Effects of Social Media Marketing Platforms on Sales Revenue at Tanzania Telecommunication Corporation

Leyla Juma Pongwe, and Josephine Churk

1 Master Degree in International Business Management, College of Business Education
2 Lecturer Department of Business Administration, College of Business Education Dodoma,
Email: leylajuma@gmail.com josephinechurk2022@gmail.com

Abstract

The innovative method of marketing that uses social media to inform consumers about a product, service, or brand can enhance sales by increasing consumer awareness. This study looks at the effects of social media marketing platforms on sales revenue in Tanzania Telecommunication Company Limited. Specifically, the study assesses the commonly used social media platform in sales revenue at Tanzania Telecommunication Corporation. The study is quantitatively designed involving the use of questionnaires in data collection. A cross-sectional study approach was used to gather data from a sample of fifty (50) respondents from Dodoma and Mwanza TTCL commercial regions. Data gathered for this study were analyzed through descriptive statistics. The results of the study showed that Instagram is the social media marketing platform that contributes most to sales income, whereas Twitter is favorably significant but unrelated to TTCL's sales revenue. The study concludes that the use of Instagram highly promotes sales revenue more than other social media marketing platforms. The study recommends that in order to promote the effective use of technology in a public institution, the government shall enact regulations that will push public institutions to use social media marketing platforms for advertising.

Keywords: social media, marketing strategy, sales revenue
Introduction

Marketing of goods and services has remained one of the fields that call for daily innovation on a global scale. In particular, social media marketing, which is defined as the use of electronic media by marketers to promote goods or services into the market with the primary goal of luring customers and allowing them to interact with the brand through social media, has emerged in recent years as a crucial marketing tool (Yasmin et. al., 2015). For instance, social media platforms like Facebook, Instagram, WhatsApp, and Twitter, as well as websites, online advertisements, and opt-in emails, have grown in popularity across the globe and in Africa in particular (Manda et al., 2016).

Increasing Social media marketing in Africa has been spurred by the use of smart mobile phones and ICT infrastructure. According to observations made from the study in Nigeria by Odyssey (2019), of the 17 million Nigerians who use smartphones, about 50% were exposed to social media marketing. In addition to that murphy et al.,(2016) Smith, (2017) Ukpabi & Karjaluoto, (2017), mobile phones (smartphones) allow users to obtain business information distributed through various social media platforms. It is important to note that social media marketing is a means of sustaining business growth by enhancing sales performance in Africa, where 80% of adults are estimated to own smartphones (The Global Social Media Report, 2019).

The so-called social media transformation also has an impact on Tanzanian telecommunications firms, such as Tanzania Telecommunications Corporation (TTCL). These include the new social media tactics used by businesses to boost sales through innovative technologies, both functionally and profitably. According to the Tanzania Communication Regulatory Authority (TCRA) Annual Report of 2020, there were approximately 20 million web users in Tanzania, and there were 19,862,525 people overall. As a result, virtual entertainment advertising in Tanzania is currently at a crucial stage due to the fact that there are still relatively few web users and that the usage of online entertainment showcasing platforms is still at a minimum when compared to the overall web users (URT, 2020).

The Tanzania Telecommunications Corporation (TTCL) has a lengthy history of operation. The National ICT Broadband Backbone is represented by TTCL, which primarily controls and
operates in the fields of mobile services and fixed telecommunications services (NICTBB). Being the sole agent for the National Broadband in Tanzania makes TTCL a strategic communication solution provider because no communication can be made effectively by any other communication company without using the broadband facilities that are run and controlled by TTCL. The NICTBB is in charge of voice and data transfers.

One of the measures taken by TTCL management to address the issue was to support government initiatives to increase sales revenue through social media marketing strategies. In doing so, the company started utilizing online entertainment showcasing platforms, such as Twitter, Instagram, Facebook, WhatsApp, Email, web search tools, and websites to reach customers. Despite these efforts, Tanzania Broadcast Communications Organization (TTCL) has not yet conducted any experimental reviews to measure the effect of web-based entertainment promotion systems on expanding deal income.

It is further noted that related studies were carried out to address the role of social media marketing on business performance focused on the banking sectors, fashion industries, mobile companies, and small and medium enterprises (Odyssey, 2019; Murphy et al., 2016; Smith, 2017, Ukpabi & Karjaluoto, 2017; Yasmin et al., 2015; Wangmare, 2012; Gangeshwer, 2013, Kumar & Jincy, 2017; Lies, 2019) (TTCL). The empirical evidence demonstrated a considerable impact of social media marketing tools on the success of sales. Others shown a favorable impact of social media marketing tools on SMEs’ net profit and sales ratio (Yasmin, Tasneem and Fatema, 2015; Nyambu, 2017; Njau and Karugu, 2014). Though the studies left a gap in knowledge on the effects of social media marketing strategies on improving sales revenue in Telecommunication companies, Therefore, the present study bridges this gap of knowledge and determine if there is any relationship between social media marketing strategy and sales revenue in Tanzania Telecommunications Corporation. Specifically, looking at; commonly used social media marketing tools in Tanzania Telecommunications Corporation (TTCL).
Literature Review

Theoretical Framework

Social media

The phrase "social media" refers to a computer-based technology that makes it possible to share concepts, ideas, and knowledge through online groups and networks. Social media is internet-based and allows users to share anything quickly, including movies, images, documents, and personal information. Users interact with social media through web-based software or applications on a computer, tablet, or smartphone. Despite being widely used in America and Europe, Asia, particularly Indonesia, leads the world in social media usage. By October 2021, there will be more than 4.5 billion users of social media. Social media is a computer-based technology that makes it easier to share information, ideas, and thoughts by creating online communities and networks (Dollarhide, 2021).

Social media marketing

The practice of increasing website traffic or attention through social media platforms is known as "social media marketing." Social media marketing initiatives typically focus on efforts to provide content that grabs readers' interest and entices them to share it on social media. This type of marketing generates earned media as opposed to sponsored media when the underlying message goes from user to user and is assumed to resonate because it appears to come from a reliable third-party source rather than the brand or company itself. Social networking websites enable online interactions between people and organizations as well as the creation of communities and partnerships (Simerpreet, 2016).

Sales revenue

Sales revenue is the money a business makes from selling products or offering services. Sales and revenue can, and frequently are, used interchangeably to refer to the same thing in accounting. It is significant to remember that revenue does not always equate to money received. One part of sales revenue may be paid in cash, and the other part may be paid on credit using methods like accounts receivable. Either the gross revenue total or the net revenue amount can be
used to represent sales revenue on the income statement. All deductions for product returns, the potential for undelivered items, and the cost of uncollectible accounts receivables (also known as "bad debt expenditure," which appears on the balance sheet as the allowance for doubtful accounts) are included in net revenue (CFI Team, 2022).

**Conceptualizing Social media Marketing for Promoting Sales**

Social media marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of social media communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel (Bala & Verma, 2018). Online marketing is a new phenomenon that is starting to spread quickly and grow with the development of information communication technology (Kingsnorth, 2019). Its definition varies between specialists according to their views and backgrounds.

In this study social media marketing is the component of marketing that uses the Internet and online based social media technologies such as mobile telephony, website, email and social media marketing strategies to promote products and services (Hanlon, 2021).

However, social media marketing strategy is a plan that helps organization attain specific goals through carefully selected marketing channels such as paid, earned, and owned media (Chaffey & Ellis-Chadwick, 2019). On other hand social media marketing strategy is a set of planned actions performed online to reach specific business goals, this means performing consistent actions at the right time via the most suitable online channels to improve sales revenue and improve relationships with customers (Kingsnorth, 2019).

For the purpose of this study social media marketing strategy is a phenomenon characterized by the application of virtual internet models and means with all its benefits to the company's marketing. Normally, these strategies are simply a switch in the seller and buyer communication towards company’s web page (Dewi, 2020).
Moreover, sales revenue defined as the revenue that comes from sales of product and services, while revenue includes income generated from things not directly related to the core business, such as income generated from interest on savings or cash paid out by dividends (Junaidi, 2020).

For the purpose of this study sales revenue is the income that a firm realizes from selling its products or services to the public resulting from social media marketing such as mobile telephony, website, email and social media marketing strategies. Usually, sales are the net sales that the firm achieves minus the cost of returned (Phiri, 2020).

Additionally, revenue from mobile services refers to retail revenue earned from the. Provision of mobile-cellular services, including all voice, SMS and data (narrowband. and broadband), offered by mobile operators (both network and virtual) providing. Services within the country during the financial year under review (Ituint 2014).

**Resource Based Theory**

Wernerfelt created the Resource Based View (RBV) theory in 1984. The idea evaluates and interprets an organization’s resources to determine how it might gain a sustainable competitive advantage. The concept of difficult-to-imitate characteristics of the firm as sources of better performance and competitive advantage is the RBV’s main point of emphasis (Barney, 1986; Hamel and Prahalad, 1996).

According to RBV, resources can be broadly defined to include assets, organizational processes, firm attributes, information, or knowledge controlled by the firm which can be used to conceive of and implement their strategies (Barney, 1991). According to Barney (1991) categories three types of resources: Physical capital resources (physical, technological, plant and equipment), Human capital resources (training, experience, insights), and Organizational capital resources (formal structure).

RBV proponents contend that it is much more doable to take advantage of outside chances by employing already-existing resources in novel ways than it is to try to learn new skills for every opportunity. According to the RBV model, resources play a vital part in assisting businesses in achieving improved organizational performance.
Therefore, the theory was relevant to this study since it holds that, social media marketing strategies such as mobile phones, website, email and social media marketing represent as technological resources used as a marketing strategy by TTCL to improve sales revenue. Thus, social media marketing platform as a technological solution gives company capability which is used as competitive advantages.

**Empirical review**

In a review directed in Bahrain, Shafeeqa and Selwin (2014) found that Facebook, Twitter and WhatsApp not just upheld development and productivity; these media likewise changed the correspondence methodologies of SME's. In any case, the review brought up that Twitter didn't affect benefit since it is implied for the most part for news. The researchers exhorted that business people ought to track down ways of making Twitter more beneficial for businesses.

Wally & Koshy (2014) conducted a study about the use of Instagram as a marketing tool by Emirati female entrepreneurs as an exploratory study. This exploratory study is aimed at understanding the experiences of Emirati businesswomen who chose Instagram to market their small businesses. Nine successful businesswomen were identified and their experiences were recorded during in-depth interviews and focus group sessions. The study found that Instagram is extensively used by Emirati women entrepreneurs, especially for home-based businesses.

Another study conducted by Adegbola *et al.* (2018) about the using Instagram to engage with (potential) customers: a study of Forbes most valuable brands’ use of Instagram. The study reported that with over 800 million monthly users, Instagram has become one of the most popular social networking sites utilized by individuals and businesses alike.

Nyambu (2017) explored the impact of social media marketing on performance of telecommunication firms’ firms in Kenya using the case of Safaricom Ltd. The study found that social media enhanced the performance in terms of increase sales of the organization as it offers a stage for advertising at a cheaper cost contrasted with different types of marketing accessible. The study additionally settled that special promotional campaign boosted performance of telecommunication firms in Kenya as it expanded deals and income past the advancement time frame.
A study conducted by Bakhshizadeh et al. (2017) about eliciting value map of mobile instant message application users through laddering technique. The findings revealed that, Mobile instant messaging applications like Telegram, WhatsApp and Viber, are popular social media among users. Since using any media in marketing requires a precise knowledge.

In South Africa, Ukpere et al. (2014) uncovered that South African, Kenyan and Nigerian retailers are quick adjusting to the utilization of Facebook as a web based promoting stage for ads, and that the stage has the potential and significant correspondence capacity to reach out to both imminent and existing clients proficiently, really and on time. Along these lines, online entertainment stages are helpful vital advertising devices for business people.

Yasmin, Tasneem, and Fatema (2015) organized an investigation into the impact of various forms of online entertainment showcasing on business deals. According to the study's findings, social media marketing and rising sales are positively correlated. Additionally, it showed that social networking, email marketing, internet advertising, and search engine optimization all had a favorable impact on a company's sales.

In Tanzania, Kazungu et al. (2017) found that e-advertising is crucial for the Mediating techniques, for example, bringing down expenses of ICT offices and Web access costs by the Web access Suppliers, more help and drives by government on elevating and empowering SMEs to utilize e-promoting, instruction and preparing on ICT and e-showcasing for little administrators and making of shared gateways that will work with data sharing and systems administration among the business networks are among the suggestions of this review.

In order to ascertain how e-marketing affects the performance of SMEs in the manufacturing sector in Kenya, Njau and Karugu (2014) conducted a study. The study specifically attempted to analyze the effects of email marketing, online marketing, search engine marketing, and blog marketing on the performance of a SME. The results of the study showed that their social media marketing strategies, including blog marketing, search engine marketing, email marketing, and internet marketing, significantly impacted their sales performance.

Kazunguet et al. (2017) investigates the impediments to the adoption of electronic marketing among the Small and Medium Enterprises (SMEs) in Arusha, Tanzania. It looks at the extent of
e-marketing utilization among small and medium enterprises; challenges facing SMEs in relation to the application of e-marketing and new strategies that would promote its adoption among the SMEs in the country. The study found that obstacles such as limited understanding of the potentials of e-marketing adoption, high cost of this technology adoption, inaccessibility of internet facilities and absence of regulatory framework to guide e-marketing were found to inhibit the adoption process.

According to Kanchanatanee et al. (2014) from Thailand, clients may be discouraged from using e-showcasing for their prospective benefit due to the perception that online entertainment is not valued and a bad attitude toward e-promoting. Similarly, Werees (2012) discovered that respondents in Canada perceived their own lack of capacity and availability as a characteristic of the suppressing variables.

Farooq and Jan (2012) in Pakistan called attention to that albeit half of the respondents dealt with the overheads, they were worried that issues of protection and privacy between the associations and clients could be an obstacle to effective execution of virtual entertainment promoting.

A concentrate in South Africa by Ndlodo and Dhurup (2017) found that a couple of variables could repress firms from utilizing electronic showcasing, among which are: an absence of information about the capacities the stage could offer, innovation contradiction with the ideal interest group, the partner not being prepared to utilize e-promoting innovation, an absence of direction to, and misperception of web-based entertainment. Absence of information about the capacities online entertainment could propose to organizations could restrain their utilization of virtual entertainment advertising.

**Methodology**

The study was carried out in two TTCL commercial regions which are Dodoma and Mwanza. This is because these two regions have been fast-growing in population and thus the sales revenue, and in any business analysis Population is one of the important factors in revenue growth The corporation is selected because currently, the corporation established social media marketing strategies to improve sales revenue. Therefore, the required data for the study was achieved. The research is quantitatively designed and used a cross-sectional research strategy.
because it enables data collection at a single point and is useful when time and financial resources are limited for the researcher. The target populations for this study were employees from Tanzania Telecommunications Corporation (TTCL) because those employees participate in advertising company products and services through social media marketing strategies. The following below Table 1 shows the population distribution of Dodoma and Mwanza region.

The sample size for this study was fifty (50) respondents, chosen from a group of one hundred (105) commercial workers where by Dodoma 54 respondents equivalent to 51.4% and 51 Respondents from Mwanza which is 48.6% of the selected respondents and from the study areas arrived through the use of Yammane formula.

\[
n = \frac{N}{1 + N(e)^2} \quad (1)
\]

Whereby; \( n \) = Sample size, \( N \) = Targeted population, \( e \) = Level of precision or confidence interval that is 10%,

\[
n= \frac{105}{1 + 105 (0.1)^2}
\]

\( n= 50 \)

The study included a sample of 50 respondents who were employees of TTCL in Dodoma and Mwanza regions. The study used simple random sampling to select Commercial employees from Selected TTCL Commercial Regions. The reason for using this technique is that simple random sampling was capable of providing equal opportunity for all employees to participate in the study. A structured questionnaire containing both closed- and open-ended questions was employed as a data collection tool. An online survey was used to gather quantitative data on commonly used social media marketing platforms for sales revenue in Tanzania Telecommunications Corporation. In this method, respondents were needed to mark answers, to questions and provide basic personal or demographic information. Therefore, this study used both open-ended and close-ended questionnaires that were used to ensure the reliability of
information about commonly used social media marketing platforms on sales revenue in Tanzania Telecommunications Corporation.

The study adopted both inferential and descriptive statistics to analyze quantitative data from the survey that helps to identify the frequently used social media marketing strategy in TTCL and to assess the contribution of the frequently used social media marketing strategy on mobile sales revenue in TTCL. Data were presented in form of text and figures. In this study, the reliability of the research instrument was measured through Cronbach’s Alpha. This measures the overall consistency of the instrument (Cronbach, 1951). For a construct to be considered consistent, Cronbach’s Alpha value should be 0.70 or above (Robinson et al. 2014).

**Table 1: Overall reliability statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.913</td>
<td>.921</td>
<td>25</td>
</tr>
</tbody>
</table>

*Source: Fieldwork research (2022)*

The findings as presented in Table 1 indicate the Cronbach’s Alpha of 0.913. These findings imply that there is internal consistency in the scale data used in this study. Therefore, the problem assessed was relevant and most reliable to be investigated.

**Findings And Discussion**

**Commonly Used Social Media Marketing Platforms for Sales Revenue in Tanzania Telecommunications Corporation**

**Social Media Use in Gender**

This study specifically assesses the commonly used social media platform in sales revenue. Among the survey respondents, 46% were men and 54% were female as presented in the figure below:
These results imply that in social media marketing platforms, females are in the front line to use social media marketing strategies in comparison to males because are more likely to use online market than men. These results are similar with those of Anderson (2015) who revealed that, historically, women have been more avid users of social media than men. Therefore, females are the most user of social media marketing and thus are frontier in improving sales revenue more than men.

Social Media Marketing Strategies which is familiarity

The findings as show that majority of respondents about 96% are familiar with social media marketing strategies while few of them 4% are not familiar with social media marketing strategies as presented in the figure below:

Source: Field data (2022)
This implies that staffs of Tanzania Telecommunication Company are familiar with social media marketing strategies thus encourages them in the adoption towards sales revenue. The same findings were observed by Kumar & Moller (2018) who found that brand familiarity affects user persuasiveness in their adoption of social media.

**Reasons for Using of Social Media as a Marketing Tool in TTCL**

The findings show that the use of social media as marketing tool variables (to disseminate information, to create awareness about the company, to obtain information from customers, to improve sales revenue, and to promote a service or product).

The findings as demonstrated in Table 2 below revealed that dissemination of information is positively significant related to social media marketing platforms on sales revenues at $\beta = 0.496$ and $p$ value $= 0.000$. This implies that 1 unit of dissemination of information increases sales revenue as a market tool by 49.6%.

Also, the findings as illustrated in Table 2 revealed that the creation of awareness about the company is positively significantly related to social media marketing platforms on sales revenues.
at \( \beta = 0.496 \) and p value= 0.000. This implies that 1 unit of creation of awareness about the company increases sales revenue as a market tool by 24.4%.

Furthermore, the findings as demonstrated in Table 2 below revealed that improving sales revenue is positively significantly related to social media marketing platforms on sales revenues at \( \beta = 0.035 \) and p value= 0.015. This implies that, 1 unit of an idea of improving sales revenue through social increases sales revenue as a market tool by 49.6%.

**Table 2: Reasons for Use of Social Media as a Marketing Tool in TTCL**

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.461</td>
<td>.400</td>
<td>3.650</td>
<td>.001</td>
<td></td>
</tr>
<tr>
<td>To disseminate information</td>
<td>.496</td>
<td>.125</td>
<td>.653</td>
<td>3.962</td>
<td>.000</td>
</tr>
<tr>
<td>To create awareness about the company</td>
<td>.244</td>
<td>.059</td>
<td>.459</td>
<td>4.168</td>
<td>.000</td>
</tr>
<tr>
<td>To obtain information from customers</td>
<td>-.148</td>
<td>.071</td>
<td>-.352</td>
<td>-2.091</td>
<td>.042</td>
</tr>
<tr>
<td>To improve sales revenue</td>
<td>.035</td>
<td>.042</td>
<td>.085</td>
<td>.824</td>
<td>.015</td>
</tr>
<tr>
<td>To promote service/ product</td>
<td>-.053</td>
<td>.036</td>
<td>-.149</td>
<td>-1.452</td>
<td>.154</td>
</tr>
</tbody>
</table>

*Source: Fieldwork Research (2022)*

**The Social Media Marketing Tools according to usage**

When respondents were asked to rate the social media marketing tools according to usage, The results of the study showed that Instagram is the social media marketing platform that contributes most to sales income, whereas Twitter is favorably significant but unrelated to TTCL's sales revenue as indicated in table 3 below.
The findings as demonstrated in Table 3 below revealed that Instagram is highly significantly related as a social media marketing platform to sales revenues at $\beta = 0.251$ and $p$ value $= 0.046$. This implies that 1 unit of Instagram increases sales revenue as a marketing platform by 25.1%.

Also, the findings as illustrated in Table 3 below revealed that Facebook is significantly related as a social media marketing platform to sales revenues at $\beta = 0.234$ and $p$ value $= 0.026$. This implies that 1 unit of Facebook increases sales revenue as a marketing platform by 23.4%.

Table 3: The Commonly Used Social Media Marketing Strategy

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.034</td>
<td>.272</td>
<td></td>
<td>3.794</td>
<td>.000</td>
</tr>
<tr>
<td>Facebook</td>
<td>.234</td>
<td>.101</td>
<td>.381</td>
<td>2.308</td>
<td>.026</td>
</tr>
<tr>
<td>Twitter</td>
<td>.053</td>
<td>.103</td>
<td>.085</td>
<td>.512</td>
<td>.611</td>
</tr>
<tr>
<td>Instagram</td>
<td>.251</td>
<td>.123</td>
<td>.384</td>
<td>2.052</td>
<td>.046</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>.204</td>
<td>.129</td>
<td>.294</td>
<td>1.584</td>
<td>.120</td>
</tr>
</tbody>
</table>

Source: Fieldwork research (2022)

This result implies that Instagram is the most social media marketing strategy that the Tanzania Telecommunications Corporation uses to engage with customers thus to increase its sales volume. These results are similar to those of Adebola et al. (2018) who reported that with over 800 million monthly users; Instagram has become one of the most popular social networking sites utilized by individuals and businesses alike. Likewise, Wally & Koshy (2014) supported these findings by adding that Instagram is extensively used by Emirati women entrepreneurs, especially for home-based businesses.

Therefore, Instagram is used as a technological resource to the businesses purpose for instance applying marketing programs made by Tanzania Telecommunication Corporation. These results
were explained and added value in this study by Resource Based View (RBV) theory which was developed by Wernerfelt in 1984. The theory holds that social media marketing strategies such as mobile phones, website, email, and social media marketing represent technological resources used as a marketing strategy by TTCL.

However, Twitter is last commonly used marketing strategy ranked by the Tanzania Telecommunications Corporation. Therefore, depends on Twitter for marketing your products you are much in risks more than using other marketing strategies to announce your products or services. Also, the qualitative findings from key informants revealed that, the Tanzania Telecommunications Corporation use Twitter to post only messages that educates the users about the products or services. So is to say even though it’s a last commonly used marketing strategy but it’s a supportive to the small part of the customers in all social media marketing strategies.

Furthermore, these results were explained and added value in this study by Resource Based View (RBV) theory was which was developed by Wernerfelt in 1984. The theory holds that, social media marketing strategies such as mobile phones, website, email and social media marketing represent as technological resources used as a marketing strategy by TTCL to improve sales revenue. Therefore, in this context Twitter is used as a technological resource to market the Tanzania Telecommunication Corporation products or services.

**The extent to which TTCL engages in the following activities when advertising on Social Media**

The findings as demonstrated in Table 4 below revealed that engagement with customers is positively significant related to advertising using social media marketing platforms on sales revenues at $\beta = 0.268$ and $p$ value $= 0.000$. This implies that 1 unit of engagement with customers increases advertising using social media marketing platforms on sales revenues sales revenue by 26.8%. 

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Also, the findings as demonstrated in Table 4 below revealed that monitoring what customers are saying online is positively significantly related to advertising using social media marketing platforms on sales revenues at $\beta = 0.281$ and $p$ value $= 0.000$. This implies that, 1 unit of monitoring what customers are saying online increases advertising using social media marketing platforms on sales revenue by 28.1%.

Furthermore, the findings as demonstrated in Table 4 below revealed that get feedback from the customers is positively significant related to advertising using social media marketing platforms on sales revenues at $\beta = 0.203$ and $p$ value $= 0.000$. This implies that 1 unit of get feedback from the customers increases advertising using social media marketing platforms on sales revenues sales revenue by 20.3%.

**Table 4: The extent to which TTCL engages in advertisement through social media**

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.074</td>
<td>.309</td>
<td>3.478</td>
<td>.001</td>
<td></td>
</tr>
<tr>
<td>Engage with customers</td>
<td>.268</td>
<td>.035</td>
<td>.536</td>
<td>7.667</td>
<td>.000</td>
</tr>
<tr>
<td>Monitor what customers are saying online</td>
<td>.281</td>
<td>.038</td>
<td>.537</td>
<td>7.301</td>
<td>.000</td>
</tr>
<tr>
<td>Learn more about your customers</td>
<td>.005</td>
<td>.047</td>
<td>.006</td>
<td>.106</td>
<td>.916</td>
</tr>
<tr>
<td>Get feedback from the customers</td>
<td>.203</td>
<td>.058</td>
<td>.267</td>
<td>3.493</td>
<td>.001</td>
</tr>
<tr>
<td>Respond to customers need</td>
<td>-.033</td>
<td>.038</td>
<td>-.058</td>
<td>-.858</td>
<td>.396</td>
</tr>
</tbody>
</table>

*Source: Fieldwork research (2022)*
Conclusion and Recommendations

Conclusion

Since Instagram is the social media marketing approach that contributes the most to sales profits, the majority of TTCL's income comes from advertisements and other marketing strategies used on its Instagram account. Therefore, the performance of TTCL in marketing is highly facilitated by the performance of their Instagram account in making the visibility and availability of their services and products. However, the cooperation needs to accompany other strategies like Facebook and WhatsApp in order to acquire other customers who do not prefer to use the Instagram account.

Recommendations

The study advises Tanzania Telecommunications Corporation (TTCL) to engage with other telecommunications companies and the government to implement the use of the 5G network in order to strengthen the network and hence enhance sales volume. Also, the study suggests the introduction of a few policies that will stress users' use of social media marketing tactics in order to boost sales volume. Furthermore, the study's last recommendation is for Tanzania's parliament and ministry of constitution and law to pass strong legislation targeting hackers and social media marketers who act morally online.
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