

The Impact of Social Media in Disseminating Information to Small-Scale Businesses in Chinhoyi, Zimbabwe

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Abstract:- Many scholars and researchers have since established that social media usage by businesses is gaining prominence in the global markets. This current paper explores the impact of social media in disseminating information to small-scale businesses in the town of Chinhoyi in Zimbabwe. The central objective of the study is to identify the role of social media in the dissemination of information to small-scale businesses in Chinhoyi, Zimbabwe. The study adopts qualitative research method and uses purposive sampling to administer a questionnaire to elude responses from fifty-(50) small-scale business owners in Chinhoyi. The study provides insight into the advances in social media that are enabling social and cultural changes in business. The major findings of the study are that, social media may help in novel ways to congregate geographical markets for higher sales, transform traditional business approaches, and initiate the much needed and viable consumer-focused communication. The study contributes to the understanding of the impact of social media in disseminating information to small-scale businesses in Chinhoyi, Zimbabwe. Owing to the increase in social media usage more than the traditional platforms, for information consumption, the study argues that. (i) Where clients frequent should naturally become important for business, since business is about clients. (ii) In addition, now that social media is so available to anyone with an internet connection and even more now for everyone with a smartphone, small-scale businesses should embrace it for information dissemination. Overall, the study recommends that social media should be a platform to increase business brand awareness and facilitate direct feedback from customers.

Keywords: -Social media, small-scale businesses viral, virtual, Web 2.0.

I. INTRODUCTION AND BACKGROUND

A number of previous studies have focused on business-related aspects of social media use in companies (Barnes and Jacobsen, 2013). These aspects include specific sectors, specific platforms, and specific consumer contexts. This manuscript focuses on the impact of social media in disseminating information to small-scale businesses in the town of Chinhoyi in Zimbabwe. The study finds vested interest in small-scale businesses in Chinhoyi, Zimbabwe mainly due to the realization that small-scale businesses play a pivotal role for the sustenance of livelihoods of the nation, Zimbabwe where there is a very high rate of unemployment at the time of writing.

From a Zimbabwean perspective, Chipangura and Kaseke, (2012) define a small-scale business as a venture that has an employment capacity of 1–20 hired employees. The paper uses this same definition of small-scale business as above. Small-scale businesses are an indispensable drive in the entire Zimbabwean economy. They steer growth and create employment. Lee and Cho, (2011) ascertain that the evolution of small-scale businesses is a means to promote entrepreneurship and innovation in the 21st century. Many developing countries, including Zimbabwe, have engaged in this bandwagon. The main reason is to create employment and eradicate poverty, along with closing other known colonial gaps in macro-resources ownership (Bruhn, Schoenmueller and Schäfer, 2012).

Today's world has become increasingly social. In Cook, (2008)'s views, social media describes the way in which content (particularly news and opinions) have become democratized by the internet and the role people now play not only in consuming information and conveying it to others, but also creating and sharing content with them. Social media brought revolutionary new ways of interacting, participating, cooperating and collaborating, involves user-generated content, and connects with people, through many-to-many fashion, rather than the traditional "one-to-many", communication approach (Kavoura, 2014). Previous researches show that internet users are rapidly growing and spend substantial percentage of their online time on social media platforms. There is increasingly growing evidence that Information and Communication Technologies (ICTs) can be powerful tools, and when managed properly and effectively, can strengthen the impact of business and development initiatives (Safko, 2010). Social media has become crucial to businesses, as the volume and complexity of knowledge and information have evidently outstripped the ability of entrepreneurs to function optimally without the support of information management tools (Hays, 2013).

The Human Development Report (UNDP), (2001), emphasizes strategic importance of increased access to knowledge and information. It states that information plays a key role in improving the viability of small-scale businesses and accelerate economic growth and development. There is also extensive literature on the value of information for small-

scale businesses to improve, among other aspects, decision-making. Businesses require timely information on government policies and regulations, decisions by local councils, and other practical matters such as health (UNDP, 2001).

It is in this context, that the specific aim of this paper is to determine the role of social media in disseminating information to small-scale businesses in Chinhoyi, Zimbabwe. In order to achieve this aim, the central objective of the study is to identify the role of social media in the dissemination of information to small-scale businesses in Chinhoyi, Zimbabwe. In addressing this objective, new practical knowledge and information is a boon to all the business people in general and to the small-scale businesses in Chinhoyi, Zimbabwe in particular.

II. LITERATURE REVIEW

This section presents a brief overview of the concept of social media and reviews literature on the role of social media in the dissemination of information to small-scale businesses.

2.1.1 Understanding Social Media

The earliest methods of communicating across great distances used merely written correspondence delivered by hand from one person to another. The earliest form of postal service dates back to 550 BC (Nielsen, 2011). The invention of the telegraph came in 1792. This allowed delivery of messages over long distances, far faster than a horse and rider could carry. Although telegraph messages were short, they were a revolutionary way to convey information. Through the trajectory of history, the dissemination of messages progressed from the oral tradition, to script, print, wired electronics, wireless electronics and today, digital communication mode. We therefore, understand traditional media as publications (newspapers, magazines, and journals), radio and television, billboards, telephones, face-to-face etcetera. According to Cetin, (2017) most of the traditional marketing strategies fall under one of the four categories, which are print, broadcast, direct mail, and telephone. These platforms only allowed for limited business awareness to local boundaries or at the most spread within the country. The most striking common characteristics of traditional media are that they are one-way conversation, closed system (take themselves very seriously), opaque, and are a top-down strategy (Cetin, 2017).

Kaplan and Haenlein, (2010) define social media as a group of internet-based applications that build on the technological foundations of Web 2.0. In the same vein, Saffko describes social media as an extension of traditional media employing a sophisticated set of tools, and technologies for connecting, building relationships and social interactions. The entire paradigm of social media has altered the basic rules of communication, between businesses and their audiences alike. A robust multidimensional model in communication has replaced the one-way communication methods of the recent past (business-to-customer and business-to-business

(Michael, 2014). That model is now collectively social media. To communicate decidedly and effectively in the social media world means understanding the “new rules of the road.” Succinctly, according to Michael, (2014) people want:

- to have a say,
- meaningful dialogue,
- to be engaged and involved in the process,
- personal interactions with others,
- to be listened to,
- to help shape what they find useful,
- to connect with others engaged in similar activities,
- plain talk,
- communication to be genuine and relevant,
- to be in partnership, and
- to conduct business with ethical entrepreneurs who work honestly and transparently.

While the tools and kinds of social media are many, and their implementations seemingly boundless, they all share, a habitual set of characteristics commonly referred to as the five Cs of social media (Cox, 2012). For Cox, the five Cs summarize the rules of social media stated above. First, there is *conversation*: Communication is no longer one-way, broadcast or somehow sent to a passive audience. Social media is at least a two-way conversation, and often a multidimensional one. Social media engages everyone involved. Second, *contribution*: Social media encourages contributions and reactions from participants. “Encourage” is the key building block here, social media solicits positive interaction, by making it relatively easy for individuals to contribute. Third, *collaboration*: Social media promotes an exchange of information between and among parties by inviting participation. Marketers simply need to create quick and simple collaborative platforms for information to be organized and distributed. Fourth, *connection*: Accessing information on the internet only takes a click. Social media thrives on connections, within its own Web vehicles and through links to other sites, resources, people, and automatic feeds. People can even create their own personalized sites of connections. Then lastly, *community*: The creation of social media is also a fundamental characteristic of social media. A relationship with others who share common attitudes, interests, and goals is quite important. Communities form quickly, and communicate so effectively. Communities build goodwill from members to the hosting small-scale businesses and among members. While these communities are only virtual, with members seldom meeting each other in person, they are no less robust than the physical communities in which we live, and in many ways more robust from the simple fact that barriers are removed (Cooper and Schindler, 2008).

2.1.2 The Role Of Social Media In The Dissemination Of Information To Small-Scale Businesses.

In my ongoing PhD thesis entitled “A Critical Assessment of Social Media as a New Marketing Communication Media in

the Financial Sector in Zimbabwe”, I propose that the history of entire communication is humankind’s search for ways to improve upon shouting. While messages carved on stone pillars communicated very well across time, down through the centuries, they were an inefficient method of communicating across space (Amazon, 2016). People could only read the message within reading range. Its recipients had to travel to receive it; yet, the system should be altogether more efficient if it is the message, which travels. Today, the power of social media is rooted in its ability to connect people across time and space.

Basri, (2016) observes that the use of social media-based platforms for information dissemination, is progressively transforming how small-scale businesses conduct operations. He argues that the increased use of social media platforms is helping small-scale businesses craft strategies to (a) reduce operational prices, (b) reduce product or service prices, (c) increase public awareness and support, (d) open up new ways of doing business, (e) optimize innovative concepts. In short, social media has opened a broad spectrum of ways for business people to fulfill basic and complex communicative needs such as sharing, collaboration and co-creation, increase profitability, and integrate business management functions.

Donnelly, (2013) brings to our awareness that, what started as a tool for social revolution is now, rapidly adopted by enterprises as a “business” tool to achieve business objectives. The overall way businesses use these tools significantly alters a plethora of practices, including information dissemination (Benkler, 2006). With social media use, there are opportunities for virtually gaining competitive advantage that small businesses can utilize. These include improved communication with customers, better interaction with suppliers, brand and reputation enhancement, market research and knowledge sharing (Williams and Brunner, 2010).

From a business perspective, Dockel and Ligthelm, (2012) suggest that social media can work in a number of ways to improve operations and enhance the business profile. For example, improved communication; greater exposure by way of amplifying word-of-mouth (WOM) effects; getting closer to, and building relationships with existing customers; attracting new customers; promoting a company’s products or services; improving brand awareness; increasing volume of traffic to web site; increasing levels of sales; improved collaboration and establishing online communities.

Social media is mainly free and easy to use and therefore, can provide businesses with a relatively quick and low-cost method of connecting with customers (Fischer and Reuber, 2011). This could be beneficial to small-scale businesses that may not have the financial backing or technical expertise required for other more traditional technical solutions and require short term and tangible value in any new endeavors (Stockdale et al., 2012).

For business people, social-media is no longer a communication tool for amusement only, but also

disseminates crucial, strategic information for business life. For instance, social media plays a critical role in the dissemination of climate change information. As pointed out earlier, climate change is probably the most topical issue of the 21st Century, since it affects all facets of socio-economic development (Lokkegaard, 2018). Climate change impacts have a widespread effect on social and economic development. It affects climatic sensitive sectors such as water, agriculture, energy, health and natural resources among others. Weather events such as floods, droughts and storms affect community livelihoods and infrastructure. As such, social media disseminates and highlights best practices in adapting to climate change among business communities. It influences people’s thinking and lines of thought on particular subjects. It is important in public education and awareness about these climate changes, which may be long-term fluctuations in temperature, precipitation, wind, and other related acts of God, that may negatively affect business operations.

Other very important features worth noting are; the ease of use and “elementary directions” of the different applications that make social media accessible to both inexperienced and technically orientated people (Lokkegaard, 2018). This accessibility is of particular relevance to small-scale businesses that have traditionally lacked the skills to effectively use IT, but who benefit from the technology when they use it well (Bauman, Nelson, Pratt and Victor, 2017). As mentioned earlier, social media is cheap and does not require high-level technological competencies and so, small enterprises that are usually deep-rooted in their local environments, may take advantage of Web 2.0 (Cesaroni and Consoli, 2015).

Narayanan et al., (2012), sum it up all, by suggesting how social media is now dominating the global scene, by stating that:

...It is a new world – a world where everyone has the ability to influence opinion. A world where everyone has the ability to influence business. A world where distances are down to zero. A world where voice has speed greater than light. A world that pushes away any attempt to regulate it, except through mechanisms of self-regulation. The world that is today, is a world shaped by social media and the free flow of conversations that the phenomenon enables and endorses (Narayanan et al., 2012).

Concisely, the era of social media, has bestowed consumers with greater access to information and greater command over media consumption than ever before (Vollmer and Récourt, 2008). In the new communication paradigm, information about products and services originates in the marketplace. Many consumers are now turning away from the traditional

sources of marketing like radio, television, magazines, and newspapers to using new social media more frequently to search information about products and services and make decisions. Social media platforms provide the perfect opportunity to take advantage of word of mouth and to see it spread (Cesaroni and Consoli, 2015).

In view of the above, small-scale businesses would be unwise to ignore the growing number of people who regularly and frequently use these applications. Again, it would be unwise for them to ignore the subsequent value and potential of these applications to create business opportunities.

III. METHODOLOGY

The research methodology involves observation of theoretical data collected through questionnaire and analysis of market activities. The study adopts the descriptive technique and is qualitative in nature. Bryman, (1984) postulates that qualitative data provide a rich, detailed picture about why people act in certain ways, and their feelings about those actions. He goes further to say, qualitative data look deeper than analyzing ranks and counts by recording attitudes, feelings and behaviors as well as encouraging people to expand on their responses, which could open up new topic areas not initially considered.

3.1.1 Research Method

The study employs a questionnaire survey designed to elicit information on the role of social media in disseminating information to small businesses in Chinhoyi, Zimbabwe in the period between the months of October and December 2020.

3.1.2 Identification Of The Population

The study uses a purposive sampling of fifty-(50) small-scale businesses in Chinhoyi town in Zimbabwe. The researcher solely chose the purposive sampling method due to its time and cost effectiveness when compared to other sampling methods. In addition, purposive sampling enables squeezing of a lot of information out of the data collected. This allows for a description of the major impact findings on the population. The additional information about the small-scale businesses came from the Chinhoyi Statistic website.

3.1.3 Research Instruments

The researcher used a questionnaire (see Appendix 1). The questionnaire carried three sections. Section A- dealt with social and demographic issues, while sections B and C dealt with knowledge of social media assessment and identification of the roles for social media in the dissemination of information to small-scale businesses in Chinhoyi, Zimbabwe respectively.

IV. DATA ANALYSIS

Chinhoyi had a population estimated at 77,929 people during the 2012-08-17 census. Table 1 below shows further information about the population structure in Chinhoyi at the time.

Table 1 Population structure in Chinhoyi as at 2012-08-17 census

Name	Status	Population Census 2002-08-18	Population Census 2012-08-17
Chinhoyi	Urban District	55,968	77,929
Gender		Persons	
Males		36,815	
Females		41,114	
Gender (C 2012)			
Males		36,815	
Females		41,114	

Males 47.2% Females 52.8%

Source: Zimbabwe National Statistics Agency (web).

The recognition of small-scale businesses as a dominant part of the economic matrix is gathering momentum in Chinhoyi. Small businesses in Chinhoyi, like elsewhere, capture digital media marketing of products. These products in turn, spread enormously in almost all service industries. The forms of Digital media products are E-commerce, (online and mobile), Websites as well as mobile applications, animation, video, and so on. Small-scale businesses like their bigger organization counterparts, are realizing that quick, timely, relevant and effective communication with customers and suppliers is the backbone of a business and marketing, hence, have resorted to social media for dissemination of information. If customers and other stakeholders can chat, live and discuss their problems, complaints, questions and other matters with representatives, like what is happening in Chinhoyi, it builds up the confidence and acceptance of quality services of a service provider. These sorts of activities are now possible through social media.

Social media platforms are serving as 24/7 virtual shops for customers, giving small-scale business products greater visibility around the clock. Time zone variations have no compelling significance in this regard. These platforms are just as one-stop shops for customers, which offer low cost but effective service facility in varying time zones. Virtual buying and selling have become convenient especially in these times of the deadly pandemic (COVID-19) where movements of individuals are controlled. Brodie, (2013) asserts that through social media, small-scale businesses develop and prepare effective data bases of customers for their previous purchases and reach them again during new product launch. Keeping in touch with existing customers is proving highly useful because small-scale business owners know their choices and priorities.

While an entrepreneur's choice of a particular platform matters, the audience activity plays the biggest role. So then, entrepreneurs stand guided by customers. The observable popular platforms in Chinhoyi are, Facebook, (which is largely a conversational platform), LinkedIn, (which is a place for people to connect with other business professionals and network online), Twitter, (which is a massive network of individuals and brands interacting with each other in a very

fast-paced environment). Instagram,(which offers a couple of different posting formats, short-lived stories and permanent posts), and YouTube, (which allows for creating video content). In no small thanks to its features and flexibility, WhatsApp is also becoming incredibly popular. Part of what makes this App appealing to small-scale businesses is that it works on various phone and computer operating systems, letting consumers text, chat, and share media, including voice messages and videos, with individuals or groups. It can also take advantage of Wi-Fi and cellular data to make one-on-one or group calls.

Below are three WhatsApp images, illustrating some of the commodities broadcast via snapshots to reach multitudes.



Sample Image 1: WhatsApp snapshot (Shoes for sale).

Source: WhatsApp platform (smartphone)



Sample Image 2: WhatsApp snapshot: (Sun hats for sale).

Source: WhatsApp platform (smartphone)



Sample Image 3: WhatsApp snapshot (Potatoes for sale).

Source: WhatsApp platform (smartphone)

With the tremendous uptake of smartphones in this city and country, the growth in the use of mobile applications continues to expand rapidly. The significance of the assertion that “a picture is worth a thousand words” by Canale, (1983), is confirmed here. Customers make a whole range of multiple novel interpretations about products and make informed decisions in the comfort of their homes. In Chinhoyi, like elsewhere, products have become viral owing to the use of smartphones. Online sale has proved not only to be highly useful but also effective. This is most probably because online sale is fun and engaging. Delivery of results is instant to the convenience of both buyers and sellers. By using social media, the market base for the small-scale businesses in Chinhoyi has significantly extended. The accelerating popularity of social media in Chinhoyi undoubtedly strengthens communication for small-scale businesses to reap benefits of a diverse type. These small-scale businesses are fast closing the gap of lagging far behind big corporates in adaptation of this innovative technology of the present century.

Overall, the researcher finds social media applications having positive impacts on small-scale businesses in Chinhoyi. Aydag and Wei Li, (2012) observe that entrepreneurs are motivated to use these platforms for information dissemination because the platforms require minimum budget or even free in most social media websites. Social media creates interaction. Customer perception is inclusive and social media provides factual time feedback, handling opportunities.

Informed Consent

The researcher informed participants about the nature and the purpose of the research. Participants completed a consent form in order to achieve voluntary informed participation.

Participants were also informed about the objective of the study as well as what they were expected to do (see appendix A).

V. FINDINGS AND DISCUSSIONS

The findings for the research objective drawn from the literature review as well as the questionnaire survey reveal that social media use among small-scale businesses for information dissemination is gathering momentum in Chinhoyi. About 85% of the questionnaire respondents strongly agreed that they could get all the necessary information to undertake their tasks on social media. They felt that it is cheap and does not require high-level technological competencies. They also indicated that social media encourages contributions and reactions from anyone who is interested. The majority 80% of the respondents strongly agreed that social media is a great tool for listening to consumers and improving products and services, and that the number of people using internet for daily searches of products and services keeps on increasing. About 82% of the respondents strongly disagreed that very few people can use new technology, also strongly disagreed that majority shy away from social media related services due to security reasons. For the researcher, this position and trend tends to confirm the level of education of those majorities of the respondents, who had indicated that they had gone through secondary education. The majority of respondents listed a handful of social media platforms that they are familiar with which included Facebook, Instagram, Twitter, LinkedIn, YouTube, Reddit, Pinterest and the incredibly growing user-friendly WhatsApp platform. The greater part 85% of the respondents indicated that WhatsApp is fast growing and stands as one of the most preferred platforms for information dissemination.

The conspicuous barriers on the use of social media in selling products and services by small-scale businesses were mainly: the slowing down of systems, power cuts and cost of data bundles. Otherwise as an overall aspect of the findings, it was apparent that social media is such a fast-growing online source with a high amount of different kinds of methods within the business sector. The researcher agrees with Hootsuite, (2014) that, "...when utilizing social media as an online marketing strategy, there is not much that can go wrong as it is one of the most rapidly changing fields of technology ever". This means if a small-scale business is already utilizing this method of marketing, it already has a much greater advantage than the one that does not. The study also found out that social media usage has a strong positive impact on performance of the small-scale businesses in terms of increase in sales transactions, sales volume, sales enquires and the number of customers. One could interpret this as the interactive nature of social media. It enables a two-way communication with the public and greatly influence the small-scale businesses to use it. It improves customer relations by allowing them direct access to information for which they would previously have to telephone, or e-mail. In addition,

small-scale businesses can get the information about their potential customers, their tastes, and their wants easily from conversations on social media. Consistent with these findings, Dholakia and Kshetri, (2004), concur that there is a discernable influential relationship between social media marketing and productivity in small-scale businesses. As further suggested by Simpson and Docherty, (2004), the adoption of social media marketing technologies enables small-scale businesses to deliver critical information through platforms such as mailing lists, newsgroups and chat rooms to their internal and external stakeholders.

Finally, the study observes that there is increased latitude in the use of informal language in dissemination channels. This latitude creates relaxed and non-pressured atmosphere. It is evident that societies build around relaxed relationships. Chinhoyi entrepreneurs can achieve a sound and better understanding of business dynamics by introducing the concept of social networking systems within their small-scale businesses.

VI. CONCLUSION

The aim of this paper was to determine the role of social media in disseminating information to small-scale businesses in Chinhoyi, Zimbabwe. The urge by small-scale businesses to use social media for boosting growth is continuously expanding following the fast development and expansion of Web 2.0. Social media usage in small-scale businesses and the impact thereof is an essential part of modern-day entrepreneurial operations for small-scale businesses to promote their businesses. Even better, social media is also an effective platform for lead generation. The study concludes that, with the passage of time, e-connectivity and social networking practices are becoming obligatory for the success of businesses. The adoption and implementation of the internet connectivity offer great potential for creating new ways of working in the knowledge-driven economy.

DATA AVAILABILITY

The datasets generated in this study are available from the author on request.

DISCLOSURE

I approve this manuscript for submission and claim that none of the material in this paper is under consideration for publication elsewhere. I acknowledged other people's ideas.

CONFLICTS OF INTEREST

I declare that I have no conflicts of interest

AUTHOR CONTRIBUTION STATEMENT

E.C. wrote the entire article.

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Appendix A:

INFORMED CONSENT FORM

Research Article Title:**IMPACT OF SOCIAL MEDIA ON DISSEMINATING INFORMATION TO SMALL SCALE BUSINESSES IN CHINHOYI, ZIMBABWE.**

PLEASE COMPLETE AND RETURN TO THE RESEARCHER:

Enesiti Chirume

Faculty of Humanities and Social Sciences (Catholic University of Zimbabwe).

Your Name.....

I have read the information sheets attached and understood what this Journal Article is intends to do. I understand that I can change my mind at any point and decline to be involved any further in the research without penalty. I consent to taking part in answering the questionnaire as part of this Article.

I understand that the researcher shall keep the information I give during the research securely and confidentially and destroy it thereafter. I consent to findings used anonymously for the Journal Article and for publications.

Your signature.....Date.....

APPENDIX B: Survey Questionnaire

Good morning/afternoon, my name is Enesiti Chirume. I am carrying out a study to understand the impact of social media on disseminating information to small-scale businesses in Chinhoyi. The responses that you give will be anonymous, confidential, and not linked to you personally. If there are any questions that you are not comfortable answering, you may skip them. Thank you for your cooperation.

SECTION A: SOCIAL AND DEMOGRAPHIC QUESTIONS

Tick the appropriate box

1. How old are you?

18-25	26-30	31- 40	41-50	51-59	60+

2. Gender

Gender	M	F

3. What is your place of residence?

HIGH DENSITY	LOW DENSITY	NOT PREPARED TO ANSWER

4. What is your highest level of education?

TERTIARY	SECONDARY	PRIMARY	NO EDUCATION	NOT PREPARED TO ANSWER

Section B: 1

5. How much do you know about social media?

EXTREMELY AWARE	AWARE	NEUTRAL	UNAWARE	NOT AT ALL AWARE

6. To what extent do you agree or disagree with the following phrases regarding impact of social media on disseminating information to small scale businesses

Tick the appropriate box

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
(a) You can get all the necessary information to undertake your tasks on social media					
(b) Social media is cheap and does not require high-level technological competences					
(c) The one-way communication methods of the recent past have been replaced by social media platforms					
(d) Social media encourages contributions and reactions from anyone who is interested					
(e) Accessing information on the Internet only takes a click					
(f) Social media is a great tool for listening to consumers and improving products and services					
(g) The number of people using internet for daily searches of products and services keeps on increasing					
(h) Social media platforms are serving as 24/7 virtual shops for the customers					
(i) Very few people can use new technology					
(j) Majority shy away from social media related services due to security reasons					
(k) Customers still value personalized and responsive services from their providers					
(l) Social media is infested with network communication error					

Section B SOCIAL MEDIA PLATFORMS OF INFORMATION DISSEMINATION TO SMALL BUSINESSES

This section asks questions relating to platforms of information dissemination to small businesses.

7. What are the social media platforms with which you are familiar?

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8. List three mostly used platforms

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9. Which social media platform should I use to promote my business?

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10 . What is the fastest growing social media platform?

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11. What are the potential barriers of the use of social media to sell products by small-scale businesses?

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12. What is the best time to post on social media?

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NB. Do you have any other information that you may want to share?

THE END- Thank you!