



QUANTITATIVE RESEARCH ASSIGNMENT



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Declaration

I hereby declare that this dissertation is the result of my own independent investigation, except where I have indicated my indebtedness to other sources.

I hereby certify that this dissertation has not been accepted in substance for any other degree, nor is it being submitted currently for any other degree.

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Abstract

The main aim of this research is to bring to light the fact that SMEs in the UK, which make up 80% of the UK economy in revenue combined, are not taking full advantage of the government's plan to digitalise the economy by the year 2020.

This research provides a literature review of the importance of SMEs in the UK and the composition of SMEs. The research explains the contribution of SMEs in the UK economy in terms of revenue generation and employment in the private sector. The research focuses more on social media marketing as a form digital strategy by SMEs. This research goes on to look at the advantages of social media marketing, and its strategic benefits to the economy if fully adopted by SMEs.

The explains the reasons why SMEs in the UK have failed to full adopt social media marketing even with the government's plan of transform UK economy to a full digitalised economy. This research has carried out both a primary research and secondary research in process of uncovering the real picture of SMEs asymmetrical adoption of social media marketing across the UK.

Table of Contents

List of Abbreviations	5
List of Figures	7
List of Tables	7
Chapter 1: Introduction and Background	8
1.1 The Issues in Summary	8
1.2 Research Aim	9
1.3 research question	9
1.4 research objectives	9
1.5 structure	10
Chapter 2: Literature Review	11
2.1 A brief Introduction and Review of the Literature.	11
2.2 the Significance SMEs in London	12
2.3 How Social Media Connects People	13
2.4 Social Media Marketing	13
2.5 How social media marketing increases online traffic for Businesses	14
2.6 How social media marketing raises brand Awareness in London	14
2.7 The Ways social media marketing establishes credibility	14
2.8 The Ways social media marketing builds trust	15
2.9 Summary	15
Chapter 3: Methodology	17
3.1 Research Philosophy	17
3.2 Research Approach	17
3.3 Research Strategy	18
3.4 Method of Data Collection	18
3.5 Sampling	18
3.6 Data Analysis	19
Chapter 4: Data Presentation and Analysis	20
Cronbach Alpha	21
Logistics Regression	24
Limitations of Cronbach's Alpha Analysis	26
Limitations of Logistics Regression	Error! Bookmark not defined.
Chapter 5: Conclusions	28
Recommendations	29
Bibliography	30

List of Abbreviations

SMEs	Small and Medium Scale Enterprises
UK	United Kingdom
e.g	For Example
I.e	That Is
ICTs	Information and Communications Technologies

List of Figures

Figure 1 showing contribution of different businesses in London	12
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List of Tables

Table 1 showing the number cases that was processed which is 34	21
Table 2 showing the Cronbach's Alpha and Standardized Items	22
Table 3 showing Item-Total Statistics	22
Table 4 showing scale statistics	23
Table 5 Showing cases processing summary	23
Table 6 Showing Classification Table	24
Table 7 Showing Variables in the equation	24
Table 8 Showing Variables not in the Equation	25
Table 9 Showing Omnibus Test of Model Coefficients	25
Table 10 Showing Model Summary	25
Table 11 Showing Contingency Table for Hosmer and Lemeshow Test	26

Chapter 1: Introduction and Background

London, United Kingdom is one of the largest and busiest cities around the world. London's digital commerce, involving anything e trade or any e related business activity, is supported by UK, existing digital infrastructure (U.S. Bureau of the Census, 2001).

Investment by the UK government on digital infrastructure has risen by about 35 percent, over the last 5 years from 2008 to 2013 from a total of 1.49 billion pounds to about 2.09 billion pounds. From that expenditure of the government information communication technology ICT accounts for about 9 percent total (U.S. Bureau of the Census, 2001).

In 2017, the UK government sort to improve the digital sector of the economy by making the UK a choice destination for SMEs start-ups especially tech start-ups. The UK would do this by offering a world class infrastructure and cyber security through data protection and management. According to the mayor of London Sadiq Khan "London is home to a wealth of talent and activity so it's no surprise that the capital dominates the LinkedIn top start up list in the UK" (Gov.UK, 2017). The notion of digitalising the UK economy and integration of businesses through the process can also be confirmed by a speech from the chancellor of the exchequer

1.1 The Issues in Summary

SMEs in London are however failing to utilize their full potential of investing in social media for marketing purposes, which is a form of digital marketing, and can in turn benefit from the digital infrastructure that London offers. According to (Chaffey, 2018) SMEs contribution to the economy to hit 217 billion pounds by 2020, while London is home to largest number of SMEs. combined to contribute 149 billion in 2015 rising to 164 billion by 2020, accounting for 76 percent total, that SMEs contribute to the UK economy.

Based on (Business Matters, 2017). Some researchers stress the importance and benefit of adopting and utilizing an online strategy for a business development especially in the context of social media. Social media is proven to be a tool that provides business opportunities, like products and services awareness and social interaction. (Michelle, 2016).

1.2 Research Aim

Although London is home to more than 70 percent of all SMEs as stated before, it is still not certain as to why some SMEs fail to utilize social media for their businesses, even though there are numerous benefits for using social media. Therefore, the purpose of this research will be identifying the missing link between utilization of social media for marketing by SMEs in London and the impact on the overall economy. This research will seek to understand how the social media can enable SMEs archive their full potential. Specifically, how SMEs through the use of social media can improve their presence in the online community

1.3 research question

What is the strategic impact of social media marketing for SMEs in London?

1.4 research objectives

- To assess the advantages and disadvantages of social media marketing and explore its theoretical arguments
- To address the current nature of social media utilization in London by SMEs
- Based on the results and findings make recommendations on how SMEs in London utilize social media marketing in London.

1.5 structure

This research consists of 5 chapters all together, which begins with an introduction as chapter

1. This gives a complete overview of the background and issues. Chapter 2. Follows an extensive review of the literature. Chapter 3. Is the methodology which will only consist of primary research and shall be used address the topic. Chapter 4. The data presentation and analysis. Chapter 5 will be the conclusion and recommendation

Chapter 2: Literature Review

2.1 A brief Introduction and Review of the Literature.

Social media marketing is the process of interaction or communication via social networking sites (Aron, 2013). There are different forms of marketing platforms. For the purpose of social media marketing there are numerous social media site as well that can be utilize by SMEs. SMEs can utilize these social media site to interact with customers. By using social media marketing platforms SMEs are able to reach a much wider customer base. Twitter and Facebook are the most commonly used channels but in recent time with Instagram also gathering momentum. Social media marketing has different definition but according to (Chaffey, et al., 2009). SMEs can use social media marketing as mans of transmitting advertised content material to specific targeted groups of consumers in many ways. There are several benefits of using social media to reach out to consumers. Targeted ads are much easier to archive when consumers when consumer have profiles on social media site like Facebook and twitter. Again, traditional means of marketing is fading out gradually as digital form of marketing continues to grow. Digital form of marketing is has become more appreciable by marketers because it is easier to sustain long-term relationship with clients or consumers than traditional methods of marketing in with there aren't data base involved to keep customers profile or data securely safe and also being able to monitor consumer behaviour. Digital marketing *"logically should mean marketing in which messages are sent using a medium that depends on digital transmission"* (Bird, 2007). Establishing credibility with clients or customer in the long-term is discussed in detail on page 21. Social media marketing has one single definition due to its composition hence it can be used interchangeably in various ways such as social web, social networking site etc.

2.2 the Significance SMEs in London

Most businesses in London happen to be SMEs, they are a very important part of not just London, Economy but the UK in general. They account for more than 80percent of all businesses in London. SMEs in London also account for than 60 percent of employment in the private sector, and also account for than 50 percent of private sector turn over in London (Harriet Maltby, 2017).

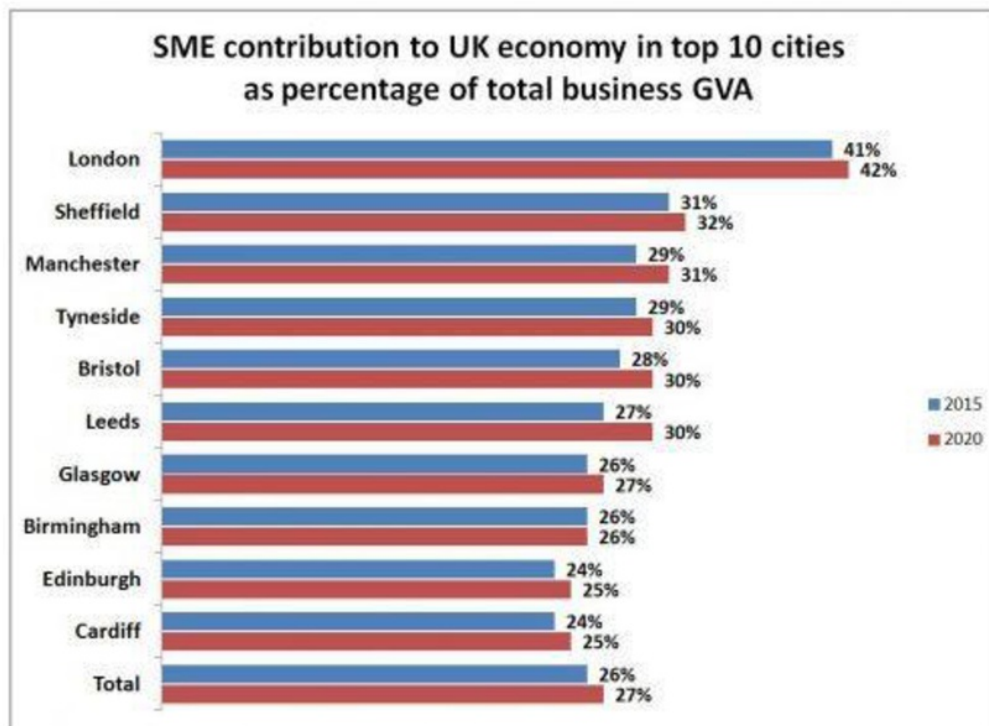


Figure 1 showing contribution of different businesses in London

In respect to the utilization of social media marketing, London SMEs have certain characteristics such as having a social media account, trading via website, e-trading and providing goods and services online. SME in London do not utilize the potential of having a social media for marketing purposes. SMEs are the mainstay of London Economy and they are responsible new jobs in the economy (Diallo, et al., 2018). SMEs are responsible for

innovation, creativity that also encourage competition, which is healthy for the economy in London and the UK in general. Considering some empirical evidences, it is estimated that the combined turnover of SMEs in London was an impressive figure. They also encourage entrepreneurship in the country, and SMEs account for a large proportion of consulting firms and agencies.

2.3 How Social Media Connects People

In this day and age, everyone is connected one way or the other via the internet to engage fully in life. The UK government itself plans to invest heavily in the economy by the year 2020, in respect to ICT and superfast broadband. Therefore, if SMEs in London were to utilize a super-fast broadband such as 4G then that means more people will be connected thus creating more opportunity that SMEs in London can tap into. The government itself is aware of this gap in the economy hence it hopes to fix it (Wilson, 2017).

2.4 Social Media Marketing

Social Media Marketing is very important for SMEs because businesses and their customers relate on a specific platform. This enables some sort of brand loyalty because certain people become used to certain brands by constantly seeing the same product via the same medium. Some of the primary reasons for having social media marketing for a business is to broaden the horizon and have a multiple channel for business to customer conversation (Barker, et al., 2017, p. 2). Which can enable for example customers to be able to subscribe for news content or to enable customers form an online community. Social media marketing may lead to an increase in online traffic for businesses that utilize it.

2.5 How social media marketing increases online traffic for Businesses

According to (Mitchell, 1993). Users of online platform for whatever reasons including social media can have the opportunity to post and share their contents to their friends such as pictures and videos. Increasingly many social media sites make their user to open a profile and accept its terms and conditions. When businesses and their customers are able to communicate traffic increases due to the frequent interactions. Other businesses also partner and begin to market their products and services and increasing traffic in the process. In advanced cases businesses may choose to use analytical tools to track and monitor online activities so they can predict when to post contents to their consumer in the future. This process leads Businesses and their contents to resonate among their customers, followers and brand communities (Kim, 2016).

2.6 How social media marketing raises brand Awareness in London

Businesses may choose to use social media for marketing purposes or to connect with their audiences. But the entire process will increase traffic for the business and create brand awareness. As social media popularity grows in this day and age, new visitors may be likely to visit a website that has more brand visibility. Social media is very important in today's world even for businesses According to (Dutton & Helsper, 2009). 50 percent of all entrepreneurs believe that social media is very vital tool for their businesses. The potential of tapping into the digital world of marketing can be very rewarding, most of the world generations are below the age of 30, and they can represent a part of the population as students etc.

2.7 The Ways social media marketing establishes credibility

Social media marketing helps businesses to earn trust online, build a strong brand followership, all this automatically establishes credibility for the businesses with little or no effort. How is this accomplished? Customers can naturally trust a brand name they are

familiar with because it is already noticeable in many online communities. People tend to hate pop-ups on the internet but pop-ups that are related to brands that are familiar to certain customers are usually appreciated by the customers (Golden, 2011).

2.8 The Ways social media marketing builds trust

Social media is an important tool it helps businesses to deepen their relationships with the customers, but this can only be done when there is trust. (Nielson, 2009) alludes that about “90 percent of consumers trust recommendation from people they know”. This means therefore that most people rely on recommendations from friends and family on social media sites especially when they want to purchase a product. Again, when new users join a social media networking site some businesses take advantage of being present always and earn trust from their customers in the process. And getting involved with groups interacting with the groups on regular basis and chipping in suggestions that turn out to be true can earn a business trust. Constant visibility of a business leads to trust.

2.9 Summary

In summary while it is observed that SMEs are vital part of London’s Economy and they also contribute to the larger UK economy, Businesses especially SMEs are missing out on the utilization social media to enhance their businesses. The greatest engine of growth in the UK economy accounting for more than half of all private sector employment. It is unclear why SMEs in London are failing to utilize social media marketing

Chapter 3: Methodology

This chapter will present the presents the methodology used in this research. This chapter will contain a short description of the research philosophy, the research strategy, and the research approach that has been adopted for the purposes of this study.

3.1 Research Philosophy

There are mainly two type of research philosophy approaches namely:

- Interpretivism
- Positivism

Interpretivism Approach: refers to the notion that people tend to understand problems individually, and that this understanding differs from person to person. Therefore, this approach tries to understand individual's viewpoint to a specific problem. (Stokes & Walls, 2014)

Positivism Approach: this approach bases its understanding of a problem by empirical knowledge provided, and this can help a researcher arrive at an exact answer to a problem. This approach can also provide answers that can be scientific validated in a study.

-This research will therefore adopt the **positivist approach** for the purpose of this study because the researcher believes the data from the respondent will require statistical analysis (Stokes & Walls, 2014)

3.2 Research Approach

There are two main types of namely:

- Deductive Approach
- Inductive Approach

A deductive approach allows the researcher to develop a theory before using a methodology, while an Inductive approach will the researcher to collect data, analyse it before formulating a theory.

-this research will adopt the **inductive approach** because there is different direction to look at a problem from. This study adopts this approach in order to Understand why SMEs in London aren't utilizing social media to its fullest especially for marketing purposes. And since the respondent's data in the questionnaires has to be interpreted. (Gratton & Jones, 2010).

3.3 Research Strategy

This study will be associated with positivism and will adopt quantitative research strategy. Quantitative rather than qualitative is based on empirical evidences and numerical data which is based on statistical analysis. The primary research is about the opinion of the respondents, and it conducted using the inductive approach. (Easterby-Smith, et al., 2012)

3.4 Method of Data Collection

The type of data of collection method for this research is purely primary data. There will be case study questionnaire for collecting the primary data, from the primary data collected, there will be an in-depth analysis of and information received about the social media sector. The aim of the research is how SMEs can utilize social media marketing in London, therefore the questionnaire has been tailored with the aim in mind. There are about 37 respondents in total such small number will not give a holistic view of what the researcher is trying to achieve but the primary data is raw data hence more authentic than a secondary source. The questionnaire will be sent out randomly to SMEs across London via WhatsApp, and email invitation.

3.5 Sampling

the sampling are businesses especially start-ups and SMEs which are located around London and are observed to be where the utilization of social media seems very low or non-existence

or where SMEs simply seems not interested in adopting any form of social media marketing. The information that will be obtained from this case study will be deep and will focus on most of the inner working of SMEs, and that affect the overall of the organisation. It will focus on how long the business has been in operation, the type of business, its industry, financial structure, target market and its sales strategy (Flicker, 2006).. The research will look at the company policy towards social media marketing and seek to identify what might be a challenge for the organisation if it intends to adopt social media marketing as a marketing strategy for its business. After all questionnaire are answered the profile of the respondents will be kept confidential and, in a case, they do not answer any question, a blank space is left in the questionnaire

3.6 Data Analysis

A total of 37 SMEs respondents are selected across London, and they will be entered into SPSS. A Null hypothesis analysis will be conducted, in which an attempt to accept or fail to reject the null hypothesis will be done. Then followed by reliability test internal consistencies analysis using Alpha Cronbach, finally logistics regression will be done.

Chapter 4: Data Presentation and Analysis

The survey was accessible online for One Month, and in the end, it generated a sample size of 37 respondents. The profile of the SMEs demonstrated some difference between the participants, in total 38 respondent agreed to wanting to utilize social media. 29.7% said they have been in business between 1 and 5 years, 54.1% said they have been in business for less than 1 year and 16.2% said between 5 and 10 years.

37 Respondents participated in answering the question of the number of employees working for their businesses. 37.8% said less than 5 employees 35.1% said between 5 and 10 employees and the rest of the 26 % where in the range of 25 and above. Just like the rest of the questionnaire the answers revealed the size of the businesses and their characteristics.

Prior to conducting the data analysis in SPSS, it is necessary to examine the data for reliability and normality and formulate a Null Hypothesis. Using Alpha-Cronbach technique to assess the reliability of the proposed scale of 1 to 5 constructs are properly captured by the items. Cronbach Alpha is the estimate of the internal consistencies associated with the score that can be derived from a scale, and reliability is very important because in the absent of reliability the scale will not be valid. The Cronbach's Alpha measures the internal consistency with values between 0 and 1.

Null Hypothesis

Ho: social media marketing increases sale for SMEs

Cronbach Alpha

Case Processing Summary			
		N	%
Cases	Valid	34	91.9
	Excluded ^a	3	8.1
	Total	37	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 1 showing the number cases that was processed which is 34

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.338	.391	12

Table 2 showing the Cronbach's Alpha and Standardized Items

The items statistics shows that they all have mean roughly in the same range as the they have been scored on a 1 to 5 Likert Scale. The standard deviations are also slightly the same hence the correspondent between the Cronbach Alpha and standardized d Items.

The Cronbach Alpha is satisfactory at 0.879.

Item-Total Statistics					
	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
havesocialmedia	34.2059	28.411	.332	.812	.299

6. Having social account will make people take us seriously	31.8235	24.513	.276	.814	.250
8. Having social media can contribute to more than 70 percent of our brand awareness	31.5294	29.893	-.089	.367	.393
10. Social media is essential to build trust for business	30.9412	23.815	.401	.443	.207
12. Social Media marketing may be expensive	31.3235	25.438	.263	.491	.263
9. social media is a must have for business development in this tech age	31.5294	24.742	.217	.265	.272
11. social media increases traffic and builds credibility for business.	31.1765	29.119	-.042	.207	.378
15. We might subscribe to social media marketing just to stay with current trend	31.6471	30.538	-.135	.229	.409

14. I may use media because people expect businesses to have it	31.5000	27.591	.062	.367	.340
13. I may use social media because my competitors are using it	31.4412	27.224	.053	.294	.346
7. Social Media does not necessary add value to our business	31.1471	27.826	.033	.225	.352
5. Having social media account will give us access to the online community base	31.5588	24.981	.248	.374	.263

Table 3 showing Item-Total Statistics

The corrected Item- total Correlation in Table Above 3 is higher than 0.3 indicating a good reliability, therefore the maintenance of this Item for further analysis is okay and justified

Scale Statistics			
Mean	Varianc e	Std. Deviation	N of Items
34.5294	30.317	5.50611	12

Table 4 showing scale statistics

Based on the table above all variables passed reliability analysis successfully there was no need to eliminate any item.

Logistics Regression

Case Processing Summary			
Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	37	100.0
	Missing Cases	0	.0
	Total	37	100.0
Unselected Cases		0	.0
Total		37	100.0

Table 5 Showing cases processing summary

Classification Table ^{a,b}					
			3. Does your company use social media?		Percentage Correct
			No	Yes	
Step 0	3. Does your company use social media?	No	0	13	.0
		Yes	0	24	100.0
	Overall Percentage				64.9

Table 6 Showing Classification Table

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	.613	.344	3.170	1	.075	1.846

Table 7 Showing Variables in the equation

Variables not in the Equation				
		Score	df	Sig.
Step 0	Variables have social media	.025	1	.874
Overall Statistics		.025	1	.874

Table 8 Showing Variables not in the Equation

Omnibus Tests of Model Coefficients				
		Chi-square	df	Sig.
Step 1	Step	.025	1	.873
	Block	.025	1	.873
	Model	.025	1	.873

Table 9 Showing Omnibus Test of Model Coefficients

This table gives the result of the likelihood ratio (LR) test which indicate whether the inclusion of this block of variables contribute significantly to the model fit.

This model shows a full set of predictors and the chi square test is not statistically significant because the p-value (sig) is more than 0.05 which in this case is .873

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	47.947 ^a	.001	.001
a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.			

Table 10 Showing Model Summary

Hosmer and Lemeshow Test			
Step	Chi-square	df	Sig.
1	.000	0	.

Contingency Table for Hosmer and Lemeshow Test					
		3. Does your company use social media? = No		3. Does your company use social media? = Yes	
		Observed	Expected	Observed	Expected
Step 1	1	9	9.000	16	16.000
	2	4	4.000	8	8.000
		Total			
		25		12	

Table 11 Showing Contingency Table for Hosmer and Lemeshow Test

Variables in the Equation						
		B	S.E.	Wald	df	Sig.
Step 1 ^a	havesocialmedia	.118	.741	.025	1	.874
	Constant	.575	.417	1.907	1	.167
		Exp(B)				
		1.125		1.778		

Table 12 showing Variables in the Equation

Limitations of both Analysis

The item-correlation matrix is all not very high specifically non is in the negative range. Whereas theoretically they should be measuring the same thing. What the inter-item correlation table has shown is that they are measuring the same phenomenon. The .3 to .5 range would have been a good scale. The internal consistency reliability is less than the minimum criteria of .70

This research failed to reject the null hypothesis

Chapter 5: Conclusions

In conclusion, from the statistical analysis conducted in SPSS and the discussions of the analysis, there are traces of internal factors that are responsible for SMEs in London failing to utilize social media for marketing in their businesses. Despite the numerous advantages associated with the utilization of social media, SMEs are failing to utilize the medium because they simply don't understand what social media constitute, how it works or the purposes or specifically the find it irrelevant to their business. Even though SMEs in London are responsible for most private sector employment and also accounting for more than half of London's economy and the UK in general. As can be seen from the literature review, social media enables businesses to build trust and loyal followers on social media and also increase traffic online for businesses.

Recommendations

Though it can be necessary to have one or more tools for social media marketing by SMEs in London, it does not solve all marketing problems for SMEs. Having social media marketing platforms such as Facebook and Twitter is a huge part of marketing campaign as a business strategy but it does not signify full utilizing social media potentials for SMEs.

The best way to fully utilize social media marketing in London begins with proper planning, London brings lots of opportunities SMEs doing business in London must identify and know who their customers really are. Proper identification means they will understand who to target when using social media for marketing and they should plan who their messages are aimed at. A strategist can conduct a simple PEST Analysis to discover environmental factors that needs to be addressed. Then SMEs should strive to build strong followership which they must constantly engage and participate fully and actively in its communities' forums. It's always advised that businesses must be able to measure growth that is the only way a company can tell if they are being successful or not it also the ability to measure growth that a business will be able to archive economies of scale in the long-term.

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