

Does Innovative use of Social Media Training Enhance Business Growth? A Case of Subira Self Help Group, Nairobi

Dr. Sedina Misango

Lecturer, School of Business and Economics

South Eastern Kenya University, Kitui

P.O Box 170, 90200

ABSTRACT

The general purpose of this study was to investigate the role of innovative entrepreneurial training programs on business growth among Subira Self-help group Nairobi. The innovative training included use of smart mobile phones to conduct business and market products, use of social media to reach customers and advertising of products by use of mobile phone technology. The study used a descriptive research design approach. The study sample was all the 48 members of the Self-help business group. A research questionnaire was used to collect the data. Descriptive statistics techniques were used to analyze the quantitative data. The researcher conducted Chi-Square tests between the dependent variable aspect on business growth and the independent variable aspects of innovative business training programs. According to the chi-square test results, all the aspects of the independent variables were found to be significant towards business growth represented by χ^2 of 47.5. Since $47.5 > 7.815$ which is the critical value of χ^2 with 3 degrees of freedom. We therefore reject the null hypothesis and conclude that business growth depends on innovative social media training. The study found that a unit increase in business development programs led to an increase in business growth penetration by a factor of 0.692. The study concluded that various types of business training programs were responsible for the business growth. The study therefore recommends that there is need for the members of the group to adopt and equip themselves with modern use of phone technology and applications that can grow businesses. They should also be ready to be trained by field officers and colleagues on those programs that enhance business growth; since they portray positive impact towards business growth.

Keywords: Business growth, Innovation, Mobile phone technology, Training program, Women entrepreneurs, Self-help group.