepreneurs were using local ways of advertising through Television, Radio, and Newspapers or magazines but since the increment of the new technology of social media is the big opportunity the business and easy to reach customers. Social media networks help the entrepreneur to communicate easily

with their customers and also to collect information about what they want. Entrepreneurs easily to collect details and complains if the products or services don't satisfy them. Fischer, E. and Reuber, R. (2011), these social media networks sites or pages has its unique communication and interactions with the online community and to get the relevant information. Also before social media entrepreneurs were using a lot of budget on advertising rather than using social media networks.

Also other Marketing Strategies Used by Social Media Entrepreneurs to penetrate, this is defined as different approaches and campaigns used by SMEs entrepreneurs in reaching the online market in a very constructive and efficient way for the benefit of their businesses. *“It’s social media world out there! kids, it really is . . . you got to trend, you got to post. It’s all about the hashtag”* John Stamos (Grandfathered – American Comedy).

The Social media bible by Lon & David (2009), provide us with four (4) pillars of social media strategy i.e. 1) Communication, 2) Collaboration, 3) Education, and 4) Entertainment.

- **Communication:** Every business on social media already does something to communicate with its audience. Though, the big questions will be: *How is the communication perceived by audience? How to measure the effectiveness of the communication strategy? Which particular strategy triggers the most beneficial action, response, or behavior from the audience?* One of the problems with many traditional means of communicating with audience is that one cannot accurately measure the impact of the communication strategy. One may have a general sense that something is working or not working, but can’t always articulate a cause-and-effect relationship.

Lon & David (2009), advises social media entrepreneurs to carefully choose which medium to use when communicating with their audience, some social media tools can measure things that eventually translate into something on the company profit and loss statement. For Example, YouTube channel or a blog. Whatever content or message posted, the number of views, visits, or subscriptions can be measured.

- **Collaboration:** One of the earliest uses of the internet was as a collaboration tool. Social collaboration, refers to processes that help multiple people or groups interact and share information to achieve common goals. Such processes find their 'natural' environment on the internet, where collaboration and social dissemination of information are made easier by current innovations and the proliferation of the web (Carr & Ebrary, 2013). There are, several social media tools designed to foster collaboration among work teams, buyers and sellers even for companies and customers. Engage in some form of collaboration that will benefit the company. Imagine what kind of things customers could say about the company.
- **Education:** Educating the customers and training company's employees can be important to the business success. Several social media tools make the educational process easier and more dynamic. Some businesses are using podcasts and YouTube videos as a means of educating others.

The ultimate social media educating strategy should leverage company's expertise and/or the expertise of people within the business, the company should consider leveraging the expertise of the customers as well. Several social media tools and applications can be used to engage people through education. One can organize photos around themes, include captions, and enable discussion boards, producing a very effective and visual educational tool.

- **Entertainment:** Historically, some of the best commercials on television have been very entertaining and quite effective at selling products and services. They've also been expensive to produce and broadcast. Not so in the new world of social media. If a video of dancing cats can find a starring role on YouTube, there's reason for just about any business to be optimistic about the prospects of entertaining their audience by finding those attributes of the product or company aspects that others might consider entertaining.

The company should be cautious, however, because entertaining doesn't necessarily mean funny. In fact, humor can be dangerous terrain to traverse. What some people find funny is patently offensive to others. But, the company shouldn't be afraid to experiment, but try to be interesting and compelling rather than running the risk of missing the mark with something that the majority of the audience will not find funny.

Another key factor to consider in social media strategy is the accessibility of social media, *how people access social media? What kind of mediums are they using to access social media? What are the costs incurred in accessing social media?* etc. According to Kabue (2013), Social media accessibility is the ability of primarily reaching and using digital technologies designed to collect, organize, store, process, communicate or share information with other online users sharing the same network.

Angrist & Lavy (2002), says that entrepreneurs accessing social media networking sites are either categorized in the following groupings: general-user, production-integration, and market oriented groups. These categorizations relate to the roles of ICT or the strategic position that ICT can play within a particular small and medium enterprises. In addition to that the small and medium enterprises owner needs to understand the value that social media marketing can add to the business and then place it within one or more of the following groups:

- **General-user Social Media Group:** In this category SMEs uses Social Media tools like Facebook, Instagram, YouTube in order to market their products online. At this level the technology is being introduced in to the business in small doses and is not coordinated.
- **Production-integrating Social Media Group:** These are more advanced than the general-user ICT as these ICTs are either linked to the production processes carried out within the firm or based on international relationships. They are expensive and require relevant technological skills to carry them out. The use of ICT infrastructures such as networks; product data management; local area network; wide area networks;

e-business; e-commerce etc. are expected to change the process of knowledge creation.

- **Market-oriented Social Media Group:** Fink & Kenny (2003), says that this represents SMEs web presence, displaying the goods and the business information on the World Wide Web. Some websites might have e-commerce functionality such as offering the ability to place orders. This relates to the marketing aspect of the business. The World Wide Web can be a powerful platform for expanding and reaching new markets. It gives small and medium enterprises access to 24 hours of trading, borderless market space, and leverage to compete against big companies of the same platform. So by positioning small and medium enterprises within an appropriate grouping, the owner/ manager can change the small and medium enterprises business processes.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter presents the methodologies used in the process of designing, analyzing, collecting and presenting data. Also, enable the researcher to focus on the objectives of the research and provide a systematic answer.

#### **3.1 Research design**

The research design involves the organization of the collection and analysis of data so as to provide the required information. Kothari (2004) and Cooper (1998) argued there dissimilar types of designs and it determine on nature and aim of the paper. A design mainly based on quantitative design method accordingly to nature of the study where data was collecting and gathering. This enables the researcher to analyzing and presenting the data on the table and graphs and select few as informants from the total population of “Kinondoni district” to establish related data.

#### **3.2 Study Area**

The study takes place at Kinondoni District, situated in Dar es Salaam region. Kinondoni district is one of Dar es salaam with large number of people. According to Tanzania population census (2012), kinondoni is inhabited by 1,775,049 people. As this area of the region has greater internet penetration and plenty of Social Network Sites user's altogether, with a number of fashion stores and online business owners. It serves as a perfect site for this study to take place.

#### **3.3 Study population**

The study population is the total members of a defined class of people, objects, places, or events selected relevant to research questions.

The target population for this study comprised staff working in small and medium enterprises at Kinondoni i.e. Aika stores, Robby One Fashion, New Samba Enterprises (NSE), Mkinga store and other small and medium enterprises.

### 3.4 Sampling techniques and sample size

The target population of the study was restricted at Kinondoni district in Dar es Salaam and this is due to time and financial constraints. The sample population is 204 respondents from small and medium enterprises. The researcher considered Roscoe (1975) rule of thumb for determining sample size: “*Sample sizes larger than 30 and less than 500 are appropriate for most research*”.

The sample size in this study was determined from the formula below,

$$n = \frac{N}{1 + N*(e)^2}$$

Where n=the sample number

N= Number of the population

e=Acceptable sampling error

The researcher assumed the margin error is 7% and was applying to the formula above. The sample size is 204 respondents.

According to Kothari (2004) sampling technique refers to the procedure the researcher will adopt in selecting the items for the sample. Sampling techniques are determined before the data collection process begins. The researcher employed purposive sampling in order to accurate the findings of the study. This researcher based on purposive sampling due to time and financial restraints which this technique the researcher relies on his own opinion on choosing a member from the sample to participate in the study.

Alternatively, a purposive sampling method may prove effective when only limited numbers of people can serve the nature of the research design and aims of the object. The researcher Enon (1995) explains that the sample can be selected proportionally on the basis of an equal number from each group. The choice of selecting will be due

to the fact that the target population has the same characteristics and they based on the study.

### **3.5 Sources of Data Collections**

In this study, both primary and secondary source of data was used to obtain information from the respondent. Questionnaire was used to collect primary data; and secondary data was obtained from books, Internet and communication statistics from Tanzania Communication Regulatory Authority (TCRA).

#### **3.5.1 Primary Data Collections**

##### **3.5.1.1 Questionnaire**

This is the pre-requisite list of questions that were distributed to the respondents. This help to determine to what extent social media affects consumers' buying decision. The questionnaire was formatted to meet the objectives of the study. Also, the questions were distributed to 204 respondents at Kinondoni District.

#### **3.5.2 Secondary data**

##### **3.5.2.1 Documentary review**

Document review involves collecting and analyzing data from written documents. In document reviews, secondary data already collected and reported were used. This is called secondary data because often they were gathered by other researchers for the purposes of their studies. In this study, secondary data will mainly be obtained from the internet, books, and communication annual reports from Tanzania Communication Regulatory Authority (TCRA) from the year 2012-2017.

### **3.6 Data Analysis**

The information obtained was edited, coded and entered into a computer program through a program named SPSS were mean score was calculated to find out effectiveness of social media as market was more effectives.

## CHAPTER FOUR

### PRESENTATION OF FINDINGS

#### 4.0 Introduction

This chapter presents the findings, analysis, and discussion of findings from the data being collected. These data was collected from the field through the use questionnaire. The analysis was based on research objectives and research questions and the data were analyzed through the statistical package for social science (SPSS) and Microsoft Excel.

#### 4.1 Characteristics of the Respondents

This was carried out at Kinondoni district and questionnaire distributed to the entrepreneur's. The researcher under this section presents respondents characteristics based on the characteristic profile which are gender, age. Educations background and etc.

##### 4.1.1 Gender

The aim of determining gender at Kinondoni district was to find the number of men and women and was done through observation and questionnaire. Also to know the gender balance between male and female. Research findings are presented in the table below

**Table 4.1: Gender**

	Frequency	Valid Percent
<b>Male</b>	88	43.1
<b>Female</b>	116	56.9
<b>Total</b>	204	100.0

**Source: Field Data (2019)**

From table 4.1 shows that majority of the people who engage in the business are female which counts 116(56.9%) and a male which counts 88 (43.1%). In summary at KN, the number of females who engage in a business is large compared to male.

#### 4.1.2 Age

This was to determine the age of the respondents at KN in order to find out the youth age entrepreneurs who engage in the business process. The data are presented in table 4.2;

**Table 4.2: Age**

	Frequency	Valid percent
20-25	50	24.5
26-30	106	52.0
31-35	16	7.8
36-40	16	7.8
41+	16	7.8
Total	204	100

**Source: Field Data (2019)**

From the table 4.2, it shows that the age 20-25 is 50 (24.5%), age 26-30 is 106 (52%), age 31-35 is 16 (7.8%) and age 36-40 and 41+ which is 16(7.8%) to both which count. This shows that majority of entrepreneurs are matured and understand the business compared to youth generation also is easy for them to know how to handle risk business.

#### 4.1.3 Marital Status

This was to describe the status of the respondents at KN and data were analysed through questionnaire and presented data on table 4.3 shows that married are the most who are engaged on business which is 101 (49.5%), single is 73 which were count to 35.8%, divorced which were 20 (9.8%) and widow which were 10 (4.9%).

**Table 4.3: Marital status**

	<b>Frequency</b>	<b>Valid percent</b>
<b>Single</b>	73	35.8
<b>Married</b>	101	49.5
<b>Divorced</b>	20	9.8
<b>Widow</b>	10	4.9
<b>Total</b>	<b>204</b>	<b>100</b>

**Source: Field Data (2019)**

#### **4.1.4 Employment status**

The essence of asking the entrepreneurs about employment status is to know if is employed or business owner and this make easy for the researcher to obtain data through a questionnaire which was distributed and result presented below,

**Table 4.4: employment**

	<b>Frequency</b>	<b>Valid percent</b>
Business owner	135	66.2
Employed staff	69	33.8
<b>Total</b>	<b>204</b>	<b>100</b>

**Source: Field Data (2019)**

From table shows that majority of the entrepreneurs manage their business which is 135 (66.2%) and few they are employed which is 69 (33.8%). In summary, shows that the entrepreneur managed business rather than being employed.

#### **4.1.5 Level of Education**

The researcher aim was to find out the educational background of the staffs at NSEs and data presented below in table 4.5;

**Table 4.5: Schooling**

	Frequency	Valid percent
Primary level	19	9.3
Ordinary and advanced level	31	15.2
Diploma level	16	7.8
University degree level	114	55.9
Master degree level	24	11.8
<b>Total</b>	<b>204</b>	<b>100</b>

**Source: Field Data (2019)**

From the table shows that most of the respondents are educated since the technology has been introduced and university degree is 114 (55.9%), master degree is 24 (11.8%) compared with diploma level is 16 (7.8%), ordinary and advanced level is 31 (15.2%) and primary level is 19 (9.3%). In summary, the majority have education on what they do on business and easily for them to use social media to get targeted online customers.

#### **4.1.6 Duration in Business Operations**

The aim of the researcher was to know the entrepreneur at Kinondoni district about durations and experience in the business.

**Table 4.6: Duration in Business Operations**

	Frequency	Valid percent
1-5 years	47	23.0
6-10 years	114	55.9
11+ years	43	21.1
<b>Total</b>	<b>204</b>	<b>100</b>

**Source: Field Data (2019)**

Table 4.6 indicate 1-5 years there is 47 (23.0%), 6-10 years there are 114 (55.9%) and 11+ years there is 43 (21.1%). In summary, the staffs have been started the business recently since social media has been introduced leads motivation to our business women and men.

#### **4.2 Assess the extent to which Instagram contribute to the growth of SMEs**

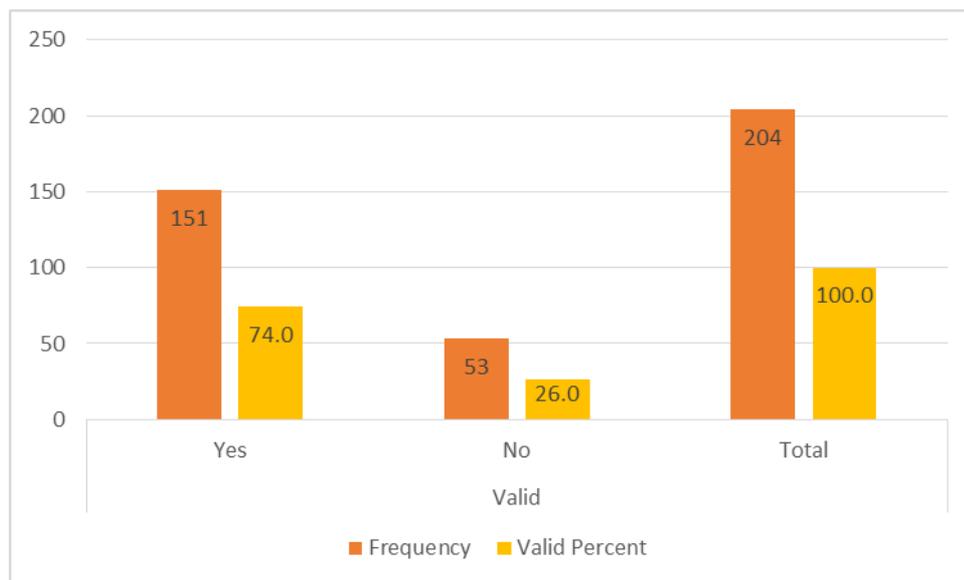
The aim of this objective was to know if Instagram has much benefaction to expand the sector. Also, it is adding value to their business since Instagram has been

introduced. The following part was presented in order to meet the objective of assessing the extent of social media on the growth of SMEs

#### 4.2.1 Instagram account

The aim of the researcher was to know the entrepreneur who have Instagram account at Kinondoni district. The data were analysed and collected through a questionnaire which was distributed to respondents.

**Figure 4.1: Instagram page**



**Source: Field Data (2019)**

From the graph shows the number of entrepreneurs who own Instagram page is huge and respondents are 151 (74%) said Yes and 53 (26%) of the respondents said No. Therefore majority of the entrepreneur own Instagram account and to which they are using to advertise which leads to enlargement as shows graph data.

#### 4.2.2 Extent of Instagram

The researcher aim was to know how the Instagram penetrate and help entrepreneurs to meet their need on promoting the business. Table 4.7 presented the data which were analysed through a questionnaire which was given to entrepreneur at Kinondoni district.

**Table 4.7: Extent of Instagram**

	Frequency	Percent
Large extent	106	52.0
Small extent	79	38.7
Medium extent	19	9.3
<b>Total</b>	<b>204</b>	<b>100</b>

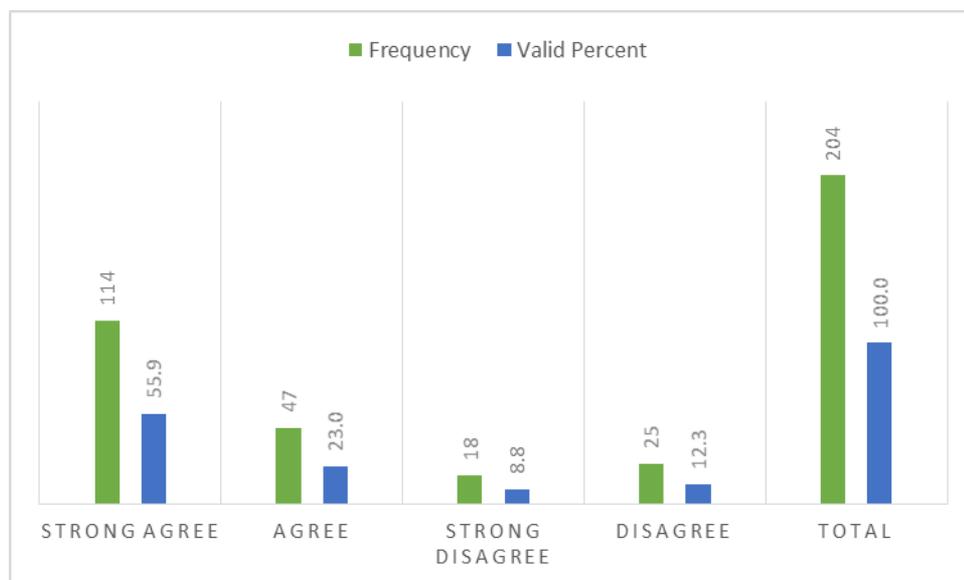
**Source: Field Data (2019)**

From table 4.7 shows indicate there large extent which is 106 (52%) of the respondents, the medium extent which occurs 79 (38.7%) of the respondents and small extent is 19 (9.3%) of the respondents. Therefore Instagram to entrepreneurs has large contribution on promoting the business.

#### 4.2.3 Instagram account developed

The aim of the researcher was to know Instagram since was developed is worth to use as advertising tool to entrepreneurs at Kinondoni district. The data were analysed and collected through a questionnaire which was distributed to respondents.

**Figure 4.2: Worth to use**



**Source: Field Data (2019)**

The analysis presented graph 4.2 so as to prove does social media stimulate the growth of the business since it has been introduced and Strong agree which occur 114 (55.9%) of the respondents, Agree which is 47 (23%), Strong disagree is 18 (8.8%) and disagree which occur 25 (12.3%). This present that Instagram account has been stimulating business growth.

### 4.3 To assess YouTube contribution to the growth of SMEs

This objective was to determine YouTube contribution to entrepreneurs and how do they perceive YouTube on promoting business and to reach the target customer. Also to determine YouTube since was introduced to entrepreneurs boost the sales and how do they perceive it as promotional tool. Through this objective some questions were formulated and asked to respondents.

#### 4.3.1 YouTube benefits

This was to determine the entrepreneurs of Kinondoni district have known YouTube and how do they use on promoting their business. The data were presented as below,

**Table 4:8: YouTube**

	<b>Frequency</b>	<b>Valid Percent</b>
<b>Yes</b>	151	74.0
<b>No</b>	53	26.0
<b>Total</b>	204	100.0

**Source: Field Data (2019)**

From the table 4.8 it explains that majority of the entrepreneur has knowledge of social media and ICT which occur to 151 (74%) respondent which said Yes and the rest said No which is 53 (26%). It shows that Kinondoni entrepreneur has knowledge on YouTube and its benefit which makes easy on operating and attending online customer.

### 4.3.2 Dedicated Person to handle

This was to determine the entrepreneurs if they hire a person to handle YouTube channel and get a response in time in order to promote the business. The table below shows the data;

**Table 4:9: YouTube handle**

	<b>Frequency</b>	<b>Valid Percent</b>
<b>Yes</b>	154	75.5
<b>No</b>	50	24.5
<b>Total</b>	204	100

**Source: Field Data (2019)**

From the table it explain that majority of entrepreneur have a dedicated person to handle YouTube channel in order to reach more customer and gave the customer answers in time and the respondent 154 (75.5%) which occur to say Yes and 50 (24.5%) said No, therefore when entrepreneur hire a person for that will enable to handle online customer and gave them answer in time.

### 4.3.3 Perceive of YouTube

The aim of the researcher was to determine the respondents at Kinondoni district on how they use YouTube as advertising method, the data presented on the table below;

**Table 4:10: Perceive**

	<b>Frequency</b>	<b>Valid Percent</b>
<b>Very Good</b>	100	49.0
<b>Good</b>	68	33.3
<b>Average</b>	35	17.2
<b>Poor</b>	1	.5
<b>Total</b>	204	100.0

**Source: Field Data (2019)**

From the data which was presented it explained that majority of the entrepreneurs perceived YouTube as very well which is 100 (49%) , good which is 68 (33.3%), average which is 35 (17.5%) and 1 (0.5%) of the respondent is Poor. This it shows that YouTube perceived as advertising method to entrepreneur on penetrating to the market.

#### **4.4 To determine whatsapp messenger contribution on growth of small and medium enterprises.**

The aim of the researcher was to determine contribution of whatsapp messenger to entrepreneurs on boosting business. The following were the questions which were asked to entrepreneurs at Kinondoni district.

##### **4.4.1 Aware of whatsapp messenger**

The aim of asking entrepreneurs at Kinondoni was to determine entrepreneurs who are aware of whatsapp messenger and the data is presented below,

**Table 4:11: Awareness**

	<b>Frequency</b>	<b>Valid Percent</b>
<b>Yes</b>	132	64.7
<b>No</b>	72	35.3
<b>Total</b>	204	100.0

**Source: Field Data (2019)**

From field indicate 132 (64.7%) said Yes and the remaining 72 (35.3%) said No, this means most of the entrepreneurs are aware of whatsapp messenger and advertise business and facilitate the communication with customer.

##### **4.4.2 Timely and efficient**

This was to know whatsapp is timely and efficient on communicating and the data were presented below.

**Table 4.12 Usage of Whatsapp**

	<b>Frequency</b>	<b>Valid Percent</b>
Yes	174	85.3
No	30	14.7
Total	204	100.0

**Source: Field Data (2019)**

From the data shows that majority of the entrepreneurs 174 (85.3%) entrepreneurs using whatsapp as timely and efficient for communication and easy to provide information in time to customers.

#### 4.4.3 Influential Social Networking

This was to mould respondents of Kinondoni district which social media has large influence to customers and data w

ere presented below,

**Table 4:13: Influential social media network**

	Frequency	Valid Percent
Strong Agree	128	62.7
Agree	47	23.0
Strong disagree	18	8.8
Disagree	11	5.4
Total	204	100.0

**Source: Field Data (2019)**

Table 4.13 indicate Instagram has large influencing power compared to other social networks which occur to 128 (62.7%), and twitter which is 47 (23.0%), whatsapp which is 18(8.8%) and snapchat which occur to 11(5.4%).

#### 4.5 To assess the contribution of Facebook to entrepreneur on growth of small and medium enterprises

The aim of the researcher was to determine Facebook contribution promotion, the researcher generate question which were given to entrepreneur the following were the data generated.

##### 4.5.1 Facebook page

The aim of asking entrepreneurs at KN was to know the number who own Facebook page for the business. The data presented in the table below.

**Table 4:14: Facebook Page**

	Frequency	Valid Percent
Yes	154	75.5
No	50	24.5
Total	204	100.0

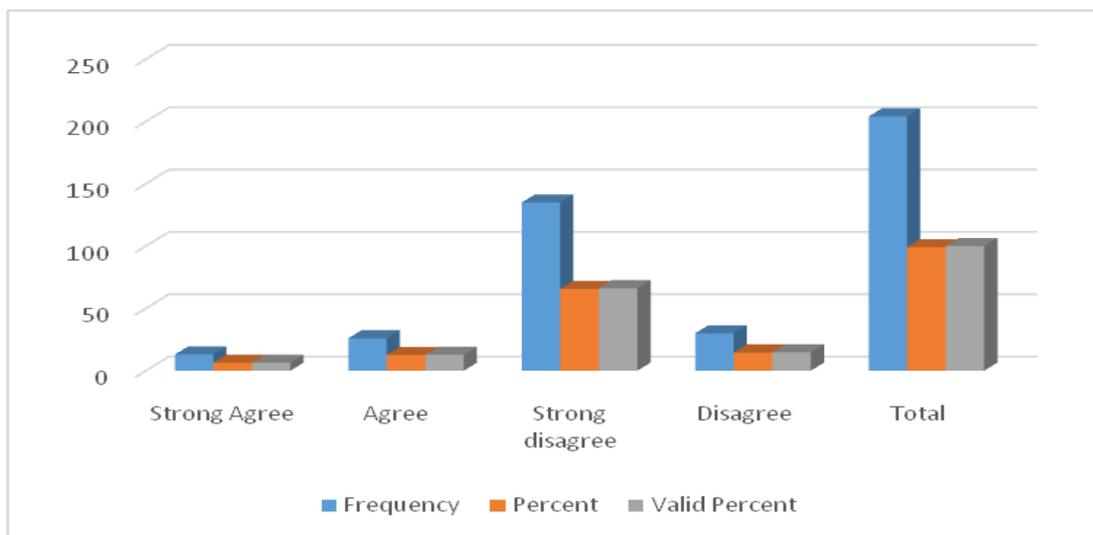
**Source: Field Data (2019)**

From the data presented above most of the business has Facebook pages which are 154 (75.5%) of the respondent answered Yes and 50(24.5%) said No. therefore majority has Facebook page for the business.

#### 4.5.2 Facebook decrease customers

The aim of the researcher was to determine the Facebook decrease customers and the data were presented below,

**Figure 4.3: Decrease customers**



**Source: Field Data (2019)**

The graph 4.4 indicate Strong disagree 135(66.2%) of the respondents, Agree which is 26(12.7%) of the respondents, Strong agree which occur 13 (6.4%) of the respondents and Disagree which occur 30 (14.7%) of the respondents. In summary, it shows that Facebook as connecting networking people have facilitated the way of communicating between entrepreneur and consumer and even to increase customers as it is shown on the data from the graph above.

#### 4.5.3 Cost incurred on promoting

The aim of asking respondent the cost incurred on promoting business is affordable compared to the market budget you plan. The data were presented on the table below,

**Table 4.15 Cost Incurred**

	<b>Frequency</b>	<b>Valid Percent</b>
<b>Yes</b>	132	64.7
<b>No</b>	72	35.3
<b>Total</b>	204	100.0

**Source: Field Data (2019)**

From the table data presented shows that majority of the respondent 132 (64.7%) said Yes and remaining 72 (35.3%) said no and therefore entrepreneur promoting business through social media is very affordable to promote the business.

## **4.6 General Questions**

### **4.6.1 Engaging of social media**

The aim of the researcher was to determine respondents of Kinondoni district who engaging on business for which purpose and data were presented below,

**Table 4:16 Engaging**

	<b>Frequency</b>	<b>Valid Percent</b>
<b>Socializing with friends</b>	62	30.4
<b>Promoting business</b>	112	59.8
<b>Gossiping and Fun</b>	20	9.8
<b>Total</b>	204	100.0

**Source: Field Data (2019)**

The presented table 4.16 shows that majority of the respondent engaging on social media to promote their business which occur 112 (59.8%), 62 (30.4%) socializing with friends and 20 (9.8%) used social media for gossiping and Fun. Therefore from the findings shows the researcher using those social media as advertising tool.

#### **4.6.2 Challenges**

Majority of the entrepreneurs facing challenges which common were the hacker who hacks the social pages and this hinder development and sometimes customer are getting wrong information when the hacker stole the page also there conman who are duplicate the social page which make difficult for the customer to trust which page.

#### **4.6.3 Feedbacks**

Majority of the entrepreneur are receiving feedbacks which is Yes and are positive also are suitable to use it. Those feedbacks are using to motivate other customers and boosting the business through loyal customer and good customer service which were given.

## **CHAPTER FIVE**

### **DISCUSSION OF FINDINGS**

#### **5.0 Introduction**

This chapter presents a discussion of the findings based on the research objectives. The study was to assess the effectiveness of social media as a marketing tool for the growth of SME a case study at KN district. Focus of this paper was to know social media is effective for marketing and the objectives was to assess the extent to which Instagram contribution to the growth of small and medium enterprises, to assess contribution of YouTube to growth of SMEs, To determine whatsapp contribution on growth of small and medium enterprises and to assess the contribution of Facebook to growth of small and medium enterprises.

#### **5.1 Discussion of Findings**

Accordingly, to table one 4.1 from chapter four, the researcher realizes that majority of the staffs there a large number of female 56.9% compared to the male which 43.1% and this shows females are the ones who respond very fast on social media and also there is unequal participation between male and female. Also female are the ones who loved to engage on business compared with male.

Also from the table 4.2 from the chapter four, the ages who are engaged in the business is 26-30 who are matured enough and easy for them to control it compared to the youth age who are believing in being employed rather than employed themselves.

From the table 4.3 and 4.4 the researcher shows that marital status and employment status of the respondents, on marital status the majority were married which is 49.5% and it's easy for them to participate due their partners gave them support, single is 73 (35.8%), divorced is 20 (9.8%) and widow is 10 (4.9%). Employment status of the respondents most are employed themselves compared to the employed staff the business owner is 135 (66.2%) and employed staff (33.8%) and it seems respondents are preferred to employ themselves rather than being employed, also now days business owner managed their business while they were employed a staff to operate it.

Also from the findings of education level on chapter four the researcher shows that majority of the respondents has been educated while past people who engaged on the business were not educated and engaged on business due to failing on class. The respondents who have a university degree are 114 (55.9%), master degree level 24 (11.8%), diploma level 16 (7.8%), advanced level 31 (15.2%) and primary level which is 19 (9.3%) and the findings shows that this century most people have education which facilitates for them to manage the business easily and also even to expand the business.

More ever the analysis shows that most of the Kinondoni entrepreneurs on table 4.6 which shows duration of the business the respondents had 6-10 years' experience in business and most of them are not employed and majority are on age 26-35 which are matured and decided to engage on business compared to other age, 1-5 years and 11+ years are fewer and this shows the most people had experience in business but are committed in their business and since the social media has been introduced number of customers has been raised compared to other years.

## **5.2 Assess the extent to which Instagram contribute to the growth of SMEs.**

This objective was to determine the contribution of Instagram to entrepreneurs. Instagram is social networking which connect people easily. There some few questions which were asked to respondents and the results were, Instagram network is easy networking to communicate with customers indirectly but still you can add value to the business, the entrepreneurs who have an Instagram account is huge which is 73.3% and this it seems as entrepreneurs has knowledge about Instagram and they are using it for advertising.

The extent of Instagram to entrepreneurs is large which is 106 (52%) of the respondents. Instagram to entrepreneurs it has been an advantage to them since was introduced it has been easy to add more customer easily and helps on the growth of SMEs and contribution is huge compared to other traditional tools.

Instagram network is easy networking to communicate with customers indirectly and since the Instagram account has been developed was worth to use it as advertising tools data shows that majority of the respondent strong agree which 114(55.9%) .

### **5.3 Assess YouTube contribution to the growth of SMEs**

The study aimed to determine YouTube contribution to entrepreneurs and how they perceive it as advertising tools for enlargement of SMEs. There some question was asked to respondents to determine contributions.

From the chapter four, majority of the respondents knowing YouTube and benefit of using YouTube which occur to 151 (74%) said Yes while the remaining 53 (26%) said no. This means that entrepreneur know the importance of YouTube and knowing how to use.

Also a person who handle YouTube channel according to the data were 154 (75.5%) and the remaining 54 (24.5%) which they hire a person in order to provide answer to customers in time.

Perceive of YouTube to entrepreneurs is very good compared to other method of advertising which occur to 100 (49%) and this means they perceived YouTube channel as very well method on advertising and easiest way while the 68(33.3%) is Good and through YouTube c easiest to post video advertising without any charge on YouTube channel then you can get benefit on viewers.

### **5.4 Determine whatsapp messenger contribution on growth of small and medium enterprises.**

The study aimed determining whatsapp contribution on SMEs, through this objectives the findings shows that, majority of the respondents are aware of whatsapp messenger which are 132(64.7%) and this means they are using whatsapp for their daily activities.

Also the findings shows whatsapp majority of the entrepreneurs are using whatsapp for business as a communication with customers and easy to send a picture and details of the products and how can a customer receive it the finding data from

chapter four shows 174(85.3%) are using whatsapp for business as timely and efficient communication and has facilitate the communication between customer and entrepreneur through online while before they were introduced it was very hard for the entrepreneurs to communicate with customer due to old ways of communication and advertising through magazines, television and radio which is not easy to motivate customer and gain their trust.

Whatsapp for business have a large influence to business which majority of the entrepreneurs strong agree 62.7% due you can chat with a customer and influence her and gain trust.

### **5.5 Determine the contribution of Facebook to growth of small and medium enterprises**

The aim of the objective was to determine the Facebook contribution to entrepreneurs for the business. The findings show the majority of the entrepreneurs have a Facebook page which is 75.5% this means they are using Facebook to advertise. Also since entrepreneurs using Facebook the customers has increased compared to traditional ways as promotional which 66.2% strong agree Facebook does not decrease customer rather than there were increase of new customer day to day

The cost you incur on promoting the business is favorable compared to other ways of advertising while through this you just needed a smartphone and bundle also no payment for online advertisement but sometimes you can use a person who has so many followers and posting it but you should pay for it.

### **5.6 General Questions**

The aim of entrepreneurs to join on social media was to promote their business and new customers to boost sales. Through social media has been easy to entrepreneurs to advertise with low budget.

Also there some challenges which they were facing entrepreneurs on using social media there were conman who duplicate social page of entrepreneur, this leads into broke trust between entrepreneur and customers who weren't aware if there is

another page which is owned with conman. Also entrepreneurs loose customers and sometimes hard to regain the page due to security hacker who hack and provide wrong information to customers.

However entrepreneurs using feedbacks as way of penetrating to the market most feedback they receive is positive though there negative which they use to correct mistakes and improve their service and tracking those customer to bond trust and loyalty. Sometimes they received a customer due to the service they provide to them and these motivate others.

## **CHAPTER SIX**

### **SUMMARY, CONCLUSION, AND RECOMMENDATION**

#### **6.0 Introduction**

This chapter presents the summary, conclusion, and recommendation of the study and according to the research objectives and a suggestion based on respondents opinions.

#### **6.1 Summary**

The study aimed to assess the effectiveness of social media as a marketing tool for the growth of SMEs at Kinondoni district. The first objective is to assess the extent to which Instagram contribute to the growth of SMEs. The study findings established that Instagram has led to the growth of the business to entrepreneurs of SMEs which the extent is large compared to other years before the development of technology. Also Instagram network it stimulates the growth of the SMEs sector and arise of employment and increase economy. The Instagram everyday has large influence and everyday it has been developed and enables to motivate users to use due to active users reached up to 1 billion per months.

The second objectives was assess YouTube contribution for the growth of SMEs, YouTube channel has a lot of contribution due you can create an ad and post and people view while traditional way you were needed to find which channel is suitable to advertise to show and display. Also they perceive it as advertising tools due you can own a YouTube channel and share links with people and people share other people which facilitate to reach customer easily also the budget cost of advertising will be shifted to the person handled YouTube channel and hence provide job opportunity.

The third objective was to determine whatsapp contribution and findings shows most of entrepreneurs are aware of whatsapp and has facilitated the communication. whatsapp is easy to influence and motivate customers to buy the product and is impulse buying. Customer didn't plan to buy the product but due to seeing it on a social page that's personality or perception of the product, will influence to make a

decision on buying the product. Also majority of the respondents are aware of whatsapp and understand the use of it in order to determine the online customers which it facilitate to reach target and boost the business.

The fourth objective was to assess Facebook contribution and most of entrepreneurs own a Facebook page for their business which it increase online customers investigate technique used by SMEs to reduce cost of marketing through social media platform and also Facebook networks is reducing cost due the amount entrepreneurs spend is small compared to the amount which they will spend on advertising on Television, magazines and radio. Majority of the respondent approve on this due to easy on promoting goods and easy to update customer details about the product price and usage too. Also has facilitated way of collecting information's from customer through comments and even chat via social networks and gain trust.

Through social media has facilitate also the even delivery of the products or services being provided to customers by sending map via social networks then waiting for the delivery. Majority has social pages for the business use and the cost they incurred on promoting is small compared they just need to have smart phones and money for data bundle to post add on a social page. Despite of challenges they face but maintaining customer through feedback it's important.

## **6.2 Conclusion**

From the results findings the paper concludes that since social media has been introduced most entrepreneurs has been using it as advertising tool of their products and also is easy to reach consumers and collect feedbacks.

Firstly, the study shows that there is a seriousness in SMEs social media marketing. Small and medium enterprises take social media sites as social platforms professionalism in dealing with online clients. Since accessibility of social media sites is very high, small and medium enterprises needs to switch from socializing with friends and start advertising their products and services through online.

The findings also further indicated that there is a large influence of social media on consumer when a customer saw the product online and specification will influence

on purchasing. Social media motivate consumer easily compared to traditional method which was needed to categorise which age you target but through social media is easy to reach all people despite of ages.

YouTube has a great extent of contribution on enlarge and it's easy to capture attention, YouTube is the second most visited site and popular. YouTube contribute by creating captive videos that stand out from what your competitors are doing, by researching their strategy, then identifying opportunities they are overlooking or subject matter you can cover in a more in-depth, engaging manner. Viral marketing, a videos is watch all over to a high number of viewers Video on YouTube can reach over a million viewers, due that most people use YouTube as a television, this marking strategy you build around how audience can spread information about your products or services. This information can spread through the word of mouth and it's most likely to be shared with each audience on social network. The main focus is to deliver content informative and insight.

Also, social media has reduced the cost to small and medium enterprises, the budget they put on advertising expenses on other marketing tool was large compared to before social media was introduced. They were needed to set the amount which was used to promote through TV, radio and magazines which was cost those years and was hard to influence and motivate customers and gain their trust until customer met each other and motivate themselves while since social media has been used facilitate even the feedbacks of the products and even to get full specification of the products before purchasing it.

Also through social network helps promoting business of small and medium enterprises to be known with the customer. When you decided to create the social page special for business. Social media helps someone to increase his or her business also helps to reach customers at a wide coverage, Instagram is one of the most important channel in the world and every marketer is using it, Instagram has more than 800 million active users. Instagram is mostly used tool for businesses that rely on the common public to selloff their products and services, today branding is very

dependent on visual media such as videos and pictures, where they can be more appealing to the audience. Having interesting posts is a crucial piece when trying to increase engagement due to that customer's follower page they desire with their needs. Instagram emphasizes more photos than any social media, hence it's captures user's attention.

Also as discussed in the literature review, Koretz (1997) argued that social media advertising is perceived to be very expensive by small and medium enterprises and so they often do not have a budget for it. The above statement is proved wrong by research findings in which most of the respondents believed that it's worth to invest in online advertising since it is cheap, majority of respondents spends between TZS 1500 – 2000 on daily basis for internet bundles.

### **6.3 Recommendation**

This study recommends that there need of government support into social media. The government should enact laws which will favour SMEs sector to enhance social media to be used for advertising product also reducing the tax imposed to SMEs. There is a higher tax rate being imposed to entrepreneurs and that discourage the sector not to improve so the government should divide the tax rate which will favour the SMEs.

Also, there need of providing education to the SMEs on how to use the social media in order to promote their business, brand, and visibility by posting the content of the product which facilitates the social media users to recognize it and even establish computer subjects to students and this prepares them on digital technology. . The enterprises need to take advantage of technological changes and seek to develop an online marketing strategy which will guide the business on how to advertise their products online in a very cost effective way. Social media experts should be employed for such related activities. Online advertising should not be considered time consuming since it has an economic gain compared to time spend socializing with friends which has no economic benefit.

There need to implement on social media as UTAUT theory explained as technology changes daily so entrepreneurs has to flow with the development to win market.

Also hacker who hacks their business pages actions should be taken either there should be paying amount for damage or jail due they have been stolen their pages and even do frauds to customers who are not aware of the page has been hack, for example, Robby One Fashion page was hacked and this cost her to spend more than 2 million to recover her page. This will help on reducing risk to entrepreneurs and trust to their loyal customer.

Lastly, we are living in a digital world where most of the activities are carried out in a technological way. In this regard, small and medium enterprises sampled had the highest number of respondents being between 26-30. This is a group of business persons who are creative, innovative, technology oriented and most of which are already in social media sites. Social media entrepreneurs should not forget the most important aspect of marketing "*feedback*" in developing their marketing strategies and should focus on customer satisfaction since "*one satisfied customer equals to a thousand prospective customers*".

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## **APPENDICES**

### **QUESTIONNAIRE**

Dear respondent,

The owner of this questionnaire is the student of Master's degree in Business Administration at Mzumbe university campus. As part of studies, this research is intended to assess the effectiveness of social media as a marketing tool for the growth of Small and medium enterprises. The information provided used for the academic purpose only and treated with a high level of confidentiality. You are kindly requested to provide honest answers.

#### Part I : General Questions

Please tick the appropriate answer

1. Name of the respondent (option)

2. Gender

(a) Male

(b) Female

3. Age

(a) 21-30

(b) 31-40

(c) 41-50

(d) 51-60

(e) 61+

4. Marital status

(a) Single

(b) Married

(c) Divorced

(d) Widow

5. Employment status of the business

(a) Business owner

(b) Employed staff

6. The level of education of the respondent

(a) Primary level

(b) Ordinary and advanced level

(c) Diploma level

(d) University degree level

(e) Master degree level

7. How many years of business operation?

(a) 1-5

(b) 6-10

(c) 11+

To assess the extent to which Instagram contribute to the growth of small and medium enterprises.

8. Do you have an Instagram account?

(a) Yes

(b) No

9. To what extent instagram contribute on the growth of business?

(a) Large extent

(b) Small extent

(c) Medium extent

10. Since Instagram account was developed is it worth to use it as advertising tool?

Strong Agree	Agree	Strong disagree	Disagree

To assess YouTube contribution towards social media on growth of SMEs

11. Do you have Youtube and its benefits?

(a) Yes

(b) No

12. Do you have a dedicated person to handle Youtube channel and providing response in time?

(a) Yes

(b) No

13. How do you perceive Youtube as another advertising method?

(a) Very Good

(b) Good

(c) Average

(d) Poor

To determine whatsapp contribution on growth of small and medium enterprises

13. Are you aware of whatsapp messenger?

(a) Yes

(b) No

14. Are you using whatsapp as timely and efficient communication?

(a) Yes

(b) No

15. Does Whatsapp messenger have a large influence to customers?

Strong Agree	Agree	Strong disagree	Disagree

To assess the contribution of Facebook to growth of small and medium enterprises

16. Do you own a Facebook page for your business?

(a) Yes

(b) No

17. Does Facebook decrease customers?

