



COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES (COBAMS)

SCHOOL OF STATISTICS AND PLANNING (SSP)

THE IMPACT OF SOCIAL MEDIA ON SMALL SCALE BUSINESSES

BY

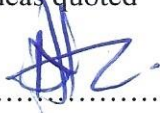
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A DISSERTATION BEING SUBMITTED TO THE SCHOOL OF STATISTICS AND PLANNING IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF BACHELOR OF SCIENCE IN BUSINESS STATISTICS OF MAKERERE UNIVERSITY.

DECLARATION

I Nassaka Desire Madrine, a student of Makerere University pursuing a Bachelor of Science in Business statistics declare to the best of my knowledge and understanding that this dissertation is authentic and was originally done by me with the exception of citations, quotations and references to other peoples' ideas quoted

Signature:.......... Date: 20/04/2024.....

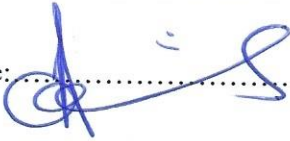
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APPROVAL

This research dissertation has been done under my supervision and is now ready for submission

Signature:  Date: 24/04/2024

Dr. Asiimwe John Bosco

Supervisor

DEDICATION

I dedicate this research report to the Almighty God that has sustained me and been with me in every step to completion of this degree.

I dedicate this research to my dear parents Mrs. Nanteza Florence, Mr. Ssakwe John and my uncle Mr. Walusimbi Robert who have relentlessly taken care of my schooling and ensured I finished this research successfully.

ACKNOWLEDGEMENT

I would like to thank the Almighty Lord for all the guidance, knowledge and wisdom. He has provided for me throughout the course of study and has still guided me through to the completion of this research.

I greatly appreciate my parents for the heavy support they availed towards me in my studies, I am very grateful for the financial and emotional support throughout the Journey. Great Appreciation to the my friends for all the best academic support provided for research.

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ABSTRACT

The objective of the study was to study the impact of social media on small scale businesses. In other words, it aimed at finding out how social media usage affects marketing, the performance of the organization, information accessibility and customer relations. The study used primary data and was collected using google forms on a sample of 100 respondents. The analysis was done using Cochran's formula (1963), chi square and ordinal logistic regression.

In the results, I found out that 69.31% of my respondents had good profits due to the use of social media, majority of the respondents' small scale businesses grew due to the use of social media, 70.3% of the respondents' market for their products expanded and 56.44% of my respondents agree that the usage of social media has enabled them improve on their customer relations.

In the bivariate analysis, it was found out that there is a significant relationship between social media usage and growth of the profits of the business, growth of the business, access to information concerning the business after social usage respectively. While social media is most likely to affect the use of social media for marketing according to the multivariate analysis.

Therefore, there is a need to have policy interventions designed to encourage the use of social media and embrace the special characteristics of small firms at government and learning institutions levels. Small firms should therefore be encouraged to share social media experience among themselves and in collaboration with higher learning institutions that are actively conducting research. This will help SMEs to better understand and use social media to foster their growth.

CHAPTER ONE: INTRODUCTION

1.0 Introduction

This chapter mainly focuses at the background to the study, problem statement, general objectives, specific objectives of the study, the research questions, scope of the study, the significance, justification and operational definitions of the terms and concepts.

1.1 Background

Organizations are no building and maintaining social media public pages to improve their social network salience, enhance interest in their organizations, and build relationships with the online public (Parveen et al., 2015). In this context, social media has turned into the primary drive behind many small scale business in connecting to the internet (Yaseen et al., 2016).

All over the world countries having been investing heavily in the IT sector for example, countries like China, Japan, and USA have invested heavily in 5G network (Chimp Report, 2021). In order to enhance internet speeds. However, social media marketing strategies are still new in developing world where small and medium enterprises thrive, and it is valuable to explore its benefits, risks, challenges, and opportunities also to discover its positive or negative impacts by using and adopting social media in Jordanian organizations (Al Tawara & Gide, 2017). In addition, most of the Jordanian small and medium organizations are using traditional media for their marketing strategies, but they cannot rely on it, they have to adopt and explore on how to utilize their interactive social media as part of their marketing strategies to become more connected with their customers and, by doing so, increase revenue, reduce costs and improve effectiveness (Akar & Topcu, 2011).

Accordingly, it seems like that the most effective social media platform small scale business in developing worlds is on Facebook, which has a varied range of audience with over one billion of

users on Facebook. Also, smartphone users in Uganda are growing every day by using social media platforms for online shopping, socialising, share knowledge and information about products or brands(AI Tawara & Gide, 2017). Accordingly, (Jarad, 2014) argued that social media is a vital marketing tool that will raise marketing efficiency in any organization, for that reason it many organizations study how essential need to study how various industries and sectors use social media and the purpose of adopting it. Therefore, Jordanian government must adopt strategies to attain a new, high-quality Internet infrastructure and increase national awareness of the Internet and social media to the organizations by increasing investment in the ICT infrastructure (Al Weshah et al., 2011).

Problem Statement

Social media has revolutionized the way people communicate, and the way people run businesses. It is estimated that in Uganda there is an estimated 3.4 million social media users with a growth rate of 36% per annum (Chimp Report, 2021). It is estimated that close to 20% of small businesses in Kampala, Uganda use social media to market their products to their potential market, also meet up with new clients (Abalo, 2021). Although social media has impacted positively on the small scale businesses there is necessity to regulate its usage. Social media can be an open door for spreading details about the business whereby even its makes it hard for the businesses to track defamatory or even negative statements about their brand. Social media is comprised of cyber bullying, lack of privacy, a false sense of connection, decreased productivity the list is endless. So this study seeks to analyse the impact of social media on small scale businesses in Uganda.

Main objective of the study

To study the impact of social media on small scale businesses

Specific objectives of the study

- i. To establish the impact of social media usage on small scale business performance in Kikoni
- ii. To establish the impact of social media usage on customer impacts marketing of small scale business in Kikoni

- iii. To establish the impact of social media usage on information accessibility of small scale businesses in Kikoni.

Hypothesis

- i. Social media usage in businesses significantly affects customer relations/services of small businesses
- ii. Social media usage in business significantly affects marketing and information accessibility in small scale businesses
- iii. Social media usage in business significantly affects business performance of small businesses in Kampala

SIGNIFICANCE

The study is important to the business people and consumers as it helps them understand the link between social media and small scale businesses. Social media will see creation of a new business environment which companies can utilize to expand their businesses to full potential.

The social media tools are used to link businesses and business network whereby the companies with business network have taken advantage of this to out-do their competitors. Companies and firms have reported reduction in costs and improved efficiencies on ways of business operation.

SCOPE

The study will be conducted around Makerere University using a sample of students since they are also consumers of the small scale businesses. A few small scale businesses inside and near the university premises will also be sampled.

Conceptual framework

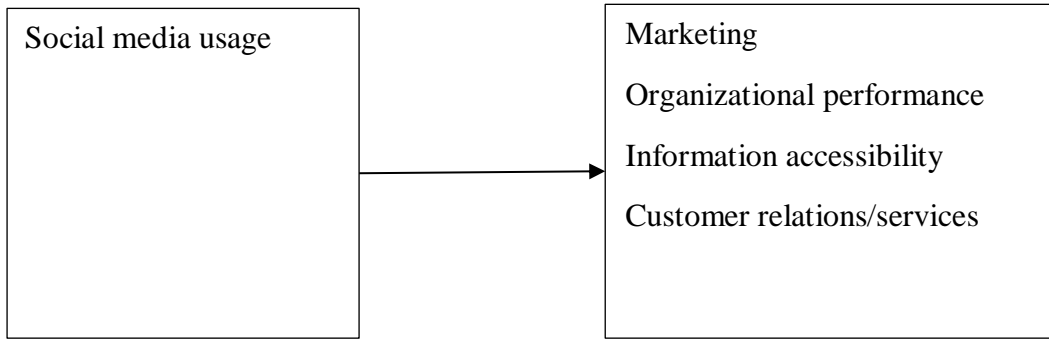


Figure 1: Conceptual Framework showing the impact of social media usage on small scale businesses

Source: Primary Data (by researcher)

Chapter Two

Literature Review

2.1 Introduction

This Chapter presents a review of literature related to the study. It gives a general overview of entrepreneurship in developed countries, developing countries, East Africa and Kenya. It is organized according to research objectives to ensure there is relevance to the research questions. The chapter also presents theories on entrepreneurship and a conceptual framework of the study

2.1 social Media for Customer Relations and Services

Social media has significantly changed the relationships among customers and organization by creating and allowing a two-way communication (Hoyer et al., 2010). Also, social media websites provide organizations with the potential to interrelate with a prospect and present customers, to boost the sense of the closeness of the customer relationship (Stelzner, 2016). Accordingly, social media has not only transformed the manner in which organizations and their brands interact with customers but in several ways, it has similarly changed the way business is conducted (Leeflang et al., 2014). For instance, actively promoting the organization with trending ways such as hashtags in Facebook and Twitter helps to raise brand awareness and reliability (Caruso, 2016). “The power of the Internet makes it easier for people to fall in love with you faster.

Therefore, customers believe that social media sites are a service channel, here they can be capable of interrelating on real-time bases with the businesses, were customer often seek from

checking social media sites to keep up with a brand's products and promotional campaigns (Caruso, 2016). Accordingly, consumers, these days are extra inelegant, knowledgeable and more difficult; for that reason, organizations must be reachable and available at any time in each social media communication channel such as Facebook, Twitter, and Blogs (Leeflang et al., 2014). Some companies confirmed that they could easily change the negative vibes from customers by responding to them quickly (Bughin, 2015). Therefore, providing rich information with better customer support as quickly as possible helps to increase the annual sales and financial gain, helps connect businesses to customers, build up relationships and cultivate those relationships (Kaplan & Haenlein, 2010).

2.2 Social Media for Marketing

Social media useful tool in the marketing field; it can reach the targeted audience with the least cost possible, reaching interested individuals regardless of their geographical areas, and at the same helps in building potential customers (Pradiptarini, 2011). Research explains many methods on how customers can interact with businesses and their brands such as consumer engagement with brand Facebook pages, creating brand content on YouTube or Twitter using some social media platforms (Chang et al., 2016). In a report about the use of social media in marketing by Stelzner, (2016) found out that nearly 60% of marketers use the video tools that are supported through social media for marketing purposes, and more marketers are now using the new hot tool of the live video streaming. Also, activities like engaging customers by sharing relevant contents in social media, collecting feedbacks and responding them wisely, and eventually adjusting marketing strategy from feedback increases the web traffic which leads to appear on top in search engine optimization (Dane, 2016). In addition, using social media to track the activities of competitors and analysing the result to use in business helps to upgrade business followed by upgrading plans, such as offering discounts and other offers to attract more customers (Caruso, 2016).

2.3 Social Media for Information Accessibility

Social media can improve information accessibility by helping organizations to attain more information about the market trends, industrial information, feedback on products, competitors

and their tactics, customers and their needs (Parveen et al., 2015). Therefore, businesses efficiently deliver their organizational information to the public promptly by using social media (Parveen et al., 2015). Accordingly, social media can generate a word-of-mouth recommendation (Chang et al., 2016) and the impact of word-of-mouth in marketing is non-negligible, especially in online environments (Leung & Baloglu, 2015). Therefore, potential customers go through social networking sites to find what other customers have reviewed a specific product before buying (Evans & Erkan, 2014). Furthermore, information in the electronic word of mouth can be accessed and supplemented by using elements such as emoticons, videos, and pictures (Velasquez et al., 2015).

2.4 Social Media and Organizational Performance

The adoption of social media provides any benefits, and several have identified a positive relationship between social media adoption and business performance (Amedie, 2015). For example, Rodriguez et al., (2015) found that social media use had a positive effect on customer-facing activities and therefore sales performance. Similarly, Kwok and Yu (2013) found that Facebook adoption had a positive effect on SMEs' sales performance. In addition, the adoption of social media has been found to positively affect organizational social capital, which in turn affects performance (Ferrer et al., 2013). Likewise, Hassan et al., (2015) asserts that social media could have a significant impact on business by significantly influence purchasing decisions. These studies are consistent with previous technology adoption literature that found that technology adoption had a positive impact on the financial and non-financial performance (Parveen et al., 2015).

Organizations must act in response to changes and be obliged to have individuals able to deal with the associated facing challenges regularly, and Feedbacks received from social media sites could be utilized to upgrade business plans and make changes admitting the desire of loyal customers (Dane, 2016). In addition, using social media to track the activities of competitors and analysing the result to use in business helps to upgrade business followed by upgrading plans, such as offering discounts and other offers to attract more customers (Caruso, 2016).

Accordingly, by implementing social media within the marketing strategy, organizations can acquire additional information about the market, competitors, and primarily their customers and their require parents which will improve the information accessibility of the organizations and their ability to adapt to sudden changes (Parveen et al., 2015).

Social media enable organizations to improve the client collaboration that has just been set up through conventional media to a more individual level, which has empowered organizations to create nearer associations with their clients, and also to extend the market to the clients that they couldn't reach some time recently (Keegan & Rowley, 2017). Therefore, the engagement through social media has a positive effect on electronic word of mouth intention, which can help to upgrade business followed by upgrading plans, such as offering discounts and other offers to attract more customers or developing a new product based on feedback from social media (Caruso, 2016).

Cost-effectiveness of social Media can be considered as one of the key factors that are linked to social media usage in organizations (Kaplan & Haenlein, 2010). Social media can even be used by small and medium-sized enterprises (SMEs) due to its low cost and minimal technical requirements (Derham et al., 2011). Therefore, social media use continues to grow largely among businesses (Mourtada & Alkhatib, 2014) and is quickly turning to a crucial business management phenomenon (Trainor et al., 2014). More specifically, comparing with traditional communication tools, fir s can engage through social media in a timely and direct end-consumer contact at relatively low cost, and higher levels of efficiency (Parveen et al., 2015), this cost-effective nature of social media attracts large multinational organizations, and small scale businesses to effectively work online (Kaplan & Haenlein, 2010).

CHAPTER THREE

METHODOLOGY

3.1. Introduction

This chapter presents the research design, population of the study, sample size and sampling strategies, data collection methods, tools and techniques, data quality control, ethical consideration, limitations and delimitations of the study.

3.2 Research Design

A descriptive cross-sectional study will be adopted for this study using questionnaire approach. A descriptive research is the one which aims at accurately and systematically describing a population, situation or phenomenon. (Setia, 2016)

3.3. Population of the study

Population refers to an entire group of individuals, events, or objects having a common observable characteristic. The population of the study will be 1000 respondents from which the sample size will be selected.

3.4. Sample size

The sample size will be determined using Cochran's Formula to determine the sample size which is used for an infinite population, that is, a population that is too large or unknown. Specifically, the use of Cochran's formula because the population of small business in Kiconi that use Social media in their businesses.

Cochran's formula (1963);

$$n = [z^2 p(1-p)] / e^2$$

Where; n = Sample size

z = the level of confidence interval measure (95% level of confidence z=1.96)

p = the degree of variability (93%, p= 0.93 and 1-p= 0.07)

e = Margin of error (0.05)

$$n = [1.96^2 * 0.93 * 0.07] / 0.05^2$$

Therefore, the sample size (n) = 100.0353 = 100

Thus a sample size of 100 owners of small scale businesses will be used.

3.5. Sample design

The researcher will use simple random sampling to select respondents, given that any of them will provide related information about how to analyse the factors associated with impact of social media on small scale businesses

3.6. Data collection method, tools and techniques

Questionnaire method will be used to collect data by distribution of both closed ended questions. This will be used to get responses from respondents about the study.

3.6.1 Data collection tools

The study will be based on the identified methods to design the questionnaire. A questionnaire is a list of pre-designed set of questions to which the respondents will give their opinion, by way of responses (Patten, 2016). The questionnaire will contain close ended structured questions because it will minimize bias, save time, enable respondents express their opinions and answer freely.

3.7. Data sources

Primary data which is data collected for the first time will be used through the use of a structured questionnaire with close ended questions which will be sent to the respondents online.

3.8. Data Analysis

Data analysis methodology

Data analysis is the final component of the research methodology. It will be reviewed on a daily basis by the researcher in order to ensure data quality. Data will be captured through online excel spread sheet and it will be exported to SPSS Version 26 data package for analysis. Data quality will be ensured through data cleaning, checking for missing values and imputation of entries.

Unit of analysis

The unit of analysis will be a student from whom data will be collected.

Univariate analysis

Descriptive statistics such as demographic characteristics of the business like number of people in the business, gender of owners of business, duration of business, and many more. .

Bivariate analysis

Association of independent and dependent variables will be carried out using chi-square test to measure the association of the social media usage and its impact on small scale businesses.

Test statistic for chi-square:
$$X^2 = \sum_i^c \sum_j^r \left(\frac{(O_{ij} - E_{ij})^2}{E_{ij}} \right)$$

Multivariate analysis

Ordinal logistic regression will be used to analyse the factors associated with adoption of electronic tuition payment in Makerere University. This is because the dependent variable adoption of Electronic tuition payments is ordinal in nature. That is, yes, I am willing to adopt the platform or no - I am not willing to adopt the platform.

The formula is ; $L_n \left(\frac{P}{1-P} \right) = \beta_0 + \beta_i x_i$

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND PRESENTATION

4.0 Introduction

This chapter presents the finding, analysis and interpretation to the findings. The findings are presented according to the objectives of the study which was focused on the impact of social media on small scale businesses taking a case study of Kikoni.

4.1 Data analysis

Univariate Data Analysis

4.1.1 Age of the respondents

AGE				
Percentiles		smallest		
1%	18	18		
5%	19	18		
10%	19	18	Observation of weight	101
25%	19	18	Sum of wgt	101
50%	19	19	Mean	20.9
		largest	Std dev.	2
75%	22	26		
90%	23	26	variance	3.8

95%	25	28	Skewness	1.6
99%	28	29	Kurtosis	6.8

The mean is 20.88119

4.1.2 Gender of the respondents

The table below shows the gender of the respondents

Age of respondent	frequency	Percent	Cumulative
male	52	51.5	51.5
female	49	48.5	100
total	101	100	
Religion	Frequency	Percent	
Catholic	46	45.5	
Moslem	10	9.9	
Protestant	28	27.7	
Pentecostal	8	7.9	
others	9	8.9	
total	101	100	

What is your marital?	Frequency	Percent
single	99	98.0
married	2	2
total	101	100
Do you use social media in your day to day running of the business?	Frequency	Percent
no	7	6.9
yes	94	93.1
total	101	100
Ever since I started using social media, the following have happened to my profit	frequency	Percent
Much better	23	22.7
Good	70	69.3
Bad	3	3
Worse	5	5
Total	101	100

Ever since I started using social media, the following have happened in growth	frequency	Percent
Much better	16	15.8
Good	81	80.2
Bad	2	2
Worse	2	2
Total	101	100
Ever since I started using social media, the following have happened to the market	frequency	Percent
Much better	21	20.8
Good	71	70.3
Bad	6	5.9
Worse	3	3
Total	101	100
Ever since I started using social media, the following have happened in my ability to retain employees	frequency	Percent

Much better	37	36.6
Good	62	61.4
Bad	1	1
Worse	1	1
Total	101	100
Information transmission concerning my business has become	frequency	percent
Much better	45	44.5
Good	49	48.5
Bad	3	3
Worse	4	4
Total	101	100
Through social media I have been able to get information that helps my business	frequency	Percent
Much better	38	37.6
Good	56	55.4

Bad	3	3
Worse	4	4
Total	101	100
Through social media I have been able to create customer support service	frequency	Percent
Strongly agree	24	23.7
Agree	66	65.4
Disagree	8	7.9
Strongly disagree	3	3
Total	101	100
I have been able to contact my customers regularly using social media	frequency	Percent
Strongly agree	35	34.7
Agree	57	56.4
Disagree	6	5.9
Strongly disagree	3	3

Total	101	100
I am easily accessible using social media to my clients	Frequency	Percent
Strongly agree	43	42.6
agree	50	49.5
disagree	4	4
Strongly disagree	4	4
total	101	100
Do you market your products on social media?	Freq.	Percent
NO	23	22.8
YES	78	77.2
TOTAL	101	100
Ever since I started using social media, the following have happened to my profits	Freq.	Percent
Much better	23	22.8
Good	70	69.3

Bad	3	3
Worse	5	5
Total	101	100
Ever since I started using social media, the following has happened in my growth of the business	Freq.	Percent
Much better	16	15.8
Good	81	80.2
Bad	2	2
Worse	2	2
TOTAL	101	100
Ever since I started using social media, the following have happened to market	Freq.	Percent
Much better	21	20.8
Good	71	70.3
Bad	6	5.9
Worse	3	3

Total	101	100
Ever since I started using social media, the following have happened in my business	Freq.	Percent
Much better	22	21.8
Good	71	70.3
Bad	6	5.9
Worse	2	2
Total	101	100
Ever since I started using social media, the following have happened to my ability to retain customers	Freq.	Percent
Much better	23	22.8
Good	62	61.4
Bad	12	11.9
Worse	4	4
Total	101	100
Ever since I started using social media, the following	Freq.	Percent

have happened to my communication to customers		
Much better	37	36.6
Good	62	61.4
Bad	1	1
Worse	1	1
Total	101	100
Information transmission concerning my business has become	Freq.	Percent
Much better	45	44.6
Good	49	48.5
Bad	3	3
Worse	4	4
Total	101	100
Through social media I have been able to create a customer support service	Freq.	Percent
Strongly agree	24	23.8

Agree	66	65.4
Disagree	8	8
Strongly disagree	3	3
Total	101	100
Through social media, I have been able to get information that helps my business	Freq.	Percent
Strongly agree	38	37.6
Agree	56	55.5
Disagree	3	3
Strongly disagree	4	4
Total	101	100
I have been able to contact my customers regularly using social media	Freq.	Percent
Strongly agree	35	34.7
Agree	57	56.4
Disagree	6	5.9

Strongly disagree	3	3
Total	101	100

Majority of the respondents are males

The highest percentage of respondents are catholic (45.54%) , followed by those who are protestant(27.72%), followed by those who are moslem(9.9%),followed by others(8.91%) and the rest are Pentecostal(7.92%)

Majority of the respondents are single (99.02%) and the rest are married (1.99%).

Majority of the respondents use social media in their day to day running of the business (93.07%) followed by the rest that do not use social media. (6.93%)

Majority of the respondents reported having good ability to get information on their business(55.45%) followed by those that reported much better(27.62%)then those that reported worse(3.96%) and those that reported bad (2.97%)

Majority of the respondents reported that they agreed that using social media has enabled them to contact their customers regularly,(%6.44%) followed by those that strongly agreed (34.65%) and those that disagree (5.94%) and the rest that strongly disagreed(1.97%)

The highest percentage of the respondents agreed that social media has made them accessible too clients (49.6%) followed by those that strongly agreed(42.57%) then those that both agreed and disagreed(at 3.96% each)

Majority of the respondents market their product on social media (77,23%) followed by the rest who do not market their products on social media.(22.77%).

Majority of the respondents agree that since using social media, their business has been good(69.31%), much better(22.77%),worse(4.95%) and bad (2.97%)

Majority of the respondents agree that the following growth has happened since they started using social media, good(80.20%), much better(15.94%) and bad and worse(1.98%)

Majority of the respondents agree that since using social media, their market has been good(70.3%), much better(20.79%),bad(45.94%) and worse(2.97%).

Majority of the respondents agree that since using social media, their business has been good (71.3%), much better(21.7%),worse(5.94%) and bad (1.96%).

Majority of the respondents agree that since using social media, their ability to retain customers has been good(61.89%), much better(22.77%),bad(11.88%) and worse (3.94%).

Majority of the respondents agree that since using social media, their communication with customers has been good(61.39%), much better(36.69%),worse and bad (0.99%).

The highest percentage of the respondents agree that since using social media, their dissemination of information regarding the business has been good(48.51%), much better44.557%),worse(3.96%) and bad (2.97%).

Majority of the respondents agree that through social media have been able to create a customer support service (65.35%) followed by those that strongly agree (23.76%), those that disagree (7.92%) and those that strongly disagree (2.97%)

Majority of the respondents reported having good ability to get information on the business(55.45%) followed by those that reported much better(27.62%)then those that reported worse(3.96%) and those that reported bad (2.97%)

Majority of the respondents reported that they agreed that using social media has enabled them to contact their customers regularly, (6.44%) followed by those that strongly agreed (34.65%) and those that disagree (5.94%) and the rest that strongly disagreed (1.97%)

BIVARITE DATA ANALYSIS

4.2.5 Age and social media

Analysis of variance					
Source	Ss	df	MS	F	Prob>f
Between groups	0.124605014	1	0.124605014	0.81	0.3699
Within groups	15.2021277	99	0.153556845		
total	15.3267327	100	0.153267327		

We reject the null and conclude that the mean age of those who use social media and those that do not use social media are significantly different.

4.2.6 Age and marketing products

Analysis of variance					
source	Ss	df	MS	F	Prob>f
Between groups	0.918705917	1	0.918795917	6.31	0.0136
Within groups	14.4080268	99	0.145535624		
total	15.3267327	100	0.15327327		

We fail to reject the null and conclude that the mean of those that market their products on social media and those that do not market their products is not significantly different.

4.2.7

Do you use social media in your day to day running of the business?	Ever since I started using social media the following have happened to my profit				Total
	Much better	good	bad	worse	
No	2	3	0	2	7
Yes	21	67	3	3	94
total	23	70	3	5	101

Pearson chi2 (3)=9.5706 pr=0.023

Fisher's exact= 0.058

There is a significant relationship between using social media for day to day running and growth of the profits after using social media.

4.2.8

Do you use social media in your day to day running of the business?	Ever since I started using social media the following have happened to growth				total
	Much better	good	bad	worse	
no	1	4	1	1	7
yes	15	77	1	1	94
total	16	81	2	2	101

Pearson chi2 (3)=12.0130 pr=0.007

Fisher's exact= 0.037

There is a significant relationship between using social media for day to day running and growth of the business after using social media.

Do you use social media in your day to day running of the business?	Ever since I started using social media the following have happened to the market				total
	Much better	good	bad	worse	
no					
yes					
total					

	Much better	good	bad	worse	
No	1	4	1	1	7
Yes	20	67	5	2	94
Total	21	71	6	3	101

Pearson $\chi^2(3)=4.4621$ $pr=0.216$

Fisher's exact= 0.162

There is no significant relationship between using social media for day to day running and market share of the business after using social media.

4.2.9

Do you use social media in your day to day running of the business?	Ever since I started using social media the following have happened in my	total
	Much better good bad worse	

no	3	2	1	1	7
yes	19	69	5	1	94
total	22	71	6	2	101

Pearson $\chi^2(3)=10.0296$ $pr=0.018$

Fisher's exact= 0.020

There is a significant relationship between using social media for day to day running and essential workers/employees of the business after using social media.

Do you use social media in your day to day running of the business?	Ever since I started using social media the following have happened in my ability				total
	Much better	good	bad	worse	
no	2	3	1	1	7
yes	21	59	11	3	94
total	23	62	12	4	101

Pearson $\chi^2(3)=2.5930$ $pr=0.459$

Fisher's exact= 0.255

There is no significant relationship between using social media for day to day running and the ability to retain customers of the business after using social media.

4.3.0

Do you use social media in your day to day running of the business?	Ever since I started using social media the following have happened in my ability				total
	Much better	good	bad	worse	
No	3	2	1	1	7
Yes	34	60	0	0	94
Total	37	62	1	1	101

Pearson chi2 (3)=28.2560 pr=0.000

Fisher's exact= 0.002

There is a significant relationship between using social media for day to day running and growth of the business after using social media.

4.3.1

Do you use social media in your day to day running of the business?	Information transmission concerning my business has become				total
	Much better	good	bad	worse	
no	2	3	1	1	7
yes	43	46	2	3	94
total	45	49	3	4	101

Pearson chi2 (3)=5.7477 pr=0.125

Fisher's exact= 0.101

There is a significant relationship between using social media for day to day running and access to information concerning the business after using social media.

4.3.2

Do you use social media in your day to day running	Through social media I have been able to get information that helps my business	total

of the business?	Much better	good	bad	worse	
No	1	5	0	1	7
Yes	37	51	3	3	94
Total	38	56	3	4	101

Pearson chi2 (3)=3.6835 pr=0.298

Fisher's exact= 0.228

There is no significant relationship between using social media for day to day running and being able to get information regarding business after using social media.

4.3.3

Do you use social media in your day to day running of the business?	Through social media I have been able to create a customer support service	total

	Much better	good	bad	worse	
No	2	3	2	0	7
Yes	22	63	6	3	94
Total	24	66	8	3	101

Pearson chi2 (3)4.9281 pr=0.177

Fisher's exact= 0.169

There is no significant relationship between using social media for day to day running and being able to create a customer support system after using social media.

4.3.5

Do you use social media in your day to day running of the business?	I have been able to contact my customers regularly using social media				total
	Much better	good	bad	worse	
No	2	3	2	0	7
Yes	33	54	4	3	94

Total	35	57	6	3	101
-------	----	----	---	---	-----

Pearson chi2 (3)= 7.0337 pr=0.071

Fisher's exact= 0.149

There is no significant relationship between using social media for day to day running and keeping contact with the customers after using social media.

4.3.6

Do you use social media in your day to day running of the business?	I am easily accessible using social media to my clients				total
	Much better	good	bad	worse	
No	2	3	2	0	7
Yes	41	47	2	4	94
Total	43	50	4	4	101

Pearson chi2 (3)= 12.2145 pr=0.007

Fisher's exact= 0.073

There is no significant relationship between using social media for day to day running being easily accessible after using social media.

4.3.7

Do you market your products on social media?	Ever since I started using social media the following have happened to my profit				total
	Much better	good	bad	worse	
No	6	12	1	4	23
Yes	17	58	2	1	78
Total	23	70	3	5	101

Pearson $\chi^2(3) = 10.9065$ $p = 0.012$

Fisher's exact = 0.016

There is a significant relationship between using social media for day to day running and growth of the profits for business after using social media.

4.3.8

Do you market your products on social media?	Ever since I started using social media the following have happened in growth				total
	Much better	good	bad	worse	
No	2	18	1	2	23
Yes	14	63	1	0	78
Total	16	81	2	1	101

Pearson chi2 (3)= 8.5996 pr=0.035

Fisher's exact= 0.051

There is a significant relationship between using social media to market their products for and growth of the business after using social media.

4.4 Multivariate analysis

Logistic regression

Number of obs =59

LR Chi2 (6) = 16.77

Prob > chi2 =0.0101

Pseudo R squared = 0.3903

Log likelihood =-13.101404

Dummy_22	Odds ratio	Std err.	z	p> z	(95% conf. interval)	
Gender of respondent						
Female	0.2	0.2	-1.3	0.2	0	2.2
Religion						
Moslem	0.4	0.7	-2	0	0	1
Protestant	1					
Pentecostal	0.2	0.5	-0.8	0.5	0	10
Others	1					
What is your marital status						
Married	1					
Do you market your products online						
Yes	22.7	29	2.4	0	1.9	279.7
Ever since I started using social media the business has been						
Good	1.7	2.2	0.4	0.7	0.1	23.1
Bad	1					

Worse	0.3	0.5	-0.2	0.5	0	7.4
_cons	7.1	11.5	1.2	0.2	0.3	165.5

Note; _cons estimates baseline odds.

The number of observations is 59.

Marketing products on social media are most likely to affect the use of social media for marketing.

CHAPTER FIVE

SUMMMARY, DISCUSSION, CONCLUSION AND RECOMMEDATIONS

5.1 Introduction

This chapter presents the summary of findings, discussion, conclusion, recommendations and areas for further study based on the study objectives.

5.2 Summary of the findings

This article discusses social media use in SMEs and the benefits associated with its usage in terms of business growth. The research found that social identity, perceived usefulness and perceived ease of use were factors that consequently resulted in the realisation of growth of SMEs. The results of this study however have shown that motivation towards the usage of social media is centred on benefits derived from use and not the positive associations and participation behaviour. This implies that social media usage is considered useful in business but there is no motivation towards usage by the owner-managers.

Based on the SME results, the overall effects of social identity generally support positive association with participation behaviour, i.e. the intention to use and actual usage of social media, confirming that there is a positive relationship between social identity and the use of social media in SMEs.

This research provides helpful insights about how SMEs could take advantage of social media and efficiently use their resources to make their businesses grow and increase visibility of their products in the market. Owner-managers are therefore encouraged to engage in consistent usage of social media platforms so as to realise the benefits that come along with the usage.

According to the study, there is a need to have policy interventions designed to encourage the use of social media and embrace the special characteristics of small firms at government and learning institutions levels. Small firms should therefore be encouraged to share social media experience among themselves and in collaboration with higher learning institutions that are actively conducting research. This will help SMEs to better understand and use social media to foster their growth.

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APPENDIX

THE IMPACT OF SOCIAL MEDIA ON SMALL SCALE BUSINESSES: A CASE STUDY OF KIKONI MAKERERE

Confidentiality clause

The purpose of this questionnaire is to collect information on small scale business participation of university students. Any information collected in this questionnaire will be used for academic purposes only and will therefore be treated with strict confidence

SECTION 100: Socio-demographic factors

Please answer the following information by putting a tick (^) in the appropriate spaces,

101: Sex of the respondent

Male Female

102: Age in complete years

103: Year of study

103b Religion

- 1) Catholic
- 2) Protestant
- 3) Moslem
- 4) Pentecostal
- 5) Others specify

103c What is your marital status

- 1) Single
- 2) Married
- 3) Ever married

Social media usage

104 Do you use social media in your day to day running of the business?

Yes

No

105 Do you market your products using social media

Yes

No

106 Ever since I started using social media the following have happened

Item	Worse	bad	Good	Much better
Growth in sales				
Profitability				
Market share				

Organizational performance

Ever since I started using social media the following have happened

Item	Worse	bad	Good	Much better
Attracted essential employees				
Ability to retain essential employees				

Quality of products, services has improved				
--	--	--	--	--

Information accessibility

Item	Worse	bad	Good	Much better
Information concerning my business is now easily transmittable				
Through social media, I have been able to get information that helps my business				

Customer relations/services

Item	Strong disagree	Disagree	Agree	Strongly disagree
Through social media I have been able to create a customer support service				
I have been able to contact my customers regularly using social media				
I am easily accessible using social media to my clients				

Thank you for your time and participation

Appendix II: **Dissertation Checklist**

Name

Course

Registration Number email:

Phone number.....

Date:.....

#	Key Area	Sub-area

1	Title/Cover Page	<p>Title:</p> <p>Title of the dissertation:</p> <p>.....</p> <p>.</p> <ol style="list-style-type: none">1. Is your name and registration number reflected on the cover page?2. Do you have this text: “A DISSERTATION SUBMITTED TO THE SCHOOL OF ST PLANNING IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE OF .. MAKERERE UNIVERSITY”?3. Is the month and year provided?
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2	Preliminary pages (In roman numeral)	<p>Do you have all these (numbered in roman numerals)?</p> <p>Declaration</p> <p>Approval</p> <p>Dedication</p> <p>Acknowledgement</p> <p>Table of Contents (Should be generated automatically)</p> <p>List of Tables (Should be generated automatically)</p> <p>List of Figures (Should be generated automatically)</p> <p>List of Acronyms</p> <p>Abstract</p>
3	Abstract	<ol style="list-style-type: none"> 1. Is the abstract covering less than a page? 2. Is it providing: Objective – 1/2 statement(s); Methodology 1/2 statement(s); Results and statements; Conclusion 1/2 statement(s); Recommendations 1/2 statement(s))?
4	Chapter One: Introduction	<p>Do you have the following in Chapter one?</p> <p>Background of the Study</p> <p>Problem Statement</p> <p>Research Objectives</p> <p>Research Hypotheses/Questions</p> <p>Significance of the Study</p> <p>Conceptual framework</p> <p>Layout of the dissertation</p>

Background of the Study	<p>Have you provided the following:</p> <ol style="list-style-type: none"> 1. Start with a global situation on the research you are undertaking then region e.g Sub-Saharan Africa then to the location e.g Uganda Provides current developments, controversies and breakthroughs in research and relevant background theory on the subject matter 2. Provide reader with understanding of your area of your study e.g a brief history of the institution under study or area of study (a paragraph) 3. Discuss key attributes in terms of evolution or trend related to your study e.g if the trend is increasing pregnancies: what has been the trend of admission of girls in Mak over time and related services to them (a paragraph) 4. What are the existing mechanisms used (developments and breakthroughs and challenges) to reduce pregnancies in the University. For fluctuations of electricity tariffs what strategies are being used (a paragraph)
Problem Statement	<ol style="list-style-type: none"> 1. Do you have a magnitude of the problem? 2. Have you cited a few closely related studies but not answering your problem? <p>Example:</p> <ul style="list-style-type: none"> • Provide magnitude of the problem (Statistic) e.g over the last one decade neonatal mortality rate is 27%; malnutrition in Western Uganda has remained high (35%) compared to national average • Literature gap (cite e.g Asiimwe et al., 2020;)
Research Objectives	<ol style="list-style-type: none"> 1. Do you have the main objective (same as topic) and then specific objectives (2-3)? 2. Do these specific objectives provide outcome/dependent variable and broad independent variable (measurable?) e.g <ul style="list-style-type: none"> • To establish whether demographic and socio-economic factors are associated with prevalence of HIV/AIDS • To establish whether comprehensive knowledge about HIV/AIDS is associated with prevalence of HIV/AIDS • To establish whether course offered (arts versus sciences) is associated with likelihood of becoming pregnant

	Hypotheses	<ol style="list-style-type: none"> 1. Are they derived from objectives? 2. Is each objective having atleast a corresponding hypothesis? 3. Are they measurable (variable specific)? <p>Example of Hypotheses</p> <ol style="list-style-type: none"> 1. Age of a student is not associated with ever been pregnant at university 2. Religion of a student not associated with ever been pregnant at university 3. Comprehensive knowledge about HIV/AIDS is associated with ever been pregnant at university 4. Course offered (arts versus sciences) is not associated with ever been pregnant at university
	Conceptual Frame	<ol style="list-style-type: none"> 1. Is your study requiring a conceptual framework? 2. Have you cited the source of where the conceptual framework is adapted from (if it is not your own)?
5	Chapter Two: Literature Review	<ol style="list-style-type: none"> 1. Are you citing current literature 2010+ (unless methodological or referring to critical theories)? 2. Have you used a reference manager like Zotero (free online)? 3. Is your literature aligned to objectives? 4. Have you provided adequate literature (2-4 pages)? 5. Have you provided a summary of the literature reflecting on the gaps related to your topic (in a separate paragraph)?
6	Chapter Three: Methodology	<ol style="list-style-type: none"> 1. Have you explained the source of data (primary or secondary)? 2. Have you explained whether it is a cross-sectional, time-series, panel survey, etc design? 3. Have you provided details of how the sample size is derived or in case of secondary data, what sample design used? 4. Have you stated the equations for statistical techniques to be used e.g chi-square, logistic regression, etc? 5. Have you provided Limitations of the Study
7	Chapter Four: Results and Discussions	<ol style="list-style-type: none"> 1. Have you provided results answering your objectives inline with the hypotheses you stated? 2. Are the results generated using the methodologies you provided? 3. Do you have any results you are proud of?

8	Chapter Five: Summary of the Findings, Conclusions and Recommendation s	1. Is this chapter well written and provided on 1-3 pages?
9	References	1. Is each of the cited reference in the body of text? 2. Are they following American psychological Association (APA) 7 th edition?
10	Appendix	1. Have you attached the questionnaire or an extract of the key page(s) of the questionnaire used? 2. Have you attached approval letter used to collect data? 3. Have you attached any other relevant document/data that the reader could refer to?