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## **Small and Medium Enterprises and Social Media Usage: A Fashion Industry Perspective**

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### **Abstract**

This article examines how social identity, perceived usefulness and perceived ease of use of social media influence the use of social media in Small and Medium Enterprises dealing with fashion, in Kenya. The study was informed by the Social Identity Theory, Technology Acceptance Model and Theory of Planned Behaviour. A total of 150 managers who owned Small and Medium Enterprises dealing with fashion, from Nairobi and Kiambu counties, were surveyed using a structured questionnaire. Collected data were analysed mainly through regression analysis. Findings show that perceived ease of use and perceived usefulness of social media bear significant influence on usage of social media whereas social identity has not been found to have an influence on social media use. The fashion industry in Kenya was found to be dominated by females with most of them using Facebook compared to other social media platforms. These findings however suggest not only that social media use is limited to communication, but also that it is relevant for knowledge sharing, content generation, information storage and retrieval among current users and future patrons.

**Key words:** SMEs, Social media Use, Fashion industry, Facebook



## **Introduction**

Small and Medium Enterprises (SMEs) are the most embraced business models in Africa, breathing life into the economy of the majority of developing and emerging economies across the globe (CBK, 2017). In Kenya, SMEs contribute to over 80% of employment (Republic of Kenya, 2012). Yet, despite the sector's huge contribution to the nation's economy, its usage of new technologies and ICT is poor. However, technological advancement is important in fostering SMEs growth. In fact, the growth of SMEs is largely associated with several factors including but not limited to the use of social media (Pentina *et al.*, 2012). Thus, social media is of immense value to business. That said, however, there has not been a conclusion on whether the use of social media has direct effect on growth of SMEs (Kisato *et al.*, 2016).

It has been noted that the fashion industry in Kenya has recorded slow growth compared to other SME sectors. It is further suggested that the SMEs' growth would be boosted by their embrace of ICT to position themselves in the market (KNBS, 2016). Obviously, ICTs in general, and social media, offer new marketing opportunities that could help fashion SMEs increase their visibility and reach markets that could otherwise be difficult to reach (KNBS, 2016).

Being one of the fastest growing promotion platforms, social media use reflects a paradigm shift in the way business is being conducted. Businesses are shifting from the use of one way, and static traditional media such as newspapers, radio, televisions, posters and magazines to more interactive, and customers' engaging narrowly targeted approaches through information technologies (Pentina *et al.*, 2012). However, while there is a huge weight put on the use of social media, the decision to use this new promotional tool among SMEs is not automatic (Pentina *et al.*, 2012). Abou-Shouk *et al.* (2013) argue that SMEs in developing countries are normally slow in adopting and using social media. Furthermore, some studies have shown that SMEs are struggling to use social media albeit being more suitable as they cost less and eliminate barriers to participation (Toole, 2011; Durkin *et al.*,

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2013). Research has further shown, among others, that users' attitude is fundamental in analysing ICT usage (Davis, 1989; Davis *et al.*, 1989; Kuo & Yen, 2009; Liao *et al.*, 2007; Lu *et al.*, 2009). Attitudes of SMEs owner/mangers shape the application of social media in business activities (Soderlund & Rosegren, 2007). Said otherwise, attitude is an important factor in describing social media use and the degree to which users can involve each other. Basically, attitude helps in qualifying acceptance or refusal of social media by users (Rafael *et al.*, 2013).

Prior studies used social identity in explaining the use of social media in different ways. Largely, the theory explains how attitude influences the usage (Madrigal, 2001) of a particular technology. Madrigal (2001) studied the direct and indirect effects of social identity on the use of social media among corporates. The study concludes that customer identification contributes to the anticipated behavioural consequences including customer loyalty and disposition to purchase. Although studies on the direct effect of social identity on SME engagement in social media usage are uncommon, the reported relationships between attitudes, including emotional support and commitments, show that social identity plays a significant role in determining the intention and the actual use of social media (Gupta *et al.*, 2010; Liang *et al.*, 2011).

Owner-managers' perception, on the other hand, is found to be a significant predictor of consumer predilection to the use of ICT in general and social media in particular (Chen, 2006; Lubbe, 2007; Kamarulzaman, 2007; Kim *et al.*, 2009). Davis (1989) and Davis *et al.* (1989) further explain that people are inclined to use or not use an application depending on the extent of their belief of its relevance in performing and executing their duties better (perceived usefulness). Else, the belief on the usefulness of information system or platform thereof is reinforced by its ease of use. Thus, usefulness alone will not ensure systems adoption as performance benefits of using it are sometimes out-weighed by the effort of using the application (perceived ease of use). Perceived usefulness and perceived ease of use are therefore important determinants of ICT acceptance.



The development and use of social media seem to outpace that of the business and academic research (Elly, 2011). Given the speed of developments in ICT in general and social media in particular, social media usage has outpaced the development of current academic literature and research on their use among businesses, especially among SMEs (Kietzmann *et al.*, 2012), such that, both the theory and practice about the use and adoption of social media seem inadequate (Elly, 2011; Durkin *et al.*, 2013). This calls for further studies to catch up and bridge the knowledge gap.

As such, this study identifies social identity as a fundamental factor in determining the use of social media. Besides, existing research shows that social identity is a key influencing factor in the study of usage of social media, explaining the attitudes towards intention to use and eventually the actual usage of the media (Lam *et al.*, 2010). In addition, attitudinal and behavioural theories, such as Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB), have been extensively used to study the acceptance and use of social media and other technologies (Lee *et al.*, 2003; Hoof *et al.*, 2005). It can therefore be argued that social identity theory, being an equally attitudinal theory, could be used to explain social media usage although it is being clearly underutilised (Wang, 2017).

Literature on social media promotion shows that most research has been done in Europe, Asia and America, with little being carried out in Africa (Botha *et al.*, 2011; Zeng & Gerritsen, 2014, Naeem, 2019). Studies from outside Africa have covered Ireland (Durkin *et al.*, 2013), Australia (Gligorijevic & Leong, 2011, Imran, 2019), France (Nakara *et al.*, 2012), and USA (Pentina *et al.*, 2012). Thus, little evidence exists on the subject matter regarding developing markets in Africa (Ainin *et al.*, 2015). Furthermore, Jagongo and Kinyua (2013) argue that African studies show that few SMEs have leveraged the potential of social media as a promotional tool as opposed to their counterparts in industrialised economies. Past research (Sheng & Zolfagharian, 2014; Pentina *et al.*, 2012; Lee *et al.*, 2006; Koufaris, 2002) has mainly

shown that consumers' attitudes influence social media usage among SMEs. Similarly attitudes and repeated use of social media have shown significant relationship however these researches have not examined how attitudes influence the usage of social media.

### **Theoretical Context**

This study is guided by TAM, TPB and the Social Identity Theory (SIT). The edicts from TAM are basically about how users of technology eventually accept and use a particular technology. Davis (1989) stipulates the causal relationships between system design features, perceived usefulness, perceived ease of use, attitude toward using and actual usage behaviour. He argues that when users are presented with a new technology, the choice about how and when to use it is prejudiced by such aspects as perceived usefulness and perceived ease of use. The theory has been used in a plethora of social media studies (Sheng & Zolfagharian, 2014; Pavlou, 2003; Pentina *et al.*, 2012; Lee *et al.*, 2006; Koufaris, 2002). Findings from these studies indicated that social media is attached to perceived usefulness and perceived ease of use. The latter influences an individual's attitude towards using social media. The theory suggests that intention to use a particular technology determines person's willingness to use the technology or not (behaviour). This theory is important for studying social media use among SMEs due to its two important constructs: *perceived usefulness* and *perceived ease of use*.

TPB augments the Theory of Reasoned Action (TRA) as its edicts extend to perceived behavioural control to further determine the intention and behaviour. TPB adds that behaviour is a function of behavioural intention. Three factors that are relevant include attitude, subjective norm and perceived behavioural control. Ajzen (1991) posits that attitude, subjective norms and perceived behavioural control predict behavioural intentions. Thus, TPB has been used in studies related to the understanding of individual acceptance and usage of technologies (Harrison *et al.*, 1997). Therefore, these same variables are crucial in studies related to the use of technologies like social media.



SIT postulates that people identify themselves centring on personal and social aspects (Tajfel, 1982). Personal identity characterises a person's unique attributes such as personal traits and abilities. The social aspect (i.e. social identification) refers to the perception of belonging to a human group (Ashforth & Mael, 1989). Tajfel (1981) posits that social identity is that part of an individual's self-concept obtained from his/her knowledge about his membership in a particular social group. This is closely related to the value and emotional significance attached to one's membership. Social identity has thus a positive association with participation behaviour, defined as the intention to use and actual usage of social media (Dholakia *et al.*, 2004; Lee *et al.*, 2011). This theory therefore supports this study by confirming the role of individuals' behaviour and attitudes in the usage of social media.

Users of social media take part in this form of communication to fulfil three types of needs. The needs are related to carrying out certain activities, the social needs of willingness to offer help and support and exchanging ideas, and the psychological needs that represent a sense of belonging to a community as a member. Leung and Wei (1998) suggest that identifying the motivation regarding the need to be fashionable covers some aspects of belonging. That is why users of social media as an innovation see it as a code of status and social identity that help them to underline their sense of belonging to certain groups. Social networking sites are used as both a socialisation tool and countenance of identity. The sites thus enable users to manage their looked-for self-image and enable them to stay up to date with latest developments.

When members of a community emotionally pledge to a particular social group, they are more likely to execute in-group behaviours. These include patronage of online communities through social media settings. In fact, evidence from a survey of young social media users suggests that users that are emotionally involved in an online group are more likely to actively use social media than those who are less emotional involved (Hadad, 2015).

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## **Perceived Ease of Use, Perceived Usefulness and Attitudes towards Social Media Use**

The perceived ease of use of a particular technology entails its usefulness. This was conceptualised by Davis (1989) to describe a state where the use of technology is free of effort. On the other hand, perceived usefulness is more about an individual seeing to improve his or her own job performance through deploying the system. Access to and use of a social networking website is as well very much contingent on its ease of use and usefulness. Thus, individuals as well as institutional acceptance are necessary preconditions to an extended use of a tool in certain activities and within particular social networks. Thus, for a social networking website, the easier an individual finds it to use, the more positive the individual is likely to feel about it. This study is instrumental in examining how apparent usefulness and perceived ease of use of social media affect the intention of using social media for promotion purposes and thus attaining growth among fashion SMEs.

Attitude refers to an individual's predilection about certain behaviour and is the consequence of individual beliefs concerning the behaviour and its outcome and the importance found in such beliefs. Thus, an attitude is an individual's positive or negative assessment of a certain entity or behaviour (Ajzen, 1991; Fishbein & Ajzen, 1975). This includes feelings or affective responses for the object or behaviour, and behavioural and cognitive components that characterizes fondness or denial by users. Chuttur (2009) further suggests that attitudes in social media usage would make the user feel that the decision to use social media is either good/bad, wise/foolish, favourable/unfavourable, and beneficial/harmful or positive/negative. In the context of this study, attitude means a user's favourable or unfavourable disposition towards using a social networking site. Literature has it that attitude to use information technology is important in examining technology usage behaviour (Davis, 1989; Davis *et al.*, 1989; Kuo & Yen, 2009; Liao *et al.*, 2007; Lu *et al.*, 2009).



Users who use social networking sites tend to acquire affective ties with other users (Gruen *et al.*, 2006) hence their ability to influence their attitudes. The give-and-take of information on social networking sites also changes users' attitudes (Soderlund & Rosegren, 2007). Lee *et al.* (2008) considers that comments from other users affect participants' attitudes positively or negatively. Generally, positive attitude enhances promotion use of social media. Most importantly, the owner-managers need to approach social media with the right attitudes in order to use them for their businesses purposes to influence others in the right direction.

### **Hypothesis Development**

Since social media promotion evolves from social interactions developed on social media platforms, purchase behaviour is less likely to occur without the user behaviour being observed (Wang, 2017). This study regards usage behaviour as in-group behaviour of members to satisfy their personal needs and to identify with group members of a particular calibre in the social media context. This article therefore supposes that once a group member forms a positive attitude towards a social group and finds this membership to be treasured, this individual is more likely to adopt in-group behaviour and characteristics that support the group and tend to increase self-worth.

Prior research suggests that mere classification of social groups is not always accompanied by emotional pledge to the group; such that, in-group behaviour is not always a likely outcome. When members emotionally pledged to a social group, they tend to perform in-group behaviours, such as patronage to online communities in the social media context. In addition, young users who are emotionally involved with an online group are more likely to actively use social media than those with less emotional involvement (Hadad, 2015). On the other hand, attitude represents a mindful engagement of one's membership in a social group. Without this awareness, individuals have no footing on which to stand for their social identity. Once this base is established, the anticipated outcome behaviours may then be observed. The overall

effect of social identity and attitude supports positive associations with participation behaviour, i.e. the intention to use and the actual usage of social media (Dholakia *et al.*, 2004; Lee *et al.*, 2011). In light of this, the study suggests that social identity exerts a positive effect on both intentions to use and actual usage of social media. Thus, the following hypothesis is put forth:

***H1: Social identity influences the use of social media in SMEs***

Perceived usefulness offers hints on how actual use and intention to use are influenced by defining the prospective users' subjective probability that accessing and making use of an application improves operations (Lu *et al.*, 2009). Therefore, perceived usefulness dwells on Vroom's Expectancy Theory as the choice to implement and use an innovation, is determined by its near-term and long-term expected results (Triandis, 1977). The near-term outcomes are identical with hypothesis of perceived usefulness; and the long-term outcomes that refer to the resulting outcomes in one's career or social image, which are in tandem with Rogers' (2003) incentive for access to and use of an innovation. The attainment of perceived near-term usefulness paves way for long-term usefulness. Chau's (2001) proposal for a modified TAM hypothesised that behavioural intentions are dependent on perceived near-term and long-term outcomes and on perceived ease of use. Jiang *et al.* (2000) expounded on the perceived usefulness by extending on the utilisation of the Internet to explore user acceptance and argued that usage is positively related to perceive near-term and long-term worth. Therefore, as hypothesised earlier, people tend to use or not use an application because of the extent they believe it will help them perform their job better. If social media is perceived useful, positive use-performance relationship will be developed. Perceived usefulness thus explains the extent to which a person believes that using a particular application would enhance his/her job performance (Davis, 1989). Therefore, the following hypothesis is put forth:

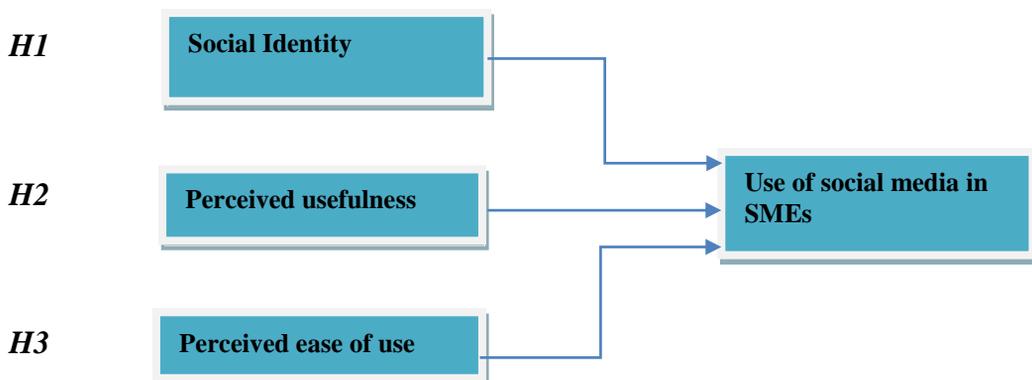
***H2: Perceived usefulness influences the use of social media in SMEs.***



Perceived ease of use is a dissimilar but an allied construct to the perceived usefulness. It influences the near-term usefulness, as its enhancement contributes positively to the outcomes and eventually defining perceived usefulness. Perceived ease of use therefore measures the prospective user’s evaluation of the mental effort compulsory in the use of an application (Davis, 1993). Mental smoothness demanded by an ICT entices more adoption behaviour (Opia, 2008). Studies (Davis, 1993; Chau, 2001) on the observed usefulness and ease of use trade-off to define the outcomes of external variables on these two mental elements demonstrate varied findings. Nevertheless, empirical findings settle with the positive relationships between ease of use and attitude towards use. These findings show that perceived ease of use determines users’ intention to accept ICT (Venkatesh & Davis, 2000). This, to a large extent, support Clarke’s (2000) survey of 800 professionals that ranked ease of use as one of the five factors that influence the use of wireless hand-held devices. Thus, ease of use determines the intention to accept innovation; and the perceived ease of use is the extent to which a person believes that using a particular application or system would be free of effort and thus if social media is perceived easy to use it is more likely to be accepted by users (Davis, 1989) and the following hypothesis is put forth:

**H3:** *Perceived ease of use influences the use of social media in SMEs.*

Based on the three hypotheses, the following conceptual framework was developed.



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### **Figure 1: Conceptual Framework**

#### **Methodology**

This research employed a quantitative research technique. Where a total of 150 owner-managers from the fashion SMEs in Nairobi and Kiambu counties were surveyed using a structured questionnaire. The study used simple random sampling after obtaining the sampling frame from the Registrar of Micro and Small Enterprises in Kenya of the said counties. The sampling frame was prepared through ensuring that the list was complete and accurate. Various means of communication were used to confirm the existence of the firms. Those which did no longer exist were eliminated from the list. A simple random table was used to generate the sample. Important information obtained from the Registrar included telephone numbers, names of the business owners and business locations. This list of SMEs was used to generate a sample using rules governing probability sampling whereby every element of the population has an equal chance of being selected to form a study sample. This approach gives an opportunity to every element to be included in the study therefore minimising selection bias. Collected data were analysed mainly through regression analysis. Data treatment involved data preparation, presentation, descriptive analysis, regression analysis and hypothesis testing as shown in subsequent sections.

## General Findings

The descriptive statistics of the study are summarised in Table 1.

**Table 1: Descriptive Statistics**

Descriptive Characteristics	Measures	Sample Composition	
		N	%
<i>Gender</i>			
	Male	37	24.7
	Female	113	75.3
<i>Products selling in fashion industry</i>			
	Clothes	84	56.0
	Cosmetics	36	24.0
	Shoes	18	12.0
	Hand bags	12	8.0
<i>Social media platforms used for business</i>			
	Facebook	117	78.0
	LinkedIn	2	1.3
	Instagram	23	15.3
	Twitter	5	3.3
	Google+	3	2.0
<i>Number of employees</i>			
	1-5 Employees	130	86.7
	6-10 Employees	13	8.7
	11-15 Employees	2	1.3
	16-20 Employees	2	1.3
	Above 21 Employees	3	2.0
<i>Age of the business</i>			
	Between 1-3	71	47.3

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<i>Time Spent on social media</i>	Years		
	Between 4-6	51	34.0
	Years		
	Between 7-9	13	8.7
	Years		
	Above 10 Years	15	10.0
	Less than an		
	hour	9	6.0
	Between 1-2	15	10.0
	hours		
Between 2-4	18	12.0	
hours			
More than 4	62	41.3	
hours			
Always on the	46	30.7	
platform			

Note:  $n=150$

Findings in Table 1 show that the study was dominated by females at 75.3% with males accounting for only 24.7%. This indicates that the fashion industry in Kenya is highly dominated by females and this could be due to the cultural belief that women are better in handling fashion issues than men, and that fashion matches well with females. Women entrepreneurs around the planet earth are making a difference in the sector of entrepreneurship, especially in the SME sector. Siwadi and Mhangami (2011) enunciate that women entrepreneurs are the major actors in the SME sector as they contribute hugely to the economic development of the sector and that they are increasingly noticeable in the local economies among developing countries.

Of the 150 respondents studied, 56% were selling clothes. Sellers of cosmetics and shoes came second and third at 24% and 12%, respectively, while those selling handbags came last, at 8%. Clothes were found to be selling faster compared to cosmetics, shoes, and handbags. As such, most owner-managers took the trouble of stocking more of these items. In most shops, cosmetics, shoes, and handbags



were stocked as complementary items. According to the research, Facebook took the lead as the platform in use that dominated the study with 78% of the respondents. Instagram came second in terms of preference and use with 15.3% of the respondents. The rest of the platforms had a representation of 3% and below. Facebook therefore stood out as the dominant and popular platform used by the SMEs for promoting their products. Business Daily (2018) reported that Facebook users in Kenya increased from 4.3 million users in 2016 to 5.3 million users in 2017. The newspaper reported that, globally, Facebook users rose from 1.23 in 2016 to 1.4 billion users in 2017. It also reported that Facebook is the world's leading social media platform recording the highest number of business use.

Numerous businesses in this study's context registered very few employees. Those with 1-5 employees represented a huge 86.7% of the respondents while the rest recorded employees less than 10%. Most owner-managers preferred to keep their employee numbers low in effort to minimise operational costs and maximise profits. In most of the respondents' businesses, the owner-managers ran their business on their own or employed somebody to help them out especially when they were away. Some owner-managers who had permanent employment employed one person whom they entrusted with the business. If the business was large, then they would employ two people.

The study revealed that most businesses were in their early stages of growth (start-ups). Statistics show that 400,000 SMEs die yearly in Kenya with nearly 90% incapable to see their second birthday (Ong'olo, 2013). These statistics mean that more than 30,000 SMEs are dying once-a-month with more than 1,000 facing their end daily. This study could be supporting these statistics because 47.3% of the businesses in the study were aged 1-3 years. Businesses aged 4-6 years were left slightly behind at 34%. Older businesses that were involved in the study, aged 7-9 years and those above 10 years were represented by 8.7% and 10% respectively.

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Time spent on social media in a day for business purposes typically explains business application of the media platforms. Out of the 150 respondents, 62 (41.3%) spent more than 4 hours daily on social media platforms doing business-related activities. This is a significant figure indicating that the level of usage is high. On the other hand, those who were on the platform for 2 hours or less in a day were 16%, representing only 24 respondents. As both businesses and consumers spend more time on social media, the platforms also become the go-to source for product and brand information. This is of course motivated by the quality of the posts that the businesses place online for their customers. Social media platforms could be considered the ‘table’ where customers and sellers ‘meet’; meaning that the more frequently they meet, the more likely that transactions will be made (Business Daily, 2018).

## Results and Discussions

This study sought to find out the relationships between social identity, perceived usefulness and perceived ease of use of social media and the use of social media in SMEs. The results are shown in Table 2.

**Table 2: Predictor Variables Vs the Outcome Variables**

Model	Unstandardised Coefficients		Standardised Coefficients		Sig.
	B	Std. Error	Beta	T	
(Constant)	.846	.308		2.745	.007
Social Identity	.103	.092	.101	1.118	.265
Perceived Usefulness	.445	.094	.457	4.732	.000
Perceived Ease of Use	.254	.081	.232	3.139	.002

Table 2 explains the influence of the independent variables (social identity, perceived usefulness and perceived ease of use) on the dependent variable (use of social media). The results confirm that



perceived usefulness and perceived ease of use have significant influence on the use of social media by the SMEs. Social identity on the other hand does not show any significance. Perceived usefulness at 0.000 and perceived ease of use at 0.000 are giving  $p < 0.05$  indicating high levels of significance with an exception of social identity at  $p > 0.05$  indicating no significance. The results explain that social media is no longer considered a luxury, an “up to date” or a fashionable thing to use in business but an important and significant tool.

Looking at the significance levels of the independent variables, the study has found out that social identity was not significant in explaining why the owner-managers use social media for business. Most owner-managers agreed to the fact that they felt good, were kept up-to-date by the social media in their business to the extent that if they were given another chance to choose another platform, they would comfortably choose to use social media again and again. From the results, however, this does not seem to be what drives the owner-managers to use social media in their business. The study indicates that the owner-managers use social media because of the usefulness that is derived from the usage and not because it looks fashionable and stylish. The regression model summary is shown below with the predictors being social identity, perceived usefulness and perceived ease of use against the use of social media.

**Table 3: Regression Analysis Model Summary**

		Std. Error of		Change Statistics			Sig. F	
R	Adjusted R Square	the Estimate	R Square	F	Change	df1	df2	Change
.703	.494	.484	.49680	.494	47.539	3	146	.000

From Table 3, the model summary of the independent variables indicated  $R^2$  value of 0.494 and  $p$  value of 0.000, implying that the variable is significant since the  $p$  value is less than 0.05. The results also confirmed a high level of reliability on the variables. This

indicates a good correlation between the variables indicating that the study is highly reliable.

### **Conclusions and Recommendations**

This article sheds light on social media use among SMEs and the benefits linked to their usage. The study examined these relationships hinged on the Social Identity Theory, Technology Acceptance Model and Theory of Planned Behaviour. In general, the research found that perceived usefulness and perceived ease of use were factors that consequently resulted in the usage of social media by SMEs dealing in fashion. These results are consistent with previous studies conducted in other contexts (Ainin *et al.*, 2015). The results however show that the motivation towards the usage of social media was centred on benefits derived from use and not the positive associations and participation behaviour as proposed by Lee *et al.*, 2011.

Most existing research on business use of social media is related to large organisations and does not specifically address SMEs (Stockdale *et al.*, 2012). In addition, these studies tend to be focused on the technical and commercial use of the several applications rather than adopting a strategic focus on or examination of the value gained by the access to and adoption and usage of such applications (Constantinides *et al.*, 2008). This study focused specifically on SMEs dealing with fashion and recommends the use social media in order to take a more strategic perspective. SMEs are under growing pressure to employ technology effectively in order to survive therefore it is increasingly important for them to utilise social media optimally. Additionally, not only that social media is limited to communication, the tool is also essential in knowledge exchange, acquisition, and storage and eventually retrieval among current uses and future patrons (see for example, Imran, *et al.* 2019).

Further, the use of ICT plays a significant role in today's business activities. It is thus wise to advise that access to, adoption and use of appropriate technology would lead to greater business competency, improving business performance, enhancing competitive advantage and eventually leading to growth. A number of adoption models have been



developed but four models have been used extensively: Technology Acceptance Model (TAM), Theory of Planned Behaviour (TPB), Social Cognitive Theory (SCT) and Diffusion of Innovation (DOI). Besides these models, there are other models which can be used to explain the adoption and use of ICT and specifically the use of social media but they seem to be left out.

The Social Identity Theory, which is classified under social behaviour theories, focuses on group behaviour from which group dynamics are found to directly affect user behaviour and their involvement in social activities. SMEs, can thus apply the elements from these theories to identify key social factors that kindle users to contribute in collective actions in their social media platforms. These factors, in turn, can be used in developing strategies to nurture the required conditions for building and sustaining social communities. TAM examines perceived ease of use and perceived usefulness and the attitudes of technology users that impact on the behavioural predisposition of the users, social identity also examined the perceptions, attitudes and behaviours of the users of technology and categorised them. More strongly, the study has found that Facebook was the most preferred platform by the owner-managers to conduct their business activities. This was closely followed by Instagram. The study however did not find out why these two platforms were most preferred, so future research could seek to establish such reasons.

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