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## The Impact of Social Media Marketing on the Awareness and Revenue of Small Businesses: A Case Study on Small Businesses in West London

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### Abstract:

*Revolution of Social Media in today's world has made the world closely connected, integrated and redefined the businesses in all shapes and sizes. This technological revolution has given businesses new hopes, aspirations and growth across the geographies. Many think that social media is only applicable to large businesses and not for small and medium size businesses. Small and medium size businesses often are not aggressive in their marketing campaign because of their limited target market. If small and medium size businesses want to succeed and generate more revenue for their business, they need to explore other strategies in addition to their traditional way of building awareness. Sometimes small and medium size business owners are close minded where it comes to the use of social media marketing because they think that they have limited buyers.*

*What is very common to small and medium size business is that they just rely on their regular customers and local buyers for their*

*products. Small and medium sized businesses rely on leaflets, promotional materials and other traditional adverts. Comparing the number of people using computers before and now, it has increased a lot and many people are hooked in their computers in long hours. Technology is already available and if businesses does not use it for their business, it will just be a wasted opportunity.*

*The research is aimed at investigating the relevance of social media marketing in small and medium enterprises. Many people think that social media applies mostly on big businesses and the project will try to confirm from the respondents whether it can be possible for small businesses to use. Since the respondents are owners and managers of small businesses, they will be able to give a clear insight on whether it is applicable to small businesses to use and adopt it in their marketing planning and strategies.*

**Key words:** Social Media, Small & Medium sized Business, Technology, Planning and Strategies.

## **1. OVERVIEW & INTRODUCTION**

Technology has become a major tool for businesses to create awareness of their products and services (Carrie et al, 2003). One of the biggest challenge for business today is how they can offer their products and services at a cheaper price so that it can be afforded by the masses. Social media marketing is a form of internet marketing that utilises various social media network in sharing of content, videos and images for marketing purposes (Wordstream.com, 2015)

Many think that social media is only applicable to businesses and not for small and medium size businesses. Small and medium size businesses often are not aggressive in their marketing campaign because of their limited target market. If small and medium size businesses want to succeed and generate more revenue for their business, they need to explore other strategies in addition to their traditional way of

building awareness. Over the years, the number of small and medium size businesses has grown and mostly they are in the food and the retail business. Small and medium size business caters to smaller market and often they do not compete with big retail businesses. Small and medium enterprises have their own target market and often they rely on traditional or conventional way of advertising.

The aim of the research project is to investigate the impact of social media marketing on the revenue of businesses. The impact will be determined with the aid of managers and owners of businesses in London. Social media was initially created for people to use as a means socialising and connecting to friends and relatives. Over the years, social media has become a part of the marketing in businesses. Social media is becoming a popular not only for people socialization but a tool for businesses to use in promoting products and building relationship to customers.

The research relies on objectivity and the conclusion and generalisation were based on the collected data from the respondents which indicates that the positivism philosophy was used throughout the research project. The project adopted the inductive approach where all the information collected from the business owners will become the basis in determining the impact of social media marketing on the revenue of businesses.

Survey with the aid of questionnaires was used in the research project. Structured questionnaires were formulated with reference to the research objectives and questions. The researcher has thoroughly created questions aligned with the research objectives. The data gathered became the main source of information in the conclusion and recommendation at the end of the research project. In the project, the sampling technique adopted was the convenience non-probability sampling. The researcher has approached small businesses in West London area to help in generating answers to the questionnaires

formulated. The researcher decided to consider 50 business owners as respondents and continued the survey until 50 responses were generated.

When social media such as the Facebook, Instagram, you tube and Twitter were introduced, it was mainly intended for socialisation whether people can send messages and post pictures which they want their friends to see. As time goes by, social media applications have become a major tool for businesses where they can show communicate with their customers and at the same time showcase their products and services. Many businesses have recognised the relevance of social media. Social media applications have become the common grounds of most families, friends and relatives. Many businesses believed that once a member of the family knows about certain product and that they are satisfied, it will just circulate in their circle. The most effective adverts are through word of mouth of those satisfied customers which they can share via social media.

Many multinational businesses today have embrace social media as an effective marketing tool for businesses to create awareness and improve their brand. Due to the fact that it is adopted by biggest companies, some small business owners think that it is not so much applicable for smaller businesses.

Facebook, Twitter and Instagram are simple social media applications. Once the person knows how to use social media applications, adopting it in business to showcase new products and informing customers will not be difficult. The social media applications such as Facebook and Instagram, there is an option for business to use and they can use it to promote their products and services which their customers can see. The biggest challenge maybe for the use of social media marketing in business is how to connect with customers and how to gather information that can be used to link with them using the different social media applications.

Having an understanding or knowledge on the different social media applications is a good thing because it can give them some idea on how to use it and at the same time make them realise its importance in the business. But is just sad that many businesses do not use social media.

The Facebook has become a major tool use by people where they can communicate with their friends, families and relatives wherever they are. Facebook allows people to share pictures and videos for their friends to see. Facebook has become a part of people's daily activities and that is why it has been recognised as one of the best marketing tool for business to reach to people especially their customers. Twitter and Instagram are also popular where they have their own set of users. Twitter normally is for messages and twits and this is very common to youngsters and party professionals. Instagram allows people to post pictures and videos but the most important part is that people can follow other people. Ordinary individual can follow artist and see what they are doing and other things. One good application of the Instagram is that customers can follow a business where they can see whatever activities that the business does. This can be applicable to those customers loyal to business.

Some businessman today is a bit reluctant to try new things for their business. Social media marketing does not require much of capitalisation for business. All the business can do is to learn how social media works and how it can be implemented in business. Social media users of Facebook, Twitter and Instagram will not have difficulty in using in their business

### **1.1. Research objectives**

The research objectives formulated that leads to the achievement of the aim are as follows:

1. To assess the perception of business owners on social media marketing's application in business.
2. To identify the different social media marketing applicable to small and medium-sized businesses.
3. To determine which type of social media marketing strategy can effectively lead to the increase in revenue of small and medium-sized businesses.
4. To make relevant recommendation on what social marketing strategy can help small and medium-sized businesses increase its awareness and revenue.

### **1.2. Research Questions/Hypotheses**

The following questions were formulated with reference to the research objectives:

1. What is the perception of business owners on social media marketing's application in business?
2. What are the different social media marketing normally applicable to small and medium-sized businesses?
3. Which type of social media marketing strategy can effectively lead to the increase in revenue of small and medium-sized businesses?
4. What social marketing strategy can help small and medium-sized businesses increase awareness and eventually lead to their increase in revenue?

### **1.3. Research Significance**

The study will be using the quantitative approach where information will be collected from owners and managers of small and medium size businesses in West London area. Questionnaires will be formulated with reference to the aim and objectives of the study. The main focus of the questionnaires will be on the application of social media marketing in the promoting the businesses products and services. Aside from that, different issues and problems will be

explored on why they are not using social media marketing in their business. The researcher targets 50 business owners and managers as respondents in the project.

## **2. LITERATURE REVIEW**

This section presents the data and information collected from various secondary sources such as books, journals, websites and other academic resources. The information gathered has played an important part for the researcher to understand fully the study. Also, it has help in justifying the result of the survey conducted.

### **2.1. Social Media Marketing**

Technology has grown over the years and it has greatly supported businesses in their revenue generation (Wordstream.com, 2015). When Facebook and Twitter were created, its intention is to connect people and an avenue for people to socialise and communicate. Now, social media has expanded its application and is being used by businesses to build awareness of their products and services (DeMers, 2014). Companies today have recognised social media a good tool to connect to customers but there are also few business especially smaller ones thinks that it does not impact much on their revenue. For multinational businesses, what is noticeable is that they have Facebook and Twitter and this is being used as a tool for them to share whatever information related to their activities, corporate social responsibilities and its products.

### **2.2. Common Social Media Networks**

#### **2.2.1 Facebook**

Facebook is probably the most popular social media site where almost the majority of people has. Facebook is a social media

site where friends and relatives can post pictures, send messages and even send email (Wordstream.com, 2015). The introduction of Facebook has slowly eliminated the use of airmails and long distances. Facebook remains to be the most common social media application which can followed by the Twitter and Instagram. Almost everybody today has his or her Facebook account. The Facebook has become a major tool use by people where they can communicate with their friends, families and relatives wherever they are. Facebook allows people to share pictures and videos for their friends to see. Facebook has become a part of people's daily activities and that is why it has been recognised as one of the best marketing tool for business to reach to people especially their customers. Twitter and Instagram are also popular where they have their own set of users. Twitter normally is for messages and twits and this is very common to youngsters and party professionals. Instagram allows people to post pictures and videos but the most important part is that people can follow other people. Ordinary individual can follow artist and see what they are doing and other things. One good application of the Instagram is that customers can follow a business where they can see whatever activities that the business does. This can be applicable to those customers loyal to business.

Facebook has given many people the chance to save money in communication and makes families closer (Loreto, 2015). In the business side, the Facebook is most widely utilised social media.

### **2.2.2 Twitter**

According to Loreto (2015) Twitter is a free social networking microblogging service where they can broadcast short posts called "Tweets". The Twitter is also popular social media but its function is not that as robust as the Facebook. Twitter has also a lot of members and it is more of the reaction of people



towards news, happenings or events. Big businesses have also their Twitter accounts where they post some articles and news and let the public react to it.

### **2.2.3 YouTube**

Loreto (2015) defines YouTube is a free video-hosting website that allows members to store and upload videos where people can see (Loreto, 2015). The YouTube is also a popular site where everybody can upload videos where people can watch and see. The YouTube is very popular in the music industry. There are also businesses which uploads videos but not as often as the music industry. This is an area which it is not yet much exploited by businesses which might have an impact on the revenue of businesses.

### **2.2.4 LinkedIn**

LinkedIn was created for professionals to be connected. Its function is like the Facebook but it targets people working in the education, manufacturing and other forms of businesses. LinkedIn today has also expanded its use. LinkedIn is not only for professional socialisation and connection but it has been an area where jobs are posted (Wordstream.com, 2015). LinkedIn has function as an advertisement site for different companies wanting looking for people to work for their company.

## **2.3. Relationship between social media and revenue**

One important aspect in business is awareness which is a part of the business marketing mix. The marketing mix includes product quality, product price, promotion and place. Even the company has a very good product but if people do not know it, then definitely they will not be able to buy it. Advertising plays a key role in the success of every business. There are many ways of building awareness which includes above the line and below the line. Certainly, above the line advertising is very

effective in creative awareness but today more businesses are focusing more on reducing their operational expenses. Social media can be a good alternative to above the line advertising which can be very effective when managed properly deMers (2014).

## **2.5. Challenges in the application of Social Media Marketing in business**

- Difficulty in gathering personal information from customers
- No belief on the power of social media
- Belief that it will not work for small businesses
- Little knowledge on how to use social media in business

Several issues were identified on the reasons why smallest business owners are not using social media marketing in their business. The following reasons include difficulty in gathering personal information, no belief on the power of social media, belief that it will not work for small businesses and little knowledge on how to use social media in business. What is noticeable in small businesses is that they are more into the traditional way of doing the businesses. Despite the new generation who are into technology, most of the business owners are still practicing the typical setting where they use word of mouth and leaflets adverts. There is still a great majority of business owners who think that social media is more of personal and social use rather than business. Even there are business owners who think that social media is very good, it might be difficult to convince other business to use it. Many people believe that it might not be as effective as it is used in big businesses. The business owners believe that small businesses have their own group of buyers and that there is no need to tell them what they are doing because they are going to

their stores on a regular basis and that they know much of what they do and sell.

### **3: RESEARCH APPROACH AND STRATEGY**

Assessing the project, the appropriate research approach applicable will be the inductive approach where all the information collected from the business owners will become the basis in determining the impact of social media marketing on the revenue of businesses

#### **3.1. Sample Size & Techniques**

Sample size represents the portion of the population which is considered in the study (Richard, 2005). The number of respondents in the study will be 50 business owners and managers in the west London area. Survey with the aid of questionnaires was used in the research project. Structured questionnaires were formulated with reference to the research objectives and questions. Before the questionnaires are distributed, it will be initially tested with reliability and validity.

In this research project, the sampling technique adopted was non-probability sampling. The Researcher has approached small businesses in West London area to help in generating answers to the questionnaires formulated.

#### **3.2 Research Limitations**

It can be said that the aim of the project is to investigate the impact of social media advertising on the revenue of business. The impact of social media advertising will be based on the responses from the 50 business owners. The responses from the 50 respondents does not represent the opinion of all the business owners. The study will just be revolving around social

media advertising, its types and its relevance to increasing the revenue of the business.

#### **4: DATA ANALYSIS AND INTERPRETATION**

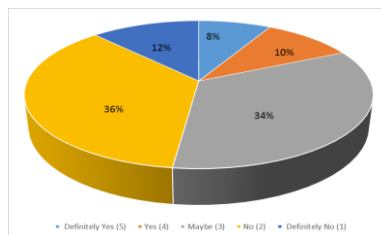
The chapter presents the results of the survey conducted on 50 business owners in West London area. The responses were presented in table and figures with the requisite interpretation and analysis. The interpretation and analysis were based on the information gathered and additional conversation with some of the respondents.

#### **Results of the Survey by Questionnaires to Business Owners**

##### **4.1 Do you think social media marketing can help increase the sales of small and medium sized businesses in West London area?**

Responses	No of Responses
Definitely Yes (5)	4
Yes (4)	5
Maybe (3)	17
No (2)	18
Definitely No (1)	6
Mean	2.66

**Table 4.1 Responses on whether social media marketing can help increase the sales of small and medium sized businesses**



**Figure 4.1 Graphical presentation of the responses on whether social media marketing can help increase the sales of small and medium sized businesses**

### **Interpretation and Analysis:**

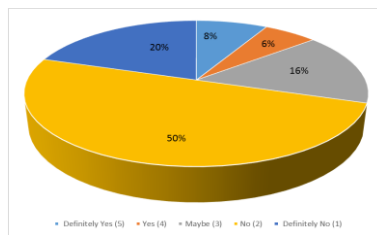
The table and figure above shows the responses of the business owners on whether social media marketing can help increase the sales of small and medium-sized business. Eighteen percent of the business owners think that it can help their business increase its sales, 34% stated maybe and 48% stated that it will not. The responses indicate that many business owners seem not convince of what the social media marketing can bring to business. Majority of the businesses owners that that it might not contribute that much in increasing their sales and revenue. The mean of 2.66 suggest that there is a great percentage of business owners who thinks that social media cannot contribute much in increasing their sales. When social media such as the Facebook, Instagram, you tube and Twitter were introduced, it was mainly intended for socialisation whether people can send messages and post pictures which they want their friends to see. As time goes by, social media applications have become a major tool for businesses where they can show communicate with their customers and at the same time showcase their products and services. Many businesses have recognised the relevance of social media. Social media applications have become the common grounds of most families, friends and relatives. Many businesses believed that once a member of the family knows about certain product and that they are satisfied, it will just circulate in their circle. The most effective adverts are through word of mouth of those satisfied customers which they can share via social media.

In the survey, it is just sad to say that there are still a lot of businessman who are not utilising technology which is cheap and can create awareness to their products and services.

**4.2 Common perception of business owners today is that social media only applies to big businesses, do you believed on this?**

Responses	No of Responses
Definitely Yes (5)	4
Yes (4)	3
Maybe (3)	8
No (2)	25
Definitely No (1)	10
Mean	2.32

**Table 4.2 Perception of business owners on whether social media only applies to big businesses**



**Figure 4.2 Graphical presentation of the perception of business owners on whether social media only applies to big businesses**

**Interpretation and Analysis:**

The table and figure above shows the responses of the small business owners on whether the social media marketing is only for big businesses. Many multinational businesses today have embrace social media as an effective marketing tool for businesses to create awareness and improve their brand. Due to the fact that it is adopted by biggest companies, some small business owners think that it is not so much applicable for smaller businesses. Fourteen percent of the business owners think that social media marketing is for the big businesses, 16% of the respondents stated maybe and 70% stated no. It is good to know that there is a great percentage of businesses owners who thinks that not social media marketing is not only for the big business. Despite some of them not using social media marketing in their business, they still believed that it can also

be applicable to smaller businesses. The mean of 2.32 suggest that there are great numbers of businesses owners who believed that it can also be applicable to small businesses which is an indication that they might opt to try and adopt social media marketing in their business. One good thing about social media is its cheapness and its links. The belief of mist people that social media advertising is only for big businesses might be wrong. Often the target customers of small businesses are those people within the local area. If all the people in the area are aware of what you offer and other extras the business provide, it might persuade them to come regularly for the business. Common scenario is that we taught of small businesses as a place where we go through when we run out of suppliers but actually it is not. Some small businesses even offer other products which are not found in bigger supermarkets. In typical cash and carry, the size of the business might be small but there can be more products there which cannot be found from larger superstores.

#### **4.3 Are you active in social media on a personal level?**

Responses	No of Responses
Definitely Yes (5)	15
Yes (4)	11
Somehow (3)	16
No (2)	3
Definitely No (1)	5
Mean	3.56

**Table 4.3 presentation of the responses on whether the business owners are active on social media**

#### **Interpretation and Analysis:**

The main purpose of this question is to determine whether the business owners are familiar with the social media which can provide an insight on the reason why they are not using social media marketing in their business. Fifty-two percent of the business owners stated that they are active on social media,

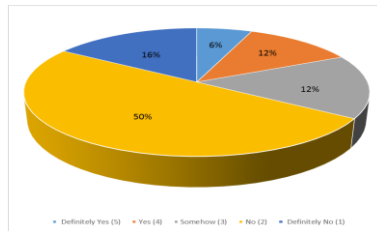
32% stated somehow and 16% stated that they are not active. More than half of the business owners stated that they are active. Adding the 52% of active social media users to the 32% occasional social media users can suggest that there will just be less effort to spend to teach them how to use social media marketing in their business. Facebook, Twitter and Instagram are simple social media applications. Once the person knows how to use social media applications, adopting it in business to showcase new products and informing customers will not be difficult. The social media applications such as the Facebook and Instagram, there is an option for business to use and they can use it to promote their products and services which their customers can see. The biggest challenge maybe for the use of social media marketing in business is how to connect with customers and how to gather information that can be used to link with them using the different social media applications.

#### **4.4 Are you aware that the Facebook, Instagram and Twitter are tools used by business to advertise their products and services?**

Responses	No of Responses
Definitely Yes (5)	3
Yes (4)	6
Somehow (3)	8
No (2)	25
Definitely No (1)	8
Mean	2.42

**Table 4.4 Awareness of the business owners on whether the Facebook, Instagram and Twitter can be used as tools for business to advertise their products and services.**





**Figure 4.4 Graphical presentation of the awareness of the business owners on whether the Facebook, Instagram and Twitter can be used as tools for business to advertise their products and services.**

### **Interpretation and Analysis:**

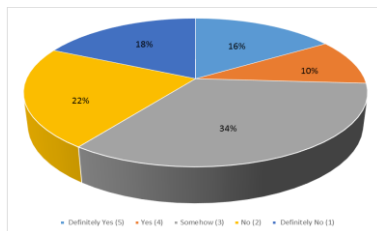
The table and figure above shows the responses of the business owners on whether the Facebook, Instagram and Twitter can be used as tools for business to advertise their products and services. Eighteen percent of the businesses are aware of the use of the social media applications in business, 12% seems to have little knowledge on its building awareness capability and 66% are not aware of its use in business. In one of the questions ask, many stated that they are using social media. The result suggested most business owner's thinks that social media application is for socialisation with friends, relatives and family but they do not know of its potential as a marketing tool for the business. The mean of 2.42 suggest that majority of the business owners are not knowledgeable on how they can use social media in business. The researcher was able to speak to some of the business owners and they stated that they are very active in social media particularly in Facebook. Some stated that it takes much of their time socialising with their friends and reading the post and watching the pictures uploaded by their friends. Further speaking to the business owners, they do not have much time to explore the other uses of social media applications because of the workloads that they have and more often they just rely mostly on loyal and return customers. Based on the interaction with the different owners, there were large number of business owners who were not so much incline

into technology and maybe this is one of the reasons why social media marketing is not used in small and medium size businesses. Some say that there is no need for social media advertising because they only cater to the local people and nearby customers.

**4.5 Having a bit of understanding of social media, do you think it can create awareness for your products and business?**

Responses	No of Responses
Definitely Yes (5)	8
Yes (4)	5
Somehow (3)	17
No (2)	11
Definitely No (1)	9
Mean	2.84

**Table 4.5 Responses on whether having an understanding of social media can lead to business owners using it to create awareness for their products and services**



**Figure 4.5 Graphical presentation on the responses on whether having an understanding of social media can lead to business owners using it to create awareness for their products and services**

**Interpretation and Analysis:**

The table and figure above shows the responses of the business owners on whether having an understanding of social media can lead to business owners using it to create awareness for their products and services. Thirty-four percent of the business owners agree that having an understanding on social media will make it easier for them to use it in building awareness, 34% stated somehow and 40% stated that it will not. The

responses were divided where the higher percentage suggesting that even they have understanding on social media it does not mean that they will apply it in building awareness for their products and services. The majority of the business owners stated that having an understanding on social media does not guarantee them using it in their business. They reiterated that in the business there is a business plan that they normally implement. If social media is a part or an option in their business or marketing plan, then definitely they will adopt in the business. Having an understanding or knowledge on the different social media applications is a good thing because it can give them some idea on how to use it and at the same time make them realise its importance in the business. But is just sad that many businesses do not use social media. Majority of the people today uses Facebook, Instagram and even Twitter but the most common one is the Facebook. If a business has its own business account, somehow this can be accessible to few people which can grow over the years and eventually use as part of the marketing tool for the business. What is evident today being that big companies are using it as a tool to create awareness for their business, products and services. One good thing about the social media is that it is not expensive all the business has to do develop and have more connections.

**4.6 Which among the social media marketing do you think can be applicable to small and medium-sized businesses particularly in West London area?**

Responses	No of Responses
Facebook	31
Twitter	13
You tube	2
Instagram	4
Total	50

**Table 4.6 Responses on which social media marketing can be applicable to small and medium-sized businesses particularly in West London area**

### **Interpretation and analysis:**

The table and figure above shows the responses of the business owners on which social media marketing can be applicable to small and medium-sized businesses particularly in West London area. In the survey, majority of the business owners think that the Facebook is the best social media marketing tool that they use in their business. Sixty-two percent of the businesses owners agreed that Facebook is the best tool, followed by Twitter which is 26%, 8% for Instagram and 4% on You tube. Facebook remains to be the most common social media application which can followed by the Twitter and Instagram. Almost everybody today has his or her Facebook account. The Facebook has become a major tool use by people where they can communicate with their friends, families and relatives wherever they are. Facebook allows people to share pictures and videos for their friends to see. Facebook has become a part of people's daily activities and that is why it has been recognised as one of the best marketing tool for business to reach to people especially their customers. Twitter and Instagram are also popular where they have their own set of users. Twitter normally is for messages and twits and this is very common to youngsters and party professionals. Instagram allows people to post pictures and videos but the most important part is that people can follow other people. Ordinary individual can follow artist and see what they are doing and other things. One good application of the Instagram is that customers can follow a business where they can see whatever activities that the business does. This can be applicable to those customers loyal to business.

#### **4.7 What do you think prevents small and medium-sized businesses from using social media marketing as a tool for creating awareness in business?**

Responses:

- Difficulty in gathering personal information from customers
- No belief on the power of social media
- Belief that it will not work for small businesses
- Little knowledge on how to use social media in business

#### **Interpretation and Analysis:**

In the survey conducted, several issues were identified on the reasons why smallest business owners are not using social media marketing in their business. The following reasons includes difficulty in gathering personal information, no belief on the power of social media, belief that it will not work for small businesses and little knowledge on how to use social media in business. What is noticeable in small businesses is that they are more into the traditional way of doing the businesses. Despite the new generation who are into technology, most of the businesses owners are still practicing the typical setting where they use word of mouth and leaflets adverts. There is still a great majority of business owners who thinks that social media is more of personal and social use rather than business. Even there are business owners who think that social media is very good, it might be difficult to convince other business to use it. Many people believe that it might not be as effective as it is used in big businesses. The business owners believe that small businesses have their own group of buyers and that there is no need to tell them what they are doing because they are going to their stores on a regular basis and that they know much of what they do and sell.

#### **4.8 Relying on passers-by alone does not create much revenue for the business. Are you willing to try social media marketing in your business awareness?**

Responses	No of Responses
Definitely Yes (5)	13
Yes (4)	17
Somehow (3)	12
No (2)	5
Definitely No (1)	3
Mean	3.64

**Table 4.8 Responses on whether the business owners are willing to try social media marketing in creating awareness for their business**

#### **Interpretation and Analysis:**

The table and figure above shows the responses of the business owners on whether they are willing to try social media marketing in creating awareness for their business, products and services. The responses were very positive where 60% of them stated that they are willing to try, 24% stated maybe and 16% stated no. Despite having 40% of businesses a little bit hesitant to try social media in business, it is still good thing as there is majority who are willing to do it and if they are successful, it might persuade some of them to also use it. The mean of 3.64 suggest that there is a great possibility that the business owners will try social media marketing in their business. Some businessman today is a bit reluctant to try new things for their business. Social media marketing does not require much of capitalisation for business. All the business can do is to learn how social media works and how it can be implemented in business. Social media users of Facebook, Twitter and Instagram will not have difficulty in using in their business. In the survey conducted, there are still majority of business owners who are at the age higher than 50s and for them they said that they do not anymore have the time to explore other strategies. They also stated that their businesses have been operating for too long and that they do not need to

create adverts because everybody in the community and nearly community knows about their business. As a researcher, what is frustrating is the reluctance of some older business owners to use social media marketing. Some business owners do not even want to try so that they can see what its effect in business is. Probably the best thing to convince them is to give them examples on small businesses or online businesses which has succeeded because of social media marketing.

#### **4.9 Which among the social media marketing can fit to the nature of small and medium-sized businesses?**

Responses	No of Responses
Facebook	29
Twitter	14
You tube	1
Instagram	6
Total	50

**Table 4.9 Responses on social media marketing can fit to the nature of small and medium-sized businesses**

#### **Interpretation and Analysis:**

The table and figure above shows the responses of the business owners on what social media they think can fit in the nature of small and medium-sized businesses. There was an indication in the research of the awareness of the business owners on the different social media application and that they themselves have social media accounts. Fifty percent of the business owners stated that Facebook is the best fit for small and medium sized businesses, 28% suggested that it is the Twitter, 12% stated the Instagram and 2% for the YouTube. The responses of the businesses owners are very much relevant considering the number of people who are having a Facebook account. Assessing the number of people using Facebook, there may be more users as compared to the Instagram, Twitter and YouTube.

## **4.10 Summary of Results**

4.1 Eighteen percent of the business owners think that it can help their business increase its sales, 34% stated maybe and 48% stated that it will not. The responses indicate that many business owners seem not convince of what the social media marketing can bring to business. Majority of the businesses owners that that it might not contribute that much in increasing their sales and revenue. The mean of 2.66 suggest that there is a great percentage of business owners who thinks that social media cannot contribute much in increasing their sales.

4.2 Fourteen percent of the business owners think that social media marketing is for the big businesses, 16% of the respondents stated maybe and 70% stated no. It is good to know that there is a great percentage of businesses owners who thinks that not social media marketing is not only for the big business. Despite some of them not using social media marketing in their business, they still believed that it can also be applicable to smaller businesses. The mean of 2.32 suggest that there are great numbers of businesses owners who believed that it can also be applicable to small businesses which is an indication that they might opt to try and adopt social media marketing in their business. One good thing about social media is its cheapness and its links.

4.3 Fifty-two percent of the business owners stated that they are active on social media, 32% stated somehow and 16% stated that they are not active. More than half of the business owners stated that they are active. Adding the 52% of active social media users to the 32% occasional social media users can suggest that there will just be less effort to spend to teach them how to use social media marketing in their business. Facebook,

4.4 Eighteen percent of the businesses are aware of the use of the social media applications in business, 12% seems to have little knowledge on its building awareness capability and 66%



are not aware of its use in business. In one of the questions ask, many stated that they are using social media. The result suggested most business owner's thinks that social media application is for socialisation with friends, relatives and family but they do not know of its potential as a marketing tool for the business. The mean of 2.42 suggest that majority of the business owners are not knowledgeable on how they can use social media in business.

4.5 Thirty-four percent of the business owners agree that having an understanding on social media will make it easier for them to use it in building awareness, 34% stated somehow and 40% stated that it will not. The responses were divided where the higher percentage suggesting that even they have understanding on social media it does not mean that they will apply it in building awareness for their products and services. The majority of the business owners stated that having an understanding on social media does not guarantee them using it in their business.

4.6 In the survey, majority of the business owners think that the Facebook is the best social media marketing tool that they use in their business. Sixty-two percent of the businesses owners agreed that Facebook is the best tool, followed by Twitter which is 26%, 8% for Instagram and 4% on You tube. Facebook remains to be the most common social media application which can followed by the Twitter and Instagram. Almost everybody today has his or her Facebook account. The Facebook has become a major tool use by people where they can communicate with their friends, families and relatives wherever they are. Facebook allows people to share pictures and videos for their friends to see.

4.7 In the survey conducted, several issues were identified on the reasons why smallest business owners are not using social media marketing in their business. The following reasons includes difficulty in gathering personal information,

no belief on the power of social media, belief that it will not work for small businesses and little knowledge on how to use social media in business.

4.8 The responses were very positive where 60% of them stated that they are willing to try, 24% stated maybe and 16% stated no. Despite having 40% of businesses a little bit hesitant to try social media in business, it is still good thing as there is majority who are willing to do it and if they are successful, it might persuade some of them to also use it. The mean of 3.64 suggest that there is a great possibility that the business owners will try social media marketing in their business. Some businessman today is a bit reluctant to try new things for their business.

4.9 There was an indication in the research of the awareness of the business owners on the different social media application and that they themselves have social media accounts. Fifty percent of the business owners stated that Facebook is the best fit for small and medium sized businesses, 28% suggested that it is the Twitter, 12% stated the Instagram and 2% for the YouTube. The responses of the businesses owners are very much relevant considering the number of people who are having a Facebook account. Assessing the number of people using Facebook, there may be more users as compared to the Instagram, Twitter and YouTube.

## **5.1. CONCLUSION**

Majority of the businesses owners that that it might not contribute that much in increasing their sales and revenue. When social media such as the Facebook, Instagram, you tube and Twitter were introduced, it was mainly intended for socialisation whether people can send messages and post pictures which they want their friends to see. As time goes by, social media applications have become a major tool for businesses where they can show communicate with their

customers and at the same time showcase their products and services. Many businesses have recognised the relevance of social media. Social media applications have become the common grounds of most families, friends and relatives. Many businesses believed that once a member of the family knows about certain product and that they are satisfied, it will just circulate in their circle. The most effective adverts are through word of mouth of those satisfied customers which they can share via social media.

Many multinational businesses today have embraced social media as an effective marketing tool for businesses to create awareness and improve their brand. Due to the fact that it is adopted by biggest companies, some small business owners think that it is not so much applicable for smaller businesses. It is good to know that there is a great percentage of businesses owners who thinks that not social media marketing is not only for the big business. Despite some of them not using social media marketing in their business, they still believed that it can also be applicable to smaller businesses. One good thing about social media is its cost effectiveness and its links. The belief of most people that social media advertising is only for big businesses might be wrong. Often the target customers of small businesses are those people within the local area. If all the people in the area are aware of what you offer and other extras the business provide, it might persuade them to come regularly for the business. Common scenario is that we taught of small businesses as a place where we go through when we run out of suppliers but actually it is not.

Facebook, Twitter and Instagram are simple social media applications. Once the person knows how to use social media applications, adopting it in business to showcase new products and informing customers will not be difficult. The social media applications such as the Facebook and Instagram, there is an option for business to use and they can use it to

promote their products and services which their customers can see. The biggest challenge maybe for the use of social media marketing in business is how to connect with customers and how to gather information that can be used to link with them using the different social media applications.

The researcher was able to speak to some of the business owners and they stated that they are very active in social media particularly in Facebook. Some stated that it takes much of their time socialising with their friends and reading the post and watching the pictures uploaded by their friends. Further speaking to the business owners, they do not have much time to explore the other uses of social media applications because of the workloads that they have and more often they just rely mostly on loyal and return customers. Based on the interaction with the different owners, there were large number of business owners who were not so much incline into technology and maybe this is one of the reason why social media marketing is not used in small and medium size businesses. Some say that there is no need for social media advertising because they only cater to the local people and nearly customers.

The responses were divided where the higher percentage suggesting that even they have understanding on social media it does not mean that they will apply it in building awareness for their products and services. The majority of the business owners stated that having an understanding on social media does not guarantee them using it in their business. They reiterated that in the business there is a business plan that they normally implement. If social media is a part or an option in their business or marketing plan, then definitely they will adopt in the business. Having an understanding or knowledge on the different social media applications is a good thing because it can give them some idea on how to use it and at the same time make them realise its importance in the business. But is just sad that many businesses do not use social media.

Majority of the people today uses Facebook, Instagram and even Twitter but the most common one is the Facebook. If a business has its own business account, somehow this can be accessible to few people which can grow over the years and eventually use as part of the marketing tool for the business. What is evident today being that big companies are using it as a tool to create awareness for their business, products and services. One good thing about the social media is that it is not expensive and all the business has to do develop connectivity.

## **5.2 RECOMMENDATION**

Considering the research and analysis and kind of enormous value being generated by social media marketing, following tangible actions are recommended.

1. Design and formulate a strategy by understanding the existing and future or potential customers by their age, gender, interests, profession etc.,
2. Frame key marketing messages appropriately to different target audience
3. Design and optimise your website and blog to connect to the target audience with your brand message and information.
4. Strategise to your efforts to push or make people connected to your website
5. Should make a well coordinated approach to connect social media paltforms instead of using them on stand alone basis with limited success
6. Use technology like **HootSuite, SproutSocial** etc., social media management tool to **organize, coordinate and manage your regular social media activities**. It can help you coordinate the social media and track the performance

7. Draw plan to monitor conversations on a regular basis and should reply back to comments or feedback even it may be negative.

Some businessman today is a bit reluctant to try new things for their business. They need to come out of the traditional mindset. Social media marketing does not require much of capitalisation for business. All the business can do is to learn how social media works and how it can be implemented in business. Therefore, the above actionable recommended steps can be implemented to generate more value out of social media marketing.

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