

Knowledge and Utilization of Social Media for Expansion of Small Scale Business Enterprises in Delta State, Nigeria.

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Abstract

This study examines the knowledge and utilization of social media for expansion of small scale business enterprises in Delta State. Three research questions were developed in line with the purpose to guide the study. This study adopted a descriptive survey design. The population of this study consisted of 1,072 registered small scale business organizations in Delta State. Simple random sampling technique was used to sample a total of 107 business owners of selected categories of small scale business in Delta State. A structured questionnaire titled “knowledge and utilization of social media for expansion of small scale business enterprises Questionnaire (KUSMESCBQ)” was used to collect data from respondents. The instrument was validated by two experts; one from Measurement and Evaluation lecturer and the other from school of business education, all in Federal College of Education (Technical) Asaba, Delta State. The Spearman’s Rank Order correlation instrument was used to ascertain its reliability of 0.05. Data collected from respondents was analyzed using mean and standard deviation. It was revealed that small scale businesses utilize Face-book for expansion of small- scale business enterprises in Delta State among others. Base on the findings, it was recommended that the scale enterprises should increase their efforts in harnessing the advantages of the social media such as facebook, instagram and twitter and so on.

Keywords: Knowledge, Utilization, Social Media, Small Scale Business, Enterprises.

INTRODUCTION

The 21st century has seen a shift in the way businesses market their products and services. Smith and Taylor in Jagongo and Kinyua (2013) revealed that companies are presently experiencing several new unanticipated events and the development of the internet as a communication channel

is almost certainly one of the most influential factors. The internet has brought about several new elements. It has made consumers more accessible; has emerged with a completely new set of communication tools that make the process of exchanging information much easier and faster, and has compelled companies to re-think how they are communicating with their customers (Jaokar, Jacobs, Moore & Ahvenainen, 2018). Business owners/ managers, marketers and consumers are witnesses to the appearance of virtual social media.

Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the net-working landscape. However, when it comes to giving a clear definition of what social media really is, the understanding of the term is very minimal. Social media refers to content distributed through social interactions. These media utilize various firms that offer services or tools to help customers and firms build connections (Grewal & Levy, 2016). According to Zeeshain and Hussain (2017), social media is the usage of web-based and mobile technologies to create, share and consume information and knowledge without any geographical, social, political or demographical boundaries through public interaction in a participatory and collaborative way. Business is an organization or enterprising entity engaged in commercial, industrial or professional activities. Businesses, whether small, big, simple, complex, private or public are created to maximize profit and to face competitive market. Small scale businesses are business enterprises which employ less than 50 persons and possess assets which value excluding land and building is less than ₦300 million (Ebitu, Basil & Ufot, 2015). Small scale businesses (SSB) are increasingly recognized as important economic base for any economy (Lameck, 2014). They contribute significantly to poverty alleviation and economic development and, training ground for the development and upgrading entrepreneurship skills (Kazungu & Panga, 2015). Ngugi (2016) pointed out that SSB create employment, generate income, investments, and increase manufactured exports. Katua (2016) added that they increase Gross Domestic Product (GDP), and according to Okeyo, Gathungu, and K'Obonyo (2014) SSB increase government revenue through tax collections. Small scale businesses have contributed reasonably towards employment, gross domestic product (GNP) and sustainable development of Nigeria.

Expansion is a phase of the business cycle where real gross domestic product (GDP) grows for two or more consecutive quarters, moving from a trough to a peak. Expansion is typically accompanied by a rise in employment, consumer confidence, and equity markets and is also referred to as an economic recovery (Liberto, 2019). Liberto also views expansion as a positive increase from one point to another. Business expansion on the other hand, is a stage where the business reaches the point for growth and seeks out for additional options to generate more profit (Attract Capital, 2021). Different forms of business expansion include opening in another location, adding sales employees, increased marketing, and adding franchisees, forming an alliance, offering new products or services, entering new markets, merging with or acquiring another business, expanding globally and expanding through the internet. The expansion of a business can be attributed to a number of factors, but the greatest determinant of a business expansion is the owner or manager access and utilization of social media. Social media are becoming increasingly important to business owners/ managers as they provide firms with access to markets, ideas, information, advice, business opportunities, and other resources (Fang, Tsai & Lin., 2017).

Despite the fact that SSB contributions to socio-economic development are widely acknowledged, SSB almost all over the world are facing many impediments that hinder their expansion. One of the constraints facing SSB is access to and dissemination of business information. While SSB are faced with such a challenge, studies indicate a growing use of social media by different categories

of users including business persons. Social media have got the potential of providing business persons a possibility to share business information with their customers and suppliers. Moreover, social media creates highly interactive platforms through which individuals and communities share, discuss, and modify user-generated information (Ile, Nwosu & Udemba, 2018). They provide an excellent opportunity for businesses to interact with stakeholders and carry message to large audience (Burson, 2017).

Furthermore, the sole purpose of running a business is to expand, and a major trigger of expansion is winning new customers. Social media provides various platforms that lead to the growth/ expansion of businesses by increasing brand awareness and expose the small scale businesses to new customers.

It is surprising however, to note that despite the enormous benefits derived from social media in the field of business, trade, industry and commerce, it is widely speculated by social commentators and stakeholders that most SSB operators in Nigeria hardly embraced the immeasurable advantages of social media in their businesses. It is also observed that most of the small scale businesses lack knowledge on the use of these social media in their business and those who have little knowledge are unable to put it into practice either because of time or network issues; it was also seen that small scale businesses face several challenges in the usage of social media and it is based on these that the this study sought to embark on this research work

The objective of the study, therefore, is to examine the knowledge and utilization of social media for expansion of small scale business enterprises in Delta State and to find out the extent each of the social media variables affect small-scale business enterprise in Delta State. Findings of this research would hopefully enable small and medium business enterprises to utilize social media well in order to promote their businesses. The study is limited to examining social media usage which include Facebook, Instagram and Twitter and their impact on small scale-scale business enterprises in Delta State.

LITERATURE/THEORETICAL UNDERPINNING

For the purpose of this study, small scale business has been defined in many ways by many authors or scholars to suit their environment and thinking. Olagunju (2011) perceived Small scale business enterprises to include all business venture which are set up to provide one satisfaction (Utility) or the other for a defined market target and with capital and asset base as low as ₦500 and as high as ₦1,000,000. Small enterprises out number large company by a wide margin and also employ many more people. Small scale business is also said to be responsible for driving innovation and competition in many economic sectors (Andriole, 2017). Small business covers a variety of enterprises. It encompasses sole proprietorship or entrepreneurship, family businesses and partnerships, and may be incorporated or unincorporated. The term also includes such professionals as Accountants, Lawyers, Doctors, Engineers, and Architects, who are self-employed. Others are repairmen and roadside auto- service-men known generally as “roadside mechanics” in Nigeria. The term small business like many other terms in the social sciences, defies a precise definition (Iorun, 2014).

Obiaguzor (2012) opined that small scale business in any economy whether developed or developing plays an important role in the economic development of most countries of the world. But unfortunately, small scale businesses have not been accorded the necessary financial and other support they deserve to make them grow. The Central Bank of Nigeria (CBN) in February 1988, came up with a definition of Small scale business, it states that for the lending purpose of Merchant Banks, a small scale business is one with a labour size less than 50 workers or a total cost of not

more than ₦50 million including working capital but excluding the cost of land. While Commercial Bank on their own view stated that a Small Scale Enterprise is one with an annual turnover not exceeding ₦500,000 (CBN 2010).

Iorun (2014) noted that, there is hardly any unique, universally accepted definition of SSEs because of the subjective classification of business into small and large scale. Egbuogu (2013) noted that definitions of SSEs vary between countries and between continents. According to Carpenter (2013), the major criteria in the definition could include various combinations of the following: Number of employees, financial strength, sales value, relative size, initial capital outlay and types of industry. For Iorun (2014), size of capital investment (fixed assets), value of annual turnover (gross output) and number of paid employees, are the prominent indicators in most definitions.

Stolze (2017) asserted that growing a business is about increasing the scale of operations. To measure whether a company is growing or not, you can use the following indicators:

- **Assets:** the company has more resources (assets) either through internal or external growth.
- **Number of employees:** companies need more employees to operate various jobs in the business.
- **Total output:** the firm produces more product as it increases production capacity.
- **Number of customers:** the company sells higher output to more customers, both in the domestic and foreign markets.
- **Revenue:** by selling more products, the company generates more revenue.
- **Profits:** income increases should be supported by increased profits through several cost savings and economies of scale.
- **Market capitalization:** Stock market investors love growth and profitability, expecting stock prices to go up.

In general, Weinzimmer (2015) divided business expansion strategies into two categories. Internal growth – the company relies on internal resources and capabilities to increase the size of the business. External growth – the company combines internal and external resources and capabilities. The two growth strategies are not all suitable for the company. Each has advantages and disadvantages. For example, internal growth may be a rational option for small firms, where they have more limited resources. Under the internal growth which is also referred to as organic growth, the business grows its existing resources and capabilities. It may be through increase production capacity by buying new machines or building new factories, opening new outlets or branch offices to reach a broader range of consumers, increase advertising spending to increase sales by persuading consumers to buy, offers new variants of existing products to existing markets, expanding market segments, for example, by reaching other segments related to the current segment and expanding into new markets, for example, by selling products abroad. While external growth involves external parties to grow. That is by combining the resources and capabilities of other companies. We also call it inorganic growth. It can be run via: merger, acquisition, joint ventures and strategic alliance. Indeed, expansion has the potential to generate more money. Companies can market their products to more customers. Selling to more people allows the company to achieve higher economies of scale, allowing unit costs to fall. Ultimately, it leads to higher profits (Stolze, 2017). According to Stolze (2017), business expansion also comes with several risks, including: Financial loss; Ineffective management; Instability; Reluctance to change and Political risk.

SOME APPLICATION PACKAGES OF SOCIAL MEDIA UTILIZATION

- i.** Face-book Social Media Utilization in Enhancing Expansion
- ii.** Instagram Social Media Utilization in Enhancing Expansion
- iii.** Twitter social Media Utilization in Enhancing Expansion

Theoretical Underpinning

The study is anchored on two theories; namely, the social network theory and social penetration theory. The theories shed light on the importance of social networks which can be employed in business for expansion.

Social Network Theory

The proponent of the social network theory is Scott in 2003. Scott (2003) conceptualized his theory from several concepts and was largely based on understanding the structure and relational networks of social associations between living things. The focus of the theory is the study of the way individuals, groups and institutions interact and relate with each other; hence, analyses all sorts of relationships between things, animals, or people. The social network theory holds that the largest element is the network that has many individual elements. It is worth noting that the smallest element in a network is an individual as an actor; hence, the theory portrays social relationships as ties and nodes, where the ties represent the relationships that exist and link the players while the node signified the individuals. There are various types of ties between nodes, which explain the interdependence that exists in the social network (Mulunda, Mukabi & Macharia, 2021).

The social network theory is relevant in this study on the role of social media on SMEs performance. This is because it helps in the understanding of the formation of relationships between marketers and consumers. The relationship becomes valuable when the marketers manage to reach many consumers. It is worth noting that marketers are normally in constant contact with the consumers; hence, better understand them. The basis of this theory is linked to the content that may go viral and reach many on social media in a relatively short period. Besides, the theory offers an important framework for understanding social media and its usage in business. The actors in a network consume social media via virtual nodes online while social ties are created via sharing, links, and memberships (Richardson, Choong & Parker, 2016). Therefore, understanding how social networks work in social media marketing is very important in the modern business environment. SMEs may use this strategy to ensure information reaches their target consumers within a short period. The social network theory brings out the relevance of online marketing where SMEs should be in contact with as many consumers as possible to enhance their business performance. However, the theory is not without shortcomings. For instance, it does not consider the individual characters of the actors in the network as well as their perception of the world which may have a significant effect on the relationship between them. While the theory emphasizes the importance of social networks, it does not inform how marketers should ensure there is a healthy relationship which is the only way an entrepreneur can benefit from the social networks.

Social Penetration Theory

The theory is based on a common phenomenon known as getting to know someone. The social penetration theory holds that interpersonal relationship moves from a very shallow surface level over time to deeper and more intimate levels. This is supported by Emerson (2016), who opined

that social penetration progresses via several stages to establish relationships. Getting to know someone as the relationship moves from one level to the other depends on mutual disclosure or sharing of vulnerability and inner feelings (Altman & Taylor, 1973). The social penetration theory assumes that self-disclosure is predictable, systematic, and mutual. The theory describes the role of disclosure in developing relationships, but the focus is on the way self-disclosure functions to establish relationships. Self-disclosure is used in developing relationships to enhance intimacy via depth, breadth, and the norm of reciprocity. This theory is objective since it is not subjective to individual bias or feelings. Instead, it is based solely on facts and not opinions. The social penetration theory has been criticized first, due to its Heurism; that is, educational principles of gaining knowledge via practical experience and empirical study. Consequently, the theory has been used in various studies on a wide variety of relationships. Besides, it is given credit for most of the thinking behind establishing relationships. Second, the social penetration theory is criticized due to its narrow scope with critics arguing that the process of establishing relationships is not always linear. However, the social penetration theory is relevant when one tries to understand the interactions that we encounter daily as it helps to understand various stages of relationships; hence, aids in understanding how best to rationalize and make decisions at each stage of relationship development. In the context of this study, the social penetration theory informs the small scale businesses and marketers that relationship building in the social network is a process that improves gradually as both parties get to know each other's properly in terms of who they are, what they offer and their principles in business. As such, it is important to grow the relationship over social media gradually and systematically to a point where the consumers understand the businesses, their products, and services. This way, entrepreneurs can benefit significantly through social media usage.

Empirical Review

The study of Kateri (2021) adopted quantitative research design, this present study adopted survey research design. Kateri used regression analysis to analyse the data while this present study used mean and standard deviation to analyses data and that is an aspect to which both study differs. Finally, the study of Kateri (2021) was carried out in Kano State and this present study was carried out in Delta State.

Akpan, Ibekwe, Worgu and Nwangwu (2018) carried out a study on social media usage and firm performance: reflections from the Nigerian Telecommunication Sector. The cross-sectional survey research design was adopted in carrying out the study. The population of this study comprises employees of telecommunication firms in Nigeria. However, the study concentrated on the mobile phone (GSM) operators only. A sample size of 76 people was determined from a population of 95 employees comprising customer service personnel, supervisors, and managers of four telecommunication outlets operating in Rivers State, Nigeria. A structured questionnaire was sent to the respondents, out of which 62 copies were returned, representing 82% returned rate. However, nine copies were not used for the final analyses due to inconsistent and incomplete information. Therefore, 53 copies of the questionnaire were used for the final analyses. The Pearson Product Moment Correlation Coefficient statistical technique was used to analyze data collected with the aid of the Statistical Package for Social Sciences computer software version 22. The study revealed that social media usage has a significant positive correlation with performance measures of profitability and market share. It was recommended that management of these firms need to give adequate attention to their social media platforms and use them extensively in

rendering customer service, and for advertisement and promotion of their services which will elevate their performance.

Both studies relate as they both discuss social media. Same instrument (questionnaires) was used for data collection by both studies. Different design was adopted by both studies, as the study of Akpan, Ibekwe, Worgu and Nwangwu (2018) adopted the cross-sectional survey design while this present study adopted descriptive survey design. The study of Akpan, et. al (2018) used Pearson Product Moment Correlation Coefficient to analyzed data while this present study adopted mean and standard deviation for data analysis. Finally, the study of Akpan, et. al (2018) study was carried out in Nigeria while this present study was carried in Asaba urban.

Syaifullah, Syaifudin, Sukendar and Junaedi (2021) studied social media marketing and business performance of MSMEs during the COVID-19 Pandemic. This research method uses a quantitative approach and the analytical tool used is Structural Equation Modeling (SEM) based on Partial Least Square. The sampling technique used purposive sampling and the sample in this study was MSMEs who use social media for marketing. The social media used are Face-book, instagram, and whatsapp. The number of samples in this study was 254 MSMEs. Data collection used online questionnaires. The research findings show that the use of social media marketing is influenced by compatibility, perceived usefulness, and perceived ease-of-use. The results of this study indicate that the use of social media for marketing has a positive effect on the performance of MSMEs, especially in increasing sales, customer relationships, productivity, and creativity. This means that the better the management of social media for marketing, the better the performance of MSMEs will be. Both studies relate as they both discuss social media. Same instrument (questionnaires) was used for data collection by both studies. Different design was adopted by both studies, as the study of Syaifullah, Syaifudin, Sukendar and Junaedi (2021) adopted the qualitative design while this present study adopted descriptive survey design. The study of Syaifullah, et. al. (2021) used Partial Least Square to analysed data while this present study adopted mean and standard deviation for data analysis. Finally, the study of Syaifullah, et. al. (2021) study was carried out in Indonesia while this present study was carried in Delta State.

METHODOLOGY

This study adopted the survey research design in the examination of the research problem. Structured questionnaire formed the main research instrument for the collection of data from respondents. The questionnaire is structured in a 4-point scale format where each respondent was required to select by ticking only one response from the four categories: HU= Highly Utilize, U = Utilize, FU = Fairly Utilize, and NU = Not Utilize. Numerical score was assigned to each degree of response viz: 4, 3, 2, and 1 for HU, U, FU, NU respectively. The scores from all the respondents on each item question were summed up to obtain the total score for that item question. The summed responses for each respondent constitute the data for the analysis. The total responses to each item statement of the questionnaire are computed from which the arithmetic mean is calculated. Educationist from School of Business Education and Measurement Evaluation determined the content validity of the questionnaire.

DATA PRESENTATION, ANALYSIS AND RESULTS INTERPRETATION

Data Presentation

Research Question 1: To what extent do small scale businesses utilize face-book for expansion of small scale business enterprises in Delta State?

Table 1: Mean scores on Utilization of face-book for expansion of small scale business enterprises

| s/n | Statement | VHE | HE | VLE | LE | X | SD | Decision |
|-----|---|-----|----|-----|----|------|------|----------|
| 1 | Facebook has enabled increase in brand awareness of your products and services. | 50 | 30 | 7 | 5 | 3.36 | 0.84 | Agree |
| 2 | Promotions and discounts displayed on the business facebook page increases sales. | 48 | 21 | 15 | 8 | 3.18 | 0.99 | Agree |
| 3 | Facebook promotes green retailing such as reduction of packages | 55 | 27 | 8 | 2 | 3.47 | 0.74 | Agree |
| 4 | Business use facebook platform to promote environmental messages | 46 | 25 | 15 | 6 | 3.21 | 0.93 | Agree |
| 5 | Facebook increases close customer relationship with business. | 50 | 30 | 10 | 2 | 3.39 | 0.76 | Agree |
| 6 | Business uses facebook to understand customer's needs | 40 | 30 | 12 | 10 | 3.09 | 0.99 | Agree |
| 7 | Facebook increases wider range of customer's in businesses. | 52 | 25 | 10 | 5 | 3.35 | 0.87 | Agree |
| 8 | Facebook enables business owners to monitor customers immediately | 54 | 20 | 10 | 8 | 3.30 | 0.97 | Agree |
| 9 | Business rely on facebook to reach new customers | 51 | 25 | 9 | 7 | 3.30 | 0.92 | Agree |
| 10 | Facebook enables business to discover what the society needs | 58 | 15 | 14 | 5 | 3.37 | 0.92 | Agree |

Source: Extracted from questionnaire's Assessment Survey, 2024

Table 1 above, shows that items serial 1 – 10 scores above 2.50, which is acceptable mean score. This showed that the respondents rated the statement high, which showed that small scale businesses utilizes Facebook for expansion of small scale business enterprises in Delta State.

Research Question 2: To what extent do small scale businesses utilize Instagram for expansion of small scale business enterprises in Delta State?

Table2: Mean score on utilization of Instagram for expansion of small scale business enterprises

| s/n | Statement | VHE | HE | VLE | LE | X | SD | Decision |
|-----|--|-----|----|-----|----|------|------|----------|
| 11 | Instagram enable business to engage easily with customers by sending samples, adverts etc. | 40 | 22 | 20 | 10 | 3.00 | 1.04 | Agree |
| 12 | Instagram enables business to connect deeper with the customer | 47 | 21 | 15 | 9 | 3.15 | 1.02 | Agree |
| 13 | Instagram enables business to view their consumer's comments easily | 50 | 24 | 10 | 8 | 3.26 | 0.96 | Agree |
| 14 | Instagram modifies marketing strategies and push to internet marketing | 53 | 18 | 15 | 6 | 3.28 | 0.95 | Agree |
| 15 | Instagram enables business to communicate open and clear messages | 54 | 19 | 10 | 9 | 3.28 | 1.00 | Agree |
| 16 | Instagram enhances more creativity in advertising and for meeting customer's needs in real time. | 50 | 25 | 13 | 4 | 3.32 | 0.87 | Agree |
| 17 | Instagram has influence buying decision of customers and increase more selling | 52 | 22 | 11 | 7 | 3.29 | 0.95 | Agree |
| 18 | Usage of instagram pushes business towards E-commerce use in conducting business such as internet advertisements | 49 | 23 | 12 | 8 | 3.22 | 0.79 | Agree |
| 19 | It is very easy to connect with through instagram when passing marketing information | 51 | 20 | 12 | 9 | 3.22 | 1.01 | Agree |
| 20 | Instagram encourages more creativity in advertising and personal selling when meeting customer's needs | 45 | 20 | 17 | 10 | 3.08 | 1.04 | Agree |

Source: Extracted from questionnaire's Assessment Survey, 2024

From the table 2 above, all the respondent's shows that items 11 to 20 scored above 2.50 of the acceptable mean score, this showed that the respondents rated the statements high extent. The grand mean of 3.21 which is also above 2.50 of the acceptable mean score showed that small scale businesses utilizes instagram for enhancing expansion in Asaba, Delta State.

Research Question 3: To what extent do small scale businesses utilize Twitter for expansion of small scale business enterprises in Delta State?

Table 3: Mean Score on Utilization of Twitter for expansion of small scale business enterprises

| s/n | Statement | VHE | HE | VLE | LE | X | S.D | Decision |
|-----|--|-----|----|-----|----|------|------|----------|
| 21 | Using Twitter encourage better understanding of customer's needs | 30 | 30 | 17 | 15 | 2.82 | 1.06 | Agree |
| 22 | Twitter enables easy reaching of customers | 37 | 30 | 15 | 10 | 3.02 | 0.99 | Agree |
| 23 | Twitter increases the customer purchasing decision in their business | 41 | 30 | 12 | 9 | 3.12 | 0.97 | Agree |
| 24 | Using Twitter in business cuts down the cost of operation. | 35 | 35 | 14 | 8 | 3.05 | 0.93 | Agree |
| 25 | When starting using Twitter in marketing your business you have been modifying your brand since then. | 34 | 30 | 20 | 8 | 2.98 | 0.96 | Agree |
| 26 | Twitter enables easy interaction with customers | 37 | 30 | 15 | 10 | 3.02 | 0.99 | Agree |
| 27 | When starting using Twitter in marketing your business | 38 | 30 | 16 | 8 | 3.07 | 0.96 | Agree |
| 28 | Using Twitter to market for your business is inconvenient especially with the environment you live in. | 40 | 30 | 14 | 8 | 3.11 | 0.96 | Agree |
| 29 | Customers can influence products through twitter | 40 | 32 | 12 | 8 | 3.13 | 0.94 | Agree |
| 30 | Goods can be easily display on twitter for weeks without deletion | 33 | 33 | 15 | 11 | 3.95 | 0.99 | Agree |

Source: Extracted from questionnaire's Assessment Survey, 2024

From the table 3 above, all the respondent's shows that items 21 to 30 scored above 2.50 of the acceptable mean score, this showed that the respondents rated the statements high extent. This means that the respondents reacted positively with the statements which showed that small scale businesses utilize twitter for expansion of small scale business enterprises in Delta State.

Discussion of Findings

Findings on research question one revealed that small scale businesses utilizes Face-book for expansion of small scale business enterprises in Delta State. The findings conforms to the assertion of Salloum and Shaalan (2017) who asserted that Facebook, is used for adverts which can grow fan pages with targeted consumers. Also, Assimakopoulos and Dvizac (2017) stated that there is ability to create a page which serves as an extention of their online shop that can be used to connect with customers, distribute content, promote products services, and brands and attract online shoppers. Facebook can also be used to advertise products and provide a link to a blog post about the business or industry to online shoppers.

Also, Abbot and Hopkins (2018) stated that unfortunately, any small businesses that lack the opportunities of using Facebook towards business operations and to generate maximum profit from social media users due to illiteracy level and accessibility of internet in rural areas. Often times, small business owners simply do not have the technical background to understand how to use social media to grow their businesses.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The efficacy use of social media is the key determinants of the increase in sales and productivity, increases product and brand awareness, customer's loyalty, customer's demand, reduction on cost of production, interpersonal relationship with customers and the volume of transactions in small scale enterprises. It is important for business to recognize what they want to achieve by using social media. Businesses must be active on their channels and to do so they should have some knowledge on how to use them, including strategies for engaging the audience. Today, social media is essential that small businesses understand face book, twitter and the platforms behind using social media. With this mostly controlled medium, businesses have the opportunity to communicate with a wider variety of the public. Small businesses need to understand how to use social media sites to engage customers and create relationships which will in turn grow their business.

Recommendations

1. The scale enterprises should increase their efforts in harnessing the advantages of the social media such as facebook, instagram and twitter.
2. Efforts should be made by the government and the management of small scale businesses to make other small scale businesses and the general public at large aware of the importance and effectiveness of the use of the social media such as facebook, instagram and twitter for marketing, so as to get them involved in the quest for making the world a small global village where all kinds of transactions can be done within seconds.
3. The investors can further help in the utilization of social media such as facebook, instagram and twitter by offering funding and technological solutions such as mobile phones and subsidized computers, and also rewarding small scale that grow as a result of incorporating social media in their operations.

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