

Assessment of the Impact of Social Media on Small and Medium Enterprises (SMEs) in Damaturu, Yobe State, Nigeria

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Abstract

This study assessed the impact of social media on small and medium enterprises (SMEs) in Damaturu, Yobe State, Nigeria. Small and medium enterprises are widely recognized as significant contributors to the economic development of any nation. In today's digital era, social media has emerged as a powerful communication and interaction tool, not only for individuals but also for businesses. Businesses are increasingly leveraging social media as a marketing tool to connect with their target customers, and Nigeria is experiencing a rapid growth in social media usage. With people interconnected on a global scale, online interactions have become integral to daily life. For instance, a simple action like "Liking" a product on Facebook can quickly gain viral traction across various social media platforms. Consumer trust in recommendations from acquaintances often surpasses that of traditional advertising methods like glossy magazine ads. Many individuals now prefer to discover products and services through social media channels, such as viewing product reviews on YouTube, which are then shared across multiple social media platforms. The research used questionnaire as instrument to collect data. The questionnaire was designed using five (5) point likert scale that ranged from Strongly Agreed (SA) = 5 points, Agreed (A) = 4 points, Undecided (UD) = 3 points, Disagree (D) = 2 points and Strongly Disagree (SD) = 1 points. Fifty (50) questionnaires were distributed for data collection from the population. Finally, the data collected were analysed using the Social Package for Statistical science (SPSS) software. The result of the findings reveals that social media also leads to high profitability of small and medium scale enterprises. Critically, the positive association found in social media and SMEs profitability is a clear indication that customers after sales services, complains, sales etc can be offered online without physical contact of both business and the customers. Finally, the study proffers these recommendations and among others that; All business should transfer their services and product awareness to online through the use of social media platforms, which is seen to be the cheapest and the fastest means of gaining access to global market. Looking at the brand control issue, organization should improve their product and service quality and online customer care service should be develop to control value proposition which will cause customers to recommend their services online to others

Keywords: Assessment, Impact, Social Media, Small and Medium Enterprises, Damaturu.

1. Introduction:

Small and Medium Enterprises (SMEs) play a crucial role in the economic development of any nation. They contribute significantly to employment generation, poverty reduction, and innovation. In Nigeria, SMEs account for a substantial portion of economic activity and are considered a cornerstone for achieving sustainable development.

With the advent of technology, social media platforms have become vital tools for business operations and growth. Platforms like Facebook, Instagram, WhatsApp, and Twitter provide cost-effective avenues for marketing, customer engagement, and sales. For SMEs in Damaturu, Yobe State, the adoption of social media offers an opportunity to overcome challenges such as limited access to formal markets and high operational costs. However, the extent to which these platforms influence business performance in this region remains under-researched, creating the need for this study.

Developing countries continue to witness technological growth. Many people in these countries now have access to mobile phones than to electricity, piped water, or sewerage (Mitullah, et. al, 2016). These technological trends are continuing to result in changes in the conventional ways of doing business. The expansion of the digital economy has translated into economic growth through online platforms in businesses. As the complexity of the market environment increases, so does the need for small and medium sized enterprises (SMEs) to devise new innovative ways of strategically positioning themselves.

In recent years, there have been several advances in the use of social media technology in business in order to achieve different business goals (Akman and Mishra, 2017; Misirlis and Vlachopoulou, 2018). Social media technology enables customers and businesses to interact and engage in two-way communication in which both the customer and the business are active participants in the generation and dissemination of the content. In this environment, this

content is generated in an environment that is characterized by an interconnected and interdependent network of people (Nicholson 2016). Since 2009, social media has been increasingly adopted and used as a new communication and marketing channel. The technological developments with respect to social media have also accelerated. As such, social media is fast becoming a de facto channel for small and medium scale enterprises to share information. As large global corporations are adopting social media for diverse business functions such as marketing and sales, customer support, recruitment and retention, product innovation and strategic communication. Social media management is fast emerging as a bona fide field of organizational practice as well as academic research in some countries but the reverse is the case in Nigeria. Nigerian small and medium scales enterprises are not fully embracing the business power of social media in marketing to establish themselves in the emerging practices. Foreign small scale business enterprises are beginning to manage social media marketing as they manage traditional offline marketing but Nigerian firms are using social media platform as a channel of cracking jokes.

Despite the increasing penetration of social media, many SMEs in Damaturu struggle to leverage its full potential for business growth. Challenges such as inadequate digital skills, inconsistent internet connectivity, and a lack of awareness about the benefits of social media hinder SMEs from maximizing these platforms. Moreover, empirical data on the impact of social media on the operational and financial performance of SMEs in Damaturu is scarce. This lack of research limits the ability of business owners and policymakers to make informed decisions regarding digital adoption and support for SMEs.

This study seeks to address these gaps by examining how social media influences SME growth in Damaturu, identifying barriers to effective usage, and

providing actionable recommendations for improvement. The study provides insights into how social media can enhance operational efficiency and market reach; For Policymakers: Findings will guide the formulation of policies that promote digital literacy and infrastructural development for SMEs and This study contributes to the growing body of literature on technology adoption in developing economies; For the Community: Strengthening SMEs can lead to job creation and economic empowerment in Damaturu.

The study hypotheses is

H₀: There is no significant relationship between social media and profitability of small and medium scale enterprises in Damaturu, Yobe state.

The study will be of immense benefit to small and medium scale businesses in exploring the benefits of social media in gaining access to global market. The study will further help consumers to know how best to use social media to explore the information needed on goods and services and where to get them. Above all it will add to the body of knowledge in the subject area and/or discipline, as it will serve as a reference material to upcoming researchers.

2. Literature Review:

Conceptual Framework:

Social Media and its impact on Small Business Productivity

Social media can be defined as “fundamentally scalable communications technologies that turn Internet based communications into an interactive dialogue platform (Montalvo, 2011), but when integrated in a business setting they become even more complex IT-artifacts.

According to Vatrappu (2013) social media refers to the “utilization of online social channels to conduct business communication activities.” Social Media comprised of a mix of marketing functions and processes, various information technologies as well as strategic goals and tactical operations, all of which

come together in practices. In addition, social media marketing encompasses both the inside and outside of an organization that strategically utilizes social media channels for value creation.

Unlike the technological features and media aspects of social media, the managerial aspects have been relatively understudied and are less well understood. Social media deals with “both operational issues and managerial challenges resulting from the adoption and use of social media channels in an organization both internally and externally” (Vatrappu, 2013).

Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities. Social media in business is the use of social media platforms and websites to promote a product or service (Felix and Hinsch 2016).

Social media network are applications that allow users to build personal web sites accessible to other users for exchange of personal content and communication (Palmer and Lewis 2009). Social media according to Palmer and Lewis can be characterized as: online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.

Fausser et al. (2011) argue that though communication is the core dimension of social media networks, not all platform categories are equally suitable for all business objectives because most of the platforms are not equally well suited for information, collaboration, and even for cultivating relationships (Fausser et al. 2011). The purpose of social networks is primarily for communication and exchange of ideas of interest among peer groups or communities.

Testable and Measurable:

A clear distinction between social and traditional media is that social media is more directly measurable and testable. Naturally, this is a whole different

approach that would not be possible on traditional paid media platforms (TV, advertising, bill boards, etc.). Marketing pioneer John Wanamaker is attributed to having said, “Half the money I spend on advertising is wasted; the trouble is I don't know

which half.” This is certainly not the case for social media; you can actually easily track expenses and which types of content work and which do not. Thus there is no excuse for large failures since each campaign can be regarded as a content experiment.

Table 2.1. Comparison of the traditional and social media marketing impact

Traditional media	New media	Comment
One-to-many communication model.	One-to-one or many-to-many Communication model.	Hoffman and Novak (1996) state that theoretically the Internet is a many-to many medium, but for company-to-customer organizations it is best considered as one to one.
Mass marketing	Individualized marketing or mass customization	Personalization possible because of technology to monitor preferences and Tail or content.
Monologue	Dialogue	Indicates the interactive nature of the facility for feedback.
Supply-side thinking	Demand-side thinking	Customer pull becomes More important.
Customer as a target	Customer as a partner	Customer has more input Into products and services required.

Source: Adapted from Chaffeyeta, (2001).

Challenges of Application of Social Media in Small Business Operation

It has not been an easy journey for online marketers trying to establish their brands online. The marketers faced challenges as they struggled to leverage social media, since consumers too, also learned to leverage brands for their own purposes and ends. Social media can be likened to a “double aged sword” which can cut both ways, that is, it can build and destroy brand reputation at the same time also. Despite the fact that small business” foremost idea was to nurture relationship with online communities on Facebook and other forms of networks, it has not been easy on them as, instead people have come looking for prices and have found place to complain for instance, recent incident of Netflix, Inc. an on-demand Internet

streaming online media company based in United States.

Managing Content Production and Publishing

Creating and publishing immersive content is a key activity. Here the managers could explain that any social media effort has to align with the general product strategy for any specific product. Managers cannot “just” be a social expert but needs to understand each product and its marketing strategy, and from here they can invent a social media strategy. The object of the content production is comparable to the act of inducing a social contagion leading to viral exposure of the brands. In most cases the managers could speak of a transformation. Social media is increasingly a central part of any marketing effort.

From a practical perspective, the tasks are relatively the same; these are: Define target audience(s), create a social media strategy, create a content strategy, Produce content, Schedule when to post the content and facilitate a meaningful conversation

Effect of Social Media on Business Profitability:

With Social media growing at an astronomical rate, there is a tremendous impact on business and the business of marketing. Social media helps develop business tactics. Famous websites like facebook, twitter, linkedin and pinetrest show an opportunity for business to grab the attention of the customers and simultaneously build brand image. Traditional forms of marketing included print media, social media and broadcast media. This had its own drawbacks. Television advertisements, leaflets, direct mail and email no longer seem to have the same impact as they used to. One of the major draw backs was that they had the same advertisement (Kaplan and Haenlein, 2011).

Empirical Review:

(Marshall and Rossman, 2014). In this regard, such a sample size becomes apparent as the research progresses, and new themes, categories, or explanations cease to emerge from the data being collected. This state is more often referred to as data saturation (Creswell, 2013). In this study, the saturation point was reached at 12 participants as no new insights were being brought in by additional participants. However, to be certain that no new major concepts and themes were emerging, three additional participants were added bringing the total number to 15..It was revealed from the interview with the participant that their choice of a particular type of social media platform for their business had been influenced by the fact that many of their customers had a social media presence on various platforms, it also revealed that social media indeed help firms to realize certain benefits of lead generation, acquiring new customers, increase in income, and better interaction with the customers.

Wang, Zhang, Zhao and Li (2017) carried out a

research to examine How Social Media Influence Brand Loyalty based on Customer Value Perspective. The study examined the following objectives: to examine the Influence of social media on Brand Loyalty; to examine social media customers value influences the enterprises brand trust. The study adopt survey research design approach. The study adopted 220 as sample size for the purpose of questionnaire administration. the model used to analyses the stated objectives was Regression analysis which showed two dimensions of the independent variables into the model, adjusted R value reached 0.487, social media customer value explains 48.7% of the brand loyalty degree of variation; F and T values were significantly, confirmed the significant regression equation of linear relations and coefficients, hence it was reveal that social media has positive effect on brand loyalty. It was recommended that companies should ensure good quality of own brand products and services, protect the customer's core values to meet at the same time the demand Internet users in the enterprise in the society of media platform for brand marketing activities to get the function value of the external and internal psychological value. Through the perception of these values, the user to the enterprise brand cognition and attitude will change accordingly, produce for brand affection and trust, Ndiege, (2018) conducted a research on Social media technology for the strategic positioning of small and medium sized enterprises. The objective developed for the study were; to assess the impact of social media on small medium scale business; to evaluate determining factor of adopting social media by small and medium scale business; to find out challenges experienced in the use of social media by small scale Business. This study made use of a qualitative research design employing a multiple case study approach. The right sample size in qualitative research is one that satisfactorily addresses the research questions The study finally revealed that additional time required to manage online presence, transforming the data into something useable as well as actionable and image/reputation of the business may easily be damaged through negative posts/comments on the

platform as the key challenges of applying social media on business performance. It was recommended that for small and medium scale business to better appreciate their investments in social media technology, SMEs need to develop a clear strategy that is conscious of the objectives they are trying to achieve while at the same time remaining mindful of their customers' needs.

Empirically the study confirmed that Social Media plays a positive relationship with Business Performance.

Large percentage of the literature did not conceptualize the impact of social media on the market share of business. Thus, the objectives of this study will close the existing gap in the literature to very large extent.

3. Methodology:

3.1 The Study Area

Damaturu was a relatively small settlement before Nigeria's independence in 1960. It gained prominence when Yobe State was carved out of Borno State on August 27, 1991, as part of Nigeria's federal restructuring under General Ibrahim Babangida's military government. The town was chosen as the state capital due to its central location and potential for growth. Since becoming the state capital, Damaturu has served as the administrative and political center of Yobe. It houses the state government, including the governor's office, legislative assembly, and various ministries. The state's political history has been shaped by a mix of military rule and democracy, with political parties such as the People's Democratic Party (PDP) and the All Progressives Congress (APC) playing significant roles.

Damaturu as the capital city of Yobe State in the North-Eastern Nigeria with total land area of 2,306sqkm² and a population of 88,014 as at (NPC Census, 2006). Located on the edge of the Sahel region. The town lies within a semi-arid climate zone, characterized by sparse vegetation and seasonal rainfall. Its location makes it a hub for agricultural

activities like millet, sorghum, and livestock farming. The town also serves as a vital link between Maiduguri in Borno State and other parts of Nigeria through a network of roads. The geographic coordinates of Damaturu, Yobe State, Nigeria, are approximately: Latitude: 11.744° N and Longitude: 11.966° E. These coordinates place Damaturu in the northeastern part of Nigeria, within the semi-arid Sahel region. It is located on the fringes of the Sahel, a semi-arid region south of the Sahara Desert. The town lies approximately 131 kilometers west of Maiduguri, the capital of Borno State. Damaturu experiences a semi-arid climate (BSh), with a long dry season (October to May) and a brief rainy season (June to September). Temperatures are typically high throughout the year, with peaks during the dry Harmattan season. The landscape is predominantly flat, featuring sandy soils and sparse vegetation such as acacia trees and shrubs. The terrain supports agriculture and pastoralism.

In recent years, Yobe State, including Damaturu, has faced challenges from the Boko Haram insurgency, which began in neighboring Borno State but spilled over into Yobe. This significantly impacted Damaturu's security and development, though efforts by the Nigerian military and local governance have improved the situation.

Damaturu has grown into a significant economic and political hub for northeastern Nigeria. Infrastructure development, such as roads, schools, and healthcare facilities, continues to advance. Despite security concerns, the city remains a strategic location for both commerce and governance in the region.

Damaturu is a melting pot of cultures and traditions, reflecting the sociological dynamics of northeastern Nigeria. Its social structure, shaped by historical migration, religion, and economic activities, plays a crucial role in the everyday lives of its inhabitants. The Ethnic Groups are: The Kanuri people are the dominant ethnic group in Damaturu. They have a long history as traders, farmers, and rulers, tracing back to the Kanem-Borno Empire. Other groups include the Fulani, known for their pastoral lifestyle, and

minority groups such as the Hausa and Bolewa. Kanuri is widely spoken, alongside Hausa, which serves as a lingua franca for trade and inter-ethnic communication. Islam is the predominant religion in Damaturu, with the vast majority of the population being Sunni Muslims.

3.2 Research Design:

The research design used in the study is descriptive survey. Descriptive survey is designed to portray accurately the characteristics of particular individuals, situations, or groups (Avoke, 2005).

3.3 Sources of Data

The study adopted both primary and secondary sources of data to collect information from the respondents. Data was collected from interviews conducted in the firm as well as responses from the questionnaire. While, the Secondary sources of data include magazines, textbooks, internet and Newspapers.

3.4 Population of the Study

The staff of the selected manufacturing firms in Damaturu, Yobe State were the target population for the study. Target population is the specific population about which information is desired (Ngechu, 2004). This population is deemed appropriate because for efficient and effective service delivery they represent the key players. The study targeted fifty (50) staff from Buratai Buttered Bread, Aishatu Buttered Bread Bakery, Mama Edo Food Restaurant, Adamawa Food Restaurant, Banaaj Communication and El- Dawud Communications.

Services Ltd	
Banaaj Communication	5
Total	50

Source: Field Survey, 2024

Table 3.1 Sampling Distribution Table

Enterprises	Number of Employees
Buratai Buttered Bread Bakery	10
Aishatu Buttered Bread Bakery	10
Maman Edo Food Restaurant	10
Adamawa Food Restaurant	10
El-Dawud Communication	5

3.5 Sampling Techniques and Sample Size

Sample refers to the subset of a population which represents the characteristics of the population (Saunders, Lewis and Thornhill, 2012). A total of fifty (50) respondents' were used in the research. The exact population of fifty respondents were used since the population is not large. The main instruments used by researchers to collect data from the field fits the purpose of the study (Carr and Kemmis, 1986). The research used questionnaire as instrument to collect data. The questionnaire was designed using five (5) point likert scale that ranged from Strongly Agreed (SA) = 5 points, Agreed (A) = 4 points, Undecided (UD) = 3 points, Disagree (D) = 2 points and Strongly Disagree (SD) = 1 points. The rating scale is easier to administer a questionnaire to a large group of respondents and therefore saves time. It is easier to score, tabulate and analyze and it is more objectively and reliably score. In this technique the respondents were only to tick the correct option to the question or statement according to their opinions.

3.6 Data Computation

Quantitative data was analyzed using descriptive analysis in form of percentages and frequencies. Qualitative data obtained was transcribed, organized into categories, sub categories and themes as they emerged from the field and presented in prose form and peoples quoted words according to the themes and objectives of the study. The Social Package for Statistical science (SPSS) software aided in data analysis. Simple regression analyses was used to test for relationship between the independent variables and the dependent variable, given that they were normally distributed, error was constant and there was a linear relationship between the dependent and independent variables.

4. Data Presentation and Analysis

Table 4.1: Impact of social media on profitability of Small and Medium Scale Enterprises:

Statements	SA	A	N	D	SD	Total
New Revenue Potential	14 28%	17 34%	2 4%	7 14%	10 20%	50 100%
Market Expansion	27 54.8 %	18 36%	5 10%	- -	- -	50 100%
Cost efficient	22 44%	11 22%	5 10%	4 8%	8 16%	50 100%

Source: Field Survey, 2024.

Table 4.1 shows the impact of social media on profitability of Small and Medium Scale Enterprises. Majority of the respondents strongly agreed New Revenue Potential, Market Expansion and Cost efficient as the impact of social media on profitability

of Small and Medium Scale Enterprises. SMEs must embrace social media integration to gain access to a wider market.

4.1 Testing of Hypotheses

Ho: There is no significant relationship between social media and profitability of small and medium scale enterprises

Correlations Table:

		Profitability	Social Media
Pearson Correlation	Profitability	1.000	-.835
	Social Media	-.835	1.000
Sig.(1-tailed)	Profitability		.000
	Social Media	.000	.
N	Profitability	50	50
	Social Media	50	50

Variables Entered/Removed^b Table:

Model	Variables Entered	Variables Removed	Method
1	Social Media ^a	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: Profitability

Model Summary^b Table:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.835 ^a	.697	.691	.722	.697	110.569	1	48	.000	.339

- a. Predictors:(Constant), Social Media
- b. Dependent Variable: Profitability

ANOVA^b Table:

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	57.582	1	57.582	110.569	.000 ^a
	Residual	24.998	48	.521		

Total	82.580	49			
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a. Predictors:(Constant),Social Media

b. Dependent Variable: Profitability

Coefficients Table:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.978	.321		18.635	.000

Source: Field Survey, 2024.

significant value (p-value) = less than 0.05 (alpha), hence we conclude that the model is significant (F1 = 110.569, p = 0.000). furthermore, $y = .883 + 5.978x$ is the equation line in using the Social Media variable in predicting the Profitability Variable (otherwise called the slope) is significant at $p < 0.000$. With this, the study affirm alternative The R^2 which is the coefficient of determination has a value above average of 0.697 which indicate that 69% of the

changes in the dependent variable can be explained by the changes in the independent variable while 31% can be explained by the stochastic terms in model. This implies that this variable (*Social Media*) can only explain 69 percent of changes in Profitability of business in Yobe State, leaving 16% percent unexplained. Looking at the ANOVA table; the hypothesis and state that there is significant relationship between social media and profitability.

Residuals Statistics Table:

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.7445	4.8829	4.1600	.36007	50
Residual	-3.02907	1.25555	.00000	.99352	50
Std. Predicted Value	-1.154	2.008	.000	1.000	50
Std. Residual	-3.018	1.251	.000	.990	50

Dependent Variable: Social Media

The R^2 which is the coefficient of determination has a value above average of .755 which indicate that 76% of the changes in the dependent variable can be

explained by the changes in the independent variable while 24% can be explained by the stochastic terms in model. This implies that this variable (lack of

technical knowledge, brand control and management perception) can explain up to 61 percent of changes in Social Media usage by SMEs in Yobe State, leaving 24% percent unexplained. Looking at the ANOVA table; the significant value (p-value) = less than 0.05 (alpha), hence we conclude that the model is significant ($F_1, =6.305, p = 0.000$). Furthermore, $y = .285 + .517x$ is the equation line in using the Social media Challenges variable in predicting the Social Media usage by SMEs (otherwise called the slope) is significant at $p < 0.000$. With this, the researcher affirm alternative hypothesis and state that Lack of technical knowledge, management perception and lack of control of brand information are the key challenges of adopting social media by small and medium scale enterprises

4.4 Discussion of Findings

The result of the findings reveals that social media also leads to high profitability of small and medium scale enterprises. Critically, the positive association found in social media and SMEs profitability is a clear indication that customers after sales services, complains, sales etc can be offered online without physical contact of both business and the customers. It further revealed that there is a positive relationship between social media and the market share of small and medium scale enterprises. This is a proof that a well management social media handles will expose small scale businesses to a wider market other than relying on their immediately physical environment. Furthermore, the data analysis result reveals that that Lack of technical knowledge, management perception and lack of control of brand information are the key challenges of adopting social media by small and medium scale enterprises. This means that corporate brand of small business is vulnerable to

5. Conclusion

The research therefore that there is impact of Social Media on small and medium scale enterprises. It is seen that Social Media is not a fading phase, neither does it totally replace the traditional Marketing style

but it does the job faster and communication happens on real time. Therefore it should rather be strategically and tactically intertwined with marketing campaigns and integrated into the overall marketing strategy for effective usage. The study underscores the transformative potential of social media for SMEs in Damaturu. It highlights the benefits of digital platforms in improving business efficiency, expanding customer bases, and driving innovation. However, the findings also reveal critical barriers such as limited digital literacy and inadequate infrastructure. To ensure that SMEs harness the full benefits of social media, concerted efforts from stakeholders, including business owners, policymakers, and educators, are essential. By addressing the identified challenges, SMEs in Damaturu can achieve sustainable growth and contribute more effectively to the local economy.

Social Media strategies should be dependent on the type of organization, the information it wants to send to the customer as well as the product and the market. This can either be customer-centric or organizational-centric. There is need for businesses in Nigeria to make use of the Social Media tools like face book, youtube, LinkedIn etc which were found to be the best tool for SMEs to explain complicated products and to increase awareness.

6. Recommendations

On the basis of the findings above, the following recommendations were drawn:

- ❖ All business should transfer their services and product awareness to online through the use of social media platforms, which is seen to be the cheapest and the fastest means of gaining access to global market.
- ❖ Looking at the brand control issue, organization should improve their product and service quality and online customer care service should be develop to control value proposition which will cause customers to recommend their services online to others.
- ❖ Business should improve on the technical knowledge of social media to suit in current

pace provided by technology.

- ❖ Business should design their social media objective to remain focus. Nevertheless, they should provide good and appealing content to interest online clients to get engaged to their services.
- ❖ Organize workshops and training sessions to improve digital literacy among SME owners and employees.
- ❖ Improvement of Infrastructure to enhance internet connectivity and provide affordable access to digital tools.
- ❖ Awareness Campaigns programs should be launch for highlighting the benefits of social media for business growth.
- ❖ Government at all levels should develop policies that incentivize SMEs to adopt digital platforms through grants or tax relief.
- ❖ Encourage partnerships between SMEs and tech companies to provide tailored social media solutions.

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