Social Media Use and its impact on Egyptian MSMEs' Growth

Hadia Fakhreldin[1] and Rania Miniesy[2]
[1]Department of Business Administration, The British University in Egypt, Egypt
[2]Department of Economics, The British University in Egypt, Egypt
Hadia.fakhreldin@bue.edu.eg
rminiesy@bue.edu.eg

Abstract: Micro, small and medium enterprises (MSMEs) have benefited significantly from the use of social media (SM) in reaching customers and growing sales in a most efficient way. This study compares Facebook and Instagram as two separate social media platforms and examines to what extent the use of each of these SM platforms affects the growth of MSMEs. It distinguishes financial growth and non-financial growth and uses two theories to conceptualize the relations within the context of social media usage: the Social Exchange Theory (SET) and the Task Technology Fit (TTF) Theory. Results of the quantitative and qualitative analysis based on data of 383 MSMEs show that using social media (SM) has helped MSMEs achieve both financial and non-financial growth. Facebook, more specifically, leads to financial growth (higher sales volume in the short-term), while Instagram leads to more customer engagement and higher brand performance, with the positive and significant moderating effect of the length of social media use.

Keywords: Micro, Small and Medium Enterprises (MSMEs), Social Media, Task-Technology Fit (TTF), Social Exchange Theory (SET), Growth

1. Introduction

Social Media (SM) provides tremendous advantages to MSMEs, whether by enhancing customer loyalty, creating marketplace intelligence, exposing companies to new markets, increasing sales, decreasing costs, and/or promoting efficiency (Henninger, Alevizou, and Oates, 2017; Thongmak, 2019). This has been quite evident during the COVID 19 crisis which triggered many changes in the conduct and processes of businesses in general, and that of SMEs, in particular. Facebook and Instagram have reported first places in terms of customer usage in the MENA region and around the world (Arab Social Media Report, 2017).

There have been a limited number of empirical studies that measured the effects of using online platforms on indicators of performance (Qalati et al, 2019); previous research called for examining specific social media and its performance in new geographic areas, specially Africa and Australia (Juniarti, Omar, and Tahir, 2022). Therefore, this study aims at comparing Facebook and Instagram as two separate SM platforms that were proven to enhance the growth of the MSMEs. This study compares Facebook and Instagram as two separate social media platforms and examines to what extent the use of each of these SM platforms affects the growth of MSMEs.

2. Background

A report published in 2016 showed that 39% of social media users do use it to find out about products and services (Nielsen, 2016). The number of social media users in the MENA region and in Egypt is on the rise and shows no signs of slowing down, whether in the number of new users, or the hours spent online by existing users.

2.1 SM Use

The use of SM is a combination of three main components (Fakhreldin, Ayman, and Miniesy, 2020): its perceived ease of use (Roy, Maxwell, and Carson, 2014), perceived usefulness (Fishbein and Ajzen, 1975) and its use capability (Bianchi, Glavas, and Mathews, 2017). This perspective stems from the Technology Acceptance Model (TAM), which suggests that the actual use of a new technology depends on the user's attitude towards it (Rauniar et al, 2014), in terms whether s/he accepts it as useful, beneficial and has the capabilities required for using it. As the usefulness component represents the strongest influencing antecedent of SM use (Fakhreldin, Ayman, and Miniesy, 2020), it is chosen in this study to be the variable measuring the use/adoption of SM.

Facebook is the most popular SM platform in the world with 2.603 billion users as per Statista's first quarter report (Statista, 2020b) making it the major platform when it comes to reaching new customers. In Egypt, the number of active Facebook accounts has reached more than 44 million users in Feb.2022 (Kemp, 2022), making it the leading SM platform in Egypt, as well. Instagram has over 200 million users visiting at least one business profile daily and with 90% of the accounts on the platform following at least one business account (Instagram

Internal Data, 2018). In Egypt, Instagram has over 16 million users and a 5.8% quarter-on-quarter increase (Kemp, 2022).

It should be noted that some industries are thriving on Instagram, such as fashion and beauty, household and auto; others thrive on Facebook more such as retail, fast moving consumer goods (FMCG) and finance (Socialbakers, 2020); both platforms are not substituting, they must be approached as entirely separate channels (Socialbakers, 2020). Moreover, previous research also suggested that in many cases they were complementary (Fakhreldin, Ayman, and Miniesy, 2020).

2.2 Growth

Financial growth is one of the main measurements of performance of an enterprise/firm (Ipinnaiye, Dineen, and Lenihan, 2017). The most common proxy used to measure financial growth is the growth in the sales volume (Gupta and Wales, 2017), as reported in 22 different studies. Recently market valuations of several SM companies have been supporting more nonfinancial measures to capture growth, mainly through a broad domain of customer engagement (Weitz, Henry, and Rosenthal, 2014) and brand performance (Fan et al, 2021). It is necessary to combine both qualitative and quantitative measures to get a fuller perspective of the overall growth potentials of a product or service (Cray, 2012) as was the case in Gilmore et al (2007), when they measured growth by using a quantitative measure (sales growth) and two qualitative measures (customer relations and new market entry).

2.3 SM and Growth

Various scholars concluded in their empirical research that there is a positive relationship between SM adoption and overall performance (Rodriguez, Peterson, and Krishnan, 2012; Smits and Mogos, 2016; Ahmad, Abu Bakar, and Ahmad, 2018). It is suggested that the more fit the technology is in meeting the objectives, the more positive impact it will have on performance. This reflects the theory of Task Technology Fit (TTF) introduced by Goodhue and Thompson in 1995, which later became an established theory in IT research (Rai and Selnes, 2019). Within the context of SM, Fu et al (2020) examined the extent to which SM is chosen based on the fit of its technology characteristics to the required task. The system characteristic must match the user's task needs (Goodhue and Thompson, 1995) to achieve high efficiency and better performance. Therefore, the TTF presents an adequate theoretical framework to be used in examining the effect of the SM use on various aspects of performance of the businesses. It was reported by Rai and Selnes (2019) that studying TTF required different scales based on the specific variables reflecting how well the technology is integrated with the focal task.

The present study will also use the Social Exchange Theory (SET), which suggests that enterprises will only spend on and engage in SM when they believe that this endeavour is rewarding and worth the time and effort exerted (Webb and Roberts, 2016). SET has the advantage of taking both rewards and costs into consideration (Matikiti, Roberts-Lombard, and Mpinganjira, 2016). When perceived benefits are greater than perceived costs, individuals (business owners) are more likely to participate in the activity (Matikiti, Roberts-Lombard, and Mpinganjira, 2016; Zhang et al, 2019). Although SET has been previously used to explain the logic behind spending on SM, mainly from the point of view of customers or individuals (Zhang et al,2019), this study examines it from the enterprises' perspectives where owners invest in SM (incurred cost) to achieve rewards in the form of growth (both financial and non-financial).

2.4 SM and Financial Growth

Jagongo and Kinyua (2013) confirmed that effective SM usage results in higher return on investment (ROI), especially for small businesses, which was also concluded by Fakhreldin, Ayman and Miniesy (2020) showing an increase in sales volume because of SM use. Thus, this study will test the following hypotheses:

H1: The use of Facebook by MSMEs has a significant positive effect on sales volume.

H2: The use of Instagram by MSMEs has a significant positive effect on sales volume.

2.5 SM and Non-Financial Growth

Customer engagement is considered an important performance metric to measure growth of the business showing various levels of engagement (Thongmak, 2019). This was confirmed in a recent study that consulted 28 articles showing that the use of SM enhances customer relationship leading to higher SME performance

(Alshourah et al, 2021). In the SM context, customer engagement is defined as the average number of likes, comments, and shares per post (Thongmak, 2019). Therefore, the study will test the following hypotheses:

H3: Using Facebook has a significant positive effect on customer engagement.

H4: Using Instagram has a significant positive effect on customer engagement.

Brand performance within SM refers to the owner's perception of brand image reflected in brand visibility and reputation (Fan et al, 2021). SM usage also leads to higher brand performance in terms of improved brand value (Hudson et al, 2016), as well as higher customer loyalty (Asamoah, 2014). The most popular dimension used to measure brand performance are brand equity (Vomberg, Homburg, and Bornemann, 2014), or brand reputation combined with brand equity (Qalati et al, 2019).

Considering the above, the following hypotheses are proposed:

H5: Using Facebook has a significant positive effect on brand performance.

H6: Using Instagram has a significant positive effect on brand performance.

Based on the above discussion, Figure 1 demonstrates the research framework.

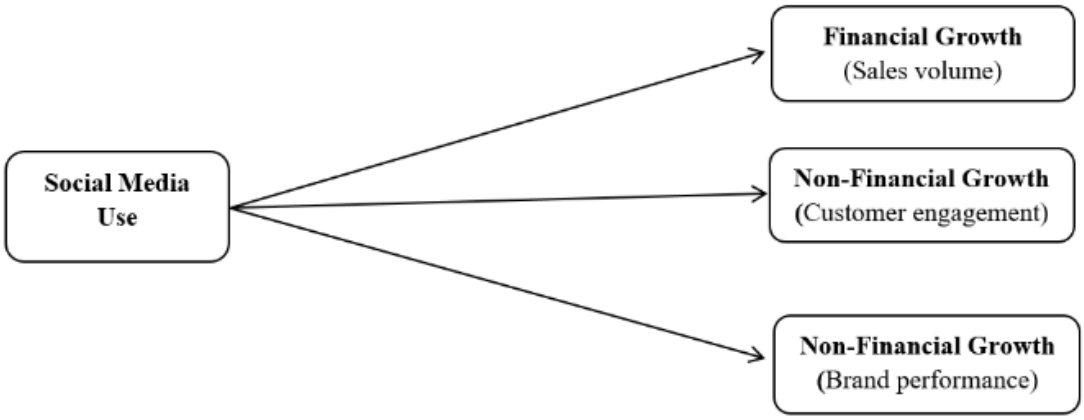

Figure 1: Proposed Research Framework

3. Methodology

This study adopts the Central Bank of Egypt (2018) definition of MSMEs and uses the self-assessment method of data collection, which is accepted in the SME literature (Ahmad and Alaskari, 2014), by approaching MSMEs owners/managers via phone to respond to the survey, as they are the most familiar with their businesses (Asamoah, 2014). The criteria considered in selecting the MSMEs was that they have been using SM for at least one year and that they are willing to participate in the study (Fraenkel and Wallen, 1996). Egypt has around 3.6 million registered MSMEs, with 40% in the Greater Cairo area (Fakhreldin, Ayman, and Miniesy, 2020).

The variables are developed and adopted based on several previous studies (Ainin et al, 2015) and are reflected in the various sections; all using a five-point Likert scale ranging from "1=Strongly Disagree" to "5=Strongly Agree" (Salvador, Pinot de Villechenon, and Rizzo, 2014). The process of data collection was outsourced to an external specialised company and was done through phone interviews during the period from June to September 2019. The quantitative statistical analysis was completed using SPSS; interviews were conducted with five of the MSME owners/managers to obtain a thorough explanation of the statistical outcome (McNamara, 1999) and to validate the research findings (Alshenqeeti, 2014).

A total number of 383 managers filled the surveys completely; the sample included different industries to ensure the generalisation of findings (Alarcón-del-Amo, Rialp-Criado, and Rialp-Criado, 2017). Tables 1 and 2 show the descriptive statistics.

Table 1: Sample Demographics

Age	40 or higher	40.2%
	28 to 39	45.7%
	17 to 27	8.4%
	Younger than 16	0%
Gender	Male	70.45%
	Female	29.55%

Table 2: Nature of SM Use

Nature of digital/SM tool use	Percentage
Basic information and contacts	81.2%
Product image	83.8%
Product description	64.2%
Prices and promotions	53.8%
Full E-commerce website	1%
Customer comments and feedback	3.1%
To receive customer orders	8.9%

Table (3) shows the correlation between all dependent and independent variables. All communalities' values for all components are greater than 0.5 which indicate high validity of these items, all values of loadings are greater than 0.5 indicating high correlation between these questions (Table 4). A value of alpha of 0.6-0.7 indicates an acceptable level of reliability (Griethuijsen et al, 2014), and 0.8 or greater a very good level (Ursachi, Horodnic, and Zait, 2015; El Hajjar, 2018). For all the indicators KMO test is significant since its p-value is 0.000 which is less than the significance level alpha = 0.05, and the value of KMO-test value is higher than or equal 0.5 for all indicators which indicate that the factor analysis results are reliable. Step-wise regression is used to determine which variables have a significant effect on the dependent variables, which is done by using the ordinary least square (OLS) (Chatterjee and Hadi, 1988).

Table (5) shows that 3 dependent variables were not normally distributed because the significance value of those variables were below 0.05. However, since the valid collected sample is greater than 100 responses, according to (Sekaran, 2003), a research study sample size above 30 to 50 participants can run parametric tests, especially in multivariate research. Therefore, simple linear regression analysis is used to test the hypotheses in the study.

The control variables examined are: the age, gender and educational level of the owner, the length of SM use by the firm, the number of branches, the number of partners, the number of full time employees, the number of years of formal operation, the source of funding and the type of the activity of the enterprise. Regression analysis with dummy variable techniques with interaction terms is used to check the moderation effect. This is done for the scope of the projects, the number of full-time employees, the educational level of the owner/manager and the length of SM use.

Table 3: Correlations

	Mean	*SD*	*SMUseful*	*Financ. Growth*	*CustomerEng*	*BrandPerform*	*FB-Useful*	*FB-Financ.l Growth*	*FB-CustomerEng*	*FB-BrandPerform*	*Insta-Useful*	*Insta-Financi. Growth*	*Insta-CustomerEng*	*Insta-BrandPerform*
SMUseful	3.5696	.66362	1											
Financial Growth	3.0926	1.7457	.319**	1										
CustomerEng	3.8488	.81590	.803**	.394**	1									
BrandPerform	3.8738	.87995	.745**	.238**	.789**	1								
FB- Useful							1							
FB-Financ.Growth	3.0157	1.8154					.408**	1						
FB- CustomerEng	3.7016	87740					.935**	.407**	1					
FB- BrandPerform	3.7309	.95250					.841**	.325**	.609**	1				
Insta-Useful											1			
Insta-Financ. Growth	3.2188	1.6237									.306**	1		
Insta-CustomerEng	4.0276	.69700									.749**	.273**	1	
Insta- BrandPerform	4.0637	.75524									.729**	.216**	.603**	1

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

Table 4: Confirmatory Factor Analysis

VAR #	Question	Variable Name/Formulation Question	Communalities	Factor loading	Reliability/ Cronbach Alpha (CR)	KMO Test	Average Variance Extracted (AVE)
1		**SM-useful** (Using electronic tools)			**0.994**	**0.966**	**%93.19**
	Q10	increase sales volume	0.986	0.993			
	Q11	increase profits	0.986	0.993			
	Q12	reduce cost of advertising and promotions	0.976	0.988			
	Q13	reduce cost of customer service and support	0.978	0.989			
	Q14	facilitate financial transactions (payments, etc…)	0.979	0.989			
	Q15	easy to start and manage a business	0.982	0.991			
	Q16	increase market share	0.987	0.993			
	Q17	make communication with partners more effective	0.723	0.85			
	Q18	initiating customer relations	0.725	0.851			
	Q19	increase customer loyalty and retention	0.985	0.992			
	Q20	tools increase electronic word of mouth	0.986	0.993			
	Q21	expand internationally	0.968	0.984			
	Q22	increase range of products and services	0.981	0.991			
	Q23	improve image of company	0.986	0.993			
	Q24	increase interactive communication with customers	0.986	0.993			
	Q25	enhance distribution system	0.698	0.835			
2		**Financial Growth**			**0.809**	**0.485**	**%63.60**
	Q45	Increase sales transactions FB	0.953	0.976			
	Q46	Increase sales volume FB	0.953	0.976			
	Q51	Increase sales transactions Instagram	0.986	0.993			
	Q52	Increase sales volume Instagram	0.986	0.993			
4		**CustomerEngage**			**0.675**	**0.709**	**50.70%**
	Q18	Initiating customer relations	0.725	0.851			
	Q19	Increase customer loyalty and retention	0.985	0.992			
	Q20	Increase electronic word of mouth	0.986	0.993			
	Q24	Measuring effectiveness of message to customers	0.986	0.993			
3		**BrandPerform**			**0.64**	**0.618**	**58.96%**
	Q19	Increase customer loyalty and retention	0.985	0.992			
	Q23	Improved image of company	0.986	0.993			
	Q24	Measuring effectiveness of message to customers	0.986	0.993			
5		**Facebook Financial Growth**			**0.95**	**0.5**	**95.30%**
	Q45	Increase in Sales Transactions	0.953	0.976			
	Q46	Increase in Sales Volume	0.953	0.976			
6		**Facebook Customer Engagement**			**0.685**	**0.601**	**58.06%**
	Q18	Initiating customer relations	0.725	0.851			
	Q19	Increase customer loyalty and retention	0.985	0.992			
	Q20	Increase electronic word of mouth	0.986	0.993			
	Q24	Measuring effectiveness of message to customers	0.986	0.993			
	Q47	Increase in sales inquiries	0.514	0.512			
	Q48	Increase in Number of Customers	0.514	0.511			
3		**Facebook Brand Performance**			**0.64**	**0.618**	**58.96%**
	Q19	Increase customer loyalty and retention	0.985	0.992			
	Q23	Improved image of company	0.986	0.993			
	Q24	Measuring the effectiveness of our message to customers	0.986	0.993			
7		**Instagram Financial Growth**			**0.986**	**0.5**	**98.58%**
	Q51	Increase in sales transactions	0.986	0.993			
	Q52	Increase in sales volume	0.986	0.993			
8		**Instagram Customer Engagement**			**0.575**	**0.526**	**53.71%**
	Q18	Initiating customer relations	0.725	0.851			
	Q19	Increase customer loyalty and retention	0.985	0.992			
	Q20	Increase electronic word of mouth	0.986	0.993			
	Q24	Measuring effectiveness of message to customers	0.986	0.993			
	Q53	Increase in Sales Inquiries	0.938	0.969			
	Q54	Increase in Number of Customers	0.929	0.964			
3		**Instagram Brand Performance**			**0.64**	**0.618**	**58.96%**
	Q19	Increase customer loyalty and retention	0.985	0.992			
	Q23	Improved image of company	0.986	0.993			
	Q24	Measuring effectiveness of message to customers	0.986	0.993			

Table 5: One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test				
		Financial growth	Facebook Financial growth	Instagram Financial growth
N		359	223	136
Normal Parameters[a,b]	**Mean**	3.0926	3.0157	3.2188
	Std. Deviation	1.74579	1.81547	1.62374
Most Extreme Differences	**Absolute**	.205	.204	.207
	Positive	.137	.137	.136
	Negative	-.205	-.204	-.207
Test Statistic		.205	.204	.207
Asymp. Sig. (2-tailed)		.000[c]	.000[c]	.000[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

4. Findings and Discussion

To compare between those who used Facebook only and those who used Facebook and Instagram, an independent-samples T-test is utilised and the results are shown in Table (6). It shows that the average of each of customer, brand performance, the use of SM, is greater for those who use Instagram and Facebook than those who use only Facebook. This difference is significant at the 95% confidence level, as the p-values associated with them are less than 5%. However, financial growth is not significantly different in both groups at the 95% confidence level.

Table 6: Independent-Samples T-Test

Use	Customer engagement	Brand Performance	financial growth	SM-Use
Facebook only	3.7479	3.7692	3.0157	3.4610
Facebook& Instagram	4.0276	4.0637	3.2188	3.7652
p-value	0.0010	0.0020	0.2860	0.0000

Below are the three models (Figures 2, 3 and 4) summarizing the analysis and results of: 1) The effect of SM overall on financial growth, customer engagement and brand performance. 2) The effect of Facebook on financial growth, customer engagement and brand performance. 3) The effect of Instagram on financial growth, customer engagement and brand performance. There is a positive and significant effect of the SM use on the financial growth of Egyptian MSMEs (95% confidence). This positive and significant relationship confirms previous literature (Jagongo and Kinyua, 2013; Gupta and Wales, 2017). The same analysis is used in the case of using each platform Facebook and Instagram and show a significant and positive relation (95% confidence). The results confirm the findings of previous literature of Jordanian SMEs (Alshourah et al, 2021) and with the conclusion of the 41 studies published from 2015 to 2021 which examined in the relation between SM use and growth from a financial and a marketing perspective (Juniarti, Omar, and Tahir, 2022). It also echoes the findings of the study of 423 SMEs in Pakistan (Fan et al, 2021). However, as shown in the models, it is to be noted that the control variables are different in each model. This implies the need to deal with each platform in a different way to maximise the benefit of using it in terms of financial and/or nonfinancial growth.

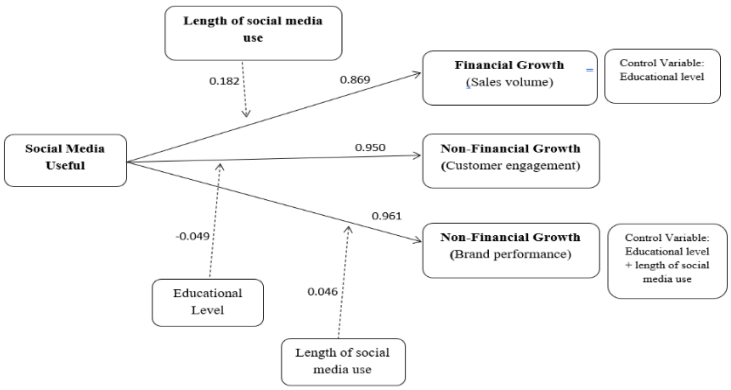

Figure 2: Model 1: Impact of using SM on Financial and Non-Financial Growth

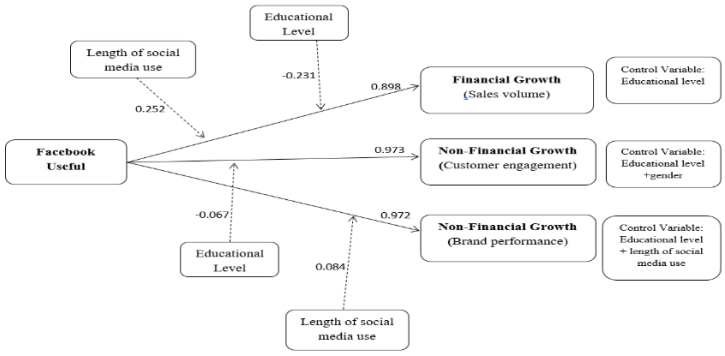

Figure 3: Model 2: Impact of using Facebook on Financial and Non-Financial Growth

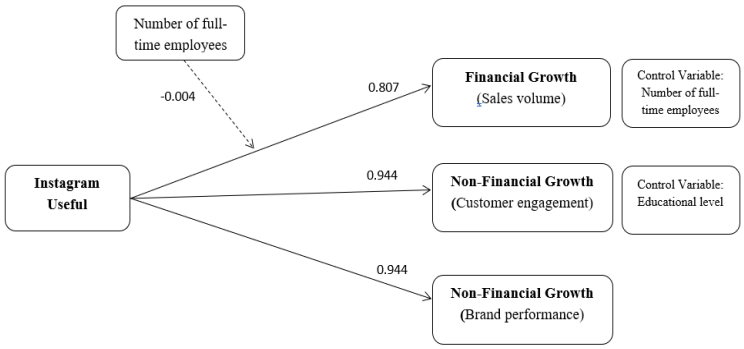

Figure 4: Model 3: Impact of using Instagram on Financial and Non-Financial Growth

5. Conclusion and Recommendations

Using SM has helped MSMEs achieve an increase in sales volume, in addition to a positive impact on customer engagement (in terms of electronic word-of-mouth, customer inquiries) and a positive impact on brand performance (in terms of perceived brand image, customer loyalty and retention). Building on this, company owners may be inclined to follow up and constantly monitor the rate of engagement on their pages where they feel the benefit of this instantly as the number of page followers increase (Weitz, Henry, and Rosenthal, 2014). Facebook's impact can be considered short-term in outcome, as it achieves quick financial growth; Instagram's impact is long-term and achieves higher customer engagement and better brand performance, which will eventually lead to financial growth.

This study contributes to expanding the literature on both the Task-Technology-Fit (TTF) and the Social Exchange Theory (SET) combined, as a lens to capture the different relationships and effects of the SM usage and the

growth of the MSMEs in Egypt. Moreover, the SET was studied from the perspective of MSME business owners rather than the usual perspective of customers (Webb and Roberts, 2016; Zhang et al, 2019). This helped the researchers understand that business owners invest in SM (incurred cost) to achieve rewards in the form of growth (both financial and non-financial).

It is clear, that Facebook is more male-oriented and for customers older than 30 years of age; Instagram is more for female customers and younger generation (Statista, 2020a). Thus, using both platforms is more efficient and effective (Fakhreldin, Ayman, and Miniesy, 2020), as the findings show that the results of Facebook and Instagram together on growth are indeed better than the ones of Facebook alone.

The fact that the study was conducted on MSMEs in the Greater Cairo area is a limitation that hinders generalisation. Therefore, this research should be a starting point for future research to examine in more detail the comparison between Facebook and Instagram and the effect they have on other outcomes, e.g. employment, internationalisation, employer branding and others. Also, the effect on growth can be studied in different cultures, as new moderating variables may emerge. Finally, a comparison may be made between developing and developed countries, to verify the generalisability of the findings of the current study.

Acknowledgments

This study is partially financially funded by the British University in Egypt (YIRG). The authors would like to thank Ms. Mahitab Shahin for her valuable input.

References

Ahmad, M., and Alaskari, O. (2014) "Development of assessment methodology for improving performance in SME's", *International Journal of Productivity and Performance Management,* Vol 63, No.4, pp.477-798.

Ahmad, S., Abu Bakar, A., and Ahmad, N. (2018) "Social media adoption and its impact on firm performance: the case of the UAE", *International Journal of Entrepreneurial Behavior and Research*.

Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N., and Shuib, N. (2015) "Factors influencing the use of social media by SMEs and its performance outcomes", *Industrial Management and Data Systems*, pp. 570-588.

Alarcón-del-Amo, M., Rialp-Criado, A., and Rialp-Criado, J. (2017) "Examining the impact of managerial involvement with social media on exporting firm performance", *International Business Review,* Vol 27, No. 2, pp. 355-366.

Alshenqeeti, H. (2014) "Interviewing as a Data Collection Method", *English Linguistics Research,* Vol. 3, No. 1, pp. 39-45.

Alshourah, S., Jodeh, I., Swiety, I. and Ismail, A., 2022. Social Customer Relationship Management Capabilities and Performance: Moderating Social Media Usage among SMEs Jordanian. *Decision Sciences*, *25*(S2), pp.1-8.

Arab Social Media Report (2017) *Social Media and the Internet of Things; Towards Data-Driven Policymaking in the Arab World: Potential, Limits and Concerns.* UAE: Mohammed Bin Rashid School of Government.

Asamoah, E. (2014) "Customer based brand equity (CBBE) and the competitive performance of SMEs in Ghana", *Journal of Small Business and Enterprise Development,* Vol. 21, No. 1, pp. 117-131.

Bianchi, C., Glavas, C., and Mathews, S. (2017) "SME international perforamnce in Latin America: The role of entrepreneurial and technological capabilities", *Journal of Small Business and Enterprise Development,* Vol. 24*,* No. 1, pp. 176-195.

CAPMAS (2020, April). *Central Agency for Public Mobilization and Statistics; Egypt in Numbers.* Retrieved July 21, 2020, from https://www.capmas.gov.eg/Pages/StaticPages.aspx?page_id=5035

Central Bank of Egypt. (2018). *Improving Access to Finance; The CBE"s Vision and Strategy towards SMEs.* Retrieved from www.uabonline.org/en/events/conferences/.../presentation/download

Chatterjee, S., and Hadi, A. (1988). *Sensitivity Analysis in Linear Regression.* New York: John Wiley and Sons.

CIA World Factbook (2020). *The World Factbook; Egypt*. Retrieved 7 21, 2020, from https://www.cia.gov/library/publications/the-world-factbook/geos/eg.html

Cray, E. (2012) "The Social ROI: Successful Social Media Measurement From an Agency Standpoint", *The Elon Journal of Undergraduate Research in Communications*, Vol. 3, No.1.

De Vries, N., and Carlson, J. (2014) "Examining the drivers and brand performance implications of customer engagement with brands in the social media environment", *Journal of Brand Management, Vol. 21*, No.6, pp. 495-515.

Egypt Digital Report (2017). *2017 Trends Report: The Top Online Statistics in Egypt*. Retrieved from http://consultyasser.com/egypt-digital-report-2017-top-online-statistics/

El Hajjar, S. (2018) "Statistical Analysis: Internal -Consistency Reliability and Construct Validity", *International Journal of Quantitative and Qualitative Research Methods,* Vol. 6, No. 1, pp. 27-38.

Fan, M., Qalati, S., Khan, M., Shah, S., Ramzan, M. and Khan, R. (2021) "Effects of entrepreneurial orientation on social media adoption and SME performance: The moderating role of innovation capabilities", *PloS one*, Vol. 16, No. 4, p.e0247320, 1-24 (Fan et al, 2021).

Fakhreldin, H., Ayman, A., and Miniesy, R. (2020) "Social Media Use and its Effect on the Performance of MSMEs in Egypt", *15th European Conference on Innovation and Entrepreneurship*, Rome, Italy.

Fishbein, M., and Ajzen, I. (1975) *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research* (1st ed.). Boston, Massachusetts, United States: Addison-Wesley.

Fraenkel, J., and Wallen, N. (1996) *How to Design and Evaluate Research in Education.* New York: McGraw-Hill.

Fu, J., Shang, R., Jeyaraj, A., Sun, Y., and Hu, F. (2020) "Interaction between task characteristics and technology affordances", *Journal of Enterprise Information Management,* Vol. 33, No. 1, pp. 1-22.

Gilmore, A., Gallagher, D., and Henry, S. (2007) "E-marketing and SMEs: operational lessons for the future", *European Business Review,* Vol. 19, No. 3, pp. 234-247.

Global Digital Overview (2020). *Digital 2020.* Hootsuite, we are social.

Goodhue, D., and Thompson, R. (1995) "Task-Technology Fit and Individual Performance", *MIS Quarterly*, pp. 213-236.

Griethuijsen, R., Eijck, M., Haste, H., Brok, P., Skinner, N., Mansour, N., . . BouJaoude, S. (2014) "Global Patterns in Students' Views of Science and Interest in Science", *Research Science Education, Vol. 45*, pp. 581–603.

Gupta, V. K., and Wales, W. J. (2017). Assessing organisational performance within entrepreneurial orientation research: Where have we been and where can we go from here? *The Journal of Entrepreneurship, 26*(1), 51-76.

Henninger, C., Alevizou, P., and Oates, C. (2017) "IMC, social media and UK fashion micro-organisations", *European Journal of Marketing,* Vol. 51, No. 3, pp. 668-691.

Hudson, S., Huang, L., Roth, M., and Madden, T. (2016) "The influence of social media interactions on consumer–Brand relationships: A three-country study of BRand perceptions and marketing behaviors", *International Journal of Research in Marketing*, pp. 27-41.

Instagram Internal Data. (2018). Retrieved from www.business.instagram.com

Ipinnaiye, O., Dineen, D., and Lenihan, H. (2017) "Drivers of SME performance: a holistic and multivariate approach", *Small Business Economics,* Vol. 48, pp. 883-911.

Jagongo, A., and Kinyua, C. (2013) "The Social Media and Entrepreneurship Growth. *International Journal of Humanities and Social Science*", pp. 213-227.

Juniarti, R.P., Omar, A. and Tahir, S. (2022) "Driving the Impact of Social Media in SMEs for A Better Performance: A Literature Review", *Global Business and Management Research*, No. 14.

Kemp, S. (2022). *) Digital 2021:Egypt.* https://datareportal.com/reports/digital-2022-egypt

Lee, K., Lee, B., and Oh, W. (2015) "Thumbs up, sales up? the contingent effect of facebook likes on sales performance in social commerce", *Journal of Management Information Systems,* Vol. 32, No. 4, pp. 109-143.

Lian, S., and Yoong, L. (2018) "Customer engagement in social media and tourism brand performance implications", *The Turkish Online Journal of Design, Art and Communication*, pp. 1186-1194.

Matikiti, R., Roberts-Lombard, M., and Mpinganjira, M. (2016) "Drivers of the use of social networking sites for travel arrangements in South Africa", *Journal of Global Business and Technology*, Vol. 12, No. 2, pp. 28-43.

McNamara, C. (1999). *General Guidelines for Conducting Interviews.* Minnesota: Authenticity Consulting, LLC.

Nielsen. (2016). *Social Studies: A look at the Social Landscape.* Retrieved from Nielsen Social Media Report: https://www.nielsen.com/us/en/insights/reports/2017/2016-nielsen-social-media-report.html

Qalati, S., Wenyuan, W., Kwabena, G., Erusalkina, D., and Pervaiz, S. (2019) "Influence of Brand Equity on Brand Performance: Role of Brand Reputation and Social Media", *International Journal of Research and Review,* Vol. 6, No. 9, pp. 304-317.

Rai, R., and Selnes, F. (2019) "Conceptualizing task-technology fit and the effect on adoption – A case study of a digital textbook service", *Information and Management*.

Rapp, A., Beitelspacher, L. S., Grewal, D., and Hughes, D. E. (2013) "Understanding social media effects across seller, retailer, and consumer interactions", *Journal of the Academy of Marketing Science,* Vol. 41, No. 5, pp. 547-566.

Rauniar, R., Rawski, G., Yang, J., and Johnson, B. (2014) "Technology acceptance model (TAM) and social media usage: an empirical study on Facebook", *Journal of Enterprise Information Management,* Vol. 27, No. 1, pp. 6-30.

Rodriguez, M., Peterson, R., and Krishnan, V. (2012) "Social Media's Influence on Business-To-Business Sales Performance", *The Journal of Personal Selling and Sales Management*, pp. 365-378.

Roy, A., Maxwell, L., and Carson, M. (2014) "How is Social Media being used by Small and Medium-Sized Enterprises", *Journal of Business and Behavioral Sciences,* Vol. 26, No. 2, pp. 127-137.

Salvador, E., Pinot de Villechenon, F., and Rizzo, H. (2014) "European SMEs and the Brazilian market: The key role of social networks", *European Business Review*, Vol. 26, No. 4, pp. 368-388.

Sekaran, U. (2003). *Research Methods for Business: A skill-building approach.* New York: John Wiley and Sons.

Smits, M., and Mogos, S. (2013) "The impact of social media on business performance", *Proceedings of the 21st European Conference on Information Systems.* London: Association for Information System.

Smits, M., and Mogos, S. (2016) "The Impact Of Social Media On Business Performance", *Proceedings of the 21st European Conference on Information Systems.*

Socialbakers. (2020). *The State of Social Media Marketing: Facebook vs. Instagram in 2020.* Socialbakers.

Statista. (2020a). *Global digital population as of April 2020*. Retrieved from Statista.com: https://www.statista.com/statistics/617136/digital-population-worldwide/

Statista. (2020b). *Number of monthly active Facebook users worldwide as of 1st quarter 2020*. Retrieved from Statista.com: https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/

Statista. (2020c). *Distribution of Instagram users worldwide as of April 2020, by age group*. Retrieved from Statista.com: https://www.statista.com/statistics/325587/instagram-global-age-group

Thongmak, M. (2019) “Do we know what contents work for social commerce? A case of customer engagement in Facebook brand pages”, *International Journal of Electronic Commerce Studies,* Vol. 10. No. 2, pp. 141-174.

Ursachi, G., Horodnic, I., and Zait, A. (2015) “How reliable are measurement scales? External factors with indirect influence on reliability estimators”, *7th International Conference on Globalization and Higher Education in Economics and Business Administration*.

Vomberg, A., Homburg, C., and Bornemann, T. (2014) “Talented people and strong brands: The contribution of human capital and brand equity to firm value”, *Strategic Management Journal,* Vol. 36, No.13, pp. 2122-2131.

Webb, S., and Roberts, S. (2016) “Communication and Social Media Approaches in Small Businesses”, *Journal of Marketing Development and Competitiveness,* Vol. 10, No. 1.

Weitz, R., Henry, T., and Rosenthal, D. (2014) “Limitations of Nonfinancial Metrics Reported by Social Media Companies”, *Journal of International Technology and Information Management,* Vol. 23, No. 3, pp. 11-44.

Weitzl, W., Beldad, A., Einwiller, S., and Zniva, R. (2017) Creating brand performance with social media: An abstract, *Marketing at the Confluence between Entertainment and Analytics* (pp. 1329-1329). Springer.

Zhang, S., Kwok, R., Lowry, P., and Liu, Z. (2019) “Does more accessibility lead to more disclosure?”, *Information Technology and People*, Vol. 32, No. 3, pp. 754-780.