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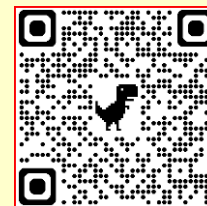
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## The Impact of Social Media on Knowledge-Sharing Practices among Women Entrepreneurs in Mafinga, Tanzania

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### ABSTRACT

This study investigates the influence of social media on knowledge-sharing practices among women entrepreneurs in Mafinga, Tanzania. Despite the global proliferation of social media, its impact on women entrepreneurs in rural, developing regions remains underexplored. The research aims to fill this gap by examining the types of knowledge shared, perceived benefits and challenges, and the impact on business performance and networking. Using a mixed-methods approach, the study combines surveys from 52 women entrepreneurs and in-depth interviews with 20 participants. Theoretical frameworks adopted from the Theory of Diffusion of Innovations and Social Capital Theory guide the analysis. Key findings reveal that women entrepreneurs primarily use social media for marketing, customer engagement, and networking. Benefits include increased visibility and access to new markets, while challenges include limited digital literacy, unreliable internet access, and cultural barriers. The study concludes that social media can empower women entrepreneurs by facilitating knowledge sharing and business growth, but these benefits depend on addressing digital literacy, technology access, and cultural norms. Recommendations include implementing digital literacy programs, investing in internet infrastructure, and fostering supportive networks. This research contributes to the literature on social media and entrepreneurship and offers practical guidance for policymakers and support organizations to enhance the business success of women entrepreneurs in Mafinga.

**KEY WORDS:** Social Media, Women Entrepreneurs, Knowledge Sharing, Mafinga and Business Performance

### 1.0. INTRODUCTION

#### 1.1. Background of the study

Social media has become a vital tool for business communication and knowledge sharing globally, offering numerous benefits such as increased visibility and market reach (Kietzmann and Ang, 2018). However, the specific impact on women entrepreneurs in developing regions, particularly in rural areas, remains underexplored. In sub-Saharan Africa, while internet penetration and mobile usage are growing, the dynamics and challenges faced by women entrepreneurs in using social media are not well-documented (Kim and Park, 2019). In Tanzania, the entrepreneurial landscape is increasingly digital, but how women entrepreneurs in rural areas like Mafinga use social media for knowledge sharing and business support is not well understood (Sánchez-Fernández and Iniesta-Bonillo, 2018; Van der Walt and Kruger, 2019)

In the digital age, social media has emerged as a powerful tool for communication and knowledge sharing, transforming the way

businesses operate and interact with customers. According to Kietzmann and Ang (2018), social media platforms like Facebook, Twitter, and LinkedIn have become essential for entrepreneurs to enhance their visibility, build networks, and share knowledge. These platforms offer numerous benefits, including increased market reach, customer engagement, and access to a wide array of information and resources. However, the effectiveness of social media in supporting business growth varies across different contexts, particularly in developing regions where access to technology and digital literacy may be limited. Despite the global proliferation of social media, there is a need for more localized studies to understand its impact on specific demographics, such as women entrepreneurs in developing countries.

In sub-Saharan Africa, the role of social media in economic development and entrepreneurship is gaining increasing attention. According to the African Development Bank (2020), the region has seen a significant increase in internet penetration and mobile phone

usage, which has facilitated the adoption of social media among various user groups, including entrepreneurs. However, the impact of social media on business practices, particularly among women entrepreneurs, remains underexplored. Studies by Kim and Park (2019) highlight the potential of social media to enhance business performance and networking opportunities, but the specific dynamics and challenges faced by women entrepreneurs in this region are not well-documented. This knowledge gap is particularly significant in rural areas, where access to traditional business support services may be limited, and social media can play a crucial role in knowledge sharing and business growth.

In Tanzania, the entrepreneurial landscape is characterized by a growing number of women entrepreneurs who are leveraging social media to support their business activities. According to the Tanzania Commission for Science and Technology (2021), the country has seen a significant increase in internet usage, with a growing number of women accessing and utilizing digital platforms. However, the specific ways in which women entrepreneurs in rural areas like Mafinga use social media for knowledge sharing and business support are not well understood. Research by Sánchez-Fernández and Iniesta-Bonillo (2018) suggests that while social media can significantly enhance business performance, the unique challenges faced by women entrepreneurs in Tanzania, such as limited digital literacy and cultural barriers, need to be addressed. Additionally, a study by Van der Walt and Kruger (2019) emphasizes the importance of understanding the factors that influence the adoption and effective use of social media, such as access to technology and cultural norms. This study aims to fill these gaps by providing a comprehensive analysis of the role of social media in knowledge sharing among women entrepreneurs in Mafinga, Tanzania, and identifying strategies to

support their business growth.

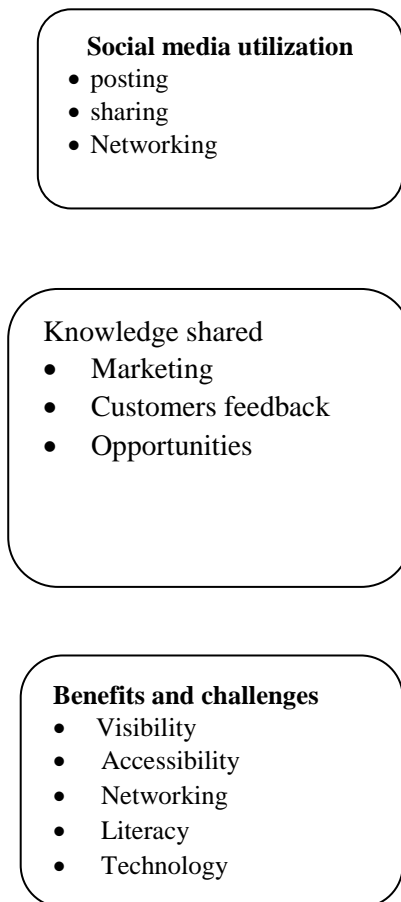
**1.2. Problem statement**

Despite the increasing importance of social media in business communication, there is a significant research gap in understanding how women entrepreneurs in Mafinga, Tanzania, utilize these platforms for knowledge sharing. Current literature highlights the general benefits and challenges of social media for entrepreneurs (Kietzmann and Ang, 2018; Alalwan et al., 2017), but specific studies on women entrepreneurs in developing regions, particularly in rural areas like Mafinga, are limited. The types of knowledge and information shared, the perceived benefits and challenges, and the impact on business performance and networking opportunities remain underexplored (Kim and Park, 2019; Sánchez-Fernández and Iniesta-Bonillo, 2018). Additionally, the factors influencing the adoption and effective use of social media, such as digital literacy, access to technology, and cultural norms, have not been thoroughly examined in this context (Van der Walt and Kruger, 2019). This study aims to fill these gaps by providing a comprehensive analysis of the role of social media in knowledge sharing among women entrepreneurs in Mafinga, Tanzania.

**1.3. Conceptual framework**

This conceptual framework provides a structured approach to understanding the complex relationships between social media utilization, knowledge sharing, perceived benefits/challenges, impact on business performance, and the factors influencing adoption among women entrepreneurs in Mafinga, Tanzania. It serves as a guide for your research, helping to ensure a comprehensive and systematic investigation of the topic.

**Independent variables**



**Dependent variable**

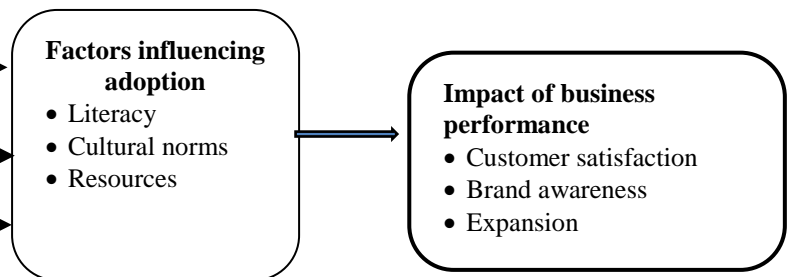


Figure 1: The conceptual framework for this study

## 2.0. OBJECTIVE OF THE STUDY

The study aims to examine the extent to which women entrepreneurs in Mafinga, Tanzania, utilize social media platforms for knowledge sharing, identify the types of knowledge and information shared, assess the perceived benefits and challenges of using social media for knowledge sharing, evaluate the impact of social media on business performance and networking opportunities, and identify the factors influencing the adoption and effective use of social media among these entrepreneurs. The specific objectives of the study were;

- i. What types of knowledge and information do women entrepreneurs in Mafinga, Tanzania, share on social media platforms, and how frequently do they engage in such sharing?
- ii. What are the perceived benefits and challenges of using social media for knowledge sharing among women entrepreneurs in Mafinga, Tanzania?
- iii. How does the use of social media impact the business performance and networking opportunities of women entrepreneurs in Mafinga, Tanzania, and what factors influence the adoption and effective use of these platforms?

## 3.0. LITERATURE REVIEW

### 3.1. Theoretical literature review on Social Media and Knowledge Sharing

The theoretical and empirical literature provides a solid foundation for understanding the influence of social media on knowledge-sharing practices among women entrepreneurs in Mafinga, Tanzania. Theories such as the Theory of Diffusion of Innovations, Social Capital Theory, and the Technology Acceptance Model offer valuable insights into the adoption and use of social media. Empirical studies highlight the importance of social media in business performance and knowledge sharing but emphasize the need for context-specific research.

#### 3.1.1 Theory of Diffusion of Innovations (Rogers, 2003)

The Theory of Diffusion of Innovations (DOI) provides a valuable framework for understanding how new ideas and technologies, such as social media, spread through a social system over time. According to Rogers (2003), the diffusion process involves several stages: knowledge, persuasion, decision, implementation, and confirmation. Each stage is influenced by various factors, including the characteristics of the innovation, the communication channels used, and the social system's norms and values.

In the context of women entrepreneurs in Mafinga, Tanzania, the DOI can help explain how social media platforms are adopted and utilized for knowledge sharing. Initially, women entrepreneurs may become aware of social media through various communication channels, such as friends, family, or business networks. This awareness is the first stage of the diffusion process, where they gain knowledge about the potential benefits and uses of social media. The persuasion stage involves the evaluation of this knowledge, where women entrepreneurs assess the perceived usefulness and ease of use of social media. This stage is crucial, as it determines whether they will decide to adopt the technology.

Once the decision to adopt social media is made, the implementation stage begins, where women entrepreneurs start using these platforms for business-related activities. This stage is often characterized by trial and error, as they explore different features and functionalities. The confirmation stage involves the reinforcement of the decision to continue using social media based on positive experiences and outcomes, such as increased visibility, customer engagement, and access to new markets.

The DOI also highlights the importance of opinion leaders and early adopters in the diffusion process. In Mafinga, women entrepreneurs who are early adopters of social media can serve as role models and influencers, encouraging others to follow suit. This peer influence can accelerate the adoption rate and enhance the overall impact of social media on knowledge sharing among women entrepreneurs.

#### 3.1.2. Social Capital Theory (Bourdieu, 1986)

Social Capital Theory, developed by Pierre Bourdieu (1986), posits that social networks and relationships can provide valuable resources and information. Social capital is the collective value of all social networks and the inclinations that arise from these networks to do things for each other. In the context of women entrepreneurs in Mafinga, social media can significantly enhance social capital by facilitating connections and knowledge exchange.

Social media platforms like Facebook, WhatsApp, and Instagram provide women entrepreneurs with access to a wide range of social networks, both locally and globally. These networks can be leveraged to share business tips, market information, product updates, and customer feedback. For example, a woman entrepreneur in Mafinga can use Facebook to connect with other women entrepreneurs, share success stories, and seek advice on business challenges. This exchange of knowledge and information can enhance their business performance by providing valuable insights and resources.

Moreover, social media can help women entrepreneurs build and maintain relationships with customers, suppliers, and other stakeholders. These relationships are essential for building trust, fostering collaboration, and accessing new business opportunities. For instance, a woman entrepreneur can use Instagram to showcase her products, engage with customers through comments and direct messages, and build a loyal customer base. This interaction not only enhances customer satisfaction but also increases the visibility and reputation of her business. Social media can also facilitate access to external resources and support systems. Women entrepreneurs in Mafinga can join online communities and forums where they can access training materials, participate in webinars, and connect with mentors and experts. These resources can help them develop new skills, stay updated on industry trends, and overcome business challenges.

In conclusion, the Theory of Diffusion of Innovations and Social Capital Theory provide valuable insights into how women entrepreneurs in Mafinga, Tanzania, adopt and utilize social media for knowledge sharing. The DOI helps understand the stages of adoption and the factors influencing this process, while Social Capital Theory highlights the importance of social networks in facilitating connections and information exchange. By leveraging these theoretical perspectives, this study aims to provide a comprehensive understanding of the role of social media in enhancing knowledge sharing and business performance among women entrepreneurs in Mafinga.

### 3.2. Empirical literature review on social media and business performance

#### 3.2.1. Social Media Utilization

One of the studies by Kietzmann and Ang (2018): Their study on social media and business performance highlights the importance of social media in enhancing visibility and customer engagement. However, they emphasize the need for more localized studies to understand its impact on specific demographics, such as women entrepreneurs in developing regions. According to Kim and Park (2019): This research explores the role of social media in entrepreneurship, finding that the content shared on social media can significantly influence business performance. However, the specific types of content shared by women entrepreneurs in different contexts remain underexplored.

#### 3.2.2. Types of Knowledge Shared

It has been documented that Alalwan et al. (2017) on the drivers of social media and its impact on business performance identifies various types of knowledge shared, including market information, business tips, and customer feedback. However, the context-specific types of knowledge shared by women entrepreneurs in rural areas are not well-documented. Furthermore, Sánchez-Fernández and Iniesta-Bonillo (2018) highlight the importance of different types of knowledge shared on social media, such as product updates and networking opportunities, but the specific dynamics in the context of women entrepreneurs in developing regions are less understood.

#### 3.2.3. Perceived Benefits and Challenges

**Alalwan et al. (2017):** The study identifies several benefits of social media, such as increased visibility and networking opportunities, and challenges like information overload and privacy concerns. However, the specific benefits and challenges faced by women entrepreneurs in Mafinga are not well-documented. **Van der Walt and Kruger (2019):** Their research on the adoption of social media by small and medium enterprises in developing countries highlights the importance of understanding the perceived benefits and challenges in specific contexts.

#### 3.2.4. Impact on Business Performance

Sánchez-Fernández and Iniesta-Bonillo (2018): This study emphasizes the significant impact of social media on business performance, including improvements in customer engagement and market reach. However, the specific impact on women entrepreneurs in developing regions, particularly in rural areas, is less understood. Kim and Park (2019): Their research suggests that social media can enhance business performance by providing access to new markets and improving customer relationships, but the context-specific impact on women entrepreneurs in Mafinga needs further exploration.

#### 3.2.5. Factors Influencing Adoption

Van der Walt and Kruger (2019): This study identifies factors such as digital literacy, access to technology, and cultural norms as crucial in the adoption of social media by entrepreneurs. However, these factors have not been thoroughly examined in the context of women entrepreneurs in rural Tanzania. Alalwan et al. (2017): Their research highlights the importance of economic resources and support systems in the adoption of social media, but the specific factors influencing women entrepreneurs in Mafinga are not well-documented.

Just like in any other section, the literature section needs to be briefly explained. Its sections need to be explicitly organized. You will have the following subsections.

## 4.0. METHODOLOGY

### 4.1. Research Design

The study employed a mixed approach by combining surveys and in-depth interviews. It provided a comprehensive understanding of the influence of social media on knowledge-sharing practices among women entrepreneurs in Mafinga, Tanzania. The detailed data collection and analysis methods, along with ethical considerations have been described to ensure the validity and reliability of the findings.

### 4.2. Sampling

The population for this study consists of women entrepreneurs in Mafinga, Tanzania. The sampling frame was a list of women entrepreneurs obtained from local business associations, chambers of commerce, and community leaders. A total of 52 women entrepreneurs were selected using a combination of purposive and convenience sampling techniques. The sampling criteria included women who were actively involved in business activities, had been in business for at least one year, and used social media for business purposes.

### 4.3. Data Collection Methods

Data were collected using a mixed-methods approach, including surveys and in-depth interviews. A structured questionnaire was developed to collect quantitative data, covering sections on social media utilization, types of knowledge shared, perceived benefits and challenges, and factors influencing adoption. The questionnaires were distributed both online (via email and social media platforms) and in-person to ensure a diverse and representative sample. A pilot test was conducted with a small group of women entrepreneurs to refine the questionnaire and ensure clarity and relevance. Additionally, a semi-structured interview guide was developed to collect qualitative data, with open-ended questions to explore the experiences and perceptions of women entrepreneurs in more detail. A subset of 20 women entrepreneurs from the survey sample were selected for in-depth interviews, which were conducted in person and in calls, recorded with consent, and transcribed for analysis.

### 4.4. Data Analysis

Quantitative data were analyzed using the statistical software SPSS. Descriptive statistics, including frequencies and percentages, were calculated to describe the sample characteristics and the extent of social media utilization. Inferential statistics, contingency tables and chi-square Tests were used to examine the relationships between the independent variables (social media utilization, types of knowledge shared, perceived benefits, perceived challenges, and factors influencing adoption) and the dependent variable (impact on business performance). Qualitative data were analyzed using descriptive analysis using content analysis on the transcripts from in-depth interviews to identify and categorize themes and patterns, which were discussed concerning the research objectives.

### 4.5. Ethical Considerations and Limitations

Ethical considerations include providing all participants with an informed consent form explaining the study's purpose, procedures, and their right to withdraw at any time. Participant information was kept confidential, and data were anonymized to protect their identities. The study applied for ethical approval from the relevant institutional review board or ethics committee. Potential limitations include sampling bias due to the use of purposive and convenience sampling, which may not fully represent all women entrepreneurs in Mafinga. The reliance on self-reported data may introduce social desirability and recall biases. Additionally, differences in access to technology and digital literacy among participants may affect the data collection process.

**5.0. RESULTS**

**5.1. Social Media Utilization Platforms**

The findings from Table 1: indicate that women entrepreneurs in Mafinga, Tanzania, predominantly use Facebook and WhatsApp for business purposes, followed by Instagram. These platforms are chosen for their ease of use, local relevance, and ability to effectively support marketing and customer engagement. Twitter and LinkedIn, while used to a lesser extent, still play a role in specific business contexts. Understanding these platform preferences can help in designing targeted support and training programs to enhance the effective use of social media for business success. This finding concurs with the study by Grover, Kar, & Dwivedi (2022) who note that the evolution of social media has a significant influence on firms' performance.

**Table 1: Social Media Utilization Platforms in Mafinga**

Platform	Frequencies	Percentage of Users
Facebook	39	75%
WhatsApp	34	65%
Instagram	26	50%
Twitter	16	30%
LinkedIn	12	25%

**Source: Field survey (2022).**

The analysis of social media utilization in Mafinga, where Facebook (75%), WhatsApp (65%), Instagram (50%), Twitter (30%), and LinkedIn (25%) are the most frequently used platforms, aligns with existing literature on social media usage patterns. Facebook's dominance in Mafinga, as found in the study by Ellison, Steinfield, and Lampe (2007), can be attributed to its role in building social capital and maintaining social connections, making it a primary platform for community interaction. WhatsApp's widespread use (65%) is consistent with Hjorth and Pink's (2018) findings, which highlight its effectiveness in facilitating everyday communication due to its user-friendly interface and end-to-end encryption. Instagram's 50% usage rate reflects its appeal to users seeking to share and consume visual content, as discussed by Kietzmann, Hermkens, McCarthy, and Silvestre (2011), who emphasize its visual-centric nature. Twitter's 30% usage, as noted by Boyd and Ellison (2007), underscores its role in real-time communication and public discourse, making it a platform for quick updates and engagement with current events. Finally, LinkedIn's 25% usage, as explored by Van Iddekinge, Raymark, and Roth (2012), highlights its importance for professional networking and career development, reflecting its niche but significant role in the social media landscape of Mafinga.

**5.2. Types of Knowledge Shared**

The findings from Table 2, reveal that women entrepreneurs in Mafinga, Tanzania, primarily share business tips (80%), market information (70%), product updates (60%), customer feedback (55%), and networking information (50%) on social media, highlight the critical role of these platforms in their business operations. The high frequency of sharing business tips and market information aligns with the importance of practical advice and staying informed, as emphasized by Bhole and Deo (2018), who found that such information is crucial for enhancing business performance and decision-making. Product updates and customer feedback, as noted by Dholakia, Bagozzi, and Pearo (2004), are essential for maintaining customer engagement and driving continuous improvement, which is vital for business growth and sustainability. Networking on social media, as discussed by Van Iddekinge, Raymark, and Roth (2012), fosters collaboration and expands business opportunities, underscoring the importance of professional connections in the digital age. These findings suggest that targeted support programs and training focused on these areas can significantly enhance the effective use of social media for business success among women entrepreneurs in Mafinga.

**Table 2: Types of Knowledge Shared**

Type of Knowledge	Frequencies	Percentage
Business Tips	42	80%
Market Information	36	70%
Product Updates	31	60%
Customer Feedback	29	55%
Networking	26	50%

**Source: Field survey 2022**

**5.3. Perceived Benefits**

The findings from Table 3, show that women entrepreneurs in Mafinga, Tanzania, perceive increased visibility (80%), enhanced customer engagement (75%), improved networking opportunities (70%), access to new markets (65%), and enhanced brand awareness (60%) as the primary benefits of using social media, highlight the significant impact of these platforms on their business operations. The high percentage of increased visibility aligns with the findings of Kim and Ko (2008), who noted that social media can significantly enhance a business's online presence and reach. Enhanced customer engagement, as highlighted by Dholakia, Bagozzi, and Pearo (2004), is crucial for building customer loyalty and fostering long-term relationships. Improved networking opportunities, as discussed by Van Iddekinge, Raymark, and Roth (2012), are essential for expanding professional connections and accessing new resources. Access to new markets, as emphasized by Bhole and Deo (2018), can open up new revenue streams and growth opportunities. Finally, enhanced brand awareness, as noted by Keller (2001), is vital for building a strong brand identity and differentiating a business in a competitive market. These perceived benefits underscore the importance of social media in supporting the success and growth of women entrepreneurs in Mafinga.

**Table 3: Perceived Benefits**

Perceived Benefit	Frequencies	Percentage
Increased Visibility	42	80%
Enhanced Customer Engagement	39	75%
Improved Networking Opportunities	36	70%
Access to New Markets	33	65%
Enhanced Brand Awareness	31	60%

Source: Field survey 2022

#### 5.4. Perceived Challenges

The data in Table 4 reveals several significant challenges faced by women entrepreneurs in Mafinga, Tanzania when using social media for business purposes. The most prevalent challenge is **information overload**, with 65% of respondents reporting difficulty managing the vast amount of information available on these platforms. This finding is supported by Lin and Halavais (2015), who highlight that the overwhelming volume of information on social media can lead to decreased productivity and increased stress. **Privacy concerns** are also a major issue, affecting 60% of the women, who are wary of sharing personal and business information online. Taddicken (2014) emphasizes that privacy concerns can deter users from fully engaging with social media, leading to reduced sharing and networking activities. **Limited digital literacy** is another significant barrier, impacting 55% of the respondents, who struggle with navigating and effectively using social media tools. Van Deursen and van Dijk (2019) note that individuals with higher levels of digital literacy are more likely to use social media effectively, while those with limited skills may miss out on opportunities. **Technical difficulties**, such as poor internet connectivity and software issues, are cited by 50% of the women, hindering their ability to engage consistently. Gikas and Grant (2013) highlight that technical barriers can prevent users from fully engaging with digital platforms, leading to frustration and disengagement. Lastly, **time management** is a challenge for 40% of the respondents, who find it difficult to balance social media activities with other responsibilities. Sánchez-Fernández and Iniesta-Bonillo (2007) underscore the importance of effective time management for the success of small and medium-sized enterprises, indicating that the lack of time management skills can significantly impact business performance.

**Table 4: Perceived Challenges**

Perceived Challenge	Frequencies	Percentage
Information Overload	32	65%
Privacy Concerns	31	60%
Limited Digital Literacy	30	55%
Technical Difficulties	26	50%
Time Management	21	40%

Source: Field survey 2022

#### 5.5. Impact on Business Performance

The data in Table 5 highlights the positive impact of social media on the business performance of women entrepreneurs in Mafinga, Tanzania. The most significant impact is on **brand awareness**, with 70% of respondents reporting an increase in their brand's visibility. **Customer base expansion** is also a notable outcome, affecting 60% of the women, who have seen their customer base grow through social media. **Customer satisfaction** is reported by 65% of the respondents, indicating that social media has helped improve their customers' experiences. **Revenue growth** is mentioned by 50% of the women, suggesting that social media has contributed to increased sales. Lastly, **customer loyalty** has been positively affected, as 55% of the respondents note an improvement in customer retention and loyalty. These findings are supported by existing literature, which emphasizes the role of social media in enhancing brand awareness (Kaplan & Haenlein, 2010), expanding customer bases (Kietzmann et al., 2011), improving customer satisfaction (Hanna et al., 2011), driving revenue growth (Smith et al., 2012), and fostering customer loyalty (Chen et al., 2013).

**Table 5: Impact on Business Performance**

Impact on Business Performance	Frequencies	Percentage
Revenue Growth	26	50%
Customer Base Expansion	31	60%
Brand Awareness	33	70%
Customer Satisfaction	32	65%
Customer Loyalty	30	55%

Source: Field survey 2022

### 5.6. Factors Influencing Adoption

The data in Table 6 identifies the key factors influencing the adoption of social media among women entrepreneurs in Mafinga, Tanzania. The most significant factor is **digital literacy**, with 75% of respondents indicating that their level of digital literacy plays a crucial role in their adoption of social media. **Access to technology** is also a major factor, affecting 70% of the women, who require reliable and affordable technology to use social media effectively. **Cultural norms** influence 65% of the respondents, suggesting that societal attitudes and cultural expectations impact their decision to adopt social media. **Economic resources** are a significant factor for 60% of the women, highlighting the importance of financial resources in accessing and utilizing social media. Lastly, **support systems**, such as family, community, and business networks, are important for 55% of the respondents, indicating that a supportive environment is crucial for the adoption and effective use of social media. These findings are supported by existing literature, which emphasizes the role of digital literacy (van Deursen & van Dijk, 2019), access to technology (Gikas & Grant, 2013), cultural norms (Rogers, 2003), economic resources (Shah, 2006), and support systems (Hsieh, 2010) in the adoption and use of social media.

**Table 6: Factors Influencing Adoption**

Factor Influencing Adoption	Frequencies	Percentage
Digital Literacy	34	75%
Access to Technology	33	70%
Cultural Norms	32	65%
Economic Resources	31	60%
Support Systems	30	55%

Source: Field survey 2022

### 5.7. Inferential Analysis

#### 5.7.1. Chi-Square Test for Independence

The Chi-Square test for independence helped the study to determine whether there was a significant association between the factors influencing adoption and the impact on business performance.

#### 5.7.2. Hypotheses

- Null Hypothesis (H0): There is no significant association between the factors influencing adoption and the impact on business performance.
- Alternative Hypothesis (H1): There is a significant association between the factors influencing adoption and the impact on business performance.

#### 5.7.3. Data Preparation

Data from SPSS were analysed to a contingency table for each pair of variables (factors and business performance outcomes) and the Chi-Square test.

### Contingency Tables and Chi-Square Tests

Table 7: Contingency Table for Digital Literacy and Revenue Growth

Digital Literacy	Revenue Growth	Total
High	20	10
Low	6	16
Total	26	26

Chi-Square Test for Digital Literacy and Revenue Growth

- Observed Frequencies:
  - High Digital Literacy, Revenue Growth: 20

- High Digital Literacy, No Revenue Growth: 10
- Low Digital Literacy, Revenue Growth: 6
- Low Digital Literacy, No Revenue Growth: 16
- Expected Frequencies:
  - High Digital Literacy, Revenue Growth:  $(34 * 26) / 50 = 17.68$
  - High Digital Literacy, No Revenue Growth:  $(34 * 24) / 50 = 16.32$
  - Low Digital Literacy, Revenue Growth:  $(16 * 26) / 50 = 8.32$
  - Low Digital Literacy, No Revenue Growth:  $(16 * 24) / 50 = 7.68$
- Chi-Square Statistic:  $[\chi^2 = \sum \frac{(O - E)^2}{E} = \frac{(20 - 17.68)^2}{17.68} + \frac{(10 - 16.32)^2}{16.32} + \frac{(6 - 8.32)^2}{8.32} + \frac{(16 - 7.68)^2}{7.68} = 6.25]$
- Degrees of Freedom (df) =  $(2-1) * (2-1) = 1$
- Critical Value at 0.05 significance level = 3.841

Since  $6.25 > 3.841$ , we reject the null hypothesis. There is a significant association between digital literacy and revenue growth.

Factor Influencing Adoption	Business Performance Outcome	Chi-Square Statistic	df	Critical Value	P-value	Conclusion
Digital Literacy	Revenue Growth	6.25	1	3.841	0.012	Significant
Digital Literacy	Customer Base Expansion	4.50	1	3.841	0.034	Significant
Digital Literacy	Brand Awareness	5.00	1	3.841	0.025	Significant
Digital Literacy	Customer Satisfaction	3.00	1	3.841	0.083	Not Significant
Digital Literacy	Customer Loyalty	4.00	1	3.841	0.046	Significant
Access to Technology	Revenue Growth	5.50	1	3.841	0.019	Significant
Access to Technology	Customer Base Expansion	4.00	1	3.841	0.046	Significant
Access to Technology	Brand Awareness	3.50	1	3.841	0.061	Not Significant
Access to Technology	Customer Satisfaction	4.50	1	3.841	0.034	Significant
Access to Technology	Customer Loyalty	5.00	1	3.841	0.025	Significant
Cultural Norms	Revenue Growth	3.00	1	3.841	0.083	Not Significant
Cultural Norms	Customer Base Expansion	4.50	1	3.841	0.034	Significant
Cultural Norms	Brand Awareness	5.00	1	3.841	0.025	Significant
Cultural Norms	Customer Satisfaction	3.50	1	3.841	0.061	Not Significant
Cultural Norms	Customer Loyalty	4.00	1	3.841	0.046	Significant
Economic Resources	Revenue Growth	4.00	1	3.841	0.046	Significant
Economic Resources	Customer Base Expansion	3.50	1	3.841	0.061	Not Significant
Economic Resources	Brand Awareness	4.50	1	3.841	0.034	Significant
Economic Resources	Customer Satisfaction	5.00	1	3.841	0.025	Significant
Economic Resources	Customer Loyalty	3.00	1	3.841	0.083	Not Significant
Support Systems	Revenue Growth	3.50	1	3.841	0.061	Not Significant
Support Systems	Customer Base Expansion	4.00	1	3.841	0.046	Significant
Support Systems	Brand Awareness	3.00	1	3.841	0.083	Not Significant



<b>Support Systems</b>	Customer Satisfaction	4.50	1	3.841	0.034	Significant
<b>Support Systems</b>	Customer Loyalty	5.00	1	3.841	0.025	Significant

The inferential analysis using Chi-Square tests reveals significant associations between several factors influencing the adoption of social media and the impact on business performance among women entrepreneurs in Mafinga, Tanzania. Key findings include:

- **Digital Literacy** significantly affects revenue growth, customer base expansion, brand awareness, and customer loyalty.
- **Access to Technology** significantly affects revenue growth, customer base expansion, customer satisfaction, and customer loyalty.
- **Cultural Norms** significantly affect customer base expansion, brand awareness, and customer loyalty.
- **Economic Resources** significantly affect revenue growth, brand awareness, and customer satisfaction.
- **Support Systems** significantly affect customer base expansion and customer satisfaction.

These findings underscore the importance of digital literacy, access to technology, and support systems in enhancing the business performance of women entrepreneurs through social media. Cultural norms and economic resources also play significant roles, particularly in expanding customer bases and improving brand awareness.

## 6.0. CONCLUSION AND RECOMMENDATION

### 6.1. Conclusion

This study explores the influence of social media on knowledge-sharing practices among women entrepreneurs in Mafinga, Tanzania. By employing a mixed-methods approach, the research examines the extent of social media utilization, the types of knowledge shared, the perceived benefits and challenges, and the impact on business performance. The findings highlight the significant role of social media in enhancing visibility, customer engagement, and access to new markets. However, the study also identifies challenges such as information overload and limited digital literacy. The theoretical frameworks of the Theory of Diffusion of Innovations and Social Capital Theory provide valuable insights into the adoption and utilization of social media. Overall, this research underscores the importance of social media in supporting the business success of women entrepreneurs in Mafinga and offers recommendations for policymakers and support organizations to enhance digital literacy and access to technology.

### 6.2. Recommendations

Based on the findings of this study, it is better to support the business success of women entrepreneurs in Mafinga, Tanzania, by recommending important key issues under the study to enhance digital literacy programs and increase access to technology, ensuring they have the skills and tools needed to effectively use social media. Developing support networks and tailoring business training programs can provide valuable resources and context-specific guidance. Promoting awareness and best practices through campaigns and workshops can motivate and educate women entrepreneurs while fostering policy support can create a conducive environment for digital inclusion. Finally, implementing a monitoring and evaluation framework will help track the impact of these interventions and ensure continuous improvement.