

## Social media marketing: The impact of customers' awareness of product, price, and place on social media promotion—evidence from small and medium enterprises (SMEs) in Dar es Salaam, Tanzania

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### ABSTRACT

This article aimed to examine the impact of customers' awareness of product, price, and place on social media promotion. The Diffusion of Innovation theory was used to guide the study. The participants in the study were selected customers who visited mobile phone shops at Makumbusho bus stand and Kinondoni B bus stand in Dar-es-Salaam, Tanzania. Specifically, the study focused on the impact of customers' awareness of product, price, and place that was created from the social media platforms on social media promotion, specifically Facebook, WhatsApp, and Instagram platforms, and how data manipulation affects their relationship. A cross-section survey was adopted by a researcher. A closed-ended questionnaire was used to collect data from 85 mobile phone customers, who were randomly and conveniently selected. The regression analysis technique was employed to study the relationship between the studied variables, the customers' awareness of product, price, and place as explanatory variables, and social media promotion as an outcome variable. The study revealed, there was a significant positive relationship between the customers' awareness of price and social media promotion; also, the customers' awareness of place has significant positively impacted social media promotion. However, there was an insignificant positive relationship between the customers' awareness of the product and social media promotion. Also, the study found that data manipulation, specifically by combining two explanatory variables, directly impacted the studied variables. The study recommended that Small and Medium Enterprises (SMEs) should focus on the product attributes, value, and distribution when promoting offers such as discounts through social media platforms like Instagram, WhatsApp, and Facebook.

**Keywords:** Customers' Awareness, Data Manipulation, Diffusion of Innovation Theory, 4Ps, Social Media Marketing

### I. INTRODUCTION

Globally, social media has transformed into a powerful tool for businesses to build customers' relationships, promote products, and foster loyalty. Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization (Akram & Kumar, 2018). Additionally, innovations such as Single Sign-On (SSO) systems have amplified the effectiveness of social media by enabling businesses to expand their reach while enhancing customers' trust and loyalty (Lankshear & Knobel, 2007).

In Africa perspective, the rapid increase in internet access and smartphone penetration has positioned social media as a critical tool for communication and commerce. Social media platforms are powerful catalysts in the formation and growth of new small-and-medium-sized business, whereby the use of digital tools such as Facebook, WhatsApp and Instagram, are the vehicles for realizing Africa's with three latent opportunities which are; leverage, women empowerment at economic level and the expansion of intra-African trade, (Olivia, 2021). However, factors such as lack of Information and Communication Technology [ICT] knowledge, unreliable infrastructure, high cost of adoption, the perceived usefulness of ICT, and the perceived ease of use, hinder the adoption process of ICT, (Lubua, 2022). Research in this area often focuses on broader adoption trends but fails to address how businesses can leverage social media to build sustainable customers' relationships.

Within East Africa, the distribution of social media users in term of gender, female users increased from 39% in 2020, to 40% in 2024 (Saifaddin, 2024). Social media is increasingly being used to drive entrepreneurship and innovation. In countries such as Kenya and Uganda, businesses have incorporated social media strategies to expand their customers' base and enhance interactions. Despite this progress, the region faces challenges in creating tailored social media strategies that address local consumer behaviors, particularly in rural areas where digital access is still limited.

In Tanzania, social media usage has grown steadily, with platforms like WhatsApp, Instagram, and Facebook being widely used for marketing and communication. However, there is limited understanding of how businesses in Tanzania utilize social media to build customers' awareness, trust, and loyalty. Several theories, such as the Content Theory of Social Media and Diffusion of Innovation theory provide valuable insights but remain largely unexplored within the Tanzanian context. Most studies focus on the adoption of social media as a tool for advertising, neglecting its potential in fostering deeper customers' relationships. A study conducted by Swalehe (2021) and another study conducted by Makawa (2023) explained social media marketing factors, concern Small and Medium enterprise. Therefore, this study will add new insight in the marketing field by examining the impact of customers' awareness of product, price and place on social media promotion and how does data manipulation impact their relationship.

### 1.1 Statement of the Problem

In Tanzania, more than 95% of businesses are Small and Medium Enterprises (SMEs) and contribute about one-third of the country's Gross Domestic product (GDP) and are responsible for generating up to 40% of total employment (TanzaniaInvest, 2023). Research studies have been conducted in Tanzania to explain the contribution of social media marketing in Small and medium Enterprise (SMEs).

The results from multiple regression analysis showed that technological factors, organizational factor and environment factor had positive and significant relationship with the adoption of social media marketing in SMEs ( $P = .0000$ ), (Makawa, 2023). Use of social media has significant effect on SMEs performance as it contributes to cost effectiveness, customers' satisfaction and market performance, also, it positively affects innovation and branding of SMEs (Shauri. et al, 2023). Users view social media advertising as an important component in building a brand and developing long-term customers' connections; as a result, marketer must be aware of the opportunities and difficulties that lie ahead, and must determine which actions will have the most impact and result in increased brand equity and customers' loyalty so that they do not lose customers' (Sapi & Grace, 2021).

Despite the fact that, recently in Tanzania many studies have been conducted in social media marketing, but still there is the gap in context of how it influences traditional marketing element mix 4Ps (Product, Price, Promotion and Place). Therefore, this study will put new insight by examining the impact of customers' awareness of product, price and place that created from Facebook, WhatsApp and Instagram platforms on social media promotion.

### 1.2 Research Hypothesis

Ho<sub>1</sub>: There is no significant relationship between the customers' awareness of product, price and place, and social media promotion that created from social media platforms.

Ho<sub>2</sub>: Data Manipulation by combining two explanatory variables has no effect on the relationship between customers' awareness of product, price and place, and social media promotion that created from social media platforms.

## II. LITERATURE REVIEW

### 2.1 Theoretical Review

#### 2.1.1 Diffusion of Innovations Theory

Diffusion of Innovations is a theory profound by Everett Rogers that seeks to explain how, why, and at what rate new ideas and technology spread. An innovation is communicated through certain channels over time among the members of a social system, (Rogers, 2003). However, this theory is relevant to social media marketing as it provides a ground knowledge to understand marketing messages and campaign spread and are adopted with in online communities. The theory is applicable by marketers, because it helps them to create content that capture the large number of their targeted audiences.

### 2.2 Empirical Studies

Empirically, many researchers conducted various studies to explain the concept of Instagram on other aspects such as brand and sales. The study conducted by Jong (2018), "The effects of Instagram Advertising on brand awareness, Ad intrusiveness, Brand Attitude and purchase Intentions", the researcher was aimed to explain the theory which shows the relationship that exist between three type of Instagram advertisement which are story advertisement, picture advertisement and influencer marketing on brand awareness, by testing whether or not story advertisements leads to higher awareness on brand compared to the photo advertisement and influencer marketing condition.

One-way ANOVA was conducted and the result indicated that, there was a significant effect between the experimental conditions and brand awareness ( $F(2,79) = 3.30, p = .04, \text{partial } \eta^2 = .08$ ). However, this study added new sight to the researcher's study topic, by shown the effect of Instagram on brand awareness, while the researcher demonstrated the impact of Instagram in creating customers' awareness on products, price, promotion and place.

Rahayuningrat et al (2021) conducted a systematic literature review about the effectiveness of Instagram advertising for digital marketing strategy, and the study concluded that, Instagram advertising is very effective in helping

digital marketing, because as compared to Facebook and YouTube, Instagram user value the informative dimension the most.

The study conducted by ARD-ZDF-Onlinestudie (2019), found that 75% of the population use WhatsApp at least weekly, 63% even daily, the participants said they like using WhatsApp because it's so intuitive to use and I allow them to reach the majority of their contacts. Also one mobile phone dealer said that "We have seen that the use of WhatsApp and other chat tools has significantly increased over the last years. It's not just something millennials use-the expectations for communication channels have changed for older generation as well". Therefore, this shown that the researcher finding has correlated with other findings which suggested that WhatsApp has a great impact on customers' awareness.

Also the study conducted by Amin (2019), "An analysis on the impact of Facebook marketing on Brand awareness", a case study of Glaxo Smithkline Bangladesh product "Horlick", whereby he tested the null hypothesis ( $H_0$ ) which hold that 'user generated content has a negative impact on brand awareness, while the alternative hypothesis stated that 'user generated content has positive impact on brand awareness', Correlation analysis conducted and the result indicated that, at Pearson correlation ( $r$ ) equal to 0.856 shown the positive and strong correlation between user generated content and brand awareness.

According to Marrs (2020), explained about the 7 ways to use Facebook for marketing, however, this added new insight to the researcher study topic by explaining the ways from which the mobile phone dealers' can cope with, so as to understand the Facebook marketing, which in turn can bring positive outcome to their business such as Increase on brand and customers' awareness. However, she put forward the follows ways to use on Facebook Marketing.

Facebook Advertising: Classic Ads; this helps the business owner to increase likes or driving website clicks, because Facebook advertising feature includes, the ability to set ad budgets, the ability to advertise for your particular area and Demographic targeting by Facebook user data on age, location, education and interests. Hosting Facebook Contests; Brand awareness as well as fans can be increased through running the Facebook contests or sweepstakes. However, this can be done through paid as well as free tools such as Short-stack and Pagemodo.

Facebook Promoted Posts; Facebook Promoted Posts are paid form of promotion for the purpose of reaching a certain number of users, increasing a specific post's reach and impression. It cost only \$5.00 to get started Facebook Promoted Post's. Sponsored Stories; Sponsored stories, are a type of Facebook as that seeks to capitalize on the "word of mouth" marketing concept that shows a user's interactions, such as Facebook comment, to user's friends. However, Facebook claims that Sponsored stories have 46% higher CTRs and 20% lower CPCs than regular Facebook ads (Marrs, 2020).

Facebook Open Graph; however, Facebook Open Graph can create third-party apps that connect to a user and post a notice on Facebook when a user performs a specific action with the app such as "like" and "comment". Facebook Exchange (FBX); The CTR for Facebook Exchange ads is 40% lower than for other web retargeting ads, like those offered by the Google Display Network (Marrs, 2020).

### III. METHODOLOGY

#### 3.1 Research Approach and Design

A cross-sectional survey design was adopted by a researcher so as to obtain quickly and large volume data with a large number of variables (Kothari, 2009). Quantitative approach was adopted by researcher so as to obtain numerical data for further analysis, such as regression analysis.

#### 3.2 Study Area and Population

The study was conducted at Kinondoni district/Dar es Salaam, specifically Makumbusho bus stand and Kinondoni B bus stand. Dar es Salaam is located at  $6^{\circ}48$  South and  $39^{\circ}17'$  E of Tanzania, it is the largest business city in Tanzania which ranked number 7 in Africa and it's an icon for the economic growth of Tanzania since it is the economic center (Nyyssola et al, 2021) . However, Dar es Salaam/Tanzania has chosen because of large number of people who use social media platforms in the context of Instagram, WhatsApp and Facebook for both personal and business purposes. According to data published in Meta's advertising resources indicates that, Facebook had 5.65 million users, Instagram had 3.50 million users and WhatsApp had users in Tanzania in early 2024, (Kemp, 2024).The population of the study from which sample was drown, involves customers' who visited mobile shop dealers from the studied area.



### 3.3 Sample Size and Sampling Technique

The sample was randomly and conveniently selected from the population of the customers' who visited mobile phone shops. The formula that put forward by Tabachnik and Fidell (2013), which is  $n > 50 + 8m$ , was used to calculate the number of sample size, whereby 85 customers' who visited mobile phone shops at Makumbusho bus stand and Kinondoni B bus stand was used as the unity of analysis.

$$n > 50 + 8m$$

Notation

n = Number of Sample Size

m = Number of independent variable within a research study model

From the research study model there are three (3) explanatory variables. Therefore, m is equal to 3.

$$n > 50 + 8(3)$$

$$n > 50 + 24$$

$$n > 74$$

In order for the explanatory variables to explain the outcome variable the number of sample size must be greater than seventy-four (74). Hence, a researcher opted to use 85 respondents.

### 3.4 Data Collection and Analysis

The primary and secondary data was involved and collected from the mobile phone customers' using both close-ended questionnaire and secondary sources such as Library and internet source, respectively. A five (5) Likert scale that range from very high to very low were used to measure the influence of which explanatory variables have over the outcome variable. A Likert scale was used since it is more reliable as compared to Thurstone-type scale, because it gives a chance to a respondents to answer each statement included in the instrument (Kothari, 2004). The collected data were quantitatively analyzed using the multiple regression analysis techniques with the aid of Statistical Package for Social Science (SPSS) program version 20. However, a multiple regression equation modal was generated which aimed to explain the relationship between the outcome variable; Social media promotion and explanatory variables; customer awareness of product, price and place that created from social media platforms.

## IV. FINDINGS & DISCUSSION

### 4.1 There is no significant Relationship between the Customers' Awareness of Product, Price and Place, and Social Media Promotion that created from social media platforms.

#### 4.1.1 Multiple Regression Equation Model One

The aim of this relationship was to get the multiple regression equation model that will explain the relationship existed between the customers' awareness of product, price and place that created from Facebook, WhatsApp and Instagram platforms as an explanatory variables and social media promotion as an outcome variable.

General modal that measure their relationship

$$PmT = a + b_1ProT + b_2PrT + b_3PlaT + \epsilon$$

Whereby

PmT= Social media promotion that created from Facebook, WhatsApp and Instagram platforms.

ProT= Customers' awareness of products that created from s Facebook, WhatsApp and Instagram platforms

PrT= Customers' awareness of price that created from Facebook, WhatsApp and Instagram platforms

PlaT= Customers' awareness of place that created from Facebook, WhatsApp and Instagram platforms

a = Constant term

$\epsilon$  = Standard error

**Table 2**

*Model Summary of the Promotion*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.914 <sup>a</sup>	.835	.829	.34535	.835	137.025	3	81	.000

a. Predictors: (Constant), PlaT, ProT, PrT

b. Dependent Variable: PmT

**Table 3***Coefficients<sup>a</sup> of the Promotion*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.124	.127		.977	.332
	ProT	.027	.126	.027	.217	.829
	PrT	.507	.136	.479	3.726	.000
	PlaT	.439	.088	.445	4.977	.000

a. Dependent Variable: PmT

#### 4.2.2 Interpretation of the Output from SPSS

From the model Summary box, the regression model was very good because R square is 0.835 which is greater than 0.5, also the overall relationship was Significant (F=137.025, P<0.01).

The result found that, Social media promotion that created from Facebook, WhatsApp and Instagram (PmT) was increasing by, 0.027 when you increase the customers' awareness of product that created Facebook, WhatsApp and Instagram (ProT), and by 0.507 when you increase the customers' awareness of price that created from Facebook, WhatsApp and Instagram (PrT) and by 0.439 when you increase the customers' awareness of place that created Facebook, WhatsApp and Instagram (PlaT).

The effect of customers' awareness of price that created from Facebook, WhatsApp and Instagram (PrT) and The customers' awareness of place that created from Facebook, WhatsApp and Instagram (PlaT) was significant (t= 3.726, P<0.01) and (t=4.977, P<0.01) respectively.

Hence, the general regression Model

$$\text{PmT} = 0.124 + 0.507\text{PrT} + 0.439\text{PlaT} + 0.027\text{ProT} + \epsilon$$

#### 4.2.3 Model Explained

Nevertheless, modal above shows its implication in a business sector; Because customers' whenever they interact with company's offers and promotion in digital channels such as social media platforms like Instagram, WhatsApp and Facebook or any other traditional media such as radio and television are more focusing on price rather than the place or the product itself. This is due to the fact that; customers are price sensitivity. NewtonX (2023), explain the reasons why customers' are price sensitive, which are perceived value, economic conditions, competitive pricing, brand loyalty, availability of substitutes, income level, lastly is promotions and discounts. Price is most influencing factor for buying a product on consumers' view and for earning profit from selling the product on manufacturers' view (Robel et al, 2014).

Customers' after knowing that they can afford the price for the given product, then come to the question; Does the offer/promotion accessible? This question helps the customers to make decision on whether to accept the offer/promotion or not. However, this gives the SMEs opportunity to make sure that, they create time and place utility for the promoted offer, so as to make the offer visible and accessible. Place selections are vital to the success of marketing strategies because they determine the channels of distribution that allow for the customer accessibility and satisfaction, (Prakriti, 2023).

However, during the promotion campaign of the product (existing product) such as discount allowance through social medias channel or any other traditional medias, the customers' would consider the product as the last comparing factors when they want to make the decision on whether or not to accept the offer, as compared to the price and the accessibility of that product. This due to the fact that, the product is at maturity stage of the product life cycle, so the customers are full or partially aware about the products in terms of their usefulness and benefits. Yaduraj (2016), explained about the product life cycle and it characteristics.

In conclusion, SMEs like mobile phone dealers should consider the price of the promoted products and its accessibility, since it leads to the increase on customers' awareness because it is what they focusing when they want to make decision on whether or not to accept the offer such as Discount rather than the product itself.

### 4.3 Data Manipulation by Combining Two Explanatory Variables has no effect on the Relationship between the Customers' Awareness of Product, Price and Place, and Social Media Promotion that created from social media platforms.

#### 4.3.1 Multiple Regression Equation Model Two

The aim of this relationship was to get the multiple regression equation model that will explain the relationship between the customers' awareness of product, price and place that created from Facebook, WhatsApp and Instagram platforms and social media promotion. Variables was manipulated which resulted new variable to be formed that combine the customers' awareness of product and the customers' awareness of price (ProTPmT) that created from Facebook, WhatsApp and Instagram platforms.



General modal that measure their relationship

$$PmT = a + b1ProTPrT + b2PlaT + \epsilon$$

**Table 4**

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.910 <sup>a</sup>	.828	.823	.35132	.828	196.746	2	82	.000

a. Predictors: (Constant), ProTPrT, PlaT

**Table 5**

*Coefficients<sup>a</sup>*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.187	.125		1.495	.139
	PlaT	.452	.090	.458	5.046	.000
	ProTPrT	.512	.096	.485	5.345	.000

a. Dependent Variable: PmT

From the model Summary box, the regression model was very good because R square is 0.826 which is greater than 0.5, also the overall relationship was Significant (F=196.746, P<0.01).

The result shown that social media promotion that created from Facebook, WhatsApp and Instagram (PmT) was increasing by, 0.512 when you increase the customers' awareness of product and the customers' awareness of price that created from Facebook, WhatsApp and Instagram platforms (ProTPrT) and by 0.452 when you increase the customers' awareness of place that created from Facebook, WhatsApp and Instagram (PlaT).

Both, customers' awareness of product and the customers' awareness of price that created from Facebook, WhatsApp and Instagram platforms, and the customers' awareness of place that created from Facebook, WhatsApp and Instagram platforms (PlaT) was significant (t= 3.726, P<0.01) and (t=4.977, P<0.01) respectively.

Hence, the general regression Model

$$PmT = 0.187 + 0.512ProTPrT + 0.452PlaT + \epsilon$$

#### 4.3.2 Modal Explained Compared to Hypothesis One

Manipulation of data after combing two explanatory variables which are customers' awareness of product (ProT) and the customers' awareness of price (PrT) leads to the formation of new variable which is ProTPrT, this combination was due to fact that customers' are merely considering product as compared to the price when they encounter with company's offer/promotions on social media platforms such as Facebook, WhatsApp and Instagram.

This combination affects the regression equation modal as a result R square to decrease at low decreasing rate from 0.835 to 0.828, though both regression equation modals remain significant (P<0.01). However, this shown that data manipulation by combining two variables might lead to the decrease in R square change by small changing rate. Before data manipulation, the customers' awareness of product (ProT) was insignificant to social media promotion (PmT) because its probability was above 0.01(P=0.829), at a change rate of 0.027 per unit, which is very small change.

Furthermore, the customers' awareness of price was significant to social media promotion (PmT), due to the fact that, its probability was below 0.001(P=0.00), where by, the coefficient rate of change per unit at which customers' awareness of price impacted social media promotion was 0.507. However, after the formulation of new variable ProTPrT, the customers' awareness of product become significant to social media promotion (P=0.00), where by, the coefficient rate of change increased from 0.507 to 0.512.

In conclusion, this shown that data manipulation by combining two explanatory variables may lead to the increase in coefficient change of rate per unit at which two combined variables has an impact on outcome variables, as compared to the change of rate per unit at which each explanatory variable has an impact on an outcome variable separately. However, their combination changes the way of which one explanatory variable statistically signify the outcome variable, from being statistically insignificant to statistically significant as shown in previous explanation.

However, this might be useful to the business practitioners like SMEs such as mobile phone dealers, in a way that, whenever they want to increase the level of customers' awareness of their offers/promotions such as price discounts, through social media platforms specifically, Instagram, WhatsApp and Facebook, they should promote their offers by reminding their customers' not only the price allowance of that product such as discount, but also the product itself by considering its attributes such as product quality, usefulness, benefits and disposition. Nevertheless, this reduce the time by which the customers spend in making decision on whether or not to accept the offers.

#### 4.4 Discussion

This study has revealed that, there was a positive significant relationship between the customers' awareness of price that created from Facebook, WhatsApp and Instagram platforms, and social media promotion. However, based on literature review this argument is supported by the study conducted by Mariana (2021), about the influence of social media promotion strategies on price-mediated purchase decision, a case study at P.T Lazada Bandung In Indonesia, after conducted the sobel test the study found that, social media promotion strategies has significant relationship with the price variables. This evidenced by findings, that organization that build promotions through social media are more effective and efficient, especially in terms of price variables, also, the result of this study is supported by Wawrowski and Otolá (2020), which claims that social media promotion strategies have an effect on price variables.

Nevertheless, the study found that, social media promotion has significant positive relationship with the customers' awareness of place that created from Facebook, WhatsApp and Instagram platforms. This argument is supported by Maryville (2020), provided explanation to answer the question, marketing in the 21<sup>st</sup> Century: How does digital marketing affect the Marketing mix?, He put forward four direct impacts in which digital marketing such as social media marketing has on the marketing mix, which include, advertising recognition and avoidance, customers' service, influencer and barrier to entry.

Furthermore, the study revealed that, there is insignificant positive relationship between the customers' awareness of the product that created from Facebook, WhatsApp and Instagram platform, and social media promotions. This was due to the facts that, whenever customers interact with promotion ads in social media platform such as Instagram, they always focus on the value and the accessibility of that product, rather than the product itself. However, this argument contradicted by Howard (2011), who explained on how does the traditional marketing mix fit in the social media?, and concluded that, physical attributes of the product such as functionality, appearance and quality of the product does not fit in social media, because it does not have a direct impact rather than it provide some modern ways to promote your brand.

However, the current study provides the new insight from those provided in previous including the study conducted by Tritanie (2016) ,“The effect of social media to the brand awareness of a product of a company”, whereby quantitative research approach was employed and explanatory research design was used by a researcher. The findings suggested that, social media gives a significant influence on a company's product awareness in the community. A researcher, Kihombo (2019) conducted the study on the role of social media on small/medium business performance at Kinondoni Municipal in Dar es Salaam city, Tanzania. Descriptive research design employed, whereby the samples were selected through simple random sampling and purposive sampling, both qualitative and quantitative approach were used. It was found that, social media plays a great role on the general performance of small and medium business, this means that, the business operating through social media perform higher than those which are not operating through social media. Also, the researcher, revealed that, there are challenges in which customers' face during the business transaction or exchange through social media which are such as poor customer's service, lack of trust and absence of direct access on sellers' accounts.

### V. CONCLUSIONS & RECOMMENDATIONS

#### 5.1 Conclusion

Based on the findings of the study, the findings indicate that customers' awareness of products, price and place that created from social media platform such as Facebook and Instagram has significant impact on social media promotion. whereby many business practitioners now days are using social media platforms such as Facebook, WhatsApp and Instagram platforms, and other platforms for marketing purpose such as to connect with target audience, build brand awareness, online promotion and ultimately drive business growth.

The Tanzanian government has played a crucial role in enhancing access and availability of affordable and reliable broadband services to accelerate socio-economic development of the society though infrastructure development, which includes construction of national data center, internet exchange point, and the participation of private sector in metro fiber investment. These efforts have encouraged both small, medium and large enterprise to use digital marketing such as social media platform, for the business purpose.

#### 5.2 Recommendations

The use of ICT has changed the way people do their business, but still there are challenges concerning about the issue of ICT security, safety and standardization, such as public understanding of safety related issues in ICT; lack of appropriate frameworks that address safety issues of ICT equipment, products, services, information systems and mobile applications; managing electronic waste; protecting children online and regulation of online content which is detrimental to national culture. Therefore, the governments should prioritize these issues so as to ensure secure environment that build confidence and trust in the use of ICT product and service.

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