The Effect of social media on small business performance in Jordan
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Abstract:
This study aims to identify the impact of social network on the financial and non-financial performance of small business firms. This study conducted on a group of firms in Jordan, where the number of employees ranges from 1-30. Two main sectors have been selected, namely, clothes, cosmetics and desserts, as they are the best-selling through social network in Jordan. 170 copies of the questionnaire was distributed, but only 153 of them were recovered and have been analyzed, which is 90% of the total number. The study has focused on the most important social networking sites used in Jordan, namely, Facebook, Instagram, Twitter, in order to find out the extent of their impact on the small-business firms performance regarding financial and non-financial aspects.

The study shows a significant effect of social media on the performance of small-business firms, where Facebook has had the greatest impact on the financial performance of these firms, followed by Instagram, and in the last rank came Twitter, whereas Instagram came in the first place regarding the impact on the non-financial performance of these firms, in the second rank came Twitter and in the last rank came Facebook. This highlights the significant role of social networking sites in influencing the financial performance of small business firms in Jordan in terms of the increase in sales volume, profit and the expansion of market share as well as the impact of this on non-financial performance of these firms in terms of gaining a greater number of clients, maintaining them, and gaining their trust in organization performance.