

The usefulness of Instagram as a Marketing Platform in Promoting Small-Scale Clothing Businesses in the Kariakoo International Market in Tanzania

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Abstract: This study evaluates the usefulness of Instagram as a strategic marketing platform for enhancing customer engagement among small-scale clothing businesses in the Kariakoo Market, Tanzania. It explores the uses of Instagram in clothing businesses, employing a partially mixed-methods approach that integrates both descriptive and qualitative techniques. Using a descriptive research design, data were gathered from 394 randomly selected clothing businesses through self-administered questionnaires and semi-structured interviews. The analysis, conducted using descriptive statistics, revealed that customer engagement through Instagram is useful for the growth of these businesses. The findings suggest that Instagram is an effective marketing tool for fostering business growth and development in the competitive environment of the Kariakoo Market. The study recommends that small-scale clothing businesses optimize their Instagram marketing strategies through targeted, consistent, and brand-aligned communication to enhance customer engagement, market presence, and competitive advantage.

Keywords: Customer Engagement, Instagram Small-Scale Clothing Businesses, Kariakoo Market, & Business Growth.

1. Introduction

Instagram is a popular social media platform that shares photos and videos. It was launched in October 2010 and has since gained widespread popularity worldwide. Instagram allows users to capture, edit, and share visual content with their followers (Jarad, 2019). The platform encourages creativity and visual storytelling, making it a popular choice for individuals, businesses, influencers, and celebrities. Instagram has emerged as a pivotal platform for small clothing enterprises, providing opportunities for marketing, customer engagement, and brand building. Understanding the specific impact of Instagram on these aspects is crucial for optimizing strategies and fostering growth. The evolution of social media marketing and the rise of Instagram as a prominent business tool can be traced through the works of scholars such as (Kaplan and Haenlein 2020), who introduced the concept of Social Media Marketing. The literature highlights the shift from traditional marketing to digital platforms, focusing on visual content and user engagement. The rise of social media platforms, particularly Instagram, has significantly transformed the marketing and branding landscape for businesses worldwide. The increasing popularity of Instagram as a visual-centric platform has provided clothing businesses with new opportunities to reach and engage with their target audiences (Chille, 2022). Previous research has explored the impact of social media on business growth and consumer behavior, highlighting the significance of platforms like

Instagram in enhancing brand visibility, customer engagement, and overall business performance.

In Europe, Instagram has become an integral part of marketing strategies for businesses of all sizes. Research conducted by Statista indicates that 65% of companies in Europe use Instagram for marketing purposes, underscoring its importance in reaching and engaging with consumers (Statista, 2021). According to a report by Hootsuite, as of January 2021, there were over 140 million Instagram users in Europe. The platform has become integral to marketing strategies for businesses across various industries, including the clothing sector. Instagram's popularity and reach make it a valuable tool for European clothing businesses to connect with customers and drive sales.

Similarly, in the American context, Instagram has emerged as a powerful tool for businesses to connect with their target audience. A survey conducted by the Pew Research Center found that 71% of Americans aged 18 to 29 uses Instagram, making it a key platform for reaching younger demographics (Lee, 2021). In the United States, Instagram has emerged as a significant player in the e-commerce landscape. According to Statista, as of October 2021, around 130 million people in the U.S. were Instagram users. The platform's visual appeal and influencer culture have contributed to its effectiveness as a marketing and promotion channel for clothing businesses (Mayer, 2020). The use of Instagram by small

enterprises in the clothing industry can significantly impact their visibility, customer engagement, and overall business growth.

In the Asian context, the popularity of Instagram continues to proliferate, particularly in countries like India and Indonesia. According to a report by Hootsuite, there were over 450 million Instagram users in Asia-Pacific as of January 2022, demonstrating the platform's widespread adoption in the region (Hootsuite 2022). Instagram has also gained immense popularity in Asia. With a large population and growing internet penetration, countries like India, Indonesia, and China have seen a significant increase in Instagram users (Msomba 2019). This presents an opportunity for clothing businesses in these regions to leverage Instagram for marketing and promotion, expanding their reach to a broader consumer base.

Within the African context, social media platforms like Instagram are increasingly being leveraged by businesses to reach customers and drive sales. In Tanzania, the growing use of social media among the population presents opportunities for small enterprises to expand their reach and grow their businesses (Tanzania Communications Regulatory Authority, 2021). In Africa, the use of social media platforms for business purposes is on the rise. According to the Digital 2021: Africa report by Data Reports, as of January 2021, there were over 200 million social media users in Africa; Instagram's visual nature and ease of use make it an attractive platform for clothing businesses in Africa to showcase their products and attract customers (Hamisi, 2020).

In Tanzania, the prevalence of social media usage has experienced a consistent uptrend. Figures from the Tanzania Communications Regulatory Authority (TCRA) reveal that by June 2021, the country boasted over 6 million internet users, with a notable proportion actively involved in various social media platforms. Mainly, Instagram has emerged as a favored choice among Tanzanian internet users, indicating a substantial opportunity for clothing businesses operating within the Kariakoo market to capitalize on this platform for their marketing and promotional endeavors (Moses, 2019). Leveraging Instagram's popularity can enable these businesses to reach a broader audience, engage with potential customers, and effectively showcase their products to drive sales and brand visibility in the dynamic Tanzanian market landscape (URT, 2022).

The Kariakoo market in Dar Es Salaam is one of the largest and most vibrant markets in East Africa, known for its diverse range of clothing and textile products. Small enterprises operating in this market face various challenges in marketing and reaching potential customers (Wamalwa, 2020). By examining the role of Instagram in supporting the growth of clothing businesses in the Kariakoo market, this research can provide valuable insights into how digital platforms can be leveraged to overcome these challenges and drive business success. By examining the role of Instagram in supporting the growth of clothing businesses in this market, this research aims to provide valuable insights into the specific challenges and opportunities small enterprises face in leveraging social media for business success. This research was provided insights into the particular context of the Kariakoo market and contribute to the existing literature on the role of Instagram in small business development.

This study aligns with national development priorities outlined in Tanzania's Five-Year Development Plan, emphasizing economic diversification and the role of technology in fostering entrepreneurship. Regionally, it contributes to the Regional Indicative Strategic Development Plan by addressing the digitalization of businesses. Globally, the research aligns with the Sustainable Development Goals, particularly Goal 8 (Decent Work and Economic Growth) and Goal 9 (Industry, Innovation, and Infrastructure) (Solomon, 2019). This research was applied the Social Media Marketing Theory, which explores the impact of social media platforms on marketing strategies, brand building, and customer engagement. By examining the specific role of Instagram, this study aims to contribute to the theoretical understanding of social media's influence on clothing businesses in the Kariakoo market. The study's rationale lies in the need to bridge the gap in knowledge regarding the utilization of Instagram for small clothing businesses in the Kariakoo market. Understanding the role of Instagram in marketing, customer engagement, and brand building was provided valuable insights for entrepreneurs, policymakers, and researchers. This research can contribute to the growth and development of small enterprises in Tanzania by identifying the opportunities, challenges, and strategies associated with Instagram usage.

Existing research has explored the general impact of social media on businesses. Still, few studies have delved into the specific dynamics within local markets, especially in the context of small clothing enterprises. Notable works by (Smith, 2018) and (Jones and Brown 2019) have laid the foundation, but further investigation is needed to address the unique challenges and opportunities in the Kariakoo market. Previous research on the impact of social media on business growth has predominantly focused on giant corporations and Western markets. Limited studies specifically explore the influence of Instagram on small clothing businesses in African markets, particularly in the context of the Kariakoo market. The main gaps in the literature include a lack of localized studies examining the role of Instagram in specific markets like Kariakoo. This research aims to bridge this gap by providing context-specific insights and recommendations for small clothing businesses in Tanzania.

2. Statement of the Problem

Small enterprises in the Kariakoo market face several challenges in utilizing Instagram for business growth. These challenges include limited access to essential technology such as smartphones, quality cameras, and reliable internet connections, hindering their ability to create and share content on the platform (Solomon, 2020). Additionally, a lack of digital literacy among business owners and employees poses obstacles to effective marketing and promotional activities on Instagram. Resource constraints and minimal financial resources further impede small enterprises from investing in professional content creation, paid advertising, or hiring social media experts (URT 2022). The saturation of the market and intense competition on Instagram also make it difficult for these businesses to stand out and gain visibility. To address these challenges, strategies such as digital literacy training, technology access initiatives, collaborations, and community engagement initiatives are crucial in empowering small enterprises to navigate and leverage Instagram effectively for business growth (TCRA,

2021). The research problem lies in the challenges small enterprises face in the Kariakoo market, ineffectively utilizing social media platforms, particularly Instagram, to grow their clothing businesses.

Previous studies, such as the work by (Johnson 2020) and (Wang and Liu 2021), have highlighted the potential benefits of social media for small businesses. However, limited research explicitly addresses the challenges small clothing enterprises face in local markets like Kariakoo when using Instagram for growth. Despite acknowledging the potential of social media for small businesses, there is a noticeable gap in research that addresses the unique challenges businesses face in Kariakoo. Existing studies lack specificity in examining language strategies and content creation methodologies that prove effective for Instagram marketing in the Tanzanian context. This study aims to fill this gap by providing a context-specific examination of the obstacles and strategies these enterprises employ in utilizing Instagram for growth. Therefore, the objective of this paper is to assess how small-scale clothing businesses in Kariakoo Market use Instagram for marketing and promotion.

This paper employs the Social Media Marketing Theory by Stephen Dann and Susan Dann (2011) in understanding how Instagram influences small-scale businesses in the Kariakoo International Market. The Social Media Marketing Theory is a comprehensive framework encompassing various concepts and strategies for leveraging social media platforms in marketing endeavors. It focuses on understanding how businesses can proficiently harness social media to engage their target audience, establish brand awareness, and achieve desired outcomes. This theoretical framework emphasizes the unique characteristics inherent to social media platforms, such as user-generated content, interactivity, and network effects, setting them apart from traditional marketing channels. The theory delves into how businesses can utilize these platforms to curate and disseminate content that resonates with their audience, foster community engagement, and build lasting relationships with customers (Dann 2011). Key components integral to Social Media Marketing Theory encompass content creation and distribution, emphasizing the creation of relevant and engaging content tailored to specific platforms and audiences. Furthermore, the theory underscores the significance of community engagement, allowing businesses to interact directly with their audience, nurture a sense of community, and actively participate in conversations (Neti, 2021). Additionally, the theory recognizes the pivotal role of influencer marketing, leveraging credible figures to expand reach, build trust, and enhance brand visibility. The framework also incorporates analytics and measurements, emphasizing the value of data-driven insights to assess campaign effectiveness, refine strategies, and optimize social media efforts. In essence, Social Media Marketing Theory offers businesses a strategic guide to navigating the dynamic landscape of social media, urging the importance of relationship-building, content quality, and informed decision-making for success in social media marketing (Anagnostopoulos et al., 2020). The research objectives align closely with critical principles and concepts of Social Media Marketing Theory, providing a framework for understanding and leveraging social media platforms, particularly Instagram, to grow clothing businesses in the Kariakoo market.

Impact on Marketing and Promotion Strategies: The first objective, analyzing the effects of Instagram on marketing and promotion strategies, directly correlates with the content creation and distribution aspect of Social Media Marketing Theory. The theory emphasizes the importance of developing relevant and engaging content tailored to specific platforms and audiences. In this context, Instagram serves as a medium for businesses to showcase their products, use visually appealing content, and implement effective marketing strategies to reach and engage their target audience (Koetsier, 2022). **Influence on Customer Engagement:** The second objective, examining the impact of Instagram on customer engagement, aligns with the community engagement principle of Social Media Marketing Theory. Social media platforms, including Instagram, allow businesses to interact directly with their audience, fostering engagement, and building a sense of community. The theory emphasizes the importance of responding to comments, messages, and mentions and actively participating in conversations, all of which contribute to enhanced customer engagement. **Impact on Brand Building:** The third objective, exploring the influence of Instagram on brand building for clothing businesses, is closely tied to the overall framework of Social Media Marketing Theory. Brand building is an essential element of social media marketing, and Instagram provides a platform for businesses to curate a visually cohesive brand identity (Uzunian, 2023). Influencers, as highlighted in the theory, can also contribute to brand visibility and trust-building.

Therefore, Social Media Marketing Theory is intricately woven into the paper, providing a theoretical foundation that underscores the significance of content creation, community engagement, and brand building in the context of Instagram and its role in supporting the growth of clothing businesses in the Kariakoo market. The objectives collectively contribute to a holistic understanding of how businesses can strategically leverage Instagram within the broader framework of social media marketing to achieve growth and success.

3. Methodology

The study area for this paper is the Kariakoo market, situated in Dar Es Salaam, Tanzania. Kariakoo is a well-known and bustling marketplace that serves as a hub for various small businesses, particularly those in the clothing industry. As a vibrant economic center, Kariakoo provides an exciting and contextually rich environment for investigating the role of Instagram in supporting the growth of small enterprises within the clothing sector. Kariakoo market is renowned for its significance in the local economy of Dar Es Salaam. It attracts a diverse range of small businesses, including clothing enterprises, contributing substantially to the economic activities in the region. Studying this dynamic marketplace allows insights into the challenges and opportunities specific to the local context (Kariakoo Marketing Analysis Report 2023). The paper adopted a research approach. This refers to the overarching strategy or plan that guides the researcher in conducting a study (Mayer, 2020). The study adopted a mixed approach in understanding and solving the problem. This allows the researchers to capitalize on the strengths of both descriptive statistics and qualitative approaches and provides a more comprehensive understanding of the research problem. The study also adopted a descriptive research design. Adopting a descriptive research design

for this study aligns with the specific objectives and the nature of the research questions. Descriptive research is well-suited for investigations that seek to understand and describe the characteristics, behaviors, and relationships within a particular phenomenon, in this case, the role of Instagram in supporting the growth of clothing businesses in the Kariakoo market. Here are the reasons for adopting a descriptive research design: The primary objective of the research is to examine and understand the role of Instagram in supporting the growth of clothing businesses. Descriptive research allows for a systematic and objective examination of the current state of affairs, providing a detailed account of marketing and promotion strategies, customer engagement, and the influence on brand-building.

According to Saunders (2021), a population is the totality of any group of units with one or more common characteristics that are of interest. The population of this study comprises small enterprises operating in the Kariakoo market, located in Dar Es Salaam, Tanzania, explicitly focusing on clothing businesses. The term "population" in research refers to the entire group that possesses the characteristics of interest for the study. In this case, the population comprises all small clothing businesses within the Kariakoo market. These businesses vary in products offered, scale, and operational strategies, but they share the common characteristic of being small enterprises within the clothing industry in the specified market. According to the Kariakoo marketing analysis report, 27,458 of the population engage in clothing businesses within the Kariakoo market.

A sampling technique is a systematic approach employed to choose a subset of individuals or elements from a larger population for inclusion in a research study (Taherdoost, 2022). The selection of an appropriate sample technique is pivotal in research, as it influences the representativeness of the sample and the extent to which the study findings can be generalized to the overall population. Simple random sampling was used for this study. The decision to adopt simple random sampling in this study may be influenced by several factors that align with the research objectives and the study context. Simple random sampling ensures that every clothing business in the Kariakoo market is equally likely to be selected for the study. This helps create a sample representative of the entire population of clothing businesses in the market. This is crucial for drawing accurate and generalizable conclusions about the role of Instagram in the whole spectrum of small enterprises in the Kariakoo market. Sample size refers to the number of individual units (or observations) included in a study. In research, the sample size is a critical aspect of the study design, as it can impact the reliability and generalizability of the study's findings (Horton, 2021). The study was adopted a sample of 394 to represent the entire population. Yamane's formula was used to calculate the sample size. The study adopted Yamane's formula to identify the sample size from the target population (Yamane, 1967) as below. The sample size of this study included 394 respondents.

Data collection methods refer to the specific techniques or procedures used to gather information for research or analysis purposes (Kothari, 2018). This study adopted the survey method as a data collection method. Data collection instruments are tools or methods used to gather data or information from individuals, groups, or sources for research, analysis, or decision-making

purposes (Horton, 2021). This study employed Questionnaires and interviews as instruments for data collection. Questionnaires are standardized questions administered to participants to collect data on their characteristics, experiences, opinions, or behaviors. Questionnaires were self-administered, paper-based, and designed using a Likert scale.

Data analysis methods refer to the various techniques and procedures used to process, interpret, and derive meaningful insights from collected data (Sekaran, 2020). The study adopted a mixed methods approach including content analysis and descriptive statistics. Validity in research pertains to the accuracy with which the chosen methods effectively measure the intended constructs. Additionally, the study was employed the Kaiser-Meyer-Olkin (KMO) test to assess the dataset's suitability for factor analysis. The KMO test evaluates dataset adequacy by scrutinizing variable correlations. A high KMO value, approaching 1, indicates strong correlations among variables, rendering them suitable for factor analysis. Conversely, a low KMO value nearing 0 suggests weak correlations among variables, prompting a reconsideration of variables or alternative analysis methods. The KMO test plays a critical role in determining the appropriateness of the dataset for factor analysis in this research.

Table 1 KMO and Bartlett's Test

| | | |
|-------------------------------|--------------------|---------|
| Kaiser-Meyer-Olkin. | | 0.844 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 342.358 |
| | Df | 4 |
| | Sig. | 0.000 |

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.844, which indicates that the data is suitable for factor analysis. The KMO value ranges from 0 to 1, with values closer to 1 indicating that the variables are closely related and suitable for factor analysis. Specifically:

KMO values between 0.8 and 1.0 are considered "meritorious" or "marvelous", indicating that the sample is adequate for factor analysis. Values between 0.7 and 0.8 are considered "middling". Values between 0.6 and 0.7 are considered "mediocre". Values between 0.5 and 0.6 are considered "miserable". Values below 0.5 are considered unacceptable and factor analysis may not be appropriate. In this case, the KMO value of 0.844 is in the "meritorious" range, which means the sample is highly suitable for factor analysis. This suggests that the variables are closely related and can be grouped into a smaller set of underlying factors. The high KMO value indicates that the partial correlations among the variables are small, implying that the variables share common factors and are appropriate for factor analysis. This supports the use of factor analysis to identify the underlying dimensions or factors in the data. In this research, the reliability of measurements was gauged using Cronbach's alpha, a statistical measure that ranges from 0 to 1. A higher Cronbach's alpha, typically 0.7 or above, signifies increased reliability of the measurements. As highlighted by Kwame (2021), this metric is particularly valuable

for assessing the consistent measurement of a single construct across various survey or test items.

Table 2 Reliability Statistics

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| 0.846 | 0.844 | 4 |

The Cronbach's Alpha value reported in the Reliability Statistics table is 0.846. Cronbach's Alpha is a measure of the internal consistency or reliability of a set of items or variables. It ranges from 0 to 1, with higher values indicating greater reliability. The interpretation of the Cronbach's Alpha value is as follows: $0.9 \leq \alpha \leq 1.0$: Excellent $0.8 \leq \alpha < 0.9$: Good $0.7 \leq \alpha < 0.8$: Acceptable $0.6 \leq \alpha < 0.7$: Questionable $0.5 \leq \alpha < 0.6$: Poor $\alpha < 0.5$: Unacceptable. In this case, the Cronbach's Alpha value is 0.846, which falls in the "Good" range. This indicates that the set of 4 items or variables has a high level of internal consistency and reliability.

A Cronbach's Alpha value of 0.846 suggests that the items or variables are closely related and are likely measuring the same underlying construct or concept. This provides confidence in the reliability of the measurement scale used in the research. The high Cronbach's Alpha value also supports the validity and consistency of the data, which is important for the subsequent statistical analysis and interpretation of the research findings.

Privacy: Participants' data was handled confidentially, stored securely, and anonymized to prevent unauthorized access. **Confidentiality:** Participants' responses and personal details were treated with discretion, ensuring that data is used solely for research purposes and not disclosed to unauthorized entities. **Plagiarism avoidance:** Researchers appropriately credit original authors through thorough citation and referencing, adhering to ethical standards. **Informed consent:** Transparent communication was ensured, including research purposes, procedures, potential risks or benefits, and participant rights. Participants had the freedom to withdraw without repercussions. **Ethical clearance:** Institutional review boards were consulted to obtain ethical clearance, emphasizing adherence to ethical standards and safeguarding participants' rights and welfare.

4. Uses of Instagram as a Marketing Strategy in Promoting Small-Scale Clothing Businesses at Kariakoo Market

Table 3 presents the findings of the use of instaram as a marketing strategy in promoting small scale business in the study area. The section presents and discusses the results of the use of Instagram as a strategy in promoting small-scale clothing business in the study area using a five likert scale. The measures of use assessed include the visibility of business, and ability to reach marketing campaigns. Other parameters assessed were the ability to attract potential customers and increased customer interest and engagement.

Table 3 Uses of Instagram in Marketing as a Strategy in Promoting Small-scale Clothing Businesses at Kariakoo Market

| Descriptive Statistics | | | |
|---|------------|------|---------------|
| | N | Mean | Std.Deviation |
| Instagram effectively enhances the visibility of clothing businesses in the Kariakoo market. | 380 | 4.02 | .908 |
| The use of Instagram positively influences the reach of marketing campaigns for clothing businesses. | 380 | 3.78 | 1.330 |
| Instagram plays a significant role in attracting potential customers to clothing businesses in the Kariakoo market. | 380 | 4.69 | .846 |
| Clothing businesses that utilize Instagram experience increased customer interest and engagement. | 380 | 4.54 | 1.194 |
| Total | 380 | | |

4.1 Enhancement of Instagram on the Visibility

Table 3 presents results on how Instagram enhances the visibility of the clothing business in the study area. The descriptive statistics provided offer insights into how Instagram is used for marketing and promotion by small-scale clothing businesses in the Kariakoo Market. Here's an interpretation of the data. It was found that Instagram effectively enhances the visibility of clothing businesses in the Kariakoo market, with a mean of 4.02 and a standard deviation of 0.908. This suggests that, on average, respondents agree that Instagram is an effective tool for enhancing the visibility of clothing businesses in the Kariakoo market. The relatively low standard deviation indicates that there is moderate agreement among the respondents regarding this statement. On the other hand, the interview with the key informant revealed that:

Interview Question 1: How do you utilize Instagram to market your clothing business, and what types of content do you find most effective for attracting customers?

Interview Response:

Interview A had this to say *"I primarily use Instagram to showcase new arrivals and promote special offers or discounts. My strategy involves posting high-quality images of my products, often styled on models or mannequins, to give customers a clear idea of how the clothing looks when worn. I also make use of Instagram Stories and Reels to share behind-the-scenes content, like the process of selecting fabrics or assembling outfits, which helps to create a more personal connection with my audience. In terms of content, I've found that posts featuring customer testimonials or user-generated content are particularly effective in attracting new customers. When potential buyers see real people enjoying my products, it builds trust and encourages them to make a purchase. Additionally, interactive content, such as polls or question-and-*

answer sessions in Stories, tends to drive engagement and helps me understand what my customers are looking for."

4.2 Influence of Instagram on the Reach of Marketing Campaigns

Table 3 presents results of influence of Instagram on the reach of marketing campaigns in the study area. It was found that the influence of Instagram is averaged at mean of 3.78 and a standard deviation of 1.330. This result shows that respondents agree that Instagram positively influences the reach of marketing campaigns. However, the higher standard deviation suggests there is more variability in opinions, indicating that some respondents may have stronger or weaker opinions on the effectiveness of Instagram in this regard.

Interview Question 2: What strategies do you employ on Instagram to promote your clothing products, and how do you measure the success of these promotional efforts?

Interview Response:

Interview B had this to say *"I use a mix of strategies to promote my clothing products on Instagram. First, I focus on creating visually appealing content that highlights the unique features of my products. This includes well-lit photos, engaging captions, and using relevant hashtags to increase visibility. I also collaborate with influencers and local fashion bloggers who resonate with my target audience to broaden my reach."*

4.3 Instagram Attraction to Potential Customers

Table 3 presents results of Instagram attraction to potential customers in the study area. It was found that Instagram attracts customers at a mean of 4.69, and a standard deviation of 0.846. The very high mean value indicates a strong agreement among respondents that Instagram plays a crucial role in attracting potential customers to clothing businesses. The low standard deviation shows that this opinion is consistently shared among respondents, indicating a strong consensus.

Interview Question 2: What strategies do you employ on Instagram to promote your clothing products, and how do you measure the success of these promotional efforts?

Interview Response:

Interview C had this to say *"To measure the success of these promotional efforts, I closely monitor Instagram Insights, particularly looking at metrics like engagement rates, follower growth, and website clicks. Sales conversions tracked through Instagram-specific discount codes or links also give me a clear picture of how effective my campaigns are. Ultimately, the increase in sales and customer inquiries after a promotional campaign is the most telling indicator of success for me"*

4.4 Instagram Increases Customer Interest and Engagement

Table 3 presents results of influence of Instagram on customer interest and engagement in clothing businesses in the study area. It

was found that Instagram increases customer interest and engagement in clothing businesses with mean of 4.54, and standard deviation of 1.194. These results imply that respondents generally agree that Instagram leads to increased customer interest and engagement for clothing businesses. The mean is high, showing strong agreement, though the higher standard deviation suggests there is some variability in how strongly respondents feel about this.

Interview Question 2: What strategies do you employ on Instagram to promote your clothing products, and how do you measure the success of these promotional efforts?

Interview Response:

Interview D had this to say *"Another key strategy is running targeted Instagram ads, which help me reach potential customers based on their interests and browsing behavior. Additionally, I regularly host giveaways and contests to boost engagement and attract new followers."*

4.5 Discussion of Findings

The findings reveal that Instagram significantly enhances the visibility of small-scale clothing businesses in Kariakoo Market, supporting the notion that effective use of the platform can substantially improve brand exposure. Instagram's role in extending the reach of marketing campaigns and attracting potential customers is evident, suggesting that businesses utilizing Instagram for marketing purposes can effectively broaden their audience and drive customer interest. Although Instagram's impact on customer engagement is notable, it appears somewhat less pronounced compared to its effect on visibility and reach. This indicates that while Instagram is a powerful tool for increasing brand awareness and marketing reach, its role in fostering deeper customer engagement may vary and warrants further exploration.

The findings align with an existing study by Adegbuyi et al., (2019), finding that traditional methods like radio and print advertising are still significant but digital marketing is increasingly important. They concluded that a combined approach, integrating both traditional and digital strategies, is most effective for SMEs. This objective highlights the need for a balanced marketing approach to optimize business growth.

A study by Jones et al. (2018), findings indicated that digital marketing and social media promotions significantly enhance visibility and customer base, leading to substantial business growth. The study concluded that adopting innovative marketing strategies is crucial for the success of small enterprises in a competitive market.

Adegbuyi et al. (2019) found that traditional marketing methods, such as radio and print advertising, still play a significant role in business growth, although digital marketing is gaining traction. The study concluded that a balanced approach combining both traditional and digital marketing strategies is most effective for small-scale enterprises in Nigeria.

Mungaya et al. (2021), findings revealed that word-of-mouth and local community events are crucial marketing tools for these businesses. The study concluded that while modern marketing strategies are beneficial, traditional methods remain vital for reaching local customers in Tanzania.

A study by Naiara (2023), findings revealed that videos achieved 3.88 times more engagement than pictures. The introduction of the shopping bag tool on Instagram showed promising results, with images featuring the shopping bag tool generating an average engagement increase of 121.03%. The study also observed that posts with spontaneity garnered higher engagement, and pictures featuring faces experienced increased likes for Zara, H&M, and Mango. In summary, this research provided insights into the Instagram marketing strategies of major fast fashion brands, highlighting the effectiveness of videos, the impact of the shopping bag tool, and the influence of spontaneity and faces in generating higher engagement.

In addition, Rachel (2023), the study analyzed Instagram and sales data from fashion retail businesses in the Klang Valley region of Malaysia. The research objectives were successfully achieved through descriptive and predictive analyses, revealing the effectiveness of Instagram marketing in driving sales. The study suggests that future research should explore additional features of Instagram and utilize different modelling techniques to enhance the understanding of the relationship between Instagram marketing and sales in the fashion industry.

5. Conclusion

The study's findings highlight the pivotal role of Instagram in the growth of small-scale clothing businesses in the Kariakoo Market. The very strong positive correlation between Instagram marketing and promotion strategies and business growth underscores Instagram's effectiveness in enhancing business visibility and driving expansion. By leveraging Instagram's marketing capabilities, small enterprises can significantly increase their market presence and growth potential.

5.1 Recommendations

Small-scale clothing businesses should develop comprehensive Instagram marketing strategies that include regular posting, high-quality visual content, targeted advertisements, and influencer collaborations. By strategically utilizing Instagram's features, businesses can enhance their visibility and drive significant growth. Businesses should utilize Instagram's analytics tools to track the performance of their marketing and engagement strategies. Analyzing metrics such as engagement rates, follower growth, and post-performance can help businesses refine their strategies and optimize their approach for better results. Given the dynamic nature of social media, businesses should continuously adapt their strategies based on emerging trends and feedback. Staying updated with Instagram's new features and best practices can help businesses maintain a competitive edge and sustain growth.

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