SOCIAL MEDIA USAGE AND THE SALES PERFORMANCE OF SMALL AND MEDIUM SIZED ENTERPRISES: A CASE STUDY OF THE RETAIL SECTOR OF RUBAGA AND NAKAWA DIVISIONS IN KAMPALA, UGANDA

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DECLARATION

I, **CAROLINE NAIGAGA MUGOYA**, hereby declare that this is my original work and has not been submitted to any other institution for any award.

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APPROVAL

I acknowledge that this dissertation titled "Social Media Usage and The Sales Performance of Small and Medium Sized Enterprises: A Case Study of The Retail Sector of Rubaga and Nakawa Divisions in Kampala, Uganda" has been under my supervision and is ready for submission

Signature 

Date: 22/04/2025

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ABSTRACT

This study looks into how social media use affects small and medium-sized businesses' (SMEs) retail sales performance in Kampala, Uganda's Nakawa and Rubaga districts. Four main goals of the research are as follows: (1) assessing the effect of the frequency of social media usage on sales performance, (2) determining the influence of the type of content shared on social media, (3) identifying the most effective social media platforms for enhancing sales performance, and (4) evaluating the effects of social media advertising on sales performance. The study employed a mixed-methods technique to gather quantitative data from 100 retail SMEs using surveys. Correlation and regression analyses were performed on the data to investigate the relationship between sales performance and social media usage. Platform diversity had a significant positive effect on sales performance ($B = 0.991$, $\beta = 0.604$, $p = 0.001$), suggesting that using a wider range of social media platforms strongly enhanced sales outcomes. The other predictors—frequency ($B = 0.214$, $p = 0.155$), social media advertising ($B = -0.210$, $p = 0.493$), and content ($B = 0.217$, $p = 0.438$)—did not show statistically significant effects individually, indicating that changes in these variables alone were not sufficient to significantly influence sales performance. According to the study's findings, retail SMEs can greatly improve their sales performance by using social media in a consistent, planned manner in conjunction with interesting content and focused advertising. It advises companies to invest in premium visual content and advertising, evaluate performance indicators on a regular basis, and diversify their social media presence. Future studies should compare other industries, investigate the influence of newly emerging social media platforms and analytics tools, and use longitudinal methodologies to look at the long-term effects of social media usage. It's also advised for future investigations to comprehend how cultural and demographic aspects affect social media marketing tactics.

Keywords: Social media usage, sales performance, retail SMEs, social media advertising, social media platforms, content types.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Included in this chapter are the study background, problem statement, study objectives, research questions, scope, rationale, significance, and the conceptual framework underpinning the inquiry.

1.1 Background

Across the globe, the foundation of almost every economy is comprised of SMEs. The World bank estimates that they constitute 90% of businesses and employ over 50% of the workforce globally (World Bank, 2020). These businesses possess a unique competitive edge because of their ability to swiftly respond to global market shifts. For instance, in OECD countries, SMEs account for approximately 60-70% of employment and a significant share of GDP (OECD, 2019). As mentioned in Kisubi (2022), it appears that relatively recent research on entrepreneurship primarily focuses on SMEs because their impact on economic growth and development is unparalleled (Eikelenboom & de Jong, 2019; Turyahebwa et al., 2013).

To enhance the performance of SMEs, different initiatives have been established globally. The Global SME Finance Initiative, spearheaded by the IFC, seeks to improve access to finance for SMEs through innovative financial products and services. This initiative also includes risk-sharing mechanisms to encourage lending to SMEs by banks (IFC, 2020). The European Union's Horizon 2020 is one example of programs that finance research and innovation to help SMEs improve their competitiveness through technology (European Commission, 2019). The United Nations' eTrade for All initiative also enables developing countries to realize the benefits of e-commerce, assisting SMEs to position themselves in the global market (UNCTAD, 2019).

In the East African region, SMEs are essential for economic development and alleviating poverty. The region's SMEs are heterogeneous in terms of size, sector, and level of formality.

In businesses such as trade, hospitality, transport, and agriculture, as well as in countries like Kenya, Tanzania, and Uganda, SMEs are important for the GDP and employment. For example, in Kenya, SMEs contribute approximately 40% of the GDP and employ 80% of the workforce (Kenya National Bureau of Statistics, 2020). Other Governments in the region have also started to adopt other measures aimed at improving the performance of SMEs. For

instance, in Rwanda, it has become easier for SMEs to register because the formal business registration processes have been simplified (World Bank, 2020). SMEs that participate in trade across border regions have also benefited from the policies set in place by the East African Community (EAC) aimed at easing the cross-border investment and trade (EAC, 2018). There are also other policies that have been set to help support the African Entrepreneurs such as AfDB's Boost Africa program which provided funding, supportive services and developed schemes to form young entrepreneurs and help innovative start-ups by providing funds and nurturing through skill development (AfDB, 2019).

Uganda's SMEs play a crucial role in economic activities, making up about 20% of the GDP and employing over 2.5 million people (Uganda Bureau of Statistics, 2019).

The majority of these enterprises are involved in trade, manufacturing, and agriculture, reflecting the country's economic structure. Between 2001/2002 and 2010/20211, Uganda experienced a substantial 185% rise in the number of business establishments, particularly in areas like manufacturing, tourism, hospitality, fisheries, agro-industries, floriculture, horticulture and healthcare (Uganda Bureau of Statistics, 20This contributed by about 20% of Uganda's GDP and 45% of the labor force is employed by SMEs (Uber, 2019). It was shown by Sebikari (2014) that small and medium size businesses are the most responsible for Uganda's success, as they furnish the economy with wealth, employment, reduces poverty, and increases overall development. As per Ugandan national statistics, the country ranks 116 out of 190 economies in the World Bank's Ease of Doing Business Index and outranks the worst performing countries. This means they suffer from complex taxation, slow and cumbersome processes, poor property rights law enforcement, weak economic growth, increased capital flight, rampant corruption, and discouragement of doing business. These all make investment difficult and SME growth stagnant (World Bank, 2020). Government initiated measures also include setting up a One-Stop Centre for Business Registration, which aids in beginning the business by reducing time attached to filling out forms. This saves time and reduces costs of registering with the government, thereby encouraging SMEs to register and claim government assistance (MoTIC, 2019). Likewise, the Uganda Development Bank offers low-cost loans to SMEs, enabling them to attain better standards and become more competitive in the market (Uganda Development Bank, 2020). The Microfinance Support Centre also provides microloan services and financial training courses, enabling SMEs to manage their finances better (Microfinance Support Centre, 2019).

In Uganda, East Africa and around the globe, SMEs encounter a number of persistent problems that hinder development and sustainability.

One of the foremost issues is a lack of finance, which limits the growth of operations and investment in new technologies (IFC, 2020). It is further aggravated by the lack of infrastructure like inadequate power supply and transportation systems, which add to the operational expenses and hinder productivity (OECD, 2019). Also, the excessive red tape in the form of intricate legal frameworks and bureaucratic obstacles to deed formalization stifles business growth because meeting legal compliance opens many SME's (Kenya National Bureau of Statistics, 2020). Social media has had a positive effect on the retail sector SMEs not only in East Africa but also in Uganda. Marketing and customer interaction facilitated through social media are affordable for these SMEs (Agnihotri et al., 2016). The adoption of social media by businesses has been linked with an increase in sales by 40%. Firms with good social media have better revenue increase and improved customer relations as compared to the firms without these services (Dwivedi et al., 2021). Social media has enabled SMEs to cut marketing cost by up to 60%, hence the resources can be channeled to other strategic areas (Statista, 2021).

Through platforms like Facebook, LinkedIn, X, YouTube, and Instagram, SMEs can enhance customer interaction, perform targeted marketing, and access valuable market analytics (Aral & Weill, 2013; Agnihotri et al., 2016). Despite these benefits, research indicates that the adoption rate of SM by SMEs remains low due to limited resources, knowledge, and expertise (Braojos-Gomez et al., 2015; Michaelidou et al., 2011) thereby hindering the full potential of social media usage by SMEs in Uganda (Nkamwesiga & Sseruwagi, 2019). Examining the effects of social media usage on the performance of SMEs in the retail sector in the areas of Nakawa and Rubaga division can further give insights to business owners on the various benefits of social media usage.

1.2 Statement of the problem

Despite the significant contribution of Small and Medium Enterprises (SMEs) to Uganda's economy, with over 90% of businesses classified as SMEs, there exists a pressing issue regarding their performance amidst the increasing digitalization of business processes. The survival rate of SMEs in Uganda and other African countries is relatively low, with many failing within the first few years of operation. In Uganda, approximately 70% of SMEs do not survive beyond their first year of operation (Uganda Investment Authority, 2016). Across Africa, it is estimated that about 50% of SMEs fail within their first three years of operation (Ayyagari, Beck, & Demirguc-Kunt, 2007).

While social media presents a promising avenue for SMEs to enhance market visibility and customer engagement, there remains uncertainty about its impact on SME performance in Uganda. Uwineza's (2019) and Mugarura et al.'s (2020) studies concentrated on identifying the most effective social media sites for SME success, yet they left a critical knowledge gap regarding the extent to which these platforms contribute to the growth of SMEs in Uganda. Also, the mechanisms through which social media may affect various aspects of SME performance, such as revenue growth, profitability, and market share, remain misunderstood (Ainin et al. 2015).

Given the growing importance of SMEs in driving economic growth and job creation in Uganda (United Nations Development Programme, 2019), it is imperative to address this knowledge gap and provide evidence-based insights that can inform policy decisions and support the growth and sustainability of SMEs in the country.

1.3 Main objective

To investigate the effects of social media usage on the sales performance of SMEs in the retail sector of Rubaga and Nakawa divisions of Kampala, Uganda.

1.3.1 Specific objectives

i. To assess the effect of the frequency of social media usage on the sales performance of retail SMEs in Nakawa and Rubaga divisions in Kampala, Uganda.
ii. To evaluate whether the type of content shared on social media by retail SMEs influences their sales performance in Nakawa and Rubaga divisions in Kampala, Uganda.
iii. To analyze the effect of platform diversity on the sales performance of retail SMEs in Nakawa and Rubaga divisions in Kampala, Uganda.
iv. To investigate the relationship between social media advertising and the sales performance of retail SMEs in Nakawa and Rubaga divisions in Kampala, Uganda.

1.4 Scope of The Study

1.4.1 Content Scope

This study investigated the factors influencing social media usage by SMEs in the retail sector and its effect on their performance. It examined how retail SMEs in Rubaga and Nakawa divisions use social media for marketing in order to achieve sales and revenue growth. The different variations in which social media was used included content type, platform diversity, frequency of social media usage and advertising on social media. SMEs in the retail sector include boutiques, bakeries, electronic shops, florists, stationery and office supply stores,

furniture stores, kitchen ware stores, beauty and cosmetic stores, second-hand and thrift stores, gift shops, online shops et. c. Additionally, the study explored the challenges SMEs face in adopting and using SM technologies.

1.4.2 Geographical Scope

Kampala District is divided into five administrative divisions. These divisions include Central Division, Kawempe Division, Makindye Division, Nakawa Division and Rubaga Division

This research was conducted in the Rubaga and Nakawa divisions of Kampala, Uganda. According to the Statistical Abstract 2019, there are approximately 5,000 registered SMEs in Nakawa division and 6000 SMEs in Rubaga division (KCCA, 2019). These areas were selected due to their diverse economic activities and significant presence of retail SMEs.

1.4.3 Time Scope

The study covered the period of 3months.

1.5 Justification of the study

Understanding the effects of social media on SME performance in the retail sectors in Rubaga and Nakawa divisions is crucial for several reasons. First, it provides insights into how these SMEs can effectively use social media to enhance their competitiveness and operational efficiency (Donkor et al., 2018). Second, the findings inform policymakers and business support organizations on the necessary interventions to promote social media usage among SMEs (OECD, 2019). Finally, this study contributes to the academic literature by addressing the current gap in research on social media usage and its impact on SME performance in Uganda (Turyahebwa et al., 2013).

1.6 Significance of the Study

This study is significant as it seeks to provide a detailed analysis of the relationship between SM usage and SME performance in the retail sector of a developing country. By focusing on the Rubaga and Nakawa divisions, it offers localized insights that can be generalized to similar settings in Uganda and other East African countries. The research findings can aid SME managers and decision-makers in developing strategies to optimize their use of SM, thereby enhancing their business outcomes and contributing to the broader economic growth of the region

1.7 Conceptual Framework

This conceptual framework portrays how social media usage affects the SMEs in the retail sector as shown below.

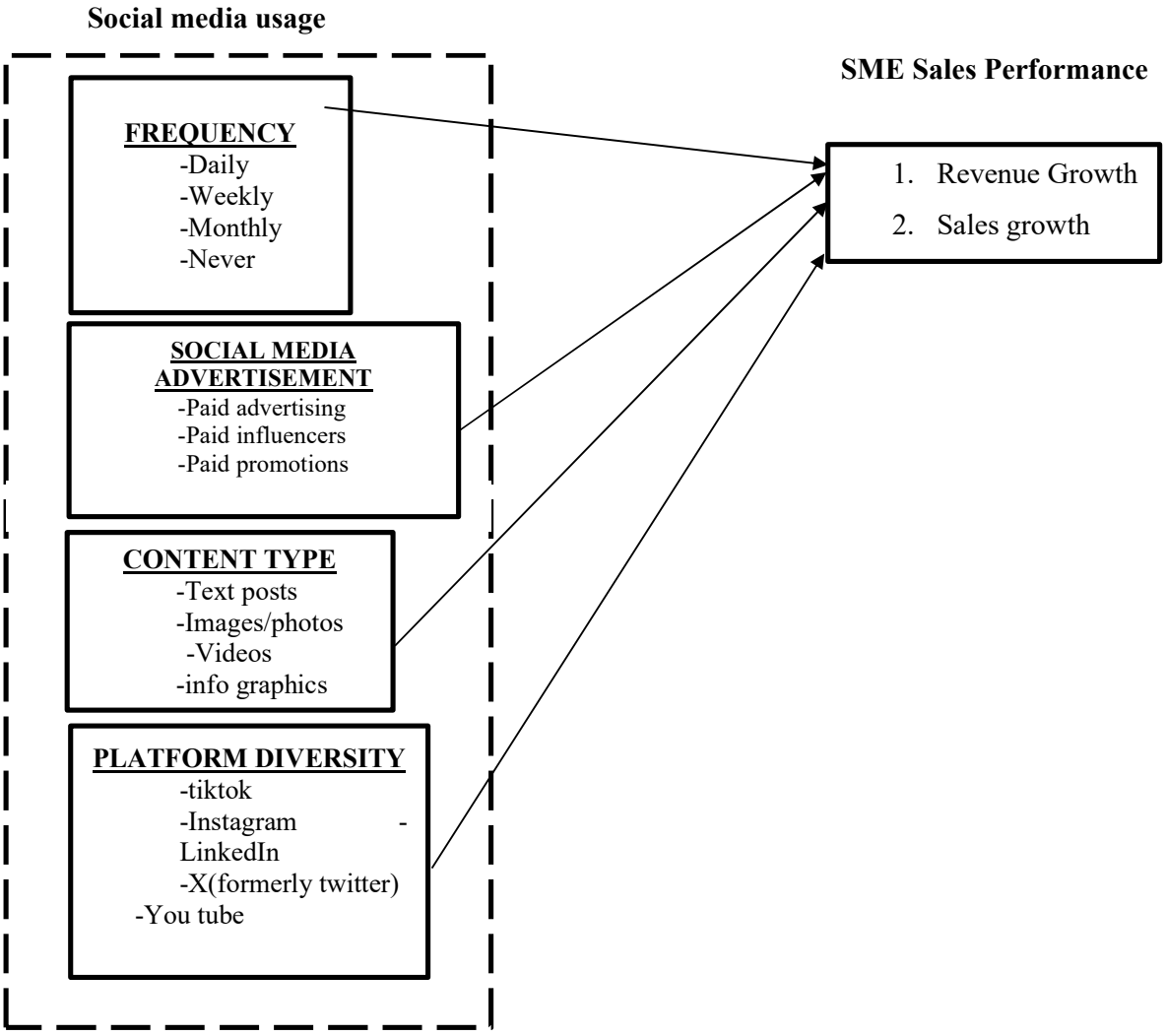

Figure 1: Conceptual framework

Performance of SMEs is impacted by the various social media usage patterns. Ainin et. al (2015) notes that increased social media usage is relates to improved business performance, sales, revenue. Kaplan and Haenlein (2010) assert that engagement and sharing potential of the content is greatly augmented by diverse content types which increases the overall reach and sales. De Vries, Gensler and Leeflang (2012) points out that different social media platforms have different advantages; for instance, Instagram is best suited for visual brand marketing while LinkedIn caters more to B2B branding. Using the right platform enhances coverage to a larger audience which increases sales. Zabin (2009) reported that the best performing

businesses with social media advertisement greatly improved the customer recommendation sales growth.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter contains a review of literature focusing on the ongoing theoretical and empirical discussion on the effects of social media on SME performance. The chapter includes theoretical, conceptual and empirical literature review and ends with a summary and synthesis of the literature gap.

2.1 Theoretical Review

Technology Acceptance Model (TAM) Intended and developed by Davis as far back as 1989, the Technology Acceptance Model (TAM) provides a very basic ethnographic basis which guides us toward understanding the social and psychological reasons behind the acceptance of new technology. He emphasized its very basic foundations of its usefulness which drives intention towards adoption; I'm referring to the most basic construct of TAM: perceived usefulness and ease of use. Every concept has its own set of assumption boundaries within which it functions. In this case, user acceptance derived from social behavior theory and observed behavior theory drew from several psychological practices which created these assumptions that are believed and funds social evidence, in his case, TAM works on Perceived Usefulness. The Usefulness or effectiveness believed of a solution directly correlates to whether the technology is perceived helpful and directly resonates with the performance objectives or goals at hand (Marikyan & Papagiannidis, 2023). If for instance, those small and

medium enterprises in Rubaga and Nakawa envisage that constant and punctual delivery of set targets via social media would contribute positively toward their operational outcomes, they will embrace or adopt such a feature. Such platforms are perceived as particularly useful in relation to customer interactions and improving client loyalty, retention, and sales. The second hypothesis, Perceived Ease of Use (PEOU), involves the user's anticipation of effort expenditure concerning the technology (Marikyan & Papagiannidis, 2023). If social media platforms are designed with high usability, then SMEs are more likely to make them a part of their routine workflows. Lowering the operational difficulty raises the likelihood of adoption because less time and resources will be needed for training. SMEs are empowered by ease of use to manage client relations, service, and communication with clients far more efficiently and consistently. The third component of the model is Behavioral Intention (BI), which reflects the respondent's propensity to make use of a certain system which is informed by PU and PEOU (Marikyan & Papagiannidis, 2023). SMEs are more likely to actively engage with management practices when they perceive social media as advantageous and easy to use. This can lead to more sophisticated digital participation, such as pre-planned content delivery, strategic promotional activities, and prompt responses to customers. Finally, Actual System Use is the resultant action of fulfilling the behavioral intentions (Marikyan & Papagiannidis, 2023). This reveals that when SMEs have strong intentions and favorable views of social media, positive feelings towards the information and communication technologies, such intentions often translate to habitual use. Active participation on social media is important in creating a strong digital footprint, maintaining good customer relationships, and achieving sustainable business growth in the long term. TAM captures accurately the SME adoption of social media as explained in the work of Marikyan & Papagiannidis (2023). It also explains why focusing on PU and PEOU leads businesses to increase the adoption by advertising social media as beneficial and easy to use. Furthermore, TAM has scope on examining the factors that intent behavior, which is useful for policy makers and business support institutions in Rubaga and Nakawa in designing some of the training and awareness campaigns needed to drive the social media adoption among SMEs. According to this theory, one can evaluate the claim on social media's ease of use and usefulness in business through the business performance indicators (Marikyan & Papagiannidis, 2023). This enables SMEs to evaluate the return on investment from social media and make sustainable decisions towards further funding in digital marketing.

2.2 Conceptual Review

2.2.1 SME Performance

Performance evaluation of an SME can be done through a variety of indicators such as the growth in sales or revenue, profitability, market share, and overall business sustainability (Lu & Beamish, 2001). According to ultra-modern standards, performance of SMEs in Uganda is measured by a combination of quantitative and qualitative measures that capture varying dimensions of their operations, financial performance, and economic contribution. One of the most critical indicators is revenue growth, which measures the level of sales or turnover that SMEs yield over a period of time. It indicates the level of income generation in relation to the expansion of business activities. Kiggundu (2002) emphasizes revenue growth as one of the indicators that reflect the performance of an SME. Wiklund, Patzelt, and Shepherd (2018) argue in this regard pointing out that revenue growth contributes to the determining composite that estimates a firm's market performance and efficiency. Great importance of this indicator is, however, its ability to show how competitive an SME is together with the ability to keep a good number of loyal customers. Furthermore, SMEs need to be examined on their ability to generate employment.

The role of job creation by SMEs enables mitigation of unemployment and sustains livelihoods per Ssewankambo and Ssemogerere (2016). This assesses the social contribution of SMEs in addressing the socio-economic imbalance alongside stimulating economic activity and growth. Debt to equity ratio, gross and net profit margins, and ROI are examples of profitability KPIs. Profitability of SMEs, based on expenses and investments, is usually assessed by the surpassing of expenditures, and revenue is generated by the SMEs through spending. Martínez-Costa, Jiménez-Jiménez, and Rivas-Llave (2019) underscore the importance of profitability indicators such as ROA and net profit margin in reinforcing the financial viability and sustainability of SMEs. Another operator performance measure is employee satisfaction and engagement. Engagement, as described by Gallup (2019), is associated with increased productivity, profitability, customer satisfaction, and broadens value creation for the business. As noted, satisfaction and engagement depict the organizational climate and represent the employee's motivation level to remain productive. CSR initiatives are gaining attention as activities that demonstrate business performance. According to The Global Reporting Initiative (2018), achieving CSR objectives may result in a favorable perception of a firm's stakeholder relationships and jeopardize their long-term success. Observed from the perspective of SMEs, CSR initiatives are expressions of socially responsible and ethical behaviors which enhance performance.

Measures of innovation and productivity also impact growth. The levels of development in

technology, innovation, R&D spending, and productivity improvements showcase an SME's ability to technologically evolve. De Massis et al. (2018) claims that innovation is important for maintaining competitive edge and for sustaining long term growth. Market share and competition help us understand whether SMEs need to strengthen their position within a particular industry. With regard to performance in the market and competition, market share, customer churn rate, and position in the market serves as indicators of competitiveness. Yuan et al. (2020) recommended that getting higher market share is often associated with better resources utilization and market wielding power. Having operational efficiency relies on high productivity. As per McKinsey & Company (2018), operational effectiveness in SMEs is forecasted through productivity measures like output per employee, and is a crucial component of overall productivity of the an SME. This measure captures the effectiveness of an SME on goals achievement and resource utilization within the organization.

Even with the relevance of these KPIs, there are overlapping concerns with every method of evaluating the performance of SMEs.

Financial metrics such as revenue growth and profitability can change drastically and become overly sensitive to economic conditions external to the company which complicates any attempts to measure internal performance attribution (Wiklund et al., 2018). In addition, financial metrics may capture value in the form of profits that are only obtainable in the short-run which can promote emphasis on profit harvesting at the expense of strategically investing toward long-term organizational goals (Martínez-Costa et al., 2019). Market indicators such as market share and customer acquisition measurement pose great measurement accuracy challenges for fragmented markets especially for SMEs (Yuan et al., 2020). Issues of attribution also prevail whereby changes in market performance are divided across business activities and therefore do not form a direct result relationship due to many intervening factors (Rahman et al., 2020). Qualitative metrics like efficiency, productivity, and innovation are often subjective making cross comparison immensely difficult to a range of disparate organizations (McKinsey & Company, 2018). Organizational and stakeholder perspectives differ widely which results in those metrics not only being approximate averages but also relative measures of varying concepts like employee satisfaction and CSR (Gallup, 2019). These organizational metrics, as compared to financial ones, yield a more indirect impact on business success and are harder to defined and measure (Global Reporting Initiative, 2018).

This research will consider SME performance in sales, particularly through the foremost growth in sales and revenue. The reason for this focus is that these measures reflect the income

and financial results stemming from social media activity. This research aims to demonstrate the correlation between social media activities and the sales growth of SMEs by analyzing data from various social media SMEs.

2.2.4 Platform diversity

Platform diversity in social media is concerned with the different social media platforms an individual or organization uses for a particular communication, networking, or sharing content purpose. Understanding the platform diversity is significant for comprehending the evolving dynamics of social media and the user behavior, preferences, and experience.

Platform diversity includes all social media like Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok, YouTube, etc. Zhang and Kaufmann (2023) aptly describe 'diversity of platforms' as the rapidly growing social media ecosystems tailored to accommodate different users' interests, populations, communication styles, and demographics. Primary social media, as well as secondary and niche social media designed for specific communities or types of content, fall under this umbrella of platform diversity.

Smith and Anderson (2020) as multi-platform noted that some people tend to have several accounts on different platforms which is termed 'account diversity'. This multiplicity enables various forms of identity formation and participation across different social networks.

For example, some individuals may see Instagram as a pictorial storybook and Twitter as a news tickertape, viewing LinkedIn purely as a networking tool, which shows how different users appropriate various social media platforms for diverse communicative purposes.

Both content consumption and its creation as activities are affected by the diversity of platforms within social media. Liu et al.'s (2021) study analyzes the impact of algorithmic and platform-specific interplay on the user engagement and content circulation patterns. Content sharing and consumption are offered in distinctive forms, as Twitter permits text-focused posts and Snapchat showcases image-centered stories. In addition, platform diversity shifts the norms of content creation as users strive to meet the standards set by specific platforms' audiences and user engagement statistics.

The adaptability of social media enables streamlined navigation among various platforms, as well as the possibility to share content across multiple sites, which promotes cross-platform interaction and integration. Wang and Li's (2022) studies underline the social media ecosystem which allows specific user optimization across multiple platforms such as social login, embedded media, and cross posting to enhance the users' digital persona, presence, and

visibility. Marketers and content creators can also utilize cross-platform integration to strengthen audiences and message reach while provided with complementary platforms.

2.2.2 Social Media Use Frequency

Social media use frequency is defined as the level of engagement of a person or an organization with social media accounts within a given period. For businesses, marketers, researchers, and even policymakers, understanding social media use patterns is very crucial as it gives feedback on user behavior, preferences, and trends. In the past few years, social media use frequency has grown in importance as a parameter for measuring user engagement and overall activity on the platforms. Lawson (2020) points out that social media has come to rely heavily on frequency metrics such as daily active users (DAU) and monthly active users (MAU) to gauge their value and impact. These metrics serve as indicators of the regularity of social media interactions versus the actual activities dominated by the use of social media by those individuals. Alhabash and Ma (2018) draws attention to social media usage patterns, exposing seasonal activity fluctuations, and time of day or week correlations of social media use. For instance, people may tend to use social media more during the evenings and weekends, which indicates the social focus of that time.

It is important to comprehend these time-related behaviors of users in relation to content consumption, as it helps in managing content delivery, advertising strategies, and overall user engagement.

User activities and interactions with social media can be grouped into different categories based on their frequency of use. Meng, Martinez, and Hollebeek (2022) differentiate between passive and active usage frequency. Passive usage encompasses scrolling, browsing, and content consumption, while active usage pertains to posting, commenting, and sharing. Furthermore, Li and Bernoff (2022) distinguish between habitual and episodic usage frequency, where habitual usage refers to routine and structured engagement and episodic usage takes place irregularly, or in reaction to certain stimulus or events.

There are some determinants of social media use frequency by individuals and organizations. Usage frequency is determined by a user's demographics, psychographics, social influences, platform characteristics, and relevance to the content as outlined by Wang and Zhang (2020). For instance, younger people and those with greater digital literacy are more active, while the presence of relevant content and interactive features can lead to increased visit frequency and greater time spent on the platform.

2.2.3 Social Media Advertising

Social media encompasses the marketing methods and tools which brands use to market themselves via social networks and social media (Dwivedi et al., 2015). DDwivedi et al. (2015) argues that social media advertisement (SMA) is a generic term which is subdivided in focus areas with various intricacies, including content marketing, social media marketing, advertisement placement, influencer marketing, paid advertisement and others. The core purpose is to enhance user interaction with the brand or website by increasing traffic visits, brand familiarity, and generating user-initiated media through sharing and engagement.

Brand execution rests fundamentally on the effort of crafting a campaign Sharable content is strategically tailored to user preferences and so strongly motivates influencers to post. Influencers, or any social media users, capturing and sharing the content amplify the advertised message but also authenticate the advertisement message as seconded by a reputable personality and not the brand. This phenomenon leads to earned media as compared to paid, it's much cheaper and becomes efficient and powerful.

The advantages of SMA have been widely researched. As it is elaborated by Stelzner (2009), social media activities are increasingly led to broader dominion within markets, and exposure to customers touches new visitation heights along with newer regions, forming fresh spheres of commercial alliances while also reducing marketing costs. Zabin (2009) conducted research which showed that companies regarded as social media advertising outperforming best performers had higher rates of customer recommendations for them, growth in sales, and rate of clients acquired.

Recent studies focus on social media advertising and its impact on consumers. As cited by Kumar et al. (2020), social media advertising through product image integration on social media can greatly alter consumer behavior towards a product for the better. Wang and Kim (2018) proved the specialized nature of social media advertising with their study on personalized advertising, showcasing its usefulness to consumer relations. In another study, Lee and Hong (2019) analyzed the effects of user-created content pertaining to brands, focusing on the consequences of consumer participation as well as brand retention for the firms. All these studies demonstrate the need for effective and cohesive social media marketing strategies.

2.2.5 Content type

The term content type of social media use denotes the different styles, categories, and formats of content which users post, share, and interact with on social media. It is clear that types of content are crucial for the analysis of users' behavior, engagement level, and interaction with the platform in the digital space.

Content types capture all quantities and formats: text, images, video, hyperlinks, memes, gifs, polls and quizzes, podcasts, live streams, stories as well as comments and discussions created by the users. Johnson and Smith (2020) argue that the greater availability of multimedia content formats has led to social media platforms becoming dynamic and immersive spaces that attract a wide array of users with differing preferences and consumption patterns. Every style of content has unique benefits and drawbacks for both the consumers and the creators. Users share and discover multifaceted interests, topics, and themes on social media, and these social media platforms categorize them into different genres, which are referred to as content types. As highlighted in the aforementioned research by Lee et al. (2021), different lifestyle practices together with entertainment, news, politics, education, health, fashion, travel, food, technology, and sports encompass the variety of content provided on different platforms. Other considered content genre includes informative and educational as well as entertaining and humoristic posts.

The content combines user-generated content (UGC) alongside branded and sponsored content by different individuals, influencers, organizations, associates, and corporations. Social Media Cent and Wang (2023) precisely examined the contribution of UGC towards improving community engagement as well as the trust and authenticity present in social media communities.

This is in contrast to branded content, which includes promotional posts, advertisements, sponsored influencer campaigns, and branded storytelling aimed towards brand visibility, engagement, and conversion metrics.

Branded content encompasses more than dynamic posts, expanding to interactive activities and collaborative efforts that facilitate user engagement and participation. Garcia and Martinez (2019) identified interactive content types, such as polls, quizzes, challenges, contests, and live interactive Q&A sessions, as drivers of active user engagement, virality, and social sharing. Such fluid formats allow users to engage and interact with content in real-time, offer their perspectives, and interact with other users concerning prevailing topics of mutual interest.

2.3 Influence of Frequency of Social Media Usage on SME Sales Performance

Facebook, Twitter, and even YouTube are now essential tools in the marking arsenals of SMEs. These social media platforms provide SMEs with the means of interacting with their clients, marketing their products and services, and obtaining important feedback (Todeva & Knoke,

2018). Social media, in its many forms, has also encouraged a large number of researchers to study the implications of social media use and its multifaceted impacts on SMEs performance. Employment of social media by SMEs on a high frequency basis tends to enhance customer attention and interaction. Kabadayi et al. (2020) stated that it is through active posting and customer interaction that many SMEs get satisfaction and loyalty from their customers which translates into an active brand loyalty and advocacy. Moreover, Hennig-Thurau et al. (2021) suggested that SMEs that use social media for dialogue and collaboration with customers strengthen the customers' emotional attachment which enhances brand equity and competitive advantage. The level of social media usage impacts the market visibility and brand awareness of SMEs. Schivinski et al.

According to a study by Alhassan (2019), SMEs that maintain a regular social media presence have a wider audience compared to those that do not, this in turn results in more sales, brand recognition, and overall business growth. SMEs that are proactive on social media, especially in regard to advertising, are capable of higher user engagement and greater reach, thus resulting in improved brand recognition and share in the market (Rauschnabel et al., 2023). Archibong and Jack corroborated that social media activity directly affects the sales of SMEs and that the volumes of interaction are essential to drive the sales growth. Research Ukpabi & Karjaluoto (2018) indicates that SMEs, which are proactive in marketing their services on social media, earn higher revenues than those which depend on other marketing strategies. Koc & Bozdag (2022) add that social media enables SMEs to tailor their products based on customer preferences identified through social media analytics, greatly improving the business's sales and profits.

2.4 Influence of Social Media Advertising on the Sales Performance of SMEs

The advent of social media advertising has facilitated the marketing endeavors of SMEs by enabling them to market their products and interact with customers at a larger scale. The high efficiency and the low cost of SM advertising makes it an appealing option for small and medium sized enterprises (Alraja et al., 2020; Patma et al., 2020). Research shows that SM advertising improves brand recognition, customer engagement, and sales (Tajvidi & Karami, 2021; Wang & Kim, 2017). Particularly, one research in Indonesia in the COVID-19 era emphasized the positive impact SM advertising had on the performance of SMEs. It proved to be especially supportive in the situations where companies transitioned from conventional business models to digital ones (Patma et al., 2020).

The marketing capabilities of SMEs are enhanced by social media platforms such as Facebook, Twitter, and Instagram, enabling them to track branded content services and customer interfaces (Ahmad et al., 2018).

This tactical orientation to SM can improve brand value and enhance customer relationship management and overall business performance (Chatterjee & Kumar Kar, 2020). On the other hand, the effectiveness of social media advertising relies on the firm's adoption of new technologies and active online visibility (Ahmad et al., 2018).

2.5 Influence of Platform Diversity on SME Sales Performance

Platform diversity, encompassing the utilization of various social media platforms, greatly affects the performance of Small and Medium-sized Enterprises. Leveraging different social media platforms enables SMEs to reach a wider audience since each platform comes with its own set of users and behaviors. RChen et al. (2023) shows the significance of aligning the selection of the platform with audience's characteristics and preferences. As an example, the Instagram and TikTok platforms have a younger visual-centric audience compared to Facebook which has a more mature audience. With a comprehensive framework of multichannel diversification, SMEs can improve their visibility, engagement, market penetration as well as market share.

Different platforms enable SMEs to improve interactions by tailoring their content and messages for every platform. Content must be tailored to the platform's ecosystem which was emphasized in the research of Garcia and Martinez (2021). For instance, Instagram and Pinterest place high priority on images and videos while Twitter necessitates timeliness with short updates. By adapting content to different platforms, SMEs can maximize engagement, interactions, and ultimately drive sales and revenue. Brand trust and identity within the audience can be developed through maintaining brand consistency across several social media platforms. Research by Kim et al. Allen (2020) posits that SMEs with an effective cohesive omnichannel strategy in place tend to achieve enhanced brand awareness and loyalty regarded by the customers. Omnichannel SMEs reinforce a single branding and ace message integration value irrespective of the touchpoint, platform, or channel the consumers use to engage with the SME. A coherent omnichannel approach improves brand recall, customer retention, and SME; s performance indicators in sales and market share as well.

The varied platforms provide an enriched avenue for data collection and study from different social media platforms as well as audience feedback so as to understand audience interests.

Wang and Li (2019) analyze and study the impact of tracking metrics on ROI using different platforms to formulate, reach strategies, target engagements, and exploit conversion features of the digital market. The analyzed data from different platforms enables SMEs to develop effective digital marketing approaches, streamline work processes, improve their performance metrics, and strategically allocate resources towards optimization.

2.6 The Influence of Content Type on SME Sales Performance

In the context of social media usage, understanding how the type of content affects the performance of SMEs is important for understanding the business implications of content strategy in the digital landscape.

The level of engagement and interaction of the audience's participation is business driven by content audience interaction which directly impacts SME performance KPIs like brand awareness, customer retention, sales growth, and revenue growth. Static content formats tend to get less engagement and social sharing than content types that are interactive in nature. As an illustration, Brown et al. (2021) discovered that polls, quizzes, and user-created challenges are shared at a far greater rate than written text posts. Businesses that leverage interactive content as SMEs are able to engage in the content creation activities of their audiences, hence, increase participation and engagement.

SMEs offer tailored brand narratives, brand stories, and customer service support which together enhances customer engagement and brand loyalty on social media platforms. The social listening tools also provide a platform where customers can be given instant support. Johnson (2022) elaborates on these storytelling content formats: "narrative videos, customer success story videos, and brand testimonial videos," providing SMEs with a powerful strategy through which they can communicate their unique selling proposition and corporate philosophy.

Through persuasive narrative visual and text methods, SMEs can communicate their message bringing about an emotional impact thus leading to increased brand loyalty and sales.

SMEs are viewed more relevant with provided industry as a result of utilizing informative content which positions the businesses as leaders and authorities at experts in the industry, thereby improving the performance of the SME.

These can be accessed through makeup brands, clothing brands, etc. Research conducted by White et al. (2019) suggests that SMEs which share useful and relevant content which speaks to the audience's needs are able to build thought leadership, credibility, and expertise which, over time, helps in customer acquisition and retention. Trust-building by SMEs, through

educational content resulting in customer engagement and loyalty, positively impacts SME performance.

2.7 Summary and Synthesis of the Literature Gap

Donkor, et al. (2018) investigated a quantitative analysis on the impact of social media usage on SME performance. Quantitative surveys using structured questionnaires were used and the case study was among 200 SMEs across various sectors in Ghana. Researchers noted an active social media presence among SMEs. Donkor et al., (2018) suggested that those SMEs leveraged actively engaging on social media platforms and reported improved customer satisfaction metrics and brand recognition. Customer engagement, market penetration, and sales increase were also reported to grow in tandem with social media usage. As an informal business communication channel, social media has proven beneficial to smaller firms in articulating their needs. A measurable growth of firm-echelons was revealed in companies with active social media interactions with clients. Abdul Rahman, et al. (2020) explored social media strategies and business performance, insights from SMEs in Malaysia. A case study of 150 SMEs from various industries in Malaysia using a mixed-methods approach combining qualitative interviews and quantitative surveys were used in this survey. They noted that social media usage for customer relations and advertising purposes by SMEs is associated with heightened brand recognition and greater loyalty. Qualitative data has shown that many SMEs face difficulties with resource and strategy management concerning their social media activities, which have corresponding effects on business results (Abdul Rahman et al., 2020). Setiawan and Rahmawati (2019) researched the social media technology role on Indonesian SMEs social competitiveness enhancement. They conducted case studies using statistical samples of 50 SMEs in Indonesia. To achieve this objective, the researchers conducted in-depth interviews and focus groups. It was noted that social media utilization, enabled SMEs to reach markets that were not available to them previously, thus, leading to increased sales and revenue. However, flawed online presence management strategies and lack of digital skills were reported as hinderances towards realizing maximum benefits from social media (Setiawan & Rahmawati, 2019). Ndlovu and Tengeh (2017) analyzed the effects of social media marketing on SMEs, evidence from South Africa entrepreneurs. Using a sample size of 100 SMEs in South Africa and structured questionnaires, it was discovered that social media marketing adopters among SMEs reported higher customer interaction levels and improved brand image. The research underscored the need for refined strategic preparation and tailored content planning, which are key to harnessing social media optimally for business performance

(Ndlovu & Tengeh, 2017). Chen et al. (2021) examined social media adoption and the performance of SMEs from a European and Asian comparative study. Using a comparative study methodology, they studied 80 SMEs from Europe and 80 from Asia. Through comparative analysis based on surveys and interviews, they found differences in the levels of social media adoption and usage between European and Asian SMEs. Both regions appreciated increased customer engagement and broader market access; however, the sociocultural and legal frameworks dampened the extent and efficacy of social media application in enhancing business operational performance (Chen et al, 2021).

The above literature demonstrates the correlation between social media and the performance of SMEs, particularly in sales and revenue increase. It also highlights the importance of social media advertising, platform diversity and a high frequency of social media usage by SMEs in order to achieve greater results. However, there is still a gap on the type of content that SMEs can use on social media to maximize results both in the global and Ugandan aspect. Understanding the effectiveness using social media in the Ugandan context can provide valuable insights for policymakers, entrepreneurs, and researchers seeking to use social media as a marketing tool to support SMEs

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter details the methodologies and analyzes the steps in evaluating the impacts of social media on the performance of Small and Medium-sized Enterprises (SMEs) within the retail sector in Rubaga and Nakawa Divisions of Kampala, Uganda. This chapter is divided into the following sections: research design, area of study, population and sample, methods of data collection, methods of data analysis, and ethical issues.

3.1 Research Approach

In this study, both quantitative and descriptive approaches were incorporated in resolving the problem. Quantitative approach was conducted through a survey which yielded measurable figures regarding social media activities and various performance indicators of businesses, and descriptive approach to identify the mean, standard deviations et. C

3.2 Research design

Descriptive and Quantitative Design. this study adopts a quantitative research approach with descriptive elements to investigate the relationship between social media usage and the sales performance of SMEs. A quantitative design is appropriate because it enables the collection and analysis of numerical data, allowing the researcher to test relationships between variables such as frequency of social media use, platform diversity, and sales growth (Creswell &

Creswell, 2021). At the same time, descriptive elements are incorporated to provide a clear summary of patterns within the data. Descriptive statistics including measures of central tendency such as the mean, alongside frequencies and percentages were employed to illustrate how SMEs utilize different social media platforms and the extent to which these practices relate to sales performance. As noted by Saunders, Lewis, and Thornhill (2019), descriptive statistics are fundamental in identifying trends and organizing large datasets, while quantitative methods provide the statistical rigor necessary to establish correlations and test hypotheses. Combining both elements strengthens the study by ensuring that it not only presents an accurate profile of SMEs' social media practices but also empirically examines their effect on sales outcomes

3.3 Area of Study

Kampala District is composed of five administrative divisions, which are Central, Kawempe, Nakawa, Rubaga, and Makindye. For the purposes of this study, I focused on the Nakawa and Rubaga divisions due to their diverse array of retail SMEs. These areas were appropriate for exploring the impact of social media on business performance.

3.4 Population and Sample

The target population for this study includes all SMEs in the retail sector operating in the Rubaga and Nakawa divisions. According to the Uganda Bureau of Statistics (UBOS, 2021), There are approximately 5,000 registered SMEs in the retail sector in these

A simple random sampling technique was adopted to ensure that each SME in the population had an equal chance of being selected, thereby minimizing selection bias and enhancing the representativeness of the sample.

To determine the minimum required sample size, Cochran's formula for sample size calculation was applied.

Cochran's sample size formula

$$n_0 = \frac{z^2 \cdot p \cdot (1 - p)}{e^2}$$

p: the population size

e: the margin of error

Using a

95% confidence level (Z = 1.96),

an assumed population proportion of 0.5 (p = 0.5),

5% margin of error (e = 0.05), the initial sample size estimate was 384 SMEs.

the initial sample size estimate (for an infinite population) was approximately 384 SMEs.

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

Where

n = corrected sample size,
N = population size, and
e = Margin of error (MoE), e = 0.05 based on the research condition

After applying the finite population correction for N = 5,000, the adjusted sample size was approximately 357 SMEs. However, due to practical constraints such as time, resources, and accessibility in the field, a final sample of 100 SMEs was selected. This number provides a manageable yet meaningful representation of SMEs in the target divisions.

The study employed a purposive sampling technique due to the absence of a complete list of SMEs in the study area. Purposive sampling allowed the researcher to intentionally select areas with a high concentration of SMEs to ensure the sample was representative of the target population. Within these divisions, SMEs were approached systematically every third accessible business was invited to participate in the survey. The final sample comprised 100 SMEs, which, although smaller than the ideal statistical size, was feasible given resource and time constraints while still providing meaningful insights into social media usage and sales performance. This approach ensured that the selected SMEs were active, accessible, and representative of the broader SME landscape in these divisions, maintaining the principles of randomness and minimizing selection bias (Saunders, Lewis, & Thornhill, 2019; Creswell & Creswell, 2021).

The total number of Respondents that were successfully contacted, participated and included in the study was 100. The response rate of the respondents in this study was therefore 93.4%. A response rate of 80% or higher is considered excellent (Thorpe et al., 2009). Table 1 below shows the characteristics of respondents included in the study.

Table 1: Characteristics of respondents included in the Study

	Category	Frequency	Percentage
Gender of the business owner	Male	62	62%
	Female	38	38%
Age of the business owner	18-20	24	24%
	21-24	20	20%
	25-30	18	18%
	31-34	13	13%
	35+	25	25%
Business sector of respondents	Electronics and Appliance Stores	17	17%
	Market Vendors	12	12%
	Supermarkets and Mini-marts	13	13%
	Pharmacies and Health Stores	16	16%
	Boutiques	15	15%
	Hardware Stores	17	17%
	Book stores and Stationary shops	10	10%
Number of employees in the business	1-5	28	28%
	6-10	39	39%
	11-15	16	16%
	16-20	17	17%
Position of the respondent in the business	Owner	40	40%
	Manager	34	34%
	Sales person	26	26%
Years in Business operation	< 6	30	30%
	7-9	25	25%
	10-12	17	17%
	13-15	18	18%
	16-18	10	10%

Source: Primary data

As represented in the table above, the age distribution of business owners shows a wide variety of experience in entrepreneurship. The most (25%) are in the 35+ age range, which suggests a sizable percentage of people above youth age. The second largest category, which is made up of 24% of people in the 18–20 age bracket indicates that there are a lot of younger business people. A moderate distribution of business owners across several life stages can be seen in the remaining age categories, which include those in 21–24 at 20%, 25–30 at 18%, and 31–34 at 13%. 17% of the sample is made up of proprietors of hardware stores and electronics and appliance stores. With a close second place share of 16%, pharmacies and health stores, supermarkets and mini-marts (13%) and boutiques (15%) are other the second lowest industries in the study area. Book stores and stationery shops make up 10% of the total, making them the lowest business in the area. This sector distribution shows a wide variety of corporate interests, with retail and vital services showing a noteworthy concentration.

The employee distribution shows that the majority of enterprises (15%) employ 8 people, with those that employ 19 people (10%) coming in second. 7 percent of enterprises employ one to three people, which is a significant percentage of the workforce. This points to a range of operational sizes, with a propensity for small and medium-sized businesses. The data reflects varying operating scales and shows a moderate concentration of companies with greater workforces. The position of Owner is held by the majority of respondents (40%), suggesting a significant representation of principal decision-makers. Of the sample, 26% are salespeople and 34% are managers. This distribution shows that businesses are clearly hierarchical, with a sizable percentage of respondents working in sales and management roles.
The length of time a firm has been in operation indicates that a substantial portion of them are comparatively established. The longest running groups are those that have been in business for 5 years (14%) and 8 years (14%), with 12 years (12%), coming in second and third. This implies that a large number of companies have continued to operate for a number of years, demonstrating stability and experience in the commercial world.

3.5 Data Collection Methods

A structured questionnaire was developed to collect quantitative data on social media usage, including social media communication, marketing activities, and customer engagement, as well as performance metrics such as revenue and sales growth. The questionnaires were administered to the selected SMEs through face-to-face interviews and online surveys.

Both the independent and dependent variables were measured using a 5-point Likert scale, where respondents indicated the extent to which each statement applied to their business (1 = Not at all, 5 = To a very great extent). Social media usage was assessed across dimensions such as frequency of use, platform diversity, and type of content posted. Sales performance was measured subjectively by asking respondents to rate the extent to which their sales had increased over the past year and the perceived impact of social media usage on sales. This approach allows for the quantification of both social media engagement and sales performance in a comparable numerical format suitable for descriptive and quantitative analysis.

3.6 Reliability and Validity of the Study

Reliability of data collected was assessed using Cronbach's Alpha, where all scales were at least 0.75 and above as illustrated in table 2 below. Validity was calculated and assessed by using factor loadings with all items exceeding the recommended threshold of 0.5 which affirms the validity of the values under examination (Shrestha, 2021).

Table 2: Construct reliability and validity

Type of social media content posted	**α=.782**
Text posts Extent	0.843
Images/ Photos extent	0.854
Videos extent	0.769
Infographics extent	0.724
Blogs/ articles extent	0.752
Live streams extent	0.856
Polls/ surveys extent	0.704
Eigen Value	2.42
Total Variance explained	61.36
Kaiser-Meyer-Olkin (KMO)	0.623
Bartlett's Test of Sphericity	61.545***
Social media diversity	**α=0.819**
Facebook Usage Extent	0.857
Instagram Usage Extent	0.862
X (twitter) Usage Extent	0.825
LinkedIn Usage Extent	0.679
YouTube Usage Extent	0.407
Pinterest Usage Extent	0.694
Tik Tok Usage Extent	0.501
Eigen Value	**4.778**
Total Variance explained	**68.253**
Kaiser-Meyer-Olkin (KMO)	**0.746**
Bartlett's Test of Sphericity	**304.469*** **
Advertising on social media	**α=0.842**
Facebook Advertising Extent	0.637
Instagram Advertising Extent	0.843
X (twitter) Advertising Extent	0.731
LinkedIn Advertising Extent	0.541
YouTube Advertising Extent	0.811
Pinterest Advertising Extent	0.692
Tik Tok Advertising Extent	0.77
Eigen Value	**4.959**
Total Variance explained	**70.836**
Kaiser-Meyer-Olkin (KMO)	**0.702**
Bartlett's Test of Sphericity	**331.739*** **

N=100, ***p<0.00, α is Cronbach Alpha coefficient

3.6 Data Analysis Techniques

Descriptive Statistics The information collected from the field was analyzed using SPSS version 25. In an attempt to summarize the responses, several descriptive statistics such as

means, standard deviations, frequencies, and percentages were derived. To assess the association of social media with the performance of SMEs, Pearson correlation coefficients together with multiple regression analysis were used.

The Pearson correlation coefficient was used to determine the strength and direction of the relationship between sales performance and social media use among the participating SMEs. Further, multiple regression analysis was used to determine the magnitude and nature of social media usage impact on sales performance within the area of study. The regression equation was formulated in this manner:

$$Y = \beta 0 + \beta 1X1 + \beta 2X2 + \ldots + \beta pXp + \varepsilon$$

Where:

- **Y** is the Sales performance
- **$\beta 0$** is the regression constant
- **X_j**: represents values of independent variables
- **β_j**: represents regression coefficients of the independent variables
- **ε**: is the error term

Thematic Analysis. The qualitative data from interviews was analyzed using thematic analysis which involved creating codes to capture the salient features concerning the themes and patterns associated with social media usage regarding its dynamics with the performance of SMEs.

3.7 Ethical Considerations

The study was conducted on voluntary basis and participants could freely opt out of the study at any given moment without bearing any consequences. Participants were fully debriefed regarding the study's objectives, procedures, as well as the possible advantages and disadvantages of taking part in the study. All participants provided informed written consent. Participant confidentiality was ensured through data anonymization and safeguarding individual responses from being linked back to specific participants.

CHAPTER FOUR

PRESENTATION OF RESULTS

4.0 Introduction

This chapter presents the analysis and interpretation of the study findings. The chapter begins with descriptive statistics of the measurement variables and lastly correlation and regression analysis of study variables.

4.1 Characteristics of Respondents

Table 3 below shows the characteristics of respondents included in the study.

Table 3: Characteristics of respondents included in the study

Variable	Category	Frequency	Percentage
Gender of the business owner	Male	62	62
	Female	38	38
Age of the business owner	18-20	24	24
	21-24	20	20
	25-30	18	18
	31-34	13	13
	35+	25	25
Business sector of respondents	Electronics and Appliance Stores	17	17
	Market Vendors	12	12
	Supermarkets and Mini-marts	13	13
	Pharmacies and Health Stores	16	16
	Boutiques	15	15
	Hardware Stores	17	17
	Book stores and Stationary shops	10	10
Number of employees in the business	1-5	28	28
	6-10	39	39
	11-15	16	16
	16-20	17	17
Position of the respondent in the business	Owner	40	40
	Manager	34	34
	Sales person	26	26
Years in business operation	< 6	30	30
	7-9	25	25
	10-12	17	17
	13-15	18	18
	16-18	10	10

Source: Primary data

As shown in Table 3 above, the age structure of proprietors underscores a business field with diverse entrepreneurial experience. The maximum (25%) is from 35+ age bracket which depicts a sizeable percentage of individuals above youth age. The second level category comprises 24% of individuals in the age range of 18 to 20, which means that there exists a good number of younger business people. The other remaining 21 to 24 (20%); 25 to 30 (18%); 31 to 34 (13%) show moderate distribution of business owners across several life stages. 17% of the sample comprises proprietors of hardware stores and of electronics and appliance store. Close second with 16% share are pharmacies and health stores, supermarkets and mini-marts (13%) and boutiques (15%) which are other lower industries in the study area. Bookstores and niche stationery shops comprise 10%, making them the lowest business in the region. This distribution of the sector shows that there is a wide range of corporate interests, although retail and essential services are obviously more concentrated.

In terms of employee distribution, the majority (39%) of enterprises employ between 6-10 people, and those employing between 1-5 people make up a significant minority (28%). The least number (16%) of enterprises were those that had 11-15 employees. This illustrates a range of operational scales, with a preference towards small and medium enterprises. The data reflects a moderate concentration of employers and greater operating scales. The Owner position was dominant among respondents with 40%, indicating a strong presence of main stakeholders among the primary decision-makers. Salespeople accounted for 26%, while 34% were managers. This suggests that, in addition to the balanced ratio of respondents, businesses are also clearly structured hierarchically.

The amount of time a firm has spent in operation shows that a reasonable proportion of them are well-established. The groups with the highest numbers (14%) were those who had been in business for under six years, whereas the least (30%) were those who spent 16 and 18 years. This indicates a reasonable number of firms sustained for multiple years, signifying the level of commercial stability and experience in the market.

4.2 Descriptive statistics

4.2.1 Respondents' ratings on their Sales performance

Respondents were asked to rate the extent to which social media influenced their sales over time. Responses were ranked on a five-point scale as follows: 5 = To a very large extent, 4 =

To a large extent, 3 = To a moderate extent, 2 = To a small extent, and 1 = Not at all. The mean and standard deviations are presented in Table 4 below.

Table 4: Sales performance

Respondents' statements on sales performance	**Mean**	**SD**
There are increased sales	3.51	1.337
There are increased sales revenue	3.63	1.051

In terms of respondents perceiving an increased sales figure, the statistical mean achieved was 3.51 (SD = 1.337) which indicates that respondent enterprises, on average, perceived moderate levels of sales growth to be occurring with a high degree of inconsistency across responses. For the increase in sales revenue, the mean was slightly more favorable at 3.63 (SD = 1.051), indicating revenue growth was perceived to be more agreeable with less divergent perceptions among respondents.

4.2.2 Use of the different types of content to post on social media

Participants rated the extent to which they use different types of content when posting on social media. A five-point scale was used, where 5 = To a very large extent, 4 = To a large extent, 3 = To a moderate extent, 2 = To a small extent, and 1 = Not at all. Table 5 presents the mean and standard deviations of their responses.

Table 5: Usage of different social media content types

Usage of social media content types	**Mean**	**Std. Deviation**
Text posts Extent	3.69	0.825
Images/ Photos extent	3.92	0.825
Videos extent	3.94	0.862
Infographics extent	3.7	0.785
Blogs/ articles extent	3.6	0.829
Live streams extent	3.71	0.844
Polls/ surveys extent	3.12	0.924

Source: Primary data

As presented in Table 5 above, the majority of respondents indicated that text posts are used to a modest degree (Mean = 3.69). Although there is considerable difference in the responses,

majority of respondents agree on text post usage, according to the standard deviation (SD = 0.825). This implies that most of the businesses post text content regularly.

Furthermore, the findings in the Table above illustrates that respondents utilize pictures and photos a lot more than other types of social media content (Mean = 3.92). The low standard deviation (SD = 0.825) indicates that respondents report usage of visual content regularly. For the use of videos among the study respondents, the mean score of 3.94 (SD = 0.862) shows that businesses use videos to a moderate extent. The relatively higher standard deviation indicates some variability in responses, suggesting that while videos are widely used, the frequency with which businesses use them differs. In the area of infographic usage among study respondents, a mean value of 3.7 (SD = 0.785) reflects moderate use. The lower standard deviation suggests a more consistent approach across different businesses—indicating that while infographics are used to a moderate extent, the usage tendency is more uniform as compared to other content types. With the mean score of 3.6 (SD = 0.829), the study respondents show that blogs/articles are being used moderately by businesses. The standard deviation indicates a partial consistency in the frequency of use as some businesses tend to post blogs/articles more frequently than others.

The average of 3.71 (SD = 0.844) indicates moderate use for live streaming with a fairly large variation among answers. The variation exists due to certain businesses utilizing live streaming on a regular basis while others do not use it at all.

For the use of polls/surveys among the study respondents, the mean score of 3.12 (SD = 0.924) indicates that polls and surveys are used to a smaller extent. The higher standard deviation reflects considerable variability in usage, with some businesses using them frequently for engagement, while others use them rarely, if at all.

4.2.3 Use of the different social media platforms

Participants were asked to indicate the extent to which their businesses engaged with different social media channels. A five-point Likert-type scale was used, in which: 5 referred to "To a very large extent," 4 “To a large extent,” 3 “To a moderate extent,” 2 “To a small extent,” and 1 “Not at all.” The corresponding means and standard deviations are summarized in Table 6 below.

Table 6: Extent of usage of different social media platforms

Usage of different social media platforms	Mean	Std. Deviation
Facebook Usage Extent	4.29	0.844
Instagram Usage Extent	4.22	1.021
X (twitter) Usage Extent	3.37	0.917
LinkedIn Usage Extent	2.07	0.782

YouTube Usage Extent	4.02	0.724
Pinterest Usage Extent	3.46	1.306
Tik Tok Usage Extent	4.43	0.844

Source: primary data

From the table above, regarding the use of Facebook among the study respondents, the mean score of 4.29 (SD = 0.844) shows that businesses use Facebook to a large extent. The standard deviation indicates a moderate level of variation in how businesses use the platform, with most businesses using Facebook extensively but some varying in the frequency of posts. In terms of using Instagram, the mean score of 4.22 (SD = 1.021) suggests that businesses use Instagram to a large extent. The higher standard deviation reflects greater variability in responses, indicating that while Instagram is widely used, businesses differ in the intensity and frequency of their use.

For the usage of X (twitter) among the study respondents, the mean score of 3.37 (SD = 0.917) shows that businesses use Twitter to a moderate extent. The standard deviation suggests variability, with some businesses using Twitter more actively than others. Regarding the use of LinkedIn among the study respondents, the mean score of 2.07 (SD = 0.782) indicates that businesses use LinkedIn to a small extent. The low standard deviation suggests that most businesses do not prioritize LinkedIn, with limited variability in its usage across businesses.

In terms of YouTube usage, the mean score of 4.02 (SD = 0.724) indicates moderate to large usage extent among the study respondents. The relatively low standard deviation suggests that most businesses use YouTube with similar frequency, although some businesses may use it more regularly than others.

Regarding the use of Pinterest among the study respondents, the mean score of 3.46 (SD = 1.306) indicates moderate usage. The higher standard deviation suggests considerable variability, with some businesses using Pinterest more frequently than others. In terms of using TikTok among the study respondents, the mean score of 4.43 (SD = 0.844) shows that businesses use TikTok to a very large extent. The relatively low standard deviation indicates consistent use across businesses, with most respondents using the platform frequently.

4.2.4 Use of social media to advertise

The respondents were questioned on the level of use of different social media platforms for advertising and were measured on a five-point Likert scale whereby 5 means “To a very large extent”, 4 “To a large extent”, 3 “To a moderate extent”, 2 “To a small extent”, and 1 “Not at all.” Table 7 displays the average scores alongside the standard deviations.

Table 7: Extent of various social media platforms used for advertising

Social media platform used for advertising	Mean	Std. Deviation
Facebook Advertising Extent	4.1	0.759
Instagram Advertising Extent	4.08	1.061
X (Twitter) Advertising Extent	3.44	0.808
LinkedIn Advertising Extent	2.09	0.753
YouTube Advertising Extent	3.95	0.757
Pinterest Advertising Extent	2.96	0.994
TikTok Advertising Extent	4.61	0.751

As reflected in the answer concerning advertising on Instagram, the advertisers use the platform for business purposes and have a positive endorsement, as indicated by a mean value of 4.08 (SD=2.09) Some businesses advertise on Instagram significantly more than others, leading to greater variation in the average level of usage.

The mean and standard deviations are presented in Table 8 below.

Table 8: Frequency of social media usage

Variable	**Mean**	**Std. Deviation**
How often the business uses social media	3.26	0.787
How many hours per week do you spend on social media	2.90	1.020

Source: Primary data

Regarding the frequency of social media usage, the findings indicate that the mean score of 3.26 (SD = 0.787) suggests that, on average, businesses tend to use social media fairly regularly, possibly on a weekly basis. The relatively low standard deviation implies that responses are clustered around the mean, meaning that most businesses demonstrate a somewhat consistent pattern in how often they use social media, with fewer extreme differences in usage frequency.

Concerning the hours spent on social media per week, with a mean score of 2.90 (SD = 1.020), the results suggest that, on average, businesses dedicate a modest number of hours each week to social media activities. While the average time spent is moderate, the slightly higher standard deviation compared to the frequency of usage indicates that there is more variability in the actual hours committed. This means that some businesses may spend substantially more time on social media, while others may engage with it minimally.

4.3 Correlation analysis

The correlation of the study variables was analyzed using Pearson's correlation analysis.

4.3.1 Relationship between Social media frequency and sales performance

Table 9: Pearson correlation analysis between social media frequency and Sales performance

Correlations			
		How often the business uses social media	How many hours per week do you spend on social media
Sales performance	Pearson Correlation	0.448	0.154
	Sig. (2-tailed)	0.000	0.125
Listwise N=100			

Regarding the relationship between how often the business uses social media and sales performance, a moderate positive correlation was found, with a correlation coefficient of 0.448 ($p < 0.001$). This suggests that more frequent use of social media is significantly associated with better sales performance among the study respondents.

The correlation between the number of hours spent per week on social media and sales performance was weak and statistically insignificant, with a correlation coefficient of 0.154 ($p < 0.05$). This indicates that the number of hours spent on social media per week is not strongly associated with sales performance among the respondents.

4.3.2 Relationship between Platform diversity and sales performance

Table 10: Pearson correlation analysis between Platform diversity and Sales performances

Correlations		Usage extent					
		Facebook	Instagram	X (twitter)	LinkedIn	YouTube	Tik Tok
Sales performance	Pearson Correlation	0.332	0.445	0.434	0.425	0.118	0.330

	Sig. (2-tailed)	0.001	0.000	0.000	0.000	0.240	0.001
Listwise N=100							

In terms of Facebook usage and sales performance, a correlation has been identified at a moderate strength of 0.332. Clearly, Facebook usage amount and sales performance seem to have a positive link ($p < 0.05$). It can be inferred that, overall, respondents who utilize Facebook tend to achieve comparatively better sales performance.

With regard to Instagram, its usage, and the sales performance, the correlation was stronger. The correlation between Instagram usage and sales performance was found to be 0.445 ($p < 0.001$), indicating that sales performance was positively linked to Instagram usage considerably.

The extent of usage of Twitter and sales performance demonstrated a moderate positive relationship in their correlation. The hypothesis can be made that better performance in sales utilizes Twitter more, as the correlation was established at 0.434 ($p < 0.001$). Sales performance and LinkedIn use showed a positive correlation of about 0.425 ($p < 0.001$). Though weaker than its counterparts, the relationship still denotes that greater LinkedIn use coincides with better sales figures, albeit to a lesser degree than the other platforms. The relationship between the respondents' YouTube usage and their sales performance was weak and statistically insignificant, showing a correlation of 0.118 ($p > 0.05$). This means that the extent of YouTube usage is not strongly associated with sales performance among the respondents.

The extent of TikTok usage exhibited some moderate positive correlations with sales performance. TikTok's correlation coefficient stood at 0.330 ($p < 0.05$). Hence, the usage of TikTok is of considerable importance in terms of better sales performance.

4.3.3 Relationship between Social media advertising and sales performance

Table 11: Pearson correlation analysis between Platform diversity and Sales performances

Correlations		
		Sales performance
Facebook Advertising Extent	Pearson Correlation	0.057
	Sig. (2-tailed)	0.572
Instagram Advertising Extent	Pearson Correlation	0.498
	Sig. (2-tailed)	0.000
X (twitter) Advertising Extent	Pearson Correlation	0.437
	Sig. (2-tailed)	0.000
LinkedIn Advertising Extent	Pearson Correlation	0.470

	Sig. (2-tailed)	0.000
YouTube Advertising Extent	Pearson Correlation	0.322
	Sig. (2-tailed)	0.001
Pinterest Advertising Extent	Pearson Correlation	0.312
	Sig. (2-tailed)	0.002
Tik Tok Advertising Extent	Pearson Correlation	0.158
	Sig. (2-tailed)	0.117
Listwise N=100		

Concerning the extent of Facebook advertising and its correlation with sales performance, only a slight and virtually nonexistent correlation was recorded with a Facebook advertising correlation coefficient of 0.057 ($p > 0.05$). This means that the level of Facebook advertising done does not significantly impact sales performance within this group of respondents.

As for Instagram, the advertisement and sales performance metrics were moderately positively correlated at $p<0.001$ with a value of 0.498, and thus metrics related to Instagram advertisement expenditures do significantly influence sales performance.

Sales performance with regard to Twitter advertisement expenditure showed a moderately positive correlation at $r = 0.437$, $p < 0.001$. This means that greater advertising expenditure on Twitter results in better sales.

Advertising expenditure on LinkedIn and sales performance likewise yielded $r = 0.470$, $p < 0.001$, indicating a moderate positive correlation, indicating that expenditures on LinkedIn advertising correlate positively with sales outcomes.

The correlation between sales performance and advertisement expenditure on YouTube was moderately strong, with $r = 0.322$; $p < 0.05$, meaning there is a correlation, albeit less strong than that found with the other social media platforms.

A Pinterest advertising correlation that is moderately positive in nature, with a value of 0.312, was determined ($p < 0.05$). This indicates that better sales performance is related to increased engagement with Pinterest advertising.

Sales performance and the extent of TikTok advertising had a weak, insignificant correlation with the degree factor of 0.158 ($p > 0.05$). These results show that TikTok advertising is somewhat disconnected from sales performance in the eyes of the participants.

4.3.4 Relationship between content type and sales performance

Table 12: Pearson correlation analysis between content type and Sales performance

Correlations		
		Sales performance
Text posts Extent	Pearson Correlation	0.151
	Sig. (2-tailed)	0.135
Images/ Photos extent	Pearson Correlation	0.090
	Sig. (2-tailed)	0.371
Videos extent	Pearson Correlation	-0.047
	Sig. (2-tailed)	0.643
Infographics extent	Pearson Correlation	-0.115
	Sig. (2-tailed)	0.256
Blogs/ articles extent	Pearson Correlation	0.072
	Sig. (2-tailed)	0.478
Live streams extent	Pearson Correlation	0.030
	Sig. (2-tailed)	0.768
Polls/ surveys extent	Pearson Correlation	0.122
	Sig. (2-tailed)	0.225
Listwise N=100		

Regarding the relationship between text posts extent and sales performance, a weak positive correlation was found, with a correlation coefficient of 0.151 ($p > 0.05$). This suggests that the extent of text posts is not strongly associated with sales performance among the study respondents.

For images/photos extent and sales performance, the correlation was also weak and statistically insignificant, with a correlation coefficient of 0.090 ($p > 0.05$). This indicates that the extent of images or photos posted on social media does not have a strong association with sales performance.

The correlation between videos extent and sales performance showed a very weak negative relationship, with a correlation coefficient of -0.047 ($p > 0.05$). This suggests that video posts are not significantly associated with sales performance, and in this case, the relationship is negative, but very weak.

Similarly, infographics extent and sales performance showed a weak negative correlation, with a correlation coefficient of -0.115 ($p > 0.05$). This indicates that the extent of infographics used on social media is not strongly associated with sales performance.

The relationship between blogs/articles extent and sales performance was weak and statistically insignificant, with a correlation coefficient of 0.072 ($p > 0.05$). This suggests that blogs or articles do not show a significant association with sales performance.

For live streams extent and sales performance, the correlation was also weak and statistically insignificant, with a correlation coefficient of 0.030 ($p > 0.05$). This indicates that live stream usage on social media does not significantly influence sales performance.

The correlation between polls/surveys extent and sales performance showed a weak positive correlation, with a correlation coefficient of 0.122 ($p > 0.05$). This suggests that polls or surveys posted on social media do not have a strong association with sales performance.

4.3.5 Relationship between the four variablesand sales performance of SMEs

Table 13: Social media usage, platform diversity, social media advertising, and content type

Correlations						
		Sales Performance of SMEs	Frequency of social media usage	Platform diversity	Social media advertising	Content type
Sales Performance of SMEs	Pearson Correlation	1	.361**	.472**	.343**	.209*
	Sig. (2-tailed)		0.000	0.000	0.000	0.037
	N	100	100	100	100	100
Frequency of social media usage	Pearson Correlation	.361**	1	.467**	.303**	.255*
	Sig. (2-tailed)	0.000		0.000	0.002	0.011
	N	100	100	100	100	100
Platform diversity	Pearson Correlation	.472**	.467**	1	.646**	0.071
	Sig. (2-tailed)	0.000	0.000		0.000	0.484
	N	100	100	100	100	100
Social media advertising	Pearson Correlation	.343**	.303**	.646**	1	0.080
	Sig. (2-tailed)	0.000	0.002	0.000		0.428
	N	100	100	100	100	100
Content type	Pearson Correlation	.209*	.255*	0.071	0.080	1
	Sig. (2-tailed)	0.037	0.011	0.484	0.428	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Frequency of Social Media Usage (r = .361, p = .000) (highly significant)

There is a moderate positive relationship between how frequently SMEs use social media and their sales performance. This means that businesses that use social media more often tend to record higher sales performance.

Platform Diversity (r = .472, p = .000) (highly significant)

There is a moderately strong positive relationship between using multiple social media platforms and sales performance. SMEs that diversify across more platforms (e.g., Facebook, WhatsApp, Instagram, TikTok, etc.) achieve better sales compared to those relying on fewer platforms. This is the strongest predictor among the variables listed.

Social Media Advertising (r = .343, p = .000) (highly significant)

There is a moderate positive relationship between investment in social media advertising and sales performance. This suggests that SMEs that actively advertise (paid promotions, sponsored posts) tend to achieve better sales outcomes.

Content Type (r = .209, p = .037) (significant at the 0.05 level)

There is a weak but positive relationship between the type of content SMEs share and their sales performance. While the relationship is statistically significant, the strength is weaker than the other factors. This implies that although content type matters, it contributes less to sales improvement compared to platform diversity, frequency, and advertising.

Overall Interpretation

All four independent variables (frequency, platform diversity, advertising, and content type) have a positive and statistically significant relationship with the sales performance of SMEs. Among them:

- **Platform diversity** is the strongest contributor (r = .472).
- **Content type** has the weakest relationship (r = .209).

This suggests that SMEs seeking to boost sales should prioritize expanding their presence across diverse platforms and increasing their frequency of social media engagement, while also complementing with targeted advertising and thoughtful content creation.

4.4 Regression analysis

To determine how respondents' use of social media is associated with their business sales, linear regression analysis was conducted. In addition to testing the correlation assumption, several other assumptions were evaluated to ensure the accuracy of the results. The assortment of checks encompassed tests for linearity, normality, homoscedasticity, and multicollinearity. The check for multicollinearity was done using the VIF, assuming that a value greater than ten indicates the possibility of multicollinearity issues. All checks were bound to confirm

assumptions by the test results, which proved to be trustworthy. Supporting evidence can be found in the table below.

4.4.1 Relationship between social media frequency and Sales performance

Table 14: Model Summary predicting sales performance using social media frequency

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.361[a]	0.130	0.121	1.17823
a. Predictors: (Constant), Frequency of social media usage				
b. Dependent Variable: Sales Performance of SMEs				

The regression analysis revealed a model summary with an Adjusted R-Square value of 0.121, which accounts for the sample size and number of predictors, confirming that about 12.1% of the variability in sales performance of SMEs can be reliably attributed to the frequency of social media usage.

Table 15: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.394	1	20.394	14.691	.000[b]
	Residual	136.046	98	1.388		
	Total	156.440	99			
a. Dependent Variable: Sales Performance of SMEs						
b. Predictors: (Constant), Frequency of social media usage						

The model's overall significance was tested using the F-statistic, which was found to be 14.691 with a corresponding p-value of 0.000. This indicates that the regression model is statistically significant at the 0.05 level, confirming that the frequency of social media usage has a significant predictive effect on the sales performance of SMEs.

Table 16: Coefficients table for regression analysis predicting sales performance from social media usage

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.079	0.429		4.844	0.000		

	Frequency of social media usage	0.513	0.134	0.361	3.833	0.000	1.000	1.000
a. Dependent Variable: Sales Performance of SMEs								

The regression analysis shows that the model is significantly influenced by the frequency of social media usage. The constant term (B = 2.079, p = 0.000) represents the expected sales performance of SMEs when social media usage is zero, serving as a baseline measure of sales performance in the absence of social media activity.

From the social media dimension, the frequency of social media usage has a positive unstandardized coefficient of 0.513 and a standardized Beta of 0.361, with t = 3.833 and p = 0.000. This indicates that for every one-unit increase in social media usage frequency, SME sales performance is expected to increase by 0.513 units, holding all other factors constant. The low p-value confirms that this predictor is statistically significant, demonstrating a meaningful positive relationship between social media usage and sales performance.

In terms of multicollinearity, the tolerance is 1.000 and the VIF is 1.000, both well within acceptable limits (tolerance > 0.1, VIF < 10). This suggests that multicollinearity is not a concern in this model, meaning the frequency of social media usage operates independently without strong correlations with other predictors.

4.4.2 Regression analysis Platform diversity and Sales performances

Table 17: Model Summary predicting sales performance using platform diversity

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472[a]	0.223	0.215	1.11367
a. Predictors: (Constant), Platform diversity				
b. Dependent Variable: Sales Performance of SMEs				

The regression analysis revealed a model summary with an Adjusted R-Square value of 0.215, which accounts for the sample size and number of predictors. This indicates that approximately 21.5% of the variability in the sales performance of SMEs can be reliably attributed to platform diversity.

Table 18: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.894	1	34.894	28.135	.000[b]
	Residual	121.546	98	1.240		
	Total	156.440	99			
a. Dependent Variable: Sales Performance of SMEs						
b. Predictors: (Constant), Platform diversity						

The outcome of the overall significance of the regression model was obtained as F = 28.135 and p =0.000. Since the p-value is less than 0.05, this indicates that the regression model is statistically significant at the 0.05 level, and the power of platform diversity would be seen as a factor influencing the sales performance of SMEs. The outcome indicates that differences in platform diversity have a significant impact on the changes in the sales performance of SMEs, and this indicator should be included in the model.

Table 19: Coefficients table for regression analysis predicting sales performance from platform diversity

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0.993	0.515		1.927	0.057		
	Platform diversity	0.680	0.128	0.472	5.304	0.000	1.000	1.000
a. Dependent Variable: Sales Performance of SMEs								

The regression analysis can reveal that platform diversity has a significant impact on the model. The value of the constant term (B = 0.993, p = 0.057) can be regarded as the expected sales performance of SMEs when the level of platform diversity is zero, and is marginally insignificant at 0.05 level.

The proportion of platform diversity predictor is positive, with an unstandardized coefficient and Beta of 0.680 and 0.472, respectively, and t = 5.304 and p = 0.000. It shows that a one-unit change in platform diversity would result in an improvement of 0.680 units in the sales performance of the SMEs, maintaining other factors equal. This relationship is statistically significant, as its p-value is significant, and thus shows a strong positive impact of platform diversity on the sales performance.

With regards to the multicollinearity, the tolerance and VIF are both 1.000, thereby falling within the acceptable range, which implies that there is no multicollinearity as platform diversity is also independent in this model.

4.4.3 Regression analysis social media advertising and sales performance

Table 20: Model Summary predicting sales performance using social media advertising

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343[a]	0.118	0.109	1.18667
a. Predictors: (Constant), Social media advertising				
b. Dependent Variable: Sales Performance of SMEs				

The regression analysis revealed a model summary with an Adjusted R-Square value of 0.109, which accounts for the sample size and number of predictors. This indicates that approximately 10.9% of the variability in SME sales performance can be reliably attributed to social media advertising.

Table 21: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.439	1	18.439	13.094	.000[b]
	Residual	138.001	98	1.408		
	Total	156.440	99			
a. Dependent Variable: Sales Performance of SMEs						
b. Predictors: (Constant), Social media advertising						

The general regression model was found to have an F-statistic of 13.094 and a p-value of 0.000. This shows that the regression model is also statistically significant at the level of 0.05, which means that social media advertising will also be a significant predictor of SME sales performance. The outcome indicates that changes in social media advertising have a significant influence on the performance in sales, which is why it should be included as a concept in the model.

Table 22: Coefficients table for regression analysis predicting sales performance from social media advertising

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.463	0.619		2.365	0.020		
	Social media advertising	0.592	0.164	0.343	3.619	0.000	1.000	1.000
a. Dependent Variable: Sales Performance of SMEs								

The regression analysis has shown that social media advertising has a significant impact on the model. A constant value (B = 1.463, p = 0.020) represents the anticipated sales achievement of SMEs wherein social media advertising is absent, and it serves as a benchmark of the performance.

The social media advertising predictor has a positive coefficient of 0.592 with a Beta of 0.343, t = 3.619, and p = 0.000. This represents the fact that there is a positive relationship between a unit change in social media advertising and the sales performance of the SME, assuming other factors remain constant, whereby a one unit increment in social media advertising yields an addition of 0.592 units to the performance of the sales of the SME. The low p-value proves that this relationship is statistically significant and has a positive and significant influence on the performance of sales.

With regards to the multicollinearity, the tolerance is 1.000 and the VIF is 1.000, both within the recommended limit, indicating that the existence of multicollinearity is not a problem in the model and that social media advertising can be used as a stand-alone predictor.

4.4.4 Regression analysis content type and Sales performance

Table 23: Model Summary predicting sales performance using content type

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.209[a]	0.044	0.034	1.23559
a. Predictors: (Constant), Content type				
b. Dependent Variable: Sales Performance of SMEs				

The regression analysis revealed a model summary with an Adjusted R-Square value of 0.034, which accounts for the sample size and number of predictors. This indicates that only about 3.4% of the variability in SME sales performance can be reliably attributed to content type.

Table 24: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.825	1	6.825	4.470	.037[b]
	Residual	149.615	98	1.527		
	Total	156.440	99			
a. Dependent Variable: Sales Performance of SMEs						
b. Predictors: (Constant), Content type						

The general significance of the regression model was estimated at F = 4.470 and a p-value = 0.037. This suggests that the regression model is significant at the 0.05 level, indicating that the content type has small but significant predictive power on the SME sales. Although the effect size is minor, the significance suggests that the content type is also a factor that explains variations in sales outcomes of SMEs.

Table 25: Coefficients table for regression analysis predicting sales performance from content type

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.452	1.052		1.381	0.170		
	Content type	0.573	0.271	0.209	2.114	0.037	1.000	1.000
a. Dependent Variable: Sales Performance of SMEs								

The regression results indicate that the constant term = 1.452 (p = 0.170), which is not significantly different from 0. This indicates that the mean difference between the proportion of the sales made by the SMEs in the absence of any consideration about the type of content is not significantly varied from zero in this model. On the other hand, the effect of content type on the sales performance of SMEs is positive and statistically significant, and the unstandardized coefficient (B) of this factor is 0.573, and its p-value is 0.037. Denoted as a sensitivity measure, this means that with a unit shift in the quality or variation of the content type, the sales performance will shift by 0.573 units in the same manner, all other things equal. Finally, the tolerance (1.000) and VIF (1.000) confirm that there are no multicollinearity

concerns, meaning content type operates independently without overlapping with other predictors in the model.

4.4.5 Regression analysis between the four variables and the sales performance of SMEs

Table 26: Model Summary predicting sales performance using all the four variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	0.347	0.319	0.87747
a. Predictors: (Constant), Content, Social media advertising, Frequency, Platform diversity				

The model summary indicates that the effect of the predictors (content, social media advertising, frequency, and platform diversity) on the sales of SMEs in Uganda is moderate. R Square = 0.347 implies that 34.7% of the change in sales performance is attributable to these predictors. The standard error of estimate (0.87747) is considered moderate, which implies that the model can be used in explaining sales performance; however, other external factors are not reflected in the model but play a significant role in sales performance.

Table 27: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.864	4	9.716	12.619	.000[b]
	Residual	73.146	95	0.770		
	Total	112.010	99			
a. Dependent Variable: Sales Performance						
b. Predictors: (Constant), Content, Social media advertising, Frequency, Platform diversity						

According to the results of ANOVA, the overall regression model is statistically significant in making predictions related to sales performance of Ugandan SMEs. This F-ratio of 12.619 with prob = 0.000 ($p<.05$) indicates that the sum of the effect of the predictors, i.e., content, social media advertising, frequency, and platform diversity, accounts for a considerable share of the variation in sales performance.

Table 28: Coefficients table for regression analysis predicting sales performance from all four variables

Model		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Beta			Tolerance	VIF
1	(Constant)		-0.718	0.005		
	Frequency	0.136	1.432	0.015	0.759	1.318
	Platform diversity	0.604	3.319	0.001	0.207	4.823
	Social media advertising	-0.120	-0.688	0.003	0.225	4.452
	Content	0.066	0.779	0.008	0.956	1.046

The regression coefficients indicate the individual impact of each predictor on the sales performance of SMEs in Uganda. Platform diversity has a significant positive effect on sales performance (B = 0.991, β = 0.604, p = 0.001), suggesting that using a wider range of social media platforms strongly enhances sales outcomes. The other predictors frequency (B = 0.214, p = 0.155), social media advertising (B = -0.210, p = 0.493), and content (B = 0.217, p = 0.438) do not show statistically significant effects individually, indicating that changes in these variables alone are not sufficient to significantly influence sales performance. The collinearity diagnostics indicate that platform diversity (VIF = 4.823) and social media advertising (VIF = 4.452) are not too correlated, but frequency (VIF = 1.318) and content (VIF = 1.046) experience low multicollinearity implying the predictors are substantially independent and hence can be reliably regressed. The constant term (B = -0.788, p = 0.475) is not significant, implying that when all predictors are zero, the baseline sales performance is not reliably different from zero. Overall, the findings suggest that while the combined model is significant, platform diversity is the key driver among the predictors for improving sales performance.

CHAPTER FIVE

DISCUSSION OF FINDINGS

5.0 Introduction

This chapter provides a discussion of the findings presented in Chapter Four. The discussion is organized around the study objectives. In the first section, results related to the frequency of social media usage affecting the sales performance of retail SMEs in the Nakawa and Rubaga

divisions of Kampala, Uganda, are discussed. This is followed by sections discussing results related to the type of content shared on social media by retail SMEs influence their sales performance in the Nakawa and Rubaga divisions of Kampala, Uganda and results discussing the social media platforms that are most effective for enhancing the sales performance of retail SMEs in the Nakawa and Rubaga divisions of Kampala, Uganda and lastly, is a discussion of results associated with how advertising on social media affect the sales performance of retail SMEs in the Nakawa and Rubaga divisions of Kampala, Uganda.

5.1 Frequency of social media usage on the sales performance of retail SMEs in the Nakawa and Rubaga divisions of Kampala, Uganda.

Social media TikTok was single-handedly the most used advertising tool by businesses, scoring an incredible mean score =4.62. Companies also utilized LinkedIn advertisements, but to a much lesser degree, receiving a mean score of 2.09. The achievability and maintenance of a customer's interest skyrocket with the engaging visuals offered on both Instagram and TikTok, which guarantees higher participation. This is in line with Nohutlu et al. (2022), who argue that granting both creativity and socialization leads to higher customer participation with brands and businesses. TikTok is considerably favoured for advertisement, most likely due to its use of short videos which facilitates the liberal marketing of products and supports the ideas presented by Kaplan and Haenlein.

Participants had access to multiple content types, with videos and images being the most widely used. On average, the score for videos (3.94) was slightly higher than for images (3.92). This shows that videos are believed to be more effective than images when it comes to gaining viewer attention and transmitting messages. Moving images or videos generally tend to elicit greater response as compared to still images. This is supported by Yin et al. (2021), who stated that videos are simply more interesting to view, easier to understand and subsequently have a dominating effect over images. The superiority of video content compared to static content also supports the claim that companies are coming to terms with the reality that videos need to be incorporated into audience engagement and marketing strategies because static content does not work.

Also, Facebook, Instagram, and TikTok were by far the most ranked social media service for advertising with mean values of 4.32, 4.20 and 4.61, respectively, while LinkedIn advertising was rated the least with a mean score of 2.09. This means that businesses concentrate their spending on these advertising platforms that have a bigger reach. As Li et al. (2023) pointed out, the selection of a social media platform is fundamentally related to its potential as a

marketing instrument. However, it seems that, for promotional advertising, LinkedIn which was designed primarily for professional networking received low ratings suggesting that firms regard it as ineffective. This is consistent with Kietzmann et al. claim that the appropriateness of the platform is an important factor.

The differences observed in social media engagement over various industries confirms the presence of different degrees of commitment and strategy within social media engagement owing to the high standard deviations recorded of platform choice. This points to a scenario where some firms use social media for marketing, while others seem to either not have the necessary resources or capabilities to participate on a consistent basis. According to Mahoney & Tang (2024), the incorporation of social media into business marketing plans must be specific and detailed with respect to the target market. This phenomenon validates their proposition: business firms that have not strategically committed to a defined social media strategy suffer negative marketing outcomes.

5.2 Type of content shared on social media by retail SMEs influence on sales performance in the Nakawa and Rubaga divisions of Kampala, Uganda

The analysis shows that for retail SMEs, videos were the most used content type (Mean = 3.94, SD = 0.862) Images/Photos came second (Mean = 3.92, SD = 0.825) while live streams were placed third (Mean = 3.71, SD = 0.844). This suggests that videos and images, to some degree, have the capacity to garner the attention and engagement of businesses on social media platforms. Hassanin et al. (2024) contend that visual images capture more attention than text does because they are more interesting and easier to process. Another reason why people **favor** the use of visual content is because pictures and videos can exceptionally illustrate a product and show the brand's image. But while these content types are common, they had the weakest strongest correlations with sales performance which implies sales performance will not change for the better, regardless of how frequently these content types are used.

According to Pearson correlation analysis, content type is weakly but positively correlated with sales performance ($r = 0.209$, $p = 0.037$), indicating a statistically significant yet modest relationship. This suggests that while the type of content SMEs share matters, it contributes less to sales improvement compared to other factors such as platform diversity, posting frequency, and social media advertising. This aligns with Lopes and Casais (2022), who argue that content type alone does not generate sales; rather, the strategy and delivery used to attract and engage the audience are key. SMEs that rely solely on visually appealing content without

accompanying informative or promotional content risk missing opportunities to convert engagement into actual sales.

5.3 Social media platforms that are most effective for enhancing the sales performance of retail SMEs in the Nakawa and Rubaga divisions of Kampala, Uganda

The findings indicate that retail SMEs in Nakawa and Rubaga divisions use Facebook mostly, followed by Instagram, YouTube, and TikTok. Their preferred patterns are explained by the engagement rates, their ease of use, and the large number of patrons. This supports Yuniarti's (2024) claim that visually appealing and interactive platforms have a high user advantage, which makes this observation clearer. This means that retail SMEs are concentrating on visibility and interaction, which are both essential to increase sales. However, the mere existence of retail SMEs on these platforms will not add any value unless these companies tailor their content to fit the audience and platform.

Although there are very interesting social media platforms, LinkedIn remains the least active one by retail SMEs in the area of the study. This finding confirms Sundström et al. (2021), which noted that platforms like LinkedIn have limited application for B2C marketing and are mostly beneficial for B2B relationships. The professional networking nature of LinkedIn does not align with the marketing objectives of retail SMEs that seek rapid consumer engagement and sales. This low level of activity implies that retail SMEs are deliberately focusing on other platforms where consumers can be more readily engaged, although LinkedIn cannot be dismissed as a business network since it can help in marketing and business growth in future for the retailers.

Furthermore, the strong correlation with the use of various platforms and sales performance ($r = 0.472$, $p < 0.01$) shows how multi-platform usage is beneficial. This supports Lim & Rasul (2022), who remarked that applying various social media channels enhances customer attitudinal engagement, brand awareness, and subsequently sales. Engaging with users from different platforms expands the total reach, thus increasing the likelihood of converting the audience into sales. Moreover, this suggests that firms have to not only increase their coverage, but also customize and/or develop stories designed for the specific users on each platform.

5.4 The effects of advertising on social media on the sales performance of retail SMEs in the Nakawa and Rubaga divisions of Kampala, Uganda

There is a moderate positive relationship between social media advertising and sales performance ($r = 0.343$, $p = 0.000$), indicating that investment in paid promotions and sponsored posts contributes meaningfully to improved sales outcomes. This finding aligns

with Yuniarti (2024), who noted that the growing number of social media platforms enhances business visibility and, consequently, sales performance. For retail SMEs, this underscores the importance of actively targeting multiple social media platforms to achieve better sales outcomes.

The regression analysis examining the influence of social media variables on SME sales performance revealed that content type is not statistically significant (B = 0.217, β = 0.066, p = 0.438), indicating that changes in content alone are not sufficient to meaningfully influence sales performance.The insignificant pvalue of content type may be due to qualitative factors such as content quality, audience engagement, and targeting relevance having a stronger impact on sales. As Li et al. (2023) note, “Content marketing is effective only to the degree that its content resonates with the audience’s and the marketer’s objectives.” In this context, retail SMEs should focus on developing content strategies that maximize audience appeal to enhance the likelihood of converting engagement into sales.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.0 Introduction

This chapter encompasses the conclusions as well as suggestions this study has made in relation to the research findings.

6.1 Conclusions

This study aimed to explore the impacts of social media usage on the sales performance of small and medium enterprises (SMEs) in Nakawa and Rubaga divisions of Kampala, Uganda. The study was anchored on four objectives: understanding the demographic characteristics of social media users and their posting habits, measuring social media effectiveness with regards to advertisement, and determining the relationship between social media marketing and sales. The results showed that social media usage and retail sales performance of SMEs have a positive and sophisticated relationship. Social media advertising and content type surprisingly had low contribution to sales performance mainly because SMEs haven't found the right ways to utilize them.

SMEs that utilized more than one platform had a significant growth in their sales performance. Frequency of advertising also influenced sales performance which implies that SMEs should invest more time into social media advertisement

Content type and social media advertisement had little effect on the sales performance but if SMEs can adopt better ways to utilize them, they can positively influence their performance.

6.2 Recommendations

From the perspective of social media strategies, small and medium-sized enterprises should:

Interact more and actively respond to direct messages and comments from followers on social media platforms because driving sales is directly connected with the amount of posting, dialogue, and overall provision of communication by an enterprise.

Invest in visual communications construction for informational graphics and animated pictures. Sales may also be enhanced with the use of interactive features such as live streaming, polls, and other forms of participation.

Concentrate on various social media networks, giving priority to those with the most active users such as Facebook, Instagram, YouTube, and TikTok so as to increase sales.

Adapt the message intended for each demographic according to the specific platform to maximize impact.

Redirect part of the budget to focused promotional campaigns on specific social media networks. Create specific tailored advertising campaigns utilizing all available tools on the respective platforms to maximize reach and interaction.

Using social media for advertisement purposes demands continuous monitoring of performance metrics in order to adapt and align with emerging needs. Use social media metrics to enhance strategic trend adaptation to ensure continuous improvement and flexibility to emerging trends.

6.3 Future Study areas

Those studies can focus on assessing the impact of social media over time and change behavior in more depth in ways that matter to improve social media's relationship to sales for sales. That would refine understanding of social media's enduring effects, even effects that can't be immediately detected.

Analyze if having social media affects the sales differently in different sectors. That comparison amongst different sectors would help formulate sector-specific initiatives and best practices.

Analyze the effectiveness of social media marketing across different cultures and demographics. This may offer customized insights for businesses working in several markets.

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APPENDICES

Appendix 1: Introductory letters

UGANDA CHRISTIAN UNIVERSITY
A Centre of Excellence in the Heart of Africa

12/09/2024

To: Caroline Mugoya

Uganda Christian University

0704961473

Type: Initial Review

Re: UCUREC-2024-1011: SOCIAL MEDIA USAGE AND THE SALES PERFORMANCE OF SMALL AND MEDIUM SIZED ENTERPRISES: A CASE STUDY OF THE RETAIL SECTOR OF RUBAGA AND NAKAWA DIVISIONS IN KAMPALA, UGANDA.

I am pleased to inform you that the Uganda Christian University REC, through expedited review held on **10/09/2024** approved the above referenced study.
Approval of the research is for the period of **12/09/2024** to **12/09/2025.**

As Principal Investigator of the research, you are responsible for fulfilling the following requirements of approval:

1. All co-investigators must be kept informed of the status of the research.
2. Changes, amendments, and addenda to the protocol or the consent form must be submitted to the REC for rereview and approval **prior** to the activation of the changes.
3. Reports of unanticipated problems involving risks to participants or any new information which could change the risk benefit: ratio must be submitted to the REC.

4. Only approved consent forms are to be used in the enrolment of participants. All consent forms signed by participants and/or witnesses should be retained on file. The REC may conduct audits of all study records, and consent documentation may be part of such audits.
5. Continuing review application must be submitted to the REC **eight weeks** prior to the expiration date of **12/09/2025** in order to continue the study beyond the approved period. Failure to submit a continuing review application in a timely fashion may result in suspension or termination of the study.
6. The REC application number assigned to the research should be cited in any correspondence with the REC of record.
7. You are required to register the research protocol with the Uganda National Council for Science and Technology (UNCST) for final clearance to undertake the study in Uganda.

The following is the list of all documents approved in this application by Uganda Christian University REC:

No.	Document Title	Language	Version Number	Version Date
1	Protocol	English	PROPOSAL	2024-08-22
2	Data collection tools	ENGLISH	QUESTIONNAIRE	2024-08-22

Yours Sincerely

Prof. Peter Waiswa

For: Uganda Christian

University REC

The Management,

……. Incubation Center,

P.O. Box ……..,

Kampala.

Dear Sir/Madam,

RE: REQUEST TO CARRY OUT A STUDY

I am a student pursuing a Master of Business Administration, at Uganda Christian University. I am conducting a study titled "Social media usage and the sales performance of small and medium sized enterprises: a case study of the retail sector of Rubaga and Nakawa divisions in Kampala, Uganda." I am collecting information through interviews and questionnaires to gauge the opinions of SMEs on the influence of social media usage on their sales performance. The study aims to provide valuable insights to entrepreneurs, policymakers, government, and non-state actors to enhance business strategies and outcomes. All data will be treated as confidential and used solely for research purposes. Your cooperation and input will be greatly appreciated.

Sincerely,

CAROLINE NAIGAGA MUGOYA

MBA Candidate

Uganda Christian University

Appendix 2: Informed Consent

I am CAROLINE NAIGAGA MUGOYA, a student of Uganda Christian University, currently pursuing a Master's in Business Administration degree. I am conducting a study titled "Social media usage and the sales performance of small and medium sized enterprises: a case study of the retail sector of Rubaga and Nakawa divisions in Kampala, Uganda." The findings from the study shall help draw lessons and recommendations for leveraging social media to enhance the sales performance of SMEs in Uganda. Your participation in the study is voluntary. You can withdraw from the interview at any point. Your information will remain confidential.

The interview will take about 30 minutes.

Signature……... Date……

Thank you for your cooperation

Appendix 3: Study Questionnaire

Social Media Usage and SME Sales Performance in The Retail Sector

Background Information

* Business Name

* Sector:

☐ Electronics and Appliance Stores

☐ Market Vendors

☐ Supermarkets and Mini-Marts

☐ Pharmacies and Health Stores

☐ Boutiques

☐ Hardware Stores

☐ Bookstores and Stationery Shops

Others (please specify)

* How old is the owner of this business?

☐ 18 - 20

☐ 21 - 24

☐ 25 - 30

☐ 31- 34

☐ 35+

* What is the gender of the owner of this business?

☐ Male

☐ Female

* How many people do you employ?

* Position of Respondent:

* Years in Operation:

Frequency of Social Media Usage

* How often does your business use social media?

☐ Daily

☐ Weekly

☐ Monthly

☐ Never

* On average, how many hours per week does your business spend on social media activities?

☐ Less than 1 hour

☐ 1-5 hours

☐ 6-10 hours

☐ More than 10 hours

Type of Content Used on social media

* To what extent does your business use the following types of content to post on social media?

	Not at all	Small extent	Moderate extent	To a large extent	To a very large extent
Text posts	☐	☐	☐	☐	☐
Images/photo	☐	☐	☐	☐	☐
Videos	☐	☐	☐	☐	☐
Infographics	☐	☐	☐	☐	☐
Blogs/articles	☐	☐	☐	☐	☐
Live streams	☐	☐	☐	☐	☐
Polls/surveys	☐	☐	☐	☐	☐
Others (please specify)	☐	☐	☐	☐	☐

Platform Diversity on social media

* To what extent does your business use the following social media platforms?

	Not at all	Small extent	Moderate extent	To a large extent	To a very large extent
Facebook	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
X (Twitter)	☐	☐	☐	☐	☐
LinkedIn	☐	☐	☐	☐	☐
YouTube	☐	☐	☐	☐	☐
Pinterest	☐	☐	☐	☐	☐
TikTok	☐	☐	☐	☐	☐

Others (please specify)	☐	☐	☐	☐	☐

Advertising On social media

* Does your business advertise on social media?

☐ Yes.

☐ No

* To what extent does your business use the following platforms for advertising?

	Not at all	Small extent	Moderate extent	To a large extent	To a very large extent
Facebook	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
X (Twitter)	☐	☐	☐	☐	☐
LinkedIn	☐	☐	☐	☐	☐
YouTube	☐	☐	☐	☐	☐
Pinterest	☐	☐	☐	☐	☐
TikTok	☐	☐	☐	☐	☐
Others (please specify):	☐	☐	☐	☐	☐

* Does your business invest in paid advertisement on social media?

☐ Yes

☐ No

* If yes, how much does your business spend on social media advertising per month?

☐ Less than UGX 10,000

☐ UGX 10,000 - UGX 100,000

☐ UGX 100,000 - UGX 500,000

☐ More than UGX 500,000

* To what extent are the following sentences true with your business over the past 12 months in comparison to your immediate competitors?

	Not at all	To a small extent	To a moderate extent	To a large extent	To a very large extent
There are increased sales	☐	☐	☐	☐	☐
There is increased revenue	☐	☐	☐	☐	☐

UGANDA CHRISTIAN UNIVERSITY
A Centre of Excellence in the Heart of Africa

SCHOOL OF RESEARCH & POSTGRADUATE STUDIES

DISSERTATION CORRECTION COMPLIANCE REPORT BY THE CANDIDATE (POST VIVA FORM)

Date: 09/09/2025

Name of Candidate: MUGOYA CAROLINE NAIGAGA

Reg. No: EKS22M15/208

Title of Dissertation: SOCIAL MEDIA USAGE AND THE SALES PERFORMANCE OF SMALL AND MEDIUM SIZED ENTERPRISES: A CASE STUDY OF THE RETAIL SECTOR OF RUBAGA AND NAKAWA DIVISIONS IN KAMPALA, UGANDA

SN	COMMENTS BY EXTERNAL EXAMINER	ACTION TAKEN	INDICATOR/PAGE NO.
1	**Comment 1:** Overall structure and presentation. The order and correctness of construction, with special attention the conciseness and fullness of the Abstract.	Abstract has been amended	Page xi
2	**Comment 2:** Introduction. The clarity of articulation, especially of the research problem, the purpose and objectives of the study, the research question(s) or hypothesis (/es), and	Research problem, purpose and objectives have been modied and well-articulated	Pg. 3, pg. 4

	the theoretical/conceptual framework		
3	**Comment 3:** Literature Review. Whether or not the researcher has presented substantial, selective, balanced comprehensive and evaluative literature review.	Literature review has been modified.	Pg 17 & 18
4	**Comment 4:** Methodology. The appropriateness or inadequacy of the specified methodology in addressing the research problem and realizing the stated objectives.	Research design has been modified to reflect the adequacy in addressing the research problem and realizing the stated objectives.	Pg 20
5	**Comment 5:** Presentation and Analysis of Data. Whether or not the data has been presented in a systematic and orderly fashion that enhances the analysis.	. Data presentation has been modified to enhances the analysis	Pg 36 & pg 45
6	**Comment 6:** Discussion of Results. How the trends that emerge from the data analysis are interpreted and integrated into a final research statement.	The findings and trends have been clearly added	Pg 50
7	**Comment 7:** Conclusions (and Recommendation). (a) How the findings of the research are brought together, with an indication of whether or not the research question has been sufficiently addressed, the objectives achieved, the research question answered/the hypothesis confirmed, and if the chosen methodology was adequate for the research task. (b) The extent and relevance of the specified Recommendations.	-All Research questions have been answered - Relevance of recommendations has been added	Page 50

8	**Comment 8:** References and Appendices. The order and correctness of the references and appendices, with special attention to the referencing and bibliographic style.	Referencing style has been fixed.	Pg 51-71

SN	COMMENTS BY INTERNAL EXAMINER	ACTION TAKEN	INDICATOR
1	**Comment 1:** Section numbering shall need revision	Section numbering amended	
2	**Comment 2:** Research gap identified but not empirically backed up	Empirical evidence has been added	Pg 17 & 18
3	**Comment 3:** Interview findings missing	Amended research method to the available data	Pg 20

SN	COMMENTS BY VIVA PANEL	ACTION TAKEN	INDICATOR/PAGE NO.
1	**Comment 1:** The student needs to explain and justify the population and sample size. She needs to scientifically indicate how she came to 100 SME's	Cochran's formula has been added and an explanation on how I ended up with 100 SMEs	Pg 21
2	**Comment 2:** How did she use the simple random sampling. She needs to give more explanation to this.	Explanation has been given in the methodology	Pg 22
3	**Comment 3:** She also needs to explain well her measurables of the variables used.	The explanations have been given.	Pg 24

Candidate's Name MUGOYA CAROLINE NAIGAGA Supervisor's Name Dr DAN AYEBALE

Signature  Signature 

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Signature 

Supervisor's Name Dr DAN AYEBALE

Signature