

# Social Media Advertising for Small-Medium Scale Enterprises in Kumasi, Ghana

Robert Bunkangsang Buchag<sup>1</sup>, Anthony Kofi Badu<sup>2</sup>, Patience Adetsi<sup>3</sup> and Silas Adjei<sup>4</sup>

<sup>1</sup>Lecturer, <sup>3</sup>Senior Librarian Assistant,  
<sup>1&3</sup>AsanSka University College, Ghana

<sup>2</sup>Senior Lecturer, Kwame Nkrumah University of Science and Technology, Ghana

<sup>4</sup>Senior Library Assistant, Pentecost University, Ghana

E-mail: rbuchag@gmail.com, akbadu.art@knust.edu.gh, patience.edinam@gmail.com, sadjei@pentvars.edu.gh

(Received 19 September 2022; Revised 10 October 2022; Accepted 29 October 2022; Available online 2 November 2022)

**Abstract** - This study focuses on social media advertising as one of the modes of communication which could be used to promote products and services. The present research sought to find out the extent to which social media advertising is making an impact on SMEs in the Kumasi Metropolis. A qualitative research approach with emphasis on case study as a research design was employed. Data was collected from 17 respondents in the form of face to face interviews from artisans working in a range of small medium scale enterprises within the Kumasi Metropolis, specifically in the Bomso, Anloga Junction and Afful Nkwanta catchment areas. Two major themes emerged from the findings: “social media for business promotion” and “perceptions of artisans on social media”. The findings suggest that there is the need for an intensive education on the use and importance of social media advertising for business purposes and the perceptions of the artisans about social media advertising could be explored for future research with regard to policy and practice.

**Keywords:** Social Media, Social Media Advertising, SMEs, Kumasi

## I. INTRODUCTION

In recent years, the fast-growing of technological advancement has given the increase of social media handles or platform (tools). The internet is shifting these technological advancements in a different paradigm in the field of communication and it's empowering many customers to connect socially within the confront zone of their geographical area or location. Social media has increasingly moved from the initial stage of web 2.0 to mass adoption (Wang, 2009). Without internet connectivity, social media advertising might have difficulties in communicating the intended message to its targeted audience. A study by Al Tawara and Gide (2017) claimed that social media began 10 years ago, however, it does not replace telephone or email conversations, but complements the value brought to interaction between customers and their organizations. Again, they observed that all customers are nowadays social media customers, and each interaction is part of the corporation between customers and firms.

Kawasaki and Fitzpatrick (2014) have also argued that “social media is becoming a real part of people's everyday lives (all people, not just social media marketers)”. This

view of Al Tawara and Gide (2017) has also been supported by Kawasaki and Fitzpatrick (2014). This should be done because almost everyday something new about social media is being released and it is believed to improve the efficiency and effectiveness of previously released versions of the same application or similar application.

Landa (2004) indicated that “social media is most effective when it is relevant, authentic, valuable, enticing, and shareable” which she abbreviated as RAVES. She also mentions that the old days provided customers with traditional advertising which includes print, television commercials, radio, and out of home due to how and where they were seen and heard. Now consumers are also consistently demanding more control over their media consumption. They require on-demand and immediate access to information at their own convenience” (Rashtchy *et al.*, 2007; Vollmer & Precourt, 2008).

Indeed, Mangold and Faulds (2009) maintain that consumers feel more engaged with products and organizations when they are able to submit feedback. People are more likely to communicate through both word-of-mouth and social media when they are engaged with the product, service, or idea. Consumers are more likely to talk about companies and products when they feel they know a lot about them.

Presently, little attention is paid to these traditional forms of advertising, and it seems that many businesses whether small or large are embracing social media advertising to promote their businesses and also give timely feedback to customers who have complaints about a feature of their products or services. However, Marketo (2016) explains in his book, the definitive guide to social media marketing, that “Social media is one of the most powerful ways to reach and engage with your buyers today and through social media advertising, you can target specific audiences and buyers and deliver your message on the platforms that your buyers spend time on - like Facebook, Twitter, LinkedIn, YouTube, and Instagram to name a few”.

In Ghana, the total population is 29.15 million and out of these number 10.11 million uses internet but 5.60 million are actively on social media. So, these inform that, half of Ghana population of internet users are on social media. This assertion of Marketo (2016) is yet to be determine in the context of social media advertising in the Kumasi Metropolis. Anecdotal evidence suggests that perceptions of artisans about the use of social media advertising to promote handmade indigenous products (for example, shoemakers, carpenters, basket weavers, among others) in the Kumasi Metropolis seems to have received little attention by researchers conducting studies in the broader field of advertising. Other workers that the researcher also consulted reveals that they use social media for advertising, but as to how customers patronize their products, it is not through the social media platform. Another apprentice who was contacted also indicated that his master also advertises the work he does, but he could not point it out whether that leads into revenue generation as far as what they sell is concerned.

Indeed, the business owner claims that they have been left behind in the use of social media advertising for promotion of their product and he even argued that some persons who might be interested may lack the technical know-how to do so. If this is not addressed, then artisans who may not be using social media for advertising purposes may not benefit from social media usage which has the advantage of helping to advertise one's product or service at a cheaper cost, connect with customers at the right time, and higher efficiency than other traditional channels of advertising (Hassan *et al.*, 2015). Some other experts have mentioned that social media advertising has a way of providing customers with feedback which could be curtailed before it escalates (Rugova and Prenaj, 2016). This study seeks to explore the 'what' and 'how' of social media advertising in promoting indigenous artefacts produced by individual business. Despite the numerous advantages that comes with social media advertising in promoting products and services, the silence of its usage among SMEs in the Kumasi Metropolis seem to deprive them of the competitive advantage amongst their Large Scale Enterprises (LSEs) counterparts.

## II. OBJECTIVES OF THE STUDY

The aim of this study is to find out the extent to which social media advertising is making an impact on SMEs. The specific objectives are

1. To explore how SMEs uses social media advertising to promote indigenous handmade products and services.
2. To investigate the perception of business owners (artisans) on social media advertising.

## III. LITERATURE REVIEW

This section examines related studies in the field of social media advertising and seeks to put into context the current situation which warrants the study. Before a through

literature review on the subject could be accomplished, a survey was conducted and interestingly, lots of research studies have been conducted on social media and each study sought to address some aspects of the field.

### A. Theoretical Framework

#### 1. Theory of Diffusion of Innovation

Rogers (2003), theory of diffusion of innovation aim to explain how, why and at what level of a particular new innovation spread through this advance world. The theory consists of a diffusion process surrounding the following: "two types of actors, an advocate of change and a potential acceptor of change; the situations in which these actors operate; communication between the actors; and the subject of that communication, a new thing or idea" (Fliegel & Kivlin, 1966).

Rogers (2003) invented these theory as "an information-seeking and information-processing activity, where an individual in motivated to reduce uncertainty about the advantages and disadvantages of an innovations". A modified version of the diffusion of innovation theory is used for the study. This is shown in Fig. 1, which makes use of the entire theory with only the persuasion component removed from the modified theory. In order to link the theory to the current research study, the first component of the theory 'knowledge' is addressed by first research question and the last three components of the theory 'decision', 'implementation', and 'confirmation' also addresses the second research question.

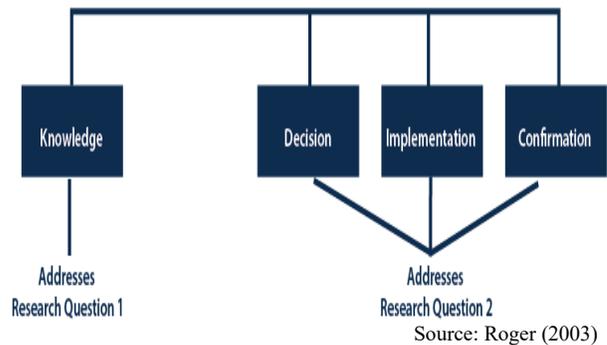


Fig. 1 Adapted from Theory of Diffusion for Innovation

#### a. Knowledge

The first component seeks to ask questions such as "what new innovation is it and how it works and why it work?" (Rogers, 2003: pp. 21). This type of question faces the consumer during this stage of the process, and it create awareness of the presence of a new innovation. According to Rogers, these makes the customer aware of three different knowledges: awareness-knowledge, how-to-knowledge and principles-knowledge (Sahin, 2006). These first component create awareness of the new innovation. The how-knowledge creates the understanding of how this new innovation works. The how-to-knowledge constitute of

serious variables that prerequisite for the new innovation. Rogers stated that, “it consists of information dealing with the functioning principles underlying how the new innovation works.” Therefore, it very important for companies introducing new innovation to consider these notions and communicate all the possible information needed to achieve the knowledge. The first stage, which is ‘knowledge’ is the point that artisans is first exposed to the innovation itself and do not have enough information to make a decision to purchase and have not yet been sufficiently inspired to find out more. At this stage also, marketers will be looking to increase awareness of the product and provide enough education that the prospective adopter moves to the second stage.

#### *b. Decision*

At this stage, customer decides whether to adopt or reject the new innovation. Rogers (1983, p. 177) refers to adoption “as full use of an innovation as the best course of action available”, and rejection refers “as not to adopt an innovation”. Sahin (2006), stated that, “Rogers expressed two types of rejection: active rejection and passive rejection”. This means that, the customer first adopts the new innovation but later decide to not used the new innovation willingness. Hence, the customer after adopting the new innovation decides to discontinue or reject it. While “passive rejection (or non-adoption) position, the individual does not think about adopting the new innovation at all” (Sahin, 2006). It is very important at stage to reduce uncertainty because at this stage, it critical and some type of new innovation “most individuals will not adopt without trying it first on a probationary basis to determine its usefulness in their own situation” (Rogers, 1983).

Decision stage is eventually where the adopter must make a decision. According to Gizem KOÇAK, *et al.*, (2013) stated that, “it is possible to associate the decision-making process for new innovation”. Social media in the context of product-service is seen as one of greatest new innovation in recent time by the radical impact on the world. They will weigh the pros and cons of the adoption and either accept the innovation or reject it. Rogers has observed that people do not make rational decision in many instances. As the researcher of this study, Rogers (1983, p. 177), in an attempt to answer Research Questions two, an interview will be would be carried out on artisans to find out whether artisans adopted the new innovation are using it or not.

#### *c. Implementation*

Implementation applies only when the customer (or other decision-making unit) decides to use the new innovation (Rogers, 1983, p. 163). Again, at this stage, the new innovation is actively in used by the customer and it is exposed to a high level of uncertainty. During this stage, reinvention of the new innovation is done by customer. Rogers defines reinvention as “the degree to which an innovation is change or modified by a user to the process of

its adoption and implementation” (Rogers, 2003: p. 180). This stage, ‘implementation’, is the stage where once a decision to adopt the new innovation has been made but in most cases, has been used by the purchaser. This stage of the process would still help answer the second research questions and simultaneously achieve the second objective of the study. As the researcher of this study, Rogers (1983, p. 177), in an attempt to answer Research Questions two, an interview will be would be carried out on artisans to find out whether artisans adopted the new innovation (social media advertising) are using it or not and how it is helping in their business.

#### *d. Confirmation*

At this point, the decision has already been made that is whether to adopt or not adopt the new innovation and the individual needs to message to confirm the decision by looking for messages that will confirm it rather than opposing it. According to Sahin (2006), indicated that, during the confirmation stage, there are two types of discontinuance that may verify the decision made, it confirms to the user whether to use (or replace) or reject the new innovation. These two discontinuance are replacement and disenchantment. The replacement discontinuance occurs when the individual make replacement to the kind of new innovation does not work better for him whiles disenchantment discontinuance occurs when the individual expectation concerning the particular new innovation is not met (Sahin, 2006). This final stage confirms the point where the user evaluates their decision and decides whether they will keep using the product or abandon use of the product. This phase can only be ended by abandonment of a product, otherwise it is continual. As the researcher of this study, Rogers (1983, p. 177), in an attempt to answer Research Questions two, an interview will be would be carried out on artisans to find out from artisans their perception on the new innovation which is social media advertising after introducing it to their business. Adapting the Theory of Diffusion of Innovation (Rogers, 2003) for this study sets the tendency for an academic adventure in helping SMEs in Kumasi taking advantage of the numerous advantage (opportunities) associate with social media advertising. However, that alone would not be enough; a workable research approach will augment the entire research work.

## *2. Social Media*

Anecdotally, over the years’ social media has gained a lot of popularity and as a result of its popularity, the traditional media are experiencing decline in both business and popularity. Before delving into this topic in its entirety, an understanding of the word social media is necessary for readers to be able to comprehend what the term really means. Many definitions have been provided by other researchers; however, here are a few of such definitions on the topic. Zolkepli and Kamarulzaman (2015) defines social media as “A group of internet-based applications that are built on the ideological and technological foundations of

Web 2.0". Carr *et al.*, (2014) also defines it as "an array of platforms that allow people to interact, create, share, and/or exchange information and ideas in virtual communities and networks". Daj (2013: 16) has defined the term social media as "The term commonly given to websites, online tools, and other interactive communication technologies which allow users to interact with each other in some way, either by sharing information, opinions, knowledge, or interests". Strokes (2009: 350) defines social media as "The media that is published, created, and shared by individuals on the internet, such as blogs, images, video and others".

The researcher is of the view that 'social media' could be defined as an application which is based on internet or mobile technology which helps users interact, share ideas and information, and create contents of one's interests be it images, videos, blogs in a safe manner in a healthy virtual community. It has its own rules and regulations and sometimes, when a user violates the rules pertaining to such a specific social media platform, that user could be banned from using the particular social media site for the purpose which it was developed.

Another concept which should be defined is the term 'social media marketing'. In place of marketing, the word 'advertising' could also be used as a substitute. Moreover, Dahnil *et al.*, (2014: 124) have described social media marketing as the use of social media technology in order to conduct SMEs retailers marketing activities. Barker *et al.* (2013:3) stress the use of "Social Media Networks (SMN), online communities, blogs, wikis or any other online collaborative media for marketing, sales, public relations and customer service". Evans (2010: 231) notes that social media marketing is "A philosophy and a business strategy, supported by a technology platform, business rules, workflow, processes and social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted and transparent business environment. It's the company's response to the customer's ownership of the conversation". Weinberg (2009) adds that "The process that empowers individuals to promote their websites, products, or services through online Social Media (SM) channels and tap into a much larger community that may not have been available via traditional channels". Deducing from the definitions presented here by different authors, the researcher might say that definitions from these scholars are well represented and really describes the field in its simplest terms.

### 3. Types of Social Media

There are many social media platforms that have emerged after the initial ones came into existence. The initial social media networks include LinkedIn, which was launched in 2003, followed by Facebook and MySpace in the year 2004, then to YouTube in 2005 and finally twitter in 2006 (Al Tawara and Gide, 2017). These social media networking sites are not exhaustive, however, there seems to be more development in terms of new social media platforms to

outperform the previously established one since its inception. The next paragraphs provide a short description of the various types of social media.

*a. Blogs:* "Blogs are often utilized as online personal diaries and are open to the Internet public to place comments and tags on them. It is a practical way for anyone to publish content online including individuals, groups or organizations etc., without the need to have programming or technical skills" (IAB, 2009).

*b. Wikis:* "A set of web pages that allow users with access to easily create, edit and link content, collectively, using a standard browser. In a wiki projects like Wikipedia there are distinct roles such as reader editor, contributor, administration, policy, subject matter expert, software developer, patroller, content maintainer, system operator and more" (Ala-Mutka *et al.*, 2009).

*c. Micro-Blogging:* "The concept of micro-blogging is commonly represented by Twitter, which is an application allowing users to communicate status updates (tweets) using a maximum of 140 characters and then sharing those with their followers" (TIG Global, 2009).

*d. Online Social Networks:* "These are sites that provide an online virtual community for people with similar interests or social groups, to network and share online digital assets such as images, video, content tags, lists of friends, etc. There are social networks available on the web, such as Facebook, MySpace etc." (Kietzmann, 2011). Multimedia Sharing Sites. "Multimedia sharing services facilitate the storage and sharing of audio and video content produced by the users themselves or by others. Multimedia sharing sites have certain similarities with online social networks, but their main characteristic is that these sites focus on the sharing of content" (Ala-Mutka *et al.*, 2009), while video sharing "YouTube is turning into a disruptive factor in media industry as it reports over one billion daily views as of 2009" (Hurley, 2009).

## IV. METHODOLOGY

This research adopted a qualitative research design to analyze different attitude levels. In describing, discovering and understanding the aim of this topic, the qualitative design is the best approach, rather than predicting and confirming (Danermark *et al.*, 2002: 162) for the study. Qualitative approach enabled the researcher to analyze and interpret the collected data from the interview conducted. The population was initially unknown. However, upon interrogations with the artisans and persons believed to be engaged in SMEs in the three localities: Bomso, Anloga Junction and Afful Nkwanta, other SMEs that were not readily identified along the street were also counted. It was important for the researcher to visit the Registrar's General Department in Kumasi to find out if these artisans have been registered or the Kumasi Metropolitan Assembly. It appears that these SMEs could be identified through the

stickers that issued by the KMA for the payment of their shops. The respondents comprised shoemakers, carpenters, basket weavers, among others. In this regard, the study employed a purposive sampling technique. Purposive sampling was used to select artisans comprising of shoemakers, carpenters, basket weavers, among others. The common characteristic running through this selection process was the fact that they were considered as SMEs and served as the owners of their shops. The study used interview and observation for collecting data for the study. Asking and receiving personal information from an interviewee is what is referred to as an interview. Structured questions were asked to collect answers to important questions regarding the topic under investigation through face-to-face interview with artisans. An introductory letter was obtained from the researcher's department and this letter was presented to the artisans of the various SMEs to introduce the researcher and explain the purpose of the study. Permission was then granted by the artisans, and this enabled the researcher begin the study through observation. The researcher visited the various shops on the agreed dates and times for the scheduled observation sessions which happened on every Monday to Wednesday in the approved weeks, lasting for a period of 30 minutes in each artisan's shop. The first three weeks were used for testing the observation checklist. The second observation was a follow up observation, and this had its basis on the observation checklist needed to collect data necessary to help check the

accurateness of the activities that were observed. Thematic analysis is a type of qualitative analysis used to analyze categorizations and related themes (patterns) to the data. It presents detailed information about the data through interpretations by means of varied subjects (Boyatzis 1998). In this study, data was analyzed using the thematic analysis method, where observation and interview transcripts were coded, and patterns identified, grouped into categories and further grouped into major themes. Data was finally presented in tables and discussion (Miles and Huberman, 1994).

## V. FINDINGS AND DISCUSSION

### A. Demographics of Respondents

Table I shows the demographic of respondents recruited for the study. They had varying levels of education and were all males operating their businesses. Each person, at least to some extent is literate with the least level of education being Junior High School (JHS) and the highest education ending at tertiary level. The minimum number of years in business is less than five and the maximum is between 6-25 years. The number of employees is between 1-9 for 15 of the respondents, except for Respondent 1A who says it is unknown and another Respondent 6A, who has no employee.

TABLE I DEMOGRAPHIC INFORMATION OF RESPONDENTS

Pseudonym	Age (yrs)	Educational level	Years in business	No. of employees	SM platform
1A	Above 41	Form 4	< 26	Unknown	WhatsApp
2A	26-30	JHS	> 5	1-9	WhatsApp
3A	31-40	JHS	6-25	1-9	WhatsApp
4A	26-30	JHS	6-25	1-9	WhatsApp; Facebook
5A	31-40	JHS	6-25	1-9	WhatsApp
6A	31-40	JHS	6-25	None	WhatsApp; Facebook
7A	26-30	JHS	> 5	1-9	WhatsApp; Facebook
8A	25	SHS	> 5	1-9	WhatsApp
9A	31-40	SHS	6-25	10+	WhatsApp; Facebook
10A	31-40	JHS	> 27	1-9	Facebook
11A	26-30	Tertiary	6-25	1-9	WhatsApp
12A	31-40	SHS	6-25	1-9	Facebook; WhatsApp
13A	26-30	SHS	6-25	1-9	Facebook; WhatsApp
14A	31-40	SHS	6-25	1-9	WhatsApp
15A	26-30	JHS	> 5	1-9	WhatsApp
16A	26-30	SHS	6-25	1-9	Facebook; WhatsApp
17A	31-40	SHS	6-25	1-9	WhatsApp; OLX

### B. To What Extent Do SMEs Use Social Media to Promote or Advertise Indigenous Handmade Products and Services?

The first research question sought to ask questions that pertained to artisans use of social media for the promotion

of their small-medium scale enterprise and interesting all respondents that were contacted fall within the category of a small-scale business based on the number of employees that they are able to recruit for their business.

### C. Purpose of Using Social Media

The question about the purpose of social media was answered by some respondents and others failed to state their views. One of such comments came from Respondent 10A who states, *"I really don't use Facebook for anything aside advert"*. On the contrary, Respondent 4A admits that *"I use it to chat with friends"*. In fact, one of the respondent who is a shoemaker, respondent 6A, says that *"I make shoes, so sometimes I advertise some of my products or works and with some of them ads, we add our phone numbers"*. Two of the respondents, 11A and 7A, did not provide the researcher with any response to this question. This shows that it is likely these respondents might have not understood the question: *"What purpose do you use them for?"*. Perhaps the researcher thinks this could have been reworded in a manner in which these two respondents could have understood it just as the other respondents who were able to answer the questions.

Respondent 17A has this to say:

*"I use it to transact business by advertising through and also send pictures of my products to customers but use it to communicate to my family both far and near in a form of pictures, audio and videos calls..."*. Respondent 16A says he *"sometimes uses it for communication and marketing..."*.

Respondent 15A *"I have been sending my product to contact on my phone also through WhatsApp and am even trying to advertise them on other platform..."*.

Respondent 14A makes use of the platform *"for chatting with friends and family, even uses it to advertise my product"*. This supports the viewpoint of Apenteng and Doe (2014) who claim that social media can be used for various purposes, and could be used to make friends, sell products and services, educate people, and listen to music and watch videos.

Respondent 13A adds that *"for me my mean purpose is sometimes customers do ask me to take shot of my product and send to them, so I send it through any of these channels...."*

Respondent 12A was quick to admit that *"it has helped me reach out to friends"*. Respondent 11A *"communication but mostly for advertising of my products..."*

### D. What are the Perceptions of Business Owners (Artisans) On Social Media Advertising?

The second research question focused on the perceptions of business owners and artisans within the Kumasi Metropolis, with particular reference to artisans having their businesses located along the Anloga, Oforikrom and Bomso Gate areas. The minor and major themes that emerged from this section also was realized based on the ideas found in the question posed to respondents. The major theme to consider

in the next paragraph focuses on the perception of artisans on social media.

### E. Second Major Theme: Perceptions of Artisans on Social Media

The minor themes within this major theme are 'Social media for advertisement', 'Social media for getting customers', 'Response to social media adverts', 'Benefits of social media', and 'Contributions of social media'. Though a number of minor themes are featured under this major theme, it should be stated that these minor themes are interconnected with each other when both open and axial coding was done with the data set collected.

### F. Benefits of Social Media

There are mixed reactions as to the benefits of social media. This has both positive and negative responses: yes, and no. However, further questions were not put forth to the respondents to find out what they are doing with such situations in the case where their response were no. For instance, Respondent 1A says "no" to the question "Have you ever been introduced to the benefits of using social media in your enterprise?" whereas the same answers were provided by interviewees 3A, 6A and 7A. Interestingly, 3A and 7A gave the same response expressed 'no one has told them about the benefits'. Moreover, another Respondent 8A voices out that *"...no one has really told me about the benefits but I know there are benefits attached to it but because of what am doing my eyes are on it, so I don't even want to rush to that side to see what's going there too..."*. Interviewee 4A replied to that question by saying *"some people when they see the products you have advertised and it looks nice, the person will call and praise you."*

Similarly, interviewee 5A discloses that *"the benefit I know is that as I have advertised on my platform, someone in Accra who does not know the work I do over here...is able to call and find out what kind of work I do..."*. Along those lines expressed by interviewee 5A, Respondent 9A adds that *"...as for the WhatsApp is really helping me that's the response is really encouraging but the Facebook I only receive comment and like and that's all...but WhatsApp if able to send pictures of my works to about 100 customers at least request is encouraging..."* The comments of Respondent 10A seems to suggest that the respondent has not fully exploited the benefits of social media advertising when he expresses that *"if there are other benefits then I don't but what I know is, it has really help me get customers a lot and even created awareness for me..."*

Respondent 11A was bold to talk about the benefits he has derived when he discloses, *"for me the benefit I know is someone saw the picture and ask whether is made in Ghana so after replying this person came to take some goods to sell so it is helping so this type of marketing is really helping a lot....even now I don't produce to sell but I produce per the orders I get. Some customers even don't know us, but we*

*are always producing for them through this social media advertising ...so all they have to do is to send us what they want and send us the money then we produce and send to them so that all and is very helpful..."*

Respondent 17A observes that...*at the moment no one has really introduced us to the benefits of it but as we are also using it I can say is really helping us a lot.....so I don't even need someone to tell me because am really experiencing it especially with olx, it has boomed my business*

Respondent 16A explains that... *yeah, sometimes it makes market to be fast because when the person need my products and have the picture, he will show through social media but if in case the social media is not there, he will first come see my products first before ordering for it but if he has sent me the picture of the product before he comes here I have produced it for him, because with my product customer needs to see it before ordering for it...*

Respondent 15A maintains that "...*sometimes people do come to advise us to advertise our products on their platform because is very good and that it help me sell my products...*".

Respondent 14A reveals that *No, I haven't been shared with some of these benefits but to me I know I get some of these benefits as am marketing or advertising my products, it obvious to me that I know I get information from social media and all that...*

Respondent 13A acknowledges that "*ooh yeah! I no...sometimes customer will be in need for the product but doesn't know where to get some but through that channel he gets some... I really know is a good channel but am not there now...*". Respondent 12A testifies that "*it really helps me to extend my products for other part of the world to see...*"

In conclusion, it is clear that respondents have had some exposure to social media advertising in one way or another with majority of the respondents being users of Facebook and then WhatsApp in addition to some respondent being users of both WhatsApp and Facebook and also WhatsApp and OLX. This seems to suggest that although some respondents have issues with the use of social media for business purposes, others are very fine with the nature in which business is bring in lots of sales and are excited about the platforms. One of the challenges that some respondents indicated had to do with the benefits which suggest that more public education would have to be invested into this form of communication.

## VI. RECOMMENDATION

The researcher recommends that stakeholders who are involved with the provision of social media education across the metropolis should provide an intensive education

for small-scale business owners as well as artisans on the use of social media for advertising. This could be more of a practical session where respondents are taken through the necessary steps of maximizing the use of social media for promoting their businesses and other services.

Future research could look into the SMEs contribution to national development through the use of social media platforms. This is likely to provide insights into the sector about how social media advertising is impact the entire sub-Saharan region and potentially help business owners decide on which forms of advertisement they should invest their monies in for a better return on investment (ROI).

## VII. CONCLUSION

The following conclusions are reached based on the results presented in the previous chapter. Two major themes emerged from the study, thus "social media for business" and "perceptions of artisans on social media". It should be stated that these conclusions may might not be generalized based on the fact that 17 interviews cannot represent the entire Kumasi metropolis and also based on deductive reasoning which forms part of how qualitative data is supposed to be analyzed, the premises are intended to provide a compelling but not conclusive reasons for conclusions.

1. Every respondent sampled in the selected areas within the Kumasi Metropolis had some form of knowledge about social media.
2. Respondents choice of social media was either Facebook, WhatsApp, OLX or a combination of any two of the social media platforms earlier.
3. Respondents have varying degrees of experiences in social media advertisements.
4. Respondents made use of social media for different purposes with the key usage were for communication, advertising and chatting with friends and family.
5. Aside communication, respondents claim that they learn from these platforms and also share ideas through such means of communication.
6. Some respondents were able to tell the time their products are requested for the most; thus, Christmas and Easter, whereas some said they do not have any moment like that.
7. Each respondent was able to say exactly how he gets customers.
8. Respondents pointed out the responses they have received from using a particular social media platform.
9. Some respondents could not identify the benefit associated with social media advertising whereas other indicated the benefits of using social media as far as its usage within their business is concerned.
10. Some respondents (about 59%) could identify the contribution of social media advertising to their business.

## REFERENCES

- [1] Apenteng, A. S., & Doe, P. N., (2014). Social Media & Business Growth: Why Small/ Medium-Scale Enterprises in the Developing World Should Take an Advantage of it (A Case of the country Ghana), *Journal of Business and Management*, 16(5), 76-80.
- [2] Ajzen, I., (1991). The Theory of Planned Behavior organizational Behavior and Human Decision Processes. *Taylor, S. and Todd, PA (1995) Understanding information technology Usage: A test of competing models, Information Systems Research, June, 6(2), 144-176.*
- [3] Ala-Mutka, K., Broster, D., Cachia, R., Centeno, C., Feijóo, C., Haché, A., Kluzer, S., Lindmark, S., Lusoli, W., Misuraca, G. & Pascu, C., (2009). The impact of social computing on the EU information society and economy. *JRC Scientific and Technical Report EUR*, 24063.
- [4] Al Tawara, A. & Gide, E., (2017). A Comprehensive Literature Review on the Adoption of Social Media Marketing in SME Retailors in Jordan.
- [5] Barker, M. S., Donald L. B., Nicholas F. B. & Krista E. N., (2013). *Social media marketing: A strategic approach*. Mason, OH: South-Western, Cengage Learning.
- [6] Barutçu, S., & Tomas, M. (2013), Measurement of Sustainable Social Media Marketing and Social Media Marketing Efficiency, *Journal of Internet Applications & Management Dergis*, 4(1), 5-24. DOI: 10.5505/iuyd.2013.69188.
- [7] Basford, L. & Slevin, O. eds., (2003). *Theory and practice of nursing: An integrated approach to caring practice*. Nelson Thornes.
- [8] Baş, Y., Gümüş, N., & Cop, R., (2010). The Impact of Social Bookmarking Sites on Consumer Decisions as a Marketing Communication Tool and a Research 15. *National Marketing Congress İzmir*.
- [9] Bhaskaran, S., (2013). Structured case studies: Information communication technology adoption by small-to-medium food enterprises, *British Food Journal*, 115(3), 425-447, <https://doi.org/10.1108/00070701311314237>.
- [10] Bosua, R., Evans, N. & Sawyer, J., (2013). Social networks, social media, and absorptive capacity in regional small and medium enterprises (SMEs) in Australia, *Australian and International Journal of Rural Education*, 23(1), 1-18.
- [11] Boyatzis, R. (1982). The Competent Manager: A Model for Effective Performance. *New York: John Wiley & Sons*.
- [12] Boyatzis, R. E., (1998). *Transforming qualitative information: thematic analysis and code development*. Sage Publications.
- [13] Christensen, L., Johnson, R., & Turner, L. A., (2015). *Research Methods, Design and Analysis*, 12th edn., Pearson, Edinburgh, England.
- [14] Cohen, L., Manion, L., & Morrison, K. (2007). *Research methods in education*, 6th edn, London, Routledge.
- [15] Creswell. J. W., (2008), *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (3rd ed.). Upper Saddle River, NJ: Merrill.
- [16] Creswell, J. W., (2014). *Research Design: Qualitative, quantitative and mixed methods approaches*, 4<sup>th</sup>edn., Sage Publications.
- [17] Crotty, M., (1998). The foundations of social research. London, Thousand Oaks, New Delhi: *SAGE publications*.
- [18] Daj, A., (2013). Economic and legal aspects of introducing novel TCT instruments: Integrating sound into social media marketing - from audio branding to sound scaping. *Economic Sciences*, 6(2), 15-24.
- [19] Drury, G., (2008). Opinion Piece: Social Media: Should Marketers Engage and How Can it be done effectively? *Journal of direct data and digital marketing practice*, 9, 274-277.
- [20] Easterby-Smith, M., Golden-Biddle, K., and Locke, K., (2008). Working with pluralism: determining quality in qualitative research. *Organizational Research Methods*, 11(3), 419-429.
- [21] Ekinci, K., (2010). *Social Media Today*. Retrieved on October 27, 2012, from 25 "P"s of Social and New Media Marketing: <http://socialmediatoday.com/officedivvy/154631/25-ps-social-and-new-mediemarketing>.
- [22] Eriksson, P. & Kovalainen, A., (2008). *Qualitative Methods in Business Research*, 1st ed, SAGE Publications Ltd., London.
- [23] Evans, D., (2010), *Social media marketing: The next generation of business engagement*. Sybex: Wiley Publishing.
- [24] Festinger, L., Schachter, S. & Back, K., (1950). Social pressures in informal groups; a study of human factors in housing. Fliegel, F. C. & Kivlin, J. E., (1966). Attributes of Innovations as Factors in Diffusion. *American Journal of Sociology*. 72(3), 235-248.
- [25] Frain, A., (2014). Leadership in Power. Retrieved December 13, 2017, from <https://socialidentityresources.com/2014/06/19/understanding-power-authority-and-coercion>.
- [26] Gephart, R., (1999). Paradigms and Research Methods: [http://division.aomonline.org/rm/1999.RMDForum\\_Paradigms-and-Research](http://division.aomonline.org/rm/1999.RMDForum_Paradigms-and-Research). Accessed January 2009.
- [27] Global Web Index Q4, (2016), *Social Summary (Global Web Index's quarterly report on the latest trends in social networking)*, London, UK. Available at: <https://cdn2.hubspot.net/hubfs/304927/Downloads/GWI-Social-Q4-2016-Summary.pdf> (Accessed: 19 June 2018).
- [28] Grix, J. (2004). *The foundations of research*, London, Palgrave Macmillan.
- [29] Guba, E., (1990). *The Paradigm Dialog*. London: Sage.
- [30] Gümüş, N. & Kütahyalı, D. N., (2017). Perceptions of Social Media by Small and Medium Enterprises (SMEs) in Turkey, *International Journal of Business and Information*, DOI: 10.6702/ijbi.2017.12.2.2. [https://www.researchgate.net/publication/317329023\\_Perceptions\\_of\\_Social\\_Media\\_by\\_Small\\_and\\_Medium\\_Enterprises\\_SMEs\\_in\\_Turkey](https://www.researchgate.net/publication/317329023_Perceptions_of_Social_Media_by_Small_and_Medium_Enterprises_SMEs_in_Turkey) [accessed Jul 23, 2018].
- [31] Gunelius, S., (2011). *30 minute social media marketing: step by step techniques to spread the word about your business fast and free*. United States: McGraw-Hill.
- [32] Hassan, S., Nadzim, S. Z. A. & Shiratuddin, N., (2015). Strategic Use of Social Media for Small Business Based on the AIDA Model, *Procedia-Social and Behavioral Sciences*, 172, 262-269.
- [33] Hatfield, J. L., (2017). Determinants of motivation and self-regulation in aspiring musicians. *The mental edge of musicianship*.
- [34] Henning, E., Van Rensburg, W. & Smit, B., (2004). *Finding your way in qualitative research*. Pretoria: Van Schaik.
- [35] Hubspot, (2012). 120 Marketing Stats, Charts & Graphs. Available from <http://hubspot.com> [accesses June 23, 2018].
- [36] Hurley, C., 2009, 'YouTube' Hurley, C Blog, Retrieved December 13, (2017) Retrieved from <http://youtube-global.blogspot.com/2009/10/youtube.html>
- [37] Jaokar, A., Jacobs, B., Moore, A., & Ahvenainen, J., (2009). *Social Media Marketing: How data analytics helps to monetize the user base in telecoms, social networks, media and advertising in a converged ecosystem*. London: Future text.
- [38] Katz, E., (1959). Mass communications research and the study of popular culture: An editorial note on a possible future for this journal. *Studies in public communication*, 2, 1.
- [39] Kirkland, C., (2011). *E-consultancy*. Retrieved on November 4, 2012, from 14 epic social media fails: <http://econsultancy.com/uk/blog/7913-14-epic-social-media-fails>
- [40] Kothari, C. R., (2004). *Research Methodology: Methods and techniques*, 2nd rev. edn., New Age International Publishers, New Delhi, India.
- [41] Lacho, K. J., & Marinello, C., (2010). How small business owners can use social networking to promote their business, *The Entrepreneurial Executive*.
- [42] Landa, R., (2004). Advertising by design: creating visual communications with graphic impact. John Wiley & Sons. Vancouver.
- [43] Lemanski, T. & Overton, T., (2011). UK Physical Sciences Centre: An Introduction to Qualitative Research. Retrieved April 30, 2013, from [http://www.heacademy.ac.uk/assets/ps/documents/primers/primers/qualitative\\_research.pdf](http://www.heacademy.ac.uk/assets/ps/documents/primers/primers/qualitative_research.pdf).
- [44] Mangold, W. G., & Faulds, D. J., (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.
- [45] Marketo, (2016). *The definition guide to Social Media Marketing*. Retrieved from <https://www.scribd.com/document/358591719/The-Definitive-Guide-to-Social-Media-Marketing-Marketo>.
- [46] Maymann, J. (2008). *The Social Metropolis*. Cincinnati: Go Viral.
- [47] Mbambo, B., & Cronjé, J. C., (2002). The Internet as an information conduit in developing countries: an investigation of World Wide Web usability among small and medium textile enterprises in Botswana, *Aslib Proceedings*, 54(4), 251-259, <https://doi.org/10.1108/00012530210443357>.

- [48] Mchombu, K. J., (1995). Impact of information on rural development: Background, methodology and progress. Making a difference: Measuring the impact of information on development. *Ottawa: International Development Research Centre*, 87-102. Vancouver.
- [49] Menou, M. J., (1993). Measuring the Impact of Information Development, *International Centre for Research Development*, Ottawa.
- [50] Ngai, E. W., Moon, K. L. K., Lam, S. S., Chin, E. S. & Tao, S. S., (2015). Social media models, technologies, and applications: an academic review and case study. *Industrial Management & Data Systems*, 115(5), 769-802.
- [51] Pelleth, Y. T., (2010). Towards Developing A Web-Based Blended Learning Environment at the University of Botswana, PhD Thesis, University of South Africa.
- [52] Petrescu, M., (2014). Viral marketing and social networks. Business Expert Press.
- [53] Resnik, D. B., (2011). What is ethics in research & why is it important. In *The national*.
- [54] Robson, C., (2002). *Real World Research: A Resource for Social Scientists and Practitioner-Researchers*. Oxford: Blackwell.
- [55] Rogers, E. M., (1983). *Diffusion of innovations (3rd Edition)*, New York: Free Press.
- [56] Rogers, E. M., (1995). *Diffusion of innovations (4th Edition)*, New York: Free Press.
- [57] Rogers, E. M., (2003). *Diffusion of innovations (5th Edition)*, New York: Free Press.
- [58] Rugova, B., & Prenaj, B., (2016). Social Media as Marketing tool for SMEs: opportunities and challenges, *Journal of Business, IIPCCL Publishing, Tirana-Albania*, 2(3).
- [59] Ruane, J., (2005). *Essentials of Research Methods: A Guide to Social Science Research*. Malden: Blackwell Publishing.
- [60] Sahin, I., (2006). Detailed Review of Rogers' Diffusion of Innovations Theory and Educational Technology-Related Studies Based on Rogers' Theory, *TOJET: The Turkish Online Journal of Educational Technology*, 5(2).
- [61] Saunders, M., Lewis, P., & Thornhill, A., (2009). *Research Methods for Business Students (5th ed)*. Essex, England: Pearson Education Limited.
- [62] Saunders, M. N., (2011). *Research methods for business students, 5/e*. Pearson Education India.
- [63] Schram, W., (1996). *Mass Media and National Development*, Stanford University Press, Stanford, CA.
- [64] Scoble, R., & Israel, S., (2006). *Naked conversations: How blogs are changing the way businesses talk with customers*. Hoboken, NJ: John Wiley.
- [65] Sernovitz, A., Kawaski, G. & Godin, S., (2006). *Word of mouth marketing*. Dearborn Trade, A Kaplan Professional Company.
- [66] Sinclair, M., (2007). A guide to understanding theoretical and conceptual frameworks. *Evidence-Based Midwifery*, 5(2), 39-40.
- [67] Soy, S. K., (1997). *The case study as a research method*. Unpublished paper, University of Texas at Austin.
- [68] Stelzner, M. (2012). Social media marketing industry report: How marketers are using social media to grow their businesses.
- [69] Sutton, J. & Kpentey, B., (2012). An enterprise map of Ghana, *International Growth Centre in association with the London Publishing Partnership*, 2.
- [70] TerreBlanche, M., & Durrheim, K., (1999). *Research in practice*. Cape Town, UCT Press.
- [71] Teddlie, C., & Tashakkori, A., (2006). A general typology of research designs featuring mixed methods, *Research in the Schools*, 13(1), 12-28.
- [72] Terrell, S. R., (2016). *Writing a Proposal for Your Dissertation: Guidelines and Examples*, Guilford Publications, New York, London.
- [73] Thomas, P. Y., (2010). *Towards developing a web-based blended learning environment at the University of Botswana* (Doctoral dissertation).
- [74] Tuten, T. L., (2008). *Social Media Marketing in a Web 2.0 World*, New Jersey: Greenwood Publishing Group Inc.
- [75] Vollmer, C., & Precourt, G., (2008). *Always on: Advertising, marketing, and media in an era of consumer control*. New York: McGraw-Hill.
- [76] Walsham, G., (1993). *Interpreting Information Systems in Organizations*. Wiley, Chichester.
- [77] Walton, M., (2009). The Political Economy of India's Malnutrition Puzzle. *Institute of Development Studies Bulletin*.
- [78] Wang, J. F., (2009). Building Social Networking Sites (SNS) on Open Source Platforms. *The Business Review, Cambridge*, 13(2), 32-38.
- [79] Wheeler, A., (2013). *Designing brand identity*. New Jersey: John Wiley and Sons Inc.
- [80] Yin, R. K., (1984). *Case study research: Design and methods*. Newbury Park, CA: Sage.