

## **LITERATURE REVIEW ON PROBLEMS IN ADOPTING SOCIAL MEDIA AMONG SMES IN RURAL AREAS**

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**DOI: 10.5958/2249-7315.2025.00021.4**

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### **ABSTRACT:**

*Small and Medium Enterprises is known for employment creation and socio-economic growth and development of the nation. Social media is significant for information sharing and in promotion of product. SME's face problems in adoption social media for running business successfully. The objective of the study is to classify the problems which affects the social media adoption by SME's. The paper is literature review based. Literature has been covered from year 1995 to 2021. Through literature review its is found that high cost, inadequate technology and lack of expertise are some major problems faced by owners of SMEs in social media adoption. The study concludes that with the change in consumer requirement the social media usage has increased. Quality content is significant factor which attracts the consumer. Majority of business has survived with social media marketing.*

**KEYWORDS:** *SME's, Social Media, Digital Transformation, Problems In Adopting Social Media.*

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### **1. INTRODUCTION**

Small medium enterprises significantly contribute to economic- socio growth and development. Internet revolution and communication channel, working of business has changed but also faces the acceptance barriers in using latest technology. Social media is a marketing media instrument in this fast-changing era. Social media helps customer in audience engagement through effective marketing. Unfortunately rate of social media adoption is low (Bakeman & Hanson, 2012). Social media has a significant impact in the business operation (Bennett, 2012). Social media is replaced from physical proximity to online interaction (Barnes et al., 2012).

Social media sites help in decreasing financial and time constraints which helps in reaching target in less cost whereas small businesses are unsure about adopting of social media in terms of efforts (Maltby & Ovide, 2013).

Social media allows business in advertising products on single platforms. Government cannot handle the problems alone in controlling cost and utilizing resources efficiently (Barraket et al., 2017; Spieth et al., 2019; Tykkylainen & Ritala, 2020).

### **2. Objective of the Study**

- To identify the problems which affects the usage of social media by SME's.
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**3. Research Methodology**

The research paper is based on literature review collected from various journals, books and website. From year 1995 to 2021 literaturereview has been covered. Multiple problems faced in social media usage by SMEs are studied as discussed under:

**4. Literature Review****Informal And Unstructured Nature of Business**

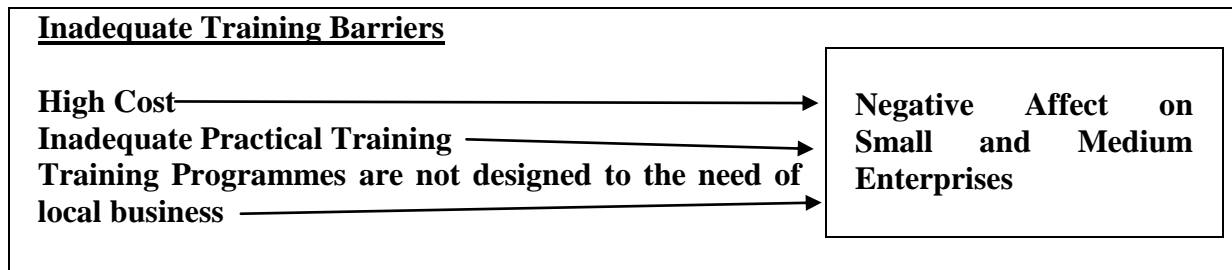
| <b>Authors (Years)</b>                 | <b>Findings</b>   |
|--|---|
| Carson, Cromie, McGowan & Hill, (1995) | Informal and unstructured practices of business affect social media adoption in SMEs. |

**Inadequate Training**

| <b>Authors (Years)</b>          | <b>Findings</b>  |
|---------------------------------|--|
| Chui, Miller, & Roberts, (2009) | Lack of IT training programme creates hurdle in adopting social media.               |
| Kumar & Ayedee, (2021)          | Inadequate practical training and high cost are the major adoption problem of SME's. |

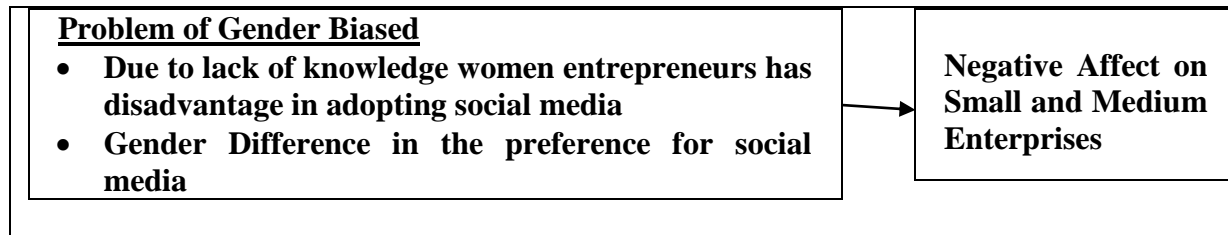
**Limited Scope for Local Market**

| <b>Authors (Years)</b>  | <b>Findings</b>   |
|-------------------------|---|
| Kubickova et al. (2017) | A limited scope for the local market is comparison to national and international markets is the problems faced by rural SMEs. |

**Figure No 1: Inadequate Training Barriers Affects the Usage of Social Media By SMEs****Gender Biased Barriers**

| <b>Authors (Years)</b>    | <b>Findings</b>  |
|---------------------------|--|
| Lebel & Danylchuk, (2012) | The problem of gender difference in the preference for social media.                                   |
| Genç & Oks, (2015)        | Women entrepreneurs has the disadvantage of social media adoption by business due to lack of knowledge |

**Figure No 2: Gender Biased Barriers Affects the Usage of Social Mediaby SMEs**



**Government Policy Problems**

| Authors (Year) | Findings   |
|----------------|--|
| Azam, (2015)   | SMEs are unable to take benefits of social media due to inadequate government policy and regulatory framework. |

**Marketing Problems**

| Authors, (Year)            | Findings   |
|----------------------------|--|
| Hanafizadeh et al., (2012) | Owners are unaware about the advantages of online marketing and also the functionality of digital marketing.   |
| Kokkodis&Ipeirotis, (2014) | Online marketing needs worker's expertise on usage of social media which act as negative marketing strategy.   |
| Vernuccio&Ceccotti, (2015) | Organizational and strategic issues avoid SMEs from adopting social media as marketing tools. There is a high risk of losing control of managing brand   |
| Taiminen&Karjaluo, (2015)  | At early stage SMEs does not prepare marketing strategy and has shortage of clear strategic objective which creates difficulty in adopting digital marketing.<br>Limited resources at initiation stage, lacks clarity in strategy and unsystematic marketing efforts are barriers of social media adoption and implementation. |
| Kumar &Ayedee, (2021)      | Inadequate finance, unskilled labour, inadequate quality realization, lack of financial resources and unhealthy work culture of business. Give less significance to quality, the brand image of SMEs are negatively affected in comparison to large enterprises.   |

**Figure No 3:Marketing Barriers Affects the Usage of Social Media By SMEs**



### **Inadequate Experience**

| Authors (Year) | Findings  |
|----------------|---|
| Thong, (1999)  | Managers has low experience in adopting latest technology. This harms the technology adoption rate of SMEs and leaves behind from larger organizations. |

### **High Implementation Cost**

| Authors (Years)   | Findings   |
|---|--|
| Kendall et al., (2001);<br>Gilmore et al., (2007);<br>El-Gohary, (2012) | Cost is the critical factor in adoption of social media. |

### **Language Barrier**

| Authors (Years)             | Findings   |
|-----------------------------|--|
| Kendall et al., (2001)      | Barriers of SMEs is language and spamming are barriers of SMEs   |
| Ebrahimi & Khalifah, (2014) | Community incapability i.e. language hinders the sustainability. |

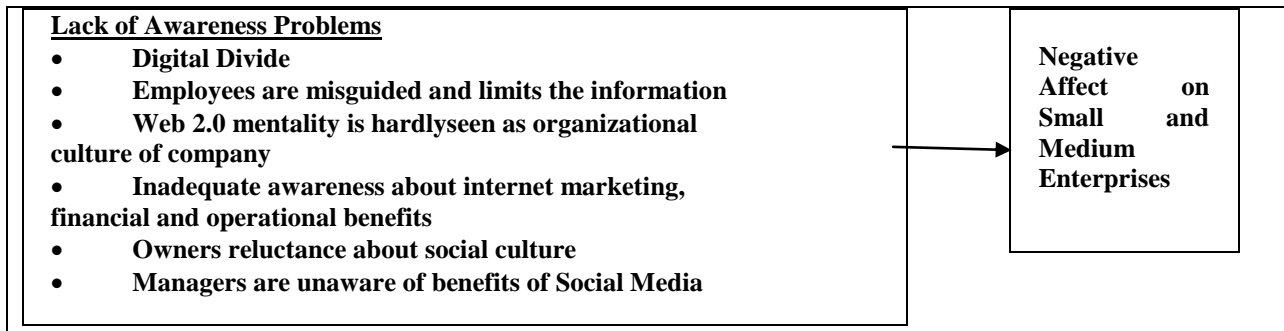
### **Perception Problems**

| Author (Year)            | Findings   |
|--------------------------|--|
| Zeiller& Schauer, (2011) | Negative perception of social media creates challenges in adopting social media. |
| Treem& Leonardi, (2012)  | In SMEs social media is perceived as infancy.                                    |

### **Inadequate Awareness**

| Authors (Years)   | Findings   |
|---|--|
| Asan, (2003); Osman & Zakaria, (2020)                                     | Because of digital divide, lack of awareness about digital marketing hinders adoption problem in social media.   |
| Cox et al.'s (2008)   | Due to usage of social media employees are misguided and limits the information and damage the corporation's brand.  |
| Fuchs-Kittowski et al. (2009)   | SMEs face internal challenge in the social media adoption, it is believed that the Web 2.0 mentality is hardly seen as organizational culture of company.  |
| Omar et al., (2011);<br>(Matikiti et al., (2012);<br>Senff et al., (2015) | Inadequate awareness about internet marketing, financial and operational benefits hinders social media adoption by business. Owners of the business owners are unable to understand the advantages of digital marketing is the barrier in social media adoption. |
| Wamba & Carter, (2016)  | Owners reluctance among SMEs in social media adoption. Unawareness among enterprises about the benefits.   |

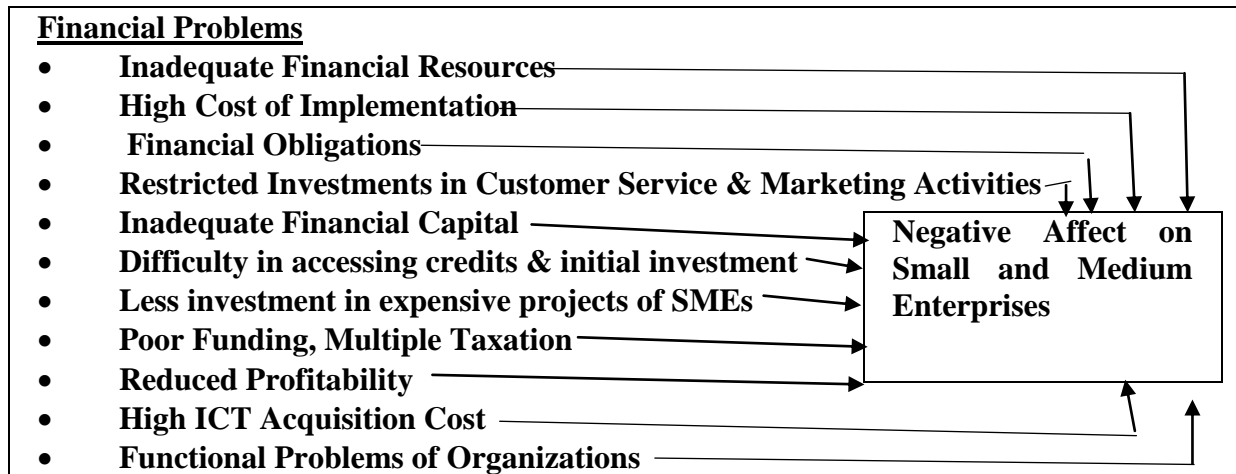
**Figure No 4: Lack of Awareness Barriers Affects the Usage of Social Media By SMEs**



### Financial Challenges

| Authors (Years)  | Findings  |
|--|---|
| Stockdale & Standing, (2004); McCole & Ramsey, (2006); Piercy, (2010)                                      | Inadequate financial resources hinders the social media adoption.   |
| Levy, Powell & Worrall, (2005); Laar et al., (2015); Chatzoglou & Chatzoudes, (2016); Ahmad et al., (2017) | High cost of implementation and inadequate financial resources are the problems of SMEs. Cost is the hurdle that affects the functionality of business for the long term sustainability.        |
| Hills, Hultman, & Miles, (2008)  | Generally SMEs operate under uncertain budgets they can be over or under estimate finance requirements for using social media.  |
| Omar et al., (2011); Hanafizadeh et al., (2012)  | Shortage of financial resources and expertise are the problems in adopting social media.  |
| Consoli, (2012)  | SMEs are unable to take benefits of ICT in comparison to large business due to initial large investment. Difficulty in accessing credit and initial investment are SMEs' financial constraints. |
| Atanassova, Clark, & Wheeler, (2013)   | Problem of clarity on return on investment discourages consideration of investment in business, regardless of the amount.   |
| Odia & Odia (2013)   | Training of workers requires capital which reduces profitability.   |
| Mba & Cletus, (2014)   | Day to day procedural problems, poor funding, and multiple taxations prevents outstanding performance of SMEs.  |
| Ahmedova, (2015)   | Social media leads to technological change in market globalization but cost is the serious concern to both firms and customers.   |
| Azam, (2015)   | The challenge for SMEs is the high ICT acquisition cost.  |
| Bharathi & Mandal, (2015)  | High implementation cost, organizational cost, security cost, functionality problems of organization.   |
| Taiminen & Karjalainen, (2015)   | Inadequate financial capital are the barriers in the growth of SMEs.  |
| Tajudeen et al., (2018)  | Restricted investment in customer service and marketing activities that deter the process of adoption of social media in SMEs.  |
| Ritz et al., (2019)  | SMEs are not having sufficient finance to hire expert.  |
| Chang, (2021)  | Challenges in social media adoption are financial obligations.  |

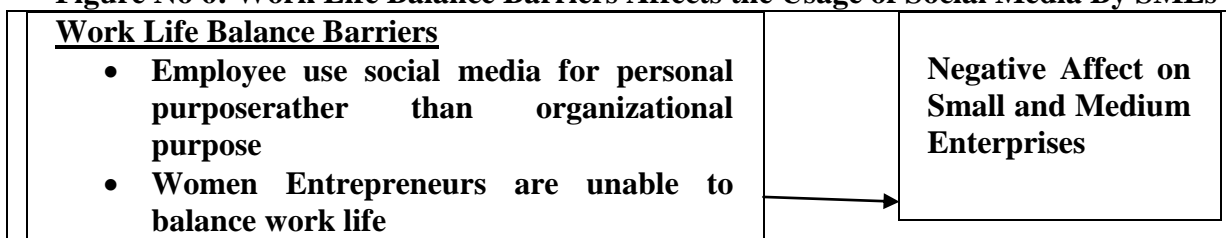
**Figure No 5: Financial Barriers Affects the Usage of Social Media By SMEs**



**Work Life Balance Barriers**

| Authors (Years)                                | Findings  |
|--|---|
| Papworth (2009)                                | Employees faces the internal challenges. Employees mainly use social media for personal purpose in comparison to organizational purposes. |
| Ramarajan& Reid, (2013); Gronlund &Oun, (2018) | Social media distorts the balance among personal life and business-related work   |
| Rajahonka&Villman, (2019)                      | Women entrepreneurs are unable to maintain work life balance which hinders social media adoption by business.                             |

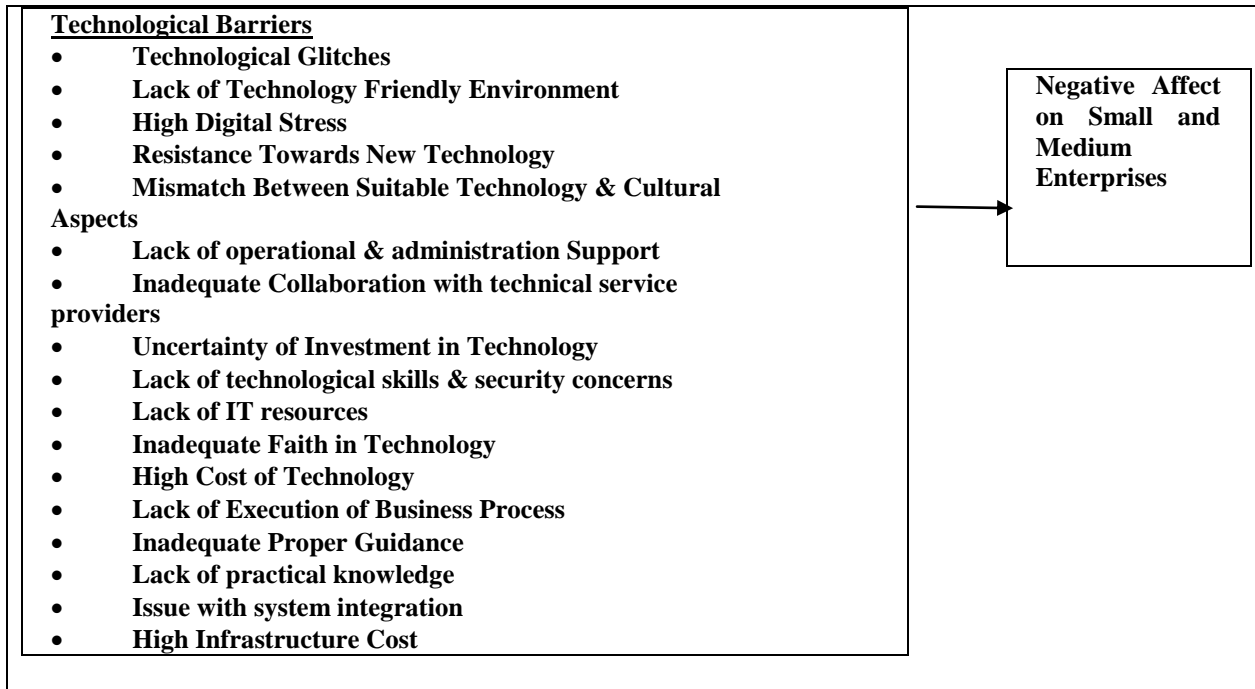
**Figure No 6: Work Life Balance Barriers Affects the Usage of Social Media By SMEs**



**Technological Barriers**

| <b>Authors (Years)</b>              | <b>Findings</b>  |
|-------------------------------------|--|
| Hsiao, (2001)                       | Technological challenges like technical difficulties, high infrastructure cost, payment gateway securities problems, issues with system integration, inadequate proper guidance, practical knowledge, unawareness in the adoption and execution of business process. |
| Harker & Akkeren, (2002)            | Inadaptability of technological changes and high cost of technology.   |
| McCole & Ramsey, (2006)             | Inadequate faith in technology, slow reactions in perceiving modern technologies hinders the social media adoption.  |
| Levy, Powell & Worrall, (2005)      | Lack of existing IT resources, inadequate technological skills and security concerns.  |
| Pavlou & Fygenson, (2006)           | Adoption of technology is dependent on the leader's acceptance for technology. If leaders does not take advantage of technology, they will be reluctant in adopting it.  |
| Wolcott, et al., (2008)             | Weak IT infrastructure, insufficient skillful technology users, resistance towards new technology, significant mismatch among suitable technology & cultural part and lack of operational & administration support.  |
| Barley et al., (2011)               | Entrepreneurs has persistent online connectivity and social media has huge prominence in the working of business which leads to continuous interruptions during the working.   |
| Consoli, (2012)                     | Lack of technology-friendly environment is the limitation in the social media adoption by SMEs.  |
| Schlagwein & Prasarnphanich, (2014) | There is a slow and low rate of adoption of technology by SMEs in comparison to developed countries.   |
| Laar et al., (2015)                 | Majority of SMEs discontinued the usage of technology because of complexity, maintaining and acquiring full software and hardware packages.  |
| Awiagah et al. (2016)               | Inadequate IT equipment and technological glitches leads to failure of adoption of social media.   |
| Kabanda & Brown, (2017)             | Lack usage of websites for transactional purpose, inadequate use of mobile technology and inadequate association with technical service providers hinders social media adoption  |
| AlSharji et al., (2018)             | Due to uncertainty digital marketing unable to use new technologies and unable to handle appropriate team members within the firm.   |
| Haseeb et al., (2019)               | Inadequate internet availability for utilizing the new technology. Managers lacks trust in information communication technology systems and databases.   |
| Effendi, et al., (2020)             | Social media is negatively affected by the technological aspects   |

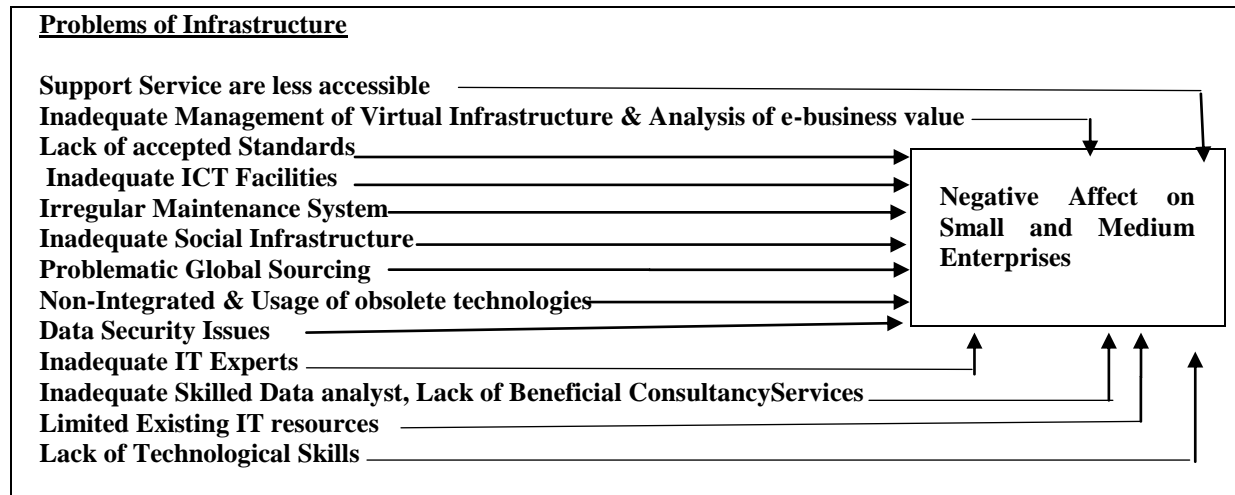
**Figure No 7: Technological Barriers Affects the Usage of Social Media By SMEs**



### Infrastructure Challenges

| Authors (Years)                                     | Findings   |
|---|--|
| Strom et al. (2002)                                 | Inadequate infrastructure and lack of accepted standards are problems in social media adoption.  |
| Levy, Powell & Worrall, (2005)                      | Limited existing IT resources and limited technological skills are the adoption problems faced by the SMEs.  |
| McCole & Ramsey, (2006)                             | Data security concern, Mobile terminals, inadequate information technology expertise as well as inadequate research & development facilities are major challenges of social media adoption.  |
| Hamisi, (2011)                                      | Problematic global sourcing, non-integrated and usage of obsolete technologies are problems of usage of social media by SMEs.  |
| Omar et al.,(2011) Hanafizadeh et al., (2012)       | Problems in adopting digital marketing are occasional problem like low online usage due to low internet connection.  |
| Consoli, (2012)                                     | IT infrastructure are not available which creates hurdle in adopting social media by SMEs.   |
| Fieldsend, (2013)                                   | For rural SMEs support services are less accessible in comparison to their urban areas and usually does not match with their needs.  |
| Mba & Cletus, (2014)                                | Day to day procedural problems, inadequate social infrastructures prevent outstanding performance of SMEs.   |
| Azam, (2015)  | Low speed of internet, high rate of broadband connection, less geographical coverage, inadequate ICT resources, lacks delivery system and security issues hinders social media adoption.   |
| Awa, et al., (2015)                                 | Lacks supportive infrastructure, size of organizations and low service quality are some problems in social media adoption.   |
| Chatzoglou & Chatzoudes, (2016)                     | Problems in adoption of social media by SMEs are less conducive IT support, government & suppliers support.  |
| Ericson et al. (2016)                               | Internet is the major challenge slows down the technological support systems.  |
| Chege et al., (2020); Mello & Ter-Minassian, (2020) | SMEs face the problem of irregular maintenance of system which threat them in adopting modern technology like social media requires ICT equipments and infrastructure to market the products and services. This results in delay in decision-making. |

**Figure No 8: Lack of Infrastructure Affects the Usage of Social Media By SMEs**

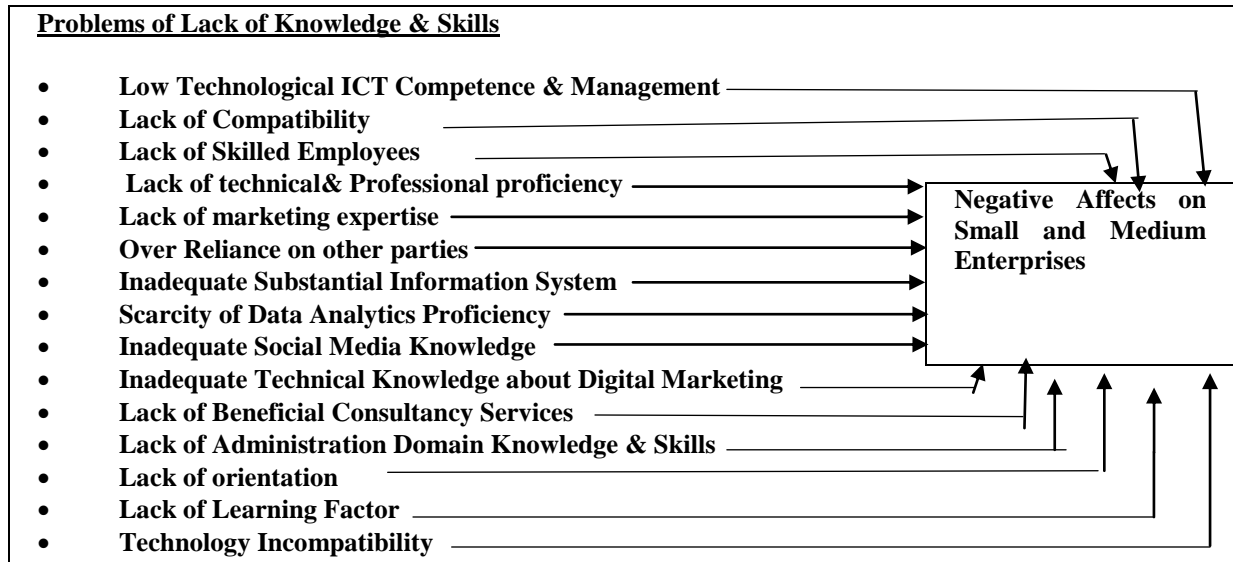


## Lack of Knowledge & Skills

| Authors (Years)                            | Findings   |
|--|--|
| Strom et al. (2002)                        | Inadequate knowledge, skills and low technologicalcompetences.   |
| Drew, (2003); Stockdale & Standing, (2004) | In the SMEs challenge is the lack of skills and technical expertisein deal with e-commerce.  |
| Asan, (2003)                               | Due to digital divide over-dependent on other parties and inadequate marketing expertise about digital marketing hinders adoption problem in social media.   |
| Lindman, (2004); Piercy, (2010)            | Inadequate substantial information management system and low expertise hinders the adoption of social media.   |
| Johnstone & Wright, (2004)                 | High cost ofinstalling,large investment requirements and liquidity problems in adopting social media.  |
| McCole & Ramsey, (2006)                    | Lacksin technical and professional efficiency are the major challenges faced by SMEs.  |
| Stockdale &Standing, (2006)                | Inadequate knowledge and skilled employees hinders the benefits of social media, lack of compatibility is an challenge for technology adoption.  |
| Hashim, (2007)                             | They are unable to place reassessment practices within the social media and has unclarity ofadvantages of social media.  |
| Arendt, (2008)                             | The significant problems faced by SMEs are inadequate fundamental&technical knowledge, less expertise and skilled employees and inadequate practical aspect in the adoption of information and communication technologies in contrast to humongous enterprises which leads to "the digital divide" among SMEs and large enterprises. |
| Singh, Garg, & Deshmukh, (2008)            | Unrecognize skills of the employee needs development of training and hiring practices.   |
| Snider, et al., (2009)                     | Inadequate technical proficiency and business expertise in employees are more in comparison to outside consultant.   |
| Chui, Miller, & Roberts, (2009)            | Lacks technical knowledge & expertise and lack of information technology training programme creates hurdle in adopting social media.   |

|   |  |
|---|--|
| Ndlodo & Dhurup (2010)                          | Inadequate knowledge about social media platforms, unsuitable technology with the target audience, lack of orientation and misunderstanding of social media are problem in adoption of social media. |
| Derham, Cragg, & Morrish, (2011)                | Less participation, inadequate skills in technology are some barriers in adoption of social media.   |
| Michaelidou, Siamagka&Chistodoulides,(2011)     | There are problems in adopting social media like lacks in ability and inadequate time to use online platform.  |
| Omar et al., (2011); Hanafizadeh et al., (2012) | Problems in adopting digital marketing are occasional problem like inadequate interest, time, lack of expertise and inadequate knowledge.  |
| Bakeman & Hanson, (2012)                        | For enhancing competitiveness and productivity of SMEs and owners has misperception about value of internet marketing.   |
| Moghavvemi, et al., (2012)                      | Inadequate skilled employees, inadequate financial proficiency and acquaintance to IT advantages hinders the social media adoption.  |
| Abdullah et al., (2013)                         | Despite investment in technology, managers are unable to take decision on technology due to lack of speciality in IT.  |
| Kraus et al., (2019)                            | Unable to generate rich content and effective processes in social media marketing this leads to insufficient or lack of technical skills and marketing knowledge.                                    |
| Ebrahimi & Khalifah, (2014)                     | Community incapability i.e lack of skill, low level of education, limited knowledge hinders the sustainability.  |
| Mba & Cletus, (2014)                            | Day to day procedural problems, inadequate administrative skills prevents outstanding performance of SMEs.   |
| Lekhanya, (2015)                                | Usually, managers lack in managerial skills which creates problem in advertising products and services.  |
| Bernhard & Grunden (2016)                       | Lack of skill hinders in starting and maintaining social media presence  |
| Cheng et al. (2016)                             | In SMEs expertise training and skills are constantly needed as new technology always keeps changing and requires maintenance.  |
| Chatzoglou &Chatzoudes, (2016)                  | Problems in social media adoption by SMEs are inadequate technical skills, administrator's domain knowledge & expertise.   |
| Kraus et al., (2019)                            | Lack of skilful marketing person is quite complex for initial stage of SMEs  |
| Effendi, et al., (2020)                         | Inadequate technical knowledge is the main challenge in implementing social media among SMEs.  |
| Kumar & Ayedee, (2021)                          | Inadequate requisite skills and lack of understanding are the adoption problem in social media.  |

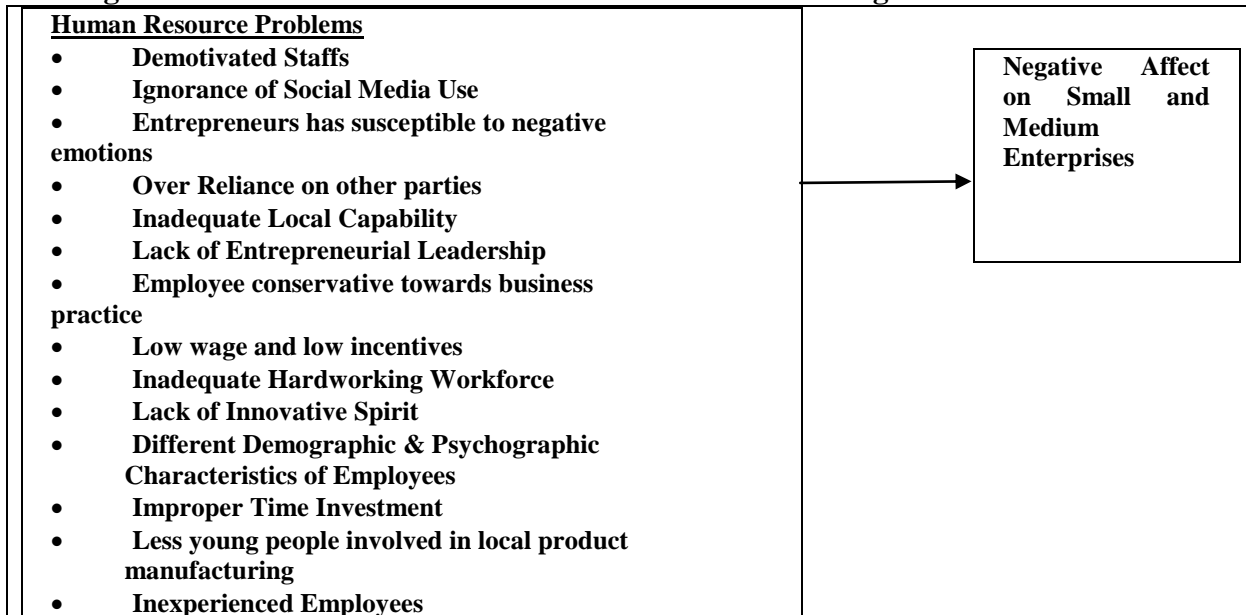
**Figure No 9: Problems of Lack of Knowledge & Skills Affects the Usage of Social Media By SMEs**



### Human Resource Problems

| Authors (Years)  | Findings  |
|--|---|
| Awa, et al., (2011)  | Demographic and psychographic characteristics negatively affects the decision-makers on implementations of IT technologies. Administration overlooks IT technologies. |
| Michaelidou, Siamagka & Christodoulid, (2011); Consoli, (2012) | Social media adopted by IT employees is a challenge for SMEs as it has inadequate human resource and improper time investment.  |
| Fieldsend, (2013)  | In traditional rural sectors there is a lack of innovative spirit which hinders the social media adoption.  |
| Chikandiwa et al. (2013)                                       | Customers and workers both are inexperienced social media experts.  |
| Lopez & Pastor, (2015)   | In the rural area there are less young people involved in local product manufacturing.  |
| Norstrom et al., (2019)  | Interaction in respect to social media with friends creates negative comments and reviews.  |
| Kraus et al., (2019)   | Lack of capabilities among employees creates problem in adopting new technologies.  |
| Getahun, (2020)  | Inadequate ICT personnel in SMEs. People gets bored in upgrading elements regularly which leads to ignorance of social media use.                                     |
| Cope and Watts, (2000)   | Entrepreneurs has susceptible to negative emotions i.e. Fear of failure and stress  |
| Mello & Ter-Minassian, (2020)                                  | Demotivated staff creates more problems for owners of SMEs.   |
| Kumar & Ayedee, (2021)   | Problem in social media adoption is lack of motivation and enthusiasm from clients and business.  |
| Aremu et al., (2021)   | Uninterested owners creates problems in adopting information technology.  |

**Figure No 10: Human Resources Problems Affects the Usage of Social Media in SMEs**

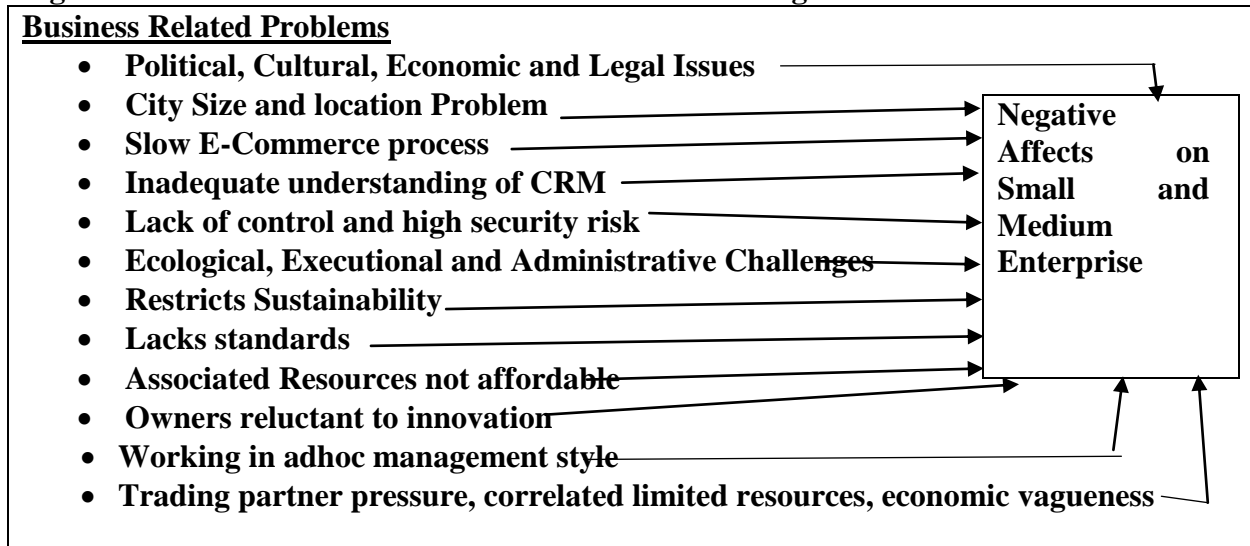


**Business Related Problem**

| Authors, (Year)                 | Findings   |
|---------------------------------|--|
| Farhoomand et al. (2000)        | Internal issues in the usage of social media as political, cultural, economic and legal issues are seen in SMEs.   |
| Levy, Powell & Worrall, (2005)  | Inadequate organisational readiness and inadequate assertiveness by the manager  |
| Pease & Rowe, (2005)            | City size, location, distinctive culture are major challenges. Adoption and execution process of e-commerce are slow in comparison to large enterprises.         |
| Nguyen, et al., (2007)          | Inadequate understanding of implementation of CRM, inadequate leadership, inadequate factual information about the proper usage of CRM tools.                    |
| Galloway, (2007)                | Motive of establishing business in rural area is different from urban area. Rural business has a large share of “lifestyle” rather than “entrepreneurial” firms. |
| Singh, Garg, & Deshmukh, (2008) | The culture of the SME are mostly intolerant of mistakes.  |
| Fuchs-Kittowski et al. (2009)   | SMEs faces the external challenges like company image, external relations, brand, high security risk and lack of control in the social media adoption.           |
| Chibelushi, (2009)              | SMEs receives non-professional support which leads to a weaker strategy and hinders investment in IT   |
| Nor & Kayat, (2010)             | In rural communities there is a digital divide, age groups are not evenly distributed.   |
| Ongori&Migiro, (2010)           | Less relevance to the working of business and legal framework hinders adoption of IT in SMEs.  |
| Ghobakhloo et al., (2011)       | Associated resources are less affordable to SMEs and increase expenses constrains adoption of social media.  |
| Wilson et al. (2012)            | Cultural differences, economic situation and social factors are the problems in adopting social media.   |

|                                     |  |
|-------------------------------------|--|
| Ashrafi & Murtaza, (2013)           | Inadequate formal planning in reference to business decisions and administrative tasks and inadequate information about IT solutions.  |
| Spinelli et al., (2013)             | There is a lack of clear strategic goals and has low internal capabilities in using social media.  |
| Bolton et al. (2013)                | There is a cultural, technical and economic difference between developing and developed countries.   |
| Shemi& Procter, (2013)              | Issues in adoption of e-commerce application are ecological challenges, executional challenges and administrative challenges.  |
| Tanya et al. (2014)                 | Social media is not observed and well controlled by management which adversely affects the reputation of firm.   |
| Cimdina(2014), Ionela et al. (2015) | SMEs uses social media in rural area is unsuccessful as they are reluctant towards innovations and the modification of economic activities. This leads to low productivity and low foreign investment, low GDP and lower income.   |
| Taiminen&Karjaluo, (2015)           | SMEs at early stage faces problems in adopting digital marketing due to external factors that are continuous uncertain and work in ad hoc management style which is informal in nature. SMEs at early stage are the slowest adopters among social mediausers.                                    |
| Hutchins, (2016)                    | Technocrats are required for management of the affairs which requires skills and finally becomes disturbing to management.   |
| Mtapuri&Giampiccoli, (2016)         | For adopting social media in business there is an excessive dependence on NGO's, private sector, government, experts and developmental agencies restricts sustainability.  |
| Chatzoglou &Chatzoudes, (2016)      | SMEs faces problems in adopting social media are inadequate scope of organization's size, consumer willingness, apparent acceptance and high competitors' pressure.  |
| Ericson et al., (2016)              | Inadequate innovation and unsuitable strategies lead to problem in adopting social media.  |
| AlSharji, et al., (2018)            | Technological, environmental and organizational framework are the major issues faced in social media adoption by SMEs.   |
| Effendi, et al., (2020)             | Social media is negatively impacted by the social, administrative and environmental framework.   |
| Maisiri, (2021)                     | Lacks development of industries, inadequate innovation system, a slow process of adoption, limited accessibility to technology.  |
| Ali Qalati, (2021)                  | In SMEs major problems in the use of social media platforms are internal features of firms, size of employee's, turnover of organizations, trading partner pressure, administrative structure, correlated limited sources, competition enforcement and economic vagueness.                       |
| Chang, (2021)                       | Challenges in adopting social media are lacks support from top management competitive pressure and environmental uncertainty   |
| Kumar &Ayedee, (2021)               | Limitation of SMEs are inadequate ICT infrastructure, lacks standards, fear of data security, high requirement of investment, inadequate monitoring framework, high strain and lack of workforce. Inadequate quality realization, lack of financial resources and bias work culture in the SMEs. |

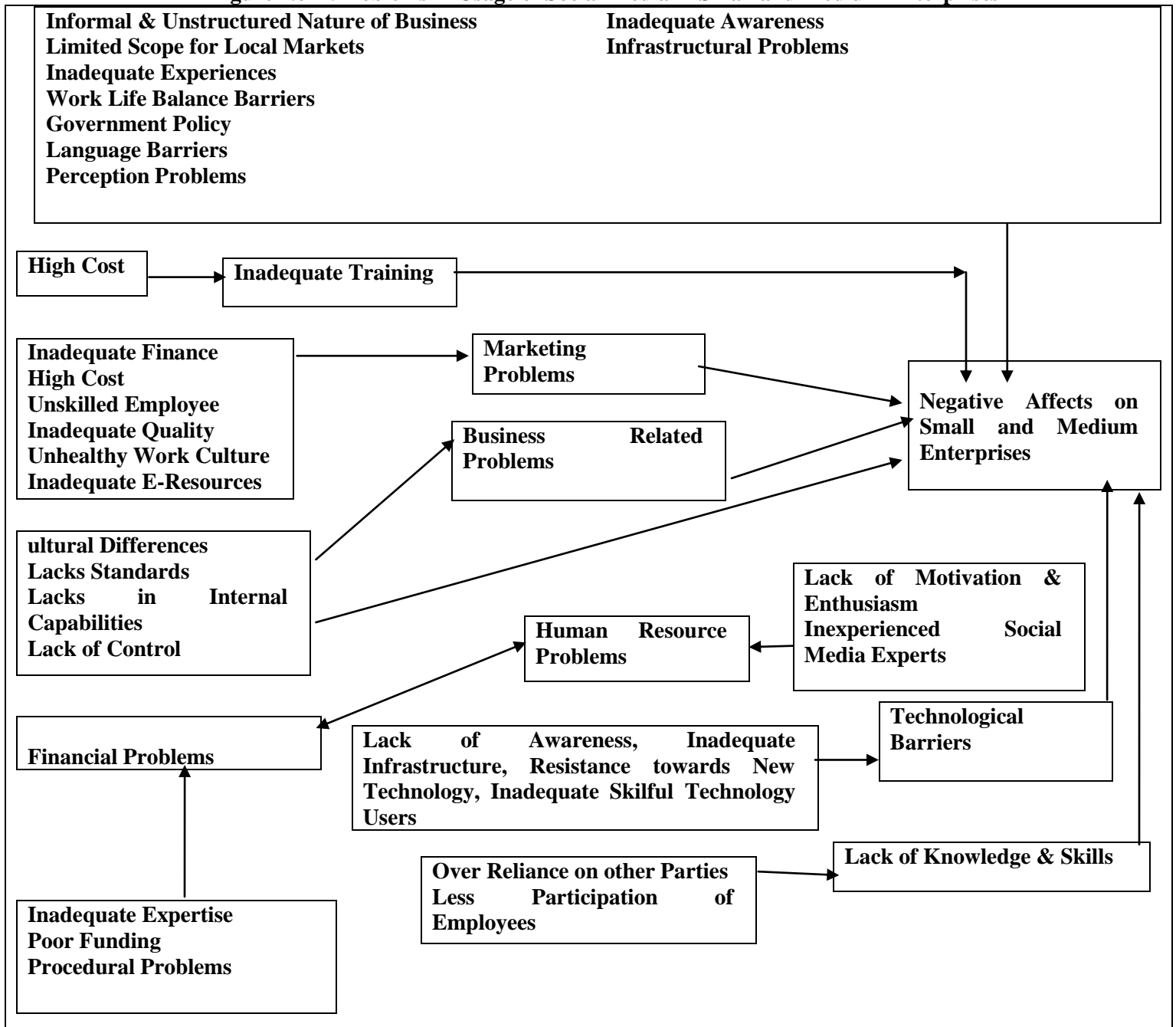
**Figure No11: Business Related Problems Affects the Usage of Social Media In SMEs**



## 5. Discussion of the Study:

The study founds through previous studies that there are seventeen problems faced by small and medium enterprises in adoption of social media. Among all problems lack of skilled employees, Resistance in adoption of social media by employees, inadequate finance, technological glitches and lack of infrastructure are the major problems. All problems has a negative affect on small and medium enterprises. Due to these problems SME's want to adopt social media in business but they are unable to adopt it as every problem is interlinked with other problem. The following figure below shows problems in usage of social media in small and medium enterprises.

**Figure No12: Problems in Usage of Social Media in Small and Medium Enterprises**



## 6. Implication of the Study:

Small and Medium Enterprises usually operate internationally. Social media among business helps in increasing brand awareness and efficiently communicates with customers. Use of social media by business has positive and negative affect on business. Companies are sensitive in creating content as consumers consume through social media channels.

## 7. CONCLUSION

Small and medium enterprises faces several problems in social media adoption like informal & unstructured nature of business; inadequate training; limited scope of local market; inadequate

experience; high implementation cost; language barriers, perception barrier; gender based barriers; government policy problems; marketing problems; inadequate awareness; technological problems; infrastructure problems; financial problems; work life balance problems; human resource problems and inadequate knowledge and skills. For social media usage in small and medium enterprises, employee's readiness, ability to use technology for the business, employee's willingness in learning technology, improvement of infrastructure of SMEs. and human and finance resources availability are necessary. Through literature review it is found that among all problems the major problems are there is a lack of infrastructure, inadequate finance and employee's resistance in adopting social media among businesses. Small and Medium enterprises are likely to use social media but they are unable to adopt it.

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