



Social Media Marketing Platforms and Sales Revenue in Tanzania Telecommunication Company Limited

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ABSTRACT

Over the past decade, social media platforms such as WhatsApp, Instagram, and Facebook have been used tremendously as a marketing strategy, especially in transforming firms' interaction with customers. However, few firms have strategized on using social media to expand their geographical reach to customers. This study looks at the effects of social media marketing platforms on sales revenue in Tanzania Telecommunication Company Limited. Specifically, the study assesses the most used social media platform in sales revenue at Tanzania Telecommunication Corporation; and the contribution of the most used social media marketing platform to sales revenue in TTCL. 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 were analyzed through descriptive and inferential statistics. The results show that Instagram is the social media marketing platform that contributes the most to sales revenue. The study concludes that the use of Instagram promotes sales revenue more than other social media marketing platforms. The study recommends that in order to promote the effective use of technology for sales revenue in public institutions, the government should enact regulations that push these institutions to use social media marketing platforms in advertisements.

Keywords: Social Media, Marketing Strategy, Sales Revenue

JEL Classifications: M31, M37

1. INTRODUCTION

Over the past decade, social media platforms such as WhatsApp, Instagram, and Facebook have been used tremendously as a marketing strategy, especially in transforming firms' interaction with customers. While people use social media platforms to communicate with each other, marketers use them to market their goods and services. 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 is conceived as the use of electronic media by marketers to promote goods or services in the market with the primary goal of attracting customers and allowing them to interact with the brand through social media (Yasmin et al., 2015). Social media has emerged as a crucial marketing tool in recent years. The popular social media platforms across

the globe and in Africa are Facebook, Instagram, WhatsApp, and Twitter, as well as websites, online advertisements, and opt-in emails (Mandal, 2019).

In Africa, the increase in the use of social media marketing has been spurred by the use of smart mobile phones and ICT infrastructure. For example, the study in Nigeria by Mkwizu, (2019), shows that half of Nigerians who use smartphones were exposed to social media marketing. In addition to that, mobile phones (smartphones) allow users to obtain business information distributed through various social media platforms (Murphy et al., 2016; Ukpabi and Karjaluoto, 2017). It is important to note that social media marketing sustains business growth by enhancing sales performance in Africa, where 80% of adults are estimated to own smartphones (UNCTAD, 2019). It is reported

2. LITERATURE REVIEW

2.1. Conceptualizing Social Media Marketing for Promoting Sales

2.1.1. Social media

Social media are considered as “platforms on which people build networks and share information and/or sentiments” (Li et al., 2021:52) which makes firms and customers connect digitally. Users interact with social media through web-based software or applications on a computer, tablet, or smartphone. Such connectivity is done through platforms such as Facebook, Twitter, Youtube, WhatsApp, and Instagram. Also, Chinakidzwa and Phiri, (2020) regard social media as a computer-based technology that makes it easier to share information, ideas, and thoughts by creating online communities and networks. It allows users to share anything quickly, including movies, images, documents, and personal information including marketing.

2.1.2. Social media marketing

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 and Verma, 2018). Online marketing is a new phenomenon that started to spread quickly and grow with the development of information communication technology Chinakidzwa and Phiri, (2020). The concept of social marketing is expanded to Social Media Marketing Strategies (SMMSs) and its definition varies between specialists according to their views and backgrounds. For example, Chaffey and Ellis-Chadwick (2019) regard social media marketing “strategy” as a plan that helps an organization attain specific goals through carefully selected marketing channels such as paid, earned, and owned media. Normally, these strategies are simply a switch in the seller and buyer communication towards the company’s web page or platform. Also, Fangfang et al., (2023:54) conceptualized SMMSs as “an organization’s integrated pattern of activities that, based on a careful assessment of customers’ motivations for brand-related social media use and the undertaking of deliberate engagement initiatives, transform social media connectedness (networks) and interactions (influences) into valuable strategic means to achieve desirable marketing outcomes”. This practice expands the geographical reach of buyers because interaction occurs between multiple actors such as firms to consumers and consumers to consumers which can be converted into a marketing strategy. Notably, social media become a source of interaction among actors since Ahmad and Guerrero, (2020) argue that social networking websites enable online interactions between people and organizations as well as the creation of communities and partnerships. 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 and websites to promote products and services.

2.1.3. Sales revenue

Sales revenue is the money that a business makes from selling products or offering services. According to Hayek, (2018:149),

that transformation in social media marketing has an impact on Tanzanian firms. For instance, the Report by TCRA shows that new social media tactics are used by businesses to boost sales through innovative technologies, both functionally and profitably (TCRA, 2022). In 2022 there were approximately 55 million web users in Tanzania, resulting in the growth of virtual entertainment advertisements which is currently at a crucial stage (TCRA, 2022).

In Tanzania, the use of social media has been inspired by the increased use of smartphones and access to the internet. Giant mobile network operators such as Vodacom, Airtel, Tigo, and Hallotel operate as private network operators while Tanzania Telecommunications Corporation Limited (TTCL) operates as a government network operator. These operators have made it possible for mobile users to access the internet via their mobile devices. This study selects the TTCL company based on the criteria that it is a government network operator and has a lengthy history of operation in the country. Also, many studies have focused on private network operators while leaving behind TTCL which is the only government network operator in the country. The company also offers the National ICT Broadband which primarily controls and operates in the fields of mobile services and fixed telecommunications services (NICTBB). TTCL is the sole agent for the National Broadband in Tanzania which makes it a strategic communication solution provider since no communication can be made effectively by any other communication company without using the broadband facilities that are run and controlled by the TTCL. The NICTBB is furthermore in charge of voice and data transfers which increase sales revenue of the company (Pazi and Chatwin, 2014). On top of that TTCL also uses social media marketing strategies to support government initiatives to increase sales revenue. In recent years, as digital technology has taken pace in the country, the company has started to utilize online entertainment showcasing platforms, such as Twitter, Instagram, Facebook, WhatsApp, Email, web search tools, and websites to reach customers as a strategy to increase sales revenue. Despite these efforts, limited studies have been conducted in Tanzania to measure the effect of social media promotion on sales revenue in TTCL. 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 (Murphy et al., 2016; Ukpabi and Karjaluto, 2017; Yasmin et al., 2015). Other scholars have shown a favorable impact of social media marketing tools on SMEs’ net profit and sales ratio (Njau and Karugu, 2014; Yasmin et al., 2015). While the studies left a gap in knowledge on the effects of social media marketing strategies on improving sales revenue in Telecommunication companies, the present study bridges this gap of knowledge and determines the relationship between social media marketing strategy and sales revenue in Tanzania Telecommunications Corporation. Specifically, the study assesses the most used social media marketing platform for sales revenue in TTCL; and the contribution of such most used social media marketing platform on sales revenue in TTCL.

“Sales revenues are an item of the income statement, which is the total income that the entity receives as cash flows or an increase in other assets from the main activities resulting from the exercise of its principal activity, whether from the sale of its commodity products or services”. Sales and revenue can, and frequently are, used interchangeably to refer to the same thing in accounting. Also, Chinakidzwa and Phiri, (2020) argued that 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. In this study, revenue is conceptualized from mobile services which are earned from the provision of mobile-cellular services, including all voice, SMS, and data (narrowband and broadband), offered by mobile operators providing both network and virtual.

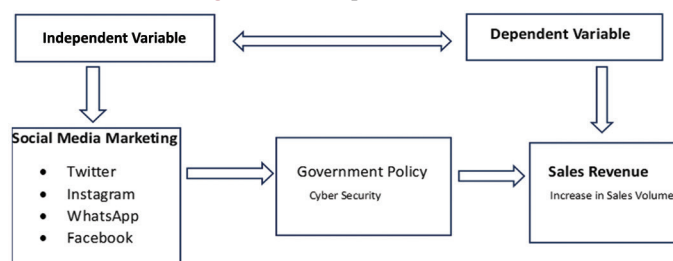
2.1.4 Theoretical literature review

This study applies the Resource Based View (RBV) theory by Wernerfelt, 1984. The theory evaluates and interprets an organization’s resources to determine how it might gain a sustainable competitive advantage. 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). These resources according to Barney, (1991) are categorized into three types which are physical capital resources (physical, technological, plant and equipment), human capital resources (training, experience, insights), and organizational capital resources (formal structure). In this study, technological resource in terms of social media marketing strategy as a part of the physical capital resources is considered relevant to offer a sustainable and competitive advantage to an organization particularly sales revenue. 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. Such knowledge justifies the need to utilize emerging digital technology to take the advantage of the organization’s performance. According to the RBV model, resources play a vital part in assisting businesses in achieving improved organizational performance. Therefore, this theory is relevant to this study since it holds that, social media marketing strategies such as mobile phones, websites, email, and social media marketing represent technological resources used as a marketing strategy by TTCL to improve the sales revenue of a company. Thus, a social media marketing platform as a technological solution gives the company capability that can be used as a competitive advantage in increasing sales.

2.1.5. Conceptual framework

In this study, social media marketing strategies are the independent variables that have an influence on the sales revenue which is the dependent variable (Figure 1). Social media marketing strategies as an independent variable were measured using variables such as Facebook, WhatsApp, Instagram, and Twitter. On the other hand, sales revenue as the dependent variable was measured by using sales volume gained by TTCL in the past 3 years. The arrows in the diagram indicate the flow of the relationship among variables.

Figure 1: Conceptual framework



3. METHODOLOGY

The study was carried out in two TTCL commercial regions which are Dodoma and Mwanza. These two regions have been fast-growing in terms of population thus providing the possibility of increasing sales revenue since in any business analysis population is one of the important factors in sales revenue growth. The TTCL company is selected due to the fact that first, it is the only government network operator and has long-time experience in offering mobile network service, and, second, due to technological advancement it currently uses social media marketing strategies to improve its sales revenue. The research is quantitatively designed and uses 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 population for this study is employees from TTCL because they participate in advertising the company’s products and services through social media marketing platforms. The sample size for this study was fifty (50) respondents, chosen from a total population of one hundred (105) commercial workers whereby Dodoma had 54 respondents equivalent to 51.4%, and 51 respondents from Mwanza which is equivalent to 48.6%. The sample size arrived through the use of the Yamane (1967) formula (Yamane, 1967).

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

Whereby; - n = Sample size, N = Targeted population, e = Level of precision or confidence level that is 10%. Therefore $n = 105 / 1 + 105 (0.1)^2 = 50$. The study used simple random sampling to select Commercial employees from selected TTCL Commercial Regions since it provides equal opportunity for all employees to participate in the study. A structured questionnaire was employed as a data collection strategy to gather quantitative data on commonly used social media marketing platforms for sales revenue in Tanzania Telecommunications Corporation. The study adopted both descriptive and inferential statistics to analyze quantitative data from the survey that helps to identify the frequently used social media marketing strategy in TTCL and the contribution of the commonly used social media marketing platform on mobile sales revenue in TTCL. Data were presented in the form of tables, texts, and figures. In this study, the reliability of the research instrument was measured through Cronbach’s Alpha as shown in Table 1. This measures the overall consistency of the instrument (Cronbach, 1951) since for a construct to be considered consistent, Cronbach’s Alpha value should be 0.70 or above (St Clair-Thompson et al., 2015).

The findings as presented in Table 1 above indicate Cronbach’s Alpha of 0.913. This finding implies that there is internal consistency in the scale data used in this study. For a construct to be considered consistent, Cronbach’s Alpha value should be 0.70 or above (Shaver et al., 1991). Furthermore, the mathematical equation of the multiple regression model: $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_pX_p + \epsilon$ was applied to assess the relationship between social media marketing strategy and sales revenue. Where: Y = Sales Revenue (dependent variable), β_0 = Constant, $\beta_1, \beta_2, \dots, \beta_p$ = the coefficients, X_1, X_2, \dots, X_p = Social Media Marketing Strategies (predicator variables), and ϵ = Error term.

4. FINDINGS AND DISCUSSION

4.1. Most Used Social Media Marketing Platforms for Sales Revenue in Tanzania Telecommunications Corporation

The findings from the survey show that among the surveyed respondents, 46% were men and 54% were female as presented in the Figure 2.

These results imply that in social media marketing platforms, females are on the front line to use social media marketing strategies in comparison to males because are communicating more through technology than men. These results are similar to those of Lenhart et al., (2015) who revealed that, historically, women have been more avid users of social media than men. Therefore, females are the most use of social media marketing and thus are frontier in improving sales revenue at TTCL company than men.

The study results also show that the majority of the surveyed respondents (50%) had at least a bachelor’s degree, while a few of them (10%) just had a certificate level as indicated in Table 2.

This result implies that the majority of commercial employees in TTCL are educated and thus have knowledge of adopting social media marketing strategy in their daily company activities and thus contribute to sales volume. These results concur with those of Riddell and Song, (2017) who revealed that highly educated people are faster in technology adoption as compared to the low educated people thus enhancing productivity. Therefore, in the use of digital technology such as social media marketing educated

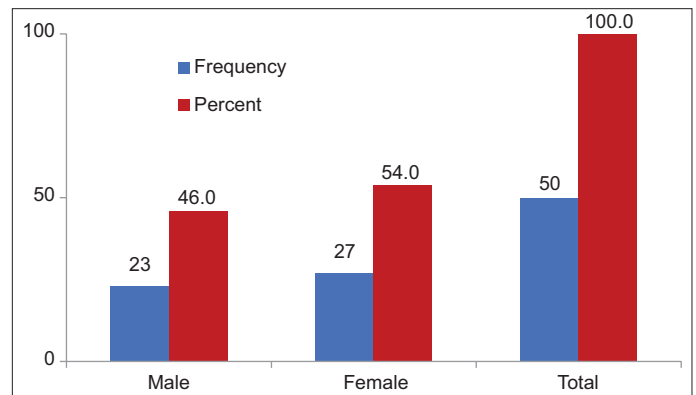
employees can contribute more to the company’s sales revenue than other employees with a minimal education background.

Furthermore, the findings show that the 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 Figure 3 below:

This implies that TTCL staffs are familiar with social media marketing strategies thus there is a possibility to adopt these strategies for increasing sales revenue. It can be noted that the user familiarity with using social media marketing strategies can be attributed to their high level of education since half of the staff (50%) as presented in Table 2 above have a bachelor’s degree. The same findings were observed by Kumar and Jincy, (2017) who found that brand familiarity affects user persuasiveness in their adoption of social media marketing strategies. Therefore, the success of social media marketing use on sales revenue depends on user knowledge and awareness of these strategies.

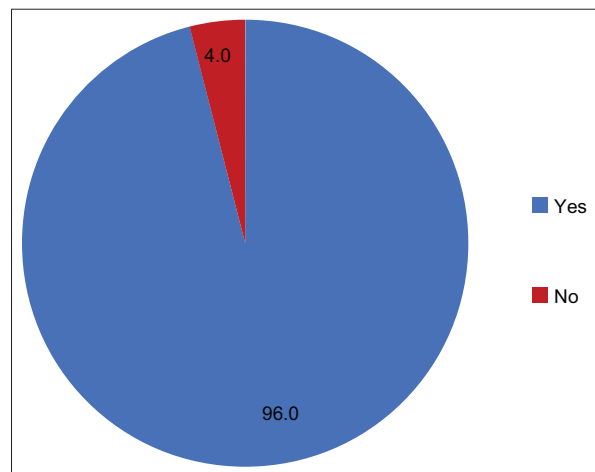
In addition, the study analyses reasons for using social media as a marketing tool in TTCL. Results from the regression equation show that TTCL staff uses social media marketing tools

Figure 2: Surveyed respondents



Source: Field data (2022)

Figure 3: Familiarity with social media marketing strategies (Percentages %)



Source: Field data (2022)

Table 1: Overall reliability statistics

Cronbach’s alpha	Cronbach’s alpha based on standardized items	N of items
0.913	0.921	25

Source: Fieldwork research (2022)

Table 2: Education level of respondent

	Frequency	Percent
Certificate	5	10.0
Diploma	15	30.0
Bachelor degree	25	50.0
Master’s degree	5	10.0
Total	50	100.0

Source: Fieldwork research (2022)

for disseminating information; creating awareness about the company; improving sales revenue and obtaining information from customers as presented in Table 3 below:

The findings as demonstrated in Table 3 above reveal that dissemination of information is significantly positively related to the reasons for using social media marketing platforms thus increasing sales revenues at $\beta = 0.496$ and P value = 0.000. This implies that 1 unit of dissemination of information using a social media marketing strategy increases sales revenue by 49.6%. This finding is similar to Zhang (2022) who found out that “the rapid development of e-commerce website shall not only expand traditional sales channels but also changed people’s shopping methods, making online shopping more convenient” cementing the role of social networking system in boosting sales.

Also, the findings as illustrated in Table 3 above reveal that the creation of awareness about the company is significantly positively related to the reasons for using social media marketing platforms thus increasing sales revenues at $\beta = 0.244$ and P value= 0.000. This implies that 1 unit of creation of awareness about the company using social media marketing strategy increases sales revenue by 24.4%. This finding is similar to Lockett, (2018:96) who revealed “... opportunities for small retail business leaders to develop online marketing strategies, increase revenue, and provide jobs to the public”. Additionally, he found out that “business leaders established direct relationships within the community to increase brand awareness, increase growth, and maintain sustainability.” These findings imply that online marketing strategies have a direct link to sales revenue.

Furthermore, the findings as demonstrated in Table 3 above reveal that improving sales revenue is significantly positively related to the reasons for using social media marketing platforms thus increasing sales revenues at $\beta = 0.035$ and P value = 0.015. This implies that 1 unit of an idea of the use of social media marketing strategy increases sales revenue by 3.5%. This finding is similar to Ahmad and Guerrero, (2020) who found that social media marketing positively influences small business brand awareness thus increasing sales revenue.

When respondents were asked to rate their common social media marketing platform according to usage, the results 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 shown in Table 4 below:

The findings, as demonstrated in Table 4 above revealed that Instagram is highly significantly related as the most used social media marketing platform that contributes to sales revenues at $\beta = 0.251$ and P = 0.046. This implies that 1 unit of using the Instagram marketing platform increases sales revenue by 25.1%. However, the findings, as illustrated in Table 4 above reveal that Facebook is significantly related as a next-used social media marketing platform that increases sales revenues at $\beta = 0.234$ and P = 0.026. This implies that 1 unit of using the Facebook marketing platform increases sales revenue as a mostly used marketing

Table 3: Reasons for use of social media as a marketing tool in TTCL

Model	B	SE	Beta	t	Sig.
(Constant)	1.461	0.400		3.650	0.001
To disseminate information	0.496	0.125	0.653	3.962	0.000
To create awareness about the company	0.244	0.059	0.459	4.168	0.000
To obtain information from customers	-0.148	0.071	-0.352	-2.091	0.042
To improve sales revenue	0.035	0.042	0.085	0.824	0.015
To promote service/product	-0.053	0.036	-0.149	-1.452	0.154

Source: Fieldwork Research (2022)

Table 4: The most used social media marketing platform

Model	B	SE	Beta	t	Sig.
(Constant)	1.034	0.272		3.794	0.000
Facebook	0.234	0.101	0.381	2.308	0.026
Twitter	0.053	0.103	0.085	0.512	0.611
Instagram	0.251	0.123	0.384	2.052	0.046
WhatsApp	0.204	0.129	0.294	1.584	0.120

Source: Fieldwork research (2022)

platform by 23.4%. Therefore, Instagram is the most used social media marketing platform that the TTCL company uses to engage with customers, disseminate information, and create awareness about the company, as the above results show, thus increasing its sales volume. These results are similar to those of Wally and Koshy, (2014) who reported that Instagram is extensively used by Emirati women entrepreneurs, especially for home-based businesses. Likewise, Mahmoud et al., (2021) supported these findings by adding that with over 800 million monthly users; Instagram has become one of the most popular social networking sites utilized by individuals and businesses alike. Therefore, Instagram’s social media platform is used as a technological resource for the business’s purpose of improving sales revenue as applied to TTCL company. These results also comply with RBV theory which holds that social media marketing strategies such as mobile phones, websites, email, and social media marketing represent technological resources that when applied effectively will help an organization improve sales revenue.

Also, when respondents were asked about reasons for advertising on social media platforms, the findings demonstrated they mainly regard such platforms for engaging with customers, monitoring what customers are saying online, and getting feedback from customers as indicated in Table 5 below:

The findings in Table 5 above revealed that monitoring what customers are saying online is positively significantly related to reasons for using social media marketing platforms for advertisements thus increasing sales revenues at $\beta = 0.281$ and P=0.000. This implies that 1 unit of using social media to monitor what customers are saying online using social media marketing advertisements increases sales revenue by 28.1%. At the same time Zhang and Vos, (2014) argue that with technological growth, companies are utilizing new methods of social media monitoring such as sending alerts when the word of interest is mentioned. This

pushes the need for companies to use social media marketing as an advertising strategy thus contributing to sales revenue.

Also, the findings as demonstrated in Table 5 above revealed that engagement with customers is positively significantly related to reasons for using social media marketing platforms for advertisements thus increasing sales revenues at $\beta = 0.268$ and $P = 0.000$. This implies that 1 unit of engagement with customers using social media marketing platforms for advertisements increases sales revenue by 26.8%. This finding is similar to Ashley and Tuten, (2014) who argue that social media is key for frequent updates and participation with customers which is closely associated with customer engagement using online marketing.

Furthermore, the findings as demonstrated in Table 5 above revealed that getting feedback from the customers is positively significantly related to reasons for using social media marketing platforms for advertisements thus increasing sales revenues at $\beta = 0.203$ and $P = 0.000$. This implies that 1 unit of getting feedback from customers using social media marketing platforms for advertisement increases sales revenues by 20.3%. A similar study found that online social media marketing offers touch-points with the customers such as feelings, perceptions, and experiences, and encourages ongoing interaction thus revealing uncovered themes through customer feedback (Ashley and Tuten, 2014). Having feedback from customers helps to improve customer complaints handling thus maintaining customers and increasing sales volume. Also, Ray et al., (2019: 1401) added that “through interactive media like Images, Videos and now stories with catchy captions, marketers and brands are able to reach to their audience and receive feedback in the form of likes and comments from their target group”.

4.2. The Contribution of Instagram Marketing Strategy on Sales Revenue in TTCL

The multiple regression analysis was used to assess the contribution of the most used social media marketing strategy on sales revenue in Tanzania Telecommunications Corporation (TTCL). Facebook, WhatsApp, Instagram, and Twitter were used as the variables to predict the sales revenue in Tanzania Telecommunications Corporation. The study findings, as presented in Table 6 below reveal that Instagram is positively significant and related to sales revenue at $P = 0.046$ with a coefficient of 0.251. Also, the findings indicate that every 1 unit increase in Instagram’s social media marketing strategy increases sales revenue by 25.1%. Table 6 below presents the information for the contribution of the most used social media marketing strategy on sales revenue, drawn by the mathematical equation of the multiple regression model.

These findings imply that Instagram is the most contributor to social media marketing strategy on sales revenues thus most of the revenue in TTCL resulted from the advertisement and all marketing techniques in the Instagram account. These results are in harmony with those of (Huang et al., 2020) who revealed that using Instagram can increase the sales volume for micro businesses. Likewise, Ratu Bilqis et al., (2023) reported that Instagram social media affects sales volume.

The study findings revealed that the majority of respondents (Mean = 4.10) reported that Instagram has resulted in an increased customer base as the result it increases sales volume while few of them (Mean = 3.00) indicated that Instagram has resulted in acquiring new customers as shown in the Table 7 below:

These results imply that the majority of customers are acquired through Instagram among other social media marketing platforms. Therefore, through the increase in customers, the quantity of the services increases as a result of an increase in sales revenue. These results are in harmony with those of Huang et al. (2020) who revealed that using Instagram can increase the sales volume for micro businesses. Likewise, Putra and Ardini, (2022) reported that Instagram social media affects sales volume. Therefore, using Instagram is more likely to increase sales volume than other social media marketing in TTCL company.

The findings as demonstrated in Table 8 revealed that the majority of respondents (56.0%) reported the performance of Instagram in sales revenue of TTCL company is good.

Table 5: Reasons for Advertising on social media platforms

Model	B	SE	Beta	t	Sig.
(Constant)	1.074	0.309		3.478	0.001
Engage with customers	0.268	0.035	0.536	7.667	0.000
Monitor what customers are saying online	0.281	0.038	0.537	7.301	0.000
Learn more about your customers	0.005	0.047	0.006	0.106	0.916
Get feedback from the customers	0.203	0.058	0.267	3.493	0.001
Respond to customers’ need	-0.033	0.038	-0.058	-0.858	0.396

Source: Fieldwork research (2022)

Table 6: Most used social media marketing strategy

	B	SE	Beta	t	Sig	Tolerance	VIF
(Constant)	1.034	0.272		3.794	0.000		
Facebook	0.234	0.101	0.381	2.308	0.026	0.241	4.146
Twitter	0.053	0.103	0.085	0.512	0.611	0.239	4.179
Instagram	0.251	0.123	0.384	2.052	0.046	0.188	5.328
WhatsApp	0.204	0.129	0.294	1.584	0.020	0.191	5.243

Source: Research analysis (2022)

Table 7: Contribution of Instagram to sales volume

Questions	n	Mean	SD
Instagram has resulted in an increased customer base as the result of increasing sales volume	50	4.10	0.953
Instagram has led to brand improvement	50	3.60	1.030
Instagram has resulted in acquiring new customers	50	3.00	1.010
Instagram has resulted in widening the market	50	3.70	1.282
Instagram has resulted in increasing the cooperation wealth	50	3.90	0.707
Instagram has resulted into opening new opportunities for the customers	50	3.84	1.076
Instagram has led to stabilizing the content of cooperation projects through sales	50	3.72	0.757
Instagram has led to an increase in capital gain overestimated capital	50	3.70	0.931
Valid N (listwise)	50		

Source: Fieldwork research (2022)

Table 8: The performance of Instagram in sales revenue

	Frequency	Percentage
Good	28	56.0
Average	13	26.0
Poor	9	18.0
Total	50	100.0

Source: Fieldwork research (2022)

These findings imply that Instagram performs well in the marketing more than other social media marketing platforms and thus improves the sales revenue of the cooperation. These results are in harmony with those of Ray et al., (2019) who found that Instagram is effective in increasing the daily total number of consumer engagement, where consumers are happy to purchase products through this site which further increase sales volume. Therefore, the performance of Instagram on improving sales revenue is seen through its features for attracting customers to engage in the whole process of purchasing products or services.

5. CONCLUSION AND RECOMMENDATIONS

The study concludes that Instagram is the most used social media platform in Tanzania Telecommunication Corporation. Further, the use of Instagram highly promotes sales revenue more than other social media marketing platforms. The study recommends that for companies such as TTCL to engage more in the use of social media marketing the government should implement the use of the 6G network in order to strengthen the network bandwidth hence enhance sales volume. It also recommends that, in order to promote the effective use of new media for sales revenue especially in public institutions, the government should enact regulations that push these institutions to use social media marketing platforms in advertisements of their products or services rather than relying on the traditional marketing media which are expensive with minimal customers reach. On top of that, the study suggests an establishment of the legislation targeting to avert hackers and social media marketers who act immorally online to allow the smooth social media marketing practices among government institutions for promoting sales revenue.

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