

FACTORS THAT INFLUENCES SMES ADOPTION OF SOCIAL MEDIA MARKETING: A REVIEW

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ABSTRACT

Small and medium-sized enterprises (SMEs) are widely acknowledged as major contributors to economic, development, and job growth. SMEs are widely recognized for having limitations and acceptability hurdles when it comes to embracing new technology, despite the fact that the technology and telecommunications channels have altered the way people do business today. The use and acceptance of social media marketing as a new communication tool by organizations and SMEs is growing worldwide, providing unique possibilities for small and midsize enterprises and marketing researchers to conduct impactful study. The goal of this article is to examine the academic literature on the variables that influence the adoption of social media advertising in SMEs and organizations. Others will be able to get a fair view of the present status of global social media marketing adoption study thanks to the subject. It also provides a helpful tool for analyzing the types of research that has to be conducted in order to further research in the linked field of social media marketing.

KEYWORDS: *Literature Review, Marketing Research, Social Media Marketing, Technology Adoption, Smes*

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