

**THE ROLE OF SOCIAL MEDIA ON SMALL/MEDIUM
BUSINESS PERFORMANCE:
A CASE OF KINONDONI MUNICIPAL, DAR ES SALAAM
CITY.**

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BUSINESS PERFORMANCE:
A CASE OF KINONDONI MUNICIPAL, DAR ES SALAAM CITY**

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

2019

CERTIFICATION

We, the undersigned certify that has read, and hereby recommended for acceptance by Mzumbe University a dissertation Titled: **“The Role Of Social Media On Small/Medium Business Performance: A Case Of Kinondoni Municipal, Dar Es Salaam City** “in partial fulfillment of the Master Degree of Business Administration in Corporate Management.

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DECLARATION AND COPYRIGHTS

I, Beatrice R. Kihombo, declare that this dissertation is my own original work, has not been submitted and will not be presented to any other university for a similar or any other degree award.

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However, I am first of all very grateful to the Almighty God for granting me this precious life ,good healthy and a clear mind that made me accomplish this work, without Him I would not have made this far. Secondly, am indebted to my supervisor, Dr. Jaraj S. Kikula, for his tolerance and tireless efforts in providing constructive criticisms as well as pertinent guidance for my study. I declare that his guidance has been very valuable such that it led to successful production of this dissertation. I would like to acknowledge support from my parents Dr. & Mrs. Aggrey Kihombo and my husband Deogratius D. Mwerangi, for their tireless encouragements that made this work simpler than expected. Without leaving behind my respondents of this study for they played an instrumental role, my colleagues and friends for their participation in developing different ideas concerning this study.

DEDICATION

This dissertation is dedicated to my parents Dr. & Mrs. Aggrey Kihombo and my husband Deogratius D. Mwerangi, for their true love including their moral and material support during my educational pursuit. May the Almighty God grant them healthy, peaceful and successful life.

LIST OF ABBREVIATIONS

AIDA	Attention, Interest, Desire and Action
CRM	Customer Relationship Management
EA	East Africa
E-BUSINESS	Electronic Business
Fig	Figure
ICT	Information and Communication Technology
MMT	Media and Modernity Theory
RMTSM	Resource Mobilization Theory of Social Media
SBA	Small Business Association
SBT	Small Business Trends
SIDO	Small Industries Development Organization
SMEs	Small and Medium Enterprises
SPSS	Statistical Packages of Social Science
Tbl	Table
TCRA	Tanzania Communications Regulatory Authority
UGC	User Generated Content
URT	United Republic of Tanzania
US	United States
Web	Website
WWW	World Wide Web

ABSTRACT

This dissertation had a general goal of finding the role of social media on small and medium business performance for the case of Kinondoni municipal, Dar es Salaam city. The sample size was in total 94 respondents which included 84 small/medium business owner managers and 10 customers. This study used both primary and secondary data whereby primary data were collected from the respondents through questionnaire (open and close ended) and interview guide (structured interview). Secondary data was collected through documentary reviews where different journals, past researches, theories, some books and publications related to this study were used. Respondents included small/medium clothing shops, cosmetics shops, mobile accessories shops, make-up shops, home appliances shops and food stuff shops owner managers; customers who engage into business exchange with small/medium businesses through social media. This means that, the study was achieved through a comprehensive study on Small/medium business owner-managers and the customers at Kinondoni municipal.

The study found out that social media plays an important role in improving the general performance of the business through increasing the number of customers, profit maximization, increase sales growth, product awareness and enhance brand image. On the other hand, risk and insecurity, poor feedback from customers, limited internet access, costs and information control were the core challenges facing the small/medium business owner managers. For the case of customers, these were the challenges they faced; poor customer care, lack of trust, counterfeited goods, limited access to business pages, sometimes no refund or exchange for the product.

The study concluded that an effective use of social media plays a great role on the general performance of small and medium businesses. The performance of the small and medium businesses with social media can be measured using indicators such as increase/decrease of sales growth, increase/decrease of profit margins, increase/decrease of number of customers, and high/low costs. It recommended that the small/medium business owner managers should improve the customer care to their customers and due to some methodological limitations; a future research is

recommended to apply qualitative form so as to discover an in deepness understanding of the cause and effect relationship between the variables.

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CHAPTER ONE

PROBLEM SETTING

1.1 Introduction

This chapter presents the general background of the study. It presents brief background information on the use of social media in order to see the origin of the problem. This chapter furthermore contains several sections such as statement of the problem, objectives (General objective and specific objectives of the study), and research questions, significance of the study, scope of the study and organization of the research.

1.2 Background Information

Technological advancement during the 21st century has brought a great change in the world and it is presumed to be of great assistance and the environmental challenges are being supported by the change in technology. This advancement in technology had also upgraded in the methods to the businesses in which products (goods and services) are manufactured, advertised and made accessible to the market. It has been noted that, technological advancement plays a fundamental role in improving the living standards of the people through decreasing the level of poverty and increasing the level of income. Technology stands in both aspects of human life; social and economic development, where humans have greatly improved socially and economically over the past few centuries since technological advancements, Gurbiel (2002). The unification and combination of communicating functioning system consisting of computers and their soft wares, middleware and audio visual systems, wireless signals and telephone lines that works to grant the users the right to entry, transmit, store and take control of the general information it is termed as Information and communication technology (ICT), (Melody *et al*, 1986). After the inclusion of Information and Technology Communication (ICT) in the Stevenson's report (1997)

by the United Kingdom Government, it was given high consideration and focus as it was discovered among the academic writers in 1980's.

Back in the years of 1980's, the innovators inverted the web 2.0 technologies so as to be used to facilitate the communication among the users. This was designed so as to reduce more costs that were incurred in the old times where telephones and postal letters were basically used. Web 2.0 technology was created as a platform so as the users can share and interchange information and networking among users by the use of internet. The use of internet at the end turned out to be the most influential method towards the economic motivations, Lankshear et al; (2007). Among the online raised areas that can be generated through the technology of Web 2.0, social media is mentioned to be the one. Kaplan et al (2010) explains that social media construct the conceptual and technological basics of Web 2.0 technologies of which helps to facilitate in sharing, exchanging ideas and adjustment of the information of the users through the generated platforms and this happens because social media is among the applications that operate with the use of internet. Web 2.0 technologies through social media, brings together both the customers and the businesses in order to share, exchange ideas and communicate as a team, Jones (2010).

In New York City by 1997 that's when the history of social media began where by a company known as "Micro View" initiated the SixDegrees.com, Boyd (2007). During the year of 2000 the Six Degrees site was put to an end because the users of the site established only short term relationships and these friendships were requested at a very low rate although the site had basic socialization features such as profile viewing and messaging. This resulted into the unsustainable business performance hence the shutdown, Harrison et al; (2009). After the down fall of the SixDegrees.com site, it did not determine the end of social media in the history instead other sites emerged such as; Friendstar.com, MySpace and Face book to serve the same purpose. By 1969 according to Borges (2012), social media began as a result of CompuServe initiating the first service attained online. In the history of technology by 1971, the first email was created and distributed among the several

computer devices and by 1989 the World Wide Web (WWW) came into existence while the first blog was formed by a student by 1994.

In 1997, there was the launching of the first modernity social media site of which intentionally to fulfill the same goal of putting together the internet users together creating relationships and resulting into long-term friendships through creating profiles of their own. The users were able to post their messages, pictures and videos to their blogs which were launched by 1999. By 2003 when Social Networking and Book marking sites emerged, internet users were allowed to send their friendship requests to their fellow users' blogs. The most influential social media site, Face book was launched in 2004 where many users adopted to serve the purpose of interaction through internet. The other first and the most video hosting and sharing site known as YouTube was launched by the year 2005 where by its users were granted the access to view or upload a video of about 10 minutes long to share with other users and sometimes through spreading link to other users' blogs and websites, Yingxia et al; (2013) . By the year 2006 the first presentation site online known as "Slide Share" was established following another site famously known as "Twitter". The writers discovered that the presence of social media in the history has also some constructive impacts towards the students' basics in learning, not leaving behind the business area where by the 2011; it started serving for the business purpose too.

Since the establishment of social media, it has been differently understood, whereby it can sometimes be conveyed with the general use of its applications such as; YouTube, Face book, Twitter, Flickr and Wikipedia where this understanding keeps on explaining that social include ; networks, text and pictures. The other aspect on social media is on User Generated Content (UGC) whereby the content is explained to be created by the users through different applications of social media, Kaplan et al; (2010). Social media has helped its users from different areas to easily communicate and interact, Berthon et al; (2012). The use of social in the world has been in different ways in each year; where by one of the most users of social media was

known to be Egypt as it applied the use of various social media sites such as Face book. The study further noticed that in the Middle East and North Africa regions (MENA) had infiltration level of about 13% of which makes the 25% of the total Face book users that is about 11 million users in the regions. Over the six months of the year 2012, Egypt made a huge increase in the number of Face book users of about 1,608,420 and it was the highest number within the MENA regions. The Egyptians believed that in order to bring positive impacts to their country's economy, adaptation of social was mostly necessary and hence 46% of them used social media by then, Richards (2012).

The notion was made to insist on social media as a key communication tool in real life was made by Veil et al; (2011) as they may be used even during the times of disaster to inform the many people from every corner of the world what's happening even without the presence of the reporters. This is because social media allows people to communicate, contribute and sharing their activities to their connections. The unique functions that these Social Network Sites (SNS) performs are that they allow its users to be more observable and expressing through their sites where they tend to meet the unfamiliar fellow users. Through access to expression the users creates relationships with their connections where they could not do it without the use of social media, Haythornthwaite (2005).

Observations made recorded that by 21st century a great change was noticed on how businesses market their goods and services due to technological advancements, Smith et al; (2004) had given out the idea on how the businesses has now turned out to adaptation of social media in their operations. This is the result of development of internet as a communication object and the most persuasive one and the social media opens a new way where businesses are able to obtain more customers. Social media has brought much easier and quicker way of communication process between people and exchanging information where the businesses used that spot to connect and communicate with their customers and be able to serve them.

The businesses spotted another area on social media where they are able to strengthen their long term relationship with their customers and keep them updated with what they offer and through social media the businesses are able to associate with the prevailing customers and likely to be customers, Mangold et al; (2009)

With today's' environment many small/medium businesses adopt the use of social media since it is no longer an option for the sake of better performance and owning large market shares. With the given rivalry in the market, it has become a habit for most of the small/medium businesses towards social media which has totally changed the ways in which the business communicates with their internal and external surroundings. Businesses now consider social media as a meaningful communication object that increases the visibility of the business. Social media has gained a great status recently in various areas since it create a way to advertisement for the company's products, Icha et al; (2015). It has generally accepted that most of the companies have agreed and continuously adapt the use of social media by pervading a mix of public relations, advertisements and sales promotions. This is to allow the businesses to generate and deliver the intended message to their customers. It is evidenced by the presence of various companies (businesses) that own their accounts in different media such as WhatsApp, Instagram, YouTube, Twitter and other used ones. The businesses still believe that in order to expand their operations, social media is surely necessary given the current environment.

Lately there has been the linkage of the computers that facilitated the coming together of various business entities as one affecting positively the general sales volume in the market hence lowering down the costs of communication. There has a great change in African countries such as; Zambia, South Africa, Congo, and Nigeria where the people are increasingly engaging into usage of computers and other communication tools to use social media. They use social media for marketing their small/medium businesses into the world. The use of social media from individual benefit is changing rapidly into business purposes.

These small/medium businesses centered on the use of World Wide Web (WWW) through E-business to grow the business and improve in a better way in which helps them to survive in the market both internal and external with the current rivalry, Sanchez et al; (2007).

Conferring to Dr. Anthony Curtis, in 2014, there is around 1.28 billion Face book users and from the Arab world 255, 55 million of the Face book users and 3.7 million of the Twitter users, Curtis (2013). In Tanzania Face book was also leading in 2016 with 3,700,000 subscribers, Internet Word Stats (2016). Over the past years since the establishment of different modern social media sites, Face book has been the leading one with large number of users. For instance during 2006, Face book had more than 1.59 billion users per month and more small/medium businesses are among the most active users and their number keeps increasing monthly, Maina (2016). Technology has resulted into different much known social media platforms such as; WhatsApp, YouTube, Instagram, Twitter, Google+, LinkedIn, and Tumblr where different businesses and individuals use for their purposes.

Most of the organizations in Tanzania use social media platforms in order to establish and stimulate the channels of communication for their significance relationship between them and their customers, O'Rourke (2010). Worldwide most of the enterprises have progressively adopted the use of social media platforms such as Face book and Twitter in making available of their products to the customers, Burford (2011). Web 2.0 technologies through its social media platforms play part in discovering key customer influencers, fetching them and creating brand advocates. This is to ensure that faith is established and strengthened between the business and their customers so as to avoid any unwillingness on the part of the would be consumer for constructing viral movements and encourage Word of Mouth (WOM) online, Miller et al; (2010).

Social media has brought an alternative to Google and other searching engines which were used to acquire information concerning certain businesses and now customers may obtain such information from the various social media platforms due to changing in technology, Newman (2013). Social media in current period is of assistance especially in creating trust and faith between the business and their customers in a way that has certainly not been seen compared to the old style media, Deelmann et al; (2002). Nevertheless, various small business proprietors fight to successfully reach their customers, SBT (2011). Most of the businesses seek to obtain and keep the trustworthy customers who will be part of their business development. These customers may greatly support the business acting as the business brand ambassador through creating and spreading online word of mouth which is essential for the growing businesses. Also the customers may support the business through tweeting, following, reviewing, blogging etc. which stimulates the brand awareness that provide a wide chance for the businesses to publicize their activities through social media, Reyneke et al; (2011).

1.3 Statement of the Problem

Icha et al (2015) the use of social has lately gained rapid reputation among businesses as in many other areas. Currently, there is an international, national and organizational fast growing insistence on adopting Social Media in the businesses. Burford (2011) many global corporate companies are progressively using social media. Social media are acquiring popularity and are progressively used in regular operations of various organizations; these include Small/Medium businesses. There have been various initiatives to enhance the efficiency and effectiveness among organizations. These include use of various communication channels between organizations and their stakeholders, particularly the use of Information and Communication Technology (ICT) for organizational efficiency and effectiveness. Actually, Hubspot's report (2012) explains that 63% of companies using social media say it has increased marketing effectiveness among other benefits.

Unfortunately ever since the introduction of social media in business context most of the existing studies highly based on analyzing the general impact of Social Media on businesses' performance; Kazungu et al (2017) explored how social media influences SME's performance in the context of sales growth, profit maximization and brand awareness, Jagongo et al (2013) established the effects of social media on the growth of SME's in terms of customer relationship management, market access and innovations; thus the studies neither reported any information about the businesses owners' acknowledgement on importance of social media use nor considered the customer factor as to what benefits/challenges they face when making social media based business exchange given that both customers and businesses owners are part of organization performance. Nevertheless these studies were mostly conducted in other countries other than Tanzania.

These inconclusive findings called for further research especially basing on Tanzania. The particular interest to this paper is to assess the role of social media on Small/Medium business performance giving focus on identifying whether these businesses' owners find any importance of social media in their businesses, determine the small/medium business performance with and without social media, exploring the challenges encountered by these business owners and challenges that customers encounter when making business exchange with Small/Medium businesses through social media.

1.4 Objectives of the Study

1.4.1 General objective

The main objective of the study was to find the role of social media on small and medium business performance.

1.4.2 Specific objectives

- i. To evaluate whether small and medium businesses' owner managers find any importance of social media in their businesses.
- ii. To determine the performance of small and medium businesses after adaptation of social media compared to the one without social media.
- iii. To find the challenges encountered when small/medium business owner-managers use social media in their business.
- iv. To explore the challenges that customers encounter when making business exchange with small and medium businesses through social media.

1.5 Research Questions

- i. Do the small and medium businesses' owner managers find any importance of social media on their businesses?
- ii. What is the performance of the small and medium businesses after adaptation of social compared with the one without social media?
- iii. What are the challenges encountered when small/medium business owner managers use social media in their business?
- iv. What are the challenges the customers encounter when making business exchanges with small and medium businesses through social media?

1.6 Significance/Justification of the Study

The study intended to establish the role of social media to the performance of small and medium businesses in Tanzania. The study is anticipated to be of much value to a number of people and organizations as follows; It will help to explain to the public the roles played by the social media in small and medium businesses in their performance. It will help to find out the difference in performance between businesses with and without business social media. It will help to find out the challenges encountered by the customers when making business exchange with the small and medium businesses through social media and it will help other researchers to identify viable areas for further research. Also, it will be used as an additional reference to other researchers on social media towards business performance. Finally the study will help to fulfill the requirement of enabling to achieve the MBA degree.

1.7 Scope of the Study

The study specialized to the relative study of the role of social media and the performance in small and medium business at Kinondoni municipal in Dar es Salaam city Tanzania. The study on role of social media to the small/medium business will particularly base on social medias used for business purposes. The study commenced on December 2018 to June 2019. The study involved the selected social media small and medium business owners and the customers making small and medium business exchanges through the selected social media.

1.8 Limitation of the Study

Some of limitations bumped into during the research of which have been drawn from two angles namely; sampling procedures and internal consistency of the instruments.

1.8.1 Sampling Procedure

Much as the research of this study has addressed the sampling procedure to be simple random sampling (probability sampling) and purposive sampling (non-probability sampling). Other researchers may come up with other sampling techniques. This therefore sets to be a limitation to this study.

1.8.2 Determination of Internal Consistency of Instruments

The researcher of this study has addressed reliability and validity as the components that determined the internal consistency of instrument. Other researchers may come up with the researcher process that can play same role.

1.9 Organization of the Study

This study consists of five chapters. The first chapter called Problem Setting consists of the Background to the study, Statement of the problem, Objectives of the study, Research questions, Research hypothesis, Significance of the study, Scope of the study, and Limitation of the study and Organization of the study. The second chapter called Literature review consists of Theoretical review and Empirical review. The third chapter called Research methodology consists of, Area of study, Research design, Study population, Sample size and sampling procedure, Data collection methods, Validity & reliability of study and Data processing and analysis. Chapter four is the results and discussion of the data collected and Chapter Five gives the main summary, conclusions and recommendations which can be drawn from the analyzed data.

1.10 Chapter summary

This chapter presented the general background of this study, covered the background information on the use of social media to learn the origin of the problem. Furthermore, it covered statement of the problem, general objectives and specific

objectives, research questions, significance of the study, scope of the study, limitation of the study and organization of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter covers the reviewed literature of the study. It starts with the conceptual definitions. The chapter proceeds with a presentation of literature (theoretical and empirical) framework on social media and business performance basing on the formulated specific objectives of this study. The chapter finally shows the conceptual framework.

2.2 Conceptual Definitions

The conceptual definitions involve meaning of terms that have been used in this research as follows:

2.2.1 Social Media

Moran et al; (2011) it had been assumed for a long period of time that social media does not have one clear and perfect meaning. People were allowed and provided an opportunity to become the content initiators, regulators and transparent users in an excess stage when there was the development of a single platform. Through this content when shared, it creates conversation where the users can post and make interaction through the social media accounts.

Agreeing to Boyd et al; (2007) believed that social media as a website online service where individuals do interact with their fellow users worldwide through various social media platforms. He went further that these platforms do consist of features like profiles that can be viewed in public by any other user for connection purposes. Also these social media platforms such as Face book allows users to own pages such

as privately owned accounts or even forming groups of individuals who are willing to stay more close.

The difference between social media and social networking is that; social media is an instrument used to interact while social networking is the act of getting together through social media, Hartshorn (2010). Dealing with social there has been two categories observed that differentiate social media users who are categorized as digital natives and digital immigrants. The digital natives are explained as those users who were there when the digital media existed by the year 1980 while the digital immigrants are categorized as those users who came into existence before the establishment of digital media by 1980. Social media platforms do vary in size where there are macros ones such as Web blogs and the micro ones performing the same role, AntonSon et al; (2014). According to Neti et al; (2011) tried to explain that social media mainly involves sharing of views, opinions, content, pictures and when people are able to connect to one another. She also defined social in two ways; one is when the users are able to communicate to one another and the other way occurs when social media is used as a tool for sending information from one channel to another.

The core of social media stands mostly in the profiles and connection of the friends that the users have engaged with (Online Networking Sites). One of good and essential feature that social media platforms such as Face book must have is profiling system where a user display his/her detailed information to the public but these platforms do consider privacy of the user and direct what is not to be displayed. Initially social media was established with an intention to connect users who happen to have some relationship off social media but in return it has emerged to be an area where even those users who even do not each other they are connected through social media, Boyd et al; (2007). Despite of the several definitions made by many scholars, this study established the meaning to social as social networking sites that involves platforms like YouTube, Face book, Skype and Twitter.

Kaplan et al; (2010) enlighten that social media can be classified as the group of applications which were founded from the Web 2.0 technologies which use internet to allow users to exchange and create the contents. The coming together of technologies that were used to generate mobiles and websites helps together to crack connection among its users that result into collaboration where the users do interact to share and discuss their ideas. The social media platforms carrying websites such as YouTube, Twitter, Face book, Flickr allows the users collaborate with their connections and exchange ideas.

Social media as the modern tools of communication plays an extra role in loading and giving out of information which could be used for future times unlike the other communication tools such as radios and televisions which do not allow their users to create cooperation like commenting and other features. The modern social media platforms allow their customers to interact and sending replies on the sites. The web technologies are gradually being used by individuals and corporations to talk over, share and act as a team, Jones (2010). There are few to mention types of social media platforms are; (Face book, MySpace, and LinkedIn), micro-blogs (Twitter, Plurk, and Friend Feed), reviews and ratings (Yelp, Amazon, and Trip Advisor), video (YouTube and Vimeo), and more.

Social media has been termed as an outcome of Web 2.0 technology by Ahmad et al; (2012) of which uses internet to activate the applications generated for the users to make interactions. The study further deepened that social media emerges in various forms like Face book, podcasts, inter forums, social blogs, news portals, web logs, Twitter etc. that creates the chance for the users to interact. Tapscott et al; (2008) explained that social media to illustrate how information is created and shared among the users collaboratively with intentions to exchange ideas, thoughts and receiving feedback from their connections. Social media was also stated that helps in advancing the level of creativity, creating free communication also knowledge sharing to other users.

According to Bradley (2010), established social media as a group of technologies basically and the channels of which opens a way for the users to productively participate in communicating and sharing what they need to. Correspondingly, Curtis (2011) detailed, that social media are the online platforms which gives the people/users freedom and chance to interact with their connections in order to share their styles through various methods such as uploading pictures, videos, personal quotes and audio. Harrison et al; (2009) in their writing were able to describe social media as social networking sites involving of three platforms; Twitter, Face book and MySpace. Also it identified social media in online communities as foreign language learning and social networking sites too. The writers also discovered that social media apart from letting the users adopt foreign language but also social media platforms facilitate the users to form new bond with those learning the foreign language apart from only language learning.

2.2.2 Categories of Social Media based on Social Presence and Media Richness

Social media as categorized in social presence has been explained on how the users can interact in social area and be displayed in public in online environments. Short et al; (1976) added some information on social presence category as a degree of courage that a person have when deciding to interact and resulting courage from their relationships with other people in the society. Argyle et al; (1965) and Short et al; (1976) the interpersonal relationships like conversations of face to face discussion set against mediated relationships like telephone conversations have been used by the writers to describe the interpretation of the intimacy. On the subject of media richness, Kaplan et al; (2010) regarded this concept to have a closely relationship with the previous concept “social presence”. Daft et al; (1986) the theory of media richness is developed in observing the industries and the organizations’ information processing behaviors. The objective of communication discovered is to decrease the rate of improbability among the users and the state in which the users are not sure of what is real happening.

Table 2.1: Social presence and richness category

Low	Medium	High
Blogs (e.g. Blogger, World Press) (1)	Social networking sites (e.g. Facebook) (4)	Virtual social world (e.g. Second life) (6)
Collaborative Projects (e.g. Wikipedia) (2)	Content communities (e.g. YouTube) (3)	Virtual game world (e.g. World of Warcraft)

Source; Kaplan & Haenlein (2010). In the table above from 1 to 6, the bigger the number is, the more powerful the social media sites are

2.2.2.1 Categories of Social Media basing on Self Presentation and Self Disclosure

Regarding self-presentation, Goffman (1959) self-presentation has been widely explained as the situation in which an individual tries to control/guide his/her impressions as his manners and appearance. It is mainly when an individual is displayed to the people sought to acquire information about him or the people who already have information about him, this is called self-presentation. In addition, Leary (1993) says that self-presentation is how the individuals can be presentable whether willingly or unwillingly and put in their minds that self-presentation is essential especially in social interactions.

Table 2.2: Self presentation and self-disclosure category

High	Blogs (e.g. Blogger, World press) (2)	Social networking sites (e.g. Face book) (4)	Virtual social worlds (e.g. Second life) (6)
Low	Collaborative projects (e.g. Wikipedia) (1)	Content communities (e.g. YouTube) (3)	Virtual game world (e.g. World of War craft) (5)

Source; Kaplan & Haenlein (2010). In the table from 1 to 6, the bigger the number is, the more powerful the social media sites are.

2.2.3 Small/Medium Business

For many years now, there has no agreeable definition of the small business/SME. Many efforts have been made trying to explain this concept and various criteria have been applied when giving out the meaning of SME's such as value of assets, number of employees and sales volume. Basing on the meaning given by the European Commission which most of the writers have adopted is when the SME tend to employ employees fewer than 250 (Gilmore et al., 1999). In the case of United States the meaning of SME's is explained to employ employees lesser than 500, SBA (2011).

Leonard (2009), under given the country's economy nature, various scholars have given out their views on the meaning of social media that it has something to do with the geographical market coverage, number of employees, market share, capital invested, organization, turnover, share capital, total assets and number of shareholders.

According to http://en.wikipedia.org/wiki/Small_Small_business, a small business can simply be explained as a privately owned business which is operated under low sales volume and relatively small number of the employees. Normally the small businesses are private entities owned either by a single person, corporations or partnership. The term 'small' can be defined varying by country and the industry of which under the Australian *Fair Work Act 2009* ranging from fewer than 15 employees, in European Union it is ranging from less than 50 employees, and for the case of United States Small Business Administration plans it is lesser than 500 employees. Other techniques like net profits, assets and sales volume can be used to classify the small businesses.

Giving considerations on the operating economic systems of different countries, small businesses are normally found there. These small businesses comprises of examples like a bakery or delicatessen, photographers, hairdressers, guest houses,

tradesmen, restaurants, accountants, lawyers, online businesses like programming and web design, small-scale manufacturing, convenience stores etc.

Table 3 presents the classification of small/medium businesses in the context of Tanzania where by the micro enterprises consists of 1-4 employees and in utmost circumstances they happen to be family members, informal sectors that invests up to 5 million. Small enterprises are formal in nature and employ 1-49 workers investing 5-200 million. Medium enterprises employ 50-99 workers and invests from 200-800 million capita and large enterprises consist of employees above 100 with the invested capital of above 800 million, URT (2002)

Table 2.3: Criteria for categorizing small and medium enterprises in Tanzania

Institution/business	Paid-Full Time Employees	Maximum Total Investment
Micro Enterprise	1-4	Up to 5 Million
Small Enterprise	5-49	Above 5 to 200 Million Tshs.
Medium Enterprise	50-99	Above 200-8000 Million Tshs
Large Enterprise	Above 100	Above 800 Million Tshs.

Source: Leonard (2009), Olomi (2001), SIDO (2007), URT (2002)

2.2.4 Performance

The concept of performance in an organization/business management is widely applied in various areas, Moullin (2003) it is further described as the general management of an organization in delivering required value for its stakeholders such as customers and employers of an entity. It is acknowledged that performance of the business is a multi-measurable and exceedingly difficult phenomenon, Lenz (1981). Venkatraman et al; (1986), entity/organization performance is the most expected applied term by many researchers in current period as a dependent variable whereas the same variable is yet to be the most vague and loosely defined constructs.

Performance can be measured under the two fundamentals known as; efficiency and effectiveness as explained by the writers, Adams et al; (2002): effectiveness can be determined when the requirements of the stakeholders are met by the corporation, even though efficiency can be recognized when the company is able to utilize its scarce resources (economy) to meet their stakeholders' satisfaction level. For an organization to achieve its super performance, it must be able to attain its goals by effective utilization of its scarce resources compared to its competitors, Neely (1998). Effectiveness, efficiency and value adding can be illustrated when the multi measurement are used whereby mostly the traditional financial indicators are being used because their forms do vary widely, Neely (1998) on measuring the performance of manufacturing, it was suggested that the five key dimensions to be applied which are; flexibility, quality, delivery reliability, delivery speed and price (cost). It has been concluded that through measuring using these factors, it is said that performance is at a balanced level meeting stakeholder interest and of good reflection.

For many ongoing years, many scholars have tried to create the clear definition of the term performance though the strategic human resource management field has not mark the limit. For the past 30 years back, Katz and Kahn dryly pointed out that, the solution to the existing problem of creating the satisfying organization performance criteria it's clearly much less obvious, (1966:150). Twenty years ago Scott made a conclusion on this matter when he made a review on good deal organizational performance and their determinants that the topic other than being single but it is less known by many, (1977: 63). Further in recent times, Murphy, Trailer & Hill, the measurements of performance in entrepreneurial research were reviewed and coming up with the conclusion that the absence of clear meaning and definition on performance is well known so then the researchers should consider terminating the uses of this term, (1996: 21).

It is within the strategy field that there has been attention that creates the focus center for the construct on performance, has been extremely relied on the financial measuring of performance, Rowe et al; (1995).

2.3 Theoretical Underpinning

2.3.1 “Resource Mobilization Theory of Social Media” (RMTSM) by Eltantawy and Wiest, (2011).

In this theory the writer has explained on how social media as a resource of network has direct impact on organization performance. The writer derived this theory from different writers of RMTSM such as Buechler (1993) and Jenkins (1983) of which they stated on how important do resources like organizational skills, money, and time, political and social drives that have direct support towards the success of the social movements. The RMTSM theory put much emphasis on the use of social media by the organizations, where it explains that those organizations with direct access to social media and establish effective use of social media in the business have high competitive advantage over those firms with no social media in the market, Ichaet al; (2015).

This theory is supported by those claims that social media as a resource should be well used by the small businesses as a medium in which their customers may easily acquire information on the business. Social media creates a two way communication of which is an added advantage to the small business as it improves the business performance in general, Stephan et al; (2009). An improved business performance impacts on improving workers performance in terms of motivation, knowledge, skills, productivity, qualification and ability level, Ashraf (2014). Correspondingly the RMTSM demonstrate by businesses must observe the customers’ changing purchase patterns in current period as explained by the RMTSM theory that the businesses should consider the new modern communication media through their positive impacts towards the business.

Social media focuses on improving the processes and relationship of businesses with their customer basing on the modernized technology.

2.3.2 “Media and modernity theory” (MMT) by Thompson (1995)

The theory explains that evolution of communication media from the use of print media in early times to electronic developed media was argued to be part of modernizing process of the present societies. We can determine the up grading of different forms of communication media through having a clear understanding the specific development examined from time to time of a particular time and place. The development change involves educational level, advancements in technology, social economic variables, cultural change of given society from primitive life to modernity life and the change in income of people. The MMT theory also suggests in order to for us to understand institutional features of the nature of the modernity societies; we must keep a look on the communication media through their direct impacts. For instance; by the early days of 1500’s the print media was established and spread as the result of factors like increased number of elites, urbanization, and advancement of technology and development of industries, Thompson (1995).

The nature of communication media under the central proposition it is observed to be the reflection of development processes modernizing or considered as stages the society would have reached. This theory views social media as an impact to modernizing Information and Communication Technology (ICT) that have great encouragement in communication by organization and individuals. The connection between changing world cultural communication and advancement in technology resulted to the modernized communication (social media use). Thompson (1995) has made an assumption due to this theory that not only the level of modernity should be used in determining the development of general media (social media) rather the studies should put consideration to other factors playing relatively same functions such as; global economic transactions, transfer of technology from one country to another country and supporting policies of government on the media.

Other theory/model

2.3.3 “Social media theory: content matrix” by JC social media (2013)

The backbone of social media for business purposes is explained on the social media content included on this model. Various objectives of social media as acting key to important procedure influence and publicizing media are supported by presence of strong content in social media.

Social media content generally is comprised of the three differentiated elements of which determine every part of the content that is shared through social media having changeable extent of interaction, self-promotion and value-adding;

Interaction – purposive to create communication /chat online with individuals

Self-promotion – promoting/publicizing brand for direct selling to the public

Value-adding – in some way to entertain public, giving the positive reaction

On every detail showing something is at display on social media site will give meaning that the above three factors play a part of it. Whatever displayed on social media network can therefore be located to any part of content of social media. This model is simply illustrated through a social media matrix value adding figure as follows;

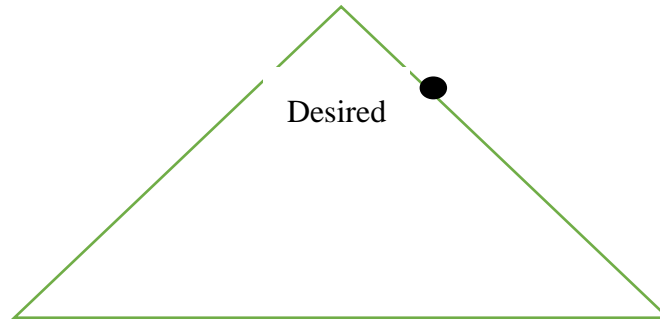


Figure 2.1: Social media matrix value adding

**Self-promotional
Interaction**

Source; JC social media, (2013)

● Curre

Taking consideration to the principles of this modest and slight model, the writer came up with understanding that it could be consequential to upload still further the theories on social media. The symmetric like Venn diagram is given by this source that comprises of interacting three cycles. Reuleaux triangle is what clarified as content matrix that is composed at the center of the Venn diagram. This spheres do present self-promotion, value-adding and interaction, of which describes the communication type in which would exteriorly fall to the social media content matrix basics.

2.4 Empirical evidence

Akhuetie, R et al; (2015) made an examination on how the development of small scale business could be the result of relationship of the business and use of social media in Bayelsa state, Yenagoa city. The researcher came to conclusion the use of social media has positive relationship with small business development that resulted

to the increase in number of customers the business has as well as assessed profit made from the business. Additional information concerning the findings of this study suggests that achievement in small scale business can be achieved through bringing together workspaces for holders of small scale business on social media remunerations practice as well as easy and proficient social media applications' construction. This reading creates similarity to the study as it explains the existing relationship between social media and small scale business.

Shalizan, H, et al; (2015) applied the AIDA model (Attention, Interest, Desire, and Action) as a recommended approach that social media could be used as an object for promoting the small businesses' products. As the results of this study the AIDA model was suggested to be put into practice as a strategy for goods and services publicizing determinations for the business. Carter, J (2014) made an investigation to explore the small/medium enterprises (SMEs) on how they use the social media in their businesses. This study made a focus on the four centered areas such as; effects of social media, implementation of social media, supporters of social media and social media approach. These studies both provide similarity to this study through the discussion on the use of social media in the business.

Kabue, J (2013) in Nairobi County, Kenya this study concentrated on analyzing reasons that prompted the social media implementation in adverting purposes in direction of small/medium business progression. This research was channeled by four major points; the first purpose concentrated on approachability of social media on small and medium business development. The second purpose explored impact of online (internet) marketing charges having impacts on development of entrepreneurship in small and medium businesses. The third goal did look at the dynamics that prompt the implementation abilities of social media in direction of small and medium enterprises' progression. Last but not least the research did scrutinize the inspiration of the exploited time by implementers of social media for the purpose of developing entrepreneurship among small/medium businesses.

The research entails the similarity to this study through analyzing the influences towards adaptation of social media for business advertising that lead to growth of Small and Medium Enterprises.

Chheda, S (2014) on this study the writer reveal the effects on advertising through social media on operations undergoing by the small and the micro business entities. it is about to understand in what ways do micro (small) businesses can take control of social media to wide up their productively attentiveness as great corporate with high productions, to directly infiltrate in the existing markets, in an individual level improve their connections, a straight way to publicize their brand and getting into contact with their consumers. Jagongo, A et al; (2013) this study concentrated on analyzing consequences on use of social media towards the SMEs development in Nairobi.

The study's objectives were completed through by valuing (pricing) of products (goods and services), analyzing the access of market, management of the customer relationship and advancement of SMEs in Nairobi. This research recognized that instruments of social media create Customer Relationship Management (CRM) and larger market convenience and which in result have a substantial outcome on the progress of SMEs. Together these studies be responsible for providing relation to this study through analyzing the roles of social media towards the growth/performance of micro and small businesses.

Kazungu, I et al; (2017) the writer of this study tried to figure out how can social media towards performance of medium enterprises in relation to the brand enhancement, customer's base, maximization of profit and sales growth. The study's specific objectives were to identify in what way medium enterprises in their business progression can implement social media, pinpoint the social media platform that is mostly used and social media contribution towards medium enterprises' well-being. Outcomes of this study initiated that the implementation of social media in business enhance the performance of business other factors remaining constant. Among the

leading social media platforms, WhatsApp resulted to be most implemented platform followed by Face book, Instagram and Twitter.

The reading illustrates similarity to this study as it explored on the businesses performance influenced by the application of social media in the business.

Dimitra, S et al; (2014) the effects on use of social media in promotions and general operations of small and medium organizations were analyzed in this study . This study was carried out in Spanish companies to observe the social media usefulness, the word of mouth inspiration for the companies, social media effects especially the social media implementation and the adaptation concept effects in Spain. Another study was carried out in the same country that tried to sort out the reasons that pushed the SMEs in Spain to adopt the use of social media in the business. The results obtained from this study was contrasted with reasons affecting the use of Information Technology (IT) and have already been mentioned by the previous study, also to observe how does social media adaptation affects the business activities, whereby the study identified those benefits obtained, problems they face after adaptation and the challenges that SMEs encounter once they have adopted social media, Marta (2016). These studies provide similarity to this study especially on establishing the relationship between social media and small/medium business.

2.5 Research gap

Basing on the available knowledge through the empirical studies, general impact/effects of Social Media on businesses' performance has been analyzed by the most studies. In connection to that, the studies explored how social media influences SME's performance in the context of sales growth, profit maximization, brand awareness, customer base and other factors. Nevertheless, most of the studies centered in the Western developed countries to a limited extent touching on Asian countries such as India, European countries such as Manchester in England and North Western & Western Africa such as Egypt and Nigeria in Africa.

Giving the enough concern on the available knowledge, this study intended on establishing new knowledge and some added information on roles of social media towards the small/medium business performance. In this study has put emphasis on analyzing if the small/medium business owners find any importance in adopting social media in the business, comparing the real contribution of social media through exploring the performance prior and after social media adaptation. Also this study has brought upon the customers through finding out the challenges encountered by them when making business exchange through social media. This study at last has accessed some added information on roles of social media in Dar es Salaam city particularly in Kinondoni municipal.

2.6 Conceptual Framework

The independent variable is social media while the dependent variable is small and medium businesses' performance. This performance is observed in areas such as sales growth, profit/loss margins, increase of customers' number and cost. In short, this conceptual frame work is summarized as follows.

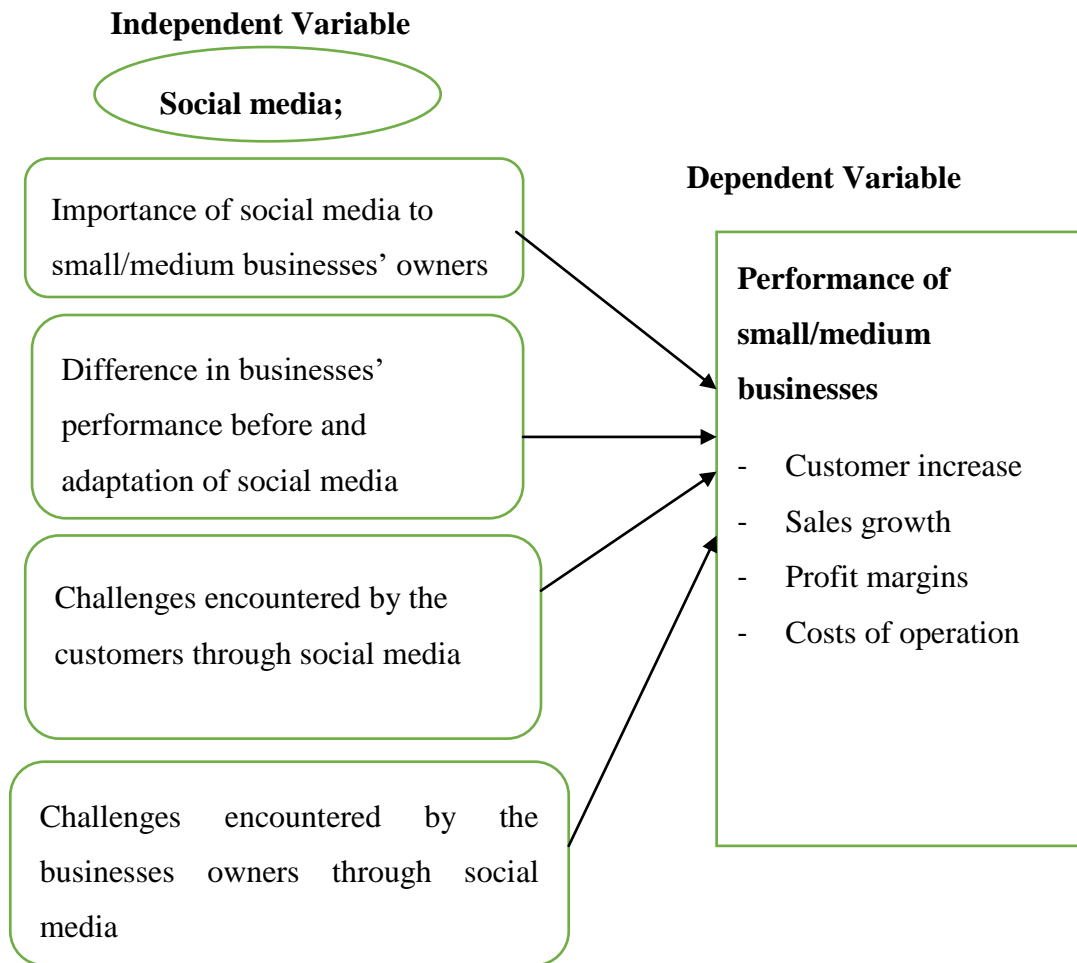


Figure 2.2: Conceptual Framework

Source; Survey Data, 2019

2.7 Chapter summary

This chapter covered the reviewed literature basing on the specific objectives of the study. It covered the conceptual definitions; proceed with a presentation of theoretical and empirical framework on social media and business performance. It finally illustrated the conceptual framework of the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter gives the information of the area of the study, research design to be used, study population, sample size and sampling procedures, data collection methods, validation of research instruments, data processing and analysis, specific analytical techniques, questionnaires. The chapter summary is eventually given at the end.

3.2 Area of the Study

Dar es Salaam is a city found in Tanzania, It is located -6.82 latitude and 39.27 longitudes and it is situated at elevation 24 meters above sea level on a natural large harbor on the Eastern Indian Ocean coast of Africa. URT (2012) Dar es Salaam was found to have a population of 4.36 million accounting for 10 percent of the total Tanzania Mainland population.

Dar es Salaam was chosen as a study area due to a consideration of number of reasons. It is the largest urban center with maximum concentration of small/medium businesses, the fact that there's availability of internet access in the city and most of the citizens are well informed and knowledgeable about the use of social media for individual and business benefits. The researcher was very much aware that most of the businesses in this city had adopted the use of social media for business purposes. Passing through different social media sites, several small/medium businesses are being advertised and are increasing daily, showing that social media performs further roles such as business purposes. The researcher observed that there's a great relationship between the social media and small/medium business in the city due to the fact that most of small/medium business operates through social media.

In spite of the five districts in Dar es Salaam (Ubungo, Kigamboni, Ilala, Temeke and Kinondoni), the district of Kinondoni was specifically chosen due to its high concentration of small/medium business premises, time and financial constraints. Hence, Dar es Salaam was chosen to represent the main destination areas for small/medium businesses to the urban areas since it would have been very expensive to visit all the urban centers in the country.

3.3 Research Design

Research design is a plan and structure of investigating in order to obtain answers to research questions, Kothari (2009). Research design encompasses the methodology and procedures employed to conduct a scientific research. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems.

This study applied the descriptive research approach as the study centered its focus on assessing the role of social media on small/medium business performance.

3.4 Study Population

Polit et al; (1999) refer to the population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. The population was small and medium business owner managers. This included different retail shop owners such as; clothing, cosmetics, mobile accessories, make-up services, home appliances and food stuffs. Furthermore, some other members that added to the population were the customers who engage into business exchange with the small and medium businesses through social media.

3.5 Sample size and Sampling Procedure

3.5.1 Sample Size

For this research, a sample was taken from small and medium businesses' owner managers. These businesses cover retail shops representing other small and medium businesses in Dar es Salaam city. The given businesses are considered in this because they are vastly and rapidly growing in Dar es Salaam.

In short, the sample size studied was supposed to be hundred (100), unfortunately only ninety four (94) questionnaires were returned by the respondents. These included eighty four (84) retail shops owners and ten (10) customers.

Table 3.1: Number of the respondents (sample size)

BUSINESS	RESPONDENTS	PERCENT
1. Clothing	18	19.15
2. Cosmetics	28	29.79
3. Mobile accessories	10	10.64
4. Make-up service shops	19	20.21
5 Home appliances	06	6.38
6. Foodstuffs	03	3.19
7. Customers	10	10.64
Total	94	100

Source; Researcher, 2019

3.5.2 Sampling Procedure

This study used both probability and non-probability sampling through simple random and purposive sampling methods.

- Simple random sampling

It is a probability sampling technique where every item in the population had an even chance and likelihood of being selected in the sample. This method was applied with intention of identifying small and medium retail business owner managers.

- Purposive sampling

This is a non-probability sampling that selects a sample basing on characteristics of a population and the objective of the study. This method was selected in order to purposely select the respondents who are customers who make business exchange with small/medium businesses through social media.

3.6 Units of Inquiry and Information obtained

Table 3.2: Units of inquiry and information obtained

Units of Inquiry	Information to be obtained
Retail shops owners/managers	-knowledge and information on social media -importance of social media in business -business performance before social media and after social media -challenges they encounter
Customers	-challenges encountered when making business exchange through social media

Source; Researcher, 2019

3.7 Validity and Reliability of the Study

3.7.1 Validity of the Study

Content validity of the research instrument was established in order to make sure that they reflect on the content of the concept variables in question. A research instrument is considered valid if it actually measured what it was supposed to measure and data collected should accurately represent the respondent's opinion, Amin (2005).

In order to ensure that an instrument was measuring what was supposed to measure through proper methodologies for the required information, a researcher prepared a clear questionnaire (set of questions) and an interview guide in a simple language with both open ended and close ended questions that allowed choice of expression by the respondents effectively and correctly. Where the language used was not be familiar, the respondents were allowed to use their normal language and also a researcher was responsible to elaborate where a respondent needed more explanations from the question.

3.7.2 Reliability of the Study

This determines the extent to which a research instrument consistently has the same results if it is used in the same situation on repeated occasions. Is the quantity that guarantees us that we will get similar results when conducting the same test on the same population every time.

To ensure reliability, a research instrument was tested under internal consistency reliability way/method of which was used to evaluate the degree to which different test items that probe the same construct produce similar results. Under internal consistency reliability, a researcher conducted the analysis under the Cronbach's Alpha (α).

3.8 Data collection methods

Data collection methods included; primary and secondary data. Primary data is termed as the information obtained firsthand by the researcher on the variables of interest for the specific purposes of the study. Secondary data refer to information gathered from sources already existing; data has been collected by someone else apart from the researcher.

3.8.1 Primary Data

In this study primary data was collected through;

- Questionnaire

White (2002) defines a questionnaire as a series of questions, each one providing a number of alternative answers from which the respondents can choose. In this study, a structured questionnaire was used for the business owner managers. Questions were written on each questionnaire and each respondent was asked to fill it by choosing the most correct answer, out of the listed answers. The questionnaire comprised of both open ended and close ended questions.

- Interview guide & Schedule

An interview guide basically contained a set of structured questions that were prepared, served as a guide for interviewers in collecting information from respondents pertaining to the specific objectives of this study. The interview is one of the most important sources of case study information, Yin (2009). An interview schedule determines the respondents who will be included in the interview process (a table that indicates when to start and end up the interview process).

3.8.2 Secondary Data

Secondary data was collected from various reviewed literatures (books, journals, newspapers, dissertations and other related sources related to social media and small/medium business performance

3.9 Data Processing and Analysis

Both qualitative and quantitative data was collected. Data collected was purified /edited. Purified data was coded, descriptive analysis was applied where frequencies, and percentages were computed. Where possible content analysis was used, it is

effected where same variable or applied more than once. SPSS facilitated the analytical process.

3.9.1 Specific Analytical Techniques

Chi-square was used to show the relationship between independent variables and dependent variable. This was done by the facilitation of a computer using the program Statistical Packages of Social Science (SPSS) whereby the frequencies to be observed and expected especially on response of the respondents' opinions were used in order to reject the null hypothesis and accept the alternative hypothesis.

3.10 Chapter Summary

This chapter on Research Methodology covered issues such as area of study, research design, study population, sample size and sampling procedures, data collection methods and data processing and analysis. All these were done in order to research out the role of social media in small and medium businesses performance in Kinondoni municipal.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter principally focuses on the establishment of the roles of social media on performance of small and medium businesses using the primary data drawn from the field in Kinondoni municipal's SMEs owner-managers and the customers who engage into business exchange with the small and medium businesses through social media.

4.2 Demographic Characteristics of the Respondents (business managers)

The respondents of this study were the small/medium business (clothing shops, cosmetics shops, mobile accessories shops, make-up service shops, home appliances shops and food shops) owner-managers from Kinondoni Municipal and customers who engage into business exchange with the small and medium businesses through social media.

4.2.1 SMEs owner managers 'characteristics

The interviewed SMEs owner-managers of different shops were in total 84(100%).

4.2.1.1 Sex and Age of the Respondents

Table 4.1: sex and age range

n = 84

		Age range			Total
		18 - 29	30 - 49	50 - above	
Sex	male	3	17	1	21
	female	24	34	5	63
Total		51	27	6	84

Source: Survey Data, 2019

Table 4.1 presents results on sex and age of the respondents. Sex of the respondents presented depicted that 21 respondents and 63 respondents were female. This entails that; the rate of men and women in doing small and medium businesses in Kinondoni Municipal is such big, there are enough women entrepreneurs in Dar es Salaam city. This is because recently there has been enormous motivational campaigns, seminars and awards emphasizing women to self-employment which are being organized by the government and no-government organizations (institutions) supported by the government institutions. One of the private institutions is Clouds Media Group which every year holds the awards winning ceremony to recognize and appreciate the efforts of the women who have engaged into self-employment and succeeded in different sectors of the economy, and these awards are called “Malkia Wa Nguvu”. Through these awards women are given more power and motivated to participate in small/medium businesses.

Also the government keeps motivating and emphasizing women during the national celebrations like “Siku ya Wanawake” to engage into economic activities especially in business area hence it is a convincing reason for the women to emerge at large capacity into small and medium business industry.

Adding to that, it has been discovered that most of the donors do also promote women in engaging into business/entrepreneurship. They mostly consider gender balance hence create some offers that support women in one way or another. For example recently the American government provided funding opportunities to women or anyone whose activities are to support women on business sector.

Table 4.1 also presented age of the respondents of which 51 respondents were of the age between 18 to 30 years old, 27 respondents were of the age between 31 to 45 years old and 6 respondents were of the age between 46 and above. This age result may indicate that, these business owner-managers are still young, strong and energetic. These results are in direct relative with Novelli (2012) who argues that

young people make the majority of people who use ICT in Tanzania and they are the ones who in most cases use the social media and ICT in general as compared to the older generation.

4.2.1.2 Education level of the Respondents

Table 4.2: Education of the respondent

	Frequency	Percent	Valid Percent
Primary level	16	19.0	19.0
Secondary level	18	21.4	21.4
College/university	50	59.5	59.5
Total	84	100.0	100.0

Source; Survey Data, 2019

Table 4.2 presents results on educational level of the respondents, where 16 (19.0 %) of the respondents have primary education level, 18 (21.4 %) of the respondents have secondary education level and 50 (59.5 %) have college/university education level. Mind you, from the SPSS Data Base used, it showed that, almost all the college/university graduates belong to the group of SMEs owner-managers. This indicates that, most of the college/university graduates have employed themselves in different areas of the business.

This is the supporting the fact that from the past few years till to date, employment has been a great challenge in Tanzania especially for the college/university graduates who happen to lack enough or no experience at all to be employed in relation to their professionals. Ever since then the government has been giving emphasis to the most college/university graduates to engage into self-employments especially in business considering the various opportunities around them.

Various campaigns have been carried out in the country by the government and non-government institutions to motivate the college/university into self-employment. Such campaigns is like “Fursa” which was organized by Clouds Media Group in association with various ministries of the government and other non-government

entities allowing the college/university students to participate and being held in different regions of the country.

4.2.2 Demographic characteristics of the respondents (customers)

The interviewed customers who engage into business exchange with the small and medium businesses through social media were 10 in total.

4.2.2.1 Sex and age of the Respondents

Table 4.3: Sex and age

n = 10

		Age range		Total
		18 - 29	30 - 49	
Sex	Male	2	2	4
	Female	4	2	6
Total		6	4	10

Source: Survey Data, 2019

Table 4.3 presents results on sex and age of the respondents. Sex of the respondents depicted that 4 respondents were male while 6 respondents were female. This ratio indicates that females are likely the most customers who buy/purchase through social media as most males interviewed declared that they prefer mostly to purchase directly to the shops when there is a need to do so unlike females who declared that they prefer to use social media frequently their daily needs and desires. These current findings are in line to the study by Pew Research Center (2005) who found that 8% of male were using social media related to female 6%, though starting in 2009 women started using social media to some extent rates than men.

Age of the respondents was presented that 6 respondents revealed that they had age between 18 to 30 years old and 4 respondents had the age ranging between 30 to 49 years. This age may maintain that the customers are energetic and mostly at this age have engaged in to the use of social media and that is where they also buy their needs and wants.

4.2.2.2 Education level of the Respondents

Table 4.4: Education level of the respondents

	Frequency	Percent	Valid Percent
Secondary	3	30.0	30.0
College/University	7	70.0	70.0
Total	10	100.0	100.0

Source; Survey Data, 2019

Table 4.4 presents the results on education level that 3(30%) of the respondents were of secondary education level, 7(70%) of the respondents were of college/university education level. This implies that the most customers in social media are mostly/likely those of college/university level and it is because most people at this level have clear information and knowledge on the use of social media especially on business purposes.

4.3 The study results and discussion by specific objectives

4.3.1 Purchase through social media

Table 4.5: Purchases through social media

	Frequency	Percent	Valid Percent
Yes	10	100.0	100.0

Source; Survey Data; 2019

Table 4.5 presents the results on the purchasing through social media that 10 (100%) of the respondents revealed that had purchased goods or received service through social media. As the study intended to interview the respondents who are the customers that have once or more purchased through the social media.

4.3.2 Frequency of purchasing

Table 4.6: Frequency of purchasing

	Frequency	Percent	Valid Percent
Every week	1	10.0	10.0
Every Month	1	10.0	10.0
Every 2-6 months	3	30.0	30.0
Once/twice a year	5	50.0	50.0
Total	10	100.0	100.0

Source; Survey Data, 2019

Table 4.6 presents results on how often have been purchased, 1 (10%) of the respondents revealed that purchase every week, 1 (10%) purchase every month, 3 (30%) purchase in every 2-6 months and 5 (50%) purchase once/twice a year. This entails that out of 10 respondents, 8 of them do purchase frequently than the remaining two and hence are able to explain more about the challenges they face during the business exchange through social media.

4.3.3 Benefits of social media

Table 4.7: Benefits of social media to SM business owners

n = 84

		Responses	
		F	Percent
Benefits of social media	Increase sales	20	23.8%
	Increase number of customers	26	31.0%
	Profit maximization	13	15.5%
	Increase product awareness	17	20.2%
	Enhance brand image	8	9.5%
Total		84	100.0%

Source; Survey Data, 2019

Table 4.7 presents results on the benefits of social media in that 20 (22.6%) of the respondents revealed that the social media increase sales, 26 (31%) of the respondents revealed that social media increase number of the customers, 13 (15.5%)

of the respondents revealed that the social media had maximized profit, 17 (20.2%) of the respondents revealed that social media increased product awareness and 8 (9.5%) of the respondents revealed that social media enhanced brand image. These results are supported by the study done by Bhanot (2009) on the study of the impact of social media on company performance and the study found that social media assist companies to reach extra customers, also plays part in increasing sales and boost brand image of the companies.

4.3.4 Business performance without uses of social media

Table 4.8: Business performance without uses of SM

	Frequency	Percent	Valid Percent
High performance	19	22.6	22.6
Moderate performance	58	69.0	69.0
Poor performance	7	8.3	8.3
Total	84	100.0	100.0

Source; Survey Data, 2019

Table 4.8 shows that the 19 (22.6%) of the respondents had high performance without the use of social media, 58 (69.0%) of the respondents had moderate performance without use of social media and 7 (8.3%) of the respondents had poor performance without use of social media. These results depict that some of the small/medium businesses had somehow good performance without the use of social media because at that time they depended on the passing by customers and the people they already knew. Also these businesses had already established a customer base on the customers they already had.

4.3.5 Business performance with the use of social media

Table 4.9: Business performance with the use of social media

	Frequency	Percent	Valid Percent
High performance	64	76.2	76.2
Moderate performance	20	23.8	23.8
Total	84	100.0	100.0

Source; Survey Data, 2019

Table 4.9 presents results on business performance with the use of social media, 64 (76.2%) of the respondents revealed that social media had resulted into a high performance in the business with the use of social media, 20 (23.8%) of the respondents revealed that social media resulted into moderate performance with the use of social media in the business. This entails that most of the small/medium business owner-managers have experienced the huge change in the general performance of their business that came along with adaptation of social media. Many of these business owners declared that their business has risen from certain point to a higher one.

This performance was measured in terms of brand awareness and ability to cover large area than before the use of social media. Currently these business owners have great opportunities to tell the country and the world at large what they sell and allow their business brands to be well known regardless the number of customers they have. Hence to them, this is a high performance as it becomes easy for them to acquire the external market.

4.4 Small and Medium Businesses' performance indicators

Having reviewed many literatures on performance measurement and indicators, it was very significant to come up with the study contextual indicators of performance. By the way, this study does not refute the past indicators but compliment them as

shown in the conceptual framework. The SMEs performance indicators in study are increase of customers, sales growth, profit margins, and costs incurred in the business with the use of social media. The presentation below will try to attend each indicator from what was observed from the field when interviewing the SMEs owner-managers.

4.4.1 Customer increase

Table 4.10: Customer Increase

	Frequency	Percent	Valid Percent
Highly	58	69.0	69.0
Moderate	22	26.2	26.2
Constant	4	4.8	4.8
Total	84	100.0	100.0

Source; Survey Data, 2019

Table 4.10 presents the results on customer increase with the use of social media, where it was realized that, 58 (69%) of the respondents with social media are experienced a high increase of customers, 22 (26.2%) of the respondents experienced moderate increase of customers and 4 (4.8%) of the respondents experienced constant increase of number of customers. This may imply that, if the customers are increasing highly to SMEs with social media, there is high performance as many people are buying and consuming compared to SMEs without social media. This is because; a business with social media is exposed to large external market since the social network serves people worldwide. By posting the products on social media many viewers may pass by and be interested on what they see. Hence the business owner is exposed to serve customers from any part of the country and sometimes from foreign countries too, of which tends to enlarge the customer base of the business.

Sometimes these businesses may not get those customers who are willing to buy but they get that type of customers who are only price asking and other details only and they don't purchase. These type of people are still considered as customers because they have at least showed interest and the business owners always hope they might purchase one day.

4.4.2 Sales Growth

Table 4.11: Sales growth

	Frequency	Percent	Valid Percent
Highly	50	59.5	59.5
Moderate	33	39.3	39.3
Constant	1	1.2	1.2
Total	84	100.0	100.0

Source; Survey Data, 2019

Table 4.11 presents results on the sales growth with the use of social media in which; 50 (59.5%) of the respondents revealed to have high sales growth, 33 (39.3%) of the respondents revealed to have moderate sales growth and 1 (1.2%) of the respondents revealed to have a constant sales growth. This means that, the SMEs with social media always perform higher than by having high sales growth when comparing to those SMEs without social media which suffer sometimes from low sales growth in their operations. This because by using social media the business owners are subjected to wider markets and high possibility to acquire new customers most of the time compared to those depending only on passing by customers. The results agree with the research done by Brigham (1985) who utilized sales growth to evaluate firm performance regarding its performance.

4.4.3 Profit Margins

Table 4.12: Profit margin of the business with social media

	Frequency	Percent	Valid Percent
Highly	30	35.7	35.7
Moderate	51	60.7	60.7
Constant	3	3.6	3.6
Total	84	100.0	100.0

Source; Survey Data, 2019

Table 4.12 presents the results on profit margins with the use of social media in the business, where by 30 (35.7%) of the respondents indicated to experience high profit margins, 51 (60.7%) of the respondents indicated to experience moderate profit margins and 3 (3.6%) of the respondents indicated to experience constant profit margin. This result is explained more that regardless of the high sales growth, more SMEs owner-manager may experience moderate profit margins due to various factors. Now days almost all business owners use social media for business purposes and create high rate of rivalry among businesses. This may cause some businesses especially the small/medium ones to sell their products and services at a market price (sometimes at the lowest price) relatively to the rate of rivalry in the industry. Hence they might sell products at a high rate and obtain a moderate profit.

4.4.4 Costs of Operation through Social Media

Table 4.13: Cost of operating business through social media

	Frequency	Percent	Valid Percent
Highly	19	22.6	22.6
Moderate	44	52.4	52.4
Constant	21	25.0	25.0
Total	84	100.0	100.0

Source; Survey Data, 2019

Table 4.13 presents the costs on the use of social media in the business in which 19 (22.6%) of the respondents revealed to experience high costs, 44 (52.4%) of the respondents revealed to experience moderate costs, and 21 (25.0%) of the respondents revealed to experience constant costs. When a business advertises their product through their social sites it is less costly because you might incur low costs.

Despite of owning your own page on social media, business owner may seek to be known widely whereby business owner manager must also advertise their business page on other popular/famous pages so as to obtain more customers. Those popular/famous pages are the ones with big number of followers on certain social media and realizing how important they are, tend to charge certain price to the business owner-managers when they need to be advertised, it's never free unless you are a friend or closely related.

Also business owner-managers incur other costs when entering in partnership with advertising sites like Kumatana, Jumia, sponsored sites and many others, whereby they have to pay to such media or give certain percentage of their sales to these companies as a charge for advertisement. Some costs are incurred when the seller decides to serve a customer from a far location where they might use their own costs to deliver the goods.

Nevertheless these SMEs owner-managers do incur some other costs through social media by using a large bundle package of internet through their phones in order to access a certain social media. From the views of the interviewed business owner-managers, many of them complains to use large bundle packages since the sites requires large internet package and it's a requirement for the business owner-managers to be active (online) on their social sites most of the time in a day.

4.5 Challenges encountered by small/medium business owner managers

Table 4.14: Challenges encountered when using social media in business

	Responses	
	F	Percent
challenges encountered Poor customer feedback	22	26.2%
using social media Risk and insecurity	25	29.8%
Internet access	18	21.4%
cost	14	16.7%
Information control	5	6.0%
Total	84	100.0%

Source; Survey Data, 2019

Table 4.14 presents challenges encountered when small/medium business owner managers use social media in their business in the field area. 22 (26.2%) of the respondents revealed that it was poor customer feedback whereby feedback helps the seller understand what the customer real need but it is poorly provided, 25 (29.8%) of the respondents revealed that it was risk and insecurity, this is because they lack direct contact with the customer hence it is risky to trust every person, 18 (21.4%) of the respondents revealed that it had limited internet access where some mobile networks have limited internet access and this is supported with the study done by Novelli (2012) who asserted that limited internet connection is among the challenges affecting the use of social media, 14 (16.7%) of the respondents revealed that it was costly as the business owner managers have to incur some costs during advertising and some during product delivery and 5 (6.0%) of the respondents revealed that information control was a challenge as some of the respondents claimed that it has become difficult to control information (what to be shared) on the business pages.

Although it is possible to control who should post comments on the business page but sometimes when feedback is needed from the customers and every user was allowed to comment, it was difficult to control the information commented on the page/site. This is hence supported by a study Uimonen (2011) who also found that organizations were experiencing a challenge of failing to control information on social media.

4.6 Chapter summary

This chapter covered the results and discussion on establishment of the roles of social media on performance of small and medium businesses using the primary data drawn from the field in Kinondoni municipal's SME's owner managers and customers who engage into business exchange with the small/medium businesses through social media.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter gives the summary, conclusion of findings and recommendations on what should be done to rectify the situation. The first section of the chapter gives a summary of the major findings of this study while section two gives the main conclusions which were drawn from the findings of the study. Section three gives the recommendations and strategies which should be implemented in order to ensure high performance in SMEs when considering social media.

5.2 Summary

This study had four specific objectives; to evaluate whether small and medium businesses' owner managers find any importance of social media in their businesses; to determine the performance of small and medium businesses with and without adaptation of social media; to find the challenges encountered when the small/medium business managers use social media in their business and to explore the challenges that customers encounter when making business exchange with small and medium businesses through social media. The first three objectives were achieved through a thorough study on the small and medium businesses' owners chosen within the district of Kinondoni, while the fourth objective was achieved after conducting a study on customers who engage into business exchange with the small and medium businesses through social media.

This study found that, most of the SMEs owner-managers in Kinondoni Municipal do have knowledge and information on social media. When they were asked to define most of them were able to define what they know about social media. Most of the answers defined social media as a site which people from different places of the country/world get to connect/interact and also used to advertise different business.

The study found that most of the Small/Medium businesses owners have adopted the use of the social media and most of them do implement these sites in their business for business purposes. Because of that, most of them do find a lot of importance of social media in their businesses' operations. The respondents mentioned some of advantages they obtain from using social media which are; raise awareness to the community about their business (product) as social media cover large area of the country and the world in general, increase the customer base as most of the people get to know about the business on different social sites and business owner-managers get to reach a large number of customers at a very short time, increase of general sales from the large customer base they obtain, profit maximization was also a benefit the business owners gain through social media and enhance brand image. Other respondents claim that through social media they were able to develop their ideas and learn how other successful businesses operate.

It was further found that, the performance of SMEs in the field area without social media in their business had somehow moderate performance because at that time they mostly depended on the passing by customers, their friends and other people they knew. But this performance improved even better with the adaptation of social media at large. Most of the respondents declared that their business performance before adaptation of social media cannot be compared to the business performance after adaptation of social media. That means the use of social media has brought a great change in the aspect of general performance in small/medium businesses. The indicators of this higher performance are higher sales growth, increase of profit margins, increase in number of customers and the costs incurred operating small/medium business through social media.

Through these indicators, the study presented that, the customers are increasing to SMEs with the use of social media, there is high performance as many people are buying and consuming compared to SMEs without social media. For the case of sales growth, the study found that the SMEs with social media always perform higher than by having high sales growth when comparing to those SMEs without social media in

their operations. The point of profit margins the study explains that regardless of the high sales growth, most of SMEs owner-manager were experience moderate profit margins and few experience high profit margins due to various factors such as high competition within the industry.

On the base of costs incurred, the study depicts that through social media, business owner-managers do incur moderate costs though few of them claimed to experience high costs, its especially through advertising. Also there were some challenges that the small/medium business owner-managers encounter on the use of social media in their business and such challenges were listed down as; poor feedback from customer, risk and insecurity, limited internet access, costs and information control . These challenges were mostly and least mentioned to occur in the business.

With the regards to the customers who make business exchange with small/medium businesses, the study elucidated that customers have a good purchasing rate through social media. Along with that these customers also encounter several challenges when purchasing/getting into contact with these businesses. First and the most challenge faced by many customers is poor customer care, and this was in term of poor or lack replies. When a customer contact the seller concerning the good/service they provide, some of the sellers do not use a good language or proper discipline to the customer and treat them with some contempt. Another challenge encountered by many customers was lack of trust, that most of the social media sellers are filled with fraud hence it becomes dangerous for the customers to purchase from the sellers they don't know about.

The other challenge encountered was presence of counterfeited goods that even sometimes the sellers themselves may not be able to distinguish the original ones from the fake ones and as a result another challenge arise where the customer cannot ask for refund or exchange of that particular product. The customers also explained that some of the sellers do not grant direct access on their social media accounts to

the people commonly known as ‘private accounts’ that the customer fails to view that particular account until when the seller grant the permission.

Also the customers complained about transportation/delivery costs that they have to incur when they purchase a certain product from the seller even if it’s of low price still they pay for the same price especially when they are of far distance. Lastly, the customers discussed about the sellers on social media who create business posts on their business accounts lacking necessary information like price of the product, location of the seller, further description of the product even mode of payment hence a customer has to contact a seller and sometimes may lack reply or receiving late replies.

5.3 Conclusion

The overall objective of this study was to establish the role of social media on small/medium business performance. It can be concluded that, social media plays a great role on the general performance of small and medium businesses. This means that, the businesses operating through social media perform higher than those which are not operating through social media.

The performance of the small and medium businesses with social media can be measured using indicators such as increase/decrease of sales growth, increase/decrease of profit margins, increase/decrease of number of customers, and high/low costs.

Furthermore, it was discovered that having high sales growth of the business through social media sometimes does not determine the high profit margins. This is the result from the fact that there’s high competition among small and medium businesses in the industry hence sometimes the price may be lowered down just to win the competition and not aiming at high profits. Also high sales growth may generate high returns but not always lead to high profits due to some costs incurred during the

operations of these businesses whereby they have to pay for the advertising, selling partnership sites and other costs.

Apart from finding the roles of social media on small and medium business performance, it was revealed that there are some challenges that the customers encounter when operate the business exchange through social media. These challenges were noted down as; poor customer service, lack of trust, absence of direct access on sellers' accounts, presence of the counterfeited goods, non-refunding and exchanging of the products, delivery/transportation costs and business posts lack necessary information on it. Some of the business owner-managers might be losing some customers due to these complains/challenges that from the most of the customers indicated that they frequently encounter them.

Basing on the findings of this study, it has been depicted that these small/medium businesses have been using social media to a greater extend such that it has contributed to even better business performance. It has openly showed that social media has assisted these small/medium businesses to influence out larger number of customers, improve general sales, profit maximization, high product awareness and brand image enhancement. With such better roles towards performance, this study puts a conclusion that, it is strategic convincing to effectively use social media by the business owner managers, although poor feedback from customers, risk and insecurity, limited internet access, costs and information control remains as the most challenges among many others for small/medium businesses.

5.4 Recommendations

With concerns to the findings of this study and the conclusions made, the followings are strongly recommended;

On the methodology

This study may have some methodological limitations; a future research is recommended to apply qualitative form so as to discover an in deepness

understanding of the cause and effect relationship between the variables. Another study may consider using longitudinal so as to cover wider areas of Tanzania. Some limitations of this study is that; it is cross-sectional in nature because data were collected just once at a specific point over a specific time therefore the direct outcomes of the independent variable on dependent variable i.e.; the impacts of social media to small/medium business performance are challenging to conclude. Moreover data were collected from the chosen sample (small/medium business owner managers) from a given area of field (Kinondoni Municipal) henceforth it is hard to generalize the data.

On the importance of social media

This study revealed various roles/importance of social media towards small/medium businesses, the owner managers of the SME's should effectively make use of the social media since it has been proven that they play great roles towards the business. Social media usage in the world is increasing due to technological advancements; hence the small/medium business managers should adopt and make use of them in advertising their businesses and creating brand awareness to the public.

On the challenges

- On the customer care

The small/medium business owner managers should improve the customer care to their customers regardless of their incomes. Since most of the customers claimed to receive poor customer care from the sellers on the social media including late or no reply at all and sometimes bad language may be used upon the customers. Hence these businesses should take into consideration that customers are the most important and the most wanted towards better performance of the business, they should provide proper care and without creating classes of which differentiate and classify customers regarding their popularity for example celebrities, their incomes, their appearance and other factors. Sometimes those customers with low incomes become the

potential ones towards the business; hence the business owner managers should treat each customer equal to one another.

- On the trust/risk and insecurity in business

The customers and business owner managers both should be more careful on whom they choose to trust in business through social media. Since the government does not have fully control and authorization upon these media sites and it is difficult for the Tanzania Communication Regulatory Authority (TCRA) to make a thoroughly follow-up on every business owner manager and the customers on social media because they are too many and there is no formal system in such media to allow the government to recognize all and control them. In such environment fraud rise where fake businesses and untrustworthy customers arise and steal from each other, so the business managers should be more cautious and for the case of customers should take some time to make a short follow-up on a business particularly if they are not familiar with.

- On the poor customer feedback

The small/medium owner business managers should create and improve good relationship and with their customers including providing good customer services. This will create good communication between the business with their customers hence the business managers may be able to receive feedback from their customers for better improvements.

- On the information control

In order for a business to somehow face the problem of information control, the most important issue to consider is providing good services to the customers. This is because, if a business is serving its customers in a good way, the customers are likely to spread good information about that business. Effectively information control is impossible by the business but the business can make sure the information spread is good towards the image of the brand.

- On the internet access and costs

Recently the mobile operators are advancing their services to deal with the growing technology and serve the increasing population. Also the number of mobile operators increase in the country but it is somehow hard to serve every area with fast internet service, hence the business owner managers should adopt the new internet innovation like the use of 4G SIM cards to ensure a good internet speed. The mobile network operators should support the small/medium business owner managers through providing suitable bundles of internet to help the business regulate the costs they incur during operating.

5.5 Chapter summary

This chapter covered the summary of the major findings of this study. It also covered the main conclusions which were drawn from the findings of the study and the last section of this chapter covered the recommendations and strategies which should be implemented in order to ensure high performance in SME's when considering social media.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Dear Sir/Madam,

I humbly and kindly request for your cooperation in responding my research questionnaires today as a stakeholder in Social Media and performance in Small and Medium Businesses (A Case Study Of Kinondoni municipal, Dar es Salaam City). Your free and comfortable answers/views will in future enable the achievement of the main objective of this research which is entails on the role of Social Media on performance of small and medium businesses. This research comes forth especially in this era with fast and vast growth and determination of Social Media in businesses whether large, medium or small ones.

PART A: QUESTIONNAIRES FOR SMEs OWNER MANAGERS

(Please Tick as Appropriate)

1. What is your sex?

Male ()

Female ()

2. Please Identify the level of your education from the following options:

Primary Level ()

Secondary Level ()

College/university ()

3. Please identify your age from the following options:

18-30 years ()

31-45 years ()

46 and above years ()

4. The kind of business you are dealing with is:
- | | |
|--------------------|-----|
| Clothing Shops | () |
| Cosmetics Shops | () |
| Mobile accessories | () |
| Make-up service | () |
| Home appliances | () |
| Food stuffs | () |

5. A. Do you understand the concept of Social Media?
- | | |
|-----|-----|
| YES | () |
| NO | () |

B. If "YES" what is it? -----

6. A. Have you adopted the usage of Social Media?
- | | |
|-----|-----|
| YES | () |
| NO | () |

B. If "YES" do you implement it in your business operations?

YES	()
NO	()

7. A. Do you think Social Media contribute anything to performance in business?
 (What do you think are the importance of Social Media?)
- | | |
|-----|-----|
| YES | () |
| NO | () |

B. If “YES” please mention those benefits/importance below

8. What can you say on the performance of your business without of social media in the business (before social media implementation)?

- High Performance ()
- Moderate Performance ()
- Poor Performance ()
- None ()

9. A. In the process of using Social Media in your business operations, what do you say on your current business performance (after social media involvement)?

- High Performance ()
- Moderate Performance ()
- Poor Performance ()
- None ()

B. What can you say on the number of customers in your business?

- Increasing ()
- Constant ()
- Decreasing ()
- None ()

C. How do you find sales growth of your business?

- High ()
- Moderate ()
- Low ()
- None ()

D. How do you find profit margins of your business?

- High ()
- Moderate ()
- Low ()
- None ()

E. How do you find the costs of operating your business through social media?

- High ()
- Moderate ()
- Low ()
- None ()

10. What do you think are the challenges of having and using social media in your business? (Tick the Appropriate Challenge Below, You Can Tick More Than One)

- Feedback from customers ()
- Risky and insecurity ()
- Internet accessibility ()
- Costs involved ()
- Information control ()

APPENIX II: INTERVIEW GUIDE

Dear Sir/Madam,

I humbly and kindly request for your cooperation in responding my research interview questions today as a stakeholder in Social Media and performance in Small and Medium Businesses (A Case Study Of Kinondoni municipal, Dar es Salaam City). Your free and comfortable answers/views will in future enable the achievement of the main objective of this research which is entails on the role of Social Media in performance of small and medium businesses. This research comes forth especially in this era with fast and vast growth and determination of Social Media in businesses whether large, medium or small ones.

PART B: INTERVIEW GUIDE FOR CUSTOMERS

(Please Tick as Appropriate)

1. What is your sex?

Male

Female

2. Please Identify the level of your education from the following options:

Primary Level

Secondary Level

College/university

3. Please identify your age from the following options:

18-30 years

31-45 years

46 and above years

4. Have you ever purchased any good/service through social media?
YES ()
NO ()

5. How often have you been purchasing goods/services through social media?
Every week ()
Every month ()
Every 2-6 months ()
Once or twice a year ()

6. What do you think are the challenges you encounter when using Social Media in getting into contact with the seller for the purchasing purposes?
