



Original Research Article

Effect of online marketing on cloth business growth in Tanzania: A case study of Arusha City

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Grace Mollel*¹
and
Leticia Rwabishugi¹

¹Institute of Accountancy,
Arusha, Tanzania.

*Corresponding Author Email:
mollelgrace24@gmail.com

This study sought to establish the effect of online marketing on cloth business growth in Tanzania, a case of Arusha City through the quantitative approach. The sample of three hundred and thirty five (335) cloth business owners in Arusha City were selected through simple random sampling but the response rate was three hundred (300) respondents which is 89.5% of the total sample. Descriptive statistics was used to analyze the data. The study established that cloth business people participated in online marketing and advertisement in the social network was useful for their business. There is a significant difference in the use of online marketing strategy by cloth business people in Arusha City categorized according to gender whereby the rate of females' participation was higher than the rate of male participation. There is a significant positive relationship between online marketing strategy and growth of cloth business in Arusha City. Based on the conclusions of the study, the researcher recommends that as lack of accessibility to internet was the key challenges that reduced the rate of participation in online marketing, there is need for cloth business owners to unite and purchase electronic devices that supply reliable internet network for them to keep browsing while running their business. Furthermore, there is a need for continuous education especially in business areas as the level of education enhanced the growth of the business. Finally, cloth business owners need to be encouraged to use online marketing as the same increases the rate of business growth.

Keywords: Online, marketing, cloth business, Arusha, Tanzania, growth, Arusha, advertisement.

INTRODUCTION

Internet Marketing is the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives (Chaffey et al., (2006) in Yamoah (2014). Online marketing, also known as e-marketing, is defined as a type of marketing that is a run through the use of the web networks. Online marketing has become the most important sources for obtaining information in various fields and also offer space to sell goods and display services (Al-Rubain and Arif, 2018). Once goods are displayed online, potential customers are likely to see them online and make informed decisions to purchase either at that particular time or in the

near future. Therefore it is quite important for business owners to get accustomed to online marketing through various types of platforms such as Facebook, Instagram, telegram, WhatsApp and various others. Online shopping is one of the most modern ways of influencing the world trade sector. It has contributed to the development of many commercial tools and tools through the transition from traditional commerce to modern electronic commerce, which relied entirely on the use of the Internet (Al-Rubain and Arif, 2018). Online marketing is considered by Gakii and Maina (2019) as internet marketing which requires live internet connection to work. They further argue that online

marketing strategy is a subset of digital marketing which require customers and business owners to interact without face to face meeting. The essence of online marketing can be even more important during this era of Covid 19 whereby some people fear to have physical contact with the other persons.

Online marketing has become one of the main tools that organizations use in order to promote its goods and services since it is cost effective. Online marketing doesn't require big amounts of money for sustainability, based on the fact that there are lots of online marketing portals and the competitiveness in that field is fierce so these websites tend to appear competitive through the prices and amounts of money an organization require to use any type of online marketing through its marketing strategies (Homsy, 2017).

According to Homsy (2017), "technology and internet seem to control the processes of the business environment specifically through the last two decades ... as organizations depend on technology and internet to reach intended goals and ambitions through focusing on online marketing with all its aspects and potentials." The essence of online marketing is brought to view by Nwogu (2019) who conducted a study in Nigeria and established that "the growth rate of the Nigeria retail business took a new shape since the inception of the internet. Business environment today is dynamic in nature and to survive in this dynamic nature demands extra efforts even serious than before." Online marketing is inevitable since traditional marketing is fading away with the penetration of online marketing which has spread many different branches including social media, blogs, chat forums and general troubleshooting forums. Furthermore, the pace of information sharing has never been as rapid as it is in this era. To facilitate this explosion of new changing information, online marketing has a role to play (Ris'V, 2013).

Justification for online marketing is further presented by a recent study by Al-Zatari and Reehan (2021) who indicate that online services have crossed the luxury barrier to become one of the necessities of daily life. They also maintain that this change in the perception of online services has occurred gradually for a period. They present the fact that with the outbreak of the Covid-19 pandemic, technology has moved from luxury to necessity once.

The study on online marketing was prompted by the fact that there is very limited knowledge about online consumer behavior because it is a complicated socio-technical phenomenon and involves too many factors. It is important to note that consumers use Internet for many reasons and purposes such as: Searching for product features, prices or reviews, selecting products and services through Internet, placing the order, making payments, or any other means which is then followed by delivery of the required products through Internet, or other means (Islam, 2015). According to Al-Rubain and Arif (2018), making a choice between selling online through an e-Commerce store, and selling in a traditional bricks-and mortar location can be incredibly difficult. Not only that, but it's also one of the most important decisions your business will ever have to make.

Therefore, it is very important for business owners to be creative enough to provide various ways through which their customers can access the internet for business transactions.

Cloth and fashion are one of the rapid growing industries in the world. According to Islam and Aktar (2013), cloth is a necessary item in our daily shopping list. In their study on the Role of Brands on Consumer's Buying Behavior in Bangladesh, they established that "the fashion related apparel businesses in Bangladesh are growing at an exponential rate and are increasingly fascinating the attention of the entire world." According to Al-Mahmood, (2013) in Mansur et al. (2016), the Garments sector in Bangladesh is the life line of the economy, employing more than 3.5 million workers. As a result, Bangladesh is the second largest exporter of garments globally and has exported 19 billion USD in 2012 which is equal to 80% of the total export earnings of Bangladesh.

The clothing industry is so significant in the contemporary society because garments are viewed not only as a basic need but as a fashion. This is revealed by Khondkar (2021) who conducted a study on Hijab as a Muslim Attire and a Fashion Trend in Bangladesh and established that while Muslim attire is worn to conform to religious values, in the last decade, hijab became popular Muslim attire as a part of not only religion but also fashion statement.

Zahid and Ahmed (2017) have it that "traditionally, people buy clothes to protect themselves from environmental bad conditions. But in these societies people buy clothes as a social necessity than a requirement." This implies that even though clothes are a basic need as per Maslow's Hierarchy of needs, it is considered as social demand for the best appearance before people. They also stipulate the fact that while customers are surrounded by the brands which have become the parts of their lives, it is of extreme importance to build relationships with customers in order to retain them. One of the best ways to reach this goal is through the online marketing. Therefore, cloth business owners need to shift from traditional trading approaches to the online marketing for maximized profits. This is further shown by Khondkar (2021) who reported that online-based cloth retailers and influencers have facilitated their initiatives to create acceptance and expand the market of modest fashion whereby models in hijab now appear in the *Cosmopolitan* Netherlands and *Vogue* magazine in the UK and other countries through online platforms. Therefore, modest fashion is gaining more coverage in mainstream media and in online platform.

While the dynamics of the textile industry and entrepreneurship in East Africa have been rapidly evolving, the extensive use of digital media and digital sales leads to agile companies that combine traditional industry with new sales channels (Istanbul Africa Trade Company, retrieved 1st November, 2021). The United Republic of Tanzania has placed significant policy. The United Republic of Tanzania in its Policy, has placed emphasis on the domestic textiles and garment sector, which is included among the priority

sectors in the National Five-Year Development Plan for 2016/17–2020/21. However, there remains some uncertainty about the most appropriate model to promote the development of Tanzania's textile and garment sector and achieve these objective (Balchin and Calabrese, 2009). Moses (2016) conducted a study in Tanzania and established that while Tanzania is among the countries in Africa and the world which manufacturer's textile products, development of the sector is not impressive as most of the stakeholders in the industry are now quitting the market due to various reasons such as trade policy which has allowed the influx of cheap second hand clothes. The other challenge mentioned was the distance from the markets. Due to poor transport infrastructure, some parts of the market are inaccessible and transportation costs is too high. Large sections of the domestic markets are unexploited owing to their difficult-to-reach locations, hence a need for alternative approaches to make the cloth business industry a success.

Despite challenges that face textile and clothing industry in Tanzania, there are success stories regarding the use of technology and online marketing strategies to boost profitability. A story is told about Msafiri Raphael Paschal, a 28-year-old entrepreneur in Dar es Salaam, Tanzania who owns a clothing workshop which manufactures fashion bags, clothes and all type of accessories with the use of Kitege fabric. He learned everything about Kitege from his mother, a lady from the rural areas of Mount Kilimanjaro. Then, he combined their family tradition with some technology and modern production techniques. His company is very active on social media, such as Facebook and Instagram. He primarily shares his new designs and models on these platforms and collects feedback which has highly increased his business success (Instanbul Africa Trade Company, retrieved 1st November, 2021). This suggests that other cloth industry stakeholders can use online marketing strategies for better outcomes.

In Tanzania, several studies have been conducted on online marketing. For instance, Chille (2018) examined the impact of digital marketing on business performances in online food marketing and telecommunication industries, Dar es Salaam. The study revealed that Social media and Brand equity were found to be important elements in adoption and influencing effective digital marketing communication platform for better business performances, whereas attributes which did not influence digital marketing were search engine optimization, linkedIn, text messaging and affiliate marketing. The study however, did not link between digital marketing and cloth business growth. Furthermore, Msomba (2017) investigated the extent of using e-marketing in purchasing beverages in Dar es Salaam. The study revealed that the use of e-marketing in making payment, ordering and launching complaints improve the sales of the respective SMEs compared to the one which don't use e-marketing. It is however that the study did not focus on the effect of online marketing on cloth business growth. This study will examine the effect of online marketing on cloth business growth in Arusha city.

The study was guided by the following research questions;

1. To what extent is the online marketing operated by cloth business people in Arusha City?
2. Is there significant difference in the use of online marketing strategy by cloth business people in Arusha City categorized according to gender?
3. What is the perception of respondents on the growth of cloth business in Arusha City?
4. Is there significant difference in the growth of cloth business by respondents categorized according to experience in business and level of education?
5. Is there significant relationship between online marketing strategy and growth of cloth business in Arusha City?

Advantages of Online Marketing

The advantages of online marketing are centered on the fact that to communicate effectively in today's business world requires a lot of traditional as well as modern or online skills as online marketers have understood that the more they implement the traditional skills in the online environment, the more successful they become (Nwogu, 2019). He further argues that "marketing communication is the main element business organizations could use to connect with their customers by communicating ideas and product information with the intention of imparting particular perceptions of the products to customers and other stakeholders" (p. 17).

Homs (2017) conducted a study on The Influence of 'Free' Marketing Websites on the Brand Equity from the Perspective of Major Manufacturing Entities and established that a positively significant influence of free marketing on brand equity. Particularly, free marketing was found to be influential in a positive way not only for regular brands but also for luxurious brands as it helps the brand reaches for as many customers as possible. The study further established a good level of awareness of the importance of social media marketing among the sample of the study. The industrial sector in Jordan appeared to be reliable to a certain degree of the idea of free marketing through social media websites including Facebook, twitter, Google+, Instagram and LinkedIn). Respondents were aware that the fact that the industrial sector in Jordan mainly depends on free marketing as it is cost effective in addition to the fact that the nature of the customer within this sector is more intentional rather than random.

One of the advantages of online marketing is that it can influence the consumer purchasing decision and alter brand perceptions of different products of different industries. He further argues that "in these modern times, consumers not only buy products but also market them. They share details such as product quality, reliability, pricing, ease of use and warranty claim procedures by word of mouth and through online forums and social communities (Riz'V, 2013). This presents the fact that online marketing does not only attract potential customers but also enables them to attract other customers who are

within their electronic platforms to enjoy the benefits from their business partners.

Business trends indicate an urgent need of shifting from physical to online marketing. According to Jarad (2014), "online social media is now the greatest interaction platform all over the world, connecting millions of people ... as on a daily basis, about 65 million tweets were recorded which translate to 750 tweets sent in a second." This suggests a possibility of having numerous customers within a very short time. Study findings have displayed advantages of using the online marketing option.

Yamoah (2014) conducted a study on Small and Medium Scale Enterprises and Internet Marketing in Ghana and established several advantages of online marketing whereby most of the managers under investigation in the small and medium scale enterprises stated that marketing on the Internet improved sales. All the respondents maintained that internet marketing facilitated the realization of organizational goals and objective. It was also established that the Internet has very huge business potentials if stakeholders especially customers are given the right education on the benefits of online business. The study recommended that small and medium scale enterprises in Ghana should realize that they cannot succeed without combining the traditional way of marketing with that of the Internet. The study further recommended a need for these small scale enterprises to pull their resources together in the establishment of common websites as this would enable them to expand their market reach and increase their sales.

According to Al-Rubain and Arif (2018), for instance, "setting up an online store comes with significantly lower startup costs than a traditional physical store, with no need to pay for a large physical space and all of the ongoing costs that can entail. They further list the following advantages of online marketing which include but not limited to the following: The possibility of selling and buying without travelling to the market place in contrast to the shopping operations that requires going to the market or shopping from a certain point or country. This makes it easier to get the item through the click of a button without the seller and the buyer to meet physically. Another advantage is providing the factors of freedom and comfort, as the electronic marketing gives a great deal of freedom and comfort, whether the person is a buyer or a seller. This enables the seller or the buyer to visit the site and access the service without time and space limitations. This type of marketing does not need an office or a specific destination to shop for different goods. When the business is exclusively online, the physical site cost implications can be avoided. The online marketing saves time for both customer and seller, as there is no time to open or close the website where it is always present and at any time. There is a possibility of collecting information about the product or service through the same person without the need to use a particular party or persons. The online marketing has another opportunity of easy payment through bank cards available almost everywhere without movement with huge

amounts of money, thus avoiding such risk factors as loss of money or theft. Finally, online marketing increases the number of customers through continuous marketing on the web of the product or service provided, and publish the website marketing in sites, forums and social networking sites easily.

Shanthi and Kannaiah (2015) conducted a study on Consumers' Perception on Online Shopping in India and found out that E-commerce is emerging as a great level given that organized retail is still not ubiquitous across the length and breadth of the country with large retail chains making up less than 10% of the market. E-commerce is helping people in smaller towns in India access quality products and services similar to what people in the larger cities have access to. They also found out that "the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping" (p. 19).

The Use of Online Marketing among Cloth Business Owners

Social media marketing appears to be cost conscious compared to other traditional forms of marketing. Social media improve the performance of the organization as it offers a platform for marketing at a cheaper cost compared to other forms of marketing available. Hamisi (2020) argues that digital marketing strategies include social media channels such as Facebook and Twitter, Search Engine Optimization (SEO), e-mail marketing, blogs and websites and marketing products and services through online personalities and social influencers; among others (ibid).

According to Schwarzl and Grabowska (2015), companies can also use other digital marketing strategies such as video advertisements, sponsoring content on more popular websites and carrying out on-line sales such as flash sales. Social media has become the new message delivery connection between the company and customer. Social media provide a popular place for communication and sharing content between people. Based on the social network, consumers are able to communicate more effectively. For instance, via a social network, customers can look for others' experience with products.

It is well-known that traditional (offline) marketing strategies are already widely used by the companies around the world and there are almost no new options for fostering competition. And here comes online marketing with almost unlimited possibilities and options. According to Howison et al.(2015), social media and brand equity are found to be important elements in adoption and influencing effective digital marketing communication platform for better business performance whereas attributes which do not influence digital marketing were search engine optimization, LinkedIn, text messaging and affiliate marketing. Furthermore, they suggest that, public and

private sector in Tanzania should cooperate and find means and method of promoting the digital marketing applications to the Tanzania community in investment of digital marketing communication.

According to Schwarzl and Grabowska (2015), the use of social media enhances on the performance of businesses, they describe the challenges that micro enterprises are facing like risks and insecurity of information, awareness and costs being the factors that hinders micro enterprises from using social media. The emphasis is on the social media and its impact on marketing and selling of products and services and argue that social media plays a bigger role in influencing consumer preferences over services and products. Social media helps business firms in understanding the consumers' behaviour from pre-purchase behaviors and contribute to the sellers with information and feedback.

RESEARCH METHODOLOGY

This chapter presents the research methodology which includes: research design, area of study, research approach, population, sample, sampling techniques, sample size, data collection methods, primary data, secondary data, data analysis technique, reliability and validity of the instruments and ethical considerations.

Research Design

Research design is the framework of research methods and techniques chosen by a researcher. The type of research problem and the data collection tools determine the research design. In other words, research design also determines which tools to use and how they are used (Xie, 2016). To achieve the main objective of the study, descriptive survey research design was used. The design was used so as to obtain information that describes the existing phenomena by asking individuals about their perceptions, attitudes and values. Furthermore, the design was used to explain the existence of relationship between online marketing and cloth business growth. Descriptive research is a part of quantitative market research or social research study which involves conducting survey research using quantitative variables on a market research tool or social research tool.

Population, Sample and Sampling Techniques

The targeted population are the cloth business owners using online marketing in Arusha City. The total number of business owners who use social media in Arusha City are estimated to be 2600 (Arusha City Council 2021). The study used simple random sampling technique to get the sample for the study. According to Horton (2021), simple random sampling is an unbiased approach to garner the responses from a large group. This sampling technic was used due to the research approach used in this study. Moreover, the

technique has no bias because individuals who make up the subset of the larger group are chosen at random, each individual in the large population set has the same probability of being selected. Moreover, the technique is much less complicated than other methods. Therefore, through this sampling method, the study will achieve its objective. Taherdoost (2017) defines sample size as a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study. The size of the sample is very important for getting accurate, results and running the study successfully. In this study, the sample will be obtained using Krejcie and Morgan (1970)'s table of determining sample size (see appendix II attached). This study has a large population, thus the method will be suitable in getting the required sample. According to this table of determining sample size, when the population size is 2600, then the sample size would be 335, burut the respondent rate was 300 respondents.

Data Analysis Methods

According to Mayer (2015) data Analysis is the process of inspecting, rearranging, modifying and transforming data to extract useful information from it. In this study, Descriptive statistics such as mean and standard deviation will be used to analyse quantitative data. Data will be collected, coded and then entered in software (SPSS version 22). Interpretation of findings will be done using a Four Point Likert Scale (Table 1).

Reliability and Validity of the Instruments

According to Etikan et al. (2016), validity is the degree to which a study accurately reflects the specific concept that the instruments intended to measure (Johnson and Christensen, 2012). The validity of the instruments for data collection in this study will be done through supervisors. Experts in research including the supervisor will go through the questionnaires and give comments to ensure that the content is well understood and matches with research questions that guided the study.

Reliability refers to the extent to which a measurement of a phenomenon provides stable and consist result. Reliability is also concerned with repeatability. Testing for reliability is important as it refers to the consistency across the parts of a measuring instrument (Popping, 2015). To ensure reliability of data collection instruments in this study, the researcher will conduct questionnaire testing. Data was tested through SPSS to ensure the internal consistency. The test yielded a Cronbach's Alpha of above 0.7, thus regarded as reliable.

Ethical Consideration

In this study, the following ethical issues were observed; the researcher sought introduction letter from the Institute of accountancy Arusha and from the Arusha City Executive

Table 1. A Four Point Likert Scale

Mean Range	Interpretation
3.50 – 4.00	Strongly Agree
2.50 – 3.49	Agree
1.50 – 2.49	Disagree
1.00 – 1.49	Strongly Disagree

Table 2. Demographic Characteristics of Respondents

VARIABLE	FREQUENCY	PERCENT
GENDER		
Male	162	54.7
Female	134	45.3
Total	296	100
EXPERIENCE IN BUSINESS		
5years and below	92	31.3
6 to 10	108	36.7
11 and above	94	32.0
Total	294	100
EDUCATION LEVEL		
None	16	5.4
Primary	68	23.1
Secondary	72	24.5
Tertiary	138	46.9
Total	294	100

Director. After permission has been granted, the researcher collected data in the field. The researcher will ensure that all respondents voluntarily participate in the study and the information collected would be kept confidentially and for the purpose of study only. The researcher informed respondents prior to data collection sessions. Moreover, the researcher ensured anonymity of respondents so as to safeguard their identity.

RESULTS AND DISCUSSION

Demographic characteristics

It was necessary to present the demographics of respondents in terms of gender, experience in business and education level of respondents. The intended sample of the study was 335 but respondent rate was 300 which is 89.5%(Table 2).

Gender of Respondents

In terms of gender, respondents who disclosed their gender were 296 out of 300. Of those, 162 (54.7%) were males while the female counterparts were 134 (45.3%). This means that majority of respondents were males as compared to females.

Experience in Business

It was necessary to determine the experience in business by

respondents. This was so because experience was used to determine the rate of the growth of business in the fourth research question. While 294 out of 300 respondents disclosed their experience in running cloth business, 92 (31.3%) had the experience of 5 years and below, 108 (36.7%) had the experience of 6 to 10 years, and 94 (32.0%) had the experience of 11 years and above. This means that a big portion of respondents had run their cloth business for at least six years.

Level of Education

Education level was another criterion by which respondents were divided. As seen in Table 2, 294 out of 300 respondents disclosed their education level. Of these, 16 (5.4%) had no formal education, 68 (23.1%) had primary education, 72 (24.5%) had secondary education and 138 (46.9%) had tertiary education. This means that majority of the respondents had tertiary education.

Analysis of Research Questions

The analysis of research questions was done through descriptive statistics in terms of mean scores and standard deviations as well as through t-test, ANOVA and Pearson Correlations.

The interpretation of mean scores was according to the criteria in Table 3 whereby 3.50 to 4.00 denoted strong agreement, 2.50 to 3.49 denoted agreements, 1.50 to 2.49 denoted disagreements and 1.00 to 1.49 denoted strong disagreements.

Table 3. Interpretation Scale

MEAN SCORE	RESPONSE
3.50-4.00	Strongly Agree
2.50-3.49	Agree
1.50-2.49	Disagree
1.00-1.49	Strongly Disagree

Table 4. Online Marketing

SN	Online Marketing	Mean	Std. Dev	Interpretation
1	Advertisements in the social network is useful for my business	3.1200	.77650	Agree
2	Some customers pay through mobile phone e.g MPESA, Tigopesa, etc	3.0201	.98961	Agree
3	I spend time browsing products online	2.8000	1.01002	Agree
4	I use online method to advertise my products	2.7867	1.01391	Agree
5	I have customers who communicate with me online	2.6467	.94930	Agree
6	I spend time to look at items that are marketed in a social network	2.6216	.93609	Agree
7	Some of my customers purchase products through social networks	2.5400	.87952	Agree
8	Some of my customers purchase online	2.5302	.95548	Agree
9	I always have internet access for my cloth business	2.4800	.89533	Disagree
10	I normally use internet to search for potential customers	2.3400	.85789	Disagree
11	My products are displayed online for customers to view	2.1533	1.00159	Disagree
OVERALL SCORE		2.887	.53103	Agree

Research Question 1: To what extent is the online marketing operated by cloth business people in Arusha City?

This research question sought to determine the online marketing participation by cloth business participants. The engagement in online marketing was measured by 11 items in the questionnaire whereby respondents had to indicate their agreement or disagreement regarding their involvement in online marketing. The essence of online marketing is indicated by literature which states that online marketing has become one of the main tools that organizations use in order to promote its goods and services since it is cost effective. Online marketing doesn't require big amounts of money based on the fact that there are lots of online marketing portals and the competitiveness in that field is fierce so these websites tend to appear competitive through the prices and amounts of money an organization require to use any type of online marketing through its marketing strategies (Homs, 2017).

The findings from Table 4 indicates that overall mean score of respondents ranged between 2.50 and 3.49. This means that participants generally agreed that they participated in online marketing. This is worth noting since online marketing has proven great success in various countries. Nwogu (2019), for instance, who conducted a study in Nigeria about Affiliate Marketing Concept and Performance of Online Businesses in Nigeria established that the growth rate of the Nigeria retail business took a new shape since the inception of the internet. The use of the internet as a marketing strategy provoked the success in business avenues. Therefore, it is likely that the identified use of online marketing strategies will enhance the

profitability of cloth business owners in Arusha City where the present study is being conducted.

Particularly, the mean scores for the first eight items was also between 2.50 and 3.49 which means that respondents agreed that advertisements in the social network is useful for the business, that some customers pay through mobile phone e.g MPESA, Tigopesa, etc, that they spend time browsing products online, that they use online method to advertise the products and that they have customers who communicate with them online.

They also agreed that they spend time to look at items that are marketed in a social network, that some of their customers purchase products through social networks and that some of the customers purchased items online. The use of online marketing is commended by Gakii and Maina (2019) who argue that online marketing requires live internet connection to work effectively. They considered online marketing strategy is a subset of digital marketing and maintained that organizations can raise their sales turnover, market share and profitability if they use online marketing strategies effectively.

However, the mean score for the last three items ranged between 1.50 and 2.49. This means that respondents disagreed that they always have internet access for the cloth business, that they normally use internet to search for potential customers and that their products are displayed online for customers to view. Therefore, much as respondents participated in online marketing, lack of accessibility to internet is one of the key challenges that reduced their rate of participation in online marketing. According to Kairuki and Wamalwa (2014), internet marketing has the potential to positively affect the performance of business for sustainable growth. Therefore,

Table 5. Online Marketing by Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Online Marketing	Male	81	2.4733	.72675	.08075
	Female	67	2.8372	.71888	.08783
OVERALL		148	2.8870	.53103	

Table 6. Levene's Test for Equality of Variance

		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
MARKETING	Equal variances assumed	.328	.568	-3.046	146	.003	-.36383	.11943	-.59987	-.12780
	Equal variances not assumed			-3.050	141.392	.003	-.36383	.11931	-.59969	-.12798

a need for cloth business owners to seek for reliable internet in their business centers for their businesses to grow. Study findings in the past further show that accessibility to internet is very important for a success of the business. Homs (2017), for instance, conducted a study on The Influence of 'Free' Marketing Websites on the Brand Equity from the Perspective of Major Manufacturing Entities and established that a positively significant influence of free marketing on brand equity. Particularly, free marketing was found to be influential in a positive way not only for regular brands but also for luxurious brands as it helps the brand reaches for as many customers as possible. The study further established a good level of awareness of the importance of social media marketing among the sample of the study. The industrial sector in Jordan appeared to be reliable to a certain degree of the idea of free marketing through social media websites including Facebook, twitter, Google+, Instagram and LinkedIn). Respondents were aware that the fact that the industrial sector in Jordan mainly depends on free marketing as it is cost effective in addition to the fact that the nature of the customer within this sector is more intentional rather than random. Therefore, it is important for business owners to get exposed with free internet services for their businesses' success to be realized.

Research Question 2: Is there significant difference in the use of online marketing strategy by cloth business people in Arusha City categorized according to gender?

Having determined the rate of the use of online marketing by participants, it was deemed necessary to establish the difference in the use of online marketing strategy by cloth business people by gender. This research question called for testing of the following null hypothesis through t-test: *there significant difference in the use of online marketing strategy by cloth business people in Arusha City categorized according to gender.* While the total number of respondents

was 148, 81 were males while the female counterparts were 67. The mean score for male respondents was 2.4733 while the mean score for females was 2.8372 (Table 5).

The Levene's test for Equality of Variance in Table 6 indicates the Sig of .003 which leads to rejection of the null hypothesis, maintaining that the difference in participation in online marketing between males and females is significant. Therefore, there is a significant difference in the use of online marketing strategy by cloth business people in Arusha City categorized according to gender whereby the rate of females' participation in online marketing was higher than the rate of male participation. Thus, females did better the online marketing than the males.

Research Question 3: What is the perception of respondents on the growth of cloth business in Arusha City?

This research question sought to determine the growth of cloth business which was measured by 9 items in the questionnaire whereby respondents had to indicate their agreement or disagreement (Table 7). The overall mean score of respondents ranged between 2.50 and 3.49. This means that participants generally agreed that their businesses are growing. The mean scores for the first seven items was also between 2.50 and 3.49 which means that respondents agreed that they managed to handle business transactions effectively, that there has been an increase of cloth products in their shops, that their capital is big enough to sustain current needs in the shops and that they are managed to pay bills for their cloth shop on time. They further agreed that number of cloth customers has been increasing, that the capital of their cloth shop has been increasing for the past two years and that their business net profit has been increasing from time to time. This means that the cloth business was growing.

However, the mean score for the last two items ranged between 1.50 and 2.49 which means disagreement. This

Table 7. Growth of Cloth Business

SN	Growth of cloth Business	Mean	Std. Dev	Interpretation
1	I manage to handle business transactions effectively	3.4054	.55742	Agree
2	There has been an increase of cloth products in my shop	3.1477	.63006	Agree
3	My capital is big enough to sustain current needs in my shop	3.1429	2.56691	Agree
4	I am manage to pay bills for my cloth shop on time	3.0738	.59382	Agree
5	Number of cloth customers have been increasing	2.8523	.70112	Agree
6	The capital of my cloth shop has been increasing for the past two years	2.7687	.54982	Agree
7	My business net profit has been increasing from time to time	2.7162	1.73417	Agree
8	I am able to run my cloth shop without financial support	2.4899	.68396	Disagree
9	I manage to run my business without loans	2.38255	.826890	Disagree
OVERALL SCORE		2.6394	.74032	Agree

Table 8. Growth of Business by Years of Experience

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
5 years or below	46	2.6739	.34219	.05045	2.5723	2.7755	2.00	3.33
6 to 10 years	53	2.8095	.46909	.06443	2.6802	2.9388	1.89	4.56
Above 10 years	47	3.1977	.62395	.09101	3.0145	3.3809	2.22	6.63
Total	146	2.8917	.53538	.04431	2.8042	2.9793	1.89	6.63

Table 9. Analysis of Variance for Growth of Business by Experience

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.941	2	3.470	14.335	.000
Within Groups	34.620	143	.242		
Total	41.561	145			

suggests that respondents were unable to run their cloth shops without financial support or loans. Therefore, cloth business owners need to be empowered through loans and financial support for sustainability of their business. According to Halim et al. (2018), accessibility loan is a key factor for businesses to realize sustainability.

Research Question 4: Is there significant difference in the growth of cloth business by respondents categorized according to years of experience in business and level of education?

Having determined the growth of cloth business, it was deemed necessary to establish the difference the growth of business by customers categorized according to years of experience in business and level of education. This research question called for testing of the following null hypothesis through ANOVA: *there is no significant difference in the growth of cloth business by respondents categorized according to years of experience in business and level of education.*

Growth of Business by Experience

As seen in Table 8, respondents were categorized according to years of experience with regard to growth of their

business. Table 8 indicates that the mean score for those with 5 years or less was 2.6739 while for those with 6 to 10 years was 2.8095. Finally, the mean score for those with above 10 years was 3.1977. Therefore, the growth of business increased as the years of experience in business increased.

Analysis of Variance in Table 9 indicates the Sig of .000 which signifies that the difference in mean scores by years of experience is significant. Therefore, the null hypothesis is partly rejected, maintaining that there is a significant difference in the growth of cloth business by respondents categorized according to years of experience in business whereby the more the experience, the more the growth of business.

Level of Education and Growth of Business

As seen in Table 10, respondents were categorized according to level of education with regard to growth of their business. Table 10 indicates that the mean score for those with no education was 2.7083 while for those with primary education was 2.7751. Mean score for those with secondary education was 2.7896 while for those with tertiary education background was 3.0278. Therefore, the growth of business increased as the level of education increased.

Table 10. Growth of Business by Educational Level

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
None	8	2.7083	.36581	.12933	2.4025	3.0142	2.22	3.22
Primary	36	2.7751	.77212	.12869	2.5138	3.0363	1.89	6.63
Secondary	34	2.7896	.45710	.07839	2.6301	2.9491	2.00	4.56
Tertiary	68	3.0278	.39593	.04801	2.9319	3.1236	2.22	3.78
Total	146	2.8925	.53545	.04431	2.8049	2.9801	1.89	6.63

Table 11. Analysis of Variance for Growth of Business by Education

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.372	3	.791	2.864	.039
Within Groups	39.201	142	.276		
Total	41.573	145			

Table 12. Pearson Correlations between Online Marketing and Growth of Business

		Online Marketing	Growth of Business
Online Marketing	Pearson Correlation	1	.455**
	Sig. (2-tailed)		.000
	N	300	298
Growth of Business	Pearson Correlation	.455**	1
	Sig. (2-tailed)	.000	
	N	298	298

**. Correlation is significant at the 0.01 level (2-tailed).

Analysis of Variance in Table 11 indicates the Sig of .039 which signifies that the difference in mean scores by education level is significant. Therefore, the null hypothesis is partly rejected, maintaining that there is a significant difference in the growth of cloth business by respondents categorized according to level of education whereby the higher the education level, the more the growth of business.

Research Question 5: Is there significant relationship between online marketing strategy and growth of cloth business in Arusha City?

This research question sought to establish the effect of online marketing on the growth of cloth business. According to Al-Rubain and Arif (2018), for instance, “setting up an online store comes with significantly lower startup costs than a traditional physical store, with no need to pay for a large physical space and all of the ongoing costs that can entail. They further list the following advantages of online marketing which include but not limited to the following: The possibility of selling and buying without travelling to the market place in contrast to the shopping operations that requires going to the market or shopping from a certain point or country. This makes it easier to get the item through the click of a button without the seller and the buyer to meet physically.

The research question called for testing of a null hypothesis which stated: there is no significant relationship

between online marketing strategy and growth of cloth business in Arusha City. The null hypothesis was tested through Pearson Correlation. The nature of possible correlations would be either positive or negative and its interpretation based on the Cohen’s formula as follows: $\geq .70$ = strong relationship; $\geq .50$ = moderate relationship and $\leq .50$ = weak relationship.

As seen in Table 12, the Sig of .000 leads to rejection of the null hypothesis and therefore maintaining that there is a significant relationship between online marketing and the growth of business (Sig=.000, $r=.455$). The correlation is moderate and therefore suggests the fact that online marketing moderately affects the growth of business in a positive way. Therefore, the use of online marketing strategy increases the growth of business. This finding is supported by various previous study findings from a global to local perspective.

Shanthi and Kannaiah (2015) conducted a study on Consumers’ Perception on Online Shopping in India and found out that E-commerce is emerging as a great level given that organized retail is still not ubiquitous across the length and breadth of the country with large retail chains making up less than 10% of the market. E-commerce is helping people in smaller towns in India access quality products and services similar to what people in the larger cities have access to. They also found out that “the consumer’s perception on online shopping varies from individual to individual and the perception is limited to a

certain extent with the availability of the proper connectivity and the exposure to the online shopping” (p. 19).

Al-Momani (2018) listed the following advantages of online marketing. First, it provides a great service to companies and institutions in assessing the reality and efficiency of its employees and the safety and effectiveness of its technical infrastructure and administrative rehabilitation programs. Another advantage of online marketing is that it helps companies re-engineer their business processes and through this change the productivity of vendors, employees and administrators will jump to more than 100%. It reduces the time between payment of money and access to products and services. It helps companies to increase their sales significantly and clearly. Other advantages of online marketing is that it reduces the cost of telecommunications since the Internet is much cheaper than the value-added network. Electronic commerce expands the market to an international scale. With little cost, any company can find more consumers, better suppliers and more convenient, faster and easier partners. It reduces the costs of establishing, processing, distributing, archiving and retrieving paper information. It helps to create a very specialized trade. It allows inventory reduction by using the draw process in the supply chain management system. In this system, the withdrawal process begins to obtain a commercial order by the consumer and the company provides the consumer with an order through appropriate timely manufacturing. Finally, it helps to reduce the cost of labor in companies and use e-commerce solutions instead of traditional trade and worked to cancel the range of jobs needed by companies in large quantities and also require large numbers of employees.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions of the Study

Based on the findings of the study, the researcher came up with the following conclusions of the study regarding online marketing and business growth.

1. Cloth business people participated in online marketing and the advertisement in the social network was useful for their business. Some of their customers paid through mobile phone e.g MPESA, Tigopesa, etc, and the cloth business people spent time browsing products online and used online method to advertise their products. However, much as respondents participated in online marketing, lack of accessibility to internet was the key challenges that reduced their rate of participation in online marketing.

2. There is a significant difference in the use of online marketing strategy by cloth business people in Arusha City categorized according to gender whereby the rate of females' participation in the online marketing was higher than the rate of male participation. Thus, females did

did better online marketing than the males.

3. The cloth business is growing as respondents managed to handle business transactions effectively and there was an increase of cloth products in their shops. However, they were unable to run their cloth shops without financial support or loans. Therefore, there is a need for cloth business owners to be empowered through loans and financial support for sustainability of their business.

4. The growth of business increased as the years of experience in business increased. The more the experience, the more the growth of business. Furthermore, the growth of business increased as the level of education increased. The higher the education level, the more the growth of business.

5. There is a significant positive relationship between online marketing strategy and growth of cloth business in Arusha City. The correlation is moderate and therefore online marketing moderately affects the growth of business in a positive way.

Recommendations of the Study

Based on the conclusions of the study, the researcher came up with the following recommendations:

1. As lack of accessibility to internet was the key challenges that reduced the rate of participation in online marketing, there is need for cloth business owners to unite and purchase electronic devices that supply reliable internet network for them to keep browsing while running their business.

2. As the rate of female participation in online marketing outnumbered the rate for the male respondents, male respondents need to be encouraged to increase the use of online marketing for them to realize the growth of their businesses.

3. Cloth business owners need to be empowered through loans and other financial support means for sustainability of their business.

4. As experience and level of education affected the growth of business, inexperienced cloth business runners need to associate themselves with those with more experience for them to gain more experience and be successful in their business. Furthermore, there is a need for continuous education especially in business areas as the level of education enhanced the growth of the business.

5. Finally, cloth business owners need to be encouraged to use online marketing as the same increases the rate of business growth.

Conflict of Interests

The authors declare that there is no conflict of interests regarding the publication of the paper.

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