Impact of Social Media Marketing on Small Businesses' Sales Performance: A Case of Women Clothing Stores in Nyamagana District, Tanzania

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Abstract— This study was conducted toinvestigate the impact of Social Media Marketing on Small Businesses' Sales Performance: A Case of Women Clothing Stores in Nyamagana District, Tanzania. The study used quantitative research approach. Data was collected through questionnaires, and the analysis was conducted using quantitative means by which statistical package for social science (SPSS V 22) software was employed quantitative analysis was employed.ANOVA was applied to predict how use Facebook, Instagram and Twitter for marketing purposes influences the sales performance of small businesses engaging in women clothing retailing.In this study,regression analysis was applied to find out the relationship equation for the independent variable (use of Facebook, Instagram, and Twitter).Through this the researcher was able to understand the effects of the relationship between independent variable and dependent variable of the study. The result obtained through regression analysis established that Facebook has impacts on the sales performance of small business (Beta = .199, P <.020). The results obtained in this aspect shows that the increase in the use of Facebook by 1 unit attributes increase of performance of small business by 0.20. On Instagram, thefindings obtained through linear regression established that Instagram has a significant impact on the sales performance of small business (Beta = .369, P <.947). And on Twitterthe results obtained through regression analysis revealed that Twitter has no direct relationship on the sales performance of small business (Beta = -.599, P <-.945). The study recommends further studies to be conducted on the strategies to be used to improve the application of social media in the small business.

Keywords— Social media, marketing, small business growth, sales performance.

I. INTRODUCTION

The advent of social media has significantly altered the way marketing is conducted. With new technologies, small businesses are changing from the traditional channels of reaching out to potential customers to online marketing techniques using social media channels like Instagram, WhatsApp, Twitter and Facebook . Social media offers a window of opportunity for small businesses to interact with the current and potential customers.

Globally, the usage of social media is expanding at 25% growth rate annually and therefore more businesses are increasing moving to social media marketing. In China for instance, the demand for fashion products is being driven by internet users. In Middle East, research shows that despite strong mall culture, a lot of people are increasingly looking up to social media to get fashion inspiration and global trends . In USA, social media has significantly altered how fashion firms advertise and talk to their customers. In this regard, many fashion retailers consider Pinterest and Instagram are significant drivers of business growth. Social media was also found to be an important platform for gauging consumer opinion in America.

In Africa, social media marketing is has become an important driver of business growth in urban areas . With

rapidly expanding middle class in countries such as Nigeria, Botswana and Kenya, social media is increasingly being used by small business to connect with fashion consumers .

In Tanzania, the number of social media users has grown significantly over the past ten years. According to application of social media has grown from individual use to group use and as result private sectors organizations of various sizes use social media to engage their potential and existing customers. It has also been reported that Facebook being the most popularly used followed by Instagram and Twitter (. At firm level, the majority of women clothing retailers such as those selling clothes, shoes, apparels and hairdressing in Nyamagana district of Mwanza city are small businesses run by families and a couple of employees. employing one or two people . Like many other small businesses in Tanzania, the application of online or internet based management systems is limited but growing . In recent years many women because pandemic have opted to market their goods and services online through social media. To what this trend has contributed to the growth women stores is not known.

1. Statement of the Problem

There is overwhelming evidence that businesses are increasingly leveraging expansion of social media to grow their market share and overall profitability . For small businesses in women fashion industry, social media provides a low-cost means for engaging with their customers. In this regard, the government of Tanzania through its ICT policy and related regulations has encouraged a safe use of social media for business growth . Despite recent growth in internet access and social media users in Tanzania, there is no enough empirical evidence which shows the impact of time and effort spent by small enterprises on social media marketing on business performance. Indeed, Pinto and Yagnik (2017) noted that it is not clear how small businesses are benefiting from their presence on social media for business purposes. This problem can be partly attributed to small businesses' inability to conduct research for gauging impacts of various marketing initiatives (including social media marketing) on their performance. This study sought to address this knowledge gap and sought to in investigate the impact of Social Media Marketing on Small Businesses' Sales Performance: A Case of Women Clothing Stores in Nyamagana District, Tanzania. This was achieved through the following objectives.

    i. To determine effects of Facebook on sales performance of small businesses in Nyamagana district.

    ii. To assess effects of Instagram on the sales performance of small businesses in Nyamagana district.

    iii. To determine the impact of Twitter on sales performance in Nyamagana district.

II. LITERATURE REVIEW

2.1 Concepts of social media

2.1.1 Social media

Social media refers a collection of digital technologies that are based on software designed as applications(apps) and websites that allow people to send or receive information online . Social media platforms such as Facebook, Instagram, and Twitter, for example, enable users to connect and exchange information online. Businesses and companies are now investing some efforts to establish their presence on social media as to let their clients and potential clients to know about them and what they are all about.

The growth of online social networks all across the internet are often tied to social media. Such social networks play crucial role in connecting people and facilitating sharing of information to masses . A report by World Economic Forum (2020) indicated that around 1.56 billion people in the world are using social media. In 2022, the total number of social media users is projected to reach 3.29 billion worldwide. Such enormous growth presents an opportunity for businesses to learn about consumer's needs while personalizing the marketing of their products and services . In the last decade, social media became very popular to be used as a marketing tool because of the true potential that that it has. With regard to small businesses, social media is essentially digital marketing channel people use to communicate with customers through advertising while learning about their tastes and preferences.

2.1.1.1 Facebook

Facebook is a social networking site that permits users to interact with supports, family, and associates, as well as interchange images and videos. (Holzner, 2009). On Facebook there are accounts of individual users who are also consumers of goods and services marketed and provided by retailers Facebook allows marketers to have a two-way conversation with customers and may speed up the flow of information about a business, therefore boosting its performance. (Fulgoni, 2016). Therefore, Facebook is a very huge and important platform for marketers where marketing activities can take place.

Facebook is a website that is fun to navigate and very easy to use. In order to roll in, it takes only few minutes and one will be led to their home page. There, one can customize

their profile and make it as unique and as attractive as they like. It's important for one to personify their business page to look like the business venture is operating the website.

2.1.1.2 Instagram

Instagram is a social media app that allows individuals to share photographs related to photography (Linaschke, 2011). Instagram marketing is a powerful tool for promoting a product since, as the saying goes, a picture is worth a thousand words. Silva et al. (2013). Because of the relatively cheap price, connectivity, global reach, and access to data and analytics, brands utilize social media marketing as their marketing mix pattern (Pinto and Yagnik, 2017). Instagram has billion monthly active users: Every day, 200 million of them view one business profile. (Newberry, 2019). Instagram is one of the social media platforms that has a large number of users, very interactive, and is simple to use.

2.1.1.3 Twitter

Twitter is a part of the social networking phenomena that has emerged as a result of Web 2.0 technology. Twitter is one of the popular social media platforms that lets users to share information through instant news feed, (Mistry, 2011), by posting short-term comments on their understandings and views (Bristol et al. 2010). Following the registration of a Twitter account on (www.twitter.com), users can create profiles with some of their personal details like a twitter name. Thereafter, they allowed sending and receiving tweets/messages through any internet connected devices such as computers, tablets and smartphones (Maclean et al, 2013). A tweet can contain text as well as links to photographs or videos, and it can also be retweeted to reach more users. In a social media marketing context, tweets created and shared by retailers on twitter can be mostly the details about their businesses, updating their customers on their locations, the services and products that they sell, new arrivals, and contacts on how they can be reached.

2.2.2 Social media marketing

The interaction between buyers and sellers, for the purpose of exchanging goods and or service is termed Marketing. It includes informing buyers about the products which are available and influencing them to make purchases while leaving other many options of the same kind behind (Camil, 2017). Lately, marketers stopped to rely only on the traditional communication means like the word of mouth, newspapers, television and newspapers to advertise and reach out to their buyers and potential buyers, Instead, they take advantage of the presence an online audience, to advertise and reach out to potential buyers online.

McKinsey & Company revealed that, 70% of marketing leaders in fashion commercial amplified the use of their (social media) platforms over the traditional is significant for the subsistence of their business in the long run. When developing a company's marketing strategy, social media is now involved as a very important aspect of marketing. Marketing by using digital platforms is what we name, social media marketing. It's a form of marketing that involves the use of social media platforms like Instagram, Facebook, and Twitter to promote business and increase traffic online. Different business ventures have different purposes, needs, and visions as to why they venture in the online world, but the sole aim is to reach out to their customers and grow as a business

2.3 Institutional Theory

This research draws on institutional theory to explore how adoption of social media marketing helps small businesses to maintain their legitimacy and better performance results. Institutional theory originated from works of management scholars such as Meyer and Rowan (1977). The theory was later extended by Scott (2005). Institutional theory posits that organization often operate in response to various pressures from the environment that have the potential to affect their performance.

Business firms often change because of coercive pressure from consumers i.e. compulsion to conform to the rules/needs of consumers who have reward and sanction power. For instance, because social media has become a main way of engaging customers who employ a substantial expanse of time on the internet, many businesses are shifting to social media marketing. Also, there is a mimetic pressure i.e. compulsion to align with the behaviour of other organizations. Businesses are moving to social media marketing so that they may not be outperformed by their competitors who have strong online presence.

Thousands of people use social media podiums on a consistent base, social media marketing allows businesses to access and communicate with a large audience for little or no money. (Fauser et al. 2011). This has been forcing clothing businesses to change from traditional marketing channels to social media marketing. The major goal of social media adaptation is connectedness, or the capacity to meet new people and connect with potential customers, develop new contacts, develop new networks and business associates (Mayfield 2011). This theory is applicable to the present study. because it unveils the relationship small businesses social media marketing initiatives and business performance. In other words, the current study will use institutional theory to explain how small business marketing initiatives particularly use of social media in

order to encourage customers to purchase goods and services.

2.2 Empirical Review

The empirical literature analysed in this study focuses on three research objectives that guided this investigation include impact of Facebook Instagram and the impression of Twitter on small business performance.

2.2.1 Impact of Facebook on Small business Performance

Jenalyn, et al (2020) observed that internet users can create a public profile and communicate with other users on social networking sites like Facebook. The study revealed that when it comes to Facebook, it is worth noting that the business owners are not maximizing the features, use, and settings of its business page. Matthias, (2020) opined that entrepreneurial marketing tactics that use the supremacy of societies may be found on social media, especially when paired with established techniques such as celebrity endorsement.

Haarman, et al (2020) examined the effectiveness of online Facebook campaigns, whereby Facebook usage was approximately three to four times lower in West Africa. Approximately 10 per cent of targeted Facebook users engaged with campaign content onlikes, comments, shares or clicks. The study indicated that fewer than 3 in 10,000 people who saw the advertisement on Facebook were willing to complete their business transactions; this is because targeted Facebook ads are perceived to be a cheaper option for campaign implementers compared to traditional outreach activities.

Al-Hadban (2014) his study focused on Facebook and its usefulness as a means of marketing products among the Saudi Arabia community. His study revealed that advertising platform helps businesses to use information of each Facebook member for niche marketing and Facebook was found to present itself as the supreme marketing display place in the target market.

In another study in Saudi Arabia conducted by Al Ghamdi et al, (2014) on the effectiveness of Facebook as a marketing tool, it was found that Facebook is such a popular social media platform among users and was incredibly inexpensive when compared to advertisement to print or broadcast channels and was capable of reaching a far larger audience. However, Hamdi (2014) recommends that should that the business should use Facebook features to stimulate inclusiveness and display audio/visual elements. This implies that business should take their time to analyse the presence of online audiences and constantly create contents that will attract consumers.

Fink et al (2020) took a longitudinal study to explore the long-term effect of entrepreneurial marketing on Facebook and unveiled that celebrity supporter credibility enhances purchase purposes among the followers of the sponsored Facebook fan civic by pleasing the eye the image of the sponsor's brand. Brand difference, according to those researchers serves a dual purpose: strengthening the influence of celebrity endorser credibility on brand image while also buffering the effect of brand image on purchase intention. This implies that, to be able to impact purchase purpose over a long period is a very powerful force that makes a celebrity endorser approach a key item in the entrepreneurial marketer's toolbox especially given that previous research highlights on the potential adverse impact of traditional revealed commercial post on Facebook (Boerman et al 2017)

Vaidy (2020) also carried out an online study of 200 random Facebook users in Kathmandu, Nepal and found that among the numerous social networking sites, Facebook emerged as the most popular platform among Nepaleses. He recommended that, the marketer in their advertisements of products should do so with better information and customize their advertisements on Facebook. This is because Facebook users are concerned about the advertised goods and its quality. When it comes to social media marketing, the marketer should be more up to date and engaged with users, as the client expects a higher degree of connection with the knowledge of previous products in social media platform. This implies that, on Facebook, some customers look for information about the product, share and give their views about it before making a purchase decision.

2.2.2 Impact of Instagram on Small business Performance

Instragram is another platform that has gained popularity among marketers that base the advertisement on product photos. Salleh et al, (2015), studied Instagram Marketing where they analyzed the content of top Malaysian Restaurant Brands, in their study. They found out that seven of the top 10 businesses have a presence on Instagram. Photo-based social media presence appears to be effective in advertising restaurants, as its popularity grows among sellers. There has been a transition in recent years from text-based social media marketing to social media marketing with rich visual elements.

Instagram is a popular photo-sharing social media platform for businesses to share photographs with their clients (Katherine, 2013). This implies that, for business firms that deal with supplying and selling items that meet basic human needs, (food, shelter or clothing) photo-based media sites like Instagram are very good for use in sharing

high resolution the pictures of goods or services that they supply.

Khan, (2018) in his quantitative study to determine the effects of Instagram marketing on buyer behavior overall brand equity, found that, firstly, Instagram marketing has a strong optimistic and direct inspiration on brand equity. Secondly, brand equity was reported to have a mediating power on the relationship between Instagram marketing and consumer behaviour. Also, marketing efforts on Instagram has been found to have a direct and beneficial impact on customer interests, readiness to pay a higher price, and brand loyalty. This finding implies that, any marketing made on Instagram has a certain stimulus on consumers' response.

Schaffer and Debb, (2020) in their Australian study using 40 item Instagram and Well-Being Questionnaire (IWBQ) found a three-factor structure for Item 14: (a) sense of belonging, (b) self-expression, and (c) documentation/curation studies It was also revealed that Instagram use has been important in stimulating growth and development of small business as it enhances linkage between customers and business owners hence facilitate increase of sales.

Ena and Jonatan (2016) contended that Instagram is one of the most essential social media platforms because it allows businesses to reach out to their target audiences through visual storytelling. 'These researcherstested this relationship using semi-structured interviews with two famous personal Instagram pages, as well as a semi-structured interview with a Digital PR & Social Media strategist. Their research revealed that some photo kinds and styles are better than others when it comes to dissemination of information on brand. According to their data, Instagram happenings have a beneficial influence on traffic flow to the company's website/web store.

2.2.3 Impact of Twitter on Small business Performance

Twitter is mostly used as communication platform and its impact on firms' performance. With knowledge, Bulearea & Bulearea (2010) conducted a study with the aim of investigating effectiveness of Twitter a tool for enhancing marketing strategies of small businesses. They used a qualitative approach and concluded that, while Twitter should not be considered as the be-all and end-all of our communications, it is still an important tool to use, particularly if businesses need to listen to and impact customer sentiments. In their study, the experts concluded that social media and Twitter may provide as many benefits to businesses in relations to interacting, relationship building, and online branding possibilities as they can create irretrievable and costly damage from unfavorable electronic words of mouth. (e-WoM)

Soboleva et al, (2015) did research on Twitter marketing, the limitations as well as opportunities. They used data from two years of Twitter activities from world's largest brands in the automotive industries like Hyundai, Honda, and Kia), and Luxury industries (Luis Vuitton, Burberry and Gucci). Although user involvement may be measured using retweets, likes, and listing frequency, their results indicate that one measure, retweet frequency, is usually adequate. Because retweeting and favoriting are closely connected, combining together in any dimension scheme adds minimal information and serves as a signal of possible secondary reach.

Quinton and Wilson (2016) in their study indicated that Twitter like most of other social media marketing tools, fosters the development of business partnerships through the real-time flow of information between like-minded groups, between enterprises and their suppliers, consumers, and peers. Cripps et al (2020) in their two-stage investigated Twitter usage small businesses' marketing innovation and concluded that SMEs' used Twitter as an important medium disseminating information through, promotion and related invention within their industry.

III.   RESEARCH METHODOLOGY

A descriptive design incorporating quantitative research approach was adopted for conducting the study as t is a scientific method that involves observing and describing the behavior of a subject without influencing it in any way (Ogula 2012).The target population of this study was the 209 differentclothing stores owned/operated by women entrepreneurs in Nyamagana district, Tanzania. From the target population, a sample size of 136 owner/operators clothing stores who had had been operating for more than 3 years. The sample was determined using Krejcie and Morgan's (1970) sample size determination table and selected from the population using stratified random sampling technique.

The study was based on primary data collected by using a self-administered questionnaire that used closed and open ended questions. For the closed ended questions, the study adopted a five point Liker scale where the target respondents indicated the extent of their agreement/disagreement with each statement ranging from 1= Strongly Disagree to 5 = Strongly Agree. In analyzing the quantitative data, with the aid of statistical package for social science (SPSS Version 22) software the study used descriptive statistics and multiple regression analysis was performed to ascertain the effects of social media marketing on the sales performance of women clothing store businesses.

IV.   ANALYSIS AND DISCUSSION OF FINDINGS

'4.1 Reliability analysis

To measure the reliability of the data collection instruments an internal consistency (Mugenda 2003), Cronbach's alpha was computed using SPSS. The pilot study involved questionnaires from 8 women/operators of clothing stores. The data obtained from these respondents was analyzed using SPSS Cronbach's alpha. According to Zinbarg, (2005) Cronbach's alpha is a coefficient of reliability that gives an unbiased estimate of data generalizability.

Table 1 shows that the Cronbach's Alpha (α) value for facebook advertising (0.871), followed by sales performance (0.887), instagram advertising (0.821) and twitter advertising (0.807). Overall all the items in each factor in the research instrument were above 0.70 satisfying Nunnally (1967) who asserts that an alpha coefficient of 0.70 or above is an acceptable measure of the internal consistency of the research instruments and could be generalized to reflect opinions of all respondents

in the target population on the impact of social media marketing on small businesses' sales performance: a case of women clothing stores in Nyamagana district, Tanzania.

Table 1: Reliability statistics of the constructs in the study

Construct Variable	Cronbach's Alpha (α)	Number of items
Facebook	0.874	7
Instagram	0.821	7
Twitter	0802	7
Sales performance	0.887	4

4.2 Demographic Data

In this study, demographic data of participants was collected in order to enable interpretation of the research findings. As shown in table 2, the respondents' demographic data included respondents' gender, age, education level and experience in women clothing enterprises.

Table 2: Demographic characteristics

	Category	Frequency	Percentage
Gender	Female	105	77.2
	Male	31	22.8
Age Group	17 - 25 Years	62	45.6
	26 - 30 years	39	28.7
	31 - 39 years	33	24.3
	40+ years	2	1.5
Education	Basic Education	39	28.7
	Certificate/Diploma	58	42.6
	Bachelor Degree	39	28.7
Occupation	Business Owner	39	28.7
	Employee	59	43.4
	Consultant	38	27.9
Experience in Social Media Use	0 to 3 years	39	28.7
	4 to 7 years	39	28.7
	8 to 10 years	39	28.7
	11 years and above	19	14.0

Table 2 indicates that that 77.2 percent (105) of the participants were female while 22.8 percent (31) of the respondents were male. This implies that many small women clothing stores in Nyamagana district are owned either by women or run by a female employees. This can

be partly attributed those female owners and employee have a better understanding of women fashion tastes and capable are capable of running women clothing stores.

Table also shows that 45.6 percent of the respondents had the age of between 18 – 25 years, 28.7 percent of the

respondents are age range of 26 – 30 years, 24.3 percent in between 31 – 39 years while only 1.5 percent were 40 years and above. This indicated the majority of proprietors of women clothing stores in the study area are Y generation (young) women who are technology oriented and would be expected to be using social media for their marketing communication activities with their target markets.

In addition, table 2 reveals that 28.7 percent of the respondents are of basic education level, 42.6 percent with certificate/diploma level of education and 28.7 percent have a bachelor degree and above education status. These findings imply that majority of the respondents are well educated and would be expected to be aware about the use of social media in small business.

Lastly, table 2 indicates that 28.7 percent of the respondents have between 0 – 3 years experience in using social media in women clothing business while 28.7 percent experience of 4 to 7 years and 43.6 percent for above 8 years in using social media the same business. Thus the majority of owner/operators of women clothing stores are well experienced in the use of social media in small business and are expected to give reliable information regarding impact of social media advertising on their business performance.

Research objective

4.3 Contributions Social Media Marketing on the Performance of Small Businesses

In this subsection, the general contributions of social media on the sales performance of small business can be established. This was established by determining the relationship between the independent variables and the dependent variable. Thus, in this subsection data were analysed using descriptive statistics, regression analysis, correlation, analysis, homoscedasticity as well as autocorrelation, as presented in the subsections below.

4.3.1 Linearity Assumption

Linearity is the property of a mathematical relationship, which can be generalized for function in more than one dimension; linearity means the property of a function of being compatible with addition. The violations of this assumption can negatively affect the prediction and inference. Linearity assumption can be obtained through performance of correlation analysis. The results found in this assumption were summarized and presented in Table 4.4

Table 4.7 Correlations analysis showing Linearity Assumption

		Facebooks has impacts on the sales performance of small business	Instagram has impacts on the sales performance of small business	Twitter has impacts on the sales performance of small business
Facebooks has impacts on the sales performance of small business	Pearson Correlation	1	.229**	.235**
	Sig. (2-tailed)		.007	.006
	N	136	136	136
Instagram has impacts on the sales performance of small business	Pearson Correlation	.229**	1	.664**
	Sig. (2-tailed)	.007		.000
	N	136	136	136
Twitter has impacts on the sales performance of small business	Pearson Correlation	.235**	-.664**	1
	Sig. (2-tailed)	-.006	-.000	
	N	136	136	136

**. Correlation is significant at the 0.01 level (2-tailed)

According to Table 4.4 the results obtained in this subsection shows that there is a general relationship between social media use and SME's sales performance. The relationship can be shown by a correlation of 0.01 significance. This can be shown individually by the relationship between Facebook and sales performance of small business (r (136)>1p<.006). In addition, it was revealed that there is a relationship between Instagram has impacts on the sales performance of small business (r (136)>1p<.007). Finally, the study revealed the negative correlation between the use of twitter and performance of sales of small

business in Nyamagana district which can be depicted by (r(136) >1p<-.000).

4.3.2 Normality Assumption

This assumption attempts to check whether variables are normally dispersed in order to permit easy estimate of values. Tests test is important and when violated it led to the results, which are uneven validity and reliability of estimates. In determining normality, assumption the researcher performed test of Skewness – Kurtosis, the results obtained in this aspect was summarized and presented in Table 4.5 below as follow.

Table 4.8 Normality Assumption

Model	N	Min	Max	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statist	Std. Error
Facebooks has impacts on the sales performance of small business	136	1	4	.463	.208	.815	.413
Instagram has impacts on the sales performance of small business	136	1	3	.583	.208	.736	.413
Twitter has impacts on the sales performance of small business	136	1	5	.539	.208	1.332	.413
Valid N (listwise)	136						

Source; Field Data (2021)

According to Table 4.5, it is shown that Skewness-Kurtosis test revealed all variables were normally dispersed as their values ranged within acceptable values. The variables were distributed in the acceptable range of Skewness – Kurtosis test of ± 3.13.

4.3.3 Homoscedasticity Test

This test normally undertakes the equal variance of errors which exists among the independent variable thus provide wide room to assume the consistency spread of error among variables. This test employs a scatter plot of standardized residuals versus predicted values to check whether homoscedasticity was satisfied as shown in Figure.
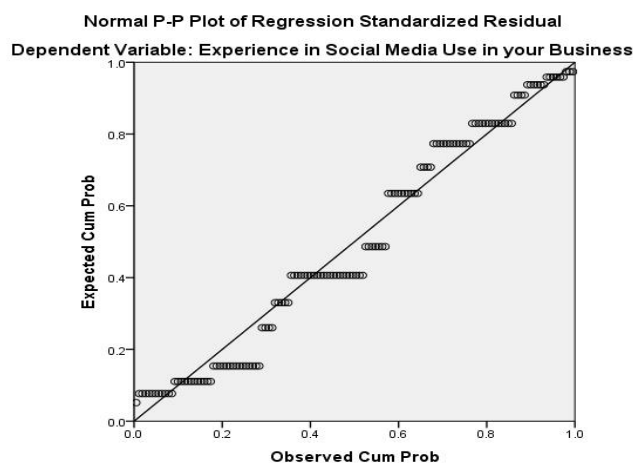
Source; Field Data (2021)

Homoscedasticity test was statistically satisfied as scatter plot depicts random scatter of residuals around horizontal line (line). Osborne and Waters (2002) claims that Homoscedasticity can be examined when there is random scatter residual around the horizontal line. The last

hypothesis of the linear regression analysis is homoscedasticity, which the using scatter plot can determine is good way to check whether the data are homoscedastic (meaning the residuals are equal across the regression line (McCulloch, 1985). The presentation made in the above shows that the data presentation is homoscedastic. A scatterplot of residual versus predicted is good ways to check for homoscedasticity. There should be no clear pattern in the distribution, if there is cone shaped pattern; the data is not homoscedastic (Breusch, and Pagan 1979).

4.7.4 Autocorrelations

It anticipates to test independent of errors among variables (Stevens, 2009). When this assumption is violated, Type I and Type II errors are likely to affect the results (Osborne and Waters, 2002). Durbin – Watson test was conducted to check whether autocorrelations exist between the independent and dependent variables as shown below.

Table 4.9 Autocorrelations

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.199[a]	.040	.033	1.014	2.638

Source; Field Data (2021)

The test shows the existence of autocorrelation which is low among the variables as Durbin – Watson coefficient was within an acceptable range (2.052) (Table 4.5). According to Field (2009), Durbin - Watson coefficient below 1.5 or above 2.5 may raise a concern. According to Gujarati et al (2009), a Durbin-Watson tests assumes in the rule of thumb that value of $1.5 < d < 2.5$ show that there is no auto – correlations and only between direct neighbouring, which are first order effect. Similarly, Kmenta (1985) suggests that the Durbin – Watson statistics is used to detect autocorrelation in the residuals from a regression analysis. The Durbin Watson statistics will always assume a value between 0 and 4.

4.3.5 Multicollinearity Test

This assumption proposes to measure whether variables are not correlated. Keith (2006) recommends that there should be low correlation among independent variables to permit clear examination of significance effects of each dependent variable predictor. VIF and tolerance were calculated to determine level of Collinearity. The results obtained in these aspects was summarized and presented in Table 4.7.

Table 4.10 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Facebooks has impacts on the sales performance of small business	1.000	1.000
Instagram has impacts on the sales	.947	1.056
performance of small business		
Twitter has impacts on the sales performance of small business	.945	1.058

VIF and tolerance rate independent variable had low multicollinearity as their coefficients were within the acceptable value range (Table 4.7). Stevens (2009) claims low VIF and high tolerance rate suggests for low Collinearity. According to Keith (2006), tolerance ranges from 0 to 10 while VIF ranges between 1 and 10. According to (Obrien, 2007) multicollinearity discusses to the condition in which more than two explanatory variables in a multiple regression model are highly linearly related, the correlation between independent variables is equal to 1 or -1. Normally perfect correlation can rarely be faced in a data set, more commonly; the issue of multicollinearity arises when there is an approximate linear relationship between two or more independent variables. Similarly, Multicollinearity occurs when independent variables in a regression model are correlated. Linovesky (2001) suggested that correlation is a problem because independent variable should be independent. If the degree of correlation between variable is high enough, it can cause problems when you fit the model and interpret the results.

4.7.6 Multiple Linear Regressions Analysis

Following fulfilment of the assumptions, multiples investigation was directed to determines the relationship between independent variables and dependent variable as

depicted on table 4….and (Table 4.8) based on regression model, the Impacts of social media on the performance of small business.

Table 4.11 Multiple Linear Regressions Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.199[a]	.040	.033	1.014

Source; Field Data (2021)

More results indicate analysts were significantly very influential as R square depicts .199[a] inferring the model explains .040 of variations of dependent variable (Table 4.7). Therefore, it can be concluded that there was strong relationship between independent variable. Present results were consistent with the Ibudunni et al (2017) who found 52% of variations were explained by the model. A multiple regression considers the effect of more than one explanatory variables on some outcome of interest. It evaluates the relative effect of the explanatory variables or independent variables on the dependent variable when holding all the other variables in the model constant (Rencher, 2012). From the results obtained, it can be established that the first assumption of multiple linear regression is that there is a linear relationship between the dependent variable and each of the independent variable. Also, the test will show values from 0 to 4 where a value of 0 to 2 shows positive autocorrelation and values from 2 to 4 show negative autocorrelation, the mid 0 point i.e. value 2, shows that there is no autocorrelation (Berk, 2007).

4.7.7 Relationship between social media and Increase of Sales Performance

In this subsection the respondents who contributed in this study the respondents were asked about the out the relationship between independent variable and the dependent variable. The results obtained in this study were obtained, summarized and presented in Table 49 below as follows.

Table 4.12 Relationship between Social Media and Increase of Sales Performance

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	1.829	.210		8.712	.000
Facebooks has impacts on the sales performance of small business	.205	.087	.199	2.355	.020
Instagram has impacts on the sales performance of small business	.078[b]	.901	.369	.078	.947
Twitter has impacts on the sales performance of small business	.046[b]	.526	-.599	-.046	-.945

An inspection of individual predictor in the model significant in the model showed significant relationship between dependent and independent variables at least 5% with exceptional to faster transactions, customer updates accounts and free from long bank queues variables as indicated on (Table 4.9). **Facebook has impact** on the sales performance of small business (Beta = .199, P <.020). The results obtained in this aspect shows that the increase in the use of Facebook by 1-unit attributes increase of performance of small business by 0.20, the results were highly supported by Sanchez (2012), who suggested that the level of increase shows that the relationship between variables.

In the same vein, as shown in table12, it was also revealed that **Instagram has positive impact** on the sales performance of small business (Beta = .369, P <.947) The results obtained in this aspect shows that the increase in the use of Facebook by 1 unit attributes increase of performance of small business by 0.947, the results were highly supported by Sanchez (2012), who suggested that the level of increase shows that the relationship between variables.

Also, it was revealed in that tablw 4.12 that Twitter has **no direct relationship on the sales performance** of small business (Beta = -.599, P <-.945). The results obtained in this aspect shows that the increase in the use of Twitter by 1 unit attributes increase of performance of small business by -0.945, the results were highly supported by Sanchez (2012), who suggested that the

level of increase shows that the relationship between variables.

Thus, from the these findings, it can be established that there is a constructive connection between the use Facebook marketing and sale performance of small business. Likewise, there is a negative connection between the use of twitter in marketing and performance of sale in small businesses.

V. CONCLUSION

The study findings revealed that effective usage of social media marketing (Facebook and Instagram) was significantly correlated with improved sales outcomes. However, use of Twitter was found to have no significant impact on SMEs' sales growth. Indeed, the relationship between the use of twitter and sales performance is not substantiated. Unlike Twitter, the study results indicated that use of Facebook in marketing activities of small business enhanced sales performance. Thus, the study concludes, small businesses must use Facebook effectively in order to capture attention of the customer and eventually win customer purchase intention which in turn leads to increase of sales volumes. The further study further concludes that there is an optimistic relationship amongst the use of Instagram and performance of sales for small business. Thus, small business activities should set themselves on the effective use Instagram because it allows customers to visualize products sold in stores.

RECOMMENDATIONS

The study recommends that SMEs should be savvy in selecting the kind of social media they are using and the type of information they are sharing. This is because some social media platforms for instance Facebook and Instagram are very popular between customers. In the same regard, given the overwhelming information shared online, SMEs should selectively share the eye-catching information that would captivate customer attention to their business offers in order to avoid risk of remaining un-noticed in the densely populated social media platforms.

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