UNIVERSITY OF CAPE COAST

SOCIAL MEDIA ADVERTISING AND MARKETING PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN TEMA METROPOLIS, GHANA

EDITH ESI AMOSAH

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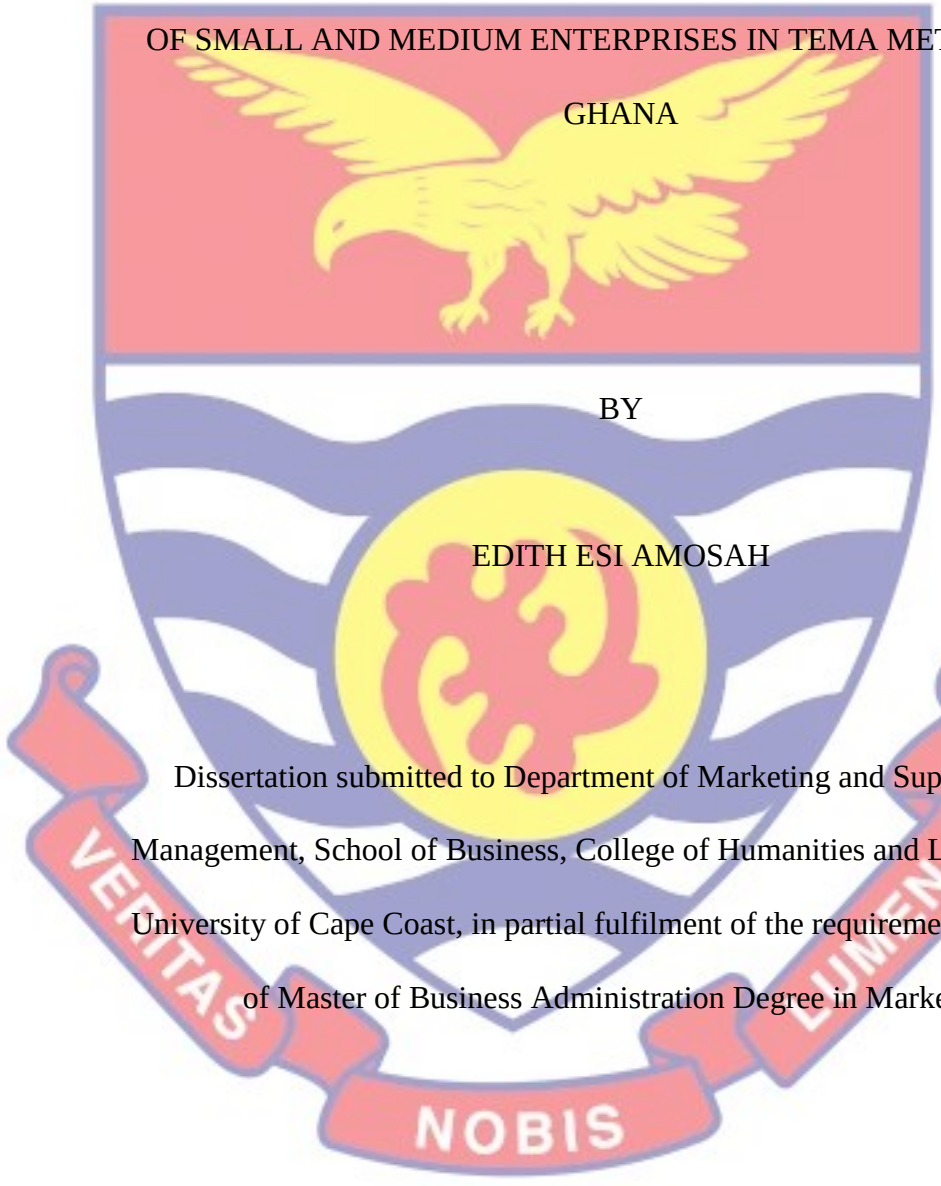

BY

EDITH ESI AMOSAH

Dissertation submitted to Department of Marketing and Supply Chain Management, School of Business, College of Humanities and Legal Studies, University of Cape Coast, in partial fulfilment of the requirements for award of Master of Business Administration Degree in Marketing

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DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature …… Date……

Name: Edith Esi Amosah

Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision of dissertation laid down by the University of Cape Coast.

Supervisor's signature …… Date …….

Name: Dr. Kwamena Minta Nyarku

ABSTRACT

The study was carried out to assess the effect of social media advertising on the marketing performance of small and medium sized enterprises [SMEs]. The study was conducted in the Tema metropolis, in the Greater Region of Ghana. Explanatory research designed backed by quantitative research approach was applied in the context of the study. The target population included 15000 registered SMEs that were at the time of the study were operating in the metropolis. Stratified sampling technique was used to select the 248 SMEs. Owners and managers of SMEs served as proxies in the context of the primary data collection. Structured questionnaires were used for the primary data collection. Cronbach's Alpha and principal component techniques were used to test the reliability of the primary data and the validity respectively. The regression analysis showed that changes in social media advertising accounted for a statistically significant positive and substantial variance in marketing performance of SMEs in Tema metropolis. Entertainment, advertising value and arousal were made some statistically significant positive contributions to predicting the change in marketing performance. Social media advertising had greater significant positive effect on the marketing performance of medium enterprises compared to small enterprises. SMEs are encouraged to adopt social media advertising to support their traditional media outlets in order to improve their marketing performance.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my supervisor, Dr. Kwamena Minta Nyarku in the School of Business, for his professional guidance and encouragement with which he guided this study.

DEDICATION

To my lovely husband, Mr. Kofi Amosah and the entire family

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CHAPTER ONE

INTRODUCTION

Advancement in technology has created opportunities for the business community worldwide including small and medium enterprises [SMEs], although there is a digital divide between large enterprises and SMEs (Oyedemi, 2019), with the later lagging behind in digital integration, particularly in developing countries such as Ghana (Zaglago, 2019). One area of interest in marketing communication, where such digital revolution is constantly occurring is social media advertising [SMA]. To stay on top in this dynamic business competitive environment, SMEs are to remain constantly innovative (Canh, Liem, Thu & Khuong, 2019). The study focuses on assessing the influence of SMA on marketing performance [MP] of SMEs located in Tema metropolis, Ghana.

Background of the Study

The use of social media among corporations is on the rise especially among corporations in advance countries (Okazaki & Taylor, 2013). Social media marketing is thus a typical component of digital marketing which deals with the promotion of goods and services mainly on Internet-based technologies such as social media (Ritz, Wolf & McQuitty, 2019). Specifically, it was discovered that marketing mix is undergoing a fundamental transformation due to advancement in technology with the Internet being a catalyst (Gordon & Lima-Turner, 1997). Technology changes the way customers search and buy products (Man & Rahman, 2019) and has also caused changes in business processes and applications (Appel, Grewal, Hadi & Stephen, 2019).

From the perspective of business processes, it has been recognized that rapid changes and development in technologies and their adaptation to the business bring along new processes (Geçti & Dastan, 2013). Typical of such technologies include social media. Most SMEs are using social media services that are aimed at understanding the likes of customers and customer preferences regarding their business facilities (Khan, Wang, Ehsan, Nurunnabi & Hashmi, 2019). With this, SMEs are empowered to do business anywhere at all times in so far as Internet is available (Ainin et al., 2015). SMEs in developing countries are also integrating social media marketing in their operations (Pettersson & Tadesse, 2019), particularly those in Ghana, where internet users reached 15.7 million in January, 2019 alone with an estimated 8 million social media users, especially through digital mobile phone systems (Oyedemi, 2019).

Most businesses in Ghana are by nature classified as micro (Employs less than 9 workers), small (Employs10-29 workers) and medium (Employs 29-50 workers) enterprises (Kusi, Agbeblewu & Nyarku, 2015). Ninety-two (92%) registered companies in Ghana are SEMs (Oduro, 2019). It must be stressed that in the case of Ghana, most of these SMEs are in the private sector (Zaglago, 2019). Pettersson and Tadesse (2019) opined that through digitization, SMEs are able to implement their marketing mix. Many companies in United States adopted SMA in 2009 especially usage of social media adverts to build long-term relationships with younger consumer (Logan, Bright & Gangadharbatla, 2012) with 43% of the 500 fast-growing private companies admitting the strategic role of SMA in marketing strategies (Barnes & Mattson, 2009).

SMEs mostly use social media platforms such as Facebook, Twitter, Blogs, Myspace, LinkedIn, Plurk, Friend Feed, Blogs, Amazon, Trip Advisor, You Tube and Vimeo (Ladokun, 2019; Okazaki & Taylor, 2013). It is estimated that about 3.29 billion people will use social media by 2022 across different platforms hence marketers' proactive adoption of social media marketing channel (Herhausen, Ludwig, Grewal, Wulf & Schoegel, 2019). Among the frequently used social media include Facebook, Twitter, Instagram and YouTube (Baranow, 2019) though there is more emphasis of social photo and video sharing sites such as Tumblr, Flickr, You Tube, and Pinterest (Dietrich, Rundle-Thiele, Schuster & Connor, 2014).

Statistics prove that Facebook has the highest users-89%, followed by LinkedIn-83%, YouTube-81%, Twitter-80% and Instagram-56% (Mangles, 2017). Social media marketing is an evolution in marketing (Baranow, 2019) and it is a form of marketing that utilizes social media technologies, channels and software in order to create value to customers and satisfy their wants and needs. What then is social media? According to Arshad, Jantan and Omolara (2019) social media is a collection of hardware and software that are usually presented as apps and websites that create digital environments in which users are able to send and receive digital contents (information) over some types of online social networks.

Social media is classified into collaborative projects, blogs, user-generated content communities, social networking sites, virtual game worlds and virtual social worlds (Baranow, 2019; Kaplan & Haenlein, 2010). Traditional advertising has become more fragmented and less structured, hence the emergence of social media advertising (Grant, McLeod & Shaw,

2012). This could be attributed to media proliferation which is said to have affected the way advertising messages are delivered and received (Logan, Bright & Gangadharbatla, 2012). Logan, Bright and Gangadharbatla further argue social media, particularly, Facebook offers advertisers numerous advertising options. Social media influences customers in a mechanism similar to that of advertising (Salo, 2017).

Marketing communication, to which SMA is a key component, is a typical marketing activity that essentially has impact on overall business performance of businesses that employ such activity (O'Sullivan, Abela & Hutchinson, 2008). Marketing activities consume marketing budgets hence, SMA also consumes marketing budget (O'Sullivan & Abela, 2007). To determine marketing performance, proper MP measurement system must be followed (Nataya & Sutanto, 2018). MP is defined in the context of firms' effort to know the needs and taste of consumers and to satisfy those needs and preferences (Nataya & Sutanto, 2018). Thus, MP reflects how marketing activities results marketing outcomes in the work context (Clark & Ambler, 2001).

Social media and its social media applications and network sites are predominantly utilized especially in business-to-consumer marketing context (Lamberton & Stephen, 2015; Salo, 2017). There is an increasing use of social media with an estimated 1.32 billion people using Facebook a day (Man & Rahman, 2019). Social media provides means for direct interaction between businesses and their customers (Man & Rahman, 2019), promotes customer loyalty, (Kim & Ko, 2010) and leads to stronger customer relationships (Kumar & Mirchandani, 2012). It is less expensive comparatively (Man &

Rahman, 2019), improves sales, generate leads (Schivinski & Dabrowski, 2016), provides marketing insights and enables firms to reach global markets (Khan, et al., 2019).

The study is underpinned by the technology acceptance model (Gefen & Larsen, 2017). The adoption of SMA by SMEs is determined by perceived ease of use (for both business processes and customer order processing) and perceived usefulness of such adverts for both businesses and customers (Liu, Liao & Peng, 2005). Thus, SMEs are more likely to accept the usage of SMA in their marketing operation given its benefits and alongside ease of use

Statement of the Problem

Studies of SMA are limited and still needs more research (Okazaki & Taylor, 2013) since it is at its embryonic stage (Salo, 2017). Others (Bennett, 2004; Spar & Bussgang, 1996) speculate technologies, especially Internet-based technologies such as social media will change business relationships among advertising agencies, marketers and customers alike. Van Dijck (2013) discovered that usage of social media for business purposes is causing struggles among users, platform owners and employers in the area of control of online identity. Besides, empirical evidence suggests studies on advertising have been concentrated on paid and owned media (Yang & Ghose, 2010; Seo, Li, Choi & Yoon, 2018) with little emphasis on SMA (Kim, Yoon & Choi, 2019).

Measurements in marketing has become eminent (O'Sullivan, Abela & Hutchinson, 2008) due to increasing customer sophistication, increasing market fragmentation and decreasing return on investment (da Gama, 2011). However, digital marketing has not received the recognition it deserves

(Cassidy, 2005) due to the fact that marketers have failed to quantify returns on marketing expenditure on firm performance (Doyle, 2000; Sheth & Sisodia, 2002). MP cannot simply be measured or interpreted (da Gama, 2011). Studies on ICT such as social media and firm performance is limited (Geçti & Dastan, 2013).

According to Paniagua and Sapena (2014) resources generated from social media for business purpose are largely unexploited, especially among SMEs (Ritz, Wolf & McQuitty, 2019). Furthermore, empirically, it has been realized that there are conflicting findings as to which social media influences business performance (Paniagua & Sapena, 2014) with others favoring Facebook (Ainin, Parveen, Moghavvemi, Jaafar & Mohd Shuib, 2015; Chang, Liu & Shen, 2017), others favored Twitter (Paniagua & Sapena, 2014), still other found no significant impact on business performance (Kim, Yoon & Choi, 2019; Gavino, Williams, Jacobson & Smith, 2019).

Again, few studies have explored digital marketing among small businesses and its implications for MP (Ritz, Wolf & McQuitty, 2019) because the majority of the digital marketing literature focuses on large businesses and organizations (Ladokun, 2019; Celuch & Murphy, 2010). Furthermore, it stablished that there are some constraints which has created digital divide between large enterprises and SMEs (Zaglago, 2019) in developing countries like Ghana (Afriyie, Du & Musah, 2019).

Among the plethora of constraints that are limiting innovative capacity of SMEs in Ghana regarding the adoption of digital marketing in their operations include no or limited use of Internet, internet privacy and security, lack of regulation for e-commerce, and poor infrastructure for e-commerce

(Afriyie, Du & Musah, 2019; Oyedemi, 2019; Zaglago, 2019). On the accounts of the submissions made in this regard, this study was conducted to assess the effect of SMA on MP of SMEs in Ghana, with Tema metropolis as study area. Test of difference in marketing performance between small-scale enterprises and medium-scale enterprises was also conducted for the purpose of comparison.

Purpose of the Study

Generally, the study sought to examine the influence of SMA on MP of small and medium-sized enterprises in Ghana, particularly among SMEs located in Tema metropolis in the Greater Accra.

Research Objectives

To be able to achieve the overall purpose of the study, these specific research objectives where pursued.

1. To assess the relationship between SMA and MP of SMEs.
2. To assess the effect of SMA on MP of SMEs.
3. To assess if there is difference in MP between small-sized enterprises and medium-sized enterprises as result of SMA adoption.

Research Questions

In order to achieve the specific research objective that were enumerated earlier, these specific corresponding research questions were asked accordingly.

1. Is there any relationship between SMA and MP of SMEs?
2. Does SMA influence MP of SMEs?

3. Is there difference in MP for small-sized enterprises and medium-sized enterprises as a result of SMA adoption? +

Significance of the Study

The findings of this study will be extremely useful to many different stakeholders on theoretical, practice and policy tandems regarding the application of SMA in operations of SMEs in so far as MP is concerned. For managers and operators of SMEs, the findings will expose to the most appropriate social media site that has the strongest capacity to influence MP positively in a statistically significant manner and those that do not, hence guiding the choice of SMA decisions.

The study would inform SMEs as to which aspects of SMA has bearing on their MP, hence guiding decisions concerning design of SMA. Also, the study will provide insights as to whether there are differences in approaches to SMA and MP between small-sized enterprises and medium-sized enterprises, hence providing information as to the conditions and situations that are favorable of such differences to be exploited by SMEs in Ghana and beyond. Host and designers of social media would be informed as to how they are to design social media contents and features that perfectly fit the advertising needs of SMEs so as to produce desirable marketing outcome.

Students and researchers would find the findings of this study useful as it will provide information on research gaps that could be exploited given the context and thematic areas of the study. Furthermore, it is expected the findings will provide insights regarding knowledge contribution and theoretical support in the area of digital marketing among SMEs in a

developing country context in Africa, hence contributing to knowledge and empirical literature.

Delimitations

The study was conducted basically to assess the effect of social media adoption among SMEs in Ghana with special emphasis on SMEs currently operating in Tema metropolis of Greater Accra region, which is deemed the industrial hub of Ghana. These SMEs were distributed across different industries in the metropolis and those that were registered with the Tema Metropolitan Assembly were targeted for the study. An estimated 15,000 SMEs were targeted (Boah, 2018).

The unit of analysis was at the organizational level. Marketing managers, sales managers, general managers or owners of these SMEs were surveyed through structured questionnaire administration. The study employed the explanatory research design, which is a typical non-interventional descriptive survey, with respect of the study design and was aligned with the quantitative research approach to measurement and analysis of the primary data in respect of the specific research objectives.

Organization of the Study

The study is organized into five main chapters. Chapter One handles issues relating to the introduction of the study and it is composed of some major subsections including background of the study, statement of the problem, purpose of the study, research questions, significance of the study, delimitation and organization of the study. Chapter Two dealt with the literature review and it is also subdivided into four main sections including

theoretical review, conceptual review, empirical review and conceptual framework. These themes were influenced by the overall purpose of the study.

Chapter Three was dedicated to providing information relating to the research approaches employed for the gathering, processing, analyzing and summarizing the results of the primary data in respect of the specific research objectives and had some major subsections including research design, research approach, research paradigm, study area, population, instruments, sampling procedure, data collection procedure, data processing and analysis, limitations and ethical considerations.

Chapter Four of the study was dedicated to providing information relating to the results and discussions in respect of the specific research objectives of the study. The discussions of the findings were done in respect of their implications for policy, practice and theory and were then linked to empirical postulations in some previous empirically related studies. Chapter Five was then used to provide information concerning the summary of the key findings, conclusions drawn in respect of the specific research objectives, recommendations offered as well as suggestions for further studies.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The study was conducted to assess the effect of SMA on MP of SMEs in Tema metropolis, which is the industrial hub of Ghana in the Greater Accra metropolis. This study reviews literature pursuant to the content and context of the study. This chapter is dedicated to providing information relating to the theoretical review, conceptual review, empirical review and conceptual framework.

Theoretical Review

This section provides information relating to the theory that supports the nature of purported relationship and behavior among the constructs of interest. The theory underpinning this study is technology acceptance model. This theory was reviewed in terms of its central theme, principles, assumptions, demerits and merits, scope of application in empirical studies as well as their application in the context of this study.

Technology acceptance model

The technology acceptance model explains how users accept, adopt and use technology (Mugo, Njagi, Chemwei & Motanya, 2017). The central theme of the technology acceptance model is that systems' use is explained by the motivation of users. This motivation is influenced directly by external stimuli including the features and capabilities of the system (Wixom & Todd,

2005). The technology acceptance model further proposes that innovations with favorable features are likely to be more adopted.

These can be determined as an unfavourableness and favourableness towards the system. The theory has evolved over the period of decades ago and has therefore led to the refinery of the existing model to include other variables such as developmental intentions. Other external factors considered include subjective norms, firm characteristics and industry competitive environment characteristics (Vuković, Pivac & Kundid, 2019; Van den Berg & Van der Lingen, 2019). The technology acceptance model seeks provide appropriate means for analysing planned individual and organizational behaviour types. The theory is limited in some sense as it gives room for more external factors to be included without given cognizance to contextual differences (Taherdoost, 2018; Gefen & Larsen, 2017).

Technology acceptance model has been applied in the context of internet banking (Vuković, Pivac, & Kundid, 2019), adoption of mobile enterprise applications (Van den Berg & Van der Lingen, 2019), adoption of e-learning in universities (Al-Rahmi, et al., 2019) and mobile learning technologies (Mugo, Njagi, Chemwei & Motanya, 2017). This theory is applicable in the context of this study because it is proposed that favorable ratings for perceived ease of use, perceived usefulness and attitude towards using SMA as embedded in the various dimensions of SMA cause SMEs to integrate such digital marketing platform to attract positive improvement in MP of SMEs in Ghana.

Conceptual Review

This section provides information relating to the key concepts and context of the study. The essence of this section of the literature review is to provide relevant knowledge on the constructs of interest given their operational and contextual character. issues considered include current statistics on social media usage, social media marketing, SMA, importance of social media in business context, the concept of SMEs, usage of social media by SMEs and MP.

Current Statistics on Social Media Usage

The use of social media in both developed and developing countries across the globe is the reality that the digital world presents to all planetary citizens. It is estimated that 3.2 billion social media users (42%) of world population, with average 2 hours 22 minutes being spent on social media for messaging and social networks (Maryam, 2019). Of the 3.2 billion social media users, 90.4% are Millennials, 77.5% are generation X and 48.2% are said to be baby boomers. 54% of social media browsers are said to search for products through these social media platforms (Sherman, 2018).

This has opened up business opportunities for the business world, especially among marketers. Ancillai, Terho, Cardinali and Pascucci (2019) found that 73% of marketers believe social media marketing has been effective in supporting their business operations. Facebook is said to be the market leader in the social media competitive landscape (Summers, 2019). Besides, non-humans have chipped into the social media fever (Romano, 2018) particularly social bot detection. For instance, marketing metrics such as "Likes", "Shares" and Clicks on social media platforms are handled by bots

although these bots can act as fake follower, hence, posing a threat to the total reliance on such non-human users (Bogost, 2018).

The Concept of Social Media Marketing

Globally, it is acknowledged that the usage of smart phones, private computers, the internet, e-commerce and social media technologic causes dramatic evolution in how firms conduct corporate business functions, particularly the marketing communication function (Man & Rahman, 2019). This has ushered business world into digital marketing era. Among the notable techniques and tools used in digital marketing include affiliate marketing, display advertising, content marketing, analytics, social media marketing and so forth (Man & Rahman, 2019).

Social media has been defined as any media the relates to self-generated, authentic conversation between people about a particular issue of trust mutually, which is characteristically anchored on thoughts and experiences of the participants (Ladokun, 2019). Social media marketing on the other hand encompasses the usage of social media channels, technologies, and software by businesses in order to create, communicate, deliver and exchange marketing offerings that have value for an organization's stakeholders (Man & Rahman, 2019).

It is conceptualized to encompasses the interaction between businesses and clients via social media technological platforms with the view to facilitating exchanges to achieve economic gains. Thus, it offers contents that users share with their social network to help firms widen theory brand exposure and market reach (Bansal, Masood & Dadhich, 2014). Marketers

display product information via social media networks (Man & Rahman, 2019) which is said to attract clients to such pages because it offers advantageous campaigns, relevant contents, content updates, popular contents among friends and variety of options for display of product information (Erdogmus & Cicek, 2012).

Customer-care services have become more integrated through social media marketing (Appel, Grewal, Hadi & Stephen, 2019). It is the means for positively affecting important marketing outcomes including acquisition of new customers and generating sales (Gordon, Zettelmeyer, Bhargrava & Chapsky, 2019). Social media also serves as a tool for customer relationship management (Haenlein, 2017). The changing consumer behavior attributed to the evolution and utilization of social media by corporate bodies is also anchored on and driven by social media platforms (Appel, Grewal, Hadi & Stephen, 2019). Some firms create their brand specific apps in which customers download and install on their PCs and smartphones through brand accounts (Bogost, (2018).

The Concept of Social Media Advertising

The dominant business models built on social media platforms include the monetization of users (audience) by offering advertising services to users who are willing to offer digital contents and marketing communications to such audience (Appel, Grewal, Hadi & Stephen, 2019). Most social media operate on the capitalist strategy of commodification and advertising revenue (Oyedemi, 2019). Advertising appeals are vital stimuli that influences consumer buying decisions and behavior (Hussain, Ferdous & Mort, 2018).

There are two main types of advertising appeals including rational appeal and emotional appeal.

Relational appeal is cognitive in nature and deals with providing vital product functional information to customers. Emotional appeal is based on affective motives and image-based thinking utilized by customers in their buying decision-making (Hussain, Ferdous & Mort, 2018). Accordingly, Hussain, Ferdous and Mort further iterated that effective frequency of advertising enhances consumer attitude to buying advertised brands. It is essential for the study to evaluate and premise SMA in the context of the advertising value model which was proposed by Ducoffe (as cited in Logan, Bright & Gangadharbatla, 2012).

The model has three main dimensions of advertising that is believed to impact on buying decisions and behaviors of customers. Firstly, SMA is the antecedent of attitude towards advertising constructs. The key components of SMA as proposed by Ducoffe (1995) include informativeness, entertainment and irritation. By informativeness, the model proposes that such adverts should contain relevant brand information which should equip consumers to learn about marketing offering being advertised via social media.

Social media adverts are also equipped with exchange of information (Bonds, Raacke & Raacke, 2010). Entertainment refers to the value derived from gratifying SMA by both consumers and advertisers alike (Schlinger, 1979). Entertainment is also anchored on the degree of involvement or participation in SMA, particularly those that are modelled around social media games (Hoffman & Novak, 2012). This is again regarded as a strong positive

significant predictor of consumer brand attitude towards advertised products (Kusi, Domfeh & Kim, 2018).

Irritable SMA pushes away customers to advertised brands (Logan, Bright & Gangadharbatla, 2012) and therefore irritation has negative relationship between customer attitude towards advertised brand. Such adverts are seen as manipulative, annoying and offensive (Greyser, 1973). Irritable adverts evoke little advertising effect and therefore creates displeasure regarding the message being transmitted through such advertising. Irritable adverts are regarded as deceptive hence limiting its positive impactful potential in marketing arena (Logan, Bright & Gangadharbatla, 2012). Social media adverts that are not irritable are have greater tendency cause consumers to recall advertised brands and subsequently be persuaded by such adverts (Wang & Genc, 2019).

Furthermore, it was empirically found that positive attitude towards online advertising causes consumers to do more clicking which ultimately leads to higher online shopping frequency (Wang & Sun, 2010). Particularly, Wang and Genc, (2019) discovered that millennials adopt SMA that are not irritable. Some advertising strategies are labelled negative and are said to be spreading sporadically globally (Robideaux, 2013; Harms, Bijmolt & Hoekstra, 2019) and comes in many forms (Campbell & Evans, 2018) such as negative social media post, negative sponsored hyperlinks and negative content (Harms, Bijmolt & Hoekstra, 2019; Li & Wang, 2019).

It is also acknowledged that SMA induces consumer arousal and pleasure which are important emotional states that have strong impact on consumer buying decision process and actual buying consumer buying

behavior (Kusumasondjaja & Tjiptono, 2019). Arousal therefore encapsulates the desire to do something that is stimulated by the possibility of positive feelings or experiences, especially personal experiences (Holmqvist & Lunardo, 2015). It also deals with how customers deal with advertising sequencing which induces unconscious reactions among customers. Arousal levels of discrete emotions influences online virality of adverts (Berger & Milkman, 2012).

It thus means social media adverts that are built on creating sense of pleasure to induce emotional arousal of customer could create positive attitude towards advertised brands especially impulse buying through such platforms (Kusumasondjaja & Tjiptono, 2019; Graa & Dani-el Kebir, 2012). Pleasure on the other hand refers to a continuum of emotional state ranging from extreme happiness to extreme unhappiness (Menon & Kahn, 2002). To have favorable impact on consumer attitude, adverts should be credible. Advertising credibility refers to consumers' perceptions about the truthfulness and believability of advertising in generic sense (Verma, 2014).

Credibility has three dimensions including source credibility, message credibility and media credibility (Li & Wang, 2019). Source credibility may have favourable, unfavorable or neutral effect on consumer buying attitude. Credibility is established when one can rely on past product performance to predict future outcomes. Source credibility was treated as a moderator (Harms, Bijmolt & Hoekstra, 2019). In a given study, it was disclosed that negative adverts stimulate most ethical concerns which brings the credibility of adverts into disrepute by misleading others and thereby blurring the boundary between news and advertising (Matteo & Dal Zotto, 2015).

Importance of Social Media in Business Context

Social media adverts create the chance for businesses to allow brands to leverage real world of mouth and particularly recommendations between and among friends. SMA clicks are cost effective and offers attractive turn-around time for producing and getting adverts live on social media, hence facilitating instant feedback (Matteo & Dal Zotto, 2015). It also aids customization and interactive service provision (Kusumasondjaja & Tjiptono, 2019), strengthen consumers' efforts to creating and maintaining a strong social network (Kaplan & Haenlein, 2010) and willingness to pay more (Matteo & Dal Zotto, 2015).

Small and Medium Enterprises and Usage of Social Media

There are limited empirical data on SMEs in Ghana in a general sense (Mensah, 2004). SMEs account for 45% of jobs in developing countries and contributes on the average, 33% of GDP (Owusu, 2019). However, it was asserted that about 90% of all registered companies in Ghana are by nature and size SMEs (Fuseini, 2015). There are several different criteria for defining SMEs globally including number of workers employed, value of fixed assets and annual rate of turnover. Same is the case of Ghana (Oppong, Owiredu & Churchill, 2014).

Per the definition proposed by the GSS (based on the number of employees), all businesses employing up to 9 employees are classified as micro-and small-scale enterprises, those businesses employing between 10 and 29 workers were classified as medium-scale enterprises while those employing 30 or more employees are considered large-scale enterprises. NBSSI on the

other hand defined SMEs based on value of fixed assets and number of employees. All businesses employing up to 5 workers with fixed assets value not exceeding $10,000.00 excluding land and building are considered micro-enterprise. Again, businesses employing between 6 and 29 workers with fixed assets not exceeding $100,000 excluding land and buildings are classified as small-enterprises (Owusu, 2019).

SMEs in Ghana are privately owned by single individuals and are found in broad spectrum of industries in the Ghanaian economy (Mensah, 2004). Nature of businesses among SMEs include but not limited to restaurants and food vendors, barbering saloons, carpentry and furniture making shops, hair dressing saloons, clothing and tailoring shop, private schools, small scale manufacturing firms, firewood supply, soap processers, aqua-culture, concrete block production, professional practice crew, commercial poultry, chemical poultry, home services (Kayanula & Quartey, 2000; Ackah & Vuvor, 2011; Fuseini, 2015; Oppong, Owiredu & Churchill, 2014).

Typically, these SMEs focus on serving the domestic market with their variety of marketing offerings including goods, services, place experience, ideate cetera. Most SMEs in Ghana are not registered and are located in urban areas with those located in rural area being dominated by family groups, individual artisans, women in food processing. Owners and managers of these SMEs are typically characterized as having limited formal education (Evans, Josephine & Yeboah, 2015; Kusi, Agbeblewu & Nyarku, 2015) with strong private funding (Owusu, 2019), information asymmetry (Saxton & Anker, 2013).

Although there is general perception about limited usage of Internet in Africa with 39.8% penetration rate as December, 2019, Ghana, however is among the countries in sub-Saharan African region that boast of intensive usage of internet by her citizens. The internet growth rate in Ghana is estimated to be 39,026% between 2000 to 2019. Internet user as at June, 2019 totaled 11,737,818 with a penetration rate of 39.0%. with 4,900,000 Facebook users as at 31st December, 2018 (Zaglago, 2019). Particularly there is advancement in mobile internet connectivity. According to Kemp, (2018) 3.5 million people got connected to mobile internet which led to more than 300 people getting connected globally. Some Ghanaians and for that matter SMEs in operating in Ghana actively utilize Facebook, Instagram, Twitter and YouTube thereby creating opportunity for SMEs to exploit in the digital age of business particularly online transactions (Zaglago, 2019).

The Concept of Marketing Performance

Performance is a broad concept and could be measured along varying dimensions (Lebas, 1995) depending on user's need and objective (Afriyie, Du & Musah, 2019; Oduro, 2019). Marketers are being pressured to justify firm's investment or expenditure on marketing (Gao, 2010; Adesoga & James, 2019). MP has been conceptualized as a firm's effort to know and meet the needs and tastes of consumers (Nataya & Sutanto, 2018). On the other hand, Tende, Achebelema, Jude, Anyakie and Tende, (2020) see MP as the measurement and assessment of marketing results using specific indicators. Performance could be modelled based on behaviuor (employee performance or corporate behavior), functional area (MP, operational performance), context (contextual

performance or task performance) or in monetary terms (financial performance and non-financial performance).

MP is a multi-dimensional construct (Gao, 2010) hence the need for developing marketing metrics which is conceptualized as the performance indicators top management use for tracking and assessing the progress of marketing activities and investment (Ambler, 2000). Holistically, marketing productivity merges both marketing efficiency and marketing effectiveness (Gao, 2010) thereby changing the traditional view of marketing function (Vorhies & Morgan, 2003; Gao, 2010). Thus, marketing productivity is modelled on the ratio of marketing results to marketing cost. This promotes marketing accountability (Adesoga & James, 2019).

MP can be measured in terms of qualitative dimensions and quantitative dimensions. Among the qualitative measures of MP are corporate image, sales enquiries, brand equity, customer loyalty, brand positioning, market share, competitive advantage, market potential, customer attraction, customer retention, product trials, customer satisfaction, speed to market and competitiveness, customer lifetime value, innovation (Gao, 2010; Afriyie, Du & Musah, 2019; Oduro, 2019). Among the key quantitative monetary measures are sales, sales growth, market share, profit, increased sales transaction, (Oduro, 2019).

Empirical Review

Kusumasondjaja and Tjiptono (2019) sought to assess the effect of endorsement and visual complexity in food advertising on Instagram. The study employed experimental research design with a 2 x 2 factorial between-subjects design. The respondents were randomly selected and assigned to the

four prepared stimuli and having spent some time viewing the stimuli, the respondents were then asked to respond to the structured questionnaires given to them. Successful manipulation checks were conducted which eventually proved successful. The participants included undergraduate students at several universities in Indonesia and these students were deemed to be active users of social media, particularly social media. Structured questionnaire was used for the collection of the primary data. A 7-point Likert scale was used to measure the opinions of the respondents regarding the constructs that were tested.

The constructs included pleasure (5 items), arousal (5 items) and purchase intentions (5 items). Participants were selected through purposive sampling technique. These participants were all users of Instagram and at the time of the study were active users. It was discovered that Ingram Adverts indorsed by celebrities generates more pleasure and arousal than those adverts endorsed by food experts. Arousal was seen as a significant positive mediator for type of endorser and purchasing intention.

Another study was conducted by Raji, Rashid and Ishak, (2019) that assessed the impact of social media content and sales promotion content on behavioral intention after controlling for the mediating role of brand image. The study was conducted in the automotive industry of Malaysia particularly for customers that have Toyota, Perodua, Proton or Honda as their preferred brands. Cluster sampling was employed: Northern Region, Central Region, Southern Region and Kuantan Region in the study. The social media platforms that were targeted for SMA for these automotive brands included YouTube, Instagram, Facebook and Twitter. The development of the scale for the primary data collection was done through multi-stage technique.

The measures of these constructs were adopted from an existing empirically validated scale. Similar approach was used for measuring behavioral intentions. These constructs were however measured on a 7-point Likert scale. Semi-structured interview was however carried out for the restructuring of the adopted scales. An Exploratory Factor Analysis was carried out to assess the validity of the instrument as well as KMO and Bartlett's test. 615 usable responses were obtained representing 76.8% of the distributed questionnaires.

The results of the study proved that there was a statistically significant positive relationship between SMA content and hedonic brand image and functional brand image. Hedonic brand image and functional brand image significantly predicted a positive variance in behavioral intention. Both hedonic brand image and functional brand image significantly mediated the predictive relationship between SMA content and behavioral intention.

In another study, Thornhill, Xie and Lee (2017) examined the role SMA in a competitive market, with special emphasis on effect on social media on earned and owned exposures on brand purchase. The study relied on a secondary dataset The study relied on data from Facebook. Consumers' daily activities were aggregated based social media exposure and classified into six brands with their purchase into biweekly sums. Logarithm of the brand purchase value was treated as the dependent variable whilst the independent variables included OSM exposures and ESM exposures.

Carry over effects of advertising were controlled for based on first-order and second-order lagged variables. The model specification therefore treated SMA as endogenous variable whist time dummies were included and

treated so as to capture demand fluctuation over time. It was discovered that OSM positively related with brand purchase much as ESM also positively associated with purchase value. On the average, the study proved that extra unit of biweekly ESM exposure increased brand purchase by 52%. Besides, brand purchase was induced strongly by social media promotions. OSM per brand also had positive significant association with purchase value.

Duffett (2015) conducted a study that sought to assess the influence of Facebook advertising on intention-to-purchase and purchase amongst Millennials. Specifically, the study sought to assess whether Facebook have an effect on intention-to-purchase as well as purchase among South African millennials. The study was conducted in South Africa, specifically by targeting those in Western Cape and was based on descriptive research design. Primary data collection was done through administration of structured questionnaires. The study relied on quantitative data analytical approach to measuring and analyzing the specific research objectives. Millennials in these organizations were targeted and through systematic sampling technique, the respondents were selected to participate in the study. All ethical considerations were observed accordingly.

A total of 3,521 usable questionnaires were collected within three-month period from April to June, 2013. Statistical Package for Social Sciences (SPSS version 21.0) was used for the data processing. Reliability of the scale was measured through the Cronbach's Alpha value. Pearson product-moment correlation, Analysis of Variance (ANOVA) and post-hoc (Bonfeerroni pairwise comparison) were the tools employed for the analysis of the

hypotheses of the study although descriptive statistics were used for measuring the demographic characteristics of the respondents.

It was discovered that Facebook advertising has positive significant effect on Millennials' intention-to-purchase and purchase although at a marginal level. Besides, it was established that social media usage time (two or more hours) per log-in session induced interactive communication among the social media users. The ANOVA results with respect to the post-hoc analysis showed that with population group exhibited lower tendency to have the intention-to-purchase compared to the black and colored ethnic groups. Gender and age failed to moderate intention-to-purchase and purchase among the Millennials due Facebook advertising.

O'Sullivan, Abela and Hutchinson, (2008) conducted an empirical study in the European high-technology sector by examining the measurement of MP and firm performance. A 7-point Likert scale was used for measuring the opinions of the respondents 12-itme construct that represented MP measures. Dependent variable considered in the study was firm performance and CEO satisfaction with marketing. Key indicators of firm performance included sales, profits, return on assets and stock returns. Mediating variables included marketing budget size, firm size and firm age.

The data was obtained from the European Chapter of the Chief Marketing Officers Council through structured questionnaire administration. The questionnaires were administered through online channel between February and March, 2005. 445 senior marketers were surveyed. However, 35.28% return rate was obtained representing 157 respondents. Holistically, it was found that MP measurement ability positively affected firm performance.

again, reporting frequency mediated such relationship but partially mediated the relationship subjectively measured performance.

Lessons from Empirical Review

It can be seen from the studies so far reviewed that although all of them touched on social media and SMA, none of them however sought to examine the effect of SMA on MP of SMEs in Ghana hence this study is unique given its setting and context because it contributes empirically regarding the nature of relationship between the constructs of interest. Again, almost all the studies considered in the impact of social media and SMA on consumer behavior and attitude particularly regarding purchasing behavior. This study however considers how social media benefits business (SMEs) in terms of their MP. Again, social media selected for these studies were studied individually but this study however considered advertising on multiple social media platforms such as Facebook, Instagram, WhatsApp, Twitter and YouTube in a single study. These social media platforms are the most used in Ghana (Zaglago, 2019).

Since most of the studies relied on structured questionnaires and secondary sources of data for such studies, this study also relied heavily on primary data for the conduct of this empirical study through structured questionnaire administration. Thus, the study surveyed managers and or owners of SMEs located within Tema Metropolis in the Greater Accra Region of Ghana concerning their opinions about how SMA on MP of their businesses. On methodological issues, different approaches were employed by these studies in terms of sampling techniques and upon examining them, this study employed stratified sampling technique for the selection of the

respondents that were surveyed in this study. This was informed partly because of the nature of characteristics in terms of size of firms considered in the study. The unit of analysis was thus at the organizational level given the nature of measurements of the constructs considered in the study.

Since Likert scale type of measures were employed by various studies, this study also employed a 5-point Likert scale in measuring the opinions of the respondents on the indicators the measured the constructs that were targeted in this study. Most of the studies recorded lower return rates therefore this study employed some strategies to improve the return rate of this study. The design of structured questionnaire was such it made easy for the respondents to complete them without any difficulty. Again, rapport was built with the respondents and this facilitated the cordial relationship between the researcher and the respondents, hence the completing of the questionnaires on time. Phones calls were made to the respective respondents to remind them about the need to filling the questionnaires that had been administered to them. Structural Equation Modeling will be used for the analysis of the of specific research objectives. This is an improvement in the methods employed some empirical studies (Duffett, 2015; Thornhill, Xie & Lee, 2017; Raji, Rashid & Ishak, 2019)

Conceptual Framework

Based on the overall purpose of the study, the theoretical underpinning of the study, trends identified in the empirical review and the nature of specific research objectives, this conceptual framework was proposed to explain the nature of interrelationships among the key constructs of the study. Since the study by nature is non-interventional causal studies, it becomes necessary for

one to define and operationalize the constructs that were considered in the study. SMA was considered the independent variable and it is by nature a second order construct because it is measured by sub-measures such as informativeness, entertainment, irritation, arousal, credibility and advertising value. It is expected that changes in SMA is likely to cause changes in the MP of the selected SMEs in the Tema metropolis. MP was operationalized and treated as the dependent variable because changes in its value are subjected to changes in SMA.

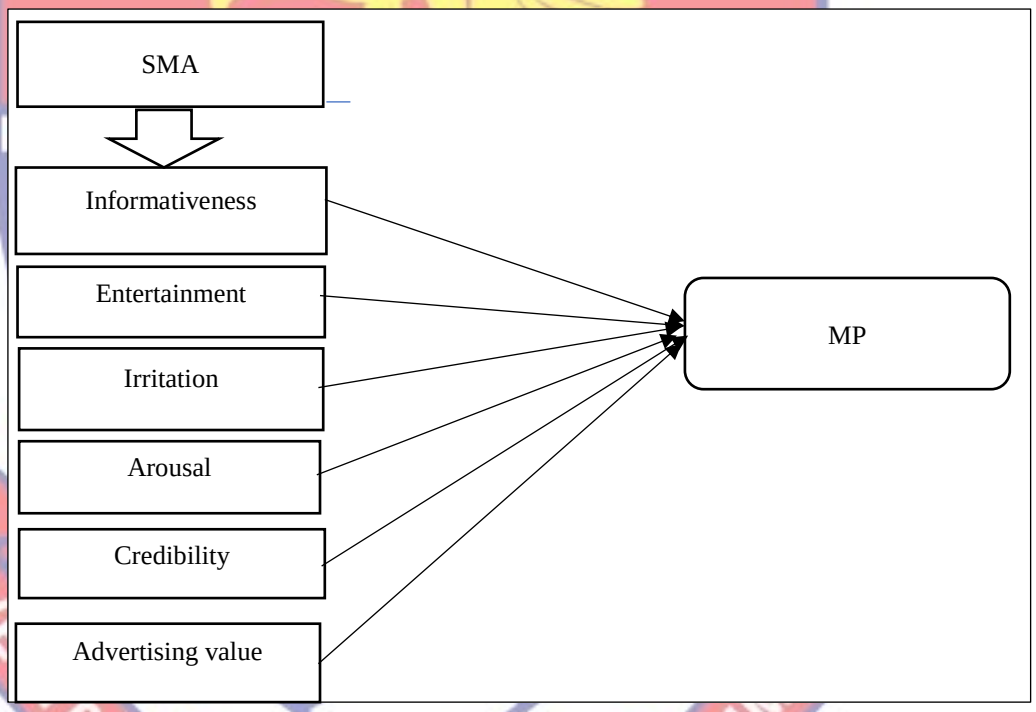

Figure 1: Conceptual Framework
Source: Author's Own Construction, (2020)

It is proposed that there are positive linear association between SMA and MP of SMEs that employ SMA in that, it is believed that favorable scores on SMA is associated with favorable scores on MP and unfavorable scores on SMA is also associated with unfavorable scores on MP of these SMEs. Furthermore, it is expected that favorable scores on SMA causes favorable improvement is MP of SMEs operating in Tema metropolis in Ghana. It is also

expected that unfavorable scores on SMA will cause unfavorable variance in MP of SMEs that utilize social media.

Chapter Summary

The chapter has provided information in relations to the theoretical dimension of the study, explained in the details, the key concepts under investigation, has provided empirical evidence on the nature of relationship among the variables and finally has given information on the conceptual framework that underscores the purported relationship existing among the variables of interest.

CHAPTER THREE

RESEARCH METHODS

Introduction

The study examined the effect of SMA on MP of small and medium enterprises in Ghana. Specifically, the study targeted SMEs in Tema Metropolis. This chapter provides information relating to the methodological approaches and techniques that were utilized to gather and analyze the primary data in lieu of the formulated specific research objectives considered in the study.

Research Design

To be able to carry out scientific research that supports the generalizability of findings in real world situation, there is the need to employee the right kind of research design that fits the study (Sileyew, 2019; Creswell & Clark, 2007). The research approach sets the parameters in the methods to be employed for data collection, analytical approach in respect of the gathered data as well as how the is going to answer the research questions posed in the context of the study (Grey, 2014). The study employed the explanatory research design in the context of this study. The choice of the explanatory research design is anchored on the fact that the study examined how changes in the independent variables (Proxies of SMA) induce changes in the dependent variable (MP of SMEs).

This approach perfectly fits studies of causal nature in which appropriate statistical techniques are employed to quantitatively test hypotheses in a non-interventional manner. Since much is known about the measures of the constructs considered in the study, it became necessary to

employ this approach to examine why and how SMA explains changes in MP of SMEs in Tema Metropolis (Gray, 2014). The study is prediction-based, backed with quantitative approach to measuring the constructs and analyzing same, the use of explanatory research design is a step in the right direction.

Research Approach

The study adopted the quantitative research approach because the study examined a phenomenon by collecting numerical data that were analyzed with statistical approaches (Aliaga & Gunderson, 2000). Owing to the nature of the study objectives, coding was carried out in respect of the primary data collected with the structured questionnaires in statistical package for social sciences (SPSS version 25.0) to obtain an accurate, complete, valid and reliable datafile for testing through use of appropriate statistical techniques that generated numeric output for decision making (Baye, Sarhie & Endalew, 2018).

The essence of the quantitative research approach is to quantify behaviors, opinions, attitudes and other variables and to make generalization from a larger population. Thresholds established for the analytical techniques aided the interpretation of the results of the tested research objectives considered in the study (Sileyew, 2019).

Area of Study

The study targeted SMEs operating in Tema Metropolis, in Greater Accra Region of Ghana. Tema Metropolis is noted for numerous SMEs operations partly due to the fact that Tema is regarded as the industrial hub of Ghana (Boah, 2018). These SMEs employ massively, SMA when it comes to

communicating the value propositions of their operations (Aidoo, 2018). However, no study has been conducted to examine how SMA affect the MP of these SMEs operating in the Tema Metropolis although some studies examined social media as a marketing tool for SMEs in the metropolis (Aidoo, 2018) and adoption of mobile money by SMEs (Amos-Abanyie, 2019).

Target Population

Population of a study constitutes a complete group of persons or individuals, objects or units from which sample is drawn for measurement (Siebu, 2019). According to Creswell (2014), prerequisite for selecting samples in study, is the definition of the study population as narrowly as possible and that sample size determination is dependent on the number of elements in the target population, alongside state of homogeneity, costs and extent of precision required (Amos-Abanyie, 2019). The target population included SMEs operating in the Tema Metropis. An estimated 15,000 SMEs constituted the main target population (Boah, 2018). Non-registered SMEs that were currently operating in Tema metropolis and those SMEs outside the metropolis were excluded from the target population.

Sampling Procedure

In order to come up with representative sampling size for studies that rely on sample size for generalization of research findings, it becomes imperative for the estimation sampling size. Since the study is predictive-oriented, the determination of the sample size was based on a formulated proposed by Pallant, (2005). Sample size >50 + (8*Number of predictors). Based on this formula, a sample size of 98 SMES was determined which

formed the base for the cases relied for the data collection and analysis. However, since this is a minimum sample size, 248 SMEs were targeted for the study.

Based on the heterogeneity of the elements in the sampling frame, stratified sampling technique was employed for the selection of the participants of the study (Parsons, 2014). Random numbers were generated for the SMEs through computer application which aided the selection of the participants in a random manner which a prerequisite for predictive studies (Fu, Cheng, Yang, Batista & Jiang, 2020). This comprised 87 small enterprises and 161 medium enterprises that were operating in Tema Metropolis, in service, manufacturing and agriculture industries.

Data Collection Instrument

Data collection was carried through structured questionnaires. In structured questioning, pre-coded responses are included for all items measuring the constructs. The usage of structured questionnaires for primary data collection in predictive studies is supported by some previous empirical studies (Courvoisier & Etter, 2010; Zhu, Hu, Xu & Tang, 2021). The opinions of the respondents on the items measured for the key constructs were measured on a 5-point Likert scale. The scales measuring the constructs were adapted from previously validated scales.

Validity and Reliability

Validity and reliability of the constructs were measured with appropriate statistical techniques. In the case of the internal consistency of the

data for the constructs considered in the study, Cronbach's Alpha was used for measuring the reliability in that regard. The results are presented in Table 1.

Reliability Statistics

Table 1: Reliability Results

Construct	Cronbach's Alpha	No. of Items
Informativeness	0.807	6
Entertainment	0.891	7
Irritation	0.743	3
Advertising Value	0.870	5
Arousal	0.866	5
Credibility	0.846	6
Marketing Performance	0.927	19

Source: Field survey, (2020)

The finding in Table 1 show that the subscales of the study were reliable considering the primary data collected, with the reason being that internal consistency which was measured by the Cronbach 's Alpha were above the minimum verges of 0.70 (Bujang, Omar & Baharum, 2018).

Validity

The validity constructs that were measured in the context of this study was insured by using some procedures. The study adapted the scales from empirically validated sources, subjected them to scrutiny by marketing communication expert evaluation and as well sought expert modifications from the project supervisor. Again, principal component factor analyses were carried out for the subscales to statistically measure the validity of the subscales. KMO and Bartlett's Tests of Sphericity need to be satisfied before one can proceed to interpret the results of the principal component factor analysis. The results are as follows:

Table 2: KMO and Bartlett's Tests

		Informativeness	Entertainment	Irritation	Advertising Value	Arousal	Credibility	MP
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.809	0.851	0.676	0.924	0.833	0.800	0.866
Bartlett's Test of Sphericity	Approx. Chi-Square	482.268	919.274	168.519	1647.179	600.343	665.363	3809.266
	Df	15	21	3	45	10	15	171
	Sig.	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Source: Field Survey, (2020)

The KMO measure of sample adequacy and Barlett's test of sphericity shows: informativeness was meritorious and significant, entertainment was meritorious and significant, irritation was mediocre and significant, advertising was marvelous and significant, arousal was meritorious and significant, credibility was meritorious and significant, and MP was meritorious and significant. The overall conclusion is that the sample size that was used for the factor analysis was adequate and spherical.

Validity: Informativeness

Table 3: Component Matrix[a]

	Component 1
SMA is a good source of product information	0.560
SMA supplies relevant product information	0.662
SMA provides timely information	0.821
SMA is a good source of up-to-date product information	0.730
SMA is a convenient source of product information	0.821
SMA supplies complete product information	0.699

Source: Field Survey, (2020)

The results show the items validly measured the construct Informativeness because the component scores for all the items are greater than 0.3 (Pallant, 2005).

Validity: Entertainment

Table 4: Component Matrix[a]

	Component 1
SMA is entertaining	0.710
SMA is enjoyable	0.843
SMA is pleasing	0.793
SMA is exciting	0.832
SMA is relaxing	0.798
SMA makes clients happy	0.774
SMA satisfies users and customers	0.687

Source: Field Survey, (2020)

The construct "entertainment" was measured validly by above listed items. This is because all the items have values greater than 0.3 (Pallant, 2005).

Validity: Irritation

Table 5: Component Matrix[a]

	Component 1
SMA not insult people's intelligence does	0.839
SMA is not deceptive	0.829
SMA is not confusing	0.768

Source: Field Survey, (2020)

The items of the construct "irritation" validly measured the construct. The results prove this by showing that all the items have scores greater than 0.3 (Pallant, 2005).

Validity: Advertising Value

Table 6: Component Matrix[a]

	Component 1
SMA is valuable	0.793
SMA is useful	0.865
SMA is important	0.829
SMA influences consumer buying behavior	0.842
SMA builds strong brands	0.758

Source: Field Survey, (2020)

The results show that the items of the construct "Advertising Value" validly measure the construct. The values of all the items are greater than 0.3(Pallant, 2005).

Validity: Arousal

Table 7: Component Matrix[a]

	Component 1
SMA excites customers	0.740
SMA gets customers aroused	0.770
SMA frenzies customers	0.820
SMA is sensational to customers	0.834
SMA stimulates customers	0.881

Source: Field Survey, (2020)

The values of all the items showed that Arousal was validly measured by the items of the construct since all the items had values greater than 0.3(Pallant, 2005).

Validity: Credibility

Table 8: Component Matrix[a]

	Component 1
SMA provides honest brand information	0.820
SMA provides factual brand information	0.788
SMA provides truthful brand information	0.825
SMA provides reliable content	0.788
SMA is believable	0.773
SMA is convincing	0.519

Source: Field Survey, (2020)

The results show that the items validly measured the construct "Credibility" since all the items had scores greater than 0.3 (Pallant, 2005).

Marketing Performance

Table 9: Component Matrix[a]

	Component 1
There is massive improvement in market share	0.533
There is massive improvement in sales volumes	0.698
There is massive improvement in profitability	0.774
There is massive improvement in frequency of customer interactions	0.851
There is massive improvement in customer loyalty	0.744
There is massive improvement in brand association	0.730
There is massive improvement in market expansion	0.707
There is massive improvement in lower advertising expenditure	0.778
There is massive improvement in order fulfillment rate	0.707
There is massive improvement in sales revenue	0.815
There is massive improvement in quick response to customer orders	0.687
There is massive improvement in pervasive product promotion	0.726
There is massive improvement infrequent product purchases	0.745
There is massive improvement in internationalizing	0.755
There is massive improvement in provision of knowledge to compete with larger firms	0.761
There is massive improvement in return on SMA	0.364
There is massive improvement in sales enquiries	0.683
There is massive improvement in sales transactions	0.648
There is massive improvement in customer satisfaction	0.599

Source: Field Survey, (2020)

The results proved that all the items that measured the construct MP validly measured the construct since they all had scores greater than 0.3 (Pallant, 2005).

Data Collection Procedure

Primary data collection was carried out through self-administration. The exact method employed was the drop and pick method. Thus, after formal permission was sought from the respective SMEs that qualified for sampling given the inclusion of their code name into the generated corresponding random numbers, the questionnaires were given to the participants at their various work places. Respondents were called via phone to remind then participants as to the need to complete the administered questionnaires. The issuance and the collection of 248 questionnaires began in June, (2020) and ended in November, (2020). A response rate of 100% was recorded. This was partly achieved because of the rapport built between the researcher and the respective participants. The participants included owner and or managers of SMEs in Tema Metropolis.

Data Processing and Analysis

The primary data collected through the structured questionnaire administration were cleansed, coded and entered into the statistical package for social sciences (SPSS version 25.0) for processing. The choice of the applied statistical techniques embedded in the SPSS application was influenced strongly by the nature of the research objective pursued in context of this study (Demfeh, Kusi, Nyarku & Hunsaker, 2018). The unit of analysis of the study was at the firm level.

Once the validity and reliability of the items and the primary data were established, data transformation was done to obtain composite variables that aided the holistic approach to data analysis in respect of the specific research objectives. Similar approach was employed in some previous empirical studies

(Demfeh, Kusi, Nyarku & Hunsaker, 2018; Nyarku, Kusi, Domfeh, Ofori, Koomson & Owusu, 2018). Pearson product-moment correlation was conducted to examine the nature of association between SMA and MP of SMEs. The second objective was tested by configuring of multiple regression whilst the last objective was analyzed with independent samples t-test. The findings were summarized and presented on Tables and Figures.

Ethical Consideration

Certain ethical considerations were observed in the context of this study. Ethical clearance was granted by the institutional review board of the University of Cape Coast before the student commenced the gathering of the primary data. The purpose of the study was explained to the participating SMEs. Informed consent was sought from the participating SMEs before the primary data were collected from them. The design of the structured questionnaire was such that the privacy and unanimity of the participants were respected. The primary data collected was kept confidential. No data manipulation was entertained and therefore the results obtained were dully presented as such in a clear, coherent manner.

Chapter Summary

The chapter has provided insightful information regarding how the study was carried out in respect of data collection, analysis and presentation. Key issues that are detail the methodologies employed in the study were explained and backed with empirical supports.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

The study examined the effect of SMA on MP of SMEs operating in Tema metropolis in Greater Accra Region of Ghana. The previous chapter provided information with regards to the various methodological approaches that were used for the gathering, processing and summarising the data as part of finding out about the research objectives. This chapter provides information involving the findings and recognizing the specific research objective articulated in the context of the study. An extensive discussion was also made focusing on the findings, given their implications. The findings are then associated with the positions of preceding empirical studies.

Demographics

The demographic information of the participangts was measured with descriptive statistics of frequency and percentage. These descriptive tools are appropriate for nominal scale items such as the variables that were included in the demographics of the respondents. Table 2 shows the results. The study discovered that the industry type of most of the organisations that engaged in SMA was service delivery (55.6%), followed by manufacturing firms (30.2%), and then firms within the agricultural industry (14.1%). Having information from different industry type provides a broader ground for consensus to be reached in respect of validity and reliability of the findings in given cognizance of the specific research objectives.

Table 10: Demographic Information

Variable	Option	Frequency	Percentage (%)
Industry type	Service	138	55.6%
	Manufacturing	75	30.2%
	Agriculture	35	14.1%
Length of usage for business purpose	Less than a or equal to a 1 year	23	9.3%
	2 years	106	42.7%
	3 years	51	20.6%
	4 years	55	22.2%
	5 years and above	13	5.2%
Mode of access of SMA	Mobile device	97	39.1%
	Personal computer	110	44.4%
	Mobile and personal computer	41	16.5%
Firm size	Small-sized enterprise	87	35.1%
	Medium-sized enterprise	161	64.9%
Job title	General manager	44	17.7%
	Owner	141	56.9%
	Marketing manager	40	16.1%
	Sales manager	23	9.3%
Status of SMA	Yes	156	62.9%
	No	92	37.1%
Log on frequency	Daily	74	29.8%
	2-4 a week	100	40.3%
	Once a week	59	23.8%
	2-4 a month	14	5.6%
	Once a month	1	4%
Preferred social media site for advertising	Twitter	39	15.7%
	Facebook	93	37.5%
	Instagram	102	41.1%
	YouTube	14	5.6%
Kind of education	Formal education	195	78.6%
	Non-formal education	53	21.4%
Level of formal education	Junior High School Certificate	45	18.1%
	Senior High School Certificate	45	18.1%
	Diploma	72	29.0%
	First Degree	39	15.7%
	Masters	35	14.1%
	PHD	12	4.8%

Source: Field Survey, (2020)

With respect to the length of usage of social media for advertising for business purpose, the results showed that (42.7%) of the respondents had used social media for two (2) years followed by (22.2 %) who have used social media for four (4) years. 20.6 % have used social media for three (3) years with (9.3 %) using social media for less than 1 year and the remaining (5.2%) using social media for advertising for 5 years and above. The dominance of firms using SMA for two years (2) and very few using SMA for more than five (5) years implies that most businesses operating in Ghana are new to the use of SMA for their products or services. This confirms the position of Kemp, (2018).

The study also shows that most of the firms rely on personal computer as their mode of access of SMA (44.4%) whilst the (39.1%) of the firms use their mobile device and the remaining (16.5 %) use both mobile and personal computer. Considering the size of the businesses that make use of SMA the study showed that most of the firms were medium sized enterprises (64.9%) given the nature of the number of workers they employed as operationalized in the contest of this very study. However, a sizeable number of the businesses were small- sized (35.1 %).

As shown, 56.9% of the respondents were owners and 17.7 % were general managers, 16.1 % were marketing managers and the remaining 9.3 % were sales managers. The status of the SMA of firms was also assessed. The study revealed that majority of the firms made use of SMA (62.9%) and the remaining 37.1 % of the firms were not using social media platforms for advertisement. The examination of the log on frequencies showed that most of the firms log on to their social media platforms 2- 4 times a week (40.3%),

(29.8 %) log on to their social media platforms on a daily basis whilst (23.8%) log on to their platforms once a week and the remaining (5.6%) log on to their social media platforms 2-4 times in a month.

The study also assessed the preferred social media site for advertising. Advertisements were done on Instagram (41.1%) whilst (37.5 %) of respondents used facebook for their advertisement, (15.7%) used twitter and the remaining (5.6%) used Youtube for their SMA. The study further investigated what influenced respondents to utilize social media as a means of advertising their products and services. The results proved that (62.9%) believe that the ease with which social media advertises their products influenced them to use social media for advertising their products while the remaining (37.1%) stated that the effectiveness of social media in advertising their products influenced them to use social media for advertising their products.

The examination of the kind of education that owners of the firms that engage in SMA had revealed that (78.6 %) of these respondents had formal education and the remaining (21.4%) had non formal education. The level of education of those who have had formal education was also assessed and the study revealed that (29.0%) had diploma, (18.1 %) had junior high school certificate and senior high school certificate respectively, (15.7%) had first degree, (14.1 %) of the respondents were masters holders and the remaining (4.8%) were PHD holders.

Preliminary Analysis

Table 11: Common Method Bias

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
(INF)	3.121	52.019	52.019	3.121	52.019	52.019
ENT)	4.245	60.643	60.643	4.245	60.643	60.643
(IRR)	1.981	66.037	66.037	1.981	66.037	66.037
(ADV)	3.348	66.955	66.955	3.348	66.955	66.955
(ARO)	3.285	65.707	65.707	3.285	65.707	65.707
(CRE)	3.461	57.691	57.691	3.461	57.691	57.691
(MPF)	9.532	50.166	50.166	9.532	50.166	50.166

Source: Field survey, (2020)

The results of Harman's single factor method showed there was a threat of common method bias for informativeness, entertainment, irritation, advertising, arousal, credibility, MP because they all recorded a % of variance of more than 50% ((Tehseen, Ramayah & Sajilan, 2017).

Test of Normality

Table 12: Descriptives

			Statistic	Std. Error
MP	Mean		3.3716	0.05525
	95% Confidence Interval for Mean	Lower Bound	3.2628	
		Upper Bound	3.4804	
	5% Trimmed Mean		3.3466	
	Median		3.0526	
	Variance		0.757	
	Std. Deviation		0.87005	
	Minimum		2.11	
	Maximum		6.11	
	Range		4.00	
	Interquartile Range		1.58	
	Skewness		0.497	0.155
	Kurtosis		-0.992	0.308

Source: Field Survey, (2020)

The test of normality results for the dependent variable (MP) depicts that the distribution of the data with regards to the SMA was approximately normally distributed because the skewness and Kurtosis values were closer to zero (Kim, 2013; Loperfido, 2020).

Objective 1: Relationship Between SMA and MP

The analysis was done with a Pearson product –moment correlation which is a typical parametric statistical technique for exploring linear

relationship in research (Akoglu, 2018). Composite variables were formed for the respective constructs under consideration in the context of this study. The classification of the correlation results depends on the following cut-off points suggested by Cohen (1988) in that respect r=0.10 to 0.29 or r=-0.10 to -0.29 (Very Weak); r=0.30 to 0.49 or r= -030 to -0.49(Weak); r=0.50 to 0.69 or r= -0.50 to -0.69 (moderate); r=0.70 to 0.99 or r= -0.70 to -0.99 (Large). The findings in respect of the correlation results are presented in Table 13.

The correlation results prove there is a statistically significant positive strong linear relationship between entertainment and MP (r= 0.841; p=0.0001: p< 0.05). This finding does not however signal causality in such relationship they only correlate positively and significantly in statistical terms. This finding supports the position of some previous empirical studies that collectively hold the claim that there is a positive significant relationship between the entertainment level of social media advertisement and MP (Kusi, Domfeh & Kim, 2018).

Table 13: Correlations

		MP	Informativeness	Entertainment	Irritation	Advertising Value	Arousal	Credibility
Informativeness	Pearson Correlation	.672**	1					
	Sig. (2-tailed)	.000						
Entertainment	Pearson Correlation	.841**	.783**	1				
	Sig. (2-tailed)	.000	.000					
Irritation	Pearson Correlation	.745**	.770**	.856**	1			
	Sig. (2-tailed)	.000	.000	.000				
Advertising Value	Pearson Correlation	.810**	.638**	.864**	.760**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
Arousal	Pearson Correlation	.819**	.709**	.889**	.736**	.831**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
Credibility	Pearson Correlation	.756**	.752**	.826**	.746**	.809**	.884**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Field survey, (2020)

The correlation results also prove that there is a statistically significant positive strong linear relationship between the social media advertisement arousal and MP of SMEs operating in Tema metropolis (r=0.819; p=0.0001: p< 0.05). This finding does not however signal causality in such relationship, the variables only correlate positively and significantly in statistical terms. It also means that the statistically significant positive strong linear relationship existing between SMA arousal and MP is not caused by chance but by a scientific interaction between these variables in the model.

Therefore, SMEs adopting the measures of SMA arousal measures may witness positive strong improvement in their MP given the existence of similar conditions in their work context as in the case of this particular study. This finding supports the position of some previous empirical studies that collectively hold the claim that there is a statistically significant relationship between arousal and MP (Graa & Dani-el Kebir, 2012).

Additionally, the correlation results prove there is a statistically significant strong positive linear relationship between advertising value and MP (r=0.810; p=0.0001: p<0.05). It also means that the statistically significant positive strong linear relationship existing between SMA value and MP is not caused by chance but by a scientific interaction between these variables in the model. Therefore, SMEs adopting the measures of SMA value measures may witness positive strong improvement in their MP given the existence of similar conditions in their work context as in the case of this particular study. This finding does not however signal causality in such relationship they only correlate positively and significantly in statistical terms. The results support

the findings of Duffett (2015) which discovered that the advertising value of SMA has positive significant relationship with MP.

Furthermore, the correlation results prove there is a statistically significant positive linear relationship between credibility and MP (r=0.756; p=0.0001: p<0.05). It also means that the statistically significant positive strong linear relationship existing between SMA credibility and MP is not caused by chance but by a scientific interaction between these variables in the model. Therefore, SMEs adopting the measures of SMA credibility measures may witness positive strong improvement in their MP given the existence of similar conditions in their work context as in the case of this particular study.

This finding implies that a statistically significant higher increase in the credibility level of SMA is associated with a statistically significant higher increase in MP and a statistically significant higher decrease in credibility is associated with a statistically significant higher decrease in MP which bolsters the findings of Matteo and Dal Zotto (2015) which posited that there is a positive significant relationship between the credibility of social media advertisement and MP. This finding does not however signal causality in such relationship they only correlate positively and significantly in statistical terms

More so, the correlation results prove there is a statistically significant positive strong linear relationship between irritation and MP (r=0.745; p=0.0001: p<0.05). It also means that the statistically significant positive strong linear relationship existing between SMA irritation and MP is not caused by chance but by a scientific interaction between these variables in the model.

Therefore, SMEs adopting the measures of SMA irritation measures may witness positive strong improvement in their MP given the existence of similar conditions in their work context as in the case of this particular study. This finding does not however signal causality in such relationship they only correlate positively and significantly in statistical terms. This result is contrary to the findings of Parreño, Sanz-Blas, Ruiz-Mafé and Aldás-Manzano, (2013) which stipulated that irritation has negative relationship between irritation of social media advertisement and MP.

In similar fashion, the correlation results prove there is a statistically significant positive moderate linear relationship between the informativeness of SMA and MP ($r=0.672$; $p=0.0001$: $p<0.05$). It also means that the statistically significant positive moderate linear relationship existing between SMA informativeness and MP is not caused by chance but by a scientific interaction between these variables in the model.

Therefore, SMEs adopting the measures of SMA informativeness measures may witness positive moderate improvement in their MP given the existence of similar conditions in their work context as in the case of this particular study. This finding does not however signal causality in such relationship they only correlate positively and significantly in statistical terms. A study conducted by Bonds, Raacke and Raacke (2010) confirms the findings of this study that there is a statistically positive linear relationship between the informativeness level of social media adverts and MP.

Objective 2: Effect of SMA on MP of SMEs

In order to assess the effect of SMA on MP of SMEs, a multiple regression technique was employed to that effect. Data transformation was carried out to obtain composite variables that allowed the conduct of holistic analysis due to the second – order nature of the measurement of the predictors. The items that were excluded at the validity testing and reliability testing were not included during the data transformation stage of the data processing aspect of this empirical study. The multiple regression results are presented as follows.

Table 14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.867[a]	0.751	0.745	0.43947	1.804

Source: Field survey, (2020)

As part of the assumptions underlying the conduct of multiple regression analysis, it became necessary to examine the assumption of auto-correlation. According to Lewis-Beck and Tien (2008) the Durblin-Watson indicator should fall within 1.5-2.5 to adequately measure auto-correlation. The result therefore shows the assumption of auto-correlation is not violated in the context of this very study, hence the conclusion that the joint relationship between the predictors (Measures of SMA) and MP of SMEs does not occur by natural order but by the scientific interaction among the indicators included in the regression model. Hence, relying on the established nature of association between SMA and SMEs MP to make scientific marketing decisions in the area of SMA and MP is a step in the right direction.

Before assessing the predictive capacity of the model in respect of how changes in SMA cause changes in SMEs MP, it became imperative to examine the joint correlation between the predictors (Measures of SMA) and MP (dependent variable). The study proves there is a strong positive correlation between the predictors on one hand and MP (r=0.867) of the SMEs operating in Tema metropolis. This result therefore signals that higher-levels of SMA is associated with higher levels of SMEs MP.

This relationship however does not suggest causation therefore it became necessary to assess the co-efficient of determination (Pallant, 2005). The co-efficient of determination was used to assess the predictive capacity of the model. The predictive capacity of the model was measured with the r-square value. According to Çakıt, Olak, Karwowski, Marek, Hejduk and Taiar, (2020) the r-square is the most common effect size measure in path models. Hock and Ringle (2010) further prescribed some tentative cut-off points for describing R-square as follows: thus, r-square results above 0.67 (Substantial effect), 0.33 (Moderate effect) and 0.19 (Weak effect).

A closer look at the results shows changes in SMA accounts for 75.1% positive variance in MP when the effect of other factors not captured in the model are statistically controlled for (Beta=0.751). Thus, other factors not captured in the model, but have the potential to predict changes in SMEs MP could account for 24.9% change in their MP. The implication is that SMA accounts for a substantial increase in the level of MP. However, this claim is not entirely acceptable as the level of significance of the predictive model needs to be assessed before a concrete conclusive statement could be made in respect of the effect of social media advertisement on MP.

Table 15: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	140.431	6	23.405	121.188	0.000[b]
	Residual	46.545	241	0.193		
	Total	186.975	247			

Source: Field survey, (2020)

Observation of the results in Table 15 shows that SMA accounts for a statistically significant substantial positive variance in MP ($p=0.0001$: $p<0.05$) when the effect of other factors that have potential to predict changes in MP are statistically controlled for. It is thus emphatic that social media advertisement scientifically causes a significant 75.1% improvement in the level of SMEs MP. Relying on the model to make marketing decisions is thus scientifically justified as the study proves the 75.1% variance in MP is as a result of changes in the measures of SMA and the predictive model is not due to chance but the scientific interaction among the variables in the model.

Table 16: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	0.327	0.143		2.289	.023		
	Informativeness	0.049	0.067	0.043	0.727	.468	0.297	3.361
	Entertainment	0.260	0.101	0.266	2.575	.011	0.097	10.317
	Irritation	0.100	0.071	0.095	1.418	.157	0.228	4.383
	Advertising Value	0.245	0.064	0.272	3.837	.000	0.206	4.858
	Arousal	0.303	0.088	0.307	3.445	.001	0.130	7.711
	Credibility	-0.061	0.082	-0.058	-0.748	0.455	.169	5.908

Source: Field survey, (2020)

Multi-collinearity test was measured with the variance inflation factor (VIF). To avoid the problem of multi-collinearity, VIF scores of less than 10 is recommended (Pallant, 2005). The results in Table 16 show that there were no problems of multi-collinearity for the variables that were included in the predictive multiple regression model because all the predictors had VIF scores less than 10. In order to assess the contributions of the predictors to causing the 75.1% statistically significant positive variance in MP, the coefficient results are relied on to this effect. The reliance on the results is based on two scenarios; standardized beta for purposes of comparison of contributions of the predictors and unstandardized beta for purposes of estimating the regression function (Pallant, 2005). The findings are presented in Table 16.

The comparison of the contributions of the predictors show that arousal makes the strongest statistically significant positive contribution to predicting positive change in MP. The findings prove Arousal makes a statistically significant strong unique positive contribution to predicting the 75.1 % significant positive variance in MP (Beta=0.307; p=0.001: $p<0.05$) given the control of the effect other variables in the model. In unstandardized terms, it is established that a statistically significant unit increase in scores for Arousal causes 0.303 statistically significant increase in MP and a statistically significant unit fall in scores for Arousal causes 0.303 statistically significant fall in MP with arousal.

The indicators of arousal that collectively formed the construct – Arousal which jointly contributed to predicting the significant positive variance in MP include the assertions that SMA excites customers, SMA gets customers aroused, SMA frenzies customers, SMA is sensational to

customers, and SMA stimulates customers. This claim is supported by some previous empirical studies (Graa & Dani-el Kebir, 2012) after controlling for the effects of other variables in the model. Advertising value contributes positively to predicting the 75.1% significant positive variance in SMEs MP this contribution maybe due to scientific interaction with other predictors in the model.

The scientific interaction of advertising value with the other remaining indicators in the predictive regression model is significant and therefore reliance on advertising level to improve the MP of SMEs will produce that desired economically viable organizational outcome. In unstandardized terms, it is established that a statistically significant unit increase in scores for advertising value causes 0.245 statistically significant increase in MP and a statistically significant unit fall in scores for advertising value causes 0.245 statistically significant fall in MP.

This finding supports the findings of Duffett (2015) which discovered that SMA has positive significant effect on Millennials' intention – to-purchase and contributes to predicting the positive variance in SMEs MP. Also, the findings show that entertainment level of SMA is the next strongest significant positive predictor of SMEs MP (Beta=0.266; p=0.011: p<0.05). The implication there is that, entertainment level contributes positively to predicting the 75.1% significant positive variance in MP, this contribution maybe due to scientific interaction with other predictors in the model.

The scientific interaction of entertainment with the other remaining indicators in the predictive regression model is significant and therefore reliance on entertainment level of SMA to improve the MP will produce that

desired economically viable organizational outcome. In unstandardized terms, it is established that a statistically significant unit increase in scores for entertainment causes 0.260 statistically significant increase in MP and a statistically significant unit fall in scores for entertainment causes 0.260 statistically significant fall in MP. This finding supports the position of some previous empirical studies that collectively hold the claim that entertainment is a positive significant predictor of SME's MP (Kusi, Domfeh & Kim, 2018).

Additionally, the findings show that irritation is not significant positive predictor of MP of SMEs (Beta=0.095; p=0.157: p>0.05). The implication there is that, although irritation contributes positively to predicting the 75.1% significant positive variance in MP, this contribution maybe due to chance and not scientific interaction with other predictors in the model. The scientific interaction of irritation with the other remaining indicators in the predictive regression model is not significant and therefore reliance on irritation to improve the state of SMEs MP may not produce that desired economically viable organizational outcome. This result fails to support the findings of Kim and Han (2014) which stipulated that irritation is a significant negative predictor of MP.

On the contrary, the study proves that credibility is not significant negative predictor of MP (Beta=-0.058; p=0.455: p>0.05). The implication of this finding is that the state of SMA with credibility has the potential to reduce the state of MP. This assertion is informed by the fact that the contributions of credibility to predicting the 75.1% significant positive variance in MP is negative but since it is adjudged not significant, one cannot emphatically claim relying on social media credibility will actually cause scientifically significant

change in the level of MP. This result fails to support the findings of Matteo and Dal Zotto (2015) which posited that credibility is a significant positive predictor of MP.

However, the study proves informativeness is not significant positive predictor of MP (Beta=0.043; p=0.468: p>0.05). Thus, although informativeness contributes positively to predicting the 75.1% significant positive variance in SMEs MP, this contribution maybe due to chance and not scientific interaction with other predictors in the model. The scientific interaction of informativeness with the other remaining indicators in the predictive regression model is not significant and therefore reliance on informativeness to improve the state of SMEs MP will not produce that desired economically viable organizational outcome. This result fails to support the findings of Raacke and Raacke (2010) which posited that credibility is a significant positive predictor of MP. The unstandardized beta was interpreted for purposes of estimating the regression function (Pallant, 2005). Therefore, the estimated regression function for MP = 0.327+ (Arousal*0.303) + (Entertainment*0.260) + (Advertising value *0.245).

Objective 3: Difference in MP for Small-Sized Enterprises and Medium Enterprises

The study further sought to examine if there is difference in MP of SMEs that utilize SMA in the Tema metropolis of Greater Accra Region of Ghana. This objective was analyzed through the independent sample t-test. Special focus was placed on the composite variables for the constructs after the data transformation process in the data processing phase of the study.

Table 17: Group Statistics

	Firm size	N	Mean	Std. Deviation	Std. Error Mean
MP	Small-sized enterprise	87	3.0296	0.70944	0.07606
	Medium-sized enterprise	161	3.5564	0.89450	0.07050

Source: Field survey, (2020)

The descriptive results relating to differences in MP between small-sized enterprises and medium-sized enterprises are presented in Table 17. The results show that the MP of medium-sized enterprises (M=3.5564; SD=0.89450) is higher than the MP of small-sized enterprises (M=3.0296; SD=0.70944) given the usage of SMA by these classes for enterprises operating in Tema Metropolis. However, it is not conclusion that medium-sized enterprises have higher MP than small-sized enterprises that use social media to promote their marketing offerings in Tema metropolis in Ghana. hence, the need to check the level of significance.

Table 18: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error of the Difference	Lower	Upper
MP	Equal variances assumed	18.682	0.000	-4.744	246	0.000	-0.52675	0.11104	-.074545	-0.30804
	Equal variances not assumed			-5.079	212.811	0.000	-0.52675	0.10371	-0.73117	-0.32233

Source: Field survey, (2020)

The group statistics shown in Table 18 indicates that medium-sized enterprises (M=3.5564; SD=0.89450) have a greater MP as a result of SMA compared to the small-sized enterprises (M= 3.0296; SD= 70944). However, there is the need to check the state of significance of this difference in the MP for small-sized enterprise and medium-sized enterprise that use social media for advertising. An independent- samples t-test was conducted to compare the MP of small-sized and medium-sized enterprises. Since the Levene's Test for equality of variance was violated (p =0.000: p< 0.05), Equal variances not assumed line was used to determine the level of significance in the MP of small-sized enterprise and medium-sized enterprise. There was a statistically significant difference in scores for the small-sized enterprise (M=-3.0296, SD= 0.70944) and medium-sized enterprise [M= 3.5564, SD= 0.89450; t(246) = -5.079,p=0.000 :p < 0.00]. A moderate mean difference was detected (eta squared= 0.0949).

It thus shows that 9.49% of the variance in MP is explained by the size of the firm. Eta –squared values were calculated based on the recommendations offered by Cohen (1988). Derivation of the eta-squared was based on this proposed formula by Cohen, (As cited in Pallant, 2005): $t^2/t^2(N1+N2-2)$. The implication of this finding is that SMA has a statistically significant tendency to improve MP of medium enterprises engage in SMA more than compared to small sized enterprises.

Chapter Summary

The chapter has provided information concerning the findings of the study as dictated by the nature of the specific research objectives pursued. The study proves there are statistically significant positive strong linear

correlations between the components of SMA and SMEs MP. SMA accounts for a statistically substantial positive variance in SMEs MP and there is a statistically significant difference in medium firms and small firms MP as a result of SMA.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

The study examined the effect of SMA on SMEs MP. Chapter four concentrated on the findings based on the specific research objective and discussions made with reference to managerial implication and empirical position linkages. This chapter provides information regarding the summary of the key findings, conclusions drawn on the specific objectives and recommendations offered.

Summary

The first specific research objective sought to assess the nature of relationship between the components of SMA and MP of SMEs. It has been discovered that there is a statistically significant positive strong linear relationship between informativeness and MP. Moreover, there is a statistically significant positive strong linear relationship between entertainment and MP. Additionally, the correlation results prove there is a statistically significant strong positive linear relationship between irritation and SMEs MP. In similar regard, there are statistically significant positive strong correlations between advertising value and MP, arousal and MP and credibility and MP.

The second specific research objective assessed the effect of SMA on MP of SMEs. The study proves there is a statistically significant strong positive joint correlation between the predictors (Measures of SMA) and MP. The predictive analysis shows SMA accounts for a statistically significant substantial positive variance in SMEs MP when the effect of other factors that

have potential to predict changes in MP are statistically controlled for. Thus, other factors not captured in the model but have the potential to predict changes in SMEs MP could account for 24.9% change in MP.

With respect to the contributions of the predictors to causing the 75.1% significant positive variance in MP, the study proves advertising value, arousal and entertainment are significant positive predictors of MP. Informativeness and irritation are not significant positive predictors of SMEs MP. However, credibility is adjudged not significant negative predictor of SMEs MP.

The third objective sought to examine the difference in MP between small-sized enterprises and medium-sized enterprises as result of SMA adoption. The results prove there is a statistically significant difference in scores for the small –sized enterprise and medium – sized enterprise. It thus shows that 9.49% of the variance in MP is explained by the size of the firm and medium –sized enterprises have a greater MP as a result of SMA compared to the small-sized enterprises.

Conclusions

The study proves there are statistically significant positive strong linear correlations between the components of SME SMA and MP. SMA accounts for a statistically substantial positive variance in MP. Informativeness, entertainment, irritation and advertising value are significant positive predictors of MP. There is a statistically significant difference in medium sized enterprises SMA and small size enterprise SMA and also medium-sized enterprises have a greater MP as a result of SMA compared to the small-sized enterprises.

Recommendations

The study recommends some specific practically viable marketing-oriented managerial solutions based on the findings of the study. This is done in respect of the specific research objectives considered in the study. Based on the statistically significant positive strong linear correlations between the indicators of SMA and that of MP, it is recommended that management of SMEs, particularly those responsible for marketing to put in place measures that collectively affect positively in an efficient manner, the conditions affecting the implementation of measures of social media advertisement including informativeness, entertainment, irritation, advertising value, arousal and credibility so as to produce a statistically significant positive improvement in MP among SMEs. Proper marketing policies that enhance the social media advertisement system measured in the context of this study as well as making resources available for effective implementation of this marketing system is therefore called for so as to improve the SMEs MP.

The study further proves SMA accounts for a statistically significant substantial positive variance in MP and therefore it is recommended for management of SMEs to continue the usage of SMA as measured in the context of study if they are to induce significant substantial positive improvement in the MP. Special preference should be placed on measures of informativeness, entertainment, advertising value, arousal because they are factors that actually in a significant way contributed positively to predicting the 75.1% change in MP.

Social media advertisement must therefore stress on improving the conditions of the measures of informativeness such as telling customers about

the use of the products they are offering for sale, enhancing the level of entertainment in advertisements, and enhancing the arousal and advertising value of social media advertisements. There is the need for serious re-engineering of the enhancement of the credibility of social media advertisement because the study proved that this construct has the potential to reduce the level of MP. Special emphasis should be placed on improving the conditions that enhance the credibility of advertisements.

Making social media advertisement decisions to improve the state of MP should be done considering the size of the firm. Thus, the nature of social media advertisement implemented by small and medium enterprises should not be treated equally because the study revealed that medium sized enterprises have the tendency to engage more in social media advertisement. The state of MP of both the medium and small enterprises show that there is a statistically significant difference in the MP of small and medium enterprises as a result of their level of SMA. Small firms should therefore engage more in SMA in order to enhance their performance.

Suggestions for Further Studies

Further studies should be conducted on all forms of businesses and of all firm sizes across the country so as to assess the effect of SMA on all forms and sizes of businesses. Demographic factors such as working experience of business owners, education level and job security should be treated as moderating variables in other studies.

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APPENDIX A

The study is being conducted by Edith Esi Amosah to assess the influence of social media adverts on marketing performance of SMEs in Ghana and particularly targets SMEs in Tema metropolis. Your expressed opinions regarding the items indicated in this questionnaire would go a long way to make the study a success. Thank you.

Instructions: Kindly write or tick where applicable.

Demographic Information

1. Mode of access of SMA
   a. Mobile device [ ]
   b. Personal computer [ ]
   c. Mobile and personal computer [ ]
2. Industry type a. Service [ ] b. Manufacturing [ ] a. Agriculture [ ]
3. Business type [……..]
4. Length of usage for business purposes
   a. ≤ 1 year [ ]
   b. 2 years [ ]
   c. 3 years [ ]
   d. 4 years [ ]
   e. ≥ 5 years [ ]
5. Firm size a. Small-sized enterprise [ ] b. Medium-sized enterprise [ ]
6. Job title
   a. General manager [ ]
   b. Owner [ ]
   c. Marketing manager [ ]
   d. Sales manager [ ]
7. Status of SMA a. Yes [ ] b. No [ ]
8. Log on frequency
   a. Daily [ ]
   b. 2-4 a week [ ]
   c. Once a week [ ]
   d. 2-4 a month [ ]
   e. Once a month [ ]
9. Which of these is your preferred social media site for advertising?
   a. Twitter [ ]
   b. Facebook [ ]
   c. Instagram [ ]
   d. You tube [ ]
10. Kind of education
    a. Formal education [ ]
    b. Non-formal education [ ]
11. What is your level of formal education?
    a. Junior High School Certificate [ ]
    b. Senior High School Certificate [ ]

c. Diploma [ ]
d. First Degree [ ]
e. Masters [ ]
f. PhD

Social Media Advertising

12. To what extent do you agree with the following statements?
Where: 1-Not at all agree; 2-Slightly agree; 3-Moderately agree; 4-Agree; 5-Strongly agree

No	***Informativeness: Social media advertising;***	***1***	***2***	***3***	***4***	***5***
1	is a good source of product information					
2	supplies relevant product information					
3	provides timely information					
4	is a good source of up-to-date product information					
5	is a convenient source of product information					
6	supplies complete product information					
No	***Entertainment***	***1***	***2***	***3***	***4***	***5***
1	is entertaining					
2	is enjoyable					
3	is pleasing					
4	is exciting					
5	is relaxing					
6	makes clients happy					
7	satisfies users and customers					
No	***Irritation***	***1***	***2***	***3***	***4***	***5***
1	SMA does not insult people's intelligence					
2	SMA is not deceptive					
3	SMA is not confusing					
No	***Advertising value***	***1***	***2***	***3***	***4***	***5***
1	is valuable					
2	is useful					
3	is important					
4	influences consumer buying behavior					
5	builds strong brands					
No	***Arousal***	***1***	***2***	***3***	***4***	***5***
1	excites customers					
2	gets customers aroused					
3	frenzies customers					
4	is sensational to customers					
5	stimulates customers					
No	***Credibility***	***1***	***2***	***3***	***4***	***5***
1	provides honest brand information					
2	provides factual brand information					
3	provides truthful brand information					
4	provides reliable content					
5	is believable					
6	is convincing					

Marketing Performance

13. To what extent do you agree with the following statements concerning the impact of social media advertising on marketing performance?

Where: 1-Not at all agree; 2-Slightly agree; 3-Moderately agree; 4-Agree; 5-Strongly agree

No	***Marketing Performance Variables***					
	There is massive improvement in:	***1***	***2***	***3***	***4***	***5***
1	market share					
2	sales volumes					
3	profitability					
4	frequency of customer interactions					
5	customer loyalty					
6	brand associations					
7	market expansion					
8	lower advertising expenditure					
9	order fulfillment rate					
10	sales revenue					
11	quick response to customer orders					
12	pervasive product promotion					
13	frequent product purchases					
14	internationalizing					
15	provision of knowledge to compete with larger firms					
16	return on SMA					
17	sales enquiries					
18	sales transactions					
19	customer satisfaction					