

**YOUTH ENTREPRENEURS IN A DIGITAL ENVIRONMENT: ADOPTION AND
UTILIZATION OF INSTAGRAM BY INFORMAL SECTOR ENTREPRENEURS IN
THE NAIROBI METROPOLITAN REGION**

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DECLARATION

This research project is my original work and it has not been presented for the award of any degree in any university or institution.

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ABSTRACT

Web-based media popularly known as social media is a peculiarity that has revolutionized the business atmosphere. Since its inception and subsequent adoption by entrepreneurs, businesses have been able to get access to resources that were otherwise not affordable to them, including start-ups. It has not only helped business increase their contact with customers and suppliers but also cultivate strategic partnerships and helped businesses increase the worthiness. This study focused on analyzing the adoption and use of social media in the informal sector by youth entrepreneurs. Some of the specific objectives of this study include to assess how youth entrepreneurs in Kenya use social media in their business ventures, to examine the challenges experienced in adoption and use of social media by youth entrepreneurs in the informal sector as well as to study how the rise of social media and its use in business processes and operations has impacted entrepreneurial ventures and ambitions in society. The study was anchored on Technology Acceptance Model and the Diffusion of Innovations Theory. The study used descriptive research design and mixed methods approach for data collection. The study used questionnaires and Key Informant Interviews to collect quantitative and qualitative data. The study targeted 384 respondents aged 18 to 35 years old who are young entrepreneurs using Instagram for their fashion businesses: including clothing, shoes and jewelry within the Nairobi metropolitan area. The study found out that social media, especially Instagram is an important tool for youth entrepreneurs in the fashion industry, operating in Nairobi and its metropolitan area. The study also established that different entrepreneurs use social media differently, based on their needs, customers and capacity with regards to expertly using social media. The study concluded that use of social media by youth entrepreneurs in Nairobi and its metropolitan area is impressive, but a lot more can be adopted to optimize its use. Some of the recommendations made by the study include budgetary allocation for social media use, use of professional tools to carry out social media analytics and support from the government.

ABBREVIATIONS AND ACRONYMS

| | |
|------|-------------------------------------|
| CBD | Central Business District |
| GDP | Gross Domestic Product |
| KNBS | Kenya National Bureau of Statistics |
| MSME | Micro, Small and Medium Enterprises |
| SME | Small and Medium Enterprises |

OPERATIONAL DEFINITIONS

- Business Growth:** The method involved with working on certain proportions of a business prosperity. This might be accomplished either by supporting the income of the business with bigger product deals or service monetary benefit, or by increasing productivity of the operation by limiting costs (Business Growth, 2015).
- Fashion Business:** Any business dealing with style in clothing, shoes and jewelry for both women and men.
- Freemium Plan:** A plan of action in which the proprietor offers least elements for use on free premise and recipients (clients) expected to pay for supplemental utilization of more complicated features of the platform
- Marketing:** A course of conveying and passing data about business's items and services (Reijonen, 2010).
- Micro, Small and Medium Enterprises:** Businesses with workforce of between 1-99 workers with a normal yearly revenue that doesn't surpass 5 million shillings (KNBS, 2016).
- Social Media:** A web-based application that permit trade and discussion among users of specific information (Kaplan & Haenlein, 2010).
- Social Media Marketing:** A digitalized marketplace with a usage of web-based media as a tool of correspondence (Mangold & Faulds, 2009).
- Youth Entrepreneurs:** A youngster who sets up a business or organizations, facing monetary risks with the desire for benefit.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This section is an overview of the youth and entrepreneurship, the basics of business in the informal sector and how digital platforms have become closely embedded in how entrepreneurs carve out their businesses and make them stand out. It also examines the significance of digital platforms specifically for young entrepreneurs who depend on social media to make sales, create a name for themselves, build a pool of clientele and establish customer loyalty. The utilization of social media for business entails so much more than just mass sales; it has everything to do with how the entrepreneurs present their products and services on digital platforms and how their reputation is closely tied to the success of their business and this chapter discusses that. It also appraises the history of use of social media in business and how it has evolved over time to incorporate an array of methods, core being Instagram, as the focus of this study. Chapter one also examines the study background, statement of the problem, objectives of the study, research questions, significance of the study, justification, scope and limitations of the study.

1.1 Background of the Study

1.1.1 The Youth and Entrepreneurship

Since freedom was granted to the country from the colonialists, the role of the young people in Kenya has been generally fringe prompting their present underestimation and marginalization which is evidenced by crime, joblessness, chronic drug use and passive involvement in helpful nation building (Rori, Bunei and Mwendwa, 2011). Ochola (2020) notes that perhaps Africa's most prominent impediment towards financial growth can be attributed to its absence of business visionaries. Kshetri (2011) emphasizes that Africans were innovative before colonization yet slowed down in the colonial period. As indicated by Simiyu and Sambu (2012), numerous nations, paying little heed to their degree of development, have presented business in their schooling and training frameworks. In Africa, Kenya was among the first to introduce entrepreneurship in the education curriculum. In any case, Zepeda (2013) sees that Kenya has likewise experienced high populace development where around 40% of the all-out populace exists in the essential and auxiliary instruction age section. This has suggestions on the arrangement of schooling and preparing as for administrations and work openings. The

conventional area has not met the difficulties of work creation. As per Kaane (2014), around 500,000 alumni from different tertiary scholastic organizations enter the work market every year in Kenya. In any case, because of low monetary development, widespread debasement, nepotism and interest for experience by expected businesses, a large portion of the youth stay jobless (Kenya National Youth Policy, 2012). Alushula (2020) likewise observes that 30% of 13,777,600 youthful Kenyans qualified for work have no positions and battle to make, due in a climate where the Government is struggling to handle joblessness.

The National Youth Strategy of Kenya (2012) describes youth as people who have matured between the ages of 18-30 years. This definition takes into account the physical, mental, social, social, natural and political perspectives that clarify the situation of Kenyan youth. The new constitution, however, characterizes the youth as, however, declares all people in the Republic of Kenya who have reached the 18th job (whether in a freelance activity or an activity in small start-ups) to use the right skills necessary for people's performance are fundamental in this climate and this culture in the section of youth (18-35 years).

According to Iversen, Jorgensen and Malchow-Moller (2008), defining entrepreneurship is sometimes hindered by difficulties in conceptualizing entrepreneurial processes, motivation, risk and entrepreneurs' attitude towards innovation and profit. However, Alvaredo and Gasparini (2018) argue that entrepreneurship can be defined and quantified. They characterize entrepreneurship as the process of designing, launching and operating a whole new venture or entity regardless of associated risks with the intention of profiting from the venture. Ghani and O'Connell (2014) define entrepreneurship as the acknowledgment of freedom to make esteem, following up on the chance, whether or not it includes the development of another business element. In any case, they recognize that while ideas, for example, "advancement" and "hazard taking" are normally connected with business, they do not necessarily define entrepreneurship. The most generally acknowledged meaning of entrepreneurship is one that is proposed by Venkataraman (1997) who defines it as the instruments through which future labor and products are brought into reality. Alvaredo and Gasparini (2018) define youth entrepreneurship as the process of designing, launching and operating a new business by offering a product or service to the market by young people aged between 15 and 35 years.

In developed nations like France, Sweden, USA, UK and Germany, youth business venture built some serious momentum many years' prior before the advancement of innovation in the twentieth century. As per OECD (2012), and pre COVID-19 pandemic, created nations had under 6% of youth joblessness in view of their substantial interest in strategies that improved the turn of events and supportability of youth business. A portion of these components incorporate arrangement of simple admittance to financing for youth business visionaries, foundation of youth business hatcheries and improvement of business center points for preparing and advancement of youth business people. Equally, Ghani and O'Connell (2014) agree that adequate frameworks for enhancing entrepreneurship incubation through dedicated budgetary allocations made youth entrepreneurship incubations a great success in Europe.

World over, business venture has been taken on as a technique to create work with and upgrade youth financial support (Musengi-Ajulu, 2010). To impact youth monetary investment, the European Commission (2003) drew in experts from fields of the scholarly community and business as well as policy makers worldwide to foster a responsibility towards advancing youth enterprising outlooks within societies. Decreasing youth joblessness is one of the significant strategy challenges confronting most nations on the planet. Regardless, Africa has founded a couple of projects but still has a long way to go. Narratively, in South Africa, the Government supported initiatives designated at supporting youth entrepreneurs by incorporating establishments like the National Youth Development Agency (NYDA), while in Kenya, entrepreneurship education was introduced to in the curriculum to promote entrepreneurship among young scholars.

Different projects by Government in Kenya including Youth and Women Enterprise Development Fund have been set up to facilitate entrepreneurial ventures (Sagwe, Gicharu and Mahea, 2011). The Ministry of State for Youth Affairs in association with different private monetary mediators is directing the Youth Enterprise Development Fund to the youth (Moraa New Hope Foundation, 2015). This asset has been explicitly custom-made to enhance the youth to self-develop especially through entrepreneurship. Youth can access these funds either individually or in groups and the collateral to secure the money borrowed has been made

affordable in the sense that it can be in a form of group guarantee, guarantee by parents, relatives or even community leaders. Further, the Kenya Industry and Entrepreneurship Project (KIEP) was implemented by the Ministry of Industry, Trade and Cooperatives, with support from the World Bank Group and will run until 2024 (KEPSA, 2019). KIEP is a three-pillar program one of which is to strengthen the innovation and entrepreneurship ecosystem (KIEP, 2019). With these eased guidelines, Moraa New Hope Foundation (2015) foresees a situation where young people in Kenya will be able to work towards the realization of their life goals that could have been hampered by the tough regulations that have in the past barred them from accessing credit facilities. However, these initiatives are not without challenges. Substandard institutions have been reported to take advantage of shortage of training opportunities to exploit desperate youth (Kimando, Njogu & Kihoro, 2012). Similarly, in South Africa it was found that none of the provincial departments, municipalities, metros as well as most national agencies had conceptual frameworks on small business development to guide their activities (Mazwai, 2012). Mazwai (2012) emphasized that local economic development framework was deprived to stimulate communities and the state did not give deserving strong leadership.

According to Philip (2010), in the developing countries, youth entrepreneurship is encumbered by numerous challenges. Latin America, Africa and some Asian countries fall under the category of developing countries. Lack of robust policy frameworks that are implementable has contributed to challenges that have crippled the growth of youth entrepreneurs. The concept of youth entrepreneurship incubation is still new and undergoing testing or formulation phase in most developing countries (OECD, 2012). Further, Alvaredo and Gasparini (2018) also argue that corruption and inverted and/or misplaced priorities in developing countries are also to blame for the poor state of youth unemployment and entrepreneurship.

1.1.2 Business and Social Media

New phenomena always come and go, and that is expected in a world that is very fluid and dynamic and people looking to try novel things. However, every now and then, something with potential to change the business environment comes to the forefront. The entrepreneurship world largely experiences changes that are introduced with intent for improvement. Digital platforms and social media, which is sometimes referred to as social networking refers to

collaboratively produced and shared media content to network communities. Many business ventures are turning to social media and networking sites to achieve success. Fruhling and Digman (2000) point out that using digital platforms in business could potentially lead to increased customer and strong market share, thus exponentially growing the business. These digital platforms enable businesses to scale up, further penetrate the market and even grow its product and/or service offering. This is reiterated by Porter (2001), who asserts that the relationship formed through social media and other digital platforms can improve sales and create gaps to continuously fill by way of introducing new products and services in the market.

According to Mangold and Faulds (2009), social media allows businesses to connect with existing and potential customers thus create a sense of community around the enterprise's offerings as a result of sustained communication. Due to its user-friendly nature and low-cost, many businesses are adopting the use of social media to connect with customers (Kaplan and Haenlein, 2010). As a marketing tool, social media allows youth entrepreneurs to mingle with their peers in the field, conduct research, connect with the community and get business opportunities (Smith & Taylor, 2004). In this context, marketing refers to an interaction between a seller and a buyer in an exchange of goods and services. Informing consumers about the product and services offered and convincing them to prefer your offering is what is referred to as marketing (Blanchard, 2011).

Social media has prompted the presentation of web-based media advertising and provided better approaches for communicating with huge crowds on different web stages. As per Stelzner (2009), social media marketing assumes a superior part under pull-marketing strategy than customary push-marketing approach. This suggests that advertisers utilize web-based media to pass information about their products and services and clients are drawn to them (products and services). Advertisers ought not to rely on traditional channels to communicate with their consumers. They must adopt new strategies if they wish to succeed (Kotler & Armstrong, 2011). Social Media helps in the development of a business worthiness, increases the customer and supplier contacts, provides direction on how to secure funding and other resources for the business, promotes innovation and helps in the cultivation of strategic partnerships (Zontanos and Anderson, 2004).

The prevalence of web-based media has produced an exceptional change in the business world. It has changed the scene of brand management and provoked businesses to utilize new intelligent ways of building better dependable associations with their stakeholders (Bruhn, Schoenmueller, and Schafer, 2012, de Vries, Gensler, and Leeflang, 2012). With the rise of web-based media, youth entrepreneurs can now showcase their business acumen and expertise (Nunez, 2019). Social media has served to demystify the belief that small businesses and their owners cannot be trustworthy and commercial collaborations with them are extremely risky.

According to Liu and Suh (2017), barely any dependable and credible research has examined how businesses in the informal sector can effectively use social media as a tool to build their businesses. The social media technology has provided an affordable and relatively accessible platform through which consumers can communicate their expectations, needs, preferences and modifications, and entrepreneurs can use this information to customize their customers' products and services. Consumers are also able to stay connected to their suppliers (entrepreneurs), who can thus anticipate their audience's needs and deliver them efficiently. Consumers nowadays prefer on-demand and immediate access to information at their own convenience and have embraced use of social media to fulfil this need as well as make informed decisions when it comes to purchasing goods and services (Bowen, 2009).

Informal sector is no longer a concept of the streets, associated with the roadside assumingly small-time business activities that the world is accustomed to and carried out in almost all classes of neighborhoods. The informal sector is slowly getting deserved recognition for its contribution to the economy and for creating employment especially in Africa, where unemployment is one of the biggest economic setbacks (Ighobor, 2017). The informal economy is an equal opportunity, coordinated and commercial operating landscape offering African business people an opportunity to accomplish their desires (Kimani, 2018). Studies that have been done have demonstrated that there is a solid connection between effective business people and utilization of online media just as best practices applied in the business (Kimani, 2018). In the last century, the informal sector had little recognition and was relegated to levels so low and entrepreneurs looked down upon and all attention directed to the formal sector. Back then, it was popularly believed that the formal sector

was inhabiting every niche of the modern world and that the informal sector was only a leftover from some past regime of accumulation that was disappearing (Boeke et al, 1959) thus there was no reason to pay attention to the informal sector.

The current crop of youth entrepreneurs was born in the age of information, with so much resource in information and technology at their disposal. They are a generation that has been portrayed as the most reason driven and conceivably the most business oriented of all ages going before them (Daykin, 2018). Largely influenced by an increment and familiarity with Communications, Media and Technology, they are utilizing web-based media and the internet to foster networks a pool of clients, establishing their personal brands and affordably marketing their businesses in an era that has become almost dependent on digital platforms to make purchases and enjoy a wide variety of goods and services provided by merchants. According to Inc.com (2019), the best 20 most persuasive youth business people all made a web-based service. The youth entrepreneurs, unlike older generations, have set their goals and objectives around entrepreneurial undertakings. The same survey found that 66% had set their goals to start and own their businesses owing to the financial independence and job security that comes with being an entrepreneur.

Since youth business people are hard-wired individuals with imaginative ideas as far as business and innovation, this age has embraced risk as an integral part of business, are brave and consistently prepared to grab opportunities (Roy, 2019). They have taken up web-based media, which has been a chance for them to spike their businesses and are procuring extraordinary returns, in any event, setting out various open doors in the informal sector. As indicated by a 2017 review led by Tata Consultancy Services, thirty three percent of youth business owners use web-based media every day, with its uses ranging from recruiting, customer correspondence, systems administration, coordinated effort and expertise advancement. The report additionally shows that sixty percent of the youthful business owners utilize online media to find freelance employees and to be in contact with their customers as frequently as could be expected. Online Media has turned into a fundamental device that young business people incline toward to develop and support their ventures. Sixty two percent of the survey participants utilized social media to develop their businesses (Tata Consultancy Services, 2017).

The Sub-Saharan Africa region is not able to keep up with the ever-increasing employment demands, especially with the increased number of annual college graduates. Close to eighty percent of Africa's human resources works and procures in the informal economy, contributing between thirty five percent to as high as sixty percent of Africa's economies (Kimani, 2018). New graduates as a result, turn to the informal sector for self-employment and sometimes employment within the informal sector. Some formal sector employees even run informal businesses on the side to supplement their primary jobs' income.

There are negative stereotypes associated with the informal sector despite its contributions to the economy and the entrepreneurs' communities. The informal sector is related with low usefulness, diminished duty incomes, poor administration, poverty and income imbalance (Yu and Ohnsorge, 2019). This has made it difficult for the informal sector to get deserving support from stakeholders, thus most attention and resources directed to the formal sector. While the significant role of the informal sector is increasingly getting recognition and appreciation, the amount of innovation in the sector still does not get deserving credit. There is confirmation that entrepreneurs in the informal sector can drive innovation; however, research on innovation, especially in developing countries has been devoted mostly to the formal sector, organizations and institutions (De Beer, 2017).

The Kenya Vision 2030 reform approach keeps transforming key areas that structure the establishment of society for socio-political and monetary development like infrastructure, science and technology as well as innovation (Kenya Vision 2030, 2011). In Kenya, social media and social networking have acquired notoriety and their recognition as business tools has been tremendously embraced. Social media platforms have been instrumental podiums for youth entrepreneurs over the last decade and their use expands and diversifies every day.

Entrepreneurs also use blogs, either by promoting their products and services on popular blogs or creating their own blogs for business marketing and branding. YouTube has become an influential site for entrepreneurs, with a lot of them starting YouTube channels to promote their services and products. Several entrepreneurs use YouTube channels to drive their products and

services sales through instructional videos and demonstrations. Some of the benefits of using a YouTube channel for business include new customer acquisition, entrepreneurs acquire brand ambassadors through clients, the ability to tap into the horde of YouTube's traffic and an extended shelf life for the content posted (Grow.com, 2017). This study will primarily interact with entrepreneurs based in Nairobi and its metropolitan region, composed of Kiambu, Kajiado and Machakos, in the clothing, shoes, style and jewelry fashion businesses. The most disruptive and most used sites in the informal sector include Facebook, Instagram and Twitter. This study will focus on one of the most used social media platforms by youth entrepreneurs, Instagram.

1.1.3 Leveraging Instagram for Business Growth

Instagram was established in 2010 (Bergstrom and Backman, 2013). It is a mobile application, which permits users to share their photographs and videos with their followers (Dubovik, 2013). Per Instagram (2014) as referred to in Dennis (2014), Instagram initially started off with capacities on altering and sharing photographs and later included the elements of sharing videos and photograph messaging directly to other users. Instagram allows users to snap photographs or videos whenever and share with their followers all over the world (Jadhav and Kamble and Patil, n.d.). When posting a photograph, users can likewise decide to simultaneously share it on other social media accounts that they have integrated with their Instagram accounts. While users can see photographs on a work area PC, Instagram is designed predominantly for mobile use since the best way to make content is through the application on a cell phone (Wallis, 2014).

Within one week of its establishment, Instagram acquired 100,000 followers and reached 1,000,000 subscribers precisely two months and fourteen days after. This turned out to be very exceptional when contrasted with other web-based media platforms like Twitter and Foursquare which took two years and one year respectively to collect similar number of users. Instagram has comparative features to Facebook and Twitter in the form of liking, commenting and following other users (Jarvinen et al., 2016; Bakhshi et al., 2014). Notwithstanding, Instagram has been perceived as a less complex social media platform to use compared to Facebook as its users are happy with just sharing pictures or potentially brief videos with short descriptions, though Facebook incorporates numerous other social elements that require serious interest from its clients (Miles, 2013).

Conferring with Lup, Trub, and Rosenthal (2015), Instagram additionally varies from Facebook in several other ways. To begin with, instead of Facebook, Instagram expects users to post a photograph or video every time they make new content. Furthermore, Instagram has the capacity which allows user to improve or embellish photographs. Further, rather than Facebook, it is normal for individuals to keep public Instagram profiles, in this manner empowering followers to "follow," view, like, and remark on photographs of people that are necessarily not known to them. Due to the special attributes of Instagram, buyers' utilization and encounters with this medium may not be as old as of other web-based media stages like Facebook and Twitter. Likewise, individuals' view of advertising correspondence sent by means of Instagram may likewise contrast from that conveyed through different kinds of social media. Also, Instagram's most well-known 'hashtag' feature enables description of a name or photograph with a tag by simply adding the '#' image before the tag (ex. #example). Costill (2013) figures that 'hashtag' empowers users to utilize Instagram for sharing pictures and videos and also identify their favorite content without spending too much time browsing through an avalanche of posts. Users could likewise utilize the 'mention' feature by utilizing the '@' image before a client's name which automatically sends a link of the post to the other user's account (ex. @username) (Hu et al., 2014).

Youth entrepreneurs in the informal sector are usually home-based or operate online shops thus do not meet the threshold for government revenues remittance. There is an increased demand for international products and services from consumers with increased buying power as well as access to the internet, which presents a challenge to the informal entrepreneurs since most of them do not have the means to travel to attend any large international retail fairs, thus stiff competition from international peers who penetrate the market through online platforms (Smart, 2017). This is a challenge that can be addressed by proper use of social media by entrepreneurs to market themselves and strategically position their businesses beyond the confines of their localities.

1.2 Statement of the Problem

The utilization of social media by youth business owners in the informal sector is significant yet under-researched. With the turn of events and accessibility of Web 2.0 devices, the capabilities of small businesses to significantly advance altogether has turned into an undeniable chance. Social networking linking with Web 2.0 advancements has been attributed to the potentiality of increasing social contacts, speed up business activities, the improvement of client relations, assistance of innovation and profitable pricing as well as recruitment of competent employees (Juusola, 2010).

Of all social media platforms available and relevant for use by entrepreneurs in the informal sector, Instagram is the relatively newest but has overtaken others that were founded earlier. This has been largely due to its versatility and features' appeal, in addition to its connectivity to other platforms thus expanding scope. Youth entrepreneurs have particularly embraced Instagram as a primary business promotion tool which is working for them and seems to have become a viable alternative for the traditionally expensive and time-consuming marketing campaigns (Granger & Reiter, 2014). A decent marketing plan for business people in the informal sector is accomplished by incorporating the utilization of Instagram alongside other online media platforms including Facebook, for longer and sustained brand exposure and better audience reach, explicitly as far as ever occurring migration of users from one platform to another (Miles, 2013). Over a short period of time, Instagram has established its importance as a marketing tool in the informal sector. Consumers who use digital platforms to shop prefer brief but high visual messages, and that is what Instagram offers them (Sprung, 2013).

The COVID-19 Pandemic created a lot of uncertainty worldwide, and the most affected sector has been the economy. To contain the spread of the pandemic, most countries implemented travel restrictions, social distancing and events cancellation directives (Ghani, 2020). Quarantine orders world over have certainly negatively affected economic activities because of closure of retail businesses and disruption of product delivery chains (Karabag, 2020; Fabeil, Noor Fzlinda, et al, 2020). As a result of the pandemic's effects, digital platforms have become an integral part of business. Most offline businesses that had a physical presence moved online. Most youth entrepreneurs have embraced the practice of digital entrepreneurship by switching to using

Instagram to continue to seamlessly provide their customers' products and services (S&P Capital IQ (Data as of April 9); EY Analysis, 2020).

Through social media, business people can keep in contact with their clients and other similar stakeholders. There is a tremendous open door for social media to develop business in the informal sector. With the dynamite ascent of various social platforms over last decade, online media has changed the manner in which people approach and handle life's everyday occurrences as well as businesses with regards to communicating, interfacing with customers, collaborating on projects, and even branding businesses. It has turned into a fundamental part of developing and supporting organizations for youth business entrepreneurs. This has in turn, elevated an entrepreneurial mind-set among young people who are now focused on owning businesses as opposed to getting employed, especially in an era grappling with high unemployment rates. Further, employment to them would limit a lot of their goals including creating job opportunities and expanding their entrepreneurial networks. Currently, scarce information exists on how entrepreneurs in the informal sector can utilize social media to grow their business ventures. Most studies are centred on use of social media by already established organizations, capturing only branding elements. The biggest deficit that exists is the lack of studies examining the role of innovation deriving from the informal sector. This study seeks to build on that knowledge base.

Kenya's informal sector is huge contributor to the GDP, employing a whopping 80% of the country's total workforce (ieakenya, 2020). The Economic Survey Report (2019) also recognizes the informal sector as a prominent feature in the Kenyan economy, where the biggest chunk of the population makes a living. With the recent COVID-19 pandemic and persistent unemployment rates, the informal sector has been a positive force that has driven a lot of Kenyan youth to be innovative and opt for self-employment as opposed to waiting on white collar jobs upon graduating from school. A lot of these youth have found digital platforms as efficient ways of running their businesses, in that there's no requirement for a physical location, no permits required, capability to continually run businesses from anywhere as well as the ease of keeping constant touch with their customers. Further, with the proliferation of use of social media by young people, there is an opportunity for expanded reach to customers by youth entrepreneurs to generate revenue, create a business brand and establish a clientele base. Abongo and Kinyua (2013) support this as they declare that social media has made customers more and easily

accessible, compared to the pre-social media era. It has further made a specialized set of devices that make the communication a lot simpler and quicker, in addition to making youth business owners more competitive.

With use of social media to run their business empires, youth entrepreneurs have an avenue to accumulate a lot of business ideas from other businesses, with which they can use to continuously improve their own businesses. Mukolwe&Korir (2016) reiterate that networking on social media by youth entrepreneurs has enabled them to meet people who have not only turned out to be their customers, but have doubled up as potential mentors, business associates, friends and support system. Setting up a business on social media and consequently running it is less capital intensive than a business with a physical presence, that would ordinarily require more time and effort to set up. All these are some of the features that have made it so much practical for youth entrepreneurs to start and run their businesses online.

In view of the above, this study endeavors to explore what social media is, its impact in the informal sector and how the entrepreneurs utilize it. This research will also examine the challenges that entrepreneurs face when adopting and utilizing social media for business growth and sustainability. Social Media comes in an array of platforms and the focus of this research will mainly be Instagram, due to its disruptive nature and popularity among youth entrepreneurs in the informal sector.

1.3 Objectives of the Study

The study targeted to accomplish one general objective and three specific objectives.

1.3.1 General Objective

This study, in broader terms, aims to analyze the adoption and utilization of social media by informal sector youth entrepreneurs based in the Nairobi Metropolitan region.

1.3.2 Specific Objectives

The specific objectives of the study include:

- 1) To assess how informal sector youth entrepreneurs in the Nairobi Metropolitan region use social media in their business ventures.
- 2) To study how the rise of social media and its use in business processes and operations has impacted entrepreneurial ventures and ambitions in the society.
- 3) To examine the challenges experienced in adoption and utilization of social media by youth entrepreneurs in the informal sector.

1.4 Research Questions

The study was guided by the following one general question and three specific research questions:

General Question:

To what extent do youth entrepreneurs in the informal sector adopt and utilize social media for business?

Specific Questions

- 1) How is social media used by youth entrepreneurs in the informal sector?
- 2) How has the rise of social media and its use in business processes and operations impacted entrepreneurial intentions and ambitions of the youth in the society?
- 3) What are the challenges experienced in adoption and use of social media by youth entrepreneurs in the informal sector?

1.5 Justification of the Study

The 2016 MSME study by the Kenya National Bureau of Statistics (KNBS) uncovered that the informal sector contributes around 34% to GDP. Further, 90% of utilized Kenyans are in the informal sector (Were, 2018). This is proclamation to the expanded acknowledgment of the integral role that the informal sector plays in the country's economy. This goes to show that the informal sector must be closely embedded in other national economic activities considered important because it is an imperative reservoir of knowledge on the Kenyan people's buying habits and trends. The sector is also a significant source of consumer and market intelligence in the country which the government is in dire need of, especially when carrying out national

planning activities like budgeting and the ability to understand what is there to work with (Were, 2018).

Social networks have provided entrepreneurs with the opportunity to develop mutually beneficial relationships with millions of customers across the world. This has enabled a more personal relationship, thus trusting one another, which has in turn translated into increased sales and increased revenues for businesses in the informal sector. According to Kelkoo (2012), online retail sales increased by 14% worldwide in 2011. This was attributed to social media's ability to connect entrepreneurs with their customers through tapping into a psychological urge for people to talk, share and trust each other thus ease of doing business together. A 2018 study by JWT established that more than forty percent of men and over a third of women are bound to buy something if someone whose opinion they trust recommends it on a social network. This study is thus necessary to devise mediums through which informal retail sector entrepreneurs can be coached on how to optimize social media to build their businesses.

Due to its role in the country's economy, the informal sector is potentially a proficient reservoir of knowledge on the nation's purchasing habits and consumer and market intelligence, which could greatly contribute to financial planning of the country. This precisely means intelligence in anticipating consumers' needs and improved capabilities fueled by innovation that permits the informal sector to interpret customer wants in products available for sale (Were, 2018).

Social media has presented an opportunity for digital financial services to market their services to a huge entrepreneurial society that exists on the platform. Through marketing on social media, these businesses have not only been able to directly sell their products to the entrepreneurs but also kept cash flow consistent, thus increased registered entrepreneurs' revenues by more than twenty-five per cent (Langford, Gleek and Van Wyk, 2019). A report by the World Bank (2017) states that mobile based loans have given the informal sector entrepreneurs an opportunity to maintain practical cash flow and thus meet their customers' needs.

1.6 Significance of the Study

Social media platforms are an imperative part of entrepreneurship practices; especially for entrepreneurs in the informal sector who still struggle to ground themselves in an ecosystem that still views them as irrelevant and tolerant of illegal business practices (Sung et al, 2017). Social media platforms create opportunities and a platform for entrepreneurs' business growth and brand development. However, there are barely studies that have been done to demonstrate the effect of social media use on identifying entrepreneurial opportunities. Further, there is limited documented research on how support of entrepreneurs in the informal sector by government and relevant bodies including top tier businesses could turn around small and medium enterprises to the advantage of all involved.

This study helps fill out gaps identified that have been bottlenecks for the informal sector business development. It also provides a reference point for policy formulation with regards to the correlation between successful businesses and use of social media platforms. Accordingly, McLachlan & Newberry (2021) affirm that social media for business is no longer an option. It is an indispensable way that entrepreneurs can reach customers, make new ones, gain new insights, be more competitive and ultimately, grow their brands. The study also documents the importance of embedding social media and digital use with business and growth and brand development; adding onto the limited wealth of knowledge available that demonstrate this. The study provides a source of information for future scholars endeavoring to undertake studies in related fields and discussion topics.

1.7 Scope and Expected limitations of the Study

Social media has multiple sites and platforms as mentioned above, most of which are used by entrepreneurs in different capacities to market and build their businesses. This research project focused on Instagram, which is the most disruptive social media platform that has grown to become popular for entrepreneurial activities amongst the youth entrepreneurs in Kenya. The study also sought to interact with Instagram entrepreneurs who run their businesses solely online and based in the Nairobi Metropolitan area, composed of Nairobi, Kajiado, Machakos and Kiambu.

As envisioned prior to commencement, the study subtly experienced limited information mostly due to entrepreneurs' reluctance to share most needed information for not fully trusting what the study was for. The study also experienced an expectation for incentives from potential participants to fill out the questionnaire as a condition for their participation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides a review of relevant scholarly studies of past and recent information related to the study. The sub-sections have been derived from the specific objectives of the study. Finally, theoretical framework and conceptual framework showing relationships between variables summarizes the study.

2.2 Youth entrepreneurs in Kenya and the use social media in business

Social media has transformed numerous parts of life as it made itself a part of the personal and professional everyday lives of individuals (Mičík and Mičudová, 2018). It has changed the manner in which individuals impart, create and work together with each other. Social media has been considered to for the most part affect data innovation for organizations, changing numerous parts of their business techniques including advertising modalities and establishing trust with their associates and customers alike (Bugshan, and Attar, 2020). Nations in the developed jurisdictions have been utilizing social media as their significant marketing mechanism for their businesses which represents sixty percent of overall advertising and marketing. Dey et al. (2020) led a quantitative report with respect to the correlation between social media use and businesses' goals and their realization and achievement, and the outcome was positive. His exploration was

led utilizing 38,016 organizations in Sweden with a number of representatives going from 10 to 249. His review shows that, 1) informal sector businesses in Sweden are broadly utilizing social media ICT in their day by day business ventures and operations, particularly in the fields of finance and accounting as well as human resources management; 2) there is a serious level of inter-organizational utilization of social media for running certain integral aspects of business; 3) ICT social media is unequivocally established in administration and overall management; and 4) social media effectively upholds competitive strategies (Dey et al., 2020).

In Africa, the use of computers or other direct data access tools for social media to grow businesses amongst the small and medium sized enterprises has shifted from individual responsibility to business situated purposes. Jagongo (2018) uncovers that at regional level, online media in South Africa and Ghana offered enormous market access at the territorial level and generated a critical return on investment (ROI) for start-ups and other businesses of similar sizes. Khan and Karodia (2016) found a high positive response to the usefulness of social networks among respondents in Nigeria, with 51% of these brands agreeing that Facebook was a viable channel for advertising, 70% of these respondents agreed that the setting was valuable for Advertising, 62% of respondents said it was valuable for ad and 43% agreed it was valuable for customer relationships. In Kenya, independent businesses bring full importance to the country's economy, especially in Nairobi. Increasing customer openness between these business outcomes leads to higher profits, and web-based media enables these companies to expand their marketing.

Youth enterprising ventures in Kenya are rated among the most innovative endeavors in addition to applying the most strategic approaches of business management (Olonde, 2017). These inventive thoughts cultivate advancement by setting out new open doors. This prompt employment creation and expansion in business returns. Contrasted with different business ventures, these micro and small technology dependent businesses frequently have next to no financing. Their capital base usually does not match up to that of already established businesses the majority of them are new companies in the formative period of business development and are battling to stay up with capital requirements.

Douglas (2016), in a review on the achievement factors for casual area organizations, discovered that financing is a significant impediment to their development. Truth be told, the greater part of the independent ventures in the casual area depends intensely using a loan for financing. They are hence restricted from completing a ton of their organizations, including advertising, in the customary way. Given the monetary requirements of these endeavors, it is very difficult for them to utilize exemplary promoting procedures like radio, TV, and print advertisements, or street show crusades. They should select less expensive techniques that can extend their client base without depleting their financial balances. Web-based media is so far the most ideal choice for them. As per a review by the Central Bank of Kenya, the informal sector makes up 98% of all business organizations in Kenya. This is on the grounds that the Kenyan economy is predominantly driven by the informal sector organizations which have been advancing quickly for a while (Central Bank of Kenya, 2017).

Icha and Agwu (2015) point out that the utilization of social media has as of late acquired fast and unmistakable prominence in businesses just as in numerous different areas. Social platforms have been considered valuable with regards to expanding client base, enhanced efficiency and adequacy as well as helping organizations establish long lasting business relationships with other corporates (Braskov, 2016). In addition, web-based platforms increase exposure and traffic helps create relationships between the business owners and their customers, ensures consistency in the relationship between a business owner and his or her customers and it is also an extremely reliable instrument to conduct activations for products and services. (Eltantawy and Wiest, 2015). According to Maina (2016), there are many online based platforms, also known as social networking sites, however, most organizations used Facebook to promote their businesses. In 2016 for example, it was estimated that Facebook had over 1.59 billion monthly active users with over one million small and medium organizations using the platform to promote their businesses. Other well-known online media scenes are YouTube, Twitter, WhatsApp, LinkedIn, Instagram, Google+, and Tumblr. In Tanzania, Facebook was also in the lead in 2016 with 3,700,000 followers (InternetWordStats, 2016). Many professional organizations around the world are gradually using online media, including Facebook and Twitter, to market their products to their customers (Blau, 2014). Analysts do embrace various

comes closer occasionally, relying upon the idea of information accessible, respondents, business size and industry of operation.

Despite the brilliant benefits of social media for small businesses, there are barriers to its optimal use. Some of these obstacles are related to the lack of capacity and time to use the platform (Werees 2015). Other barriers include a lack of knowledge of what is appropriate for clients in terms of content, tonality and timing. Koshy (2016) reported that failure to deliver culturally acceptable content on the Internet could have dramatic consequences on the part of the UAE government. The implication of a condition like this is that companies have to invest a lot of time in understanding their customers so as not to offend them by posting inappropriate material.

In Thailand, Ritz, Wolf and McQuitty (2019) noted that the mindset of the independent company director, as well as the similarity and value seen in promoting online media, are likely among the variables that may prevent private companies from undertaking the exhibition. In a related report in South Africa, Khan and Karodia (2016) found a high rate of positive responses from respondents regarding the convenience of online media: 51% of these brands agreed that Facebook was a viable channel for online presentations, 70% of respondents agreed that the stage was useful for advertising, 62% of respondents recommended that it was useful for promotion and 43% agreed that it was useful for relationships with clients.

According to Ndlobo and Dhurup (2015), elements that could prevent independent businesses from using online marketing platforms include, among others, the lack of information on the capabilities that the scene could offer, innovation inconsistency with interest. group, the partner reluctant to use online media innovation, lack of direction and misperception of web-based media. In Kenya, a new report by Kimathi, Mukulu and Odhiambo (2019) found that Facebook and Twitter are influencing private businesses by further developing owner / boss-client correspondence. As Kimathi, Mukulu and Odhiambo (2019) point out, the scenes were more financially sound than the different media. Another study in Kenya Kimani (2014) on the use and impact of online media for private business development stated that Facebook and Twitter had the highest number of clients among independent businesses. Their focus also showed that web-based media was a decent way to divide data between different social classes. Scene-created

object awareness, which could be used to track customer experience and more dynamic correspondence. Despite this, they proposed that the mix of conventional and online media could capture a wide choice of customers. Additionally, Jagongo (2018) has shown that online media provide colossal market access, yielding huge Speculative Profits (ROI) for small businesses.

Instagram

Instagram is a social media platform that was introduced on October 10, 2010, and a million people had already created accounts by the end of 2010. A year following its launch, Instagram had garnered a whopping 50 million users, most of who used the platform to share photos and other events in their lives with followers (Newberry, 2021). Instagram has over the years undergone a lot of positive transformation and gained a ton of users, making it the fourth most popular platform, outranked by Facebook, WhatsApp and Facebook Messenger (Granger & Reiter, 2016). Instagram is a mobile photo and video sharing internet platform that is restricted by app use and can be accessed on a mobile device or a computer. Instagram has proven to be a key marketing tool for businesses, especially startups and businesses in the informal sector due to most consumers' preference for short messages with appealing accompanying images.

Instagram has over the years since its launch had new developments, making it more than a photo-sharing platform. Instagram has introduced a ton of features to help young entrepreneurs market and sell directly from the app, appealed to new entrants and acceptance of the platform by users as a shopping culture. With over 1 billion users every month globally (Newberry, 2021) and over 70% young users in Kenya aged 18 to 35 years, (Tankovska, 2021), Instagram has become a valuable network for entrepreneurs to run their businesses and build brands.

2.3 Challenges experienced by youth entrepreneurs in adoption and use of social media

Various challenges have been affecting young people in their quest to adopt and use social media for their businesses. These have been expounded below.

2.3.1 Technological challenges

Kannabiran and Dharlingam (2012) point out that the choice of technology is as significant criteria for the business as is its expense and execution challenges. The basic technological

choice revolves around the choice of the digital platform that would suit the business best. A key factor in this regard is the social media marketing platform intensity of the industry the business belongs to. The number of clients expected in the virtual space, the number of potential suitors who have already worked in that space, the volumes of business and the scales of income that such a stadium can offer must all be considered before choosing to dive into it. According to Dlodlo and Dhurup (2010), this choice would also be based on the refinement of the agreement phase in which elements such as the assessment of the market through the examination of economic models, the movement of customers and the measure are accessible with the goal of joining the phase can work on the strategic launch and upselling for the business. This thusly would rely upon the business-accommodating highlights the stage gives to its clients.

Presently, the online media advertising platforms strive to be structurally and efficiently equipped to provide the essential devices to each of its customers with the aim that they can have full access to different types of data such as the complete classification of items on stage, arrangements for time-limited exercises and optimized designated crusades such as by messages and so on. Reports and investigations or an Internet researcher refined through object classes are fundamental devices whose basis of decision must accommodate efforts to profit from entering the scene. Amha and Ageba (2006) also argue that the adaptability and adaptability presented by the scene is a more essential metric for future business improvement.

2.3.2 Legal Challenges

As indicated by Mwobobia (2012), creating a social media account for purposes of driving business growth additionally comes with certain legalities that should be handled by any business. The spur of Information Technology has prompted the advancement of its own arrangement of rules and guidelines which smallbusiness ventures should know about before they take on the innovation and computerized stage. Given the distinct features that define how business is ran on online platforms from the traditional modalities, more current types of agreements and arrangements should be ratified with various players on the business landscape. Matter relating to legitimate locale, liabilities and so on account of online business is very one of a kind to this area and are regularly stage explicit also. Protection and security leads versus electronic exchanges and the worldwide guidelines and guidelines relating to these issues

are vital variables that youthful business people should know about prior to participating in online media advertising stages. Mutula and Brakel (2006) further point out that assessment and custom obligation guidelines are other significant lawful angles that ventures taking part in internet business should be knowledgeable in these perspectives.

2.3.3 Costs

The worldwide economic crisis and recession caused a constrain with regards to how businesses implemented their marketing strategies. Koretz, (1997) specifies that social media is considered expensive by small and medium-sized businesses, so they regularly do not have a spending plan for it. These organizations may invest resources in unnecessarily large transactions due to offers, explicit item advertisements, or marketing plans that do not reflect their real needs. Periodically, they may have purchased a less confusing and more modest package or program to solve their problems, thus saving money. It's the kind of thing that makes small and medium-sized endeavors feel like the reception of the online media crusade is far-fetched. Hawarth, (1997) adds that there are different types of expenditure related to web-based media ICT: article/arrangement, advancement, network, equipment, planning, manpower tracking and covert expenditure, for example, permits, redesign costs, tanning costs, etc. These expenses can be overcome with the right information and the right expertise. For example, there are many open-source ram programming programs available - these are free or low-cost ICT devices and devices that are made up of open source networks. These devices can be used to help businesses.

As for the internet, the Kenyan government, like many others, is reducing the cost of correspondence through organizations like the CAK. Such organizations continually force broadcasters such as Telkom to reduce their rates and make correspondence reasonable for all. It can be expensive or modest, depending on the innovation stages chosen. Again, understanding the work of web media will make it easier for a business to achieve its goal. Anyway, the main thing here is to achieve innovation. This information, Mutula, (2007) indicates that the willingness to undertake a web-based online media organization depends on the discernment that ICT will derive explicit benefits from it. These benefits vary from company to company. The potential benefits of rapid access to web-based online media and mid-size businesses include the ability to: reduce costs and functional efficiency, work remotely, reduce costs by extending the

pivot period or by using open-source programming and develop part of the whole industry by opening up to a wider customer base.

As Migir (2006) highlights, numerous social media exist under a freemium plan of action, where beginning access is free however, can be redesigned at a cost. However, some businesses may not know about this, so the apparent cost may be higher. Additionally, once an entity has submitted itself to a web-based social networking system, it must put time and exertion in utilizing the diverse web-based social networking viably in an intelligent interchangetechnique. However, online media advertising gives organizations a financially savvy and productive choice for connecting with their target audience by giving apparatuses to fitting it. The expense viability of social media promoting has made it an ideal choice in contrast with customary media advertising.

The effectiveness of advertising on social media is difficult to measure and can vary from one organization to another. Organizations need to know their crowd and whereabouts when choosing online media advertising. Not only does it enable companies to target and modify their advertising efforts, it also enables them to reach a wider range of people outside of their interest group (Macdonald, 2013). 2011), when web-based media is done correctly, it helps companies reduce ad and advertising spend. You save costs, increase customer service and customer loyalty.

2.3.4 Inadequate Skills

Mutula and Brakel (2006) attest that the apparent lack of skills and knowledge from users of social media and strategies to support businesses in the informal sector in accomplishing their goals ought to be detailed. One of the greatest challenges that organizations individuals in the informal sector is the way that by and large, they are proprietor overseen and the proprietor makes vast majority decisions relating the business. Lamentably, the proprietor director's impediments become constraints of the business. This barriers of insufficient information and abilities hampering compelling utilization of social media can be named as a strategic level issue, which could potentially affect the organization's ability to accomplish goals and objectives; given that a strategy provides the business with direction, and an erroneous strategy might lead the business to plunge. Social media should be viewed as a central player in the informal

sector, particularly with regards to supporting these businesses' decision-making processes. As currently communicated, the proprietor is the focal point of the business, directing the business key decision making, so the reception of social media by the business venture is heavily reliant on the proprietor's ICT skills and abilities, character and mentality towards technology.

The issue of ICT skills is among the most worrying problem of the shortage of ICT experts in Africa. Kenya's Ministry of Information and Technology attempted to develop ICT skills through government-supported projects. The ideal staffing level for a regular business that believes social media is at the heart of its business methodology is that of a high customer pool, as noted above. If informal sector organizations have well-trained ICT staff, their likelihood of adopting and using online media in a sustainable manner is high and should be used effectively. "Pervasive utilization of web-based media in the economy relies upon all around prepared HR for creating significant applications, supporting and keeping up with frameworks" (Mutula&Brakel, 2006, p. 23).

Ogilvie et al (2018) while researching the impact of social media technology on client relationship execution and objective deals execution by utilizing two observational investigations directed in the United States, tracked down that the utilization of online media innovations without preparing on innovation won't prompt great outcomes. In this manner, the outcomes recommend that organizations ought to distribute the assets needed for the legitimate execution of web-based media techniques. Future exploration ought to inspect how the character qualities of a salesman can direct the execution of social media technologies.

2.4 Impact of Social Media usage on entrepreneurial ventures and ambitions in the society

As indicated by the World Stats (2016), out of the more than three billion internet users around the world, roughly two billion utilize social (Statista, 2016). Social media has seen huge advancements which have empowered its users to interface with one another utilizing a wide scope of platforms and broaden extent of utilization (Colliander and Dahlen, 2011). According to Ngai et al., (2015), social media has not only benefited and changed the correspondence of its clients, but it has also reformed the methods of revenue generation, building image and brand reputation as well as looking for employability. With regards to innovative endeavors, it likewise

has presented additional opportunities for ventures of any size to join new models and techniques to succeed and acquire upper hand (Aral et al., 2013; Hanna et al., 2011). A ton of youngsters have been motivated by their companions' prosperity and all things considered, have wandered into business venture.

The role of social media continues to evolve and expand from a simple medium of social communication to shaping an element of business strategy especially among the small and medium enterprises, largely dominated by young people. The platforms, for example Twitter, Facebook and Instagram were originally designed to offer perspectives, share information and involve customers or get to know each other, all in all, or build new online connections based on shared interests. However, as these steps have been widely used by many customers, organizations have understood their business potential and consolidated them into their business practices (Coelho et al., 2016; Wu et al., 2013). Many researchers have announced the potential business benefits of social media for businesses. These range from simple channels of passing on new clients to the presentation, activities, money and human resources of the board of directors (Aral et al., 2013). Perhaps the main impact of web-based media on organizations has been their ability to coordinate clients across many areas of the business. This extends from customer service, distinguishing interest groups, connecting to brand networks and separating new product ideas (Rathore et al., 2016; Enginkaya and Yilmaz, 2014; Bartl et al., 2012).

Researchers explored the impact of online media on businesses and found many advantages, for example, upgraded intra and inter - hierarchical interchanges among friends, clients and colleagues (Lenher and Fteimi, 2013; Ngai et al., 2015). These incorporate ventures, for example, information sharing networks, cooperative learning and imagination, and community product creation and development (Ngai et al., 2015; Paquette, 2011; Pepler&Solomou, 2011).

Social media has assumed a vital part with respect to making new business-to-client connections. Clients have been associating in their web-based media networks about their desires, needs and expectations of businesses and products. Organizations have been attempting to additionally use and increment this commitment to assemble more grounded connections (Adamopoulos and Todri, 2015). Social trade holds exceptional highlights that give organizations freedoms to

acquire upper hand by framing solid associations with clients (Hajli and Sims, 2015; Lin et al., 2016). Talking to customers in different platforms of social media has become known among organizations as it represents and works on the connection between the company and the customer (Lacka, 2014).

Some other studies zeroed in on the impact of online media on consumer relations (Bhattacharjya and Ellison 2015; Gáti et al. 2018; Gruner and Power 2018; Hollebeek 2019; Iankova et al. 2018; Jussila et al. 2011; Kho 2008; Niedermeier et al. 2016; Ogilvie et al. 2018). For instance, Bhattacharjya and Ellison (2015) explored the way organizations fabricate associations with clients by utilizing responsive client relationship the executives. The review dissected client relationship the board exercises from Twitter record of a Canadian organization Shopify. The organization utilizes Twitter to draw in with small business clients, creates and customers. Jussila et al. (2011), by investigating the writing, observed that online media prompts expanded client concentration and understanding, expanded degree of client assistance and diminished time to-market.

Gati et al. (2018) focused their review efforts on the use of social media in customer relationship performance, particularly in customer relationship. The review researched the reception and effect of web-based media by sales reps. By utilizing information of 112 salesmen from a few enterprises the investigation discovered that the power of innovation use decidedly influences mentality towards online media, which emphatically influences web-based media use. Serious innovation use thusly emphatically influences client relationship execution (client retention). PLS-SEM was applied for analysis.

One more study by Gruner and Power (2018) examined the viability of the utilization of numerous web-based media stages in interchanges with clients. By utilizing information from 208 enormous Australian associations, the study investigates what organizations' interest in one type of web-based media means for action on one more type of web-based media. A relapse investigation was carried out to dissect the information. It was observed that far reaching exercises on LinkedIn, Twitter and YouTube negatively affect an organization's showcasing movement on Facebook. Along these lines, having it is more powerful for the organization to

zero in on a particular online media stage in framing effective between authoritative associations with clients.

Hollebeek (2019) proposed a rational integrative SD / Asset Based View (RBV) model of customer engagement. The proposed model considers performers and corporate client assets in the pooling of corporate client assets, business client asset combination viability and business client asset reconciliation productivity, which are precursors of business client commitment. Business client commitment, thus, brings about business client co-creation and relationship usefulness. A few scientists further contended that online media could impact brand mindfulness (Ancillai et al. 2019; Hsiao et al. 2020). Hsiao et al. (2020) examined the influence of online media on the style business. By collecting 1,395 posts from facebook.nu and performing the relapse test, it was observed that the consideration of public branding and private style brands in the posts has increased. the degree of ubiquity that generates buying interest and awareness of the brand.

A study by Rossmann and Stei (2015) took a gander at the precursors of online media use, web-based media use by organizations and their impact on clients. By utilizing information from 362 boss data officials of organizations the review tracked down the accompanying. Web-based media utilization of salesman decidedly affects consumer loyalty. Age negatively affects content age. It appears to be that more seasoned sales reps utilize web-based media in latent ways or associating with the client rather than making their own substance. It was found that the nature of corporate online media procedure emphatically affects web-based media utilization as far as the utilization of data, content age, and dynamic cooperation with clients. Additionally, the ability of a salesman in online media emphatically affects social media use.

Also, the business advantage suggestion of making new products was exceptionally restricted with conventional online business. In any case, through friendly trade this has been generally accomplished. Brand communities on online media platforms such as Facebook and Twitter have provided businesses with an enormous amount of customer-generated content that contains information that is important to businesses (Griffiths and McLean, 2015) about their criticism and future wishes on topics and administrations. Organizations that utilization and follow up on

such data gain upper hand over different organizations (Hajli, 2014). In view of the investigated contemplates, whenever utilized fittingly online media emphatically affects pioneering adventures including consumer loyalty, esteem creation, goal to purchase and deals, client connections, brand mindfulness, information creation, getting new clients, sales rep execution, increasing and supportability. Be that as it may, restricted examination is done on the adverse consequence of online media on these endeavors.

2.5 Theoretical Framework

This study was anchored on two theories namely, the technology acceptance model and the innovation diffusion theory.

2.5.1 Technology Acceptance Model

A few theories have been proposed to clarify the extent to which information technology has been embraced and really applied in both business and the day-to-day life activities. Key among them is the Technology Acceptance Model that was proposed by Fred Davis in 1986 (Surendran, 2012). Davis argues that perceived level of user friendliness and simplicity are the major determinants behind individuals adopting information technology. According to this model, a business choice to utilize the progression structure is affected straightforwardly or by implication by the apparent convenience of the innovation, ease and the buyer's conduct want. The principal part of apparent helpfulness analyzes the level to which a given application is expected to emphatically influence the working of a person.

In traditional business practice, people are probably going to take on innovative changes and headways that further develop their work execution. The second part of the TAM model is the apparent usability (EOU). A vital angle in the fruitful reception of innovation, particularly in the work environment is the innovation's ease of use. Studies assert that people are usually hesitant when it comes to taking on and using technology especially when there is a feeling or perception that that technology might be complicated and take time to understand how to use. A blend of these two elements decides if a framework or another application is utilized. The two significant viewpoints inside the TAM modular are impacted by different outside factors including cultural, social and political factors.

2.5.2 The Innovation Diffusion Theory (IDT)

The Innovation Diffusion Theory (IDT) was proposed by Rogers (1983) and is ostensibly the most well-known model in researching the conduct of users in embracing new technology developments. The IDT hypothesis utilizes five aspects (relative advantage, compatibility, complexity, triability and observability) of innovation in deciding its reception or dismissal by the potential users. Relative advantage - In this way, an advance in terms of monetary productivity, low startup costs, less effort, investment funds on time and effort, and quick payoff is considered better than its archetype. Gemino, Mackay, and Reich (2006) found that the overall benefit is relayed through obvious benefits.

Aghaunor and Fotoh (2006) explained that the apparent advantages by supervisors incorporate expense investment funds, pay age and possible freedoms in new business sectors, promoting and exposure. Gemino et al. (2006) reported that the overall benefit was recognized as a key rationale behind improved ICT development and that a positive relationship between benefits and reception was recognized. Similarity This is the degree to which a breakthrough is considered feasible with the existing beliefs, encounters, and needs of the likely users. A faster pace of acceptance occurs when an adopter sees advancement as coordinating with the needs of the client. Alam, Khatibi, Ahmad and Ismail (2007) expressed that a development is inevitably assumed if it is viable with an individual employment obligation and a framework of values.

Alam et al. (2007) admit that businesses must decide the needs of their clients and then propose tech-oriented solutions that meet those needs. Therefore, it is expected that when the needs are met, then is bound to follow. Complexity - this is how much a development is seen to be moderately hard to comprehend and utilize. The apparent intricacy of a development is contrarily identified with its pace of reception. Alam et al. (2007) detailed those past examinations on the reception of developments showed that the reception of mind-boggling innovations requires authoritative faculty to have adequate specialized abilities. Triability-An advancement can be utilized on a preliminary premise before affirmation of reception happens. Rogers' (1995) investigations discovered that "the preliminary of a development, as seen by individuals from a social framework, is decidedly identified with its pace of reception. Alam et al. (2007) proposed

that preliminary application has turned into a significant element of technology adoption since it gives a way to imminent adopters to lessen their vulnerabilities with respect to new innovations or items. Recognizability - This is the degree to which the potential adopter sees that the aftereffects of an advancement are noticeable to other people. Showing a development's predominance in a substantial structure will expand the reception rate.

2.5.3 Synthesis of the Two Theories

Two theories that bolstered this study are Innovation Diffusion Theory and Technology Acceptance Model. Innovation Diffusion theory aided the study to clear up how, why and at what rate new advancement and ideas spread (Rogers, 2003). Kotler and Roberto (1989) investigated diffusion of innovations and its application to social marketing projects. There are various types of adopters in each target audience that, considering numerous different studies, usually are addressed proportions and possess unique motivations for grasping a new behavior (Kotler & Roberto, 1989). The technology acceptance model (TAM) is a theory that relates to information systems modelling how customers come to recognize and use advancements (Venkatesh & Davis, 2000). A person's use of a system is influenced indirectly or directly by the customer's behavioral intentions, perspective, perceived usefulness of the structure and perceived straightforwardness of the system. TAM recommends that external factors ought to impact intention and certifiable use through mediated outcomes for perceived ease of use and perceived usefulness (Venkatesh & Davis, 2000).

2.6 Conceptual Framework

Regoniel (2015) asserts that a conceptual framework analyzes the links between various variables necessary for the study of a researcher. McGaghie et al. (2001) note that the conceptual framework helps create a framework for presenting research questions based on the problem statement. the structure analyzes the dependent variables independently. As demonstrated in the figure below, a conceptual framework evaluates dependent and independent variables and demonstrates how they work together to reinforce the understanding of the study when examined by readers. This way, the reader gets almost a photographic representation of the study's

dependent and independent variables thus creating memorability of the most important aspects of the study.

Independent Variables

Moderating Variables

Dependent Variable

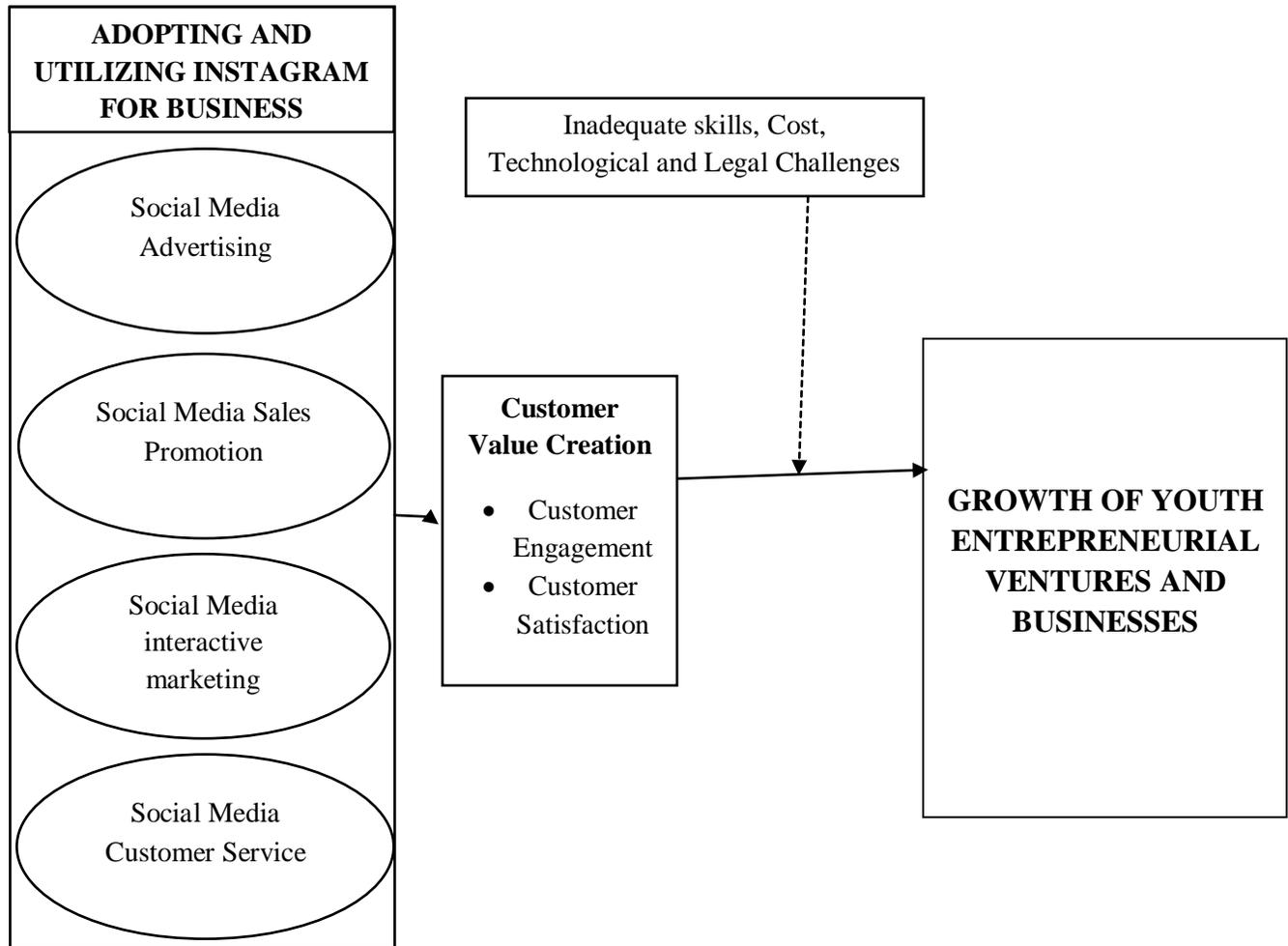


Figure 2.1: Conceptual Framework-A correlation of Dependent and Independent Variables of the Study

2.7 Research Gap

The study sought to analyze the acceptance and consumption of social media in the informal sector by youth entrepreneurs in the Nairobi Metropolitan region. The researcher reviewed a few studies and it was evident that literature on social media marketing, especially the use of Instagram for business is largely lacking in Kenya. While large businesses can engage services of market research firms to analyze the effectiveness of marketing services, the youth-owned businesses tend to spend a fraction of their available capital on marketing hence there is further lack of data on use of marketing through social media. This study aimed to address this gap by analyzing the use of Instagram by youth entrepreneurs within the Nairobi Metropolitan

regionengaged in fashion businesses and dealing specifically in clothing, shoes and jewelry. This study further revealed the challenges experienced in adoption and use of Instagram for business as well as examined how the rise of social media and its use in business processes and operations has impacted entrepreneurial ventures and ambitions in society. This forms the very basis on which the objectives of this study were founded in order to fill this research gap.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This section describes the research design, study area, study population, sampling method and size, data collection process, data analysis, and ethical considerations used during the study.

3.2 Research Design

A research design is the collection and arrangement of the conditions for analyzing data in such a way as to combine the relevance of the research objective with the economics of the procedure (Kothari, 2008). This study adopted a descriptive research design of the survey. Survey research design is useful when a researcher wants to collect information about people: beliefs, opinions, ideas, behavior, experiences, social problems and self-reports (Lee & McKinney, 2013; Delamater, Myers, & Collett, 2015). This design is suitable for the proposed study since the study is aimed at analyzing the adoption and use of social media in the informal sector by youth entrepreneurs based in Nairobi metropolitan region dealing in clothing, shoes and jewelry fashion businesses. The design established the link from a dependent variable (social media impact on the youth entrepreneurial ventures) to identify possible causal independent variables (adoption and use of Instagram). This design is the most viable in this context as it includes assortment of data from a cross part of respondents chosen in the review location. It additionally offers the specialist the benefit of zeroing in on explicit portrayal or qualities where perspectives and assessments of respondents towards a given peculiarity are looked for.

3.3 Research Approach

There are two Research Approaches in the social sciences: Quantitative and Qualitative explorations. Functional particularity of ideas, hypotheses and observational methods are the elements that Mouton and Marais (1990) use to differentiate qualitative and quantitative research approaches. The study blended qualitative and quantitative research approaches, with an inclination towards the qualitative approach. The qualitative approach aimed to provide a more wholesome and in-depth account in the form of words, pictures or objects, while the quantitative approach cataloged features and created statistical models so as to describe and clarify intricate observations (Leedy, 1993).

3.4 Study Area

The study focused on the Nairobi Metropolitan Region as per the following diagram.

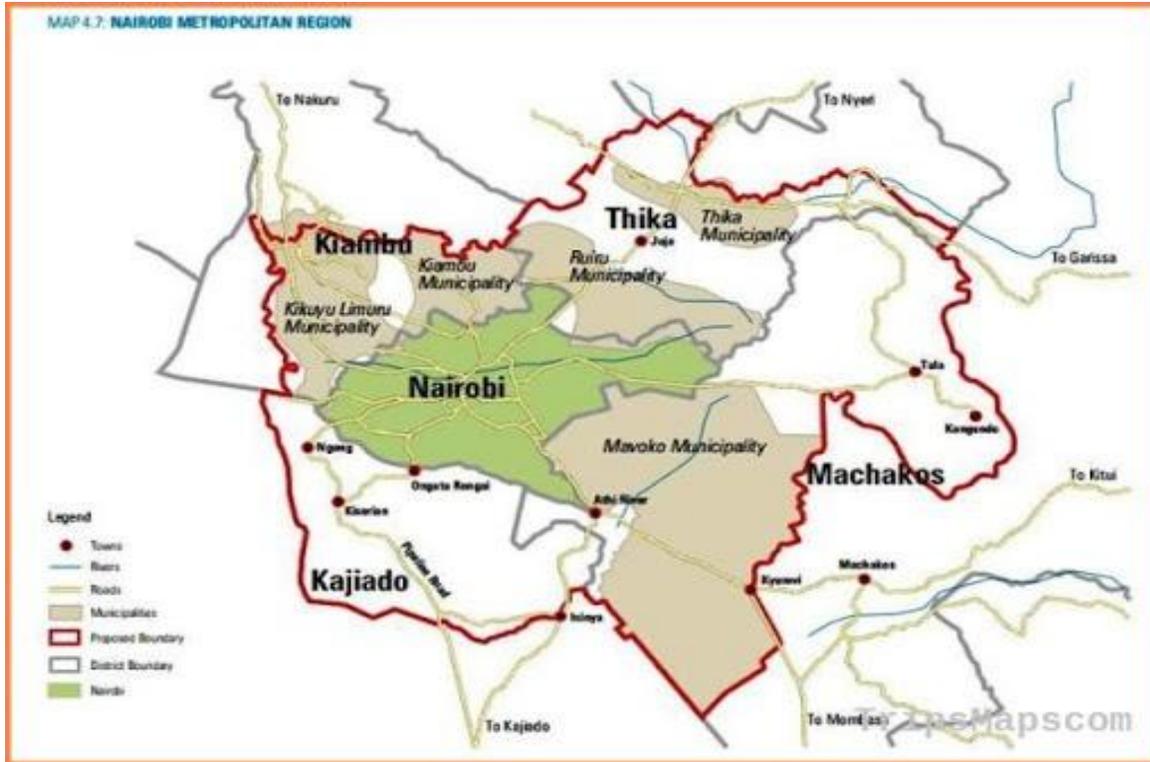


Figure 3.1 Map of Study Area. Source: The Star Newspaper, 2021

3.5 Population and Sampling Procedure

3.5.1 Target Population

A populace of study alludes to all individuals, articles or occasions of revenue that an exploration specialist tries to contemplate, Sekaran and Bougie (2011). A population is thus the whole gathering that a researcher is keen to study and wishes for that group to respond to inquiries to an exploration as well as come up with conclusions concerning the same research project. The target population for this study was youth entrepreneurs based in the Nairobi Metropolitan region composed of Nairobi, Kajiado, Machakos and Kiambu, dealing in clothing, shoes and jewelry fashion businesses. However, data was not readily available on this target group in the location of choice for the researcher to ascertain the actual population of youth who run their fashion business on social media because it is still a new area of study as the situation has been enhanced

by Covid-19 pandemic. The study thus assumed the sampling formula for infinite population to calculate the sample size.

3.5.2 Justification of the Research Location Selection

The target population of the study focussed on youth entrepreneurs based in the Nairobi Metropolitan region, which is made up of Nairobi, Machakos, Kiambu and Kajiado. An extensive research location was necessary to necessitate a comprehensive and a more reinforced understanding of how social media has revolutionized the way young entrepreneurs run their businesses. application of social media in businesses is a relatively novel phenomenon that has proven to be ground-breaking if applied strategically. It was thus important for the researcher to incorporate the four areas that make up Nairobi Metropolitan Region as this area hosts most youth entrepreneurs who use social media to grow their businesses. This argument is corroborated by Patel (2018) who states that a “sample size larger than 30 and less than 500 is perfectly appropriate for most academic research,”(p. 19).

Due to its novelty in business and its dynamic nature, social continues to provide solutions for improving efficiency in youth owned business. Business owners discover the platform’s immense capabilities and provision and are always keen to optimize them. Social media use in business as been more intense in the Nairobi Metropolitan region than in any other part of the country. This is another reason that the research focused on this group to carry out the study.

3.6 Sample Size Determination

Cooper and Schindler (2014) characterize sampling as the process of choosing individuals from the overall population of the research to take part in a study. The individuals are chosen to represent the entire population in the study as there are functional or specialized constraints that would restrict and hamper logistical arrangements for the consideration of the entire population. As per Cohen, Manion and Morrison (2007) and McCombes (2019) the total expenditure for studying an entire population can be too costly and impractical to be spent based on the researcher’s budgetary constraints.

Both non-probability and probability sampling methods were used in this study. To calculate the actual sample size to be included in the study, Fisher's formula for infinite populations in determining sample size was employed (Rutterford, Taljaard, Dixon, Copas, and Eldridge, 2015).

$$n = \frac{Z^2 \cdot p \cdot q \cdot D}{d^2} = \frac{(1.96)^2 \times (0.5) \times (0.5) \cdot 1}{0.05^2} = 384$$

Whereby:

n = Sample Size

Z = 1.96 for 95% assurance level

p = the degree of occasion of marvel of interest (which is 0.5 where the figure is dark)

q = The degree of non-occasion (which is 1-p = 0.5)

D = Design sway (set at 1 for a homogenous masses)

d = Margin of vulnerability/error or level of significance (ordinarily set inside ± 0.05 or 5%)

Therefore:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2}$$

n = 384.

For non-probability sampling procedure, the youth entrepreneurs were selected based on non-random criteria. Both purposive and snowballing sampling were applied to recruit respondents through other respondents within the fashion business in the above stated location. Nyamongo (2001) says that in purposive sampling, researchers streamline a purpose for which they wish study participants to assist with and then venture out to find them. Purposive sampling has the advantage of helping the researcher to save on time and money (Sharma, 2017). To select the key informant interview participants, the researcher used purposive sampling to reach a few youth in the fashion industry to participate in the interview.

3.7 Unit of Analysis

The unit of analysis for this study was youth entrepreneurs based in Nairobi Metropolitan region, per rationale provided in 3.5.2 above. These individuals deal in fashion industry who use Instagram as the social media platform to run their businesses.

3.8 Data Collection Instruments

3.8.1 Questionnaire and Interview Schedule

As indicated by Nachmias and Nachmias (1992), the establishment of all questionnaires is the question. The questions should make an interpretation of the study objectives and goals into questions; replies to such inquiries will give the information to hypothesis. The questions also ought to spark interest and motivation in the respondent for them to get the urge to respond to the questions being asked and areas being explored. Semi-structured questionnaires are invaluable because they helped the researcher to gather the information all the more effectively and can be utilized over an enormous population. The close-ended questions are easier to analyze since they are in an easily usable format as each item is followed by an alternative reply Mugenda and Mugenda (1999). Open ended questions provide a chance for more comprehensive responses to be given by respondents, which in turn lessens chances of misunderstanding and misinterpretation by the researcher. Moreover, questionnaire is a preferable method of data collection in research as it is less time consuming and complexity is minimized, as opposed to key informant interview method which requires a lot of detail when planning.

Nyamongo (2001), asserts that key informants comprise the verbal information between the researcher and the respondents. They are exceptional individuals since they have explicit information that assists the researcher with understanding the areas of interest. As indicated by Saravanel (1992), the primary motivation behind interview as an instrument of data collection is to assemble information that cannot be directly cited from the outset or is difficult and complex to put down in writing. Interviews also assist the respondents with understanding the motivation behind the review and its significance. The study used questionnaires which have open and close ended questions and a structured key informant interview schedule to collect primary data from the respondents. The questionnaires were used to collect information from the youth entrepreneurs because of its ability to collect information from large samples and uphold

confidentiality as well as saving on costs and time. A structured key informant interview schedule was used to facilitate oral interviews because of its flexibility to gather in-depth information about the study.

3.8.2 Validity

Validity of the instruments was tried to ascertain their viability. Validity means how sound and sensible the study is, Mugenda and Mugenda (1999). It applies to both the design and the method of research. Validity in information collection implies that a researcher's findings accurately represent the phenomenon that a researcher endeavored to examine. Content legitimacy of the research was obtained by seeking the help of supervisors and experts whose perspectives are drawn from the field of study. Content validity, considering the point of view of Creswell (2014), is how much a test estimates what it implies to quantify. Legitimacy is likewise how considerably results got from examination of information address the peculiarity being scrutinized.

3.8.3 Reliability

Reliability of the tools in the research was tested. Reliability alludes to the constancy of scores acquired from tests and appraisals methodology (Christensen, 2004). If a test or an evaluation system is solid, it will deliver similar 18 scores or responses on each event. These were done using information acquired from the experimental study. Jackson (2009) characterizes reliability as the constituency that an instrument illustrates, while Mugenda and Mugenda (2010) characterize reliability as the proportion of how much a test instrument provides stable results or information after repeated attempts.

3.9 Data Analysis

Upon the administration of questionnaires, the collected data was systematically organized to facilitate analysis. Completed surveys were edited to ensure completeness and consistency. Engaging insights to direct information examination. This involved the utilization of frequency distribution, means and rates which were presented in tables to sum up information on the closed ended items in the questionnaire. Information got from open-ended questions in the survey and key informant interviews were ordered by topics applicable to the study and presented in

narrative form using descriptions and verbatim quotes. Statistical Package for Social Scientists (SPSS) software was employed, with which descriptive statistics were generated.

3.10 Ethical Considerations

Study respondents were provided with enough information on the reasons why the researcher was conducting the study prior to data collection; their full consent to participate in the study was requested prior to data collection. In the study, participants were given adequate information about the purpose and necessity of conducting the research, the procedures that would be followed, and the credibility of the researcher and the use of the results. This allowed participants to make informed decisions about whether to participate in the research. High levels of confidentiality and anonymity were maintained in this study. These include procedures relating to the conduct of the respondents, confidentiality, voluntary informed consent, voluntary disclosure, responsible processing and safe storage of the information as argued by Creswell (2014). Names of respondents were not used or mentioned in this study.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the study findings and provides a detailed discussion on the specific findings on the study objectives.

4.2 Response rate

A total sample population of 384 participants was targeted in the study. A total of 363 questionnaires and were retrieved at the end of the study. Further, the study employed key informant interviews out of which 10 responses were received. This represents a 94.5% response rate, which is sufficient and reliable for an analysis to be undertaken. All the tables and graphs presented in this chapter thus, have a sample size of 363 unless stated otherwise.

Table 4.1: Response rate

| | Number | Percent |
|--|--------|---------|
| Number responded from questionnaire and key informant interviews | 363 | 94.5 |
| Non-response | 21 | 5.5 |
| Total | 384 | 100 |

4.3 Demographic information

This section illustrates the demographic information of the study participants from the parameters of gender, age, level of education, duration in fashion business, category of fashion business involved in and the level of income they obtain from their business ventures.

4.3.1 Gender of respondents

The study sought to establish the gender distribution of respondents. This was important in ensuring the views of this study do not have gender biases and that the voices of both men and women are included in the study.

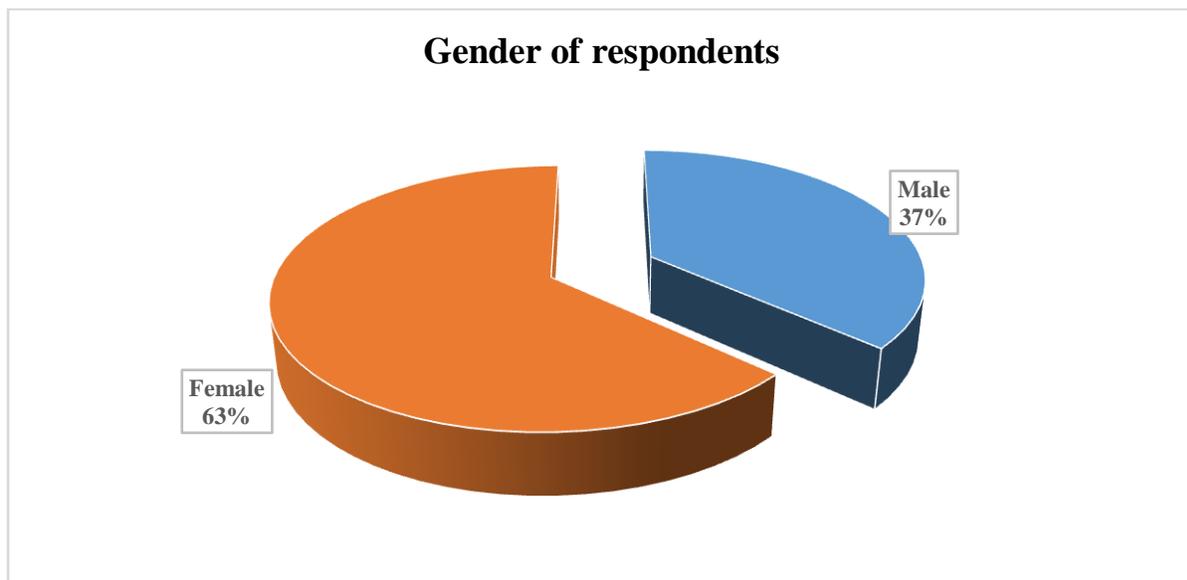


Figure 4.1: Distribution of respondents by gender

4.3.2 Age of respondents

The focus of this study was youth entrepreneurs. Therefore, the participants were asked to state their ages to ascertain that they fit the inclusion criteria.

Table 4.2: Age of respondents

| | N | Minimum | Maximum | Mean | Std. Deviation |
|-------------|-----|---------|---------|-------|----------------|
| Age (years) | 363 | 19 | 35 | 28.56 | 4.338 |

From the results above, the minimum age of the respondents was 19 years while the eldest was 35 years old. The average age of the participants was 28.5 years.

4.3.3 Level of education of respondents

The study sought to determine the intensity of education of the respondents. This was an important variable as it would inform the level of comprehension of study questions thus accurate responses.

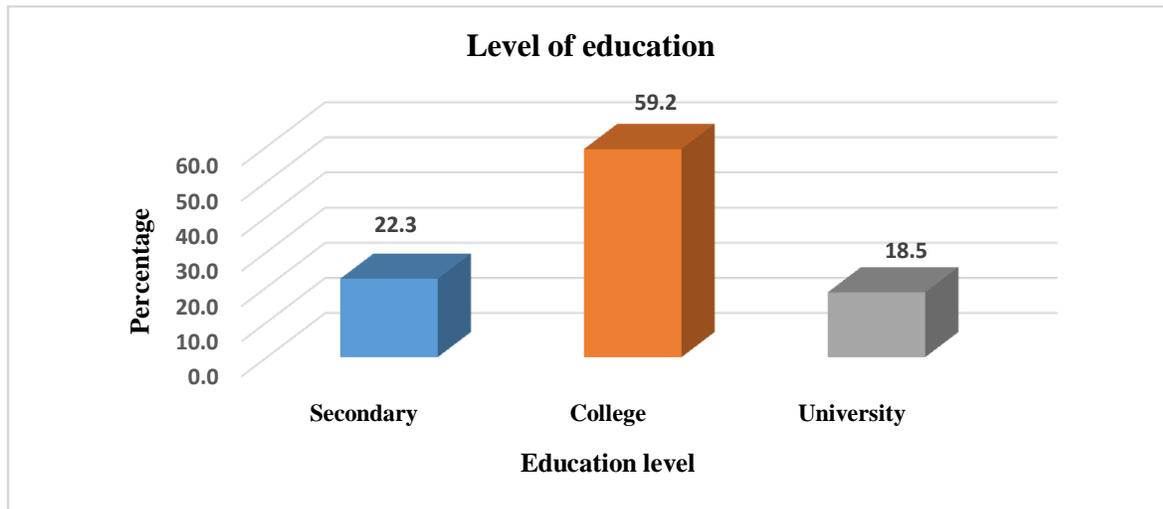


Figure 4.2: Respondents' level of education

4.3.4 Duration in fashion business

The respondents were asked to describe how long they had been operating their fashion businesses and the results were as shown in Figure 4.3 below.

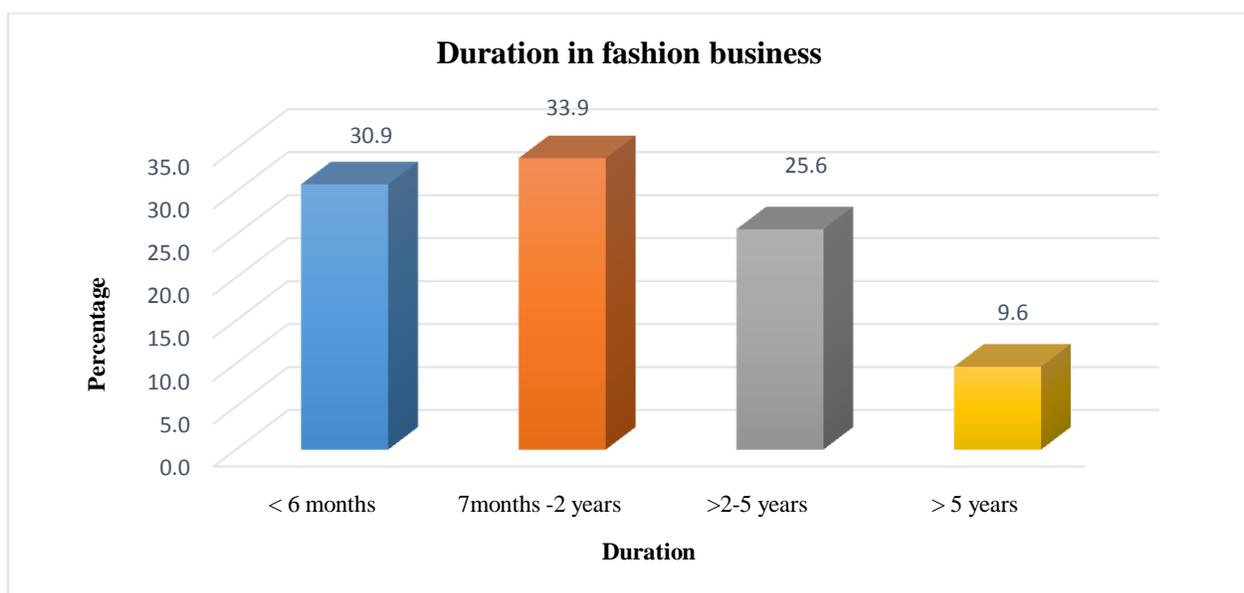


Figure 4.3: Respondents' duration in fashion business

As indicated above, the study participants had varied experiences in the fashion business where 30.9% had been in the business for less than six months; a third of the respondents had been in fashion business for a period of between seven months and two years; another 25.6% of the respondents reported that they were between 2 – 5 years old in the fashion business while one in every ten participants had more than five years in the business. This means that the respondents had some good experience in the fashion business and were able to respond to the questions adequately.

4.3.5 Category of fashion business

The study also established the different categories of fashion business the respondents were involved in.

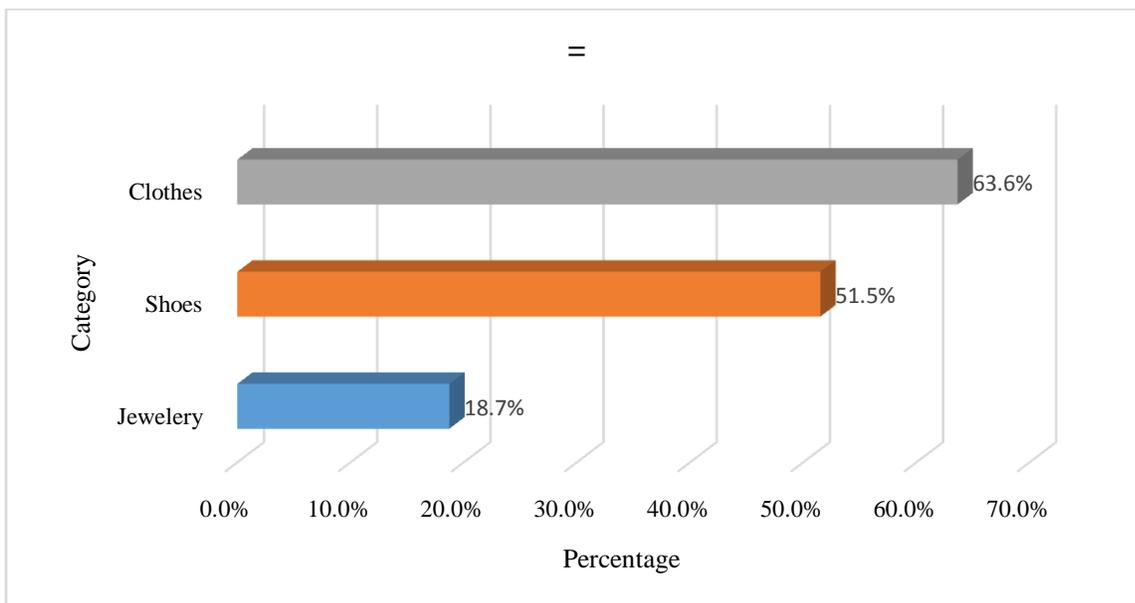


Figure 4.4: Category of fashion business

Some of the respondents indicated that they were into more than one category of fashion business. Based on the results above, 63.6% were selling clothes, 51.5% sell shoes while only 18.7% were into jewelry business.

4.3.6 Level of income from fashion business

The respondents were requested to disclose their level of monthly income from their fashion ventures and their responses were as illustrated in Figure 4.5 below.

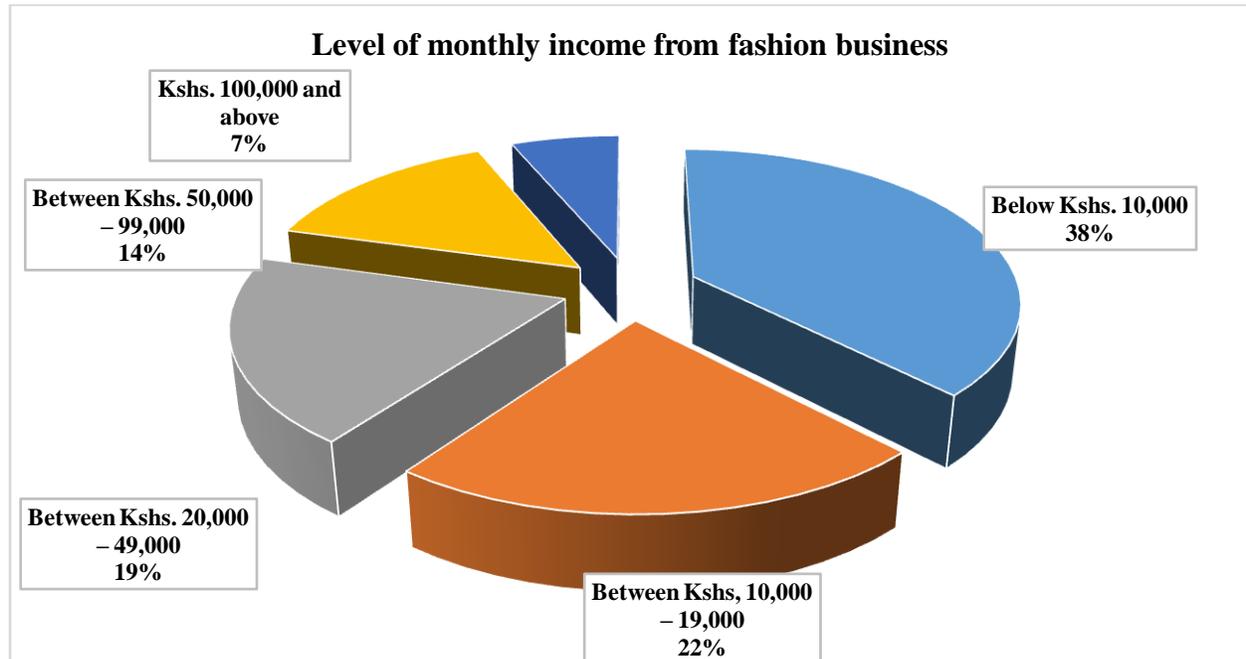


Figure 4.5: Level of monthly income from fashion business

The results indicated that a larger number of respondents (38%) earned below ten thousand shillings per month. In addition, 22% earned between Ksh 10,000 and 19,000, 19% reported earnings of between Ksh 20,000 and 49,000, 14% earned incomes of between Ksh 50,000 and 99,000 while only a paltry 7% earning more than Ksh 100,000 per month from their fashion businesses.

4.4 Presentation of findings

The results have been organized based on the objectives of the study which were to assess how youth entrepreneurs in Kenya use social media in their business ventures, to study how the rise of social media and its use in business processes and operations has impacted entrepreneurial ventures and ambitions in society and to examine the challenges experienced in adoption and use of social media by youth entrepreneurs in the informal sector.

4.4.1 How youth entrepreneurs use social media in their business ventures

The first objective of the study pursued to understand how youth entrepreneurs in Kenya utilize social media in their respective business ventures. All the respondents indicated that they use

social media for their businesses. A few respondents indicated that prior to the novel COVID-19 pandemic, they maintained a physical address from which they ran their businesses. However, they could not afford the monthly rental payment for their shops a few months into the pandemic thus, they took their businesses online and continued to serve their customers. This is an important finding of the study because it demonstrates that youth entrepreneurs are technology savvy and have grasped its use in furthering their businesses. Secondly, it provides the study with a rich data that demonstrates a clear picture of how social media technology has impacted the business performance or disrupted youth entrepreneurs.

4.4.1.1 Duration of using social media in business

The prior findings showed that entirely all youth entrepreneurs use social media technologies in their businesses and this requires an understanding of how long such technologies have been incorporated in their ventures.

Table 4.3: Duration of using social media for business ventures

| | N | Min | Max | Mean | Std. Dev. |
|--|-----|-----|-----|-------|-----------|
| Duration the business has used social media (months) | 363 | 2 | 60 | 15.69 | 15.271 |

The average number of months they have been using social media technologies in their business was 15.7 months. However, the minimum period the respondents had used social media for business was 2 months, while the longest period was 60 months. This was an implication that the respondents had requisite experience in social media marketing and that they were aware of the experiences of doing business in social media.

4.4.1.2 Social media platforms used in business

Since most respondents use social media in their business enterprises, it was imperative to identify the type of social media platform that was common among the youth entrepreneurs.

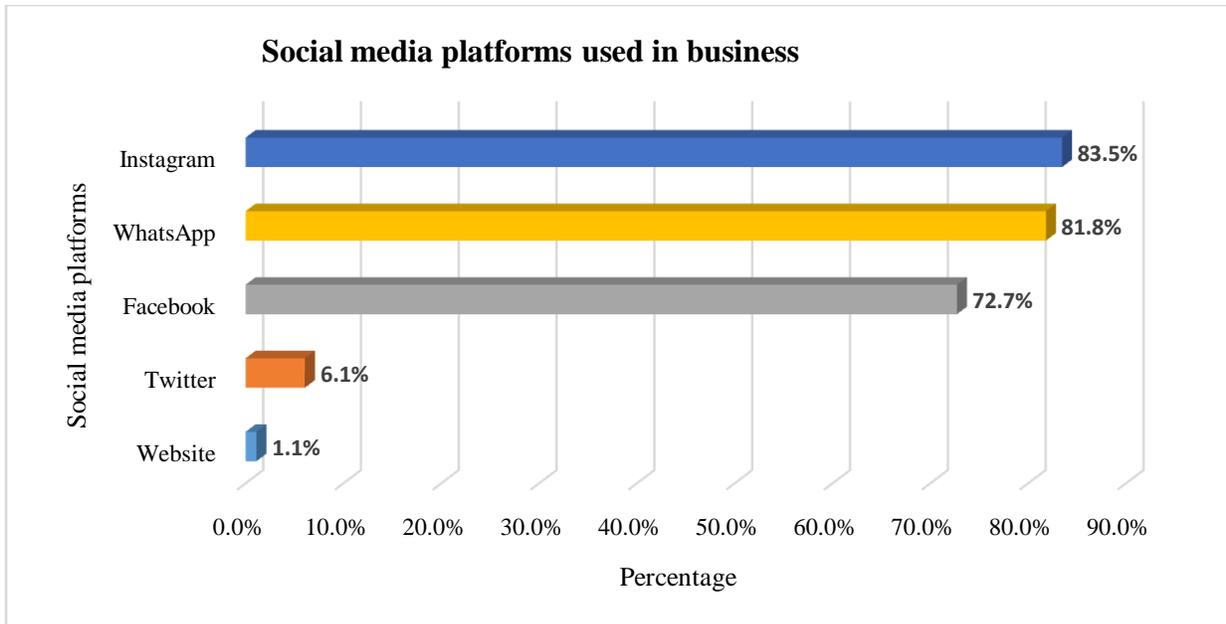


Figure 4.6: Social media platforms used business

The findings showed that 83.5% of the respondents use Instagram, while 81.8% use WhatsApp and 72.7% used Facebook. Twitter and websites were only used by 6.1% and 1.1% of the respondents respectively. This shows that Instagram and WhatsApp are the preferred social media platforms used by youth entrepreneurs in their businesses. In this regard, Instagram and WhatsApp are ideal social media platforms that permit users to profile and engage followers, which are key aspects in ensuring success of fashion business. Further, the platforms readily allow sharing of pictures that make it possible for laid-back potential customers market leading to creation of a friendly business environment. As such, Instagram and WhatsApp are preferred because they provide a good opportunity to advertise the business through engaging with an online audience.

4.4.1.3 Duration of using Instagram in fashion business

The examined the period that the respondents have been using Instagram in their business since it was the most preferred social media platform. This will provide a basis of evaluating the impact of using Instagram in business activities.

Table 4.4: Duration of using Instagram in fashion business

| | | Frequency | Percent |
|--|---------------------|------------------|----------------|
| Duration as a youth entrepreneur using Instagram in the fashion business | < 6 months | 135 | 37.2 |
| | 7months -2 years | 113 | 31.1 |
| | >2-5 years | 107 | 29.5 |
| | > 5 years | 8 | 2.2 |
| | Total | 363 | 100.0 |
| Number of followers on Instagram for business | < 50 followers | 49 | 13.5 |
| | 50 - 200 followers | 79 | 21.8 |
| | 200 - 500 followers | 72 | 19.8 |
| | > 500 followers | 163 | 44.9 |
| | Total | 363 | 100.0 |

Based on the results in Table 4.4above, 37.2% of the respondents reported to have used Instagram for the last six months (at the time of study) while 31.1% of the participants had used the social media platform for a period of between seven months and two years. In addition, 29.5% of the study participants indicated they had used Instagram for between 2 and 5 years of operation in the fashion business, while only 2.2% of the had used Instagram for their fashion business for more than five years.

Since Instagram turned out to be the most preferred social media platform for the fashion business, the study sought to determine the number of followers that the respondents have garnered since introducing their social media business accounts. As indicated in the table above, 44.9% of the study participants boast of more than 500 followers, 21.8% had between 50 – 200 followers, 19.8% had between 200 and 500 followers while 13.5% had less than 50 followers. The findings indicate that nearly half of the youth entrepreneurs who use Instagram have a following population of more than 500. This is important to their businesses because they can engage and market their fashion offerings to such a wide audience.

4.4.1.4 Frequency of posting content on Instagram business accounts

One of the most important aspects needed to run a successful fashion business on social media is to display the products in as appealing way as possible to customers. Thus, it was important for the study to assess the frequency within which the youth entrepreneurs posted pictures on Instagram.

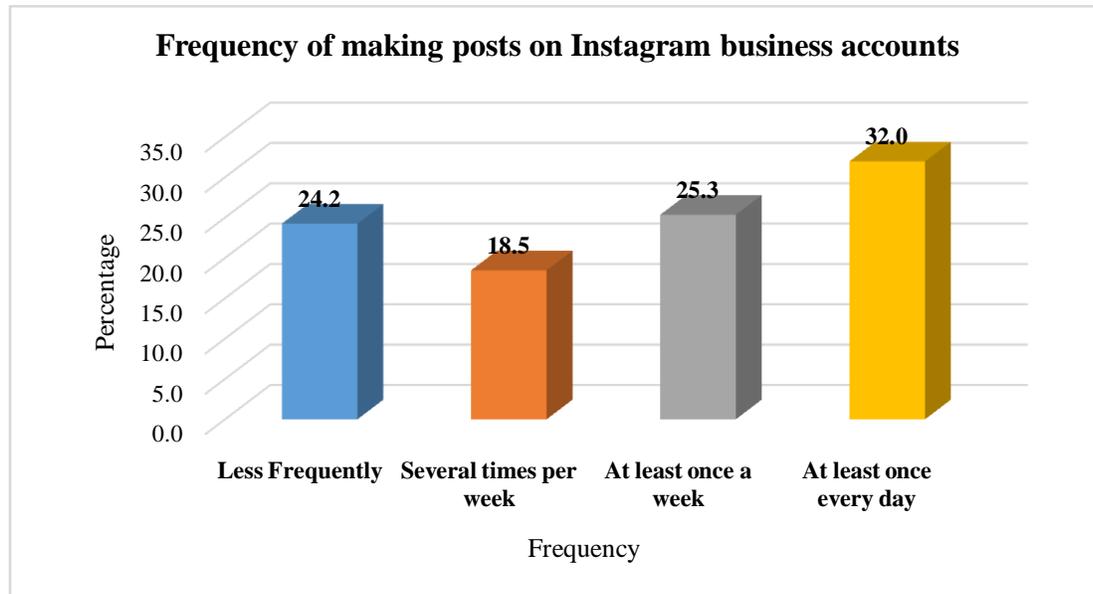


Figure 4.7: Frequency of making posts on Instagram business accounts

The findings show that 32% of the respondents made posts in Instagram at least once every day. Another 25.3% of the respondents reported making posts at least once every week, 24.2% of them made posts less frequently, while 18.5% indicated that they made posts on Instagram several times a week. This finding is a clear indication that the Instagram is interactive and provides an opportunity for people to make posts on a regular basis.

4.4.1.5 Customer interaction on Instagram

An earlier finding of the study indicated that Instagram is preferred because it offers a platform for users to interact with an online audience as well as post human appealing content. Consequently, it was important for the study to determine how frequent the youth entrepreneurs interacted with their online audience to understand the impact of the social media platform. The respondents were asked to indicate how frequently they engaged their audience as well as the

turnaround time that it takes to get feedback from the online audience. The results were as shown in Figure 4.8 below.

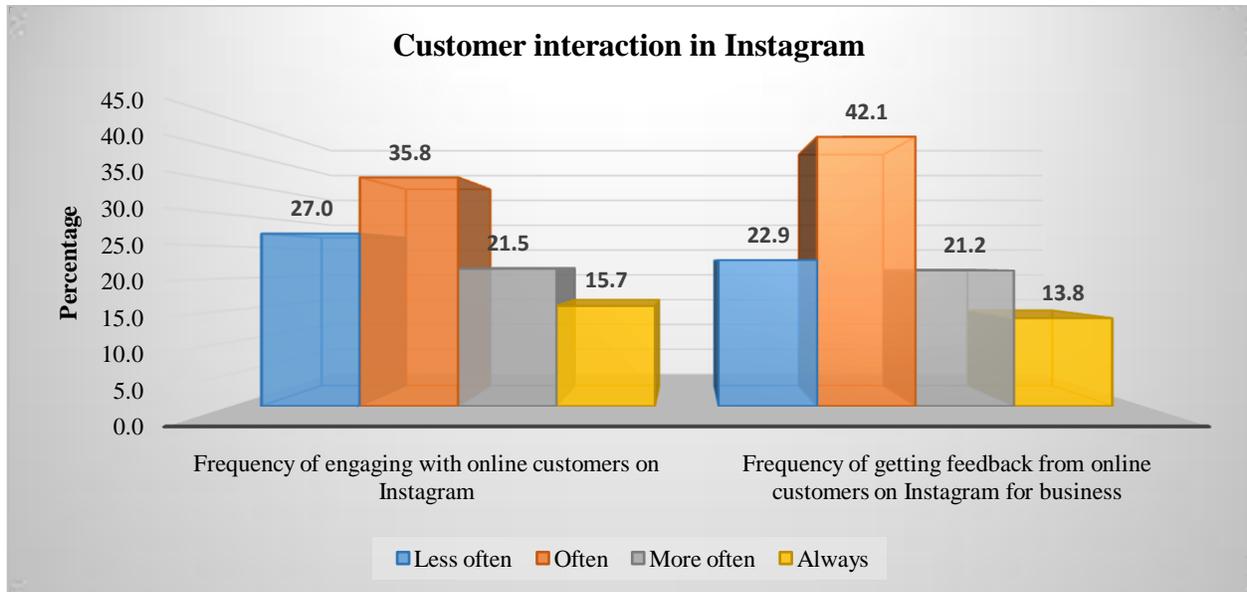


Figure 4.8: Customer interaction on Instagram

The findings revealed that 35.8% of the participants engaged their online customers often on Instagram while 27% engaged them less often. On the other hand, 21.5% used Instagram to engage their online audience more often and 15.7% of the respondents always engaged with their online audience. Regarding obtaining customer feedback, 42.1% indicated that they got feedback from their Instagram customers often while to 22.9% of the respondents, customer feedback was less frequent. Moreover, 21.2% of the respondents reported that they received feedback from online audience more often while 13.8% always obtained feedback from their online clients.

The findings show that majority of youth entrepreneurs in the fashion industry use Instagram to engage and obtain feedback on their product offering on a regular basis. In the fashion industry, sustained customer engagement is important as they provide valid suggestions for design and important attributes of the fashion products. Customer sentiments provide entrepreneurs with insights that they can employ to improve their product offering, customer service and ultimately reap enormous return on investment.

4.4.1.6 Frequency of using Instagram for business

The study sought to determine the frequency with which youth entrepreneurs used Instagram for advertising, sales promotion, interactive marketing and customer service. The results were as showed in Figure 4.9 below.

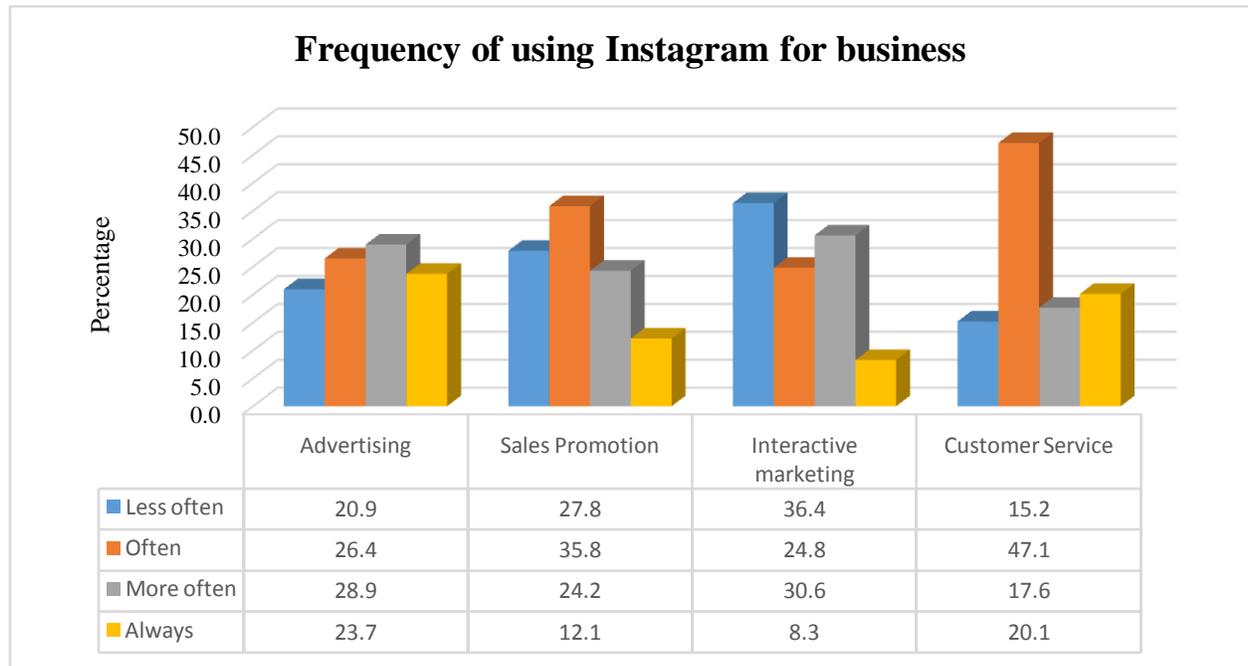


Figure 4.9: Frequency of using Instagram for business

28.9% of respondents used Instagram more often while 26.4% use it often as a primary vehicle for advertising their businesses. 23% always used the platform for advertising while the remaining 20.9% advertised on Instagram less frequently, citing the opportunity to blend Instagram with other platforms for the service. In terms of sales promotion, the results show that 35.8% promoted their sales regularly, 24.2% had sales promotions more often, 12.1% always had sales promotion while 27.8% used the platform less often for sales promotion.

When it comes to interactive marketing, 30.6% of the respondents indicated that they used Instagram more often, often (24.8%), always (8.3%) while only 36.4% used the platform less often. The last aspect was customer service through Instagram, through 47.1% of the respondents used the platform while 20.1% used it all the time. 17.6% used the tool more often while only 15.2% used it less often.

The findings imply that Instagram is used regularly for advertising, sales promotion, interactive marketing as well as customer service with only a small number of respondents using it less often. In the fashion industry, advertising and customer service are very important for achieving success. In the contemporary world, fashion industry has largely become online because customers no longer need to visit a physical store to shop.

4.4.2 Social media use and its impact on entrepreneurial ventures and ambitions

The second objective of the study was to examine how rise social media and its use in business processes and operations has impacted entrepreneurial ventures and ambitions in the society. The first part assessed the position of the business ventures in the absence of Instagram. This is important for the study because it depicts the extent to which social media has been beneficial to the business.

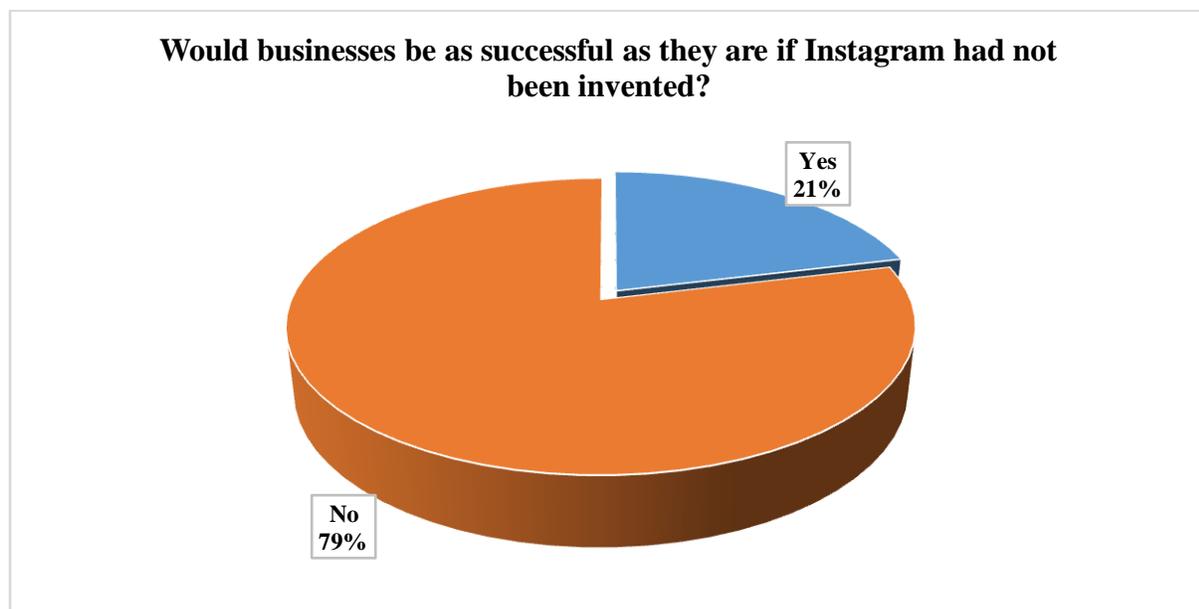


Figure 4.10: Position of business without Instagram

Based on the results, majority of the respondents (79%) indicated that their businesses would not be as successful and functional as they currently are had they not used Instagram, while 21% held a contrary opinion. The findings suggest that most of the business enterprises have achieved their current position because of the integral role played by Instagram in catalyzing their businesses' potential. The smaller number of youth entrepreneurs who argue that their businesses

would do just as well might have failed to explore the opportunities at a greater frequency as indicated in the above data findings. The multiple functions that can be operated through the Instagram platform provides an additional advantage to the performance of business enterprises.

4.4.2.1 Instagram as a source of inspiration for young entrepreneurs

The study sought to identify whether respondents (the young entrepreneurs) looked for inspiration from other entrepreneurs who use Instagram. The results were as illustrated in Figure 4.11.

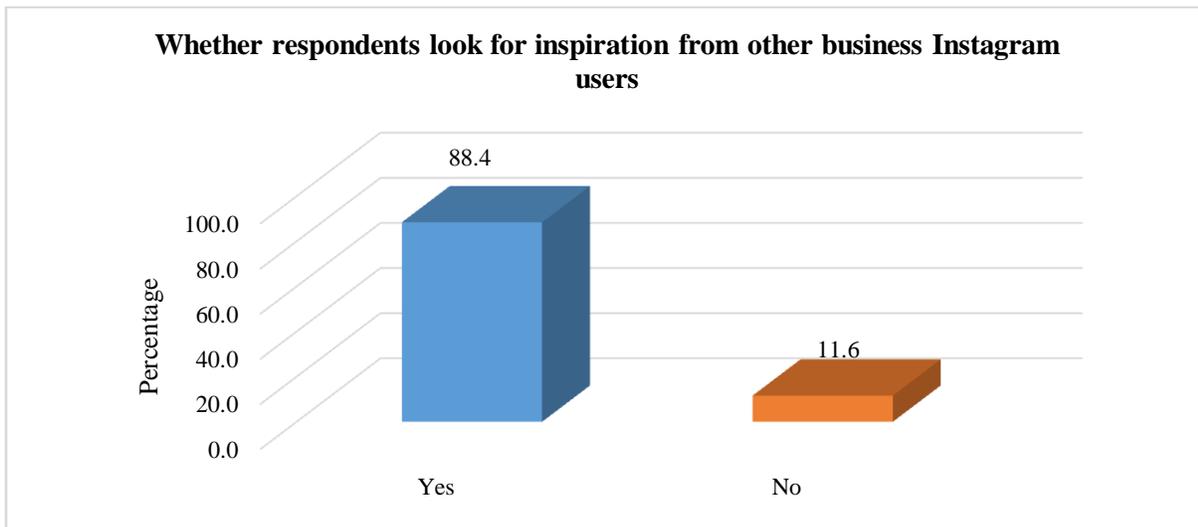


Figure 4.11: Whether respondents look for inspiration from other Instagram users

The outcome shows that a lot of the respondents (88.4%) had sought for inspiration from other business Instagram users while only 11.6% did not. This implies that the online audience using Instagram look out for motivation from their entrepreneurial counterparts who also use Instagram.

4.4.2.2 Capacity to innovate

In the fashion industry, the capacity to innovate is critical in ensuring profitability through increased sales and a dynamic product offering. Innovation is the pillar for developing a strong business enterprise in the fashion industry because of its fluid nature. Instagram, as an interactive platform, provides an opportunity for entrepreneurs to showcase their products through sharing ideas, sometimes borrowed from other jurisdictions but creatively localized to appeal to the

entrepreneurs' customer base. The participants were queried to describe their sentiments on different measures of their innovative capability.

Table 4.5: Respondents' innovative capability

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Mean | Std. Deviation |
|---|-------------------|----------|---------|-------|----------------|------|----------------|
| I endeavour to be up to date with respect to technological evolution | 1.1 | 0.0 | 33.3 | 35.3 | 30.3 | 3.94 | 0.856 |
| I like to take risks and do things differently | 3.3 | 0.0 | 33.9 | 36.9 | 25.9 | 3.82 | 0.930 |
| I like to experiment with new technologies | 7.4 | 2.5 | 30.9 | 34.2 | 25.1 | 3.67 | 1.105 |
| I believe things were easier when technology was as advanced as it is | 39.7 | 29.2 | 13.8 | 9.1 | 8.3 | 2.17 | 1.272 |

Most of the business owners (65.6%) endeavor to be up to date with technology while only a paltry 1.1% don't. 62.8% of the respondents indicated that they take risks and prefer to do things differently compared to 3.3% who did things the same exact way throughout. Many of the respondents (59.3%) agreed that they like to experiment with new technologies while 9.9% disagreed. On the other hand, more than two thirds of the respondents (68.9%) disagreed that everything was easier when technology was not as advanced as it currently is, whereas only 17.4% agreed.

4.4.2.3 Level of Instagram Proficiency

Instagram is an important platform in promoting youth entrepreneurs' business ventures. Some of the respondents have shown in earlier findings that they do not use Instagram as often as it is recommended, and this could be attributed to a general lack of tech expertise. It was pertinent to assess entrepreneurs' level of knowledge with regards to technology and how they can embed it to their businesses. This way, the study would translate its impact to their businesses.

Table 4.6: Respondents' level Instagram proficiency

| | | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Mean | Std. Deviation |
|---|--------|-------------------|------------|-------------|-------------|----------------|------|----------------|
| I believe it is important that my employees or business partners | | | | | | | | |
| Understand how Instagram's common tools operate, including: private messages, upload pictures and videos, comment and answers | n % | 23 6.3 | 15 4.1 | 160 44.1 | 91 25.1 | 74 20.4 | 3.49 | 1.060 |
| Understand how to use more advanced tools: check the activity history, change pictures' visibility settings among others | n % | 19 5.2 | 41 11.3 | 111 30.6 | 146 40.2 | 46 12.7 | 3.44 | 1.021 |
| Have an advanced level of social media expertise | n % | 19 5.2 | 22 6.1 | 101 27.8 | 156 43.0 | 65 17.9 | 3.44 | 1.021 |

Based on the results in Table 4.6, almost half of the respondents (45.5%) agreed that their employees and/or partners have a basic understanding of Instagram's common features including private messages (often referred to as Direct Messages), pictures upload, video sharing and commenting. However, 10.4% disagreed. Similarly, 52.9% of the respondents agreed that their employees and/or partners knew how to use more advanced tools such as checking the activity history and changing picture visibility settings, an assertion that 16.5% disagreed with. 60.9% of the respondents ascertained that they indeed have a deeper understanding of how social media works and how they can optimize its features for business furtherance. 11.3% of the respondents held a contrary opinion, arguing that they didn't quite think that advanced expertise of social media and successful business are necessarily correlated.

4.4.2.4 Reduction in marketing costs

One of the main limitations of profitability in conventional business activities is the high costs of marketing. The traditional marketing methods have proven to be too costly to be afforded by start-ups. Instagram has presented a functional yet inexpensive marketing and advertising vehicle that has propelled a lot of businesses' successes.

Table 4.7: Percentage of marketing costs' cutback

| | N | Min | Max | Mean | Std. Dev |
|---|-----|-----|------|---------|----------|
| Percentage of marketing cost cutback because of using Instagram | 219 | 3.0 | 90.0 | 43.1553 | 24.29206 |

Following their use of Instagram for business, the respondents had realized a cutback of marketing costs by about 43%. The minimum reduction was by 3% but some of the respondents had recorded a whopping 90% decrease in the cost of marketing. This reduction in marketing costs would subsequently mean increased profits.

4.4.2.5 Effect of Instagram use on sales increase

The study sought to evaluate the effect of incorporating Instagram in improving the performance of a business organization.

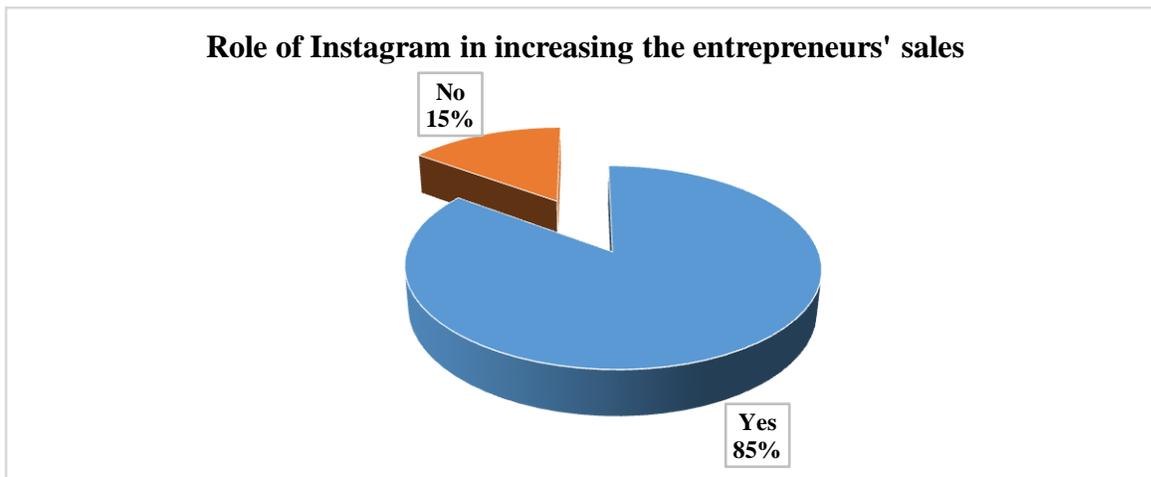


Figure 4.12: Role of Instagram in increasing sales

As evidenced above, majority of the respondents (85%) established that use of Instagram in their businesses had played a huge role in improving their sales while only 15% of the respondents opined otherwise. This shows that incorporating Instagram in business plays a major role in increasing the level of sales of an enterprise.

Similarly, the respondents were asked to give the proportion of the increase in sales as a result of use of Instagram.

Table 4.8: Percentage increase in sales

| | N | Minimum | Maximum | Mean | Std. Deviation |
|------------------------------|-----|---------|---------|---------|----------------|
| Percentage increase in sales | 201 | 1.00 | 80.00 | 41.9652 | 19.27781 |

Generally, the minimum percentage increase in the number of sales was 1% while some respondents had realized increase in sales of up to 80%. The mean increase in sales was found to be about 42%. The results depict that incorporating Instagram in business can potentially increase the sales volume, thus increase profitability.

4.4.2.6 Relationship with customers

Relationship in business is critical in ensuring success and Instagram provides an opportunity for youth entrepreneurs to create an online relationship with customers. This relationship entails concern raised by customers such as inquiries, comments on the products and complaints. The respondents were asked to give their level of agreement of customer activities on their Instagram pages. The results were as illustrated in Table 4.9 below.

Table 4.9: Relationship with customers

| | | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Mean | Std. Deviation |
|--|---|-------------------|----------|---------|-------|----------------|------|----------------|
| My customers make enquiries through my Instagram page | n | 25 | 0 | 94 | 135 | 109 | 3.83 | 1.075 |
| | % | 6.9 | 0.0 | 25.9 | 37.2 | 30.0 | | |
| My customers comment on the product offering on my business Instagram page | n | 21 | 4 | 95 | 142 | 101 | 3.82 | 1.037 |
| | % | 5.8 | 1.1 | 26.2 | 39.1 | 27.8 | | |
| My customers use my Instagram page to place orders forward grievances | n | 21 | 10 | 111 | 140 | 81 | 3.69 | 1.032 |
| | % | 5.8 | 2.8 | 30.6 | 38.6 | 22.3 | | |

There was a general agreement that customers indeed interacted with entrepreneurs on Instagram through making inquiries, commenting on the products as well as forwarding grievances. 67.2% of the respondents agreed that their customers make inquiries through Instagram business page, 66.9% agreed that customers comment on their products and service offering and 60.9% ascertained that their customers used Instagram make complaints. This is an important indication as it provides an efficient way that both the entrepreneur and their customers can interact and make improvements that could satisfy both and spur the business activities. Additionally, entrepreneurs can provide grievance redressal as presented to them on Instagram as fast as possible without losing their customers. The traditional way of handling grievances would take longer as it is structured and involves multiple parties.

4.4.2.7 Impact of Instagram on entrepreneurial ventures and ambitions

The study took to apprehend the impact of Instagram on entrepreneurial ventures and ambitions for continuity of using social media in business. The respondents were asked about consistency of their posts, the type of content shared, customer engagement, online promotions and timing of posts.

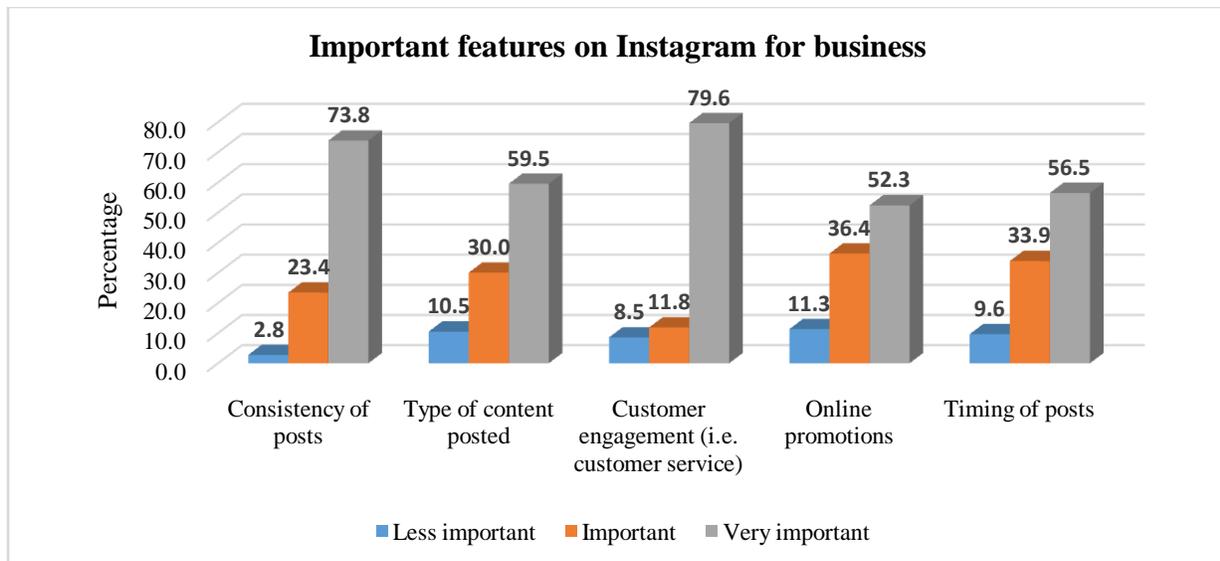


Figure 4.13: Important features on Instagram for business

Generally, the results indicate that the respondents rated all the features covered as very important for ensuring that Instagram provides a business with suitable gains. 73.8% of the respondents noted that consistency of posts was very important as it keeps their businesses on the minds of their customers and increases chances of consistent purchase and intensifies customer interaction with the business. 59.5% indicated that the type of content posted in Instagram is very important while 79.6% believed that this was very important, whereas 56.5% termed the timing of the post as a very important practice. Ideally, consistency of posts provides a basis for the online audience to rate the entrepreneur in terms of quality or a specific design of their products. The type of content posted on Instagram is critical because it provides a way of evaluating the company and the type of products sold.

4.4.3 Challenges experienced by entrepreneurs in adoption and use of social media

The third objective in this study was to determine the challenges that hamper the adoption and use of social media by youth entrepreneurs with intent to build their businesses. Instagram provides a myriad of benefits to young entrepreneurs in terms of marketing, advertising, customer engagement and obtaining feedback. Despite these benefits, it was important to explore the barriers encountered during their Instagram use.

4.4.3.1 Challenges businesses experience when using Instagram

The respondents were asked to state the challenges they faced while incorporating Instagram in their businesses especially while interacting with their online audience. The highlighted challenges were as shown in Table 4.10.

Table 4.10: Challenges businesses face in using Instagram

| | Frequency | Percent |
|---|------------------|----------------|
| Time constraints | 152 | 41.9 |
| Lack of capacity to resolve customers' grievances | 117 | 32.2 |
| Lack of capacity to accurately decode the effectiveness of Instagram use in business | 58 | 16.0 |
| Lack of tech expertise to optimize available Instagram features for business purposes | 36 | 9.9 |
| Total | 363 | 100.0 |

The major challenge that businesses experience when using Instagram was reported to be difficulties in finding time to fully utilize Instagram(41.9%), closely followed inadequacy to resolve customer grievances at 32.2% and inability to measure the effectiveness of Instagram and its contribution to business growth at 16%. The least cited challenge was lack of know-how of utilizing Instagram for business purposes as reported by 9.9% of the respondents.

4.4.3.2 Legal challenges faced by entrepreneurs as a result of incorporating Instagram in business

The respondents were asked whether legal challenges are a common problem while they incorporate Instagram in their business and their reactions recorded as below.

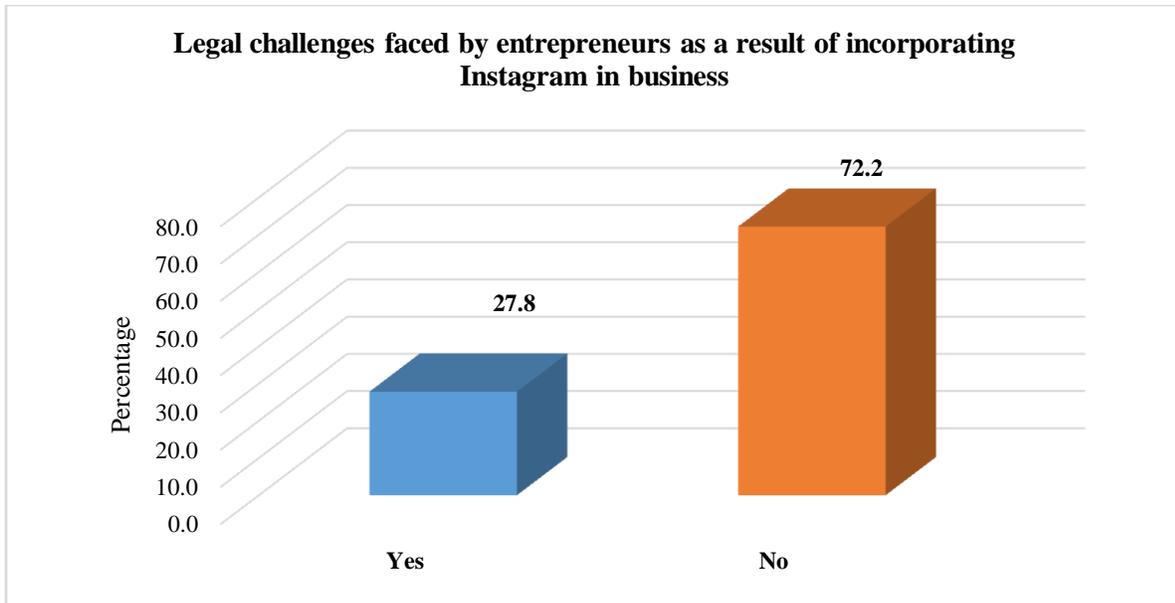


Figure 4.14: Legal challenges experienced by entrepreneurs because of incorporating Instagram in business

The findings show that most of the respondents (72.2%) were not worried about the possibility of dealing with legal challenges because of use of Instagram in their businesses while 27.8% indicated that they had experienced some legal challenges. Entrepreneurs thus need to ensure that they get dully advised on how to use Instagram for their businesses to avoid litigations and other related occurrences.

As a follow up question, the respondents who reported facing legal challenges were asked to state the specific legal hurdles they faced. The results were as shown in Figure 4.15 below.

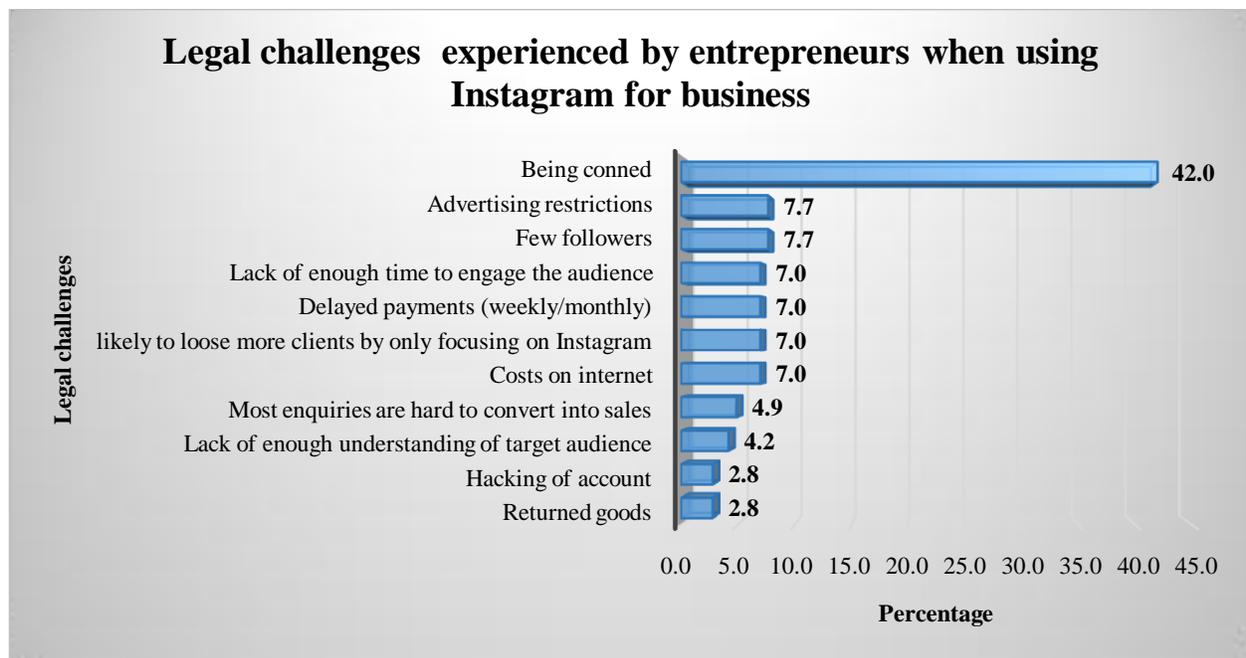


Figure 4.15: Legal challenges of using Instagram in the business

Results showed that 42% of the participants had been deceived by people who posed as customers on Instagram. The other legal challenges that were identified in the study include advertising restrictions, few followers, time limitations to engage audience, delayed payments, high costs of internet, difficulties in changing enquiries into sales, inadequate understanding of the target audience, hacking of Instagram accounts and return goods.

Most of the users have pseudo accounts that do not have their actual details and it is difficult to differentiate the genuine customers from criminals. Secondly, advertising restrictions is another legal constraint because Instagram companies use their platform for making money and thus must retract its use. This is a major limitation because it there are chances of it hindering the youth entrepreneurs from freely interacting and tapping into the potential benefits of the social media platform.

4.4.3.3 Instagram budget allocations

To use Instagram effectively, entrepreneurs are required to ensure that they have an active internet connection. Thus, there is need to make costly subscriptions and/or purchase data

bundles and directly load on the users' devices. This question sought to determine whether respondents allocate budget to internet for continuity of use of Instagram for their businesses.

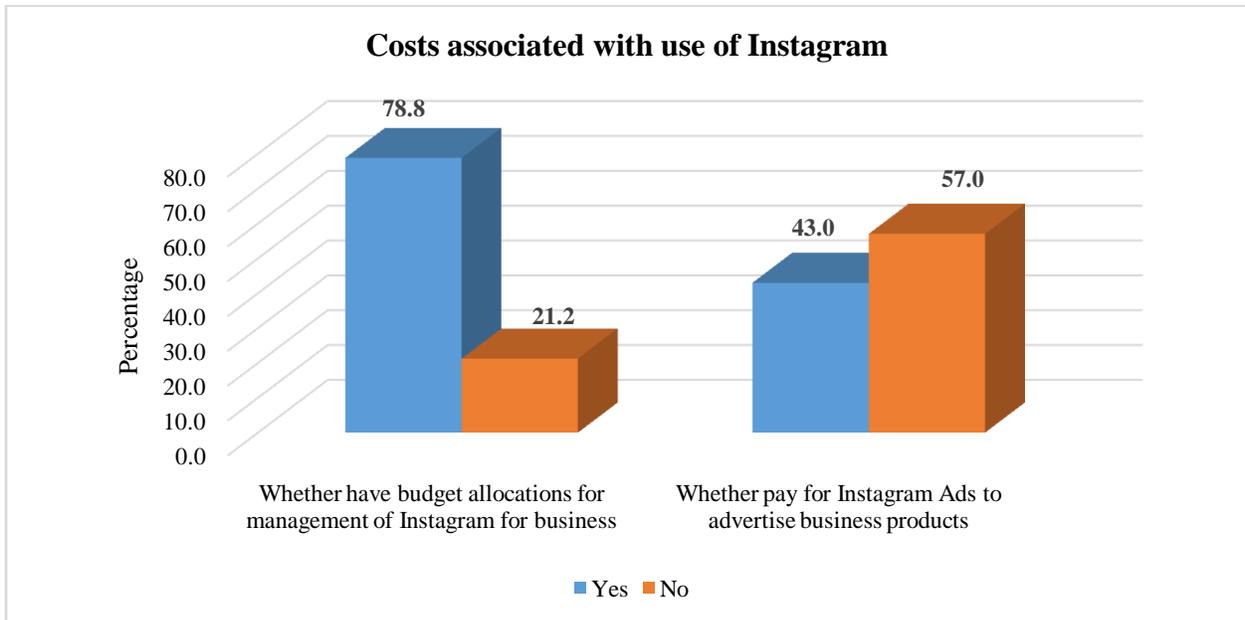


Figure 4.16: Costs of using Instagram for business

Based on the results in Figure 4.16, majority of the respondents (78.8%) showed that they have a budget for Instagram to their business while the remaining 21.2% did not have a budget for handling the social media. In addition, most of the respondents (57%) reported that they pay for advertising their products in Instagram while 43% did not incur advertisement costs.

4.5 Discussion of results

This section discusses the study findings and compares them with results of other studies. The section is organized as per the objectives of the study as follows:

4.5.1 How youth entrepreneurs in Kenya use social media in their business ventures

The first objective of this study was to establish how youth entrepreneurs in Kenya use social media in their business ventures. It was clear from the study that all youth in Kenya use social media in their business. This shows that there is an opportunity for youth to tap into the advantages created by technology in doing their business. The standard deviation of the duration of using social media in business is small from the mean provided by the data collected. As such,

the findings show a small deviation that indicates most youth entrepreneurs in the informal business enterprise have used the social media platform for about 15 months. In other words, the finding indicates that most of the business enterprises have been in existence for a period of about 15 months since they were initiated. Therefore, the business enterprises have survived for more than one year and this is ideal in evaluating the impact of using social media platform in their business. The dominance of social media in business for youth entrepreneurs is consistent with the findings of Kaul (2012) and Aral et al. (2013), who found out that it has revolutionaries' business through providing marketing platforms and creating trust.

Instagram and WhatsApp are preferred social media platforms used by youth entrepreneurs in their business. This indicates that the two social media platforms have common characteristics that make them favorable in promoting the business of young people. Basically, Instagram and WhatsApp are ideal social media platforms that permit users to profile and engage followers, which are key aspects in ensuring innovation in the fashion business. This is consistent with the finding of the study by Olonde (2017) that asserted the innovations are the foundation of youth enterprises. Also, the platforms readily allow sharing of pictures that make it possible to lay-back potential customers market leading to creation of a friendly business environment. Importantly, earlier findings have shown that the average of months the business have been in operation for the youth entrepreneurs is 15 months and this implies the business is still young. As such, Instagram and WhatsApp are preferred because they provide a good opportunity to advertise the business through engaging with an online audience and it is affordable. According to Douglas (2016), SMEs face problems of finance because they are start-ups and this makes them adopt cheaper alternatives for marketing like using social media. In the end, Instagram and WhatsApp provide an ideal platform for marketing the fashion products.

The study shows that majority of the youth entrepreneurs who use Instagram in their business make posts every day. This supports the study by Icha and Agwu (2015) who found out that social media has become a common aspect in business. Instagram social media platform is interactive and provides an opportunity for people to make posts daily. Only 24.2% have argued that they do not use the platform frequently. This shows that Instagram users are active in the

platform and they rely on it as a platform for effective and efficiency of making partnerships with other organizations (Braskov, 2016).

The findings show that majority of youth entrepreneurs in the fashion industry use Instagram to engage and obtain feedback for their business often. In the fashion industry, engaging with clients is important because they provide suggestions for design and important attributes of the fashion products. Secondly, feedback is important because it prepares the entrepreneurs with information on issues that have not worked well with their fashion products. using Instagram to engage the online audience provides an opportunity for the entrepreneurs to market their products and creates a favorable online environment to sell their products. This implies that the higher the frequency of engaging with the online youth entrepreneurs the higher the volume of sales and profitability. Similarly, feedback is critical for success of a business because it enables the owner to add, stock or correct products that do not resonate with the market. Using Instagram as a platform for obtaining feedback is important and needs to be undertaken by the youth entrepreneurs in the fashion industry.

The findings indicated that the online audience using Instagram is motivated by getting inspiration from the Instagram users. This implies that youth entrepreneurs need to inspire their online audiences as a top priority in increasing their customer base and attracting them to buy their products. inspired customers have a higher possibility of buying fashion products from online youth entrepreneurs. This is consistent with an earlier study by Haili (2014) that found out the critical role played by social media in developing a competitive advantage through gaining information. Also, since they deal with fashion products, it is important to identify the sources of inspiration because people look for such material to be attracted to a particular fashion product.

The findings indicated that online audience using Instagram are willing to experiment new technologies, believe that things could still be complicated even with fewer technologies, are updated with current technological advances and are willing to take risks. As such, Instagram is an ideal platform for youth entrepreneurs to incorporate technology in their business and experiment new technologies with a hope of increasing their performance. This is consistent with another study by Kannabiran and Dharlingam (2012) that indicated that technology is

essential for implementing successful business strategies. The lower numbers of the standard deviation showed that the reality is closer to the mean and this shows that technology is significant in creating a platform for youth entrepreneurs to improve their performance.

4.5.2 Social media use and its impact on entrepreneurial ventures and ambitions

The findings on this section indicate that constancy of posts, kind of content posted, customer engagement, online promotions and timing of posts are very important for ensuring that Instagram provides a business with suitable gains (Rathore et al., 2016; Enginkaya& Yilmaz, 2014). Consistency of posts provides a basis for the online audience to rate the entrepreneur in terms of quality or a specific design of their products. The type of content posted on Instagram is critical because it provides a way of evaluating the company and the type of products sold. Therefore, the type of content will determine the nature of responses and feedback that is vital in ensuring improvement in the future for the youth entrepreneur. Customer engagement is a crucial feature of Instagram because it provides a channel of interaction between the youth entrepreneur and the customer. This is consistent with another study by Ancillai et al. (2019) that found out social media affects customer satisfaction levels.

Through customer engagement it is possible for potential clients to make their orders or specifications about the product leading to increased satisfaction with the product. Online promotions, provides the entrepreneur with an opportunity to market his or her product to an online audience (Gáti et al., 2018). This is crucial because it increases sales and also gives satisfied customers an opportunity to attract other customers. The timing of posts is fundamental because it builds the trust and relationship required for a proper marketing to take place (Lacka, 2014). Timing posts when majority of the followers are using Instagram will give the entrepreneur an opportunity to interact with many clients and able to market to a large clientele.

4.5.3 The challenges faced in adoption and use of social media

The third objective in this study was to determine the challenges that prevent adoption and use of social media by youth entrepreneurs in improving their performance. Instagram provides a lot of benefits to young entrepreneurs in terms of marketing, advertising, customer engagement and obtaining feedback. According to the study, time constraints was the major challenge that makes

it difficult for youth entrepreneurs to use Instagram. This is an online platform that has online users all the time and it is difficult to spend the entire day online. As such, it is at times unreliable because it reduces the effectiveness as a small number of online audiences can be available. Also, the young entrepreneur is required to spend time on other issues relating to the business and it is difficult to handle those issues and remain online. Secondly, Instagram provides an opportunity for feedback about the product on any relevant information posted. However, some of the feedback or demands are difficult to implement or may require additional capital that is lacking.

In many cases, the feedback can only be implemented with use of money and that is a constrain for many youth entrepreneurs (Mutula, 2007). Also, measuring the effectiveness of Instagram to the business can be a challenge because it is not possible to separate other factors with Instagram features. For example, Instagram reduces the possibility of evaluating factors like quality, innovations and customer services as playing critical role in attracting customers and not necessarily being engaged through the Instagram online platform. A few people find difficulties to use the Instagram platform because youths are technology savvy and find the common and advanced tools in Instagram easy to use. Therefore, knowledge of common tools and advanced tools provided by Instagram is not a major issue because even through the interaction it is possible that any difficulties are resolved.

The findings indicate that majority of user do not find legal challenges as a problem in incorporating Instagram in their daily business activities. There are few legal requirements that a youth entrepreneur needs to accept before they start using the social media platform. This include accepting the policy requirements provided by the developers of the content and privacy issues. Similarly, the participants who argue that legal requirements affect their incorporation of Instagram into the business is based on handling of private information. This finding supports another study by Mutula and Brakel (2006) who argued that tax and custom legislations for a major party of legal constraints that restricts businesspeople to explore e-commerce. Some of the youth entrepreneurs believe that their private information is not safe and disagree to provide while using the platform. This makes it difficult for the platform to function with accepting the security demands.

The data showed that being conned was the main legal challenge facing youth entrepreneurs because it is not easy to confirm the identity of an online user through Instagram. This is consistent with an earlier finding by Koshy (2016) who found that social media is used to transmit culturally incorrect materials leading to legal barriers with the UAE government. Most of the users have pseudo accounts that do not have their actual details and it is difficult to differentiate the genuine from criminals. Secondly, advertising restrictions is another legal constraint because Instagram companies use their platform for making money and thus must retract its use. This supports an earlier finding by Mwobobia (2012) that social media platforms have a legal concern that need to be addressed by business organizations. This is a major limitation because it can reduce the ability of the youth entrepreneurs to freely interact and tap to the potential benefits of the social media platform. This supports the study by Ogilvie et al. (2018) that failure of youth entrepreneurs to equip themselves with proper knowledge can lead to poor results to their organization.

Time constraints to engage users, few followers, delayed payments, possibility of losing clients and costs of internet are other significant legal challenges because as an online platform, costs are involved to buy internet bundles and it is not automatic that it will guarantee you many followers (Mutula&Brakel, 2006). However, too much time spend on online social media limits time that could be used in improving other issues at the business leading to a possibility of the business to lose its existing clients who now feel neglected (Macdonald, 2013). Converting enquiries into sales is a difficult challenge because online audience use other Instagram pages to compare information. Therefore, they will only select anything that is convenient and suitable for them, which is difficult for the youth entrepreneurs to identify. Hacking accounts and returned goods are serious problems because as an online platform possibility of being hacked cannot be ignored. This is consistent with another study by Amha and Ageba (2006) who argued that scalability and flexibility is required for future protection of social media platform. This is a serious concern because it can lead to lose of personal and confidential business data to competitors.

The findings indicate that youth entrepreneurs have allocated budgets to handle Instagram costs, but they do not pay for Instagram advertisements to promote their products because it is believed to be expensive. Users only want to be in the platform to engage with the online users, share images of their products and videos, but are not willing to pay for advertising their products. according to Koretz (1997), social media platforms are perceived to be expensive and this limits SMEs from allocating budgets. This is a major limitation because it reduces the possibility of youth entrepreneurs expanding their online business environment (Hawarth, 1997).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECCOMENDATIONS

5.1 Introduction

This section provides a summary of the findings, conclusion and recommendations to support the three objectives set in this study.

5.2 Summary of findings

The study was set to evaluate the adoption and use of social media technologies by youth entrepreneurs in Nairobi and its metropolitan area. The study has shown that all youth in Kenya working in the fashion industry use Instagram as their preferred social media platform. The findings showed that Instagram is used for advertising, sales promotion, interactive marketing and customer service by a majority of youth entrepreneurs. Only a small number of respondents use the platform less often for the above functions. In the fashion industry, advertising and customer service are very important for achieving success. In the contemporary world, fashion industry has largely become online because customers purchase items online. This is a statement to the pertinent role that sustained and frequent customer interaction is important, especially in the informal sector where customers trust entrepreneurs more if they interact more with them.

It is clear from this finding that Instagram plays a major role in improving the business performance of youth enterprises. The multiple functions that can be operated through the Instagram platform provide an additional advantage to the performance of business enterprises. Advertising and sales promotion will increase the sales of fashion products and thus more revenue and chances of scaling business. Similarly, feedback is critical in setting an opportunity for the entrepreneurs to identify the nature and type of fashion products that are consistent with the existing market demand. Feedback helps entrepreneurs understand and keep up with their customers' tastes and preferences hence deliver accurately. All these aspects play to shape the position of the business because they improve performance and profitability of the organization.

The findings revealed that a good number of the respondents do not understand whether their employees or partners know how to use common tools on Instagram like private messages, uploading pictures and commenting and giving answers, this is an important finding of the study because failure to understand the common tools on Instagram limits the efficiency and functions of the social media tool in improving the business. However, most of the respondents agree that their employees and partners understand advanced tools on Instagram including checking history activity, changing pictures and visibility settings. These are important because they are the specific tools that promote the suitability of Instagram to promote advertising, sales promotion and interacting with the online audience. The data shows that respondents believe their employees have sufficient knowledge about Instagram and this makes its adoption and application in the fashion industry viable.

The third objective in this study was to ascertain that the youth entrepreneurs have not learned the art of optimizing Instagram's inbuilt analytics tool for understanding their stakeholders and make improvements. Instagram's analytics provide data on followers' features including demographics, tastes and preferences as well history of how entrepreneurs' content is consumed. These are important when making predictions on alterations in customer preferences and determination of what to stock. The study also found out that most entrepreneurs are hindered by financial constraints and lack budgetary allocation for purchase of internet and/or bundles for accessing social media. Most of them cited exorbitant costs associated with internet and not being able to stay online, thus sometimes miss out on customers' orders.

5.3 Conclusion

5.3.1 How youth entrepreneurs in Kenya use social media in their business ventures

The first objective of this study was to establish how youth entrepreneurs in Kenya use social media in their business ventures. It was clear from the study that all youth in Kenya use social media in their businesses. Instagram and WhatsApp are preferred social media platforms used by youth entrepreneurs for business. This indicates that the two social media platforms have common characteristics that make them favorable in promoting entrepreneurial ventures by young business owners. Instagram and WhatsApp are ideal social media platforms that permit users to profile and engage followers, which are key aspects in ensuring innovation in the fashion

business. Also, the platforms readily allow sharing of pictures that make it possible for laid-back potential customers to access entrepreneurs' offerings at their convenience, leading to creation of a friendly and accommodating business environment.

Youth entrepreneurs who use Instagram in their business make posts every day. This is a clear indication that the Instagram is interactive and provides an opportunity for people to make posts daily. As such, Instagram users are active and rely on it for effective and efficiency of making partnerships with other business associates. In addition, youth entrepreneurs in the fashion industry use Instagram to engage and obtain feedback for their business often. In the fashion industry, engaging with clients is important because they provide suggestions for design and important attributes of the fashion products. Secondly, feedback is important because it furnishes entrepreneurs with information on how to adjust their offerings and for growth of their businesses and customers' satisfaction. Using Instagram to engage the online audience provides an opportunity for the entrepreneurs to market their products and creates a favorable online environment to sell their products.

Online audience using Instagram regularly find inspiration from their peers and adopt specific aspects suited to their businesses for growth. This implies that youth entrepreneurs are expected to inspire their online audiences as a top priority in increasing their customer base and ultimately win them over as their customers. Inspired customers have a higher possibility of buying fashion products from online youth entrepreneurs. Additionally, since they deal with fashion products, it is important to identify sources of inspiration because people look for such material to be attracted to fashion products and services. The online audience using Instagram are usually often likely to experiment or try out new experiences or products expecting to get good results, based on the comments or endorsements by people who inspire them in the field of fashion.

5.3.2 Social media use and its impact on entrepreneurial ventures and ambitions

Social media has positively impacted the development of business ventures in Kenya and across the world. Benefits that accrue from using social media platforms are determined by consistency of posts, type of content posted, customer engagement, online promotions and timing of posts are very important for ensuring that Instagram provides a competitive advantage for the business.

Consistency of posts provides a basis for the online audience to rate the entrepreneur in terms of quality or a specific design of their products. The type of content posted on Instagram is critical because it provides a way of evaluating the company and the type of products sold. Customer engagement is a crucial feature of Instagram because it provides a channel of interaction between the youth entrepreneur and their customer. Through customer engagement, it is possible for potential clients to make their orders or specifications about the product leading to increased satisfaction and even referrals. Online promotions, provides the entrepreneur with an opportunity to market his or her product to an online audience. It increases sales and gives satisfied customers an opportunity to attract other customers. The timing of posts is fundamental because it builds trust and relationship required for proper marketing to take place. Consistency of making posts at high traffic period on Instagram provides the entrepreneur with an opportunity to interact with as many clients as possible thus expansion of customer base.

5.3.3 Challenges experienced in adoption and utilization of social media

The third objective in this study was to determine the challenges that hamper adoption and use of social media by youth entrepreneurs in improving and scaling their businesses. Instagram provides a lot of benefits to young entrepreneurs in terms of marketing, advertising, customer engagement and obtaining feedback. From the study, time constraint was the major challenge that makes it difficult for youth entrepreneurs to use Instagram. Instagram requires great a deal of time dedicated to social media. Secondly, Instagram provides an opportunity for feedback on the products and services on any relevant information posted. However, some of the feedback or demands are difficult to implement or may require additional capital that entrepreneurs might not afford in the short term.

Measuring the effectiveness of Instagram on the business performance was cited a challenge because it is costly to co-opt professional social media management services. The youth entrepreneurs are thus forced to be content with inbuilt facilities which might not be as exhaustive as businesses may require. A few people find difficulties using Instagram because most youth entrepreneurs are tech savvy and find the common and advanced tools on Instagram straight forward to use.

Majority of Instagram users do not find legal challenges as a problem in incorporating Instagram in their business activities. There are few legal requirements that a youth entrepreneur needs to accept before they start using the social media platform. This include accepting the policy requirements provided by the developers of the content and privacy issues. Similarly, the participants who argue that legal requirements affect their incorporation of Instagram into the business is based on handling of private information. Some of the youth entrepreneurs believe that their private information is not safe and disagree to provide while using the platform. This makes it difficult for the platform to function with accepting the security demands.

The study cited fraud as the biggest challenge experienced on social media. Because of the ease of customers and prospects setting pseudo accounts and masquerade as buyers, it is easy to deliver products and not get paid for them. Secondly, Instagram charges a fee for advertising, which a lot of the study respondents said was expensive especially when they had just started their businesses and didn't have budget for establishing visibility through Instagram. This is a major limitation because it can reduce the ability of the youth entrepreneurs to freely interact and tap the potential benefits of the social media platform. Consequently, failure of youth entrepreneurs to equip themselves with proper knowledge can lead to poor results to their businesses.

Time constraints to engage users, few followers, delayed payments, possibility of losing clients and costs of internet are other significant challenges because as an online platform, costs are involved in buying internet bundles and it is not automatic that it will guarantee you many followers. However, too much time spent on online social media limits time that could be used in improving other issues at the business leading to a possibility of the business to lose its existing clients who now feel neglected. This means that businesses must consider hiring full time consultants or employees to handle their social media accounts, which might not be realistic due to cost of maintaining them on payroll. Converting enquiries into sales is a challenge because online audience use other Instagram pages to compare information. Hacking accounts and returned goods are serious problems because as an online platform, the possibility of being hacked is inevitable.

The few youth entrepreneurs in Kenya that have allocated budget to handle Instagram costs said that they do not pay for Instagram advertisements to promote their products because it is expensive. Users only want to be in the platform to engage with the online users, share images of their products and videos, but are not willing to pay for advertising their products. This is a major limitation because it reduces the possibility of youth entrepreneurs scaling their businesses and optimizing profits.

5.4 Recommendations

In retrospect and considering the outcomes of the study, the following recommendations are proposed for youth entrepreneurs to continue to flourish:

- a. Youth entrepreneurs should adopt more social media features in the fashion industry business to engage their customers, obtain feedback and increase their sales.
- b. The study recommends that youth entrepreneurs allocate budget for social media as a marketing tool so that they are not hindered by cost limitations when optimizing social media's capabilities in spurring businesses.
- c. The study identified that time constraint is a major challenge for Instagram use in the fashion industry. As such, the study recommends youth entrepreneurs to make a social media plan that indicates the frequency of making posts, content to be posted, date, time as well as specific platforms to allocate. This way, it becomes easy and convenient to be regular users of social media as pre-determined content saves time and energy. Alternatively, once scale has been achieved, enterprises ought to consider professional help, hire either an employee or a consultant to manage their social media accounts.
- d. The study also recommends that youth entrepreneurs consider undertaking trainings on how they use social media well to accrue optimum benefits. The training curriculum could include features like how users may make professional business posts to stand out, how to acquire and expand a customer base, how to use social media analytics to understand performance and determine areas of improvement and the best language and tone to use when posting content.
- e. Use of celebrity endorsement to promote entrepreneurs' products and services is also another recommendation. Celebrity endorsement is an opportunity for entrepreneurs to garner more customers, get more visibility, establish a credible brand and reputation and

change current and potential customers' attitudes in case they were previously misinformed. It also reinforces the customers' understanding of the products and services, thus increase chances of purchase.

- f. The study recommends support of the entrepreneurs' businesses by the government's arm that has the mandate of addressing youth concerns, including the State Department of Youth, under the Ministry of Public Service and Gender. Support may be in many forms including establishing and approving policies that geared towards supporting youth entrepreneurs scale up their businesses and build their capacity. The government may also make provision for better access to funding for young business owners, youth commerce incubators and champion the growth of business hubs for incentivized training and development of youth entrepreneurs.

5.5 Proposed areas for future studies

In the future, a similar study ought to be undertaken to find out the level of adoption and impact of other social media platforms in the retail market. This is important because the retail market has greatly gone online and use of technology will play a critical role. Secondly, the study was limited by time and a smaller sample size that makes it difficult to generalize the findings. Therefore, future similar study should increase the number of participants so that the actual effect of social media in the fashion industry can be determined for the youth entrepreneurs.

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APPENDICES

Appendix I: Questionnaire

Kindly fill the questionnaire as appropriately as possible. Be assured that the information you give will be treated with utmost confidentiality and will be used only for research purpose.

SECTION A: BACKGROUND INFORMATION

1. Gender:

| | | |
|--------|------|--------|
| Gender | Male | Female |
| | | |

2. Age (years):

3. Level of education: What is your level education (Tick where appropriate)

| | | | |
|---------------------|---------|-----------|----------|
| No formal Education | Primary | Secondary | Tertiary |
| | | | |

4. Duration as a youth entrepreneur in the fashion business

< 6 months 7 months -2 years >2-5 years > 5 years

5. What category of fashion business

Shoes []

Clothes []

Jewelry []

6. What is your level of monthly income from your fashion business?

i) Kshs. 100,000 and above []

ii) Between Kshs. 50,000 – 99,000 []

iii) Between Kshs. 20,000 – 49,000 []

iv) Between Kshs, 10,000 – 19,000 []

v) Below Kshs. 10,000 []

SECTION B: THE USE OF INSTAGRAM FOR BUSINESS

7. Do you use social media for your fashion business?

Yes [] No []

8. If your business uses social media, for how long? Please give the number of months or years

9. What kinds of Social Media Platforms do you use for your business?

List_____

10. Duration as a youth entrepreneur using Instagram in the fashion business

< 6 months 7months -2 years >2-5 years > 5 years

11. How many followers do you have on your Instagram for business?

< 50 followers 50 -200 followers 200-500 followers > 500 followers

12. How often do you make posts on Instagram with your business profile?

At least once every day []

At least once a week []

Several times per week []

Less Frequently []

13. How often do you engage with online customers on Instagram for your business?

Less Often []

Often []

More Often []

Always []

14. How often do you get feedback from online customers on Instagram for business?

Less Often []

Often []

More Often []

Always []

| 15. How often do you use Instagram for the following? | | Less often | Often | More Often | Always |
|---|-------------|------------|-------|------------|--------|
| a) | Advertising | | | | |

| | | | | | |
|----|-----------------------|--|--|--|--|
| b) | Sales Promotion | | | | |
| c) | Interactive marketing | | | | |
| d) | Customer Service | | | | |

16. What in your opinion are the benefits of Instagram over other social media networks?

17. Do you think your business could be in this position it is today if you did not use Instagram?
Why?

18. Do you look for inspiration from other Instagram for business users?

SECTION C: ADOPTION CHALLENGES IN THE USE OF INSTAGRAM FOR BUSINESS

19. Please choose sentence (s) that describes the challenges your business faces in using Instagram

Finding time for working on Instagram activities []

Lacking know-how to utilize Instagram for business purposes []

Measuring the effectiveness of Instagram and its contribution to our business growth []

Turning findings on Instagram (customer’s feedback, ideas, complaints) into actions, responses or innovations []

Other (please specify) []

20. Do you face any legal challenges in the use of Instagram for business?

Kindly elaborate (Copyright Infringement/breach of consumer protection laws/privacy and confidentiality on personal information/defamation/Endorsement and advertising standards and compliance)

21. Do you have budget allocations for the management of the Instagram for business?

(Costs on Airtime/Internet, Phone/Computer/Camera)

22. Do you pay for Instagram Ads to advertise your business products?

| 23. How would you describe your capacity to innovate? Please, select the option that expresses your degree of conformity with each of these affirmations: | | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
|---|---|-------------------|----------|----------------------------|-------|----------------|
| a) | I like to experiment with new technologies | | | | | |
| b) | I usually think that everything was easier when there were not so many technologies | | | | | |
| c) | I always try to be up to date with respect to technological evolution | | | | | |
| d) | I like to take risks and do things differently | | | | | |

| 24. How would you describe the level of knowledge about Instagram of your business employees or partners? Please, select the option that expresses your degree of conformity with each of these affirmations: I consider that my employees or partner..... | | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
|---|--|-------------------|----------|----------------------------|-------|----------------|
| a) | ...know how to use the most common tools on Instagram: private messages, upload pictures and videos, comment and answer to comments... | | | | | |
| b) | ...know how to use more advanced tools: check the activity history, change pictures' visibility settings... | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| c) | ...have a high level of knowledge about social media. | | | | | |
|----|---|--|--|--|--|--|

SECTION D: IMPACT OF INSTAGRAM FOR BUSINESS ON ENTREPRENEURIAL VENTURES AND AMBITIONS IN SOCIETY

25. By what percentage do you think Instagram has reduced your marketing cost?

26. Do you believe the use of Instagram for business has helped you increase sales?

27. If yes, by what percentage?

| 28. What relationship do your customers have with your Instagram Business Page? | | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
|--|--|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| a) | My customers make enquiries through my Instagram page | | | | | |
| b) | My customers comment the products through my Instagram page | | | | | |
| c) | My customers use my Instagram page to make their complaints. | | | | | |

29. In your own opinion, how important are the following factors for a business using Instagram for impact on entrepreneurial ventures and ambitions?

| Factors | | Less Important | Important | Very Important |
|----------------|---|-----------------------|------------------|-----------------------|
| a) | Consistency of posts | | | |
| b) | Type of content posted | | | |
| c) | Customer engagement (i.e. customer service) | | | |

| | | | | |
|----|-------------------|--|--|--|
| d) | Online promotions | | | |
| e) | Timing of posts | | | |

Thank you for your time and responses.

Appendix II: Key Informant Interview Guide

| | |
|------------------------------|--|
| Date of interview | |
| Name of Informant (Optional) | |
| Position held | |
| Age | |

Q1. In your opinion, what are the main social media sites used for business marketing and why?
(Probe for Instagram if not mentioned)

Q2. In your opinion, what are the benefits of Instagram over other social media networks in business marketing?

Q3. What are the challenges that people, especially youth, face when marketing businesses in social media (Instagram)?

Q4. Do you think youth entrepreneurs have capacity to be innovative when doing business in social media? Give reasons

Q5. How do you think social media, especially Instagram, has impacted on performance of youth owned enterprises?

Q6. In your opinion, what do you think can be done to enhance social media marketing especially in Instagram in order to boost performance of businesses? Give reasons for your answer

Thank you for your time and responses.