**EFFECTS OF INFORMATION AND COMMUNICATION TECHNOLOGY IN WOMEN ENTREPRENEUR’S GROWTH IN TANZANIA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTERS IN PROJECT MANAGEMENT (MPM)**

**DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP**

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**CERTIFICATION**

Theundersignedcertifythattheyhavereadandherebyrecommendforacceptance by the Open University of Tanzania, the dissertation entitled; “Effects of Information and Communication Technology in Women Entrepreneur’s Growth In Tazania*”*in partial fulfillment of the requirements of the degree of Masters in Project Management ofthe Open University of Tanzania.

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# DECLARATION

I, Emma Sebastian, do hereby declare that, the work presented in this dissertation is original. It has never been presented to any other University or Institution for a similar or any other degree award.

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# DEDICATION

# I dedicate this work to my family.

# ACKNOWLEDGEMENT

First, I would like to thank God for endowing me with health and strength to complete this task. My second gratitude goes to my supervisor Dr. Salvio Macha who agreed to guide and supervise me in this study. His constructive comments and encouragement made me eager to accomplish this work successfully.

I would like to extend my heart-felt gratitude and appreciation to my family, especially my Husband, Dr. Bright on Mushengezi for his patience, tolerance, and moral support throughout my studies at the Open University of Tanzania. His encouragement, advice, and support have enabled me to study successfully. Likewise, I thank my sons; Dawson and Duncan for their love and patience during the whole period of my study.

# ABSTRACT

The study focused on identifying the effects of Information and Communication Technology ICT on women entrepreneur’s growth in Tanzania. The study was guided by three objectives; to assess the effects of communication networks in women entrepreneurs’ growth, to examine the influence of Internet application in Women Entrepreneurs’ growth and to evaluate how communication devices influence women entrepreneurs’ growth. The review of literature covered various study and aspects related to the study. The study employed mixed method research approach and descriptive survey design to investigate the study. The study sample comprises of 52 participants. Data were collected through interview and questionnaires. Quantitative data was analyzed with the help of the computer program Statistical Package for Social Science, and quantitative data subjected to thematic analysis. The findings revealed that 64% of women entrepreneurship was not sure of whether communication networks help in boosting sales in their business. Lastly; communication devices enhances women entrepreneurship in different ways including; it simplify the communication with customers and enhances Publicity and business development. The study recommends that, training about the importance of using Information and communication technology to women is very important to entrepreneurs as most of them are unaware of the importance of ICT in business growth. It also policy makers such as the government should be keen on the current trends of technological adoption by Social media in entrepreneurship growth to come up with policies that encourage best practices for the growth of the entrepreneurship and business sector.

*Key words: Information, Communication, Technology and Entrepreneur’s*

**TABLE OF CONTENTS**

[**CERTIFICATION ii**](#_Toc54199730)

[**COPYRIGHT iii**](#_Toc54199731)

[**DECLARATION iv**](#_Toc54199732)

[**ACKNOWLEDGEMENT v**](#_Toc54199733)

**DEDICATION**  [**v**](#_Toc54199734)

[**ABSTRACT vi**](#_Toc54199734)

[**TABLE OF CONTENTS vii**](#_Toc54199735)

[**LIST OF TABLES xi**](#_Toc54199736)

[**LIST OF FIGURES xii**](#_Toc54199737)

[**LIST OF ABBREVIATONS xiii**](#_Toc54199739)

[**CHAPTER ONE 1**](#_Toc54199740)

[**BACKGROUNDINFORMATIONTO THESTUDY 1**](#_Toc54199741)

[1.1 Introduction 1](#_Toc54199742)

[1.2 Background to the Problem 1](#_Toc54199743)

[1.3 Statement of the Problem 3](#_Toc54199744)

[1.4 Research Objectives 4](#_Toc54199745)

[1.4.1 Specific Objective 5](#_Toc54199746)

[1.5 Research Questions 5](#_Toc54199747)

[1.6 Scope of the Study 5](#_Toc54199748)

[1.7 Significance of the Study 5](#_Toc54199749)

[1.8 Limitations of the Study 6](#_Toc54199750)

[1.9 Definition of Key Terms 6](#_Toc54199751)

[1.10 Organization of the Dissertation 7](#_Toc54199752)

[**CHAPTER TWO 8**](#_Toc54199753)

[**LITERATURE REVIEW 8**](#_Toc54199754)

[2.1 Introduction 8](#_Toc54199755)

[2.2 Effects of Communication Network in Women’s Entrepreneurs 8](#_Toc54199756)

[2.3 Influence of Internet Application on Women Entrepreneurs 10](#_Toc54199757)

[2.4 Influence of Communication Devices on Women Entrepreneur 11](#_Toc54199758)

[2.5 Empirical Review 12](#_Toc54199759)

[2.6 Research Gap 15](#_Toc54199760)

[2.7 Conceptual Framework 16](#_Toc54199761)

[2.8 Theoretical Literature Review 17](#_Toc54199763)

[2.8.1 Economic Theory 17](#_Toc54199764)

[**CHAPTER THREE 19**](#_Toc54199765)

[**RESEARCH METHODOLOGY 19**](#_Toc54199766)

[3.1 Research Philosophy 19](#_Toc54199768)

[3.2 Research Approach 19](#_Toc54199770)

[3.3 Research Design 19](#_Toc54199771)

[3.4 Area of the Study 20](#_Toc54199772)

[3.4 Population of the Study 20](#_Toc54199773)

[3.5 Sample and Sampling Technique 20](#_Toc54199774)

[3.5.1 Sampling Techniques 21](#_Toc54199775)

[3.6 Procedures for Data Collection 21](#_Toc54199777)

[3.6.1 Questionnaires 21](#_Toc54199778)

[3.6.2 Interview 22](#_Toc54199779)

[3.7 Data Processing and Analysis 22](#_Toc54199780)

[3.8 Measurement of Variables 23](#_Toc54199781)

[3.8.1 Effects of ICT 23](#_Toc54199782)

[3.8.2 Women Entrepreneurs’ Growth 23](#_Toc54199783)

[3.9 Reliability and Validity of Data 24](#_Toc54199784)

[3.10 Ethical Issues 24](#_Toc54199785)

[**CHAPTERFOUR 25**](#_Toc54199786)

[**RESEARCH FINDINGS ANDDISCUSSION 25**](#_Toc54199787)

[4.1 Introduction 25](#_Toc54199788)

[4.2 Data Presentation and Analysis 25](#_Toc54199789)

[4.3 Demographic Information of Respondents 26](#_Toc54199790)

[4.4 The Relationship between Business Communication Networks and Increase in Sales Turnover 30](#_Toc54199796)

[4.5 The Relationship between Business Internet Application and Business Increase in Sales Turnover 32](#_Toc54199798)

[4.6 The Means by Which Communication Devices Influence Women Entrepreneurs 34](#_Toc54199800)

[4.6.1 Easy Communication with Customers 34](#_Toc54199801)

[4.6.2 Enhances Publicity and Business Development 35](#_Toc54199802)

[4.6.3 Cost reduction in Marketing 36](#_Toc54199803)

[4.6.4 Improved Brand Visibility 37](#_Toc54199804)

[**CHAPTER FIVE 39**](#_Toc54199805)

[**SUMMARY, CONCLUSION AND RECOMMENDATIONS 39**](#_Toc54199806)

[5.1 Summary of the Study 39](#_Toc54199807)

[5.2 Summary of the Research Findings 40](#_Toc54199808)

[5.3 Conclusion 41](#_Toc54199809)

[5.4 Recommendations 42](#_Toc54199810)

[5.4.1 Recommendation for Action 42](#_Toc54199811)

[5.4.2 Recommendation for Further Studies 43](#_Toc54199812)

[**REFERENCES 44**](#_Toc54199813)

[**APPENDICES 48**](#_Toc54199814)

**LIST OF TABLES**

[Table 4.1: Demographic Information of Respondents 26](#_Toc54199791)

[Table 4.2: Marital Status of the Respondents 27](#_Toc54199792)

[Table 4.3: Participants’ Level of Education 28](#_Toc54199793)

[Table 4.4: Type of Business 28](#_Toc54199794)

[Table 4.5: Experience in Business 29](#_Toc54199795)

[Table 4.6: Relationship between Business Communication Networks and Business Increase in Sales Turnover 30](#_Toc54199797)

[Table 4.7: The Relationship between Business Internet Application and my Business Increase in Sales Turnover 32](#_Toc54199799)

**LIST OF FIGURES**

Figure 1.1: Conceptual Framework [16](#_Toc54199761)

**LIST OF ABBREVIATONS**

ICT Information and communication Technology

CN Communication Networks

SPSS Statistical Package for Social Scientists

SMEs Small and Medium Enterprises

IT Information Technology

JSON Java Object Notation

NBS National Bureau of Statistics

BOT Bank of Tanzania

SNA Social Network Applications

TCRA Tanzania Communication Regulation Authority

# CHAPTER ONE

## BACKGROUNDINFORMATIONTO THESTUDY

### 1.1 Introduction

The advancement of internet technology has created a new way of doing business different from the traditional business practices. New concepts, such as electronic commerce (e-commerce), electronic marketing (e-marketing) and electronic banking (e-banking) have emerged. Units broadersense, e-commerce can be interpreted as the use of electronic transmission media to engage in the exchange ,including buying and selling of products and services requiring transportation, either physically or digitally, from location to location (Hasanand, 2009). In Tanzania, numerous entrepreneursuse Social Network Applications (SNA) such as Facebook, Instagram and Twitter to advertise their products/ servicesonline. This study investigates the effects of ICT on women entrepreneurs’ growth in Tanzania.

## 1.2 Background to the Problem

Since the1980s, entrepreneurship has emerged as a topic of growing interest among different individuals globally (Jones and Wadhwani,2006). Entrepreneurship is defined as a process by which people pursue opportunities, fulfilling needs and wants through innovation (Mahananda and Chittawadagi, 2012). Entrepreneurship is crucial for economic development in both developed and developing countries. It builds people’s capacity to fill in job gaps by creating their own income-generating opportunities and potentially employing others as observed in China, Russia, Thailand and USA (Djankov *et al.*, 2006; Chittithaworn *et al.*, 2011; Kelley*etal.,* 2012). Due to global business competition and demand for innovative activities, Entrepreneurs engage in experimentation and innovation activities based on internet applications in order to achieve effective performance for their business. These applications include e-commerce and SNA.

According to Sukasame (2005), e-commerce is an emerging concept that describes the process of buying and selling or exchanging of products/services and information via computer networks including the internet. In particular, e-commerce technology has forced many entrepreneurs to assess their firms, as how they gather, synthesize, utilize, and disseminate information across customers, employees, and supplier networks (Gundry and Kickul, 2010). E-Commerce sales estimation in 2014 reached US$1.5 trillion, increasing nearly 20% over 2013 sales (The Nielsen Company, 2014). The survey done in 2014 by the Post Nord revealed that, during 2013, 240 million consumers in Nordic region bought goods online.

Traditionally, knowledge and awareness creation is through intensive social interactions like working on a joint artifact, in a common project, or sharing an office. With the advent of SNA, knowledge and awareness can be increasingly gained through following someone’s activities on the web (Reinhardt *et al.*, 2013). Within entrepreneurial context, SNA are important because entrepreneurs are motivated by socializing agents. SNA are regarded as a stimulant to entrepreneurial activities with the information and resources gathered which facilitate entrepreneurial processes. For example, entrepreneurs in different parts of the world like Canada use SNA such as Facebook, Twitter and Instagram to attract, engage and retain customers inexpensively (BDC, 2012). Recent literature shows that, advancement in information and communication technology has greater influence in the level of productivity of small and medium enterprises which in turn boost profitability, open up new opportunities and reduce inventories Sewanu., (2015).

Empirical studies suggest that Information and communication technology has the potential to boost financial inclusion by easing the provision of cost effective financial services to the poor and the non-poor societies. Embracing ICT ensures smooth flow of business and ensures competitiveness of a business (Nzyoki, 2014). ICT in particular mobile phones rollout for African countries is a source of growth and potential of ICT improve financial inclusion, which itself benefits growth (Andrinaivo, *et al.,* 2011). Farhadi, *et al.,* (2012) pointed out that ICT plays a vital role as a mean for economic growth. Therefore it seems necessary for all countries to increase their ICT use index through increasing the number of internet users, fixed broadband internet subscribers and number of mobile subscription among inhabitants in order to boost economic growth.

Although the role of Information and communication technology has been revealed by a number of practitioners and researchers, analysis of relationship of ICT and women entrepreneur’s growth is crucial so as to understand how ICT penetrates in each sector of human life. Very little is known about the impact of information and communication technology to the growth of women entrepreneurship activities. Therefore this study was set to establish the impact of ICT to women entrepreneurship business.

## 1.3 Statement of the Problem

Women entrepreneurs in Tanzania engage in business practices for survival as their ways of practicing it is local due to nature of operation. However they need to shape themselves to the global integration despite the fact that the local institutional framework are not on the frontline encouraging the development of the women entrepreneurs towards the word economy as those of other Countries. It was noted that women who start businesses tend to know fewer entrepreneurs than men. In other words, men have more social connections that enable them to access business opportunities, information, and contacts than do women. In this way, women are disadvantaged from the start, having fewer professional connections, role models, and mentorship opportunities, which can adversely affect their businesses in the long run (Global entrepreneurship monitor 2012). According to Rumanyika and Mashenene (2014) entrepreneurs recognize ICT as the key to unlock financial success. With ICTs, women entrepreneurs will be able to be more in charge of their business.

A good number of similar research have been done about entrepreneurs’ growth, but there are a number of gaps left ranging from geographical to time as well as nature of the population of study. Most of them were carried in other countries particularly Asian countries. Few studies have been done in African countries like Kenya and Nigeria therefore, their findings cannot be in favor of the Tanzania environment and there are still many questions unanswered concerning women entrepreneurs. This study has tried to fill the existing gap left by previous literature. So the goal of this study is to identify effects of ICT on Women Entrepreneur Growth in Tanzania.

## 1.4 Research Objectives

The main objective of this study was to determine the effects of Information and Communication Technology in Women Entrepreneur’s Growth.

### 1.4.1 Specific Objective

1. To assess the effects of communication networks in women entrepreneurs’ growth.
2. To examine the influence of Internet application In Women Entrepreneurs’ growth.
3. To evaluate how communication devices influence women entrepreneurs’ growth.

## 1.5 Research Questions

1. In what ways do communication network influence women entrepreneurs’ growth?
2. What extent does the influence of Internet application affect women entrepreneurs’ growth?
3. How do communication devices influence women entrepreneurs’ growth?

## 1.6 Scope of the Study

The study aimed at identifying effects of ICT on women entrepreneurs’ Growth. It confined itself in pointing out effects that encourage more women entrepreneurs to use ICT in their business activities in Tanzania. The study also pointed out ways in which communication network influence women entrepreneurs’ growth, extent of the influence of Internet application affecting women entrepreneurs’ growth and means by which communication devices influence women entrepreneurs’ growth.

## 1.7 Significance of the Study

This study assists entrepreneurs to use ICT not only for products/ services advertisement but also online purchase/selling, online products shipment and online payment. In addition, the study will help policy makers in formulating policy that favor entrepreneurs to use ICT fore-commerce activities. With regard to the knowledge gap in the area, the findings of the study will contribute to widening the experience based on the study on ICT application for women entrepreneurs.

## 1.8 Limitations of the Study

During the study, the researcher encountered the following limitations; the first is reluctance of respondents to participate in the research process as they regarded it as a waste of time. There were also delays in setting appointment and filling and returning the questionnaire, which made the researcher spend much more time in making follow-ups than initially projected. Despite the constraints, the researcher was able to generate enough data for the study using other techniques such as interview with the participants.

## 1.9 Definition of Key Terms

**Effects** simply refer to a change which is a result or consequences of an action (Oxford dictionary). In the context of this study, the word effects refer to the change brought in the entrepreneurship activities which resulted from application of ICT.

**Information and Communication Technology ICT** refers to technologies that provide access to information through telecommunications. It focuses primarily on communication technologies including internet, wireless networks, cell phones and other communication medium Oreku *et al.,* (2011).

**Entrepreneurship growth is** the capacity and willingness to develop, organize and manage risks in order to make profit (Ogunnaike and Kehinde, 2013). Therefore, entrepreneur is a person who creates works, such as products or services, for other people in the market place. In addition to that, Oke (2013) reports that entrepreneurs have ideas to test, and some knowledge and competence to run the business, but they also need complementary resources to produce and deliver their goods or services.

**1.10 Organization of the Dissertation**

Chapter one; presents the general overview of ICT, the background of the study that explore how ICT is practiced in different areas in the world. Moreover, the chapter provides the statement of the problem, the research objectives as well as general and specific objectives. Finally, the chapter ends with explaining the scope and significance of the study. Chapter 2 reviews the Literature on other researchers work in the ICT application area. Suggestions, contributions and the knowledge gap left are also identified in this section. The third chapter explains how the research was conducted such as research area, sample size, different tools and methods used to collect data. Chapter 4, presents the analyzed data collected from the field and Chapter 5, presents the Findings for this study and Chapter 6 present Conclusion and recommendations.

# CHAPTER TWO

## LITERATURE REVIEW

## 2.1 Introduction

This chapter explores various studies on the effects of ICT in women entrepreneurs’ growth. It gives insight of effects of communication networks in women entrepreneurs, influence of Internet application in Women Entrepreneurs, how communication devices influence women entrepreneurs and Conceptual framework variables.

## 2.2 Effects of Communication Network in Women’s Entrepreneurs

One of the most significant impacts communication technologies had on business relates to the creation of new sales channels. Although networking is one of the most essential personal skills for business people, but it is extremely important for entrepreneurs (Duggan,etal.,2015) Communication and strong presence of the entrepreneurial ecosystem are productive approaches which lead into building strong relationships with other entrepreneurs from different age groups, nationality and fields of interest (Tanzania Ministry of Communications and Transport, 2003). Its communications network which help an entrepreneur to expand his/her business fast.

Ukpere, *et al*., (2014) argues that business networking events organized around the world bring together extraordinary groups of highly-skilled and talented entrepreneurs who are united around the idea of communication, sharing, creating and developing ideas and last but not least meeting with potential investors. They further report that, these events attract people from different experience levels and backgrounds. All these people are looking for connection, inspiration, advice, opportunities and mentors.

Thesis argues that communication network allows entrepreneurs to expand into new markets. Research done by [Rosenbaum](https://www.emeraldinsight.com/author/Rosenbaum%2C+Gitte+O) (2016) on the role of networks in the 116 foreign market entries (FMEs) of women-owned small businesses. The focal entrepreneurs strongly attested to the decisive role played by information and communication technology (ICT) in allowing firms to enter foreign markets without incurring the costs of network membership or compromising their work-life balance.

Other study suggest that, successful negotiations are mostly a result of effective business communication, ability of the negotiators to communicate persuasively, fairly, clearly and understandable. ([McClendon, 2009](https://www.sciencedirect.com/science/article/pii/S1877042815056323" \l "bib0030)). Stoikov, (2013) argued that Quality exchange of information during business discussions, ability for quick orientation in the opportunities, attitudes and intentions of the negotiating parties, and the ability to encode and read signals and messages transmitted in this process - shows the importance of good communication in the situation of negotiations. Furthermore, for Successful Marketing, women entrepreneurs need to inform and create awareness among consumers about their existing and new products.

A communication network is a vital tool for any business owner. Elena Vasilchenko et al (*2011*) researched on the Role of Entrepreneurial Networks in the Exploration and Exploitation of Internationalization Opportunities by Information and Communication Technology Firms. The study found that social networks potentially lead to collaborative cooperation and form part of an entrepreneur's broader business network that facilitates exploitation of internationalization opportunities culminated by successful entry into foreign markets.

Effective communication in business clearly explains company policies to customers and clients and answers their questions about the products or services. It is crucial to communicate effectively in negotiations to ensure you achieve your goals. (Calvalho et al, 2003). Information and communication technologies have created a "global village," in which people can communicate with others across the world as if they were living next door. For this reason, ICT is often studied in the context of how communication technologies affect society. Some platforms like LinkedIn, Twitter, Instagram and Facebook are popular used by entrepreneurs who run online shops to produce, comment on and engage with relevant industry content to build trust among customers. This generate inbound communication networking.

## 2.3 Influence of Internet Application on Women Entrepreneurs

Study shows that before the advent of ICT era, the traditional sales channels for businesses were limited to conducting sales on the store and over the phone. However, with the advent of internet, today businesses have the possibility of selling their products and services online, and therefore offering their products and services in the global marketplace (Fleisher and Bensoussan, 2007).

The study "Research on the role of knowledge in the field of ICT and the position of women in the labor market" was carried out in Serbia in 2014 as a project of the Ministry of Labor and Social Policy in the implementation of activities of the National Action Plan (NAP) for the implementation of the National Strategy for the Advancement of Women and Promoting Gender equality supported by the Kingdom of Sweden, through the International Development Cooperation agency (IDCA) has shown that women can be classified as a vulnerable group when it comes to the access of these technologies, due to their low level of computer literacy.

The same study indicates that the Internet in Serbia is used in information and communication purposes, while e-mail and online platforms for social networking sites are the most frequently used communication tools but also Internet users in Serbia are not too inclined to use the Internet, which means finding work or training, education, shopping, and payment for goods and services, administrative affairs, and the like. All this leaves the possibilities for development of women entrepreneurship by massive use of the Internet to improve business functions and increase market share. The Internet allows that the door is open 24 hours from companies to consumers around the world as well as the existence of services according to customer measures. This contributes to the creation of new entrepreneurial opportunities especially for companies headed by women.

## 2.4 Influence of Communication Devices on Women Entrepreneur

Communication devices such as smart phones, tablets and computers usage in women entrepreneurs have dramatically increased and continue to increase in developing countries. The explosive growth of communication devices has sparked off an information revolution. These devices are revolutionizing access and usage of computational devices and internet. This revolution continues to evolve day by day. Not only do entrepreneurs and consumers go online or stand in queues to pay bills, buy tickets, purchase goods and services, and stay connected to their friends, but they are also adopting communication devices at increasing rate. Smart phones for example have become personal computers with a wide set of input, output and communication features. This has changed the way women entrepreneurs work, consume, purchase and interact.

The study carried out by The International Labor Organization (ILO as part of a joint UNCTAD/ILO project in Tanzania revealed that mobile phones are the business tool most widely used by women in Tanzania, according to an assessment on the role of information and communications technology (ICT) in women's entrepreneurship development. The assessment involved a desk review, key informant interviews, focus groups and a survey of 212 women entrepreneurs. It showed that as many as 97 per cent of the women entrepreneurs surveyed used mobiles. In contrast, only one in ten women entrepreneurs used websites for business and only 16 per cent had sold products online. About 25 per cent of the women entrepreneurs surveyed had participated in ICT/computer training programs, suggesting a need for initiatives to improve the digital literacy of women entrepreneurs

## 2.5 Empirical Review

According to the European Commission, the importance of ICTs lies less in the technology itself than in its ability to create greater access to information and communication in underserved populations. Many countries around the world have established organizations for the promotion of ICTs, because it is feared that unless less technologically advanced areas have a chance to catch up, the increasing technological advances in developed nations will only serve to exacerbate the already-existing economic gap between technological "have" and "have not" areas. Internationally, the United Nations actively promotes ICTs for Development ([ICT4D](http://whatis.techtarget.com/definition/ICT4D-Information-and-Communications-Technologies-for-Development)) as a means of bridging the [digital divide](http://searchcio-midmarket.techtarget.com/definition/digital-divide).

Gyambrah *et al.* (2016) researched on “Role of Information and Communication Technology (ICT) in the Survival of Small and Medium Scale Enterprises (SME’s) in Ghana. The study argues out that majority of the SMEs operators do use at least one ICT tool in supporting their operations. The study revealed that ICT helps business survival. Again the study revealed that ICT usage has helped the SMEs tracked business activities, Maintain close relationship with Customers, improved financial transaction of business, easy and fast communication etc. It was evident that the role ICT plays in SMEs business operations are numerous and such role helps move the business in diverse ways for the purpose of making them survive and grow as well.

According to (Badran, 2014) on the study “Access and use of ICT in female-owned SMEs in selected Arab Countries and Brazil” a comparative study, the result revealed that the ICT index was statistically significant and has a positive impact on the labor intensity in all the selected Arab countries and Brazil. In this way it’s obvious that the impact of ICT on the labor intensity plays a great role in economic performance for female owned SMEs.

Sewanu (2015) conducted study in Nigeria on “The Impact of Information and communication Technology on Small and Medium scale Entrepreneur Productivity in Nigeria”. He concluded that, ICT has a great influence on productivity in SME industry in Nigeria. The application of ICT in SME contributes to the opening up of new opportunities, reduces inventories and also makes trade more tradable. Sewanu recommended that emphasis should be made on encouraging the female gender to participate more on activities of SME by using ICT.

Innovative use of ICT can facilitate the women entrepreneurs to expand and grow their businesses and hence develop economy. This was according to Nzyoki (2014) who conducted a study on “Factors Influencing Women Involvement in Entrepreneurship; The case of Women Entrepreneurs in Matinyani sub-country, Kitui Country in Kenya” Nzyoki pointed out contribution of adoption of ICT towards Involvement of women Entrepreneurship. It has highlighted that adoption of ICT is ensures smooth flow of businesses and increases competitiveness of business.

Again ICTs are particularly suitable to help overcome constraints that are unique to women entrepreneurs, or that affect them to a greater extent than men, including limited access to skills training; limited time (double time burden of family duties and business); mobility restrictions; limited access to information, markets, and finance; and attitudinal and cultural barriers such as perceptions of the role of women and entrepreneurship. (Project background report November 2014 by World Wide Web Foundation in collaboration with SIDA).

Shah et al (2015) argues that women entrepreneurs use ICTs for business to a limited extent and miss out the opportunities presented by the technology. Some factors seem to hold them back. First is lack of enabling environment for ICTs, second is women entrepreneurs especially those in rural areas lack access to and ownership of the ICT tools and connectivity to connect them. Third is women with good connectivity often are not able to use them fully to do their business due to lack of skills and unaware of the technology’s capabilities. Last is the existing gap between women entrepreneurs in urban areas and those in rural in terms of access ownership and use of ICTs.

Women entrepreneurship has seen as so important to entrepreneurship research because of its contribution to both academic and growth performance of the sector. Existing research has shown the importance of demographic factors of entrepreneurs such as age, income, work status, marital status, and education in explaining entrepreneurial behavior and some of the related gender differences. There is no clear understanding exist of the generality of such causes and of whether these differences result exclusively from Tanzania local based women entrepreneurs.

## 2.6 Research Gap

By considering the above reviewed empirical literature its evident that a good number of similar research have been done, but there are a number of gaps left ranging from geographical to time as well as nature of the population of study. Sewanu., (2015), conducted a research on the impact of of Information communication Technology on small and medium scale enteprises productivity in Nigeria and Badran, (2014) conducted a research on The use of ICT in female- owned small and medium scale enteprises in selected Arab countries and Brazil.

Despite the study relevance the research conducted where geographical attributes, political and socio culture values differs from Tanzania. Andrianaivo et al.( 2011) studied ICT, Financial Inclusion, and growth evidence from African Countries. The study left a gap in time. Farhadi *et al* (2011) studied The Impact of Information and Communication Technology use on economic growth . The study was conducted in 159 Countries but it was a generalised study and not specific to women who mainly engage in business practices for survival. Therefore, their findings cannot be in favor of the Tanzania enviroment. Despite the fact that a number of research have been done to explore the effects of Information and Communication Technology in Women Entrepreneurs’ Growth, most of them were carried in other countries particularly Asian countries. Few studies have been done in African countries like Kenya and Nigeria but there are still many questions unanswered concerning women entrepreneurs.This study will fill the existing gap left by previous literature.

## 2.7 Conceptual Framework

|  |
| --- |
| **Independent Variables Dependent Variables**  **ICT**   * Communication network * Internet Application * Communication devices * Social networks platforms   **Entrepreneurs’ growth**   * Sales growth |

**Figure 1.1: Conceptual Framework**

This framework describes the relationship between ICT and increase of sales turn over in a business. The independent variables which include communication network, internet application, communication devices and social network platform such as Facebook, LinkedIn, whatSapp and instagram. All these aspects of information technology are very crucial in business development. The information and communication technology if careful utilized in a business, it can help in boosting sales performance. Apart from that, ICT simplify communication with customers, enhances publicity and business development as well as helps in cost reduction in marketing and customer services.

**2.8 Theoretical Literature Review**

**2.8.1 Economic Theory**

This study is guided by the economic theory which is the main economic theory of entrepreneurship. This theory asserts that the economy and entrepreneurship are closely linked together. Entrepreneurship and economic growth can only work when the economic conditions are favorable. As such, it is usually hard for entrepreneurs to realize growth when the economy is doing poorly. This theory further states that entrepreneurs find motivation in the presence of economic incentives which include industrial policy, policies of taxation, financial and resource sources, availability of infrastructure, investment opportunities, marketing opportunities, availability of information regarding the conditions of the market and technology among others . An entrepreneur is therefore a risk taker because he can never fully predict about the favorability of the economic conditions in future.

**Schumpeter**, too, describes the entrepreneur as forsaking well-trodden paths to open up new territory and as turning dreams into reality (op. cit., p. 125 f.). Schumpeter puts the stress on innovation, not on the invention. The entrepreneurial function consists not of inventing things, but rather of bringing knowledge to life and into the market (op. cit., p. 128 f). Schumpeter himself assumes that with innovation existing structures are destroyed. He saw the markets, realistically viewed, as dominated by oligopolies. Competition, and with it a more efficient allocation of resources, arises only through the invasion of these markets by new entrepreneurs, who destroy the existing market equilibrium with their innovations. This mechanism has been taken into economic discourse and is termed creative destruction.

**Hans Hinterhuber** (1992) points out a special relationship between the entrepreneurial vision and the person: entrepreneurial ideas, he says, are an expression of one´s own life and professional experience. He even speaks of the feeling of a mission.

# CHAPTER THREE

## RESEARCH METHODOLOGY

This chapter describe the research method which be adopted in the research study. It give insight of the research designs, population of study, and characteristics of study, sample size and the technique of sampling. Where data was collected from, method of collection, instruments for collecting data and method for analyzing data.

**3.1 Research Philosophy**

This study uses positivism (Quantitative method) and interpretivism (Qualitative method) to describe its view that is informed by philosophical assumptions about the nature of the study.

## 3.2 Research Approach

A Mixed method research design was used in this study. The use of mixed research approach is in respect that, single method is not sufficient by itself, hence the researcher utilized both method to capture the strength and weakness of each method. The basic assumption was that, “the use of both qualitative and quantitative methods, in combination, provides a better understanding of the research problem and questions than either method by itself” (Creswell 2012). Therefore during the study, the researcher employed qualitative approach with some elements of qualitative approach to obtain information about the impact of ICT in women entrepreneurship businesses.

## 3.3 Research Design

The purpose of a research design was to provide a plan of study that permits accurate assessment of cause and effect relationships between independent and dependent variables. For the purpose of this study, descriptive survey research design will be adopted out to obtain as much and reliable information and data that could help to determine the effects of ICTs in women entrepreneur’ growth in Tanzania. Descriptive survey design allowed the researcher to analyze the relationship between ICTs and women entrepreneur’s growth.

## 3.4 Area of the Study

The study was conducted in Dar es Salaam Region, Tanzania. The area has been chosen because the researcher finds that there are more women entrepreneurs located at the area and was easily accessible and researcher might achieve high response rate of the questionnaires.

## 3.4 Population of the Study

According to Kothari (2007), population means the whole size of individuals which form the subject that have common observable characteristics in a particular study. The study population comprises women entrepreneurs who conduct online shops/moving shops in Dar es Salaam Region.

## 3.5 Sample and Sampling Technique

Practically it is not possible to cover the whole population that is why a sample is determined. According to Kothari (2007) sample is a collection of some parts of the population to be a true representative of the population. Sample size refers to a number of items to be selected from the population. As it has be difficult to involve the entire women population in the study, the researcher has purposively selects 52 women who are using social networks especially social media in marketing their businesses.

### Sampling Techniques

### Sampling technique defined as a process of selecting a number of individual or objects from a population such that the selected group contains elements representative of characteristics found in entire group (Kothari, 2007). In the context of this study, the researcher used purposive sampling procedures to obtain participants of the study.

**Purposive Sampling Technique:** Purposely sampling was used where 52 women doing online/moving shops were contacted through phone calls and text massage to their social network’s account such as Instagram and Facebook and were asked to be visited to complete and return questionnaire. Women contacted include different women selling different kinds of goods via online/moving shops. With this type of sampling, researcher included 52 women conducting online business in Dar es Salaam so as to get a valid conclusion.

## 3.6 Procedures for Data Collection

In this study, data was collected from respondents through questionnaires and interviews. The questionnaire and interview was specifically designed to answer research questions and attain research objectives.

### 3.6.1 Questionnaires

Research questionnaire was used to collect data on the impact of ICT in women entrepreneurship businesses. The reason for using questionnaire includes its ability to cover a large sample size at a low cost and give a respondent adequate time to give well though-out answers (Saunders, Lewis & Thornhill, 2012). Questionnaire was divided into 2 sections. First part consisted of the background information of the respondents, while second part consisted of carefully selected questions relating to the effects of ICT on women entrepreneur growth. The questionnaire was administered and data were collected directly from the respondents. Technical terms were strictly avoided to give room to the respondents understand the questions.

### 3.6.2 Interview

Interview also was used in collecting data. The designed interview questions were administered to the few selected women entrepreneurs. The interview has the advantage of allowing the respondents to provide their view, attitude and perception about the issue under study. The interview furthermore gave a room to the researcher to make clarification of the questions when the respondents did not understood and asked additional questions hence attainment of the research objectives (Creswell, 2012).

## 3.7 Data Processing and Analysis

Data were collected, summarized and analyzed using combination of statistical calculations and narrative terms. Thematic analysis was used to determine effects that are significant for the women entrepreneur growth in Tanzania though the information obtained through interviews. With thematic analysis the researcher firstly arrange the information according to theme, then the information obtained was coded within their appropriate theme to develop a meaningful statement for report writing. On the other hand the quantitative data were subjected to statistical packages for social sciences SPSS to produce descriptive statistics which was used in this study. Frequencies and percentages were used to present the data. Finally, the research findings was organized and presented in form of words and numbers by using frequency tables, and simple percentage method.

## 3.8 Measurement of Variables

Review by Driga and Prior (2010) mentioned that previous research employ variety of performance measurement to analyze women entrepreneur business performance. Most of the studies are mainly examine the impact of ICT adoption towards performance and some of the studies are focusing on performance measurement itself. In order to find and analyze the dimension of business performance, the brief analysis of performance measurement is categorized as financial and non-financial performance. The main variables of the study are effects of ICT and women entrepreneur’s growth. This research used standard questions adopted from previous studies to measure the variables.

## 3.8.1 Effects of ICT

IT express digital information and it coverage of basic use of computer, internet and mobile phones, different electronic application such as e-banking, digital media and broadband technology (Shanmugam, 2016). According to Edoko et al, (2014),ICT adoption into women entrepreneurship will lead to cut down the number of employee to minimize the cost.

## 3.8.2 Women Entrepreneurs’ Growth

Neely (1999) argued that, financial indicators are traditional growth measurement technique such as profit, return on investment sales and so on. However, Neely (1999) also stated that, to analyses the business performance not solely depend on the financial statement, but need to be consider on the qualitative characteristic which include customers satisfaction and employee needs. These are the non-financial aspect of growth.

## 3.9 Reliability and Validity of Data

Reliability defined as the extent to which results are consistent overtime Saunders et al, (2012). Reliability has to do with accuracy and precision of measurement procedures. Validity implies applicability and usefulness of the data obtained through such reliable design and all the way to conclusive findings (Kothari, 2007). Pilot study was done to test whether the tools are truly measuring what they intended to measure (Kothari 2007). Reliability of the tool was made by piloting the questionnaires before a comprehensive exercise of data collection to see if the tool can give consistent response from different respondents. Also validly was ensured through the use of multiple data collection instruments.

## 3.10 Ethical Issues

Ethical refers to the standards of behavior that guide researchers' conduct in relation to the rights of those who become the subject of research, or are affected by it (Saunderset al, 2012). In this study, the researcher ensured that there is confidentiality of the data provided by the respondents. In addition, researcher ensures anonymity of participant's identities. Before collecting the data, respondents were informed the purpose of the study and the way the results were used for.

# CHAPTERFOUR

## RESEARCH FINDINGS ANDDISCUSSION

## 4.1 Introduction

In this chapter data presentation, analysis and discussions of the research findings are presented. The data was analyzed quantitatively and where necessary, tables and simple descriptive statistics such as percentages were used to summarize the data. Data presentation and analysis was guided by the research objectives and questions and discussion of research findings relied on Conceptual framework discussed in Chapter

## 4.2 Data Presentation and Analysis

The study was set out to achieve three specific research objectives. The first was to assess the effects of communication networks in women entrepreneurs’ growth. The second objective was to examine the influence of Internet application In Women Entrepreneurs’ growth and the third was to evaluate how communication devices influence women entrepreneurs’ growth. To achieve the above research objectives, three questions were devised to guide data collection.

The first question was; in what ways do communication network influence women entrepreneurs’ growth? Secondly, what extent does the influence of Internet application affect women entrepreneurs’ growth? Thirdly, how do communication devices influence women entrepreneurs’ growth? The data for this study we recollected through questionnaires for entrepreneurs. Both data collection instruments had questions that were devised in way that enabled the researcher to collect data that could achieve the objective of the study. Data was also summarized in tables for clear presentation and interpretation.

## 4.3 Demographic Information of Respondents

There were five categories of information which helped to describe demographic information of respondents involved in the study. The five categories included biographical information such as age, Education, Marital Status, types of the business and period in the business. The biographical data of respondents were very important for understanding the characteristics of respondents that is, entrepreneurs in relation to this study. The demographic information of the respondent is summarized in the Table 4.1.

**Table 4.1: Demographic Information of Respondents**

| Age | Frequency | Percent | Valid Percent |
| --- | --- | --- | --- |
| 18-27 | 6 | 11.5 | 11.5 |
| 28-37 | 25 | 48.1 | 48.1 |
| 38-47 | 18 | 34.6 | 34.6 |
| 48-57 | 3 | 5.8 | 5.8 |
| **Total** | **52** | **100.0** | **100.0** |

**Source:** Field data, 2018

Data as Illustrated In Table 4.1 which is the relationship between the effects of ICT on women entrepreneurs’ growth and their age shows that 11.5% of the women entrepreneurs their aged range from 18-27 years old, 48% range from 28–37 years old, 34% range from 38-47 years and. Also there was lower percentage of respondents, ranging from 0% to 6% who were above 47 years. This is because in 21st century many schools and college have introduced computer training as a compulsory subject; therefore, a big number of youth are computer literacy. Moreover, the people who are between 38 and 47 years old are in transition, experimenting and looking for new things, hence interested in using ICT for learning new things while the people who are 18-27 years old are new to the field and not well established in the business. According to Tanzania census of 2012, indicate that majority of population were youth between 15–35 years old that accounted 34.7% of total population (Tanzania Bureau of Statistics, 2012).

**Table 4.2: Marital Status of the Respondents**

|  | Frequency | Percent | Valid Percent |
| --- | --- | --- | --- |
| Married | 26 | 50.0 | 50.0 |
| Single | 18 | 34.6 | 34.6 |
| Separated | 5 | 9.6 | 9.6 |
| Divorced | 1 | 1.9 | 1.9 |
| Widowed | 2 | 3.8 | 3.8 |
| **Total** | **52** | **100.0** | **100.0** |

**Source:** Field data, 2018

Information in Table 4.2 shows that, 50% of the respondent who participate in entrepreneurship activities are married, 35% are single, 10% separated, 2% divorced and 5% are widower. This implies that, most of the married women are the one who are able to invest and participate in entrepreneurship activities compared to single ones. This is because of several reasons, one being ability of their husband to support them in their entrepreneurship activities.

On the other side, it was observed difficult for single, separated and divorced women to engage in entrepreneurship activities the reason being several responsibilities left to them such as taking care of children. As a result it is difficult for divorced women who live with his two children, to afford money to cover their daily basic needs as well as to afford money for starting up a business. Hence those who are with their spouse were the one who can do entrepreneurship businesses.

**Table 4.3: Participants’ Level of Education**

|  | Frequency | Percent | Valid Percent |
| --- | --- | --- | --- |
| Primary | 2 | 3.8 | 3.8 |
| Secondary | 17 | 32.7 | 32.7 |
| College | 13 | 25.0 | 25.0 |
| University | 20 | 38.5 | 38.5 |
| **Total** | **52** | **100.0** | **100.0** |

**Source:** Field data, 2018

Table 4.3 presents data on respondent’s education level who are conducting business by using online shops/moving shops. Findings indicated that, 94.2% of entrepreneurs have attained higher education levels from secondary to university. 3.8% of respondents were entrepreneurs with primary level education participated in the study. This is influenced by the fact that, respondents with higher education level can easily learn new technologies and own tools like computer and smart phones for accessing e-commerce websites. This implies that education level has an influence in the understanding and usage of ICT as it was also observed by Bird (2007).

**Table 4.4: Type of Business**

|  | Frequency | Percent | Valid Percent |
| --- | --- | --- | --- |
| Clothes and shoes | 14 | 26.9 | 26.9 |
| Accessories | 14 | 26.9 | 26.9 |
| Food and beverage | 12 | 23.1 | 23.1 |
| Beauty and Saloon | 12 | 23.1 | 23.1 |
| Total | 52 | 100.0 | 100.0 |

**Source:** Field data, 2018

Table 4.4 revealed different types of entrepreneurship business women engage in. It shows that; 27% of the respondents sell clothes and shoes, 27% engage in accessories business, 23 % in food and beverage and the remaining 23% have beauty and saloon business. The type of business depends with the consumers’ ability and capacity. If the consuming capacity is high, then many people will opt for that business and vice versa. In the context of this study it was found that, a big number of women engage in clothes, shoes and accessories business just because they are kind of products which are frequently demanded by many people. For the benefit of all entrepreneurs, the type of business depends much on the status of the product in the market, the nature of the product and the location where the business is situated. For that reason these are important aspects for the selection of the type of business.

**Table 4.5: Experience in Business**

| years | Frequency | Percent | Valid Percent |
| --- | --- | --- | --- |
| 1-5 | 12 | 23.1 | 23.1 |
| 5-10 | 22 | 42.3 | 42.3 |
| 10-20 | 16 | 30.8 | 30.8 |
| 20+ | 2 | 3.8 | 3.8 |
| Total | 52 | 100.0 | 100.0 |

**Source:** Field data, 2018

Table 4.5 gives the insight of the period of the women to be in the field. It shows that 23.1% of the women entrepreneurs have been doing business for 1-5 years, 42.3% have been doing business for 5- 10 years, 32.8% have been doing business for 10-20 years and 2% of women entrepreneurs have been doing business for more than 20 years. This indicate that those entrepreneurs who started using ICT for their business activities are much found between 1-10 years which account to 65.4% of all women entrepreneurs during which the mobile application such as Instagram and Facebook was highly spread among users. Low percent of women entrepreneurs (2%) who have been doing business for more than 20 years account that entrepreneurs in 20 years back were not much involve in doing their business activities by using ICT due to unavailability of facilities such as smart phones, I pads and computers and SAN such as Facebook and Instagram.

## 4.4 The Relationship between Business Communication Networks and Increase in Sales Turnover

One of the focuses of this study was to assess the effects of communication networks in women entrepreneurs’ growth. According to the literature it shows that, there is a growing interest in the communication networks as a main booster for business activities growth (Hasan and, Harris 2009). Yet, in this study, the findings were contrary to Hasan and Harris, 2009 as presented in Table 4.6.

**Table 4.6: Relationship between Business Communication Networks and Business Increase in Sales Turnover**

|  | Frequency | Percent | Valid Percent |
| --- | --- | --- | --- |
| Disagree | 3 | 5.8 | 5.8 |
| Not sure | 32 | 61.5 | 61.5 |
| Agree | 16 | 30.8 | 30.8 |
| Strongly agree | 1 | 1.9 | 1.9 |
| **Total** | **52** | **100.0** | **100.0** |

**Source:** Field data, 2018

The findings from survey of this study shows that, (61%) of entrepreneurs are not sure if the communication network results into increase in sales turnover. This indicates that women entrepreneurs are not aware of the impact of the communication networks towards their entrepreneurship activities in Sinza ward. While 32% agreed that communication helps in increasing sales turn over and three percent indicate that, communication does not help their business to grow. Awareness is the state or ability to perceive, feel, or be conscious of events, objects, or sensory patterns (Najafi, 2012). In this context awareness refers to a respondent’s knowledge about communication networks that allows respondents to get the most from for her business activities. The reason behind is that women lack training and knowledge on the subject matter. Training does not only give competencies and confidence to users but also it creates awareness about the benefits and challenges associated with the use of communication networks.

Information and communication technology helps in increasing revenue as customers are able to press orders from social media platform and get the information about the product. Also communication networks increases sales turnover in a sense people are able to purchase products online and being deliver to them without any need to travel, it saved the advertisement cost since it is free to advertise on social media.

Additionally, social media can help to report whether the customers are satisfied with the product or not, through the feedback provided by the customers. These feedbacks are very important to the business as they help in improving where there is weakness. Being able to receive a solution of complains about the business, the customers trust on the business/ organization increases hence the increase in sales turnover. This point has been supported by the research of Parveen et al. (2015) who found that social media has been used for market research, to obtain feedback on existing products and services, to gather opinions about upcoming products and also to enhance word of mouth communications.

## 4.5 The Relationship between Business Internet Application and Business Increase in Sales Turnover

In obtaining the relationship between business internet application and business increase in sales turnover, questionnaires were administered to the respondents. The findings are presented in table 4.7 below.

**Table 4.7: The Relationship between Business Internet Application and My Business Increase in Sales Turnover**

|  | Frequency | Percent | Valid Percent |
| --- | --- | --- | --- |
| Not sure | 9 | 17.3 | 17.3 |
| Agree | 25 | 48.1 | 48.1 |
| Strongly agree | 18 | 34.6 | 34.6 |
| Total | 52 | 100.0 | 100.0 |

**Source:** Field data, 2018

In the table above, data indicated that 17% of the respondents were not sure whether there is a relationship between business internet application and the increase in sales in their business, 83% agreed that the use of internet has positive impact on the sales. This indicates that, most of the women entrepreneurs use and are aware of the internet application in business by which provide open and easy communication on a global basis. The findings are in line with (Alouch, 2017) who suggests that, internet boost sales performance in any business as it expands a coverage area within a short period of time.

Moreover, internet and social media helps in providing platform for people to create, share and disseminate contents, search for information on new products and services and to keep up to date with the latest development in the business world (Nair, 2017). Therefore the, increasingly recognition of social media as an essential instrument in the growth and expansion of business; many organizations re struggling to increase their presence and visibility on numerous global social media platforms such as Instagram, Twitter LinkedIn, Facebook, etc. to increase their chance in marketing their businesses.

Similarly, social media plays another important role by generating innovation in their business and products. Application of social media on business gives new thoughts and ideas to discover new horizons of their product through new technologies and other experiments according to their customers demand (Evans, 2010). Together with that, many entrepreneurs has increasing recognizing the importance of social networks as a worthwhile communication tool and, if used adequately, they can significantly improve their online presence and increased sales turn over by increasing products promotion.

Mark Zukerberg, co-founder of Facebook once said advertising is fast changing and businesses need to understand the usage of internet technologies in order to remain relevant (Maymann, 2008). Therefore large and small business should ensure the proper use of social media to improve sales performance. This is because studies shows that, use of social media as a marketing tool allows companies to mingle with fellow professionals in the field, conduct research, connect with the community and get business opportunities (Smith and Taylor, 2004). And finally increases the sales turn over.

## 4.6 The Means by Which Communication Devices Influence Women Entrepreneurs

This section explores the means by which communication devices and network influence women entrepreneurs. Data were gathered though interview. The finding revealed the following ways in which communication devices influences women entrepreneurs.

### 4.6.1 Easy Communication with Customers

With communication network such as phones, computers, tablets and Ipads, women entrepreneur are able to communicate with their customers in remote areas hence increasing in sales performance. The information obtained through interview revealed that, communication devices play an important role in finding customers online, for example, women do post their entrepreneurship products on social medial walls such as instagram and Facebook and end up getting customers. With communication devices therefore, needs can be posted online and sales amplified sometimes within hours. So communication devices are entrepreneurship cost effective since information can reach large number of people within a short period of time. During an interview, one respondent was quoted saying:

*The communications with our products consumers has improved due to the fact that it is possible and easy to communicate at any time and have price negotiation if necessary. So communication devices are very important to the growth of products market (Respondent X, November 2018).*

It is clear that communication devices enhances sales turn over due to the fact that it easies the communication with people from different areas including remote areas. Similarly it is cost effective, since with communication devices there is no need to travel to brand the business, the business is branded online and customers are obtained online. The findings are in line with (Nair 2017) who suggested that communication devices with social media has positive impact to any business development as it helps in improving the organization visibility, enhance customer service, maintaining healthier relationships within customers as well as improving communication between the supplier and the consumer of the products.

Through communication devices, an entrepreneur can communicate with customer quickly and cheaply, and to construct a customer database for the purpose of growing their business. Therefore communication devices are very useful in the growth of entrepreneurship business. Similarly, the findings relate with (Alouch, 2017) who found out that Platforms like Facebook and LinkedIn have helped in communicating important information to the customers and have enhanced the communication possibilities. All these can only be achieved through proper communication devices.

### 4.6.2 Enhances Publicity and Business Development

This majority opinion shows that postings, blogs and sharing the information on the net can have positive impact in the way business is carried out these days. Communication devices with networks such as social media enhances publicity and development of the business. Through platforms such as blogs, Facebook and Instagram, women entrepreneur can share their products and increase the number of consumers through the obtained new customers. So it help a business growth in such a way that, through intervention with communication networks, the customer base hence growth of the business.

The reach and acceptance of the organization, its products and services have better acceptance especially when it is recommended by a friend or colleague. The information from the field revealed that, communication networks especially social media creates product awareness can be used monitor customer experience. One of the most important aspects of communication networks is that it gives the opportunity to engage with clients in real time basis which can kick start a better communication about the vision and mission of the organization, its products and services” (Alouch, 2017). Similarly Kimani, (2014) assert that, communication devices with social media is a powerful tool of sharing information among people of different social classes.

### 4.6.3 Cost reduction in Marketing

Communication networks in any business make the business cost effective. This is due to the fact that, an entrepreneur needs just a communication device and an airtime/bundle. With these, even if an entrepreneur is at home, the information about the business will reach a large coverage. With social media the businesses can connect with their targeted customers for free, the only cost is energy and time. Therefore, when a business in running on a fixed marketing budget, communication networks especially social media platforms, is the most cost-efficient way to market and promote the products.

Platforms like Facebook, twitter, instagram and whatsapp allow any business owner to share their products and service for no cost at all (Singh & RatnaSinha, 2017). On due regard, communication devices and social media is very useful and affordable business advertising platform. Information obtained from the interview revealed that;

*Communication devices with social media has helped much to the growth of our business within a short period of time and with less cost. For example for my side, I use to post products via instagram. After sometimes I started to receive many customers from instagram. So I can say that communication devices with the help of social media has helped much in the growth of my business with less cost (Respondent M, November 2018).*

Therefore with the help of communication devices a business can grow with less cost. The only required cost here is having a communication device and airtime. The findings are in line with (Kimani, 2014) who suggested that, social media reach large market coverage with less cost. It is cost effective since the advertisement and communication does not need huge amount of money. Singh & RatnaSinha, (2017) once said you can earn attention by creating something interesting and valuable and then publishing it online for free.

### 4.6.4 Improved Brand Visibility

Through communication devices, business can create a brand profiles like fan pages, contests, sweepstakes, etc. business brands helps in marketing the products. It also allow innovation and creativity among business man. Findings from the field shows that, communication devices are very important in making the product brand visible. . One respondent was quoted saying;

*With the use of communication devices and social media platforms, people create and make their brands visible though frequently posting. The posting also helps in improving brand and making it better for people as the comment and feedback returned from the customers’ strengthen the brand (Respondent N, November 2018).*

Through brand visibility business can improve reputation, improve brand performance as well as improving publicity. Moreover communication devices allows company to get personalize their products to their customers. With increased response to customer feedback though communication, the business can brand and rebred the product market. The findings are in line with Singh & Ratna, (2017) who suggest that, communication devices leads to some secondary effects in the market structures that affect brands. Therefore communication devices are very important in advertising and making business brand visibility.

# CHAPTER FIVE

## SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter contains the summary, conclusion and recommendations of the study. The summary represents information on the objectives of the study, the literature review and the research methodology. The conclusions comprise short answers to the research questions. The chapter also contains recommendations for action and further research.

## 5.1 Summary of the Study

This study focused on identifying the effects of Information and Communication Technology ICT on women entrepreneur’s growth in Tanzania. The study was guided by three objectives which were to assess the effects of communication networks in women entrepreneurs’ growth, to examine the influence of Internet application in Women Entrepreneurs’ growth and to evaluate how communication devices influence women entrepreneurs’ growth. The review of literature covered various study and aspects related to the impact of information and communication technology in women entrepreneurship activities. The literature review has revealed that no in-depth study had been conducted in Tanzania to assess the effects of ICT on women entrepreneur’s growth in Tanzania.

The study was conducted in Dar es Salaam, where large number of women entrepreneurs are located. The study employed mixed method research approach and filed survey design to investigate how information and communication technology affects women entrepreneurship activities. The study sample comprises of 52 participants who were entrepreneurs from Sinza ward and they are using ICT in their day to day business selected purposively. Data were collected through close ended interview and questionnaires. Finally quantitative data was analyzed with the help of the computer program Statistical Package for Social Science (SPSS), and qualitative data subjected to thematic analysis.

## 5.2 Summary of the Research Findings

The summary of the study findings is based on the research objectives and the conceptual framework that guided the study.

*The effects of communication networks in women entrepreneurs’ growth*; the findings revealed that larger percent of women entrepreneurship were not sure of whether communication networks help in boosting sales in their business. As findings from questionnaire reveal, only 32% of the respondents agreed that communication network help in expanding their business. The rest which is 64% were not sure of whether communication networks helped them in their business. The reason behind unawareness is that women lack training and knowledge on how they will use communication networks to increase their sales turnover. Training not only give competencies and confidence to users but also creates awareness about the benefits and challenges associated with the use of communication networks.

*Influence of Internet application In Women Entrepreneurs’ growth*; correspondingly questionnaires were administered to respondents to assess the influence of the internet application in women entrepreneurs’ growth. The findings revealed that most of the women entrepreneurs are aware of the internet application in business and they use it in their daily business basis. The use of internet in any business provides open and easy communication on a global basis. This is supported by the findings from the questionnaire which revealed that; 83% agreed that the use of internet has positive impact on the sales, while 17% of the respondents were not sure whether there is a relationship between business internet application and the increase in sales in their business. This shows that larger numbers of entrepreneurs are aware of the importance of internet in marketing their businesses.

*How communication devices influence women entrepreneurs’ growth;* to evaluate the extent to which communication devices has influenced women entrepreneurs’ growth, closed ended interviews were administered to re respondents. The findings revealed that, communication devices enhances women entrepreneurship in different ways including; it simplify the communication with customers, it enhances Publicity and business development, it is cost effective since it reduce cost in marketing and customer service and lastly it improve brand visibility. Therefore communication devices are very important in the growth of any business.

## 5.3 Conclusion

Based on the research findings, analyses and discussions, the following conclusions are made:

1. ICT application had contribution in the growth of women entrepreneurship businesses. Thus the use of internet, social Medias such as instagram, Facebook, LinkedIn, whatsApp and others help the service to reach large number of people who are using social media within a short period of time. Similarly it is essential in growth of business since it is cost less when it comes to marketing of the products, simplify communication with customers and improves brand visibility.
2. Larger percent of people are not aware of the importance of information and communication technology to their business growth. Therefore it is very important to conduct training on the importance of ICT in business growth and engage the women entrepreneurs so that they will understand the importance of using ICT in their business.
3. The results also indicated that communication devices with the help of social media simplifies communication with customers, enhances Publicity and business development, it is cost effective since it reduce cost in marketing and customer service and lastly it improve brand visibility.

# 5.4 Recommendations

Based on the research findings and conclusions of this study, several recommendations are made.

### 5.4.1 Recommendation for Action

Training about the importance of using Information and communication technology is very important to entrepreneurs as most of them are unaware of the importance of ICT in business growth. Therefore the responsible ministry, business enterprises, and business agencies should make sure they conduct awareness training to the small entrepreneurs. Furthermore, the study recommends that policy makers such as the government should be keen on the current trends of technological adoption by Social media in entrepreneurship growth to come up with policies that encourage best practices for the growth of the entrepreneurship and business sector.

### 5.4.2 Recommendation for Further Studies

Due to resource constraints and time limit, the study was limited to one wards of Dar es Salaam region, Thus, it is recommended that similar studies should be carried out in more wards and districts all over the country to get the broader understanding of the impact of information and communication technology to women entrepreneurship growth, for generalization purposes and to advance knowledge and improve practices in the context of Tanzania.

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**APPENDICES**

# Appendix 1: Financial Arrangements and Duration Schedule

Financial Arrangements: Estimated Research Budget

Expenses Breakdown

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SN** | **Expense Description** | **Amount(TZS)** | **UNITS** | **TOTAL** |
|  | Transport | 50,000 | 4 | 200,000 |
|  | Stationaries | 200,000 | 1 | 200,000 |
|  | Internet | 150,000 | 3 | 450,000 |
|  | Communication | 50,000 | 1 | 50,000 |
|  | Contingency | 200,000 | 1 | 200,000 |
|  | Laptop | 1100000 | 1 | 1,100,000 |
|  | **Grand total** |  |  | **2,200,000** |

# DURATION SCHEDULE

This section details on research activities and their estimated completion time period.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Week**  **1-4** | | **Week**  **4-12** | **Week 13-16** | **Week**  **17-20** | **Week**  **21-25** | **Week**  **26-32** |
| Literature Review | |  |  |  |  |  |  |
| Proposal Writing And & Presentation | |  |  |  |  |  |  |
| Data Cleaning | |  |  |  |  |  |  |
| Data Analysis | |  |  |  |  |  |  |
| Report Writing & Presentation | |  |  |  |  |  |  |

# Appendix ii: Questionnaire

APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGY ON WOMEN ENTREPRENEURS’ GROWTH IN TANZANIA

Fill in your response where it is applicable. Answers provided will be treated with highest level of confidentiality.

**SECTION I: DEMOGRAPHY**

1. Age

a. 18 – 27 [ ]

b. 28 – 37 [ ]

c. 38 – 47 [ ]

d. 48 – 57 [ ]

e. 58+ [ ]

2. Level of Education

a. Primary School [ ]

b. Secondary School [ ]

c. College Level [ ]

d. University Level [ ]

3. What is your marital status?

a. Married [ ]

b. Single [ ]

c. Separated [ ]

d. Divorced [ ]

e Widowed [ ]

4. Type of the business

1. Clothes and shoes [ ]
2. Accessories [ ]

c. food and beverage [ ]

d. Beauty and saloon [ ]

e. Other ………..… (Specify)

5. How long is your business (in years)?

1. 1-5
2. 5-10
3. 10-20
4. Above twenty

**Section ii: Body of Knowledge**

6. There is relationship between business Communication networks and my business increase in sales turnover?

1. Strongly disagree ⃝ 2. Disagree ⃝ 3. Not sure ⃝ 4. Agree 5. Strong Agree ⃝

7. There is relationship between business Communication networks and my business increase in profit?

1. Strongly disagree ⃝ 2. Disagree ⃝ 3. Not sure ⃝ 4. Agree 5. Strong Agree ⃝

8. There is relationship between business Internet Application and my business increase in sales turnover?

1. Strongly disagree ⃝ 2. Disagree ⃝ 3. Not sure ⃝ 4. Agree 5. Strong Agree ⃝

9. There is relationship between business Internet Application and my business increase in profit?

1. Strongly disagree ⃝ 2. Disagree ⃝ 3. Not sure ⃝ 4. Agree 5. Strong Agree ⃝

10. There is relationship between business Communication devices (Computer, Mobile phones, Ipads/ tablets) and my business increase in sales turnover?

1. Strongly disagree ⃝ 2. Disagree ⃝ 3. Not sure ⃝ 4. Agree 5. Strong Agree ⃝

11. There is relationship between business Communication devices and my business increase in profit?

1. Strongly disagree ⃝ 2. Disagree ⃝ 3. Not sure ⃝ 4. Agree 5. Strong Agree ⃝