

**FACTORS INFLUENCING PERCEIVED SOCIAL MEDIA ADOPTION  
AMONG SMALL AND MEDIUM SIZED ENTERPRISES IN DAR ES  
SALAAM**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE  
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**CERTIFICATION**

The undersigned certifies that she has read and here by recommends for acceptance by The Open University of Tanzania a dissertation entitled “Factors Influencing Social Media Adoption Among Small And Medium Sized Enterprises In Dar es Salaam” in fulfilment of the requirements for the award of Degree of Masters of Arts in Monitoring and Evaluation of the Open University of Tanzania.



.....

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.....

Signature

.....

Date

## **DEDICATION**

This work is dedicated to my parents, close relatives and my supervisor for their dedication and unlimited support throughout my schooling.

## **ACKNOWLEDGEMENTS**

I sincerely thank God the Almighty for giving me strength to undertake this task up to the ultimate end.

My profound appreciation also goes to my dear parents for sponsoring my studies and for their generous support throughout my studies. Many thanks go to my relatives and friends for their unforgettable assistance during this study.

May the Almighty Lord bless you all abundantly.

**ABSTRACT**

The aim of the study was to examine the factors influencing social media adoption among small and medium-sized enterprises in Dar es Salaam, Tanzania. The study specifically addresses the influence of perceived ease of use on social media adoption among SMEs in Tanzania. Furthermore the study addresses the influence of perceived usefulness on social media adoption among SMEs in Tanzania. In the end the study evaluated the influence of perceived trust on social media adoption among SMEs in Tanzania. The study employed the Technology Acceptance Model (TAM) as the main theory while being supported by Diffusion of Innovation Theory (DOI) to better explain and predict social media adoption among small and medium-sized enterprises in Dar es Salaam. The study used a survey strategy in data collection by administering structured questionnaires to 99 employees from five municipalities in Dar es Salaam using multistage sampling. Quantitative data were analysed using means, standard deviations and multiple linear regression analysis. The findings revealed that perceived usefulness, perceived ease of use and perceived trust had a positive influence on the adoption of social media among SMEs. This implies that perceived usefulness, perceived ease of use and perceived trust influence are the key factors explaining social media adoption among SMEs.

**Keywords:** SMEs, Social Media Adoption, Perceived Usefulness, Perceived Trust, Perceived Ease of Use.

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**LIST OF ABBREVIATIONS AND ACRONYMS**

ANOVA	Analysis of Variance
DOI	Diffusion of Innovation Theory
GDP	Gross Domestic Product
ICTs	Information and Communication Technologies
IJMM	International Journal of Mobile Marketing
NBS	National Bureau of Statistics
PEOU	Perceived Ease of Use
PT	Perceived Trust
PU	Perceived Usefulness
SIT	Social Identity Theory
SM	Social Media
SMA	Social Media Adoption
SMEs	Small and Medium-sized Enterprises
SMM	Social Media Marketing
SN	Social Networks
TAM	Technology Acceptance Model
TOE	Technology-Organization Environment
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action



## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND OF THE STUDY**

#### **1.1 Chapter overview**

This section introduces key concepts such as social media marketing and the factors influencing its adoption among SMEs. The chapter covers background information, statement of the problem, research objectives, research questions, and significance of the study.

#### **1.2 Background of the study**

Small and medium-sized enterprises (SMEs) are enterprises that contribute effectively to the economic sector within various countries across the world (Bahaddad, AlGhamdi & Houghton, 2012). Fong (2011); Kapurubandara (2009) and Chille, et al., (2021) conducted a study that revealed that SMEs are struggling to accommodate the dynamic trends of ICT compared to large corporations that have financial muscles to invest significant funds in ICT.

The use of online platforms allows the interaction of customers and SMEs (Kaplan & Haenlein, 2019). Unlike the traditional communication approach, in the advanced marketing approach, products and clients are connected in real time basis without facing any limitations resulting from time, location and means of communication, as this approach facilitates a two-way communication (Kozinets, Hemetsberger, & Schau, 2019).

For instance, in January 2021, there were 5.4 million social media users in Tanzania (Kemp, 2019). With such advances in information and communication technology, it has become compulsory for SMEs to learn on how they can benefit from improved

social media awareness in marketing their respective products and become competitive in both local and global markets (Kabue, 2017). It is clear that some businesses and customers now understand the importance of using social media in reaching their target markets.

Moreover, in Tanzania, more than 85% of businesses are small and medium enterprises (Jagongo & Kinyua, 2020). On aggregate, they furnish an estimate of 30% of the country's Gross Domestic Product (GDP). In addition, a Tanzanian national baseline survey conducted in 2017 revealed that SMEs account for more than 3 million small businesses with a direct employment of approximately 5,206,168 people highly dominated by women (Kabue, 2017).

Furthermore, the SME sector in developing countries such as Tanzania acts as a driving force for national development, especially in the industrial sector, while it accounts for more than 13.6% of all employment within the nation. Furthermore, through Vision 2025, the government aims to increase SMEs' contribution to the country's GDP by at least 40% before the end of 2025. According to a report published by the Ministry of Industry and Trade in 2015, it was observed that the manufacturing sector contributes approximately 13.25% GDP to the nation, with unvarying development in the precedent years. These situations suggest that much has to be done in the sector to make it a vibrant sponsor for the economic and social good of Tanzanians (Kabue, 2017).

### **1.3 Statement of the Problem**

The government of Tanzania has been considerably encouraging ICT use in both private and public sectors in response to the adoption of social media (Swarts and

Wachira, 2015). As a means of supporting social media investment, the government offered a tax exemption on ICT facilities to motivate users. Different studies have been conducted on the factors influencing the adoption of social media for marketing. Ahamat et al. (2017) and Razak & Latip (2016) agree on perceived usefulness and ease of use as major factors that influence the adoption of social media marketing in Malaysia. The study conducted by Oji (2017) exposes that obviously, there are different factors that influence the adoption of social media in SMEs. These factors include the accessibility of different internet facilities such as computers and smartphones. There have been attempts made by some researchers, including (Kapinga et al., 2019; Chille, et al., 2021) that have donated varied knowledge in social media marketing in an opposite field since previous literatures have not specified influencing factors for social media marketing adoption for SMEs that concentrate on manufacturing in Tanzania. Most of these studies, such as (Kapinga et al., 2019; Lwoga and Lwoga, 2017; Lema, 2017), were conducted in different areas, although they contradict the results on the adoption of social media in SMEs. Hence this contradiction highlights the need for studies on the adoption of social media in SMEs. Thus, there is a gap in this study on the factors influencing social media adoption among small and medium enterprises in Dar es Salaam, Tanzania. This study addresses this gap by examining the influence of perceived ease of use on social media adoption among SMEs in Tanzania.

#### **1.4 Main Objective**

The main objective of this study was to examine factors influencing SMEs in the manufacturing sector to adopt social media marketing.

### **1.4.1 Specific Objectives**

- i. To examine the influence of perceived ease of use on social media adoption among SMEs in Tanzania.
- ii. To assess the influence of perceived usefulness on social media adoption among SMEs in Tanzania.
- iii. To evaluate the influence of perceived trust on social media adoption among SMEs in Tanzania.

### **1.5 Research Questions**

- i. Does perceived ease of use influence adoption of social media market among SMEs?
- ii. What is the influence of the perceived usefulness of social media on the adoption of the social media market among SMEs?
- iii. What is the influence of perceived trust on the adoption of the social media market among SMEs?

### **1.6 Significance of the study**

The use of social media in advertising is a practice that is modern and relatively newer to most Tanzanian SMEs. The study might give suggestions of its success from developed countries. The findings of this study will add knowledge to the existing body of knowledge on the adoption of social media in SMEs and the features that influence the adoption of social media in SMEs in Tanzania.

By late 2015, signs had shown a political will to make Tanzania an industrialized nation. The fifth regime by words and actions has prioritized most resources to

nurture a small base of available manufacturers and support other entrepreneurs with the will to start up small, medium and large factories.

It is also expected that various indigenous and intercontinental investors will benefit from this study, as they will recognize features influencing social media adoption as a tool for marketing in SMEs in Tanzania. Last but not least, the researcher's expectations are that the study will add great value to the field of research, and upcoming researchers may use it as a basis for further research.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Chapter overview**

This chapter presents a review of the relevant literature concerning SMEs and social media marketing adoption. It begins by defining some key terms: the review of theory concerning SMEs' use of social media as a marketing tool, empirical studies and the development of a conceptual literature.

#### **2.2 Definition of Key Terms**

##### **2.2.1 Small and Medium Sized Enterprises**

In this study, this term is used to indicate a small enterprise that provides employment opportunities to the people and products to society.

##### **2.2.2 Perceived Ease of Use**

In this study, the term perceived ease of use points out to the degree to which a person sees how easy it is to adopt and use social media in enterprises.

##### **2.2.3 Perceived Usefulness**

In this study, the term is used to show the confidence of an individual who has willingly adopted the use of social media in SMEs hence the rise of performance in manufacturing.

##### **2.2.4 Social Media Adoption**

In this study, the term social media adoption is used as an approach of using computer-based technology in running SMEs.

### **2.2.5 Perceived Trust**

In this study, the term is used to explain individual beliefs in adopting and making use of social media in small and medium enterprises.

## **2.3 Theoretical Literature**

This section presents a review of the theories guiding the study. This study will be guided by the Technology Acceptance Model (TAM) as the main theory and supported by Diffusion of Innovation theory (DOI).

### **2.3.1 Technology Acceptance Model (TAM)**

This study has been guided by the Technology Acceptance Model (TAM) founded by Davis (1989). The theory adopted from different theories includes the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) founded by Ajzen (1985). The theory exposed that internal factors such as belief of an individual, attitude toward the technology, trust issues and pure intentions to use a certain service have been widely influenced by external factors with the two theories namely Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) being the influencing factors towards the adoption of new technology (Chillea, et al., 2019). Generally, the Technology Acceptance Model (TAM) explains technology user behavior toward the adoption of different technologies.

#### **2.3.1.1 Strength of Technology Acceptance Model (TAM)**

The Technology Acceptance Model (TAM) has varied significance, as it has provided an overview on the factors that influence adoption of the new technology by the user. The theory nominated perceived usefulness and perceived ease of use as

being the key factors influencing the adoption of new technology. The Technology Acceptance Model (TAM) has played a significant part in this study since it has considered how much influence the psychological aspect of an individual has in the adoption of new technology.

#### **2.3.1.2 Weakness of Technology Acceptance Model (TAM)**

Despite the strength of the Technology Acceptance Model (TAM), it has some limitations. The model does not consider social influence as an influential factor in the adoption of new technology. Also, it does not discuss the link between human behavior and the adoption of new technology. Moreover, the Technology Acceptance Model (TAM) did not expose the consistency of usage of the newly adopted technology. This hindered the impact of using the Technology Acceptance Model (TAM) alone; hence, there was a need to adopt a supportive theory, Diffusion of Innovation theory (DOI), which shed light on technology user knowledge toward the new technology.

#### **2.3.2 Diffusion of Innovation Theory**

This theory explains the reason for the adoption of new technology in any working environment. Additionally, the theory looked upon the means and the rate of speed of the new technology in any social environment. The theory was developed by Everett M. Rogers in 1962. The theory of diffusion of innovation is amongst the oldest theories in the area of social science. In this theory, Rogers identified four elements that impact the spread of an innovation: first and foremost the innovation itself,



second the communication channel used to communicate, third is time and lastly the social system.

### **2.3.2.1 Strength of Diffusion of Innovation Theory (DOI)**

A communication channel that allows participants to expose their ideas and information to other people has been created by the diffusion of innovation theory. The theory allows the exchange of information from one person to another, hence enabling an individual to adopt the use of social media rather than mass media channels or interpersonal channels. However, mass media is supremely active in enhancing awareness about the innovation. The theory focuses on time as a significance of innovativeness of the unit of adoption. This phase categorizes elements of acceptance into four groups of innovators: early adopters as the first group, followed by the early popular, then the late majority and lastly the strugglers.

### **2.3.2.2 Weakness of Diffusion of Innovation Theory (DOI)**

Despite its significance, this theory has some shortcomings. One of the setbacks is that the theory ignores the influence of the demographic features of the adopter, including age, gender, income and education. The theory does not expose the significant influence on users' attitudes near the acceptance of new technology. Additionally, the theory neglects individual's resources.

## **2.4 Empirical Literature Review**

### **2.4.1 The influence of perceived ease of use on social media adoption among SMEs**

In Palestine, Alkhateeb and Abdalla (2019) conducted a study on the impact of adopting social media on SME's performance. In this study, the author exposed that

many SMEs adopt the use of social media to provide service to the majority of the customers as well as to contact the majority of the customers. Alkhateeb and Abdalla (2019) adopted the Technology Acceptance Model (TAM) in conducting this study. The study revealed that perceived ease of use, among other factors, positively influences the adoption of social media by SMES. Therefore, in SMEs, the use of social media depends on the perceived ease of use of social media.

Arshad and Akram (2018) conducted a study in Saudi Arabia and Pakistan. The study focused on the academic community adopting social media and the author adopted the Technology Acceptance Model (TAM) to assess social media adoption. To obtain the information needed, the author administered 661 structured questionnaires to the respondents. Based on the information obtained from the field, it was observed that perceived ease of use on social media had a significant influence on social media adoption. Therefore, perceived ease of use can be termed an important factor in the adoption of social media.

In examining how far social identity, perceived usefulness and perceived ease of use influenced the growth of fashion in Kenya since the use of social media in SMEs, Gekombe et al. (2019) conducted a study on SMEs use on social media. Under the structured questionnaire, 394 respondents provided information in regard to the study. The information obtained was analysed through multivariate analysis. The findings revealed that perceived ease of use had a significant influence on the use of social media in SMEs. Therefore, the study revealed that the adoption of social media was directly influenced by the ease of use of social media and had a great impact on the growth of SMEs.

A study was conducted on the adoption of mobile money services in SMEs in Tanzania with the influence of the ease of use and perceived usefulness by Lubua and Semlambo (2017). This study assessed the adoption of mobile money services by SMEs in Dar es Salaam with influence in ease of use and perceived usefulness. The study used a quantitative approach as a paradigm in conducting the research. Moreover, the study employed a survey research technique as a blueprint in conducting the study. The findings revealed that the ease of use of the media influences the adoption of mobile money services by SME owners. Therefore, the adoption of social media in SMEs was largely influenced by perceived ease of use.

#### **2.4.2 The influence of perceived usefulness on social media adoption among SMEs**

Chatterjee and Kar (2021) conducted a study in India on the use of social media in SMEs. A sample of 310 respondents was used and the findings obtained were analysed using subsequent analysis using structured equation modelling. Chatterjee and Kar (2021) commented that SMEs in India are quickly shifting to digital marketing as an alternative to other platforms in the social media. The findings revealed that perceived usefulness had a significant impact on the adoption of social media by SMEs.

In Kenya, Tumsifu et al. (2020) carried out a study on SMEs and social media use. The author examined how the adoption of social media in SMEs has been influenced by perceived usefulness. The study was grounded in three theories, namely, Social Identity Theory (SIT), Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB). The author collected data through a questionnaire to 150

managers. The findings revealed that the perceived usefulness of social media has a significant impact on the adoption of social media in SMEs. Therefore, perceived usefulness had an influence on the adoption of social media by SMEs, as they feared that they would have been left behind.

In the process of assessing the factors for the adoption of social media marketing amongst SMEs in Tanzania, Omary (2021) conducted a study with the objective of examining the factors influencing social media adoption by SMEs. The study adopted resource-based theory and the diffusion of innovation theory, and the theories acted as guidelines for the achievement of the study. A stratified sampling technique was used under the cross-sectional survey design to gain a sample of 98 SMEs. Omary (2021) used questionnaires, interviews and document reviews to collect information on the determinants of the adoption of social media marketing between SMEs. Among other factors, perceived usefulness was observed as the determinant factor for the adoption of social media in SMEs.

#### **2.4.3 The influence of perceived trust on social media adoption among SMEs**

In Malaysia, Nawi et al. (2019) conducted a study on social media as a business platform and its effects after adoption. The study adopted a quantitative mixed research approach and the cross-sectional design used in guiding the study. The study collected quantitative information from 300 respondents. Nawi et al. (2019) revealed that perceived trust is the factor that influences the adoption of social media. Therefore, trust is an important factor in the adoption of social media; hence, trust might lead to effective adoption and use by the intended audience.

Another study was carried out in South Africa by Matikiti and Mpinganjira (2018). The study aimed to identify variables that have influenced attitudes towards the use of social media marketing by travel agencies and tour operators in South Africa. The study used a quantitative approach to analyse data collected through the questionnaires. Regression and ANOVA were the tools of analysis for the 150 completed questionnaires in this study. The results revealed that internal factors shaping managers' support and educational levels were the key features influencing social media marketing use. Furthermore, some external factors such as pressure from competitors, perceived ease of use and perceived benefits, were relevant influencing factors. The study concluded that technical knowledge concerning social media marketing moderates both social media marketing usage and attitudes toward the concept.

Masele and Magova (2017) conducted a study in Tanzania targeting pension schemes on the perceived features of social media usage in their efforts to improve their advertising practices. Masele and Magova (2017) collected information for 96 respondents, and the information was analysed through factor analysis and later regression analysis. The results exposed that perceived trustworthiness positively influenced the usage of social media.

## **2.5 Research Gap**

### **2.5.1 Theoretical Gap**

From the ongoing literature reviews, there have been studies that used a single theory of Technology Acceptance Model (TAM), including the studies done by Alkhateeb and Abdalla (2019); Arshad and Akram (2018); and Korsah, Abdulai and Gbormittah

(2020). The model used in these studies did not explain the adoption behavior of an individual on social media adoption, and the theory did not explain the speed of social media adoption. Additionally, the model adopted did not explain the contribution of external factors to the internal factors of perceived usefulness, perceived ease of use and perceived trust on the adoption of social media. Therefore, this study adopted the Technology Acceptance Model (TAM) and the Diffusion of Innovation Theory (DOI) as a supporting theory.

### **2.5.2 Empirical Gap**

From the reviewed literature, most of the studies determined the determinant for social media adoption, but they did not indicate its influence either positively or negatively on social media adoption. Arshad and Akram (2018); Korsah, Abdulai and Gbormittah (2020); Gekombe, et al. (2019); Tumsifu, Jani and Gekombe (2020); Lubua and Semlambo (2017); Chillea, et al. (2019); Omary (2021); Nawi, et al. (2019); and Sendawula, et al. (2022) described various factors influencing the adoption of social media usage. Thus, there was a need to conduct this study to cover the empirical gap by exposing the factors and the way they influence the adoption of social media.

### **2.5.3 Contextual Gap**

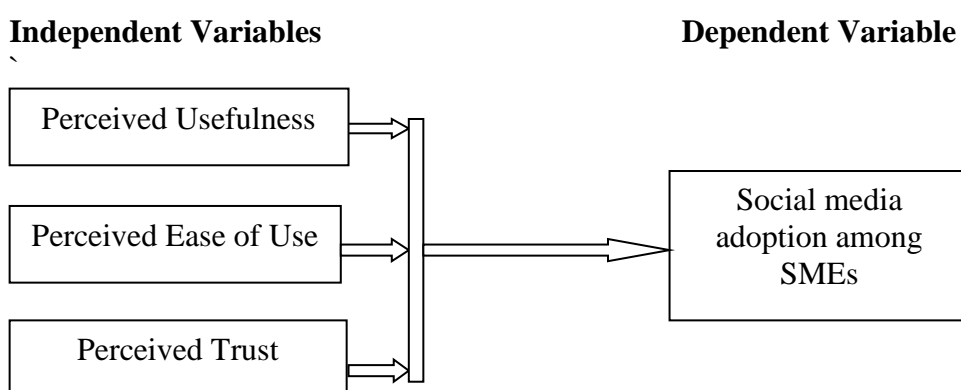
From the literature reviewed, few studies have been conducted in developed countries on the factors influencing the adoption of social media, including the studies of Alkhateeb and Abdalla (2019); Arshad and Akram (2018; Chatterjee and Kar (2021); Nawi, et al. (2019); and Abbasi et al. (2022). In the case of African countries, few studies have been conducted on the factors influencing social media

adoption in SMEs, including the studies conducted by Korsah, Abdulai and Gbormittah (2020); Gekombe, et al. (2019); Tumsifu, Jani and Gekombe (2020); Hartanto and Soelaiman (2021); Omary (2021); Matikiti and Mpinganjira (2018); and Sendawula, et al. (2022). In the case of Tanzania, little has been done on the factors influencing social media adoption of SMEs. including the study done by Lubua and Semlambo (2017); Chillea, et al. (2019); Masele and Magova (2017); Ahamat et al., (2017). Therefore, there is little that has to be done on the factors influencing social media adoption on SMEs; thus, there was a need to conduct this study to cover the contextual gap revealed.

## 2.6 Conceptual Framework

The conceptual model below guided the researcher in carrying out the study to address the specific objectives and research questions of this study. From the reviewed literature, a conceptual framework is given, as shown in Figure 2.1. The framework focuses on the factors that influence the adoption of social media among SMEs. These influences are separated into three categories: perceived usefulness, perceived ease of use, and perceived trust towards adoption of social media among SMEs.

**Figure 2.1: Conceptual Framework**



**Source:** Adapted from (Chille, et al. 2021).

Figure 2.1 shows the conceptual framework of the study concerning the features influencing the adoption of social media among SMEs. From Figure 2.1, the independent variables are the determinant factors, which are perceived usefulness, perceived ease of use and perceived trust. The dependent variable is social media adoption among SMEs. The diagram indicates that the independent variables accelerate the occurrence of the dependent variable. Thus, perceived ease of use might positively influence the adoption of social media usage in SMEs. Additionally, perceived usefulness might positively influence the adoption of social media usage in SMEs. Perceived trust might positively influence the adoption of social media usage in SMEs.

## **2.7 Chapter summary**

This chapter presents a review of theory. Additionally, the empirical literature review concerns SMEs and social media adoption. This chapter presents the conceptual framework based on the research variable. Additionally, the chapter defines key terms used in the adoption of social media among SMEs.



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Methodology refers to the procedure and steps followed by the researcher to solve the research problem (Kothari, 2004). Therefore, research methodology refers to the guideline for the researcher in doing the research. This chapter provides details for the research paradigm, research design, area of study, research population, and sample size. Additionally, the chapter presents the sampling technique, variables and measurements, data collection instruments, validity and reliability, data collection procedure, data analysis and ethical considerations.

#### **3.2 Research Paradigm**

In this study, the researcher used positivist philosophy. The originality of the positivist paradigm determines the approval of natural science philosophy. According to Remenyi et al. (1998), in the positivist paradigm, the researcher will work with the obvious community reality, and the product will generalize the physical and natural scientists. The researcher, through the use of the postivism research paradigm, enables the researcher to establish results concerning the research problem.

#### **3.3 Research Approach**

Research approach refers to the guideline that guides the researcher in conducting the research (Creswell, 2013). Therefore, the process of conducting research depends on the guidelines for conducting the research. In this study, the researcher adopted the deductive research approach because the research argument was based on the theoretical perspective.

### **3.4 Research Design**

Research design represents a logical sequence that connects all the results to a study's initial research questions and, ultimately, to its conclusions. In plain language, it is an action plan for moving from "here" to "there", where 'here' is defined as the initial set of questions to be answered, and 'there' is some set of conclusions to these questions (Yin, 2013). This study used a descriptive design, as the researcher had no control of any variables involved in the study.

### **3.5 Study Area**

The study was carried out in Dar es Salaam City in five municipalities, namely the Kinondoni, Ilala, Kigamboni, Ubungo and Temeke municipalities. Locality and popular institutions were located in the Dar es Salaam region, with 29,060 (18.8 percent) SMEs and 8,759 manufacturing SMEs (NBS, 2016). Those statistics definitely portray Dar es Salaam as the hub for small and medium enterprises in Tanzania. On those grounds, this study chose Dar es Salaam as its study area to represent other regions within the country.

### **3.6 Study Population**

The targeted population in the study were small and medium sized enterprises engaging in the manufacturing industry in Dar es Salaam, as it affects the majority of entrepreneurs in the country, considering the fact that this is the leading industry under the category of industries in Tanzania. Since there were no current data published on the Statistical Business Register, the study used the data of 2014/15. According to the Statistical Business Register conducted by the National Bureau of

Statistics in 2014/15, manufacturing had the largest number of establishments (54,017), accounting for 34.9 percent of all establishments.

### **3.7 Sample and Sampling Techniques**

#### **3.7.1 Sample Size**

According to Alloph and Tibategeza (2021), sample refers to a portion selected from the targeted population of the study. The study used the statistical data provided in the Statistical Business Register report of 2014/15 to obtain a sample size. The study used the Yamane formula of 1967 to obtain a sample size from the targeted population. The researcher decided to use Yamane formula because the targeted population is known and it is above 100, as recommended in the Yamane formular.

Yamane formula:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{54,017}{1 + 54,017(0.1)^2}$$

$$n = \frac{54,017}{1 + 54,017 \times 0.01}$$

$$n = \frac{54,017}{1 + 540.17}$$

$$n = 99.41$$

Therefore, the sample size for SMEs will be 99.

#### **3.7.2 Sampling Technique**

The sampling technique refers to the procedure used to select some components in the targeted population to represent the whole population in the study. This argument is supported by Taherdoost (2016), who exposed that the sampling technique is the

technique used by the researcher to take samples from the targeted population. In this study, the researcher employed a stratified simple random sampling technique that relied on the probability sampling procedure.

### **3.8 Variables and Measurements**

According to Abiodun-Oyebanji (2017), variables refer to the features possessed by a certain group of people measured in the research and can be changed. Therefore, variables are the factors in any research that are measured. This study has two variables: the independent variable and the dependent variable. The independent variables in this study are the factors, and the dependent variable in this study is social media adoption among small- and medium-sized enterprises. This part explains how the two variables were measured in the study.

#### **3.8.1 Independent Variable**

According to Kaur (2013), independent variables are the variables that affect the dependent variable. Therefore, the independent variables are the variables that do not influence another variable within the study. In this study, the independent variables are: perceived usefulness, perceived ease of use, and perceived trust which will be measured through scale measurement, and a 7-point Likert scale ranging from (“strongly disagree” to “strongly agree”) will be used to measure the independent variables. This was adopted from Duzevi et al. (2016) and Chille, Shayo and Kara (2021).

### **3.8.2 Dependent Variables**

The dependent variable is affected by the independent variables in the study (Kaur, 2013). Therefore, the dependent variable is the consequence of the independent variables. In this study, the dependent variable, which is the factor for social media adoption among small and medium-sized enterprises, are measured by a 7-point Likert scale, ranging from (“strongly disagree” to “strongly agree”) adopted from Duzevi et al. (2016) and Chille, Shayo and Kara (2021).

### **3.9 Data Type and Collection Methods**

Data collection methods refer to the technique used by the researcher in collecting information needed in the study to answer the research question. The selection of data collection methods depends on the sample size, scope, availability of funds and time as well as the objective of the study (Kothari, 2004). Data refer to the information collected by the researcher for the aim of answering the research objectives. This study used both primary and secondary data to complement reliable findings.

#### **3.9.1 Primary Data**

Primary data are the first-hand information obtained in the field from the respondents. In this study, the researcher used a structured questionnaire to obtain the primary data from the respondents. The researcher prepared the questionnaire and tested it before the actual study. The test of the questionnaire aimed at making modifications to the instrument that would not provide the required information based on the research objectives. In the pretest of the questionnaire, the researcher conducted a pilot study on one of the Dar es Salaam districts, where 10 SME

managers of the manufacturing industries would not be involved in the actual study. The findings obtained were analysed and helped the researcher rectify the questionnaire. The use of a questionnaire in this study helped the researcher collect information in a short period of time from a large population. Additionally, this method gave the respondents enough time to think and provide the answers to the required questions.

In this study, the questionnaires were administered to the respondents for 30 minutes. The instruments comprised four Sections, namely A, B, C and D. Section A comprised the demographic information of the respondents where the variables gender, age, and occupation were collected. Section B comprised information related to perceived ease of use and social media adoption. Section C comprised information related to perceived usefulness and social media adoption. Finally, Section D comprised information related to perceived trust and social media adoption.

### **3.9.2 Secondary Data**

Secondary data are the second-hand information collected by the researcher. The information could be published or unpublished. Additionally, the information could be online or in hard copy. In this study, the researcher collected secondary information from the available published material concerning the factors influencing social media adoption among small and medium-sized enterprises.

## **3.10 Validity and Reliability**

### **3.10.1 Validity**

Validity can be defined as the rate of success by which a technique or other instruments are measuring what it claims to measure (Omary, S. 2021).

The researcher administered 10 questionnaires to the 10 SME managers who would not be drawn in the actual study, and the information obtained helped the researcher ensure the validity of the research instrument.

### **3.10.2 Reliability**

Reliability can be termed as the establishment of consistency and stability of phenomena (Omary, S. 2021). According to Kombo (2000), reliability is the degree to which the data are correctly presented, which reflects the reality of the current situation. To ensure that respondents provided the correct data, the researcher considered pretest techniques by issuing a few questionnaires to a pilot set of respondents to determine the accuracy of the questions generated. After obtaining feedback from the pilot study conducted with the respondents, the researcher prepared a set of questionnaires and distributed them to the intended respondents. Finally, the researcher cooperated with the supervisor to ensure that the collected data provided the true report. Therefore, the studied variables were fit for the intended model.

### **3.11 Data Analysis Procedures**

Respondents' demographic information was tested using descriptive statistics with the help of Statistical Package for Social Science (SPSS) program 21<sup>st</sup> version and presented through a descriptive method that gave room for the presentation of the information in frequency, percentage, chart and graph form. Specific research objectives were analysed using means, standard deviations and multiple linear regression analysis.

### **3.12 Ethical Consideration**

According to Kothari (2004), ethical consideration refers to the moral issues to be considered by the researcher in the process of doing the research. The following ethical issues were adhered to:

#### **3.12.1 Informed Consent**

In this study, the researcher informed the respondents about the study. The researcher had to narrate the research problem and significance of the study to the respondents.

#### **3.12.2 Privacy (Anonymity) of Individuals**

Here, the researcher ensured and kept anonymity of the respondents. In this study, the personal information of the respondents was withheld. In the study, the researcher did not mention the name of the respondents but instead used pseudonyms.



## **CHAPTER FOUR**

### **FINDINGS**

#### **4.1 Introduction**

This study examined the factors influencing social media adoption among small- and medium-sized enterprises in Dar es Salaam, Tanzania. The study's specific objectives were to investigate the influence of perceived ease of use, perceived usefulness, and perceived trust on the adoption of social media among Tanzanian SMEs.

The findings of the study are presented in this chapter. The descriptive analysis of the study was presented in order to examine the findings and comprehend the categories of respondents, the descriptive analysis of the findings sought to evaluate the type of respondents the study had used. By introducing the demographic characteristics of the respondents included in the study, this chapter presents the categories of the respondents. The chapter also includes a factor analysis that is based on the study's specific goals.

#### **4.2 Descriptive Analysis of the Findings**

##### **4.2.1 Demographic Characteristics of Respondents**

The study presented the demographic information of the respondents who were involved in the study in order to examine the factors impacting social media adoption among small- and medium-sized firms in Dar es Salaam. In this study, the demographic data of interest were gender, age, occupation, municipality, and education level attained. The 99 respondents who worked in small and medium-sized enterprises in Dar es Salaam, Tanzania, provided all the information.

#### **4.2.1.1 Age of Respondents**

In the process of examining the factors influencing small and medium-sized enterprises use of social media in Dar es Salaam, Tanzania, the respondents' ages were divided into four groups based on the descriptive analysis conducted for this study: the first group included those between the ages of 20 and 30; the second group included those between the ages of 31 and 40; and the third group included those between the ages of 41 and 50. The fourth category comprised those older than 50 years old. Based on these categories, the results revealed that none of the respondents were older than 50 years old, while 56.6% of the respondents were between the ages of 31 and 40 and 5.1% of the respondents were between the ages of 41 and 50.

The majority of the participants in the survey, 56 respondents, or 56.6 percent, were therefore between the ages of 31 and 40, while the minority, 5 respondents, or 5.1 percent, were between the ages of 41 and 50. This demonstrates that the vast majority of research participants were mature enough to operate in small and medium-sized enterprises and were able to react with knowledge based on the questions asked in the study.

#### **4.2.1.2 Education of Respondents**

In looking into the factors influencing social media adoption among small and medium sized enterprises in Dar es Salaam, Tanzania, the level of education of the respondents was divided into six groupings by the study: no formal education, primary, secondary, advanced, university, and 'other levels'. The results showed that 15.2 percent of respondents had no formal education, 26.3 percent had only a primary education, 14.1 percent had acquired Ordinary Level, 18.2 percent acquired

Advanced Level, 11.1 percent acquired university level, and 15.2 percent had other levels of education.

From the findings, it is clear that the majority of respondents 26, equal to 26.3 percent, had a primary level of education, while a minority of respondents 11, equal to 11.1 percent, were at the university level. Thus, the majority of the respondents had the knowledge and skills to work in small and medium enterprises as well as to respond to the information asked in the study. Moreover, it was observed that the education level of the respondents significantly influenced the adoption of social media in SMEs, as recommended by Musa et al. (2016), who found that education level is correlated with the adoption and use of social media in enterprises.

#### **4.2.4 Municipality you're working in**

In this study, the respondents' working place or municipality was also mentioned. The results showed that 31.3% of respondents worked in Kinondoni Municipality, 13.1 percent in Ilala Municipality, 18.2 percent in Kigamboni Municipality, 22.2 percent in Ubungo Municipality and 15.2 percent of the respondents worked in Temeke Municipality. From the findings, it was clear that the majority of the respondents worked in Kinondoni Municipality, while a minority of the respondents worked in Ilala Municipality. This provides knowledge that in all the districts in Dar es Salaam, there are boundless small and medium enterprises that are well stocked with enough employees.

#### **4.2.5 Occupation**

In this study, the occupation of the respondents was categorized into three: manager, marketer manager and worker. The findings revealed that 72.7 percent of the respondents were normal workers, 16 to 16.2 percent of the respondents worked as the marketer manager, and 11.1 percent of the respondents as the manager. From the findings, it is clear that the majority of the respondents were normal workers, while 11 (11.1%) of the respondents were managers. Therefore, the majority of the respondents were interacting daily with SME activities, including the use of media in their activities; thus, they were in the position of responding to the information requested in the study.

#### **4.2.6 Gender of the respondents**

As recommended by Lwoga and Lwoga (2017), in the adoption of media in SMEs, gender had a great influence. In this study, the gender of the respondents was analysed, and the findings showed that 73 respondents (73.7%) were male, while 26 respondents (26.3%) were female. From the findings, the majority of the respondents were male, which shows that most of the males worked in SMEs, although both genders were incumbent to work in SMEs.

The demographic information of the participants described in the above subsections is summarized in Table 4.1.

**Table 4. 1: Respondents' Demographic Information (n=99)**

<b>Characteristic</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	73	73.7
	Female	26	26.3
	<b>Total</b>	<b>99</b>	<b>100</b>
Age Group	Between 20 and 30	38	38.4
	Between 31 and 40	56	56.6
	Between 41 and 50	5	5.1
	More than 50	0	0
	<b>Total</b>	<b>99</b>	<b>100.0</b>
Occupation	Manager	11	11.1
	Marketer Manager	16	16.2
	Worker	72	72.7
	<b>Total</b>	<b>99</b>	<b>100.0</b>
Municipality working in	you're Kinondoni	31	31.3
	Ilala	13	13.1
	Kigamboni	18	18.2
	Ubungo	22	22.2
	Temeke	15	15.2
	<b>Total</b>	<b>99</b>	<b>100.0</b>
	Education Level	No Formal Education	15
Primary Level		26	26.3
Ordinary Level		14	14.1
Advanced Level		18	18.2
University Level		11	11.1
Other		15	15.2
<b>Total</b>		<b>99</b>	<b>100.0</b>

**Source:** Field data, (2022)

### **4.3 Influence of Perceived Ease of Use on Social Media Adoption among SMEs in Tanzania**

In examining the factors influencing the adoption of social media by small and medium-sized businesses in Dar es Salaam, Tanzania, the first objective of the study was to determine how perceived ease of use affected SMEs adoption of social media in Tanzania. The study aimed at determining whether perceived ease

of use influenced the adoption of the social media market among SMEs. The study needed information from all respondents targeted through a Likert scale on the influence of perceived ease of use and how it influences social media adoption. The findings are presented in Table 4.2 below:

No	Statements	Response													
		1		2		3		4		5		6		7	
		F	P	F	P	F	P	F	P	F	P	F	P	F	P
1.	Perceived ease of use influences positively the adoption of social media to the SMES quickly	7	7.1	10	10.1	9	9.1	8	8.1	21	21.2	20	20.2	24	24.3
2.	The use of social media is easy in SMEs	9	9.1	0	0	9	9.1	15	15.2	28	28.3	20	20.2	18	18.2
3.	The adoption of social media in SMEs depends on its easiness.	6	6.1	8	8.1	3	3	10	10.1	21	21.2	24	24.2	27	27.3
4.	The use of social media is significantly influenced by the application of the media itself.	10	10.1	5	5.1	6	6.1	8	8.1	20	20.2	22	22.2	28	28.3
5.	Majority of the customers use easy social media.	8	8.1	9	9.1	8	8.1	10	10.1	19	19.2	20	20.2	25	25.3
6.	The adoption of mobile market reflects the use of social media in the industry	11	11.1	8	8.1	0	0	15	15.2	20	20.2	21	21.2	24	24.2

**Table 4. 2: Responses on perceived ease of use influence adoption of social media adoption among SMEs (n=99)**

**Source:** Field data, (2022)

Key; 1=(Strongly disagree),2=(Slightly disagree),3=(Disagree),4=(Neither agree nor disagree);5 =(agree) 6= Slightly agree) 7=(Strongly agree) P – Percentage and F – Frequency

Table 4.2 shows the findings on the level of agreement with the statement concerning the influence of perceived ease of use on social media adoption among small- and medium-sized enterprises. The findings show that 7.1 percent of the respondents strongly disagreed that perceived ease of use positively influences the adoption of social media to the SMEs quickly, and 10.1 percent of respondents slightly disagreed with this statement. Moreover, 9.1 percent of the respondents disagreed with the statement. Despite the disagreement, 8.1 percent of the respondents were neutral to the statement. However, 21.2 percent of the respondents agreed that perceived ease of use positively influenced the adoption of social media to the SMES quickly, and 20.2 percent of the respondents slightly agreed with the statement; furthermore, 24.3 percent of the respondents strongly agreed with the statement.

Additionally, in determining whether perceived ease of use influences the adoption of the social media market among SMEs, the findings show that 9.1 percent of the respondents strongly disagreed that the use of social media is easy in SMEs; likewise, 9.1 percent of the respondents disagreed, although none of the respondents slightly disagreed with the statement that the use of social media is easy in SMEs. Despite the disagreement, 15.2 percent of the respondents were neutral to the statement. However, 28.3 percent of the respondents agreed that the use of social media is easy in SMEs, and 20.2 percent of the respondents slightly agreed with the

statement. Moreover, 18.2 percent of the respondents strongly agreed with the statement that the use of social media is easy in SMEs.

Moreover, the findings show that 6.1 percent of the respondents strongly disagreed with the statement that the adoption of social media in SMEs depended on its ease; likewise, 8.1 percent of the respondents slightly disagreed. However, 3 percent of the respondents disagreed that the adoption of social media in SMEs depends on its ease. However, 21.2 percent of the respondents agreed with the statement that the adoption of social media in SMEs depends on its ease of use. Additionally, 24.2 percent of the respondents slightly agreed with the statement; moreover, 27.3 percent of the respondents strongly agreed with the statement that the adoption of social media in SMEs depends on its ease. Despite the agreement, 10.1 percent of the respondents were neutral to the statement.

Furthermore, the findings show that 10.1 percent of the respondents strongly disagreed with the statement that the use of social media significantly influenced the application of the media itself. Additionally, 5.1 percent of the respondents slightly disagreed with the statement while 6.1 percent disagreed with it. Despite the disagreement, 20.2 percent of the respondents agreed that the use of social media significantly influenced the application of the media itself. Likewise, 22.2 percent of the respondents slightly agreed with the statement, and 28.3 percent strongly agreed that the use of social media significantly influenced the application of the media itself. However, 8.1 percent of the respondents were neutral to the statement.



Moreover, the findings show that 8.1 percent of the respondents strongly disagreed with the statement that the majority of customers use easy social media. Additionally, 9.1 percent of the respondents slightly disagreed with the statement, while 8.1 percent of the respondents disagreed with the statement that the majority of customers use easy social media. Despite the disagreement, 19.2 percent of the respondents agreed with the statement that the majority of customers use easy social media. Likewise, 20.2 percent of the respondents slightly agreed with the statement, and 25.3 percent of the respondents strongly agreed that the majority of customers use easy social media. However, 10.1 percent of the respondents were neutral to the statement.

Moreover, in finding if perceived ease of use influences adoption of the social media market among SMEs, the findings show that 11.1 percent of the respondents strongly disagreed that the adoption of the mobile market reflects the use of social media in the industry; likewise, 8.1 percent of the respondents slightly disagreed, although none of the respondents disagreed with the statement. With that agreement, 20.2 percent of the respondents agreed with the statement; likewise, 21.2 percent of the respondents slightly agreed. whereas 24.2 percent of the respondents strongly agreed with the statement that the adoption of mobile markets reflects the use of social media in the industry. Nevertheless, 15.2 percent of the respondents were neutral to the statement.

### **Bi and multi-correlated participants' responses**

To verify the respondents' assertions demonstrated through descriptive statistics above, the researcher went ahead to compute a regression analysis to comfortably tell

whether the respondents' acclaimed responses on perceived ease of use could truly significantly predict (influence) the dependent variable (social media adoption among SMEs). The research question was hypothesized as follows:

(H<sub>1</sub>) "Perceived ease of use *significantly influences social media adoption among SMEs in Tanzania*".

To obtain the relationships, the null hypothesis (H<sub>0</sub>): "*The perception ease of use aspects does not significantly influence social media adoption among SMEs in Tanzania*" was tested with the Pearson-product-moment correlation method to obtain bi/multi-correlation coefficients to establish the statistical significance of the claims (Table 4.3). Then, regression analyses using the p value regression model (Tables 4.4) were computed to confirm the potential of the independent variable(s) (selected aspects on perception of ease of use) to predict (influence) the dependent variable (social media adoption among SMEs).

### **Bi and multi-correlated participants' responses**

The aggregated Likert-type responses (Table 4.2) from the 99 selected participants (SPSS) on the perceived ease of use aspects and social media adoption among SMEs were analysed with Pearson moment correlations, and the respective coefficients are summarized in Table 4.3.

**Table 4.3: Bi/multilevel-correlated participants' responses on the perceived ease of use aspects and social media adoption among SMEs**

		Perceived ease of use influences positively the adoption of social media to the SMEs quickly	The use of social media is easy in SMEs	The adoption of social media in SMEs depends on its easiness	The use of social media significantly influenced by the application of the media itself	Majority of the customers use easy social media	The adoption of mobile market reflects the use of social media in the industry
Perceived ease of use influences positively the adoption of social media to the SMEs quickly	Pearson Correlation Sig. (2-tailed) N	1 .000 99	.935** .000 99	.971** .000 99	.971** .000 99	.993** .000 99	.981** .000 99
The use of social media is easy in SMEs.	Pearson Correlation Sig. (2-tailed) N	.935** .000 99	1 .000 99	.944** .000 99	.941** .000 99	.940** .000 99	.938** .000 99
The adoption of social media in SMEs depends on its easiness.	Pearson Correlation Sig. (2-tailed) N	.971** .000 99	.944** .000 99	1 .000 99	.986** .000 99	.973** .000 99	.969** .000 99
The use of social media significantly influenced by the application of the media itself.	Pearson Correlation Sig. (2-tailed) N	.971** .000 99	.941** .000 99	.986** .000 99	1 .000 99	.975** .000 99	.976** .000 99
Majority of the customers use easy social media.	Pearson Correlation Sig. (2-tailed) N	.993** .000 99	.940** .000 99	.973** .000 99	.975** .000 99	1 .000 99	.983** .000 99
The adoption of mobile market reflects the use of social media in the industry.	Pearson Correlation Sig. (2-tailed) N	.981** .000 99	.938** .000 99	.969** .000 99	.976** .000 99	.983** .000 99	1 .000 99

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

Data in Table 4.3 (*Bi and multilevel*) show Pearson-product moment correlation coefficients, with all being statistically significant, leading to the retention of the directional/research hypotheses. Therefore, perceived ease of use is positively correlated with social media adoption; perceived ease of use significantly influences social media adoption among SMEs in Tanzania.

### Regression Analysis

Data on the six aspects on the Likert scale were aggregated and subjected to multiple regression scrutiny to determine the extent to which IV (the perceived ease of use aspects) influenced/predicted DV (social media adoption among SMEs). The findings are depicted in Table (4.4).

**Table 4.4: Regression model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.984 <sup>a</sup>	.969	.968	.353	.969	981.252	3	95	.000

**Source:** Developed from synthesized data, Table 4.2

The results in Table 4.4 indicate that  $R^2 = 0.969$ ,  $F$  change=981.252,  $P = 0.000$ . Since the  $P$  value (0.000) was less than the significance level (0.05), the null hypothesis was rejected. This means that perceived ease of use significantly influences social media adoption among SMEs in Tanzania. Considering the coefficient of determination ( $R^2$ ), which was 0.969 (96%), it was depicted that the assessed aspects under perceived ease of use influence social media adoption among SMEs in

Tanzania by 96 percent, leaving 4 percent to be determined by other factors. This implies that other factors, apart from perceived ease of use, need to be considered if the expected social media adoption is to be upheld or realized, at least within the structural and institutional perimeters of SMEs in the country.

#### **4.4 Influence of Perceived Usefulness on Social Media Adoption among SMEs in Tanzania**

In examining the factors influencing social media adoption among small medium sized enterprises in Dar es Salaam, Tanzania, the researcher examined the influence of perceived usefulness on social media adoption among small medium-sized enterprises. The study assessed the influence of perceived usefulness on social media adoption. The researcher asked the respondents through Likert scale questions to see the level of agreement among the respondents on the statement that shows the influence of perceived usefulness on social media adoption. The findings are presented in Table 4.5 below.

**Table 4. 5: Responses on perceived usefulness influence adoption of social media market among SMEs (n=99)**

No	Statements	Response													
		1		2		3		4		5		6		7	
		F	P	F	P	F	P	F	P	F	P	F	P	F	P
1.	The Use of social media in SME will increase provision of service to the customer.	10	10.1	8	8.1	6	6.1	17	17.2	17	17.2	20	20.2	21	21.2
2.	The use of social media will assist in increasing branding our SME.	17	17.2	8	8.1	17	17.2	0	0	20	20.2	22	22.2	15	15.2
3.	Social media platforms allow me to get things done more quickly.	0	0	8	8.1	7	7.1	11	11.1	19	19.2	21	21.2	23	23.2
4.	Social media adoption can impact negatively the provision of service.	12	12.1	0	0	12	12.1	8	8	18	18.2	22	22.2	27	27.3
5.	Failure to adopt social media in the SME will isolate the industry.	15	15.2	9	9.1	9	9.1	13	13.1	17	17.2	19	19.2	17	17.2
6.	Knowledge on the social media will increase its adoption in the SME.	13	13.1	13	13.1	0	0	5	5.1	22	22.2	25	25.3	21	21.2

**Source:** Field data, (2022)

Key; 1=(Strongly disagree), 2=(Slightly disagree), 3=(Disagree), 4=(Neither agree nor disagree); 5 =(agree) 6= Slightly agree) 7=(Strongly agree) P – Percentage and F – Frequency

Table 4.5 presents the findings on the influence of perceived usefulness on social media adoption among small medium-sized enterprises. The findings show that 10.1 percent of the respondents strongly disagreed with the statement that the use of social media in SMEs will increase the provision of service to the customer. Additionally, 8.1 percent of the respondents slightly disagreed with the statement. Moreover, the findings show that 6.1 percent of the respondents disagreed with the statement. Despite the disagreement of the respondents, 17.2 percent of the respondents agreed that the use of social media in SMEs will increase the provision of service to the customer. Moreover, the findings show that 20.2 percent of the respondents slightly agreed with the statement, although 21.2 percent of the respondents strongly agreed with the statement. However, 17.2 percent of the respondents neither agreed nor disagreed with the statement.

Additionally, the findings show that 17.2 percent of the respondents strongly disagreed that the use of social media will assist in increasing branding our SME; likewise, 8.1 percent of the respondents slightly disagreed with the statement, and 17.2 percent of the respondents disagreed with the statement. Too, 20.2 percent of the respondents agreed with the statement that the use of social media will assist in increasing branding our SME, 22.2 percent of the respondents slightly agreed with the statement, and 15.2 percent of the respondents strongly agreed with the

statement. However, none of the respondents were neutral to the statement that the use of social media will assist in increasing branding our SME.

Moreover, in the statement that social media platforms allow me to get things done more quickly, none of the respondents strongly disagreed, 8.1 slightly disagreed with the statement, and likewise 7.1 percent of the respondents disagreed with the statement. Likewise, 19.2 percent of the respondents agreed with the statement; similarly, 21.2 percent of the respondents slightly agreed with the statement, and 23.2 percent of the respondents strongly agreed with the statement that social media platforms allow me to get things done more quickly. In spite of the agreement, only 11.1 percent of the respondents neither agreed nor disagreed.

Furthermore, the findings show that 12.1 percent of the respondents strongly disagreed with the statement that social media adoption can negatively impact the provision of service, while none of the respondents slightly disagreed with the statement, although 12.1 percent of the respondents disagreed with the statement. Moreover, 18.2 percent of the respondents agreed with the statement that social media adoption can negatively impact the provision of service; similarly, 22.2 percent of the respondents slightly agreed with the statement, and 27.3 percent of the respondents strongly agreed with the statement that social media adoption can negatively impact the provision of service. Despite the agreement, 8 percent of the respondents were neutral to the statement.

In the statement that failing to adopt social media in the SME will leave behind the industry, the majority of the respondents (19.2 percent) slightly agreed; likewise, 17.2 percent of the respondents strongly agreed to the statement, and 17.2 percent of



the respondents agreed to the statement. Moreover, 15.2 percent of the respondents strongly disagreed that failing to adopt social media in the SME will leave behind the industry; likewise, 9.1 percent of the respondents slightly disagreed with the statement, and 9.1 percent of the respondents disagreed with the statement. However, 13.1 percent of the respondents were neutral to the statement.

Moreover, 13.1 percent of the respondents strongly disagreed with the statement that knowledge on social media will increase its adoption in SMEs; likewise, 13.1 percent of the respondents slightly disagreed with the statement. However, none of the respondents disagreed with the statement. Notwithstanding the agreement, 21.2 percent of the respondents strongly agreed with the statement that knowledge on social media increased its adoption in SMEs. Likewise, 25.3 percent of the respondents slightly agreed with the statement, and 22.2 percent of the respondents agreed with the statement. Despite the agreement, only 5.1 percent of the respondents neither agreed nor disagreed with the statement.

### **Bi and multi-correlated participants' responses**

Equally, to get the relationship among the aspects as presented in Table 4.5, the null hypothesis ( $H_0$ ): “*The perception of usefulness aspects do not significantly influence the social media adoption among SMEs in Tanzania*” was tested with Pearson-product-moment correlation method, to get bi/multi-correlation coefficients in order to establish the statistical significance of the claims. The respective coefficients are summarized in Table 4.6.

**Table 4.6: Bi/multilevel-correlated participants' responses on the perceived usefulness aspects and social media adoption among SMEs**

		The use of social media in SME will increase provision of service to the customer.	The use of social media will assist in increasing branding our SME	Social media platforms allow me to get things done more quickly	Social media adoption can impact negatively the provision of service	Failure to adopt social media in the SME will leave behind the industry.	Knowledge on the social media will increase its adoption in the SME.
The use of social media in SME will increase provision of service to the customer.	Pearson Correlation Sig. (2-tailed) N	1 99	.969** 99 .000	.986** 99 .000	.968** 99 .000	.973** 99 .000	.963** 99 .000
The use of social media will assist in increasing branding our SME	Pearson Correlation Sig. (2-tailed) N	.969** 99	1 99 .000	.958** 99 .000	.938** 99 .000	.979** 99 .000	.944** 99 .000
Social media platforms allow me to get things done more quickly	Pearson Correlation Sig. (2-tailed) N	.986** 99	.958** 99 .000	1 99 .000	.975** 99 .000	.970** 99 .000	.974** 99 .000
Social media adoption on	Pearson Correlation	.968**	.938**	.975**	1	.961**	.969**

can impact negatively by the provision of service	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Fail to adopt social media in the SME	Pearson Correlation	.973**	.979**	.970**	.961**	1	.964**
will leave behind the industry.	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Knowledge on the social media will increase its adoption in the SME.	N	99	99	99	99	99	99
	Pearson Correlation	.963**	.944**	.974**	.969**	.964**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	99	99	99	99	99	99

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

Table 4.6 (Bi and multilevel) highlights that perceived usefulness aspects were highly statistically significant at the 0.05 confidence level, leading to the rejection of the null hypothesis. Thus, there is a significant correlation between perceived usefulness among aspects of social media adoption among SMEs. This means that the perception of usefulness significantly influences social media adoption among SMEs in Tanzania.

### Regression analysis

To determine the degree to which IV (the perceived usefulness aspects) influenced or predicted the DV (the social media adoption among SMEs), data on the six aspects in Table 4.5 were combined and subjected to multiple regression analysis. Table 4.7 presents the findings.

**Table 4.7: Regression model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.986 <sup>a</sup>	.972	.971	.332	.972	654.83	5	93	.000

**Source:** Developed from synthesized data, Table 4.5

According to Table 4.7 findings,  $R^2 = 0.972$ ,  $F$  change = 654.83, and  $P = 0.000$ . The null hypothesis was rejected since the  $P$  value (0.000) was lower than the significance level (0.05). This indicates that perceived utility has a large impact on businesses in Tanzania adopting social media. According to the coefficient of determination ( $R^2$ ), which was 0.972 (97%), the assessed elements under perceived usefulness influence the adoption of social media among SMEs in Tanzania by 97%, with the remaining 3% being driven by other factors. This implies that additional factors—aside from perceived usefulness—need to be taken into account if the anticipated social media adoption by SMEs in the nation is to be fulfilled.

### 4.5 Influence of Perceived Trust on Social Media Adoption among SMEs in Tanzania

In examining the factors influencing perceived trust on social media adoption among SMEs in Tanzania, the study determined the influence of perceived trust on the

adoption of the social media market among SMEs. The researcher asked the respondent about the influence of perceived trust on social media adoption among SMEs in Tanzania through a Likert scale question. The findings are presented in Table 4.8 below.

**Table 4. 8: Responses on Perceived Trust influence on adoption of social media market among SMEs (n=99)**

No	Statements	Response													
		1		2		3		4		5		6		7	
		F	P	F	P	F	P	F	P	F	P	F	P	F	P
1.	Social media is trustworthy.	8	8.1	10	10.1	0	0	18	18.2	18	18.2	25	25.3	20	20.2
2.	Perceived trust influence positively the adoption of social media.	10	10.1	12	12.1	10	10.1	8	8.1	20	20.2	23	23.2	16	16.2
3.	I will use social media platform, if I have a full concept on it.	8	8.1	10	10.1	5	5.1	14	14.1	23	23.2	20	20.2	19	19.2
4.	Social media adoption depends on individual perception especially trustworthiness.	11	11.1	7	7.1	0	0	13	13.1	22	22.2	23	23.2	23	23.2
5.	I will use social media platform, if it protects the privacy of the users.	9	9.1	8	8.1	8	8.1	9	9.1	23	23.2	20	20.2	22	22.2
6.	I will use social media platforms if they will be under the control of our SME	6	6.1	0	0	12	12.1	10	10.1	21	21.2	24	24.2	26	26.3

**Source:** Field data, (2022)

Key; 1=(Strongly disagree), 2=(Slightly disagree), 3=(Disagree),4=(Neither agree nor disagree); 5 =(agree) 6= Slightly agree) 7=(Strongly agree) P – Percentage and F – Frequency

Table 4.8 shows the findings on the level of agreement on the influence of perceived trust on the adoption of the social media market among SMEs. The findings show that 8.1 percent of the respondents strongly disagreed that social media is trustworthy; likewise, 10.1 percent of the respondents slightly disagreed with the statement; however, none of the respondents disagreed. Although 20.2 percent of the respondents strongly agreed with the statement that social media is trustworthy, 25.3 percent of the respondents slightly agreed with the statement, and 18.2 percent of the respondents agreed that social media is trustworthy. Despite the agreement, 18.2 percent of the respondents neither agreed nor disagreed with the statement.

In the statement that perceived trust positively influences the adoption of social media, the majority of the respondents (23.2 percent) slightly agreed with the statement; 20.2 percent of the respondents agreed, and 16.2 percent of the respondents strongly agreed that perceived trust positively influences the adoption of social media. However, 10.1 percent of the respondents strongly disagreed with the statement while 10.1 percent of the respondents disagreed. Additionally, 12.1 percent of the respondents slightly disagreed with the statement. However, only 8.1 percent of the respondents were neutral to the statement that perceived trust positively influenced the adoption of social media.

Additionally, in the statement that “I will use social media platform, if I have a full concept on it” majority of the respondents, equal to 23.2 percent, agreed while

minority, equal to 5.1 percent of the respondents, disagreed. Likewise, 20.2 percent of the respondents slightly agreed with the statement; similarly, 19.2 percent of the respondents strongly agreed with the statement. However, 8.1 percent of the respondents strongly disagreed with the statement, and 10.1 percent of the respondents slightly disagreed. Despite the agreement, 14.1 percent of the respondents neither disagreed nor agreed with the statement.

Moreover, in the statement that social media adoption depends on individual perceptions, especially trustworthiness, the majority of the respondents (23.2 percent) strongly agreed with the statement, while a minority of the respondents (7.1 percent) slightly disagreed; likewise, 23.2 percent of the respondents slightly disagreed with the statement. However, 22.2 percent of the respondents agreed that social media adoption depends on individual perceptions, especially trustworthiness. Additionally, 11.1 percent of the respondents strongly disagreed with the statement, while none of the respondents disagreed with the statement. In spite of the agreement, 13.1 percent of the respondents were neutral to the statement.

Furthermore, in the statement that “I will use a social media platform, if it protects the privacy of the users”, the majority of the respondents (23.2 percent) agreed with the statement; likewise, 22.2 percent of the respondents strongly agreed with the statement, and 20.2 percent slightly agreed with the statement. A minority of the respondents (8.1 percent) disagreed with the statement while 8.1 percent of the respondents slightly disagreed. Additionally, 9.1 percent of the respondents strongly disagreed with the statement, while the other 9.1 percent were neutral.

Additionally, in the statement that “I will use social media platforms if they are under the control of our SME”, the majority of the respondents (26.3 percent) strongly

agreed with the statement, while a minority of the respondents (6.1 percent) strongly disagreed with the statement. Likewise, 24.2 percent of the respondents slightly agreed with the statement, and 21.2 percent of the respondents agreed. While 12.1 percent of the respondents disagreed with the statement, none of the respondents slightly disagreed with the statement. Despite the agreement, 10.1 percent of the respondents were neutral to the statement.

#### **4.6 The Mean and Standard Deviation for Independent and Latent Variables**

In descriptive statistics, the score for each latent variable and its component (each item) were used to generate the average factor scores for each item, which were combined to generate the mean value for each latent variable. For example, the latent variable PEU was formed by calculating the average score for all items forming the latent variable. Mathematically, this can be calculated as  $(amm1 + amm2 + amm3 + amm4 + amm5 + amm6)/6$ . The average score for the latent variable was taken by dividing the PEU score under 99, which was the total number of respondents who returned the questionnaire. The same procedure used for the other variables is discussed below and presented in the tables.

##### **4.6.1 Average Scores for PEU Items**

The latent variable PEU had 6 items with a 7-point Likert scale each. It was revealed that adoption of social media in SMEs depends on its ease and had the largest mean score of 5.14. (1.807). The lowest mean score was 4.66 (1.673) for the item that the use of social media is easy in SMEs. Generally, the overall mean score for the latent variable PEU was 4.9 (1.9). Table 4.9



**Table 4. 9: The mean and standard deviation for perceived ease of use items**

<b>Item</b>	<b>n</b>	<b>Min</b>	<b>max</b>	<b>mean</b>	<b>Std Dev.</b>
Perceived ease of use influences positively the adoption of social media to the SMES quickly.	99	1	7	4.84	1.915
The use of social media is easy in SMEs.	99	1	7	4.66	1.673
The adoption of social media in SMEs depends on its easiness.	99	1	7	5.14	1.807
The use of social media significantly influenced by the application of the media itself.	99	1	7	5.03	1.945
Majority of the customers use easy social media.	99	1	7	4.85	1.940
The adoption of mobile market reflects the use of social media in the industry.	99	1	7	4.86	1.964
	Total			4.89	1.9
The latent variable PEU	99	1	7	4.8966	1.874

**Source:** Fieldwork, (2022)

Table 4.9 shows the mean score and standard deviation for each item that constructed the latent variable of perceived ease of use. For the item perceived ease of use, the positive influence of the adoption of social media on SMEs quickly had a mean score of 4.84 and a standard deviation of 1.915. Additionally, the use of social media significantly influenced the application of the media itself, with a mean score of 5.03 and a standard deviation of 1.945. Moreover, the statement that the majority of customers use easy social media had a mean score of 4.85 and a standard deviation of 1.940. Furthermore, the adoption of the mobile market reflects the use of social media in the industry, with a mean score of 4.86 and a standard deviation of 1.964.

#### **4.6.2 Average Scores for PU Items**

The latent variable PU was formed by six items. The PU was largely determined by social media adoption, which can negatively impact the provision of services, as it

had the largest mean score of 4.96 (1.964). Additionally, the use of social media will assist in increasing branding. Our SME had the lowest contribution to the PU score, with a mean score of 4.25 (2.116). Generally, the mean scores and standard deviations were almost the same across items as shown in Table 4.10.

**Table 4.10: The mean and standard deviation for perceived usefulness of use items**

Item	n	min	max	mean	Std Dev.
The use of social media in SME will increase provision of service to the customer.	99	1	7	4.69	1.936
The use of social media will assist in increasing branding our SME	99	1	7	4.25	2.116
Social media platforms allow me to get things done more quickly	99	1	7	4.78	1.967
Social media adoption can impact negatively the provision of service	99	1	7	4.96	1.964
Failure to adopt social media in the SME will left behind the industry.	99	1	7	4.34	2.056
Knowledge on the social media will increase its adoption in the SME.	99	1	7	4.71	2.096
	Total			4.62	2.02
The latent variable PU	99	1	7	4.62167	2.0225

**Source:** Fieldwork, (2022)

Table 4.10 shows the mean score and standard deviation of each item that compose the latent variable of PU. The use of social media in SMEs will increase the provision of service to the customer, with a mean score of 4.69 and a standard deviation of 1.936. Additionally, social media platforms allow me to get things done more quickly, with a mean score of 4.78 and a standard deviation of 1.967. Moreover, failing to adopt social media in SMEs will leave behind the industry, with a mean score of 4.34 and a standard deviation of 2.056. Furthermore, knowledge of

social media will increase its adoption of the SME item, with a mean score of 4.71 and a standard deviation of 2.096.

#### **4.6.3 Average scores for PT Items**

The latent variable for PT was constructed with six items. The PT was determined by the item that “I will use social media platforms if they are under the control of our SME”, as it had a mean score of 5.18 (1.686). The lowest mean score was 4.51 (1.966) for the item that perceived trust positively influences the adoption of social media. Generally, the mean scores and standard deviations were almost the same across items as presented in Table 4.11.

**Table 4. 11: The Mean and Standard Deviation for Perceived Trust items**

<b>Item</b>	<b>n</b>	<b>min</b>	<b>max</b>	<b>mean</b>	<b>Std Dev.</b>
Social media is trustworthy.	99	1	7	4.85	1.859
Perceived trust influences positively the adoption of social media.	99	1	7	4.51	1.966
I will use social media platform, if I have a full concept on it.	99	1	7	4.72	1.863
Social media adoption depends on the individual perception especially the trustworthiness.	99	1	7	4.91	1.933
I will use social media platform, if it protects the privacy of the users.	99	1	7	4.79	1.918
I will use social media platforms, if they will be under the control of our SME.	99	1	7	5.18	1.686
	Total			4.82	1.87
The latent variable PT	99	1	7	4.8267	1.8708

**Source:** Fieldwork, (2022)

Table 4.11 shows the mean score and standard deviation of the item that constructs the latent variable of PT. Social media is trustworthy had a mean score of 4.85 and a standard deviation of 1.859. Additionally, “I will use social media platform, if I have a full concept on it”, had a mean score of 4.72 and standard deviation of 1.863. Moreover, in the item social media adoption depends on individual perception, especially trustworthiness, had a mean score of 4.91 and a standard deviation of 1.933. Furthermore, the statement that “I will use a social media platform if it protects the privacy of the users” had a mean score of 4.79 and a standard deviation of 1.918.

### **Bi and multi-correlated participants’ responses**

The study was also interested in establishing the relationship among the responses on perceived trust responses, as presented in Table 4.8 The Pearson-product-moment

correlation method was used to test the null hypothesis (H0): "*The perception of trust aspects does not significantly influence social media adoption among SMEs in Tanzania*" to obtain the relationships and establish statistical significance (Table 4.12). The ability of the independent variables (selected features on perception of trust) to influence the dependent variable (the social media adoption among SMEs) was then confirmed using regression analysis using the p value regression model (Table 4.13).

**Table 4.12: Bi/multilevel-correlated participants' responses on perceived trust and social media adoption among SMEs**

		Social media is trustworthy	Perceived trust influences positively the adoption of social media.	I will use social media platform, if I have a full concept on it.	Social media adoption depends on the individual perception especially trustworthiness.	I will use social media platform, if it protects the privacy of the users.	I will use social media Platforms, if they will be under the control of our SME
Social media is trustworthy	Pearson Correlation	1	.959**	.983**	.984**	.978**	.962**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	99	99	99	99	99	99
Perceived trust influences positively the adoption of social media.	Pearson Correlation	.959**	1	.978**	.952**	.973**	.942**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	99	99	99	99	99	99

I will use social media platform, if I have a full concept on it.	Pearson Correlation	.983**	.978**	1	.970**	.983**	.958**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	99	99	99	99	99	99
Social media adoption depends on the individual perception especially trustworthiness.	Pearson Correlation	.984**	.952**	.970**	1	.977**	.963**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	99	99	99	99	99	99
I will use social media platform, if it protects the privacy of the users.	Pearson Correlation	.978**	.973**	.983**	.977**	1	.962**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	99	99	99	99	99	99
I will use social media platforms, if they will be under the control of our SME	Pearson Correlation	.962**	.942**	.958**	.963**	.962**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99

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

Table 4.12 indicates that the Pearson-product moment correlation coefficients computed among six perceived trust aspects on social media adoption among SMEs were all statistically significant ( $p = 0.000$ ). This means that there is a relationship among the perceived trust aspects of social media adoption among SMEs.



### Regression analysis

Data on the six aspects on the Likert scale were aggregated and subjected to multiple regression scrutiny to determine the extent to which IV (the perceived trust aspects) influenced/predicted DV (social media adoption among SMEs). The null hypothesis ( $H_0$ ) tested was “*The perceived trust aspects do not significantly influence social media adoption among SMEs in Tanzania*”. The findings are depicted in Table (4.13).

**Table 4.13: Regression model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.988 <sup>a</sup>	.977	.975	.284	.977	645.22	6	92	.000

Source: Developed from synthesized data, Table 4.5

Table 4.13 results show that  $R^2 = 0.977$ ,  $F$  change = 645.22, and  $P = 0.000$ . The  $P$  value (0.000) was below the significance threshold, so the null hypothesis was denied (0.05). This suggests that perceptions of confidence have an impact on Tanzanian SMEs' uptake of social media. The assessed variables under perceived confidence impact the adoption of social media among SMEs in Tanzania by 97%, according to the coefficient of determination ( $R^2$ ), which was 0.977 (97%), with the remaining 3% being influenced by other factors.

## CHAPTER FIVE

### DISCUSSION OF THE FINDINGS

#### 5.1 Chapter Overview

The findings on the variables impacting small- and medium-sized businesses' adoption of social media in Dar es Salaam, Tanzania, that were presented in Chapter Four are discussed in this chapter. The chapter therefore compares such findings with past theoretical and empirical studies of the same topic. The debate has been conducted in accordance with the research objectives that served as this study's compass, as shown in the following parts.

#### 5.2 Influence of Perceived Ease of Use on Social Media Adoption among SMEs

The findings demonstrated that ease of use had a substantial impact on how social media were adopted by SMEs in Tanzania. According to results from inferential statistics, perceived ease of use is positively connected with the usage of social media and has a major impact on its adoption by SMEs in Tanzania. These findings are consistent with past studies conducted in various contexts (Alkhateeb & Abdalla, 2019). When members of social groups invest directly in the group, such as through supporting online communities on social media, they are more likely to engage in in-group behaviors. A recent research of social media users' behavior revealed that people who are emotionally connected in an online community are more likely to use social media regularly than those who are not as emotionally invested ( Hartanto, N., & Soelaiman, 2021).

The findings from different studies, including Alkhateeb and Abdalla (2019), Arshad and Akram (2018), Gekombe et al. (2019) and Lubua and Semlambo (2017), show

that the adoption of social media among SMEs was influenced by the perceived ease of use of the media itself. Therefore, the ease of the use of media influenced the adoption of different social media in the enterprises. The use of different media in enterprises ensures good exposure of enterprises as well as good marketing within enterprises. Thus, the adoption of different social media is influenced by the way workers and customers can cope and utilize the media with ease. Perceived utility and perceived ease of use are the major elements affecting the acceptance of new technology, according to the Technology Acceptance Model (TAM). Similar to this, the Diffusion of Innovation hypothesis establishes a communication pathway that enables individuals to share their thoughts and knowledge with others. A person can utilise social media instead of mass media or interpersonal channels since the theory permits information to be shared from one person to another. The findings thus point to an additional benefit for SMEs and their owners who want to expand their businesses.

### **5.3 Influence of Perceived Usefulness on Social Media Adoption among SMEs**

A thorough study of the data reveals that the perceived usefulness of social media positively influenced its uptake by SMEs. The results therefore show how people's perceptions of the value of utilising social media in SMEs inspired and affected the adoption of social media. Similarly, different studies, including Chatterjee and Kar (2021), Tumsifu et al. (2020) and Omary (2021), revealed that perceived usefulness is one of the factors that positively influence the adoption of social media in different enterprises. The findings show that the use of different social media in enterprises depends on the worth and value of the media itself and the way customers and

workers perceive its value in enterprises. Therefore, the perception of social media in its value positively influenced the adoption of social media in the SMEs. The findings are also consistent with the study done by Nawi et al. (2019) in Malaysia on the factors affecting the adoption of social media as a business platform. Nawi et al. revealed that perceived trust is the factor that influences the adoption of social media. Additionally, the findings concur with the study done by Matikiti and Mpinganjira (2018) on the influence attitude towards the use of social media marketing by travel agencies and tour operators in South Africa. Moreover, the findings concur with a study done by Masele and Magova (2017) on the perceived features for social media usage among pension schemes in Tanzania in their endeavour to improve their advertising activities.

Davis et al. (1989) added a connection between perceived usefulness, perceived trust and behaviour intention to the TAM model, arguing that behaviour intention to use a technology-based system may be influenced by perceived usefulness, regardless of attitude towards the system, provided that the use of the system is thought to provide the user with immediate benefits. As a result, users can embrace and use a certain technology because they specifically want those advantages rather than because they think it is helpful. Additionally, prior studies have suggested that acceptance of information technology and perceived simplicity of use are positively correlated (Alkhateeb & Abdalla, 2019), and this conclusion has also been supported by social media use (Chatterjee & Kar, 2021; Chille, Shayo, & Kara, 2021). Therefore, social media is viewed as a developing technology that SMEs in Tanzania and other countries can use as an effective business instrument.

#### **5.4 Influence of Perceived Trust on Social Media Adoption among SMEs**

According to the study's results, the usage of social media sites is significantly correlated with perceived trust. This might result in SMEs expanding. This is true because SMEs can use social media to create more beneficial, efficient, and engaging relationships with clients and potential clients. The likelihood of obtaining a return business will consequently rise. On the other hand, a stronger trust in social media appliance such as internet presence makes fashion goods more noticeable and therefore more accessible to customers. According to a prior study by Akar, E., & Topçu, B. (2011)), easily available material on social media platforms increases the likelihood of making a transaction, which leads to the expansion of businesses.

This study offers practical advice on how SMEs can effectively use their resources to expand their businesses and make their goods more visible in the marketplace. Research on the role of social media in sales, support, or company recognition has shown that it can produce results over time with consistent use (Kapinga, Suero Montero, and Mbise, 2019). Managers and owners of SMEs are therefore urged to use social media platforms consistently to reap the rewards of doing so. The research concludes that at the levels of government and educational institutions, policy initiatives are required to promote social media usage and acknowledge the unique characteristics of small businesses. Small businesses should be urged to collaborate with higher education institutions that are constantly undertaking research and to share their social media experiences with one another. SMEs will be better able to comprehend and adopt social media to support their development as a result.

### **5.5 Chapter Summary**

The study's findings on the variables impacting small and medium-sized businesses' adoption of social media in Dar es Salaam, Tanzania, have been covered in this chapter. The three research objectives that served as the foundation for this study have been followed in the study. These are the influence of perceived ease of use, the influence of perceived usefulness, and the influence of perceived trust on the adoption of social media among SMEs.

This study provides a framework for understanding the factors influencing how SMEs adopt social media. Although past empirical studies produced contradictory findings, researchers and practitioners in this field have been interested in the relationship between social media use and SME adoptions (Jagongo & Kinyua, 2013; Hartanto & Soelaiman, 2021). The use of modern technical tools by SMEs to help their growth has been the subject of research. The findings of the current study show that attitudes toward perceived trustworthiness, usefulness, and ease of use have a significant influence on the adoption of social media among SMEs in Tanzania.

## CHAPTER SIX

### CONCLUSION AND RECOMMENDATIONS

#### 6.0 Chapter Overview

Examining the factors influencing SMEs in the manufacturing sector to use social media marketing was the main goal of this study. The study's three main objectives were to: examine the influence of perceived ease of use on SMEs' adoption of social media in Tanzania; assess the influence of perceived usefulness on SMEs' adoption of social media in Tanzania; and assess the impact of perceived trust on SMEs' adoption of social media in Tanzania. The study used a descriptive research design. The study was conducted in the five municipalities of Kinondoni, Ilala, Kigamboni, Ubungo and Temeke, which are located in Dar es Salaam.

The use of social media in SMEs has a major contribution to the marketing and effective operation of enterprises. Dar es Salaam City was chosen as one of the cities with many enterprises around the nation, and it has a high contribution to the country's income.

In this study, Chapter One is all about the background of the study, which comprises an introduction of the study, a statement of the problem, research objectives that focused on the factors influencing the adoption of social media among SMEs in Tanzania, and a research question derived from the research objectives. Chapter Two presents the theoretical and empirical review. The theoretical review in this study focused on the Technology Acceptance Model (TAM) and was supported by Diffusion of Innovation Theory (DOI). In the theoretical review, both the strength

and weakness of the theory are narrated. In the literature review, the review focused on the research objectives where the gap was established. Chapter Three elaborated the research methodologies with all aspects of the research methodologies used in the study. Additionally, Chapter Four outlined the results of the study by presenting the data of the findings obtained from the field. The data presented through statistical analysis are mainly descriptive statistics. In this study, Chapter Five discussed in detail the findings obtained from the field, which were presented in Chapter Four. Chapter Five compared the findings from the previous studies and reviews in the literature review as well as the theoretical review.

## **6.1 Summary of the Study Findings**

In this study, the main objective was to examine the factors influencing social media adoption among small and medium-sized enterprises in Dar es Salaam in Tanzania with the following specific objectives: to examine the influence of perceived ease of use on social media adoption among SMEs in Tanzania; to assess the influence of perceived usefulness on social media adoption among SMEs in Tanzania; and to evaluate the influence of perceived trust on social media adoption among SMEs in Tanzania.

### **6.1.1 Influence of perceived ease of use on social media adoption among SMEs**

In the first objective in this study, the aim was to determine if perceived ease of use influences the adoption of the social media market among SMEs. Perceived ease of use is a factor that influences the adoption of new technology and elaborates the Technology Acceptance Model (TAM). The study validated its influence on the adoption of social media as a technology among small and medium enterprises in



Tanzania. Additionally, the study validated that perceived ease of use positively influenced the adoption of social media to the SMEs swiftly, and the use of social media was significantly influenced by the day-to-day application of social media itself. Thus, the first research objective validates the influence of perceived ease of use on the adoption of social media in different SMEs.

### **6.1.2 Influence of perceived usefulness on social media adoption among SMEs**

The second objective of the study was to assess the influence of perceived usefulness on social media adoption among SMEs in Tanzania. The objective was to determine the influence of the perceived usefulness of social media on the adoption of the social media market among SMEs. The objective was to validate the influence of perceived usefulness on the adoption of social media by SMEs. The adoption of social media depended on how the customers and workers in the SMEs perceived the usefulness of social media in the SMEs. The objective validated that the use of social media in SMEs increased the provision of prompt services to customers as well as if the knowledge on the social media utilities would be hastily acquired, its adoption in the SME would increase proportionally.

### **6.1.3 Influence of perceived trust on social media adoption among SMEs**

The third objective of the study was to assess the influence of perceived trust on social media adoption among SMEs in Tanzania. In this objective, the study wanted to determine the influence of perceived trust on the adoption of social media among SMEs. The study validated that perceived trust had an impact on the adoption of social media among SMEs in Tanzania. The study validated that perceived trust positively influenced the adoption of social media. Additionally, social media

adoption depends on individual perceptions, especially trustworthiness. Thus, the trust of an individual toward social media influences the use of social media in running SMEs.

## **6.2 Conclusion of the study**

### **6.2.1 The Influence of Perceived Ease of Use (PEOU) on Social Media Adoption among SMEs in Tanzania**

The study assessed the perceived ease of use in influencing the adoption of social media among SMEs. The findings revealed that ease of use had a significant influence on social media adoption among SMEs in Tanzania. The analysis of the findings indicated that perceived ease of use strongly and rapidly influenced the adoption of social media to the SMEs. Additionally, the findings revealed that the use of social media was significantly influenced by the application of social media itself. Moreover, the findings revealed that the adoption of the mobile market reflected the use of social media in the industry. Furthermore, the findings revealed that the majority of the customers easily used social media.

From the findings of the study, it has been concluded that perceived ease of use strongly influenced the adoption of social media in different SMEs. This means that the adoption of social media depends on the perception of both the customer and the worker on the ease of social media. Therefore, the ease of using social media in SMEs should ensure that both customers and workers understand how to use social media in marketing as well as purchasing goods and services via various social media platforms.

Perceived ease of use had a significant influence on the adoption of social media among SMEs. This has been identified from the findings where the majority of the respondents agreed on the statements that perceived ease of use influenced the adoption of social media by SMEs, the use of social media is trouble-free for SMEs, the adoption of social media by SMEs depended on its ease of use, the use of social media was significantly influenced by the application of social media itself, the majority of customers used social media effortlessly, and the adoption of mobile markets reflected the use of social media in the industry.

### **6.2.2 The Influence of Perceived Usefulness of Social Media on the Adoption of the Social Media Market among SMEs**

The study assessed the influence of the perceived usefulness of social media on the adoption of the social media market among SMEs. Detailed analysis of the findings shows that the perceived usefulness of social media had a positive influence on the adoption of social media among SMEs. Thus, the findings reveal the way individuals perceived the significance of using social media in SMEs, which motivated and influenced the adoption of social media.

The findings show that the adoption of social media in different enterprises depended on the way the customers and workers within the enterprises perceived its significance. The significance of any technology might motivate an individual to adopt that technology if it can be easily used. The adoption of technology, due to its importance, influences its effective utilization, which in turn leads to the development of an enterprise.

This result concludes that perceived usefulness had a strong influence on the adoption of social media among SMEs. This was validated from the findings, which revealed that the use of social media in SMEs would increase the provision of service to customers, the use of social media would assist in increasing branding for SMEs, social media platforms paved the way for things to be done more quickly, social media adoption can negatively impact the provision of service, and failure to adopt social media would make SMEs lag behind in terms of developing; hence, knowledge on social media shall increase its adoption in SMEs.

### **6.2.3 The Influence of Perceived Trust on Social Media Adoption among SMEs in Tanzania**

The study examined the influence of perceived trust on the adoption of the social media market among SMEs. After a detailed analysis of the data obtained from the field, the results revealed that perceived trust had a significant influence on the adoption of social media among SMEs in Tanzania. This means that the way customers and workers in enterprises trust social media might motivate them to adopt social media and use it in running enterprise activities.

The overall findings show that perceived trust has an influence on the adoption of social media in running SMEs in Tanzania. This is revealed from the findings where the majority of the respondents agreed that social media is trustworthy, perceived trust positively influences the adoption of social media, customers and workers will use social media platforms if they have a full concept of it, social media adoption depends on individual perception, especially trustworthiness, and customers and workers will use social media platforms if they protect the privacy of users; hence,

customers and workers will use social media platforms if they are under the control of SMEs.

All the factors had a significant influence on the adoption of social media among the SMEs. This has been shown with the degree of agreement of the respondents in the field. There is a significant relationship between the adoption of social media and the perceived trust among customers in technology and social media. Moreover, the result signifies that the relationship between the customer and worker is built on trust in the technology and platform used for the development of SMEs.

#### **6.2.4 Conclusion on Theoretical Knowledge Contribution of Integrated Theory**

In examining the factors influencing SMEs in the manufacturing sector to adopt social media marketing, the study adopted the Technology Acceptance Model (TAM) as the main theory and was supported by the Diffusion of Innovation theory (DOI). The Technology Acceptance Model (TAM) theory exposed the external factors that had an influence on internal factors such as beliefs and trust, attitudes and intentions to use a certain service. Moreover, the theory exposes that perceived ease of use (PEOU) and perceived usefulness (PU) are the factors influencing the adoption of new technology. Additionally, DOI theory addresses the adoption of new technology in any environment, and the theory explains the reason for the adoption of new technology in any working environment.

The use of TAM and DOI theory in this study had a great contribution to the study that dealt with examining the factors influencing the adoption of social media among SMEs. The theory concluded that external factors have a significant contribution to the adoption of new technology, and with this argument, the theory added a body of

knowledge to the previous studies that used similar theory. The theories added the knowledge that among the external factors that would influence the adoption of social media were perceived ease of use (PEOU), perceived trust (PT) and perceived usefulness (PU).

This implies that perceived ease of use (PEOU), perceived trust (PT) and perceived usefulness (PU) as external factors influenced the internal factors in the adoption of social media among SMEs in Tanzania. Thus, the way customers trust the technology being used within an enterprise would motivate them to use it as well. Additionally, the way customers understand the importance of social media in enterprises influences the adoption of social media. Moreover, the way customer trust on social media could easily motivate customers to adopt social media in SMEs.

The study has confirmed that the TAM and DOI theory on the variables of perceived usefulness (PU), perceived trust (PT) and perceived ease of use (PEOU) have a significant influence on the adoption of social media by SMEs in Tanzania. The results could be used in other research studies by managers of different enterprises.

### **6.3 Recommendations**

In assessing the factors influencing social media adoption among small and medium sized enterprises, based on the findings and conclusions of this study, there are different recommended solutions for improving the adoption of social media among small and medium enterprises in Tanzania;

- i. The adoption of social media depends on the way customers and workers perceive the ease of using social media. Small and medium enterprises should

emphasize the use of social media to their customers by providing knowledge and skills to customers. Knowledge and skills will enlighten the ease of using social media in running their institution.

Small and medium enterprises should emphasize the ease of using social media in running enterprises, and the emphasis should be on showing how social media is used and its ease. Additionally, through its ease shown to the customer, this will open a room for the customer to adopt social media.

Small and medium enterprises should reinforce the adoption of mobile markets by emphasizing the use of social media in enterprises. Additionally, enterprises should launch campaigns on the use of social media to address different issues. Generally, enterprises should encourage workers to use social media to run their business.

- ii. For better business growth, perceived usefulness might influence the adoption of social media among SMEs in Tanzania. Enterprises should create awareness among customers and workers of the usefulness of social media. The use of social media depends on its effectiveness in performance.

Enterprises should provide knowledge to workers and customers on the benefits of using social media in enterprises either in marketing or in purchasing different products and services. This will increase the adoption of social media among small and medium enterprises, hence increasing the effectiveness of enterprises in running their business.

Moreover, from the findings and conclusion made from the study, it is recommended that enterprises should encourage the use of social media to

improve the provision of service to customers. Additionally, for the aim of raising the brand of the organization, it is recommended that there should be an emphasis on the adoption of social media in enterprises.

- iii. In examining the factors influencing the adoption of social media among small and medium enterprises in Tanzania, from the findings and conclusions, there are different solutions recommended, including that the use of social media should be emphasized to customers and workers in small and medium enterprises.

Moreover, from the findings, it is recommended that workers and customers should be equipped with knowledge and skills on the use of social media and its significance in their working area. Companies should create a trustworthy atmosphere for the group of individuals dealing with the enterprise. Additionally, companies should ensure privacy for individuals who are using social media platforms in the activities associated with the enterprise.

#### **6.4 Research Study Implication**

In examining the factors influencing the adoption of social media among SMEs, the study also makes a theoretical contribution by filling the gap shown by Alkhateeb and Abdalla (2019); Arshad and Akram (2018); and Korsah, Abdulai and Gbormittah (2020) by using only a single theory of the Technology Acceptance Model (TAM). This study suggested that for a better study on the factors influencing the adoption of social media among SMEs, there is a need to use two theories: the Technology Acceptance Model and the Diffusion of Innovation theory (DOI).



In this study, the theories used postulated different variables that were used to show their influence on social media adoption. The Technology Acceptance Model (TAM) theory exposed that Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) are the factors influencing the adoption of new technology. Additionally, the Diffusion of Innovation (DOI) theory allows interpersonal exchange of information, thus enabling an individual to adopt the use of social media rather than mass media channels or interpersonal channels. However, mass media is supreme in spreading awareness about the innovation.

#### **6.4.1 Managerial and Practical Implications of the Study**

The study has come with the following managerial and practical suggestions to customers and workers in enterprises, as described below:

The findings and conclusion made from the study will assist in understanding the factors that might influence the adoption of social media in their activities. This knowledge will assist technological expertise in designing contextualized social media platforms that suit developing countries, specifically Tanzanian enterprises, in running their activities.

The study will assist enterprises in understanding how they might create belief in customers and workers on the adoption of social media in running their business. Additionally, it might help technology experts to design platforms which might benefit the users in the companies.

The findings of the study might reinforce the technological expertise to design a social media platform that has security that can be monitored with the expertise in enterprises. Additionally, the findings might enlighten expertise on the formulation

of social media platforms that involve the interaction of customers and workers as well as ease of use in running different businesses.

The findings of the study have indicated the factors that can influence the adoption of social media in enterprises. Therefore, the study will assist the expertise in enterprises to design different strategies that might influence the adoption of social media among enterprises.

### **6.5 Limitations and Areas for Further Studies**

The study was conducted in the Dar es Salaam region, the business city of Tanzania. The sample selected might not be the overall representation of the population of Tanzania. The study recommends that other studies should be performed in other regions involving rural and urban areas.

This study used a quantitative approach under a descriptive design. The study recommends that future studies should be conducted through other research approaches as well as designs to obtain detailed information on the factors influencing social media adoption among SMEs in Tanzania.

### **6.6 Chapter Summary**

The comprehensive overview and analysis of this study have been offered in this chapter. The chapter derives the study's conclusion with regard to the research questions and objectives from the study's principal goal, methodology, and summary of the results. The chapter offered suggestions based on the study's results and recommendations in regard to its goals and conclusions. The chapter also discussed the study's implications and limitations that were faced while conducting the study.

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## APPENDICES

### Appendix 1: Questionnaires

#### FACTORS INFLUENCING SOCIAL MEDIA ADOPTION AMONG SMALL AND MEDIUM SIZED ENTERPRISES: A CASE OF SELECTED MANUFACTURING FIRMS IN DAR ES SALAAM

I am Paul Kaswezi, a student at The Open University Of Tanzania (OUT); pursuing Master's degree of Arts in Monitoring and Evaluation. As a partial fulfilment of the requirement for the reward of the Master degree of Arts in Monitoring and Evaluation. I am conducting a study entitled "Factors Influencing Social Media Adoption among Small and Medium Sized Enterprises: A Case of Selected Manufacturing Firms in Dar es Salaam". I kindly request your support by responding to the questions given below that will help me write the report of the study.

#### SECTION A: DEMOGRAPHIC INFORMATION

**Please respond to each item by ticking [] the appropriate response.**

##### 1. Personal details

- i) What is your age group?
- a) Between 20 and 30 (  )
  - b) Between 31 and 40 (  )
  - c) Between 41 and 50 (  )
  - d) More than 50 (  )
- ii) What is your gender?
- a) Female (  )
  - b) Male (  )

- iii) What is your occupation?
- a) Manager ( )
  - b) Markert Manager ( )
  - c) Worker ( )
- iv) Select the municipality in which you live.
- a) Kinondoni ( )
  - b) Ilala ( )
  - c) Kigamboni ( )
  - d) Ubungo ( )
  - e) Temeke ( )
- v) What is your highest level of education?
- a) No formal education ( )
  - b) Primary level ( )
  - c) Ordinary level ( )
  - d) Advanced level ( )
  - e) University level ( )
  - f) Other (specify).....

**SECTION B:****INFORMATION RELATED TO THE INFLUENCE OF PERCEIVED EASE OF USE ON SOCIAL MEDIA ADOPTION AMONG SMES IN TANZANIA**

Kindly tick (√) in the appropriate box on the statement along, as your response regarding influence of perceived ease of use on social media adoption. The ratings are on the following scale: 1=strongly disagree, 2=slightly disagree, 3=disagree, 4=neither agree nor disagree, 5=agree, 6= slightly agree, and 7=strongly agree.

S/N	Statement	1	2	3	4	5	6	7
	Perceived ease of use influence positively the adoption of social media to the SMES quickly							
	The use of social media is easy in SMEs							
	The adoption of social media in SMEs depend on its easiness.							
	The use of social media significantly influenced with the application of the media itself.							
	Majority of the customers use easy social media.							
	The adoption of mobile market reflect the use of social media in the industry							

Note: 1=(Strongly disagree), 2=(Slightly disagree), 3=(Disagree), 4=(Neither agree nor disagree); 5 =(agree) 6= Slightly agree) 7=(Strongly agree)

**SECTION C:**

**INFORMATION RELATED TO THE INFLUENCE OF PERCEIVED  
USEFULNESS ON SOCIAL MEDIA ADOPTION**

Kindly tick (√) in the appropriate box on the statement along, as your response regarding influence of perceived usefulness on social media adoption. The ratings are on the following scale: 1=strongly disagree, 2=slightly disagree, 3=disagree, 4=neither agree nor disagree, 5=agree, 6= slightly agree, and 7=strongly agree.

S/N	Statement	1	2	3	4	5	6	7
	The Use of social media in SME will increase provision of service to the customer.							
	The use of social media will assist in increasing branding our SME							
	Social media platforms allow me to get things done more quickly.							
	Social media adoption can impact negatively the provision of service							
	Fail to adopt social media in the SME will left behind the industry.							
	Knowledge on the social media will increase its adoption in the SME.							

Note: 1=(Strongly disagree), 2=(Slightly disagree), 3=(Disagree), 4=(Neither agree nor disagree); 5 =(agree) 6= Slightly agree) 7=(Strongly agree)

**SECTION D:****INFORMATION RELATED TO THE INFLUENCE OF PERCEIVED TRUST****ON SOCIAL MEDIA ADOPTION AMONG SMES** Kindly tick (√) in the

appropriate box on the statement along, as your response regarding influence perceived trust on social media adoption. The ratings are on the following scale:

1=strongly disagree, 2=slightly disagree, 3=disagree, 4=neither agree nor disagree,

5=agree, 6= slightly agree, and 7=strongly agree.

Note: 1=(Strongly disagree), 2=(Slightly disagree), 3=(Disagree), 4=(Neither agree nor disagree); 5 =(agree) 6= Slightly agree) 7=(Strongly agree)

S/N	Statement	1	2	3	4	5	6	7
	Social media is trustworthy							
	Perceived trust influence positively the adoption of social media.							
	I will use social media platform, if I have a full concept on it.							
	Social media adoption depend on the individual perception especially the trustworthiness.							
	I will use social media platform, if it protects the privacy of the users.							
	I will use social media Platforms, if they will be under the control of our SME							