

The Use of the Internet and Social Media by Microenterprises in South Africa

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ABSTRACT The main purpose of this paper was to investigate the utilization of the Internet and social media by microenterprises in South Africa. Forty microenterprises participated in the survey and data was collected through the use of self-administered questionnaire in a survey. The convenience and snowball sampling techniques were used in the paper. Data analysis included descriptive statistics and t-test. The results indicated that majority of the respondents are partly aware of social media, however most of them use it for non-business purposes such as reconnecting with friends. Majority of the respondents indicated that online marketing is not included in their business' strategy. The t-test results indicated that there is no gender difference on the use of Internet and social media. It is recommended that the government should device a consortium of strategies aimed at imparting knowledge and creating strong social media awareness among microenterprises in South Africa.