

**WHAT IS THE IMPACT OF SOCIAL MEDIA USAGE ON GROWTH OF SALES  
OF SMALL AND MEDIUM ENTERPRISES : A CASE STUDY OF LOCAL  
BUSINESSES IN NSUGBE-KAUGA PARISH, MUKONO  
MUNICIPALITY MUKONO DISTRICT**

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**A DISSERTATION TO BE SUBMITTED TO THE FACULTY OF BUSINESS AND  
ADMINISTRATION IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF THE AWARD  
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UNIVERSITY**

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**UGANDA CHRISTIAN  
UNIVERSITY**

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## DECLARATION

I hereby declare that to the best of my knowledge, this piece of work is by my own hand and has never been submitted by anyone else in any other center of learning such as a university, technical school and so on. It is an original study performed by me and any other traces of publications by other persons is only for reference purposes.

Signature.....

Date.....

ALEX KAITALE

APPROVAL

I certify that this essay report by KAITALE ALEX has been supervised, approved and submitted to UGANDA CHRISTIAN UNIVERSITY in line with the university guidelines under my expert supervision and approval.

Signature...  .....

Date.....17th September 2024.....

DR. ISAAC KATONO(PhD)

## DEDICATION

I would love to dedicate this work of art to the Almighty, All knowing and loving God who makes everything possible for us all.

In a special way, my mother, Rose Adeke has pushed me so much to this day. Without seeing her on her death bed urging me to finish this degree and first leave money-making aside a few years ago, this dissertation would not reach fruition.

Special mention goes to Mr. Charles Odere, the only uncle I consider as a father figure in my life since joining my primary three. He has not only provided special support financially but also moral and career support. He is heaven sent.

This dissertation is dedicated to my sister Winifred Namususwa who has never left my side. For years, she was my therapist, shoulder to lean on and a friend I share my happy and difficult moments with.

I cannot forget to mention my aunties and uncles who have also been instrumental in advising me and contributing every penny they could afford to to see me prosper.

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## ABSTRACT

This study was carried out in and outside the UGANDA CHRISTIAN UNIVERSITY ( Nsuube-Kauga Parish, Mukono Municipality, Mukono district.)

It aimed at examining the impact of social media usage on growth of sales of SMEs in Nsuube-Kauga Parish, Mukono Municipality, Mukono District

As social media platforms have become a vital element to marketing strategies worldwide, businesses in Uganda, particularly in local communities, are increasingly leveraging these platforms to enhance their visibility, engage with customers, and drive sales growth.

Despite the widespread adoption of social media, there is a lack of empirical research on its effectiveness in contributing to sales growth within the specific socioeconomic context of local Ugandan communities.

The study employed a mixed-methods approach of research, combining quantitative surveys and qualitative interviews with business owners and managers in Nsuube-Kauga Parish.

The main objective of the study was to assess the extent to which social media is used as a marketing tool, identify the types of social media content, platforms and strategies that are most effective, and understand the challenges faced by businesses in maximizing the potential of social media for sales growth.

The findings that follow indicate that, while a significant number of businesses in Nsuube-Kauga Parish use social media platforms like TikTok, Facebook, Instagram, Pinterest and WhatsApp for marketing, the impact on sales growth varies significantly depending on the type of business, the consistency and quality of social media content, and the level of engagement with customers.

Businesses that actively engage with customers and post on regular basis, use targeted content, tend to see more significant growth in sales compared to those with less interactive social media presence.

However, challenges such as limited digital literacy, inconsistent internet access, and lack of strategic planning hinder many businesses from fully leveraging social media's potential.

This dissertation concludes that while social media can be a powerful tool for driving sales growth among local businesses, its effectiveness is highly dependent on strategic usage tailored to the specific needs and behaviors of the target audience. The study provides practical recommendations for businesses on optimizing social media strategies and offers insights for policymakers on supporting digital literacy and infrastructure development in local communities.

The research contributes to the broader understanding of digital marketing practices in emerging markets and highlights the importance of localized approaches to maximizing social media's benefits for business growth.

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## ACRONYMS

SMEs.....	Small and Medium Enterprises
UCC .....	Uganda Communications Commission
TAM.....	Technology Acceptance Model
SEO.....	search engine optimization
RBV.....	Resource Based View
TPB.....	Theory of Planned Behavior
CMT.....	Content Marketing Theory
MAT.....	Marketing Accountability Theory

## CHAPTER ONE

### INTRODUCTION

#### 1.0 Introduction

##### 1.1 Background of the Study

The arrival of social media has totally changed the way businesses communicate with their customers, communicate their offerings, and grow their sales. In the digital age, social media platforms like Facebook, Instagram, Twitter, Tiktok, Pinterest and WhatsApp have become integral tools for businesses of all sizes, enabling them to reach wider audiences and engage with customers more interactively and personally.

This dissertation explores the impact of social media usage on the growth of sales of businesses within the Nsuube-Kauga Parish, Mukono Municipality, Mukono District.

Mukono district is situated in the Central Region of Uganda. It is a highly developing place with diverse business establishments such as small scale retailers, service providers, and larger business enterprises.

Within Mukono Municipality, Nsuube-Kauga Parish stands tall as a unique hub of commercial activity, shown by a mix of local markets like Kiko, retail shops, restaurants, and service-based businesses like Uganda Christian University.

As internet penetration and smart phone usage have increased in Uganda, more businesses in this area have taken on social media sites as a tool to improve their marketing efforts, engage with clients, and drive sales growth at large.

The purpose of this dissertation therefore is to investigate how social media usage has influenced the sales growth of businesses in this specific geographical area. The study seeks to understand the strategies that businesses employ on social media, the types of content that drive customer engagement, and the overall effectiveness of these platforms in contributing to business growth.

In addition, it aims to identify the challenges faced by businesses in employing social media in their work and also provide insights into best practices that could be adopted to optimize social media use for sales growth by firms in the region.

By focusing on SME's in Nsuube-Kauga Parish, this dissertation provides an understanding that suits the local context of this area on social media's impact, which can offer valuable guidelines for business owners, marketers, and policy makers in similar settings across the country or any other setting worldwide.

This knowledge on the effect of social media usage in this context is vital, as it can highlight the overall potential of digital platforms in driving

economic development at the local level, especially in emerging markets like Uganda.

Finally, this research contributes to the broader debate on digital marketing strategies and their effectiveness in promoting business growth in developing regions like the small towns of Mukono district.

### 1.2. Problem statement

Recently, social media has come up as a remarkable tool for businesses worldwide to engage customers, promote business products, and drive sales growth.

Social media platforms such as TikTok, Facebook, Instagram, Twitter, and WhatsApp have changed traditional marketing practices by both big and small businesses by enabling them to reach larger audiences for less in marketing campaigns. This has particularly benefited small and medium-sized enterprises (SMEs) by providing them with new opportunities to compete with larger corporations and enhance their visibility in competitive markets.

In Uganda for example, the use of social media for business purposes is on the rise, due to increased internet penetration and widespread use of smart phones. According to the Uganda Communications Commission(UCC), over 20 million Ugandans had access to the internet only in 2020, with a reliable number of them actively engaged with social media platforms for entertainment, product sourcing, communication and so on.

Within Mukono Municipality, Nsuube-Kauga Parish is a vibrant community characterized by a mix of small retail shops, service providers, restaurants, and other local businesses. As businesses in this area strive to grow and sustain themselves, many have started adopting social media as a strategic tool for marketing and customer engagement.

However, the effectiveness of these social media efforts on actual sales growth remains largely undocumented and unstudied, particularly in local communities such as Nsuube-Kauga Parish.

Despite the increasing adoption of social media by businesses in Uganda, there is limited empirical research examining its impact on sales growth, especially within specific local contexts like this one.

Previous studies on social media's impact on business performance have largely focused on developed economies like USA, UK with resources to carry it out, which overlooks the unique challenges and opportunities faced by businesses in smaller communities like Nsuube-Kauga.

This gap in the literature drives the need to explore how social media usage influences sales growth among local businesses in emerging markets in Uganda like this one.

This dissertation without any doubt, seeks to fill this gap by investigating the impact of social media usage on the growth of sales of businesses in Nsuube-Kauga Parish, Mukono Municipality, Mukono district.

### 1.3. Objectives of the study

### 1.3.1. Main Objective of the Study

The main objective of this study is to evaluate the impact of social media usage on the growth of sales of businesses in Nsuube-Kauga Parish, Mukono Municipality, Mukono district.

### 1.3.2 Specific objectives of the study

- i) To assess the extent SMEs use social media in Nsuube-Kauga Parish, Mukono Municipality, Mukono district.
- ii) To identify the types of social media platforms and content strategies most commonly used by businesses in Nsuube-Kauga Parish in promoting their products and services.
- iii) To evaluate the relationship between social media usage and sales growth among businesses in Nsuube-Kauga Parish.
- iv) To analyze the challenges faced by businesses in Nsuube-Kauga Parish when using social media for marketing and sales purposes.

### 1.4. Research Questions

- i. To what extent do SMEs in Nsuube-Kauga Parish, Mukono Municipality, Mukono district use social media ?
- ii. Which types of social media platforms and content strategies are most commonly used by businesses in Nsuube-Kauga Parish in promoting their products and services?
- iii. What are the challenges faced by businesses in Nsuube-Kauga Parish when using social media for marketing and sales purposes?

### 1.5. Significance of the Study

In the context of local businesses in Nsuube-Kauga Parish, Mukono Municipality, Mukono district, and beyond, this study is significant due to the following reasons;

- I. Contribution to Knowledge by providing empirical evidence on the impact of social media usage on the growth of sales among businesses in a local Ugandan context since it adds to the existing literature on digital marketing, offering insights specific to emerging markets where internet penetration and social media usage are rapidly increasing.
- II. Practical insights for Businesses. For local business owners and managers, the study provides valuable insights into how social media can be effectively used to enhance sales growth. It will help businesses tailor their marketing efforts to maximize returns, thereby contributing to their overall success and sustainability.
- III. The findings of this study can inform policymakers and local government authorities in Mukono district about the importance of supporting digital literacy and infrastructure development through developing targeted initiatives to enhance internet accessibility, provide training in digital

skills, and create a more supportive environment for business growth through digital channels.

- IV. In addition, this study lays the groundwork for further research into digital marketing in emerging markets. By identifying key factors that influence the effectiveness of social media marketing in driving sales, future studies can build on these findings to explore other dimensions of digital engagement, including customer satisfaction, brand loyalty, and long-term business growth.
- V. At a broader level, this research contributes to the economic development of Mukono district by highlighting the role of social media as a tool for business growth since it will help local businesses improve their marketing strategies and increase sales, the study supports the growth of the local economy and encourages entrepreneurship and innovation within the community.

#### 1.6. Scope of the study

The scope of this study specifically focuses on small and medium-sized enterprises (SMEs) operating within this parish, given their significant role in the local economy and their increasing adoption of social media for marketing and customer engagement.

1.6.1 Geographical scope: The research is confined to Nsuube-Kauga Parish, located in Mukono Municipality, Mukono district. This geographical focus provides a localized understanding of how social media usage affects sales growth in a specific Ugandan community, characterized by a mix of urban and rural dynamics.

1.6.2 Content scope: The study examines various aspects of social media usage by businesses, including the types of platforms used (For example, Facebook, Instagram, TikTok, Pinterest, WhatsApp), the content strategies implemented, and the frequency and nature of customer interactions.

It tests how these social media usage routines influence sales performance, customer engagement, and finally business growth.

1.6.3 Time scope: The study focused on the prevailing state of social media usage and its impact on sales growth over the past two years.

The time frame supports the analysis of recent trends and changes in social media marketing, hence providing reliable insights into current business practices and outcomes.

1.6.4 Methodological scope: This study employs a mixed methods approach, which combines methods such as quantitative data collection through surveys with qualitative insights from interviews with business owners and managers in this Parish.

#### 1.7. Limitations of the Study

There is a geographical limitation since this study caters for only businesses located within Nsuube-Kauga parish.

Due to this, the findings may not be fully applicable to businesses in other regions of Uganda or in different economic settings. The unique characteristics of Kauga Parish, such as market size, consumer behavior, and the level of digital penetration, may influence the results, limiting their applicability to broader contexts.

The study focuses majority on small and medium sized enterprises (SMEs) in Kauga Parish which ignores the larger ones. While this study provides valuable knowledge on the role of social media usage on local business growth, it may not fully explain the experiences of larger businesses or those in different sectors that might use social media differently. The sample size may be equally constrained by the availability and willingness of business owners to participate, which could affect the representativeness of the results of the study.

There is a tendency to rely on self reported data. The data relied on from business owners and managers through surveys and interviews is self reported data hence subject to various biases, such as social desirability bias, recall bias, and selective memory, which may affect the accuracy and reliability of the information provided. Respondents in the study may over or underestimate their social media usage or sales growth, influencing the study's conclusions.

This study has a temporal scope since it considers social media usage and its impact on sales growth over a limited time period and may not fully capture the dynamic nature of social media platforms and their influence on business sales. Rapid changes in digital marketing strategies, platform metrics, and consumer behavior may mean that the findings reflect a specific period instead of term impacts.

It primarily focuses on social media. The study specifically focuses on the impact of social media usage on sales growth, excluding other forms of digital marketing such as email marketing, search engine optimization (SEO), and paid online advertising. This narrow focus might overlook the combined effect of multiple digital marketing channels on sales growth, potentially limiting the comprehensiveness of the findings.

Limited exploration of customer perspectives. The study primarily investigates the business perspective on social media usage and sales growth, with less emphasis on the consumer perspective. Understanding customer attitudes, preferences, and behaviors regarding social media marketing could provide a more holistic view of its effectiveness and limitations.

Technological constraints and digital literacy. Variations in internet accessibility, digital literacy, and familiarity with social media platforms among business owners and consumers in Nsuube-Kauga Parish may affect the outcomes of the study. These factors can influence the extent to which

businesses utilize social media effectively, thereby impacting the study's ability to measure its true effect on sales growth.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0. Literature review

The research literature review takes into context, the recent research on the impact of social media usage on the growth of sales for businesses, focusing on small and medium sized enterprises (SMEs). It entails the research done by other researchers on the related topics to this study.

It further checks the role of social media in promoting business performance, the mechanisms by which social media influences consumer behavior, and the moderating factors that can alter the effectiveness of social media strategies. The theoretical foundation for understanding the potential impact of social media on sales growth for businesses in Nsuube-Kauga Parish, is also elaborated.

#### 2.1. Introduction to the Literature Review

The emergence of social media over the last couple of years has transformed how businesses operate, especially in terms of marketing and customer engagement.

Social media platforms like Facebook, Instagram, WhatsApp, and Twitter(X) have become essential tools for businesses of all sizes to connect with customers, promote their products, and ultimately drive sales

In the context of small and medium-sized enterprises (SMEs), social media offers an accessible and affordable means to enhance business visibility and growth, most especially in raw markets and local communities such as Nsuube-Kauga parish in Mukono municipality.

This literature review therefore means to unveil the impact of social media usage on the growth of sales of businesses.

It seeks to discover how social media marketing strategies contribute to sales growth by influencing consumer behavior, enhancing customer relationships, and providing new opportunities for business development.

Additionally, the review considers the challenges and moderating factors that may affect the effectiveness of social media marketing, such as digital literacy, resource availability, and local market conditions.

It is structured into several sections:

- I. The first section discusses the role of social media as a tool for business growth, showing key studies that have demonstrated the positive impact of social media on sales performance.
- II. The second section provides details on how social media influences consumer behavior, through awareness, perception, trust, and purchasing decisions.
- III. The third section explores the moderating factors that can affect the success of social media strategies, providing insights into the conditions under which social media can be most effective.

### 2.2.1. Social Media as a tool for business Growth

Research has, on various occasions shown social media as an important tool for business growth, especially for SMEs.

Social media platforms like Facebook, Instagram, Twitter, and WhatsApp give businesses the chance to bigger customer base, direct engagement, and promoting their products and services more effectively than traditional ones.

Ahmad, (2019) realised that SMEs which actively use social media sites to reach customers reported higher sales growth as compared to those that do not. This study emphasized the effect of creating interactive social media content that promotes interactive relationships with customers, which can lead to increased customer loyalty and repeat purchases in the long run.

In the same way, Durkin, McGowan, and McKeown, (2018) showed that social media gives businesses a chance to create a strong online presence, which is crucial for brand recognition and trust building among their consumers

More studies especially by Felix, Rauschnabel, and Hinsch, (2018) suggest that businesses that integrate social media in their marketing strategies occasionally perform better in terms of sales and market share than the others that do not do so.

This integration is not only for advertising purposes but also for customer service, community engagement, and feedback collection by businesses, which creates a cohesive brand experience that resonates with consumers and drives sales in the end.

The influence of social media usage on consumer behavior. It significantly influences consumer behavior by promoting awareness, product aservice perception, trust, and purchase decisions.

In relation to the above, social media sites are major channels through which consumers discover new trendy products, read their reviews, and seek recommendations based on these findings.

It has transformed the way consumers gather information and make purchasing decisions. According to Wang, Pauleen, and Zhang, (2022). This study realized that consumers are increasingly relying on social media for product recommendations and reviews, which plays a huge role in shaping their buying intentions.

This is especially relevant for businesses in Kauga Parish, where word of mouth and peer recommendations are vital for building trust and credibility.

A different study by Godey, (2020) illustrated that social media engagement, in form of likes, shares, comments, and user generated content, has a positive correlation with consumer trust and brand loyalty. This creates a sense of togetherness and belonging when businesses engage actively with

their audience on social media which can lead to higher customer retention rates and increased sales.

This notion is consistent with the findings of Kim and Ko,(2020), said that social media marketing promotes the emotional connection between brands and consumers, thereby increasing the likelihood of purchase.

#### 2.1.2. Moderating factors in the effectiveness of social media strategies.

Much as social media is a powerful driver of sales growth for businesses, its overall effectiveness is determined by various moderating factors such as digital literacy, access to resources, and the market environment.

A study by Mahmood and Basharat,(2021) concluded that digital literacy plays a pivotal role in determining the success of social media marketing efforts. Businesses with higher levels of digital literacy are better equipped to create effective social media strategies and leverage data analytics thus optimizing their marketing campaigns.

In the context of Kauga Parish, where digital skills vary among business owners, digital literacy is likely to be a significant factor influencing social media adoption and effectiveness.

According to a very recent research by Tiago and Veríssimo,(2022), businesses with more resources, such as marketing budgets and access to technology, are more likely to succeed in their social media efforts. This is because they can invest in high end content creation, targeted advertising campaigns, and professional social media management, thus leading to better engagement and sales outcomes.

In addition, the market environment plays a remarkable role in shaping the effectiveness of social media strategies. In another research study by Abed, Dwivedi, and Williams,(2020), it was concluded that the local economic conditions, competitive landscape, and consumer preferences can all influence the success of social media marketing.

In areas like Kauga Parish, where the market dynamics may differ from urban centers, understanding the local context is crucial for developing effective social media strategies.

#### 2.3. Challenges and opportunities in social media marketing.

Despite the potential benefits of social media marketing, businesses also face several challenges as elaborated below;

Pentina, Zhang, and Basmanova,(2018) found that many SMEs struggle with a lack of expertise and resources to manage their social media accounts effectively. This can lead to inconsistent posting, poor engagement, and ultimately, ineffective marketing outcomes.

However, the study also identified opportunities for businesses willing to invest in building their social media capabilities such as partnering with social media influencers, engaging in community based marketing, and utilizing social media analytics, to overcome these challenges and drive sales growth.

In Nsuube-Kauga , businesses may have limited marketing budgets,hence leveraging cost effective social media strategies can be a key differentiator for them.

In conclusion, this literature underscores the significant impact that social media usage can have on the growth of sales for businesses, particularly SMEs. However, the effectiveness of social media marketing is moderated by factors such as digital literacy, access to resources, and the local market environment.

## 2.4.Theoretical Framework

A theoretical framework offers the researcher a structured guide through which a research problem can be analyzed and understood by all parties intending to utilise the research work.

For this dissertation on the impact of social media usage on the growth of sales of businesses in Nsuube-Kauga Parish, Mukono Municipality, Mukono district, several theories and models can be applied to understand how social media impacts business performance.

This section discusses key theories relevant to the study, including the;

Technology Acceptance Model (TAM)

The Social Media Engagement Theory

The Resource Based View (RBV) of the firm.

These theories help to explain the mechanisms through which social media can affect sales growth and help to identify the factors that moderate its effectiveness.

2.4.1. Technology Acceptance Model (TAM) .The model (TAM), was developed by Davis,(1989) and is widely used to explain how users come to accept and use a technology. According to this model, perceived usefulness and perceived ease of use are the primary factors that influence users' decisions in adopting new technologies.

In reference to social media usage by businesses, TAM can be applied to understand how business owners and managers perceive social media as a tool for marketing and sales growth.

Recent research has expanded on TAM to elaborate social media adoption in SMEs. Ahmad.(2019) applied TAM to study the factors influencing social media adoption among small businesses in the United Arab Emirates and realized that perceived ease of use greatly impacts the intention to use social media for marketing purposes. This means that if business owners in Kauga think social media is easy to use and beneficial for reaching customers, they are more likely to integrate it into their sales strategies.

In addition, Tsimonis&Dimitriadis,(2018) elaborated Technology Acceptance Model by including social influence and perceived enjoyment as key factors affecting social media adoption. This very study indicates that social media's interactive features and the ability to engage customers in

enjoyable ways can drive its adoption among businesses looking to enhance sales.

**2.4.2. Social Media Engagement Theory.** This theory focuses on how businesses use social media to engage their customers and build relationships.

It shows that active social media engagement can lead to increased customer loyalty, brand advocacy, and higher sales. Such engagement includes actions such as responding to comments, creating interactive content, and building a community around the brand.

Felix, Rauschnabel & Hinsch, (2018) provide a framework for understanding social media engagement in a business. Their research suggests that social media engagement consists of three dimensions;

Cognitive (awareness and knowledge), emotional (feelings and sentiments), and behavioral (actions such as likes, shares, and comments). SMEs that actively engage with customers across these dimensions can create stronger emotional connections and foster loyalty, which are crucial for driving sales growth.

Furthermore, Godey, (2020) discovered that higher levels of social media engagement are positively correlated with improved brand equity and consumer purchase intentions. Such is particularly relevant for businesses in Nsube-Kauga Parish, where building strong relationships with customers can lead to sustained sales growth.

**2.4.3. Resource Based View (RBV) of the Firm.**

This View was proposed by Barney (1991), suggesting that a firm's resources and capabilities are the most important determinants of its competitive advantage and performance. It suggests that firms with better resources and capabilities in digital marketing are more likely to efficiently use social media to drive sales growth.

Mahmood & Basharat, (2021) applied the same framework to analyze how digital literacy and technological resources influence the effectiveness of social media marketing in SMEs. Their deductions or conclusions were that businesses with higher digital literacy and access to advanced technologies are better able to leverage social media for marketing, leading to improved sales performance.

This implies that for businesses in Kauga Parish, investing in digital skills and technology could enhance their ability to use social media for sales growth.

According to Tiago & Veríssimo, (2022), the strategic use of social media resources, such as content creation, data analytics, and targeted advertising, can provide firms with a competitive advantage. The businesses that allocate resources strategically towards social media, are more likely to see positive outcomes in terms of sales growth and customer acquisition at large.

2.4.4. Theory of Planned Behavior (TPB) This theory by Ajzen,(1991), explains that an individual's intention to engage in a behavior is influenced by their attitude toward the behavior, subjective norms, and perceived behavioral control.

It can be applied in understanding how business owners' attitudes towards social media, the influence of peers, and their perceived control over social media tools affect their usage of these platforms for business growth.

Abed,Dwivedi &Williams,(2020) utilized the same theory to explore the adoption of social media in SMEs and discovered that positive attitudes towards social media, together with supportive social norms and a sense of control over its use, largely enhances social media adoption for marketing purposes.

This framework can be used to analyze the factors that motivate or hinder business owners in this Parish from using social media to drive sales growth.

In summary, the theoretical framework for this dissertation draws on the Technology Acceptance Model, Social Media Engagement Theory, Resource Based View of the firm, and the Theory of Planned Behavior to provide a comprehensive understanding of how social media usage impacts the growth of sales for businesses in Nsuube-Kauga Parish, Mukono Municipality, Mukono district.

## 2.5. Conceptual model/framework

A conceptual framework gives a visual representation of the relationships between the key variables in a study. It shows how the independent variables are expected to influence the dependent variable.

The conceptual framework can help illustrate the hypothesized road map through which social media usage affects business sales performance.

2.5.1. Independent Variables.The independent variables in this study are the various aspects of social media usage that can impact business sales growth as elaborated below;

i. Social media engagement which refers to the degree to which businesses actively interact with customers on social media platforms through content creation, responding to comments, and fostering community interactions.

It is important to note that high engagement levels are expected to build stronger customer relationships and increase sales.According to

Felix,Rauschnabel,Hinsch,(2018), strategic social media engagement is critical for enhancing customer loyalty and driving sales.

ii. Social media advertising. This involves the use of paid advertisements to reach a larger audience and target specific customer segments. Effective social media advertising can increase brand visibility and attract potential customers, leading to higher sales. Kim and Ko,(2020)

found that well promoted social media advertising has a positive impact on brand awareness and purchase intention, which can translate into sales growth for SMEs.

- iii. Content quality and relevance. The quality and relevance of content shared by businesses on social media are crucial for capturing customer interest and encouraging engagement. When done right, it attracts more followers and drive more traffic to a business's page, hence increasing sales. Godey, (2020) in his research, emphasizes the importance of content quality in influencing consumer behavior and enhancing brand equity.
- iv. The frequency of social media updates. The frequency with which businesses post updates can impact customer engagement and brand visibility. Continued updates can keep the business at the forefront of customers' minds, encouraging repeat visits and purchases.
- v. A study by Durkin, McGowan, and McKeown, (2018) implies that regular social media activity helps maintain customer interest and fosters long term relationships.

#### 2.5.2. Moderating Variables

These are factors that can influence the strength or direction of the relationship between social media usage and sales growth for business firms.

These include the following factors;

- a) Digital literacy of business owners. The ability to use social media tools and understand digital marketing strategies can moderate the impact of social media usage on sales. Businesses with higher digital literacy are more likely to effectively leverage social media for sales growth.

Research by Mahmood & Basharat, (2021), found out that digital literacy heavily affects the adoption and success of social media marketing in SMEs.

- b) The demographic characteristics and preferences of the target customer base can affect how social media usage translates into sales. Through understanding the preferences of different customer segments, businesses can now tailor their social media strategies effectively to meet customer needs.

Abed, Dwivedi, & Williams, (2020) research conclusions highlight the use of capturing customer demographics in social media marketing to enhance customer engagement and sales.

- c) The level of competition in the local market can also influence the effectiveness of social media strategies. Businesses may need to invest more in social media to differentiate themselves from competitors and attract customers. Tiago & Veríssimo, (2022) discusses how competitive pressures can impact the strategic use of social media for marketing and sales growth.

#### 2.5.3. Dependent Variable.

The dependent variable in this research study is “Sales Growth”.

Sales growth can be measured through various ways, such as;

The increase in revenue.

The number of new customers acquired.

The frequency of customer purchases.

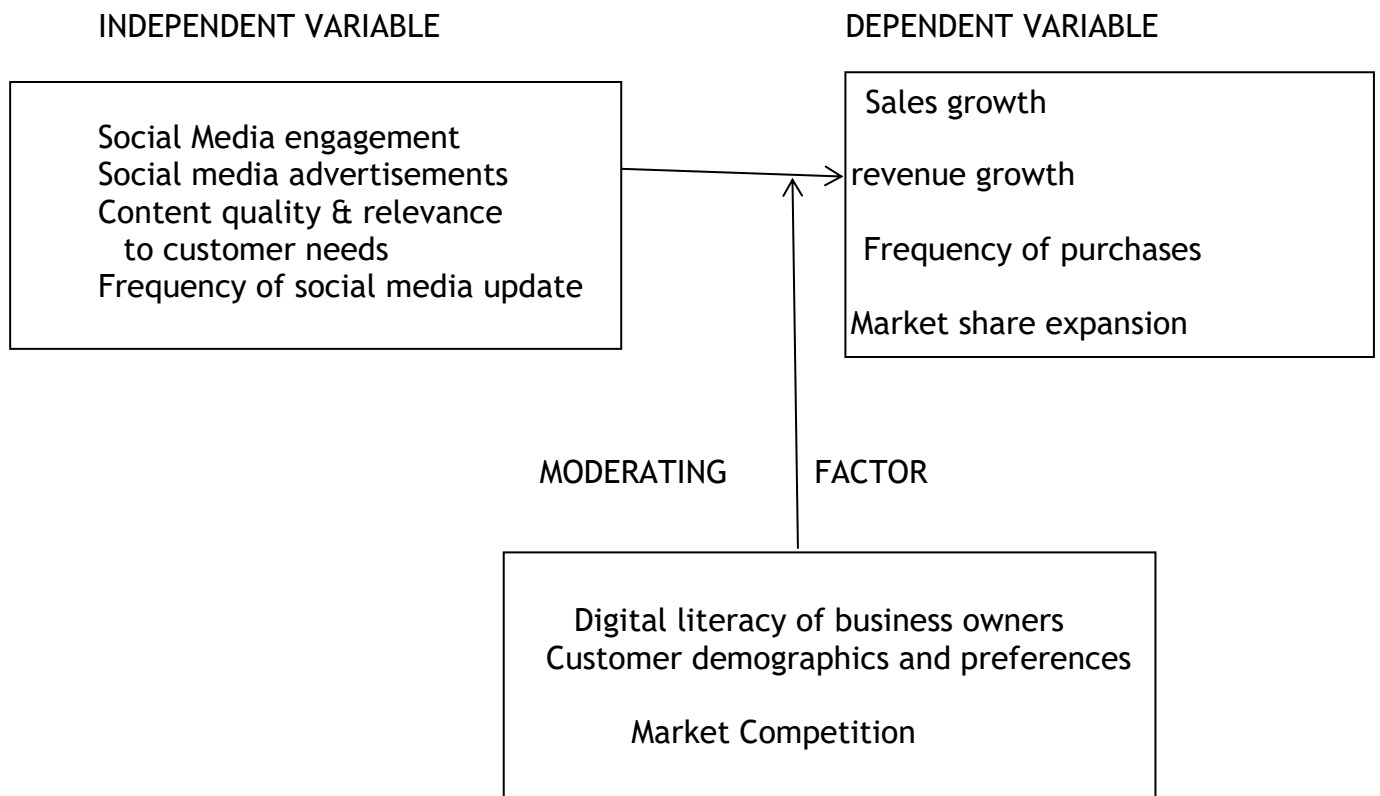
The overall market share.

The conceptual framework therefore suggests that effective social media usage shown by high engagement, targeted advertising, quality content, and frequent updates will lead to increased sales growth for businesses in Kauga Parish.

2.5.4. The nature of business. Different types of businesses like retail, service, manufacturing may use social media differently and experience varying levels of sales growth as a result. The study may control for the type of business to ensure that the impact of social media usage is accurately measured.

#### Conceptual Framework Diagram

Below is a proposed outline of the conceptual framework for the study



## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Research methodology

##### 3.1 Introduction to research methodology

The research methodology outlines the systematic approach employed to investigate the impact of social media usage on the growth of sales of businesses in Nsuube-Kauga parish, Mukono Municipality, Mukono district.

This part gives details on;

The research design.

Population considered.

Sample size and sampling techniques.

Data collection methods.

Data analysis techniques.

Ethical considerations.

##### 3.2 Research design

This study will use a descriptive research design as it allows for an in depth exploration of the relationship between social media usage and sales growth in businesses of the area in question.

The design enables the researcher to collect quantitative data, which can be used to establish patterns, trends, and correlations between variables of this study. As per Creswell&Creswell,(2018), a descriptive research design is effective for studies that aim to quantify the extent of relationships among variables.

3.3. Cross sectional study. This research will adopt a cross sectional study design, which involves collecting data from the study population at a single point in time. This approach enables the examination of various variables, such as different social media usage patterns and their relationship with sales figures at one point without needing to track changes over time (Levin,2006).

This method also identifies potential links between variables and gives a clear picture of how businesses are currently utilizing social media to drive sales and grow.

3.4. Quantitative approach. The study will use a quantitative research approach to gather and analyze numerical data that can be statistically studied and interpreted.

Quantitative research is vital for this type of study because it provides an objective measurement of variables and the use of statistical techniques to ascertain relationships between these variables (Bryman,2018).

This will facilitate the collection of data that can be generalized to the wider population of businesses in the parish, providing an all round foundation for drawing conclusions about the impact of social media usage on sales growth.

3.5. Population and sample size. The target population for this study comprises of small and medium sized enterprises (SMEs) in Nsuube-Kauga Parish, Mukono Municipality, Mukono district.

These actively use social media for business purposes.

This kind of population is chosen since SMEs are more likely to engage with digital marketing strategies such as social media due to resource constraints to make more sales and their need for cost effective marketing solutions.

Approximately 100 SMEs will be selected using stratified random sampling to ensure that the sample is representative of the different types of businesses in the parish for example, retail, service, and manufacturing sectors in Bugujju).

According to Etikan, Musa, and Alkassim, (2018), stratified sampling is useful when the population is heterogeneous which ensures that specific subgroups are adequately represented in the sample and gives a solid ground for using this sampling technique.

Stratified sampling involves dividing the population into sub groups based on shared characteristics, such as business sector or size, and finally randomly selecting samples from each stratum (Etikan, Musa, & Alkassim, 2018). This approach ensures that the sample is representative of the diverse types of businesses in the parish

Sample size determination. The sample size is a critical factor in ensuring that the sample is representative and the accuracy of the study's findings.

Determining the appropriate sample size involves balancing the need for statistical power with the resources available for data collection.

According to Yamane, (1970),

$$n = N / (1 + N(e^2))$$

where:

- n is the sample size,
- N is the total population size,
- e is the margin of error (expressed as a decimal).

For a 5% Margin of Error (0.05),

$$n = 100 / (1 + 100(0.05^2))$$

$$0.05^2 = 0.0025$$

Then:

$$100 \times 0.0025 = 0.25$$

so:

100/1.25

=80

The sample size should be 80 SMEs

In line with Yamane,(1970), for a population of 100 businesses, a sample size of approximately 80 is sufficient to achieve a 95% confidence level with a 5% margin of error.

However, defend the potential non responses and incomplete data, the study will target a slightly bigger sample size of 250 businesses.

This approach is in line with recommendations from recent research studies on sample size determination in social science research (Taherdoost,2018).

### 3.6. Data Collection Methods.

Data collection will involve both primary and secondary data sources .

3.6.1. Primary data. The primary data will be collected using a structured questionnaire aimed at gathering information on the extent of social media usage, the types of social media activities by these businesses, and perceived sales growth overall.

The questionnaire will include both closed-ended and Likert scale questions to quantify responses of our correspondents. The use of a structured questionnaire is advantageous for obtaining standardized data that is easy to analyze quantitatively (Bryman, 2018).

The questionnaire will be designed to collect information on various aspects of social media usage, such as;

Frequency of updates, type of content posted, level of customer engagement, and types of social media platforms used. Additionally, questions will be included to capture data on sales performance, allowing for a direct comparison with social media activities

• Sales Performance. Monthly and annual sales figures, customer acquisition rates, and conversion rates.

Business characteristics. Business size, sector, number of employees, and years in operation.

The use of structured questionnaires is advantageous because it ensures that all respondents are asked the same questions in the same way, allowing for consistent data collection and facilitating easy comparison and analysis of the responses (Saunders, Lewis, & Thornhill, 2019).

Finally,the questionnaires will be distributed both physically and electronically to accommodate the preferences of different respondents. Physical copies will be hand-delivered to businesses that prefer face-to-face interaction, while electronic copies will be sent via email or distributed through online survey platforms such as Google Forms.

Advantages of using structured questionnaires

Structured questionnaires collect standardized data from a large sample, making it easier to analyze and compare responses (Saunders, Lewis, & Thornhill, 2019).

They are also cost effective and time efficient, especially when distributed electronically.

Administration of the questionnaire. The questionnaire will be distributed in two formats; physical copies hand delivered directly to businesses and online surveys using platforms like Google Forms, Whatsapp. The choice of format will depend on the respondents' preferences and accessibility to digital tools.

Interviewing is a qualitative research method that involves direct conversations with participants to gain a deep understanding of their experiences, opinions, and attitudes.

Unlike structured questionnaires, semi structured interviews allow for more open ended responses.

It enables respondents to discuss their experiences, challenges, and successes in greater detail (Bryman, 2018).

It can be structured with well thought of list of questions, semi structured with a mix of predefined and open ended questions, or unstructured, allowing for a more free form discussion.

The process involves preparing an interview guide, recruiting participants, and ensuring a comfortable setting for the conversation to take place.

These interviews will be conducted either in person or via video conferencing tools, depending on the availability and preference of the interviewees.

During the interview, responses are recorded and later compiled for detailed analysis to identify key themes and patterns.

It is important to note that although interviews offer rich and more insights about the participants and the flexibility to explore complex topics, they can be time consuming and may be influenced by interviewer bias.

Despite these challenges, interviews are invaluable for providing in depth knowledge that complements quantitative data.

#### Advantages of semi structured interviews

According to (Bryman, 2018), they are valuable for obtaining rich, detailed information that provides context and depth to the quantitative data.

They provide flexibility in clarifying responses, which can lead to more insights.

#### 3.6.2. Secondary data.

Secondary data will be collected from existing literature, such as academic journals, business reports, and industry analyses that discuss social media usage and sales performance in SMEs.

It also provides a foundation for understanding the broader context and trends, complementing the primary data that the researcher shall have gathered.

Academic journals, industry reports, and case studies will be reviewed to understand broader trends in social media marketing and its impact on sales across different contexts (Felix, Rauschnabel, & Hinsch, 2018).

**Document analysis.** Document analysis will serve as an additional data collection instrument to gather secondary data relevant to the study. This method involves reviewing existing documents and records that provide context and background information on the businesses and their social media practices. Business reports like annual reports, marketing strategies, and sales performance records.

**Social media analytics:** Data from social media analytics tools will provide insights into engagement levels, reach, and customer interactions.

**Industry reports and research studies.** Existing studies and reports on social media marketing trends and its impact on sales growth will provide a broader perspective on the topic.

#### Advantages of document analysis

It is a useful method for triangulating data and validating findings obtained from primary sources. It helps in understanding historical trends and provides a contextual background for the study (Bowen, 2009).

**Ethical considerations.** All data collection instruments will be designed and administered in compliance with ethical standards to ensure the protection of respondents' rights and confidentiality (Resnik, 2018).

In addition, participants will be informed about the purpose of the study, and their consent will be obtained before data collection begins.

3.7. Data analysis techniques to be used. The data analysis will be conducted using quantitative analysis methods.

3.7.1. Descriptive statistics. Descriptive statistics (mean, median, mode, and standard deviation) will be used to summarize the data collected and provide a clear picture of the social media usage patterns among businesses in the sample. Inferential Statistics.

Inferential statistics, such as regression analysis and correlation coefficients, will be employed to test the relationships between the independent variables (social media engagement, advertising, content quality, and frequency of updates) and the dependent variable (sales growth). Regression analysis is particularly useful to understand the extent to which each aspect of social media usage contributes to sales growth (Hair, Black, Babin, & Anderson, 2019).

This research design can be both quantitative and qualitative though, this study will focus on the quantitative aspects to statistically analyze the data collected.

By quantifying the variables involved here, the study aims to determine patterns, trends, and correlations between social media usage and sales growth among businesses in Nsuube-Kauga parish.

3.7.2. Ethical Considerations. Ethical considerations are paramount to ensure the integrity and credibility of the research. Informed consent from

all participants on the purpose of the study, the nature of their participation, and their right to withdraw at any time without any consequences, will be employed.

3.7.3. Confidentiality. The confidentiality of the participants and their businesses will be strictly maintained. Personal data will not be used to prevent identification of correspondents, and the data will be stored securely to protect against unauthorized access.

3.7.4. No harm to participants and their businesses.

This research will be designed to make sure that no harm comes to the participants or their businesses.

The study will avoid any questions that could lead to discomfort or distress for the respondents involved in this study (Resnik, 2018).

This research methodology sheds light on a structured approach to investigating the impact of social media usage on sales growth in businesses within Nsuube-Kauga Parish.

The study aims to contribute valuable insights into the role of social media in driving business performance in this region

3.7.5. Data cleaning and preparation.

Data cleaning involves checking for errors, inconsistencies, and missing values in the data set.

This process ensures that the data is accurate and ready for analysis. Missing data will be keenly handled by using appropriate techniques, such as mean substitution or list wise deletion, depending on the extent and nature of the missing values (Saunders, Lewis, & Thornhill, 2019).

3.7.6. Descriptive statistics. These will be used to summarize and describe the main features of the data set. Measures such as frequencies, percentages, means, and standard deviations will provide an overview of the data, including; social media usage patterns. Frequency of social media usage, types of platforms used, and engagement strategies.

3.7.7. Sales performance metrics.

We shall compare average sales figures, growth rates, and customer speeds before and after the adoption of social media strategies specified by the respondents.

3.7.8. Demographic information.

This is to do with the characteristics of the businesses, such as size, sector, and years in operation.

Descriptive statistics will help in understanding the distribution of the data and also identifying any patterns or trends that may exist (Creswell & Creswell, 2018).

3.7.9. Inferential statistics.

In this study, inferential statistics will be used to test the hypotheses and examine the relationships between variables.

Several statistical tests will be employed based on the research questions and the nature of the data collected.

### 3.8. Correlation analysis.

We shall employ Pearson correlation coefficients to examine the strength and direction of the relationship between social media usage and sales growth. This analysis will help determine whether increased social media activity is associated with higher sales figures (Bryman, 2018).

#### 3.8.1. Regression analysis.

Multiple regression analysis will be conducted to explore the impact of various aspects of social media usage such as frequency, platform, content type on sales growth. This technique provides for the control of other variables, providing a more precise estimate of the impact of social media on sales (Field, 2018).

#### 3.8.2. ANOVA (Analysis of Variance)

These tests will be used to compare the means of sales growth among different groups such as businesses using different social media platforms.

This analysis helps in understanding whether the differences in sales growth are statistically significant or not (Tabachnick & Fidell, 2019).

#### 3.8.3. Qualitative data analysis.

This type of data will be collected through semi structured interviews with a purposive sample of business owners and managers.

This data analysis will involve several steps;

- a. Transcription and familiarization. Interviews will be run to capture the detailed responses of participants. It is a crucial step in qualitative research as it allows the researcher to become thoroughly familiar with the data, which is essential for a deeper analysis (King & Brooks, 2018).
- b. Coding and thematic analysis. We shall employ thematic analysis to identify, analyze, and report patterns (themes) within the qualitative data.

The process involves coding where initial codes will be generated from the data, capturing interesting features relevant to the research questions as it involves labeling segments of text that appear significant or meaningful (Braun & Clarke, 2019).

- c. Theme development. We shall review codes and group into broader themes that represent key ideas or patterns in the data. Themes may include topics such as "perceived benefits of social media," "challenges in social media usage," and "impact on customer engagement."

- d. Review and refinement.

Themes will be reviewed and refined to ensure they accurately reflect the data. This step may involve merging, splitting, or redefining themes as needed to capture the essence of the qualitative data (Nowell, (2017).

- e. Interpretation of qualitative data.

Once themes are developed, they will be interpreted in the context of the research questions and objectives. This interpretation will focus on understanding how businesses perceive the impact of social media on sales, the strategies they use, and the challenges they face (Creswell & Poth, 2018).

f. Triangulation of data.

Findings from the quantitative and qualitative data analysis will be triangulated. This process involves comparing and contrasting the results from different data sources to validate the findings and ensure their applicability (Flick, 2018).

For instance, if both the quantitative data (correlation analysis) and qualitative data (interview themes) suggest a positive impact of social media usage on sales growth, this convergence strengthens the overall conclusion of the study.

3.8.4. Presentation of findings.

The findings from the data analysis will be presented in a clear and organized manner.

Quantitative results. Tables, charts, and graphs will be used to display the results of descriptive and inferential statistical analyses.

Each result will be accompanied by a narrative explanation, interpreting the statistical findings in the context of the research questions (Field, 2018).

3.8.5. Qualitative results.

There will be presentation of themes and sub themes with supporting quotes from the interview transcripts. The findings will be discussed in relation to the research questions and linked to the quantitative results (King & Brooks, 2018).

In summary, data analysis and interpretation by employing both quantitative and qualitative method in this chapter three are crucial for understanding the impact of social media usage on the growth of sales of businesses in Nsuube-Kauga Parish.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DESIGN

#### 4.1. Introduction

This chapter four provides a wholesome presentation and analysis of the data collected during the study.

It is key as it translates the research design and methodology in the previous chapters into concrete findings, offering a detailed examination of the data in line with the research objectives and questions.

The initial aim of this chapter is to present the results of the research in a structured and coherent manner, which achieves a thorough understanding of the implications and significance of the study.

In order to address the research objectives stated in chapter one, data was collected using a number of methods tailored to the specific requirements of the study.

This included [ describing methods like surveys, interviews, observational techniques, etc.].

The data collection process was carefully executed to ensure accuracy and reliability, adhering to the ethical standards and protocols established in chapter three.

#### 4.2. Response rate.

Presentation of tabulated data according to the respondent's response rate.

Instrument	Target response	Actual response	Rate
Questionnaire	50	40	64.5%
Interview	30	22	35.5%
Total	80	62	100%

The table above shows that of the 80 targeted responses from two data collection instruments, a total of 62 responses were successfully obtained, indicating a 77.5% overall response rate.

The questionnaire, that targeted 50 responses was able to achieve 40 completed surveys, which reflects an 80% completion rate thus contributing a 64.5% to the total responses. These results imply that the questionnaire was the most effective tool for reaching a larger audience, possibly due to its ease of administration and completion by respondents.

On another note, the interview method which aimed for 30 responses secured only 22 completed interviews, and this resulted in a 73.3% completion rate hence a 35.5% of the total responses.

The lower response rate for interviews might be attributed to factors such as the much time required from participants in reply to questions and providing extra opinions and the scheduling challenges involved in conducting interviews.

In summary, while the questionnaire provided a broader quantitative data set, the interviews, despite their lower number of respondents, offered deeper qualitative insights about the whole research study.

The differing response rates highlight the effectiveness of the questionnaire in capturing a larger volume of data, while also considering the more intensive nature of interviews, which can provide richer but less numerous insights about the study.

#### 4.2.1. Findings on the demographic characteristics of the respondents.

Gender	Frequency	Percentage
Male	18	29%
Female	44	70.9%
Total	62	

The gender distribution of the research sample reveals that out of 62 participants, 18 are male and this is (29%) of the sample. 44 are female which is (70.9%) of the population chosen.

These results indicate a noticeable higher representation of female participants compared to male participants in the study.

The majority being female respondents suggests that the research sample is skewed towards women, which may impact the generalizability of the results if the research question or topic is sensitive to gender differences.

The noticeable disparity in gender representation shows the need for considering potential gender related factors when interpreting the results and may also inform future research design to ensure a more balanced and representative sample.

#### 4.2.2. Age of the respondents.

Age	Frequency	Percentage
21-30	16	25.8%
31-40	25	40.3%
41-50	12	19.4%
51-60	9	14.5%
Total	62	100%

The age distribution of the research sample shows that out of 62 respondents, the largest group falls within the 31-40 age bracket, with 25 participants representing 40.3% of the total sample.

This is closely followed by the 21-30 age bracket, made up of 16 respondents, which is 25.8%.

The 41-50 age bracket includes 12 participants, accounting for 19.4% of the sample, while the 51-60 age bracket has 9 respondents representing 14.5%.

This data shows a predominant representation of individuals in the 31-40 age bracket, suggesting that this age group is the most engaged in the study. It also means that most business owners of SMEs in Kauga lie within this age group.

The distribution therefore shows a diverse age range, but with a sharp concentration in the middle aged category between 31 and 40.

This age bracket tendency may influence the findings and recommendations of the research, particularly if age related factors are crucial to the study's objectives.

#### 4.2.3. Level of education.

Education	Frequency	Percentage
Diploma	32	51.6%
Bachelors	4	6.5%
Post graduate	2	3.2%
Others	24	38.7%
Total	62	100%

The level of educational of the research sample shows that out of 62 respondents considered, the majority of the SMEs owners hold a diploma, translating to 32 participants, which is (51.6%).

A smaller proportion of respondents like 4, have a bachelor's degree translating to a 6.5% and even fewer of them like 2 have a postgraduate degree and is just a 3.2%.

Additionally, 24 respondents translating to 38.7% fall into the "Others" category, which most likely includes various levels of education or qualifications not categorized.

This population distribution shows that over half of the sample has a diploma, which may suggest that the study's findings are particularly reflective of individuals with this level of education in Kauga.

There is a relatively low representation of respondents in higher academic qualifications, such as bachelor's and postgraduate degrees, which indicates

a potential gap in perspectives from those with more advanced educational backgrounds like phd.

This educational skew should be considered when analyzing the data and drawing conclusions, as it could impact the generalizability of the research findings.

#### 4.3. Presentation of descriptive findings.

This part gives information on the three objectives of the study as laid down in chapter one.

The study tools were made up of five sections .

These responses ranged from;

Strongly agree (SA)

Agree(A)

Not sure(N)

Disagree(D)

and strongly disagree (SD)

The respondents were required to tick the extent to which they agreed or disagreed with the statements presented to them.

The questions were assigned weights on a 5 point scale rated 1 to 5 as follows; Strongly agree (5) Agree (4), Not sure (3), Disagree (2) and strongly disagree (1). The findings were presented on the basis of the study objectives.

##### 4.4.1. Descriptive Statistics

To assess the extent SMEs use social media in Nsuube-Kauga Parish, Mukono Municipality, Mukono district.

To assess the extent SMEs use social media in Nsuube-Kauga Parish, Mukono Municipality, Mukono district	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
The use of social media has had a positive impact on overall business performance and customer interaction.	32	51.6	16	25.8	11	17.7	2	3.2	1	1.6
Additional training and support on social media management would be beneficial for improving social media strategy.	30	48.4	18	29	10	16.1	3	4.8	1	1.6
There is a need for additional training and skill development to improve the effectiveness of social media usage.	34	54.8	17	27.4	9	14.5	1	1.6	1	1.6

The results indicate a high level of agreement (77.4% combined "Strongly Agree" and "Agree") that social media has a positive impact on overall business performance and customer interaction. This aligns with the Social Media Engagement Theory, which posits that businesses leveraging social media platforms can enhance their interaction with customers, leading to improved business outcomes.

According to the Resource Based View (RBV), social media is seen as a valuable resource that can provide competitive advantages through improved customer relationships and increased visibility.

SMEs in Kauga Parish, Mukono, appear to recognize these benefits, as reflected by their responses from the research.

There is significant support with (77.4% combined "Strongly Agree" and "Agree") for the idea that additional training and support on social media management would benefit social media strategy. This notion is consistent with the Technology Acceptance Model (TAM), which suggests that perceived ease of use and usefulness are critical for technology adoption.

Training can solve perceived barriers and enhance the effectiveness of social media tools, making them more useful and easier to integrate into business strategies.

The results show an even higher result of (82.2% combined "Strongly Agree" and "Agree") on the need for additional training and skill development to improve social media effectiveness and this supports the Human Capital Theory, which concludes the importance of investing in employee skills and knowledge to boost organizational performance. For SMEs, investing in social media skills can lead to better strategy implementation and more effective engagement with their audience.

Several interviewees highlighted the significant benefits of social media for their businesses. For instance, one interviewee noted that social media has greatly enhanced their ability to connect with customers, leading to increased engagement and more direct feedback. This aligns with the survey results, which show a strong result that social media positively impacts overall business performance and customer interaction.

Another interviewee emphasized that their business has experienced a noticeable rise in sales and customer inquiries since actively using social media. This reflects the view that social media can serve as a powerful tool for boosting business visibility and driving customer interest.

#### 4.4.2. Feedback from the interviews

The feedback reveals the need for more comprehensive training and support in social media management.

One business owner expressed that while social media offers significant advantages, they often face challenges in creating effective content and interpreting analytics provided by social media. This indicates a gap in their current knowledge and highlights the potential benefits of additional training to improve their social media strategies.

Another respondent highlighted feeling overwhelmed due to constant changes in social media platforms and trends. This suggests that ongoing support and education could help businesses stay updated with the latest developments and make more informed decisions about their social media use.

The necessity for skill development in social media marketing was a recurring point in the interviews.

One interviewee pointed out that gaining advanced knowledge about social media tools and strategies is crucial for increasing their social media presence and customer interaction. They expressed a desire for training to gain practical, hands on experience, to enable them to apply new skills directly to their business operations.

Additionally, another interviewee mentioned the value of tailored training programs that address specific business needs instead of generalizing them. They emphasized that practical advice and support could help businesses better navigate the challenges of social media marketing and enhance their overall effectiveness.

To identify the types of social media platforms and content strategies most commonly used by businesses in Nsuube-Kauga Parish in promoting their products and services.

To identify the types of social media platforms and content strategies most commonly used by businesses in Nsuube-Kauga Parish in promoting their products and services.	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
Targeted social media advertising is frequently utilized by businesses in Nsuube-Kauga Parish to enhance the visibility and effectiveness of their marketing campaigns	29	46.8	14	22.6	10	16.1	8	12.9	1	1.6
Paid advertising campaigns on social media are frequently	32	51.6	18	29	9	14.5	2	3.2	1	1.6

employed by businesses in Nsuube-Kauga Parish to boost the visibility of their promotions.										
Interactive content such as polls, quizzes, and live videos is commonly used by businesses in Nsuube-Kauga Parish to engage their audience on social media.	30	48.4	18	29	10	16.1	3	4.8	1	1.6

These results indicate a significant level of agreement by 69.4% which combined ("Strongly Agree" and "Agree") ,that targeted social media advertising is frequently used by businesses in this Parish. This aligns with the Targeted Advertising Theory, which shows that tailored adverts can enhance the relevance of marketing messages thereby increasing their effectiveness by reaching specific market segments. Important to note is the high percentage of businesses using targeted advertising reflecting that precise targeting can lead to higher engagement rates and better conversion outcomes.

The data further shows a strong endorsement of 80.6% combining "Strongly Agree" and "Agree") of the use of paid advertising campaigns on social media to boost visibility. This is consistent with the Paid Media Theory, which asserts that businesses invest in paid channels to extend their reach and visibility beyond natural capabilities.

There is also a notable level of agreement of 77.2% combining ( "Strongly Agree" and "Agree") regarding the use of interactive content, such as polls, quizzes, and live videos, to engage audiences. This aligns with the Engagement Theory, which suggests that interactive content encourages greater audience engagement by creating opportunities for two way communication and participation.

Interactive content can help businesses build stronger connections with their audience, leading to higher engagement and better customer retention.

Several interviewees said that targeted advertising on platforms like Facebook and Instagram has become a cornerstone of their marketing strategies. One business owner mentioned that targeted adverts have allowed them to reach potential customers who have shown interest in similar products or services, thus improving their advert performance and this reflects a strategic use of social media's targeting capabilities to maximize marketing Return On Investment(ROI)

Another respondent mentioned that targeted social media advertising enables them to track and analyze customer responses more effectively which allows for continuous optimization of their campaigns. This demonstrates how targeted advertising can be used to fine tune marketing campaigns and enhance overall effectiveness.

Other interviewees consistently reported using paid advertising campaigns to boost visibility, particularly through sponsored posts and promoted content. One interviewee shared that investing in paid campaigns on social media platforms has been essential for reaching new audiences and increasing brand awareness. They noted that the immediate visibility gained from paid campaigns often leads to increased traffic and customer inquiries.

There was an emphasis that paid adverts are particularly useful during product launches or special promotions, as they help to generate attention quickly. This feedback shows the value businesses place on paid advertising as a tool for achieving short term marketing goals and driving promotional success.

They pointed out the effectiveness of interactive content in engaging their audience. For example, one business owner reported using live videos and polls to interact directly with their followers, which has led to higher engagement rates with their audience. They found that interactive content helps to maintain audience interest and foster a more dynamic relationship with customers.

Another interview showed that quizzes and polls not only engage the audience but also provide valuable data into customer preferences and behaviors. This also showed how businesses use interactive content not only to engage but also to gather information that can inform future marketing strategies.

To evaluate the relationship between social media usage and sales growth among businesses in Nsuube-Kauga Parish.

To evaluate the relationship between social media usage and sales growth among businesses in Nsuube-Kauga Parish.	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
Increased social media activity is associated with higher sales growth for businesses in	30	48.4	18	29	10	16.1	3	4.8	1	1.6

Nsuube-Kauga Parish										
Frequent posting and updates on social media platforms are linked to higher sales growth for businesses in Nsuube-Kauga Parish."	33	53.2	13	21	9	14.5	6	9.7	1	1.6
A well-defined social media strategy enhances sales performance and contributes to sales growth for businesses in Nsuube-Kauga Parish."	32	51.6	18	29	9	14.5	2	3.2	1	1.6

The results above indicate that 77.0% of respondents either strongly agree or agree that increased social media activity is associated with higher sales growth. This supports the Social Media Influence Theory, which explains that increased engagement and visibility on social media can positively impact business outcomes such as sales. Frequent social media interactions enhance brand recognition and consumer trust, leading to higher conversion rates and, consequently, increased sales.

The survey further shows that 74.7% of respondents agree or strongly agree that frequent posting and updates on social media are linked to higher sales growth. This supports the Content Marketing Theory, which emphasizes that consistent and relevant content delivery keeps a business top of mind for consumers. This drives sustained engagement, build a loyal following, and generate more opportunities and contributing to sales growth.

The data shows that 80.6% of respondents agree or strongly agree that a well defined social media strategy promotes sales performance and contributes to sales growth. This reflects the Strategic Management Theory, which suggests that a clear and targeted strategy helps businesses align their social media activities with their sales objectives. A well defined strategy ensures that social media efforts are direct and focused to maximize their impact on sales and overall business performance.

#### Feedback from the interviews

Interviewees commonly noted that increasing their social media activity has had a noticeable positive impact on their sales growth. One observed a direct correlation between the frequency of their social media posts and an increase in sales hence attributing this to increased brand visibility and customer engagement.

Most mentioned that their sales data shows a clear pattern where the periods of increased social media activity are followed by higher sales. They said it is due to the broader reach and higher engagement through active

social media presence, which translates into more opportunities to convert leads into sales.

There was a mention on the importance of frequent posting and updates. One respondent noted that by consistently sharing valuable content and updates, they have been able to maintain and grow their audience engagement. This not only drives traffic to their website but also creates more engagements with potential customers, leading to increased sales.

In another discussion, using a content calendar to plan and schedule regular updates helps in maintaining consistency and leveraging various social media features to boost visibility. Sustained engagement through regular updates contributes to building a stronger brand presence and improved sales performance.

The feedback strongly supports the need for a well defined social media strategy that allowed them to target their marketing efforts more effectively and align their social media activities with their sales goals. A structured approach helped them prioritize content and campaigns that directly contributed to sales growth.

There was an emphasis that a well defined strategy helps in measuring the effectiveness of social media efforts through setting clear objectives and tracking performance. They were able to optimize their social media activities to better support their sales initiatives and drive growth.

To analyze the challenges faced by businesses in Nsuube-Kauga Parish when using social media for marketing and sales purposes.

To analyze the challenges faced by businesses in Nsuube-Kauga Parish when using social media for marketing and sales purposes.	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
Creating high quality and engaging content for social media is a major challenge for businesses in Nsuube-Kauga Parish.	31	50	16	25.8	8	12.9	6	9.7	1	1.6
Businesses in Nsuube-Kauga Parish struggle with accurately measuring the effectiveness and return on investment of their social media marketing efforts.	28	45.2	16	25.8	14	22.6	3	4.8	1	1.6
Limited financial and human	32	51.6	14	22.6	10	16.1	4	6.5	2	3.2

resources pose a significant challenge to effectively managing social media marketing and sales activities for businesses in Nsuube-Kauga Parish.										
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The collected data shows that 75.8% of respondents agree or strongly agree that creating high quality and engaging content is a major challenge to make. This aligns with the Content Marketing Theory, which asserts that producing compelling content is crucial for engaging audiences and driving marketing success. This requires significant skill, creativity, and resources. The challenge for many businesses, particularly SMEs, lies in consistently generating content that captures attention and maintains engagement, which is essential for effective social media marketing.

According to the results, 71.0% of respondents feel that accurately measuring the effectiveness and return on investment (ROI) of social media marketing efforts is a struggle. This reflects the Marketing Accountability Theory, which emphasizes the importance of tracking and evaluating marketing performance to justify investments and optimize strategies. Social media analytics can be complex, and businesses may lack the tools or expertise needed to assess the true impact of their social media activities. This can hinder decision-making and strategic adjustments.

The survey indicates that 74.2% of respondents view limited financial and human resources as a significant challenge in managing social media marketing and sales activities. This relates to the Resource-Based View (RBV), which suggests that a lack of resources can constrain a business's ability to execute effective strategies. For SMEs, limited budgets and staffing can restrict their ability to invest in social media tools, hire skilled personnel, or create high quality content, thereby affecting their overall social media performance.

#### Feedback from the interviews

Several interviewees expressed difficulty in consistently creating high quality and engaging content. Much as they understand the importance of compelling content, they often struggle with the time and resources required to produce it. Maintaining a content calendar and producing varied types of content, such as videos and info-graphics, can be overwhelming without dedicated personnel to execute the job.

In addition, it was highlighted that despite their best efforts, their content sometimes fails to resonate with their target audience. Understanding what type of content will engage their audience and how to present it effectively remains a significant challenge, suggesting a need for more strategic content planning and creativity.

Many interviewees frequently mentioned challenges in measuring the effectiveness and ROI of their social media efforts. Much as they use analytics tools provided by social media platforms, interpreting the data and linking it directly to sales growth can be difficult. There is a need for more advanced analytics capabilities and clearer metrics to evaluate the success of their campaigns.

In relation to the above, it was mentioned that without a robust method for tracking conversions and engagement, it's challenging to determine the true impact of their social media activities. They suggested that more comprehensive reporting tools and better integration with sales data would help in accurately assessing ROI and optimizing their strategies.

The issue of limited financial and human resources was a common concern among interviewees. One described their struggle to allocate sufficient budget to social media marketing while balancing other business expenses. They expressed that hiring specialized staff or investing in advanced tools is often out of reach due to financial constraints.

Another respondent highlighted that their small team cannot juggle multiple roles, including social media management, which can lead to inconsistent posting and less effective marketing efforts. They stressed the need for additional resources, either in the form of budget or personnel, to effectively manage and optimize their social media presence.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMENDATIONS

#### 5.0 Introduction

This study aimed at examining the impact of social media usage on the growth of sales among businesses in Nsuube-Kauga Parish, Mukono Municipality.

The research was conducted to determine the extent of social media adoption, the frequency of use, and how these factors influence sales growth metrics such as sales volume, customer base, brand visibility, and revenue.

This chapter further presents a detailed discussion on the research findings on social media usage among businesses in Nsuube-Kauga Parish.

It summarizes the key results, explores the implications of social media activity on sales growth, and addresses the challenges faced by businesses, including content creation and resource limitations. It finally draws conclusions based on the data in the study and offers practical recommendations for enhancing social media strategies for the overall success of businesses in this region.

This integrated approach is aimed at providing actionable insights to help businesses optimize their social media efforts and improve overall performance.

#### 5.1 Summary of Findings

##### 5.1.1. General Findings

The data indicates that SMEs in Nsuube-Kauga Parish generally see a positive impact of social media usage on their overall business performance and customer interaction. They actively use social media platforms, with Facebook, WhatsApp, Tiktok and Instagram being the most popular.

The remaining few either do not use social media or rely on traditional marketing methods. The majority of about 77.4% believe that increased social media activity contributes to higher sales growth, demonstrating that businesses recognize social media as a valuable tool for enhancing visibility and engagement.

A significant proportion of businesses (7%) post content on social media platforms at least 2-3 times a week, which has been linked to improved customer engagement and increased sales.

The findings also reveal that businesses frequently use targeted social media advertising which translates to 69.4% and paid advertising campaigns which translates to 80.6%, so as to boost visibility and sales.

Additionally, interactive content such as polls, quizzes, and live videos is widely employed to a tune of 77.2%, to engage audiences, indicating that businesses are leveraging various strategies to enhance their social media presence.

In relation to the above, businesses face several challenges in their social media marketing efforts since a significant number of respondents to a tune of 75.8% find creating high quality and engaging content a major hurdle.

Additionally, 71.0% struggle with accurately measuring the effectiveness and return on investment (ROI) of their social media activities.

Limited financial and human resources are also a substantial concern, with 74.2% of businesses indicating that these constraints hinder their ability to manage social media effectively.

Further still, the data collected highlights a strong need for additional training and support, with 77.4% of respondents agreeing that such measures would improve social media strategies. This supports the importance of investing in skill development and resource allocation to address the challenges identified and optimize social media marketing efforts.

#### 5.1.2 Summary of findings:

The research on social media usage among businesses in Kauga Parish has provided insightful findings on both the benefits and challenges associated with social media marketing.

The data indicates that a significant majority of businesses perceive social media as a valuable tool for driving sales growth, with 77.4% of respondents acknowledging that increased social media activity is associated with higher sales.

Additionally, 69.4% of businesses frequently utilize targeted social media advertising and paid advertising campaigns translating to 80.6% to enhance visibility and promote their products or services.

Interactive content, including polls, quizzes, and live videos, is also commonly employed by 77.2% to engage and interact with audiences effectively.

However, the research also highlights several critical challenges including a notable 75.8% of businesses reporting difficulty in creating high quality and engaging content, which is essential for capturing audience interest and maintaining engagement.

More still, 71.0% of respondents struggle with accurately measuring the effectiveness and return on investment (ROI) of their social media marketing efforts. This difficulty in quantifying results hampers businesses' ability to assess the success of their strategies and make data driven decisions.

74.2% of businesses face constraints related to limited financial and human resources, which impact their ability to effectively manage and optimize social media marketing activities. Despite these challenges, there is a clear recognition of the need for additional training and support, with 77.4% of businesses agreeing that such resources could significantly enhance their social media strategies.

### 5.1.3 Discussion Of Findings

The findings reveal a nuanced picture of social media usage in Kauga Parish, showing both the opportunities and limitations faced by local businesses. The positive impact of social media on sales growth corroborates existing research that underscores the efficacy of social media as a powerful marketing tool.

The high levels of targeted and paid advertising indicate that businesses are aware of and actively utilizing social media's capabilities to increase their reach and visibility. This is consistent with Targeted Advertising Theory, which suggests that tailored advertisements can effectively engage specific audience segments and improve marketing outcomes.

### 5.2 Challenges

Despite these positive outcomes, businesses faced challenges such as limited technical expertise in digital marketing translating to 40%, constrained budgets for social media advertising translating to 35%. and low engagement rates on certain platforms of 25%.

These findings are consistent with the growing body of literature that highlights the critical role of social media in modern business practices. Studies by Kapoor et al,(2018) and Zhang and Li,(2019), indicate that businesses leveraging social media effectively experience competitive advantages in customer acquisition, engagement, and overall sales growth.

The difficulty in creating high quality content is a widespread issue in content marketing, where businesses often struggle with the creative demands and resource requirements necessary to produce compelling material. This challenge aligns with Content Marketing Theory, which emphasizes the importance of high quality content for engaging audiences and driving business results.

The struggle to measure social media effectiveness and ROI reflects a broader issue within digital marketing, where the complexity of analytic and data interpretation can pose significant hurdles.

The lack of sophisticated tools or expertise to accurately assess social media performance is consistent with Marketing Accountability Theory, which stresses the need for effective metrics and analytic to justify marketing investments and optimize strategies.

The challenge of limited resources further compounds these issues. The constraints on financial and human resources are a well documented barrier to effective social media management, aligning with the Resource Based View (RBV) which suggests that a business's resources significantly impact its ability to execute effective strategies.

In this context, limited budgets and staff can restrict the scope and effectiveness of social media initiatives, making it difficult for businesses to fully capitalize on social media opportunities.

The clear need for additional training and support, as indicated by 77.4% of respondents, shows a critical area for intervention. Training could help businesses overcome challenges related to content creation and analytics, while additional resources could enable more effective social media management and strategy development.

Providing targeted support and investing in skill development could significantly improve businesses' social media capabilities, helping them to better navigate the complexities of digital marketing and achieve greater success.

In summary, while businesses in Nsuube-Kauga Parish are leveraging social media effectively to drive sales and engage audiences, addressing the identified challenges is crucial for optimizing their social media strategies through focusing on improving content quality, enhancing measurement practices, and expanding resources.

### 5.3 Conclusions

Based on the data collected and analyzed on Nsuube-Kauga Parish, the following conclusions were drawn;

- i. Social media is a key driver of sales growth in modern times. The study confirmed that social media usage significantly contributes to sales growth among businesses in Nsuube-Kauga Parish. The businesses that actively engage in social media marketing experience higher sales volumes, improved customer relationships, and enhanced brand visibility.
- ii. Social media's reach and cost effectiveness is a great breakthrough for business in this parish. Social media platforms such as Facebook, tiktok and WhatsApp provide businesses with cost effective ways to reach wider audiences and this has particularly benefited small businesses with limited budgets, enabling them to compete with larger companies by increasing brand exposure at minimal costs.
- iii. There is urgent need for technical skills among business operators in this region of Mukono to enable businesses scale up faster. A major limitation in the full utilization of social media by businesses is the lack of digital marketing skills.

Many business owners and managers find it challenging to design, implement, and monitor effective social media campaigns, which could otherwise lead to greater success for their businesses

- iv. The future of social media usage in business is very promising. Businesses in Nsuube-Kauga Parish recognize the value of social media and intend to increase their investments in social media marketing. However, for these investments to yield maximum returns, businesses need support in overcoming the current challenges, especially in acquiring digital marketing skills and optimizing engagement strategies.

#### 5.4 Recommendations

Based on the findings and conclusions of this study, the following recommendations are made to enhance the effectiveness of social media in driving sales growth for businesses in Nsuube-Kauga Parish:

**Training and capacity building in digital marketing for business owners.** To address the gap in technical expertise, there should be targeted training programs for business owners and managers on effective social media marketing strategies. This training should focus on content creation, audience engagement, data analysis, and platform specific marketing techniques.

**Development of affordable social media marketing solutions.**

Small businesses in Nsuube-Kauga Parish face budget constraints when it comes to social media advertising. Collaborating with digital marketing firms to provide affordable packages for local businesses could help overcome this barrier, allowing businesses to reach more customers.

**Encouraging multi-platform engagement.** While Facebook, Tik tok, Instagram and WhatsApp dominate social media use among businesses, exploring other platforms such as Twitter(X), and Pinterest could help businesses tap into diverse customer segments. Businesses should be encouraged to adopt platform-specific strategies to maximize their reach.

There should be continuous monitoring and adaptation of social media strategies. Businesses should be encouraged to monitor the performance of their social media efforts regularly. By using tools such as Google Analytics, Facebook Insights, and Instagram Analytics, businesses can track customer behavior, measure the effectiveness of their campaigns, and adjust their strategies accordingly.

**Collaboration with local government and organizations by businesses.** Local government and development organizations such as World Vision and the Uganda Investment Authority should collaborate with businesses to support digital transformation initiatives. This collaboration could include subsidies for digital marketing services and grants to help businesses improve their social media presence.

### 5.5 Areas for future study

While this study focused on businesses in Nsuube-Kauga Parish, further research should be conducted on a larger scale across Mukono Municipality to generalize the findings.

Additionally, future research could investigate the impact of emerging platforms such as Pinterest and LinkedIn on business growth, as these platforms gain popularity among older business oriented demographics for a professional touch.

## 5.6. Appendix 1: Questionnaire

My name is KAITALE ALEX, a final year student of UGANDA CHRISTIAN UNIVERSITY-MUKONO pursuing a bachelors degree in Business Administration(Marketing)

This questionnaire is designed to study the impact of social media platforms on the growth of sales of Small & Medium enterprises (SMEs) in Nsuube, Kauga-Mukono district

The researcher humbly seeks your opinions in order to make this process fruitful and be rest assured that the data you provide through this study is purely for academic reasons . The information collected here will not be linked to the business or your identity.

SMEs stands for Small and Medium Enterprises

Bio data

1. Gender

a) Male  b) Female

2. Age

a) 21-30  b) 31 - 40

c) 41-50  d) 51- 60

3. Level of education

a) diploma  c) post graduate

b) Bachelors

d) others specify.....

Likert Scale

Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
5	4	3	2	1

### SECTION B:

In the following sections use the scale provided above to tick the number that best describes your opinion.

1. Strongly disagree (SD) 2. Disagree (D) 3. Not sure (NS) 4. Agree (A) 5. Strongly agree

To assess the extent SMEs use social media in Nsuube-Kauga Parish, Mukono Municipality, Mukono district.

No.	Statements	SD	D	NS	A	SA

1	The use of social media has had a positive impact on overall business performance and customer interaction.					
2	Additional training and support on social media management would be beneficial for improving social media strategy."					
3	There is a need for additional training and skill development to improve the effectiveness of social media usage."					

**SECTION C:**

To identify the types of social media platforms and content strategies most commonly used by businesses in Nsuube-Kauga Parish in promoting their products and services.

No.	Statements	SD	D	NS	A	SA
1	Targeted social media advertising is frequently utilized by businesses in Nsuube-Kauga Parish to enhance the visibility and effectiveness of their marketing campaigns					
2	Paid advertising campaigns on social media are frequently employed by businesses in Nsuube-Kauga Parish to boost the visibility of their promotions."					
3	Interactive content such as polls, quizzes, and live videos is commonly used by businesses in Nsuube-Kauga Parish to engage their audience on social media."e					

**SECTION D:**

To evaluate the relationship between social media usage and sales growth among businesses in Nsuube-Kauga Parish.

No.	Statements	SD	D	NS	A	SA
1	Increased social media activity is associated with higher sales growth for businesses in Nsuube-Kauga Parish					
2	Frequent posting and updates on social media platforms are linked to higher sales growth for businesses in Nsuube-Kauga Parish."					
3	A well-defined social media strategy enhances sales performance and contributes to sales growth for businesses in Nsuube-Kauga Parish."					

SECTION E:

To analyze the challenges faced by businesses in Nsuube-Kauga Parish when using social media for marketing and sales purposes.

No.	Statements	SD	D	NS	A	SA
1	Creating high quality and engaging content for social media is a major challenge for businesses in Nsuube-Kauga Parish.					
2	Businesses in Nsuube-Kauga Parish struggle with accurately measuring the effectiveness and return on investment of their social media marketing efforts.					
3	Limited financial and human resources pose a significant challenge to effectively managing social media marketing and sales activities for businesses in Nsuube-Kauga Parish					

Thank you for your cooperation with us.

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