

THE EFFECT OF SOCIAL MEDIA TOOLS ON WOMEN'S SMALL BUSINESS EFFICIENCY

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Abstract

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This was an effort to determine how social media influenced the effectiveness of small-scale projects for women in the Tafila Governorate. In the case of small companies, social media channels have become an important strategic marketing instrument that can enhance their efficiency and allow engaging customers in an economical and efficient way (Cox, 2012; Priambodo et al., 2024). When the simple stratified sample was selected, various statistical techniques, including arithmetic mean, standard deviation, and variance, simple multiple regression analysis, and correlation coefficients, were applied. The analysis of all the data was done by the descriptive analysis method. Salas, the study tool (questionnaire) designed to achieve the objectives of the study in order to investigate the views of the study community (consisting of 311 projects). The data were subsequently analyzed with the Statistical Package of Social Sciences (SPSS) version 25 program. The major findings of the study included the effects of social media on the performance of small projects in terms of customer satisfaction and time of completion through the aspects of advertising content, type of social media, and advertising strategy. The strongest offer adds the technical skills of the project owners to systematic training in communication, materials, and advertising. This institutional model supports the growth of the related services, thus affording the local population a competitive edge by enhancing its ability to provide support and expertise of high quality.

Keywords: Digital Tools, Social Media, Marketing, Women Entrepreneurs, Customer Happiness, Operational Effectiveness, Economic Development

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1. INTRODUCTION

In the modern digital age, the field of communication technology is transforming at a high pace and changing the way people and organizations

conduct their activities. Social media has been integrated as a vital marketing and customer engagement tool as societies are becoming more digitally integrated in every area, primarily business and commerce (Al-Awadhi, 2023). Besides

the dynamics of communication, these platforms also influence consumer behaviour and consumer decision-making (Hafez, 2021). Social media has provided small and medium-sized businesses (SMEs), especially those run by women, with a competitive advantage, better consumer relationships, and breaking the traditional barriers in the market (Rahindra & Wisnujati, 2024; Hanandeh et al., 2024). Social media marketing can assist these companies to better advertise their products, collect customer feedback, and create brand loyalty. Despite the seemingly positive aspects, SMEs owned by women might not be able to achieve consistent marketing performance and operational efficacy, particularly in new regional settings. There is a lack of understanding of the interactions between particular factors, such as platform types, content strategies, and advertising approaches, to enhance efficiency indicators such as responsiveness and customer satisfaction, so that, despite the past research focused on the overall impacts of social media, the individual factors have not been addressed (Yasa et al., 2025). This is the gap in the literature that determines the current research challenge. The primary objective of the given study is also to test empirically the influence of social media marketing factors on the efficiency of small businesses managed by women. The research questions that were specifically covered in this study were as follows:

RQ1: To what extent does the consumer pleasure rely on the nature of the platform, the advertising strategies, and the advertising content?

RQ2: What are the same elements' effects on service delivery efficacy and response time?

To answer these questions, the present research design is a quantitative and cross-sectional research design that will be conducted by applying a structured survey to a sample of female entrepreneurs. The study has a conceptual framework in which social media marketing is a multifaceted and independent variable (advertising content, type of platform, and form of promotion), and the dependent variables are customer satisfaction and operational performance. This study is notable because of the emphasis placed on SMEs that are led by women, which is highly important in promoting local innovation, curbing unemployment, and establishing inclusive economic development. These companies provide women with a safe environment to feel empowered and provide them with opportunities to engage in sustainable entrepreneurship, which is particularly safe in poor regions, such as the Tafila Governorate in Jordan (Rahindra & Wisnujati, 2024). Nevertheless, most of these organizations have low marketing efficacy because of the deficit of knowledge about the needs of clients, low utilization of social media, and the lack of digital marketing experience (Abdulaziz Hassan Abdulaziz et al., 2021). Therefore, this study will investigate how social media marketing has influenced the performance of women in Tafila as entrepreneurs. It emphasizes the strategic digital interaction of small business ventures to gain publicity, customer retention, and management of effectiveness.

This paper is organized as follows. Section 2 provides a critical evaluation of the existing literature on the topic of social media marketing and

female entrepreneurs. Section 3 defines the research methodology, which will involve demographic, selection, and the methods of data collection and data analysis. Section 4 shows the outcomes of the investigation, which are empirical. Section 5 gives a summary of these findings as pertinent to the recent studies and theoretical implications. Section 6 concludes the study, presenting limitations, recommendations, and suggestions for future research.

2. LITERATURE REVIEW

2.1. The use of social media as a strategic marketing tool

Small business online has transformed its platform in the past decade as a result of the rocket-to-the-top expansion of social media sites. Increasing numbers of people are becoming aware of the fact that Facebook, Instagram, and TikTok are not only communication tools but also effective marketing tools that can help small businesses gain more visibility, reach more people, and compete in the market effectively (Cox, 2012). Chaffey and Smith (2022) and Cheng et al. (2022) research state that such platforms contribute to the targeted audience reaching based on scalable and cost-effective marketing strategies. Specifically, the content that is visually thrilling in nature enhances user engagement to a considerable degree. In a recent meta-analysis by Virtus Intersperses, published in 2023, it was found that integrated social media marketing strategies have the potential to make micro-enterprise lead generation substantially higher by 1520, which proves their importance in modern marketing strategies.

2.2. The essential importance of the advertising content

With the digital marketing world ever-changing, small businesses are no longer focusing on the old promotional methods but are instead concentrating on creating authentic and applicable advertising content. Empirical research indicates that content created by users and sincere storytelling build more emotional relationships with consumers as compared to ordinary, refined adverts (Kropp, 2025; Hund, 2023). This change is consistent with the growing role of building customer loyalty and brand trust, most of which small companies do through personal stories (Mustonen, 2024; Afreen, 2024). Moreover, these content strategies are enhanced by the more emotional intelligence and social interaction of female entrepreneurs (Kovid et al., 2025). Amazingly, the trend of behind-the-scenes information is becoming more popular in 2022 and increasing the authenticity of a brand and consumer confidence (Sociamionals, n.d.).

2.3. Selection of advertising methods and places

The lack of resources restricts small businesses from using strategic, but inexpensive, advertising options, such as partnerships with micro-influencers and tailored pay-per-click (PPC) campaigns. Although these strategies are less expensive, careful planning

is required to guarantee the stability of brand messages and continued engagement with the audience (Bandyopadhyay, 2016; Mufadhol et al., 2024). Research demonstrates that businesses that are oriented to long-term relationships with their online customers are doing well as compared to those that only deal with them in a transactional manner (Rybalchenko, 2025). Instagram and TikTok are very effective in the promotion of eye-pleasing products, whereas Facebook is an effective platform to act as a community and provide customer service (Deel, 2023; Cheng et al., 2022). The effectiveness of marketing is also dependent on platform selection.

2.4. Women-led SMEs: Operational efficiency

Women-led firms have special challenges in the aspects of sustainability and efficiency. Although there is still a concern regarding access to finance, it has been demonstrated that digital technologies significantly improve operations by reducing the number of errors and streamlining the process (Lyons & Zhang, 2023; Ubfal, 2024). In the given case, the concept of effectiveness extends beyond internal procedures and also incorporates adopting digital marketing strategies that maximize client satisfaction and response (Priambodo et al., 2024; Casaca & Miguel, 2024). The success of small businesses has a significant influence on customer satisfaction. Female entrepreneurs are often in a better position to create personalized experiences because they are more sensitive to client input and have a higher emotional intelligence (Kovid et al., 2025; Wan Chek et al., 2025). This response significantly affects customers and creates brand loyalty, and is the key factor that affects the perception of the business by the customers. As they have a direct impact on customer retention and customer trust, making them quick becomes a key to success, especially on social media platforms (Del Pardo & Abbassi, 2025; Ah. Saad et al., 2022).

Over the past years, social network sites have increased exponentially, and this has brought a digital age to small businesses. It is important to note that social media sites like Facebook, Instagram, and TikTok have been identified by scholars as effective marketing tools that do not just help in communication but also enable small businesses to grow and compete (Cox, 2012; Lile, 2025). Using these platforms, small companies can easily and inexpensively reach specific audiences, especially the visual-first content models that drive engagement (Chaffey & Smith, 2022; Cheng et al., 2022). Small businesses are placing more weight on their advertising content than they used to on their traditional methods of promoting themselves as they walk through this digital world. Research has found that relatable and authentic content improves the connection with customers more than carefully designed advertisements (Kropp, 2025; Hund, 2023). User-generated content and storytelling are methods applied in many small companies to increase trust and brand loyalty (Mustonen, 2024; Afreen, 2024). This strategy, based on emotional intelligence and interpersonal interaction that female entrepreneurs often exhibit, is also consistent (Kovid et al., 2025). Micro-influencer partnerships and PPC adverts are some of the low-cost marketing strategies that can

attract small businesses with very low budgets. These are still strategies that should be planned carefully, even when they are cheap, to ensure that the brand continues to be communicated to the audience and engages them (Bandyopadhyay, 2016; Mufadhol et al., 2024). Firms that have spent more on establishing long-term relationships with their followers, as opposed to transactional advertising, have recorded superior performance outcomes (Rybalchenko, 2025).

The female-led companies face certain challenges in terms of sustainability and efficiency. Although there is still a concern regarding access to finance, it has been demonstrated that digital technologies significantly improve operations by reducing the number of errors and streamlining the process (Lyons & Zhang, 2023; Ubfal, 2024). The implications of the COVID-19 pandemic problems on the use of social media by women entrepreneurs. Despite the economic crises, this quantitative research ($n = 130$) with female SMEs in Yogyakarta, Indonesia, had its results that showed that Facebook, Instagram, and WhatsApp as social media proved essential in keeping businesses afloat during lockdowns, preserving relationships with clients, and identifying new markets. Social media and entrepreneurial empowerment of female entrepreneurs and its implications for their business performance: a mixed-methods research paper conducted in Sri Lanka. According to the present study (the mixed methods approach (focus group and survey of 157 respondents) the success of women-led enterprises mediates the relationship between social media usage and empowerment. Qualitative research suggests that social media changes the perspective of people and helps to exchange knowledge, promote businesses, inspire entrepreneurs, and allow gender-neutral networking and branding. As Priambodo et al. (2024) and Casaca and Miguel (2024) state, effectiveness in this regard extends beyond internal operations and incorporates the application of digital marketing strategies, which maximize response and pleasure to consumers. Customer happiness remains a major ingredient of the success of a small business. Female entrepreneurs are often in a better position to create personalized experiences because they are more sensitive to client input and have a higher emotional intelligence (Kovid et al., 2025; Wan Chek et al., 2025). This response significantly affects customers and creates brand loyalty, and is the key factor that affects the perception of the business by the customers. As they have a direct impact on customer retention and customer trust, making them quick becomes a key to success, especially on social media platforms (Del Pardo & Abbassi, 2025; Ah. Saad et al., 2022). Collectively, these studies create an interesting image of how social media networks have become vital to small businesses, with women in charge and control, giving them the opportunities to gain more exposure, more clients, and the multiplication of operational efficiency.

The key to the success of the contemporary digital industry in the long term is finding the right balance between the choice of the platform, the originality of the content, and its responsiveness. In the case of small businesses, social media platforms have become indispensable since they offer inexpensive methods of targeting particular users, gaining more attention, and

creating recognition of a brand (Cox, 2012; Lile, 2025). In the case of the creative industries, visual storytelling has provided organizations with dynamic formats of content and precision marketing tooling through Facebook, Instagram, and TikTok (Chaffey & Smith, 2022; Cheng et al., 2022). Authentic content and relatable stories in the form of user-generated content are especially good advertising content that develops positive relationships with consumers and builds trust (Kropp, 2025; Mustonen, 2024). Bandyopadhyay (2016) and Mufadhhol et al. (2024) argue, however, that due to the scarcity of resources, strategic advertising techniques, including constant contact and relations with micro-influencers, must be implemented to maintain the effect. Operation effectiveness, which is often enhanced by digital tools, lean management, and external networks, is one of the factors that make women-led small enterprises successful (Priambodo et al., 2024; Lyons & Zhang, 2023). Further studies have demonstrated that a customer-focused and emotional intelligence approach by women makes them more satisfied and loyal to the company, especially when supported by the customer relationship management (CRM) systems and timely service (Kovid et al., 2025; Casaca & Miguel, 2024). Response time was also a major factor in creating a customer impression; the ability to respond kindly and in a timely manner is linked to continued engagement and increased trust (Del Pardo & Abbassi, 2025; Ah. Saad et al., 2022). When combined, these variables demonstrate the level of importance of social media in the improvement of market efficacy, customer satisfaction, and operational efficiency in small businesses operated by women.

3. RESEARCH METHODOLOGY

The methodology and methods applied in the study to analyze the effects of social media technologies on the efficiency of small businesses of women are presented in the section on research methodology. The relevant approach is to be selected to guarantee

the reliability and validity of the results. To objectively test connections between variables, this research primarily employs a quantitative research methodology by relying on methodical data collection and statistical examination. The demonstration of different methodological strategies, such as mixed-methods and qualitative designs, tries to determine new potential avenues of studying the issue under research. These options, combined with the quantitative results, may help us learn more about the contextual and subjective experience of female entrepreneurs who use social media. The research design, population and sampling, data collection methods, data analysis methodologies, and considerations of alternative methodology are all well discussed in the following subsections.

3.1. Population and research design

This research employed descriptive-analytical and correlational research designs in a bid to examine the impact of social media technologies on the performance of women-led small businesses. The population of the research consisted of all 311 female small business owners registered in the targeted region by the corresponding local authorities. A comprehensive census strategy was experimented with in order to cover all members of this group.

3.2. Sampling and data collection

The appropriate sampling method employed was a simple stratified sample in order to represent the various types of businesses (industrial, service, agricultural, and educational). The standardized questionnaire was given to all 311 female entrepreneurs in an electronic form. The response rate was high, 91% because 283 valid responses were recovered to participate in the study. The demographics of the final sample are presented in Table 1.

Table 1. Distribution of the study sample by personal variables

No.	Variable	Category	Frequency	Percentage
1	Age group	Under 30 years old	88	31.1%
		30-40 years old	102	36.04%
		41-49 years old	70	24.73%
		50 years old and older	23	8.13%
2	Educational level	Secondary or below	86	30.39%
		Diploma	59	20.85%
		University	92	32.51%
		Postgraduate	46	16.25%
3	Type of project	Industrial	84	29.68%
		Service	89	31.45%
		Agricultural	39	13.78%
		Educational	71	25.09%
4	Most used social media tools	Facebook	90	31.80%
		Instagram	39	13.78%
		WhatsApp	75	26.50%
		Snapchat	48	16.96%
		YouTube	13	4.59%
		TikTok	18	6.36%
Total			283	100%

3.3. Research model and variables

As depicted in the research model (Figure 1), *Social media tools* used as the independent variable have three dimensions (advertising content, social

media type, and advertising methods), whereas the *Efficiency of small businesses* has two dimensions (customer satisfaction and average response time) as the dependent variable. The elements were assessed by a five-point Likert scale.

The three dimensions of the independent variable that are on the left side of the diagram of the research model (Figure 1) are advertising content, platform type, and advertising methods. The dependent variable, *Efficiency of small business*,

is indicated by the *Social media tools* box in the middle of the figure, and then has its two dimensions, customer satisfaction and average response time.

Figure 1. Research model



Source: Based on Lyons and Zhang (2023) and Al-Awadhi (2023).

3.4. Data analysis

In order to process the data, Statistical Package of Social Sciences (SPSS) version 25 was used. The sample and variable values were described using descriptive statistics (mean, standard deviation). The relationships between the variables were studied using inferential statistics, which comprised multiple regression analysis as well as Pearson correlation coefficients.

3.5. Reflecting on alternative methods

The quantitative survey method employed in the current research is effective in relation to searching and generalizing the results, though other methodological techniques could also bring more information. The qualitative (why) investigation of the statistical relationships discussed involved the use of a mixed-method approach, which involves in-depth interviews. Moreover, a longitudinal study design would be more appropriate to consider how social media influences organisational efficiency over a period of time, and not using the cross-sectional picture as in this case.

4. RESULTS

4.1. What is the level of use of social media tools among the women in the study sample?

Table 2 shows the mean and standard deviation of the domains of the *Social media tools*. The general average of 3.94 in the use of social media platforms indicated that the participation was high. At the first position in the list was the dimension of advertising content (Table 2). The following is the result of the verification of the verbal assessment: item order dimension mean, standard deviation, and relative importance rank by relative importance.

4.2. What is the level of efficiency of small businesses in the study sample?

Additionally, Table 3's overall small business efficiency mean of 3.85 suggested a high level. Customer satisfaction has the highest mean of all the dimensions.

Table 2. Means, standard deviations, and rankings for *Social media tools* domains

Item order	Dimension	Mean	Std. dev.	Relative importance	Rank by relative importance	Verbal assessment
1-5	Advertising content	4.02	0.586	80.4%	1	High
6-10	Type of social media	3.82	0.631	76.4%	3	High
11-15	Advertising methods	3.98	0.618	79.6%	2	High
1-20	Independent variable: <i>Social media tools</i>	3.94	0.538		High	

Table 3. Means, standard deviations, and rankings for the *Efficiency of small business*

Item order	Dimension	Mean	Std. dev.	Relative importance	Rank by relative importance	Verbal assessment
16-20	Customer satisfaction	3.91	0.635	78.2%	1	High
21-25	Average response time	3.79	0.590	75.8%	2	High
	Dependent variable: <i>Efficiency of small projects</i>	3.85	0.557		High	

4.3. Is there a statistically significant relationship between social media tools and the efficiency of small businesses?

Table 4 displays the Pearson correlation coefficients. All correlations were positive and statistically

significant at $\alpha < 0.05$. Overall business efficiency and advertising methods had the largest association ($r = 0.748$), whereas social media type had the poorest but still significant link ($r = 0.549$).

Table 4. Pearson correlation matrix among study variables

<i>Variables</i>	<i>Dimensions</i>		<i>Efficiency of small projects</i>
			Average response time
Independent variable: <i>Social media tools</i>	Customer satisfaction		
	Advertising content		0.692
	Type of social media		0.549
	Advertising methods		0.748
	Overall independent variable		0.752

5. DISCUSSION

Social media platforms such as Facebook, Instagram, and TikTok are powerful tools to increase brand awareness and reach a company at relatively low cost, not to mention that they serve as a communication tool (Chaffey & Smith, 2022; Cheng et al., 2022). Based on the findings of the study, the operational effectiveness of small enterprises run by women had a significantly positive association with the utilization of social media. This observation is consistent with a large body of literature that highlights the inevitability and necessity of social media as a marketing instrument to promote SMEs (Cox, 2012; Lile, 2025). Moreover, the evidence suggests that the more efficient than the presence on social media is the implementation of targeted advertising campaigns. Bandyopadhyay (2016), Rybalchenko (2025) agree and emphasize that it is better to engage with the audience regularly and be consistent, as well as collaborate with micro-influencers to achieve more effective results than the occasional marketing campaigns. This is a sign of the decreasing trend of transactional interaction and the developing long-term relationship with the customer. Furthermore, Kropp (2025) and Hund (2023) associated genuine and pertinent information with better contact with customers and the development of trust, and the strong influence of quality advertising content can justify their assumptions. By doing so, women who participated in the survey placed high ratings on this component, implying that it inherently fits the relationship-oriented business strategy that is paramount to the success of the social media marketing strategies. Based on the analysis, it is seen that though platform selection is still significant, content quality and marketing strategy are the primary elements of operational efficiency. Deel (2023) and Cheng et al. (2022) suggest that platform-specific best practices can improve but not substitute a comprehensive attitude of content and interaction. This observation is in line with their views. Besides internal processes, the study also points out the functionality of operational efficiency, which involves the implementation of digital marketing strategies that increase consumer joy and response time. This helps to affirm the findings of Del Pardo and Abbassi (2025) and Lyons and Zhang (2023), which highlighted the importance of fast social media response rates to build customer loyalty and trust. Studies also suggest that female entrepreneurs are more sensitive and emotionally intelligent to customer feedback than their male counterparts (Kovid et al., 2025; Wan Chek et al., 2025). This allows them to provide tailored experiences. Recent studies show that social media also played a significant part in helping female entrepreneurs to maintain their businesses, remain connected with their customers, and access new markets, even with financial limitations during the COVID-19 pandemic.

Besides serving as marketing channels, this is indicative of the important role digital technology can play in the empowerment of women and the sustainability of companies. The general conclusions of the research are the complexity of social media platforms and the fact that their effectiveness lies in legitimate content and effective marketing plans. The qualities result in accelerated participation in the women-led small businesses and increased client satisfaction. This alignment with the body of existing literature indicates the value of incorporating such technologies in corporate planning in order to make them sustainable and grow in the modern digital economy.

6. CONCLUSION

As the results of the study point out, social media marketing contributes greatly to the work effectiveness of small businesses that are owned and managed by women. This shows that operational efficiency is positively correlated with three variables, namely advertising content, type of platform, and advertising tactics. The highest relationship was observed with advertising strategies. This shows that great advertisement content and a clever implementation of the campaign are equally relevant to successful business functioning, as is the existence of social media.

Individuals dealing with female entrepreneurs will discover that the findings are important in their applications. One of the main concerns of organizations and policymakers should be the introduction of specialized training courses that will combine advanced skills in interacting with the audience, content writing, and social media management on top of basic digital literacy. It is also advised that female entrepreneurs use regular and thoughtful advertising schedules, choose the platforms carefully that fit their target audience, and invest in relationship building using authentic and real content. Probably, such strategies will bring more loyalty to the consumers, their trust in the brand, as well as enhance the efficiency of operations. In addition to acknowledging the necessity of social media strategies with regular business processes, the paper presents a recommendation that marketing campaigns must be aligned with the corporate goals in general in order to capitalize on the effects.

There are various limitations that are important to note in this research. Due to the cross-sectional approach, it becomes difficult to have causal relationships between social media use and operational effectiveness. Secondly, the one geographic location of the study could not be generalized to other cultural and economic situations.

Based on the results of the study, female entrepreneurs interested in becoming better users of social media will need to focus on creating high-quality advertising content and relying on effective

promotion strategies. In order to improve their business, they should be subjected to training programs where they can acquire the technical and digital marketing skills. They can possibly expand their reach and improve customer interest by collaborating with local social media influencers. The portals best suited to the entrepreneur should also select their target market and business model carefully. Government agencies and support groups are called upon to provide financial support and special training programs in order to improve women-led small companies, particularly in less developed regions such as Tafila.

The research offers a proven approach to assessing the effectiveness of social media on

female entrepreneurial SMEs despite these shortcomings, which lays a framework for future studies. To gain more insight into causality and examine how the company size, the level of digital literacy of the entrepreneur, or any industrial field can change this connection, longitudinal studies were suggested. The qualitative research method can also help provide a more profound understanding of the issues, life experiences, and effective social media strategies used by the successful female entrepreneurs. By tackling these issues, the future study will gain a clearer insight into how the concept of social media as a strategic instrument to empower women-owned businesses and enhance their viability in the digital economy can work.

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