

**EFFECT OF USAGE OF SOCIAL MEDIA ON THE GROWTH OF
SMES IN KATHMANDU**

**A Dissertation Submitted to the Office of the Dean, Faculty of Management in
Partial Fulfilment of the Requirements for the Master of Business Studies (M.B.S.)**

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CERTIFICATE OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **EFFECT OF USAGE OF SOCIAL MEDIA ON THE GROWTH OF SMES IN KATHMANDU**. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

This is to certify that the dissertation entitled **EFFECT OF USAGE OF SOCIAL MEDIA ON THE GROWTH OF SMES IN KATHMANDU** submitted by Siwani Timsina to the Faculty of Management, Tribhuvan University in partial fulfillment for the award of the degree of MBS is original research work carried out by him under my supervision. As far mu knowledge, the contents of this in full or in parts have not been submitted to any other institutions or university for the award of any degree or for any commercial purpose.

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APPROVAL SHEET

We, the undersigned, have examined the thesis entitled **EFFECT OF USAGE OF SOCIAL MEDIA ON THE GROWTH OF SMES IN KATHMANDU** presented by Siwani Timsina a candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva- Voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

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ACKNOWLEDGEMENTS

I would like to forward my deepest gratitude of Shanker Dev Campus who supports me with his invaluable scholarly supervision, Dr. Pitri Raj Adhikari, constructive comments and suggestions that allow me to furnish this dissertation in this final format.

I would like to pay my sincere thanks to Asso. Prof. Dr. Sajeeb Kumar Shrestha, Head of Research Department: and Asso. Prof. Dr. Krishna Prasad Acharya, Campus chief of Shanker Dev Campus. Besides, I would also like to thank to other respected teachers of Shanker Dev Campus and all the staff of this campus for their help in providing me various kinds of suggestions, information and comments.

Further, my deep regard to known and unknown individual who helped to collect the data at preliminary stage of this report writing. It is the matter of my immense pleasure to express my deep sense of gratitude and heartfelt respect to my parents for their affection, inspiration and incredible support to precede my academic career.

Siwani Timsina
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ABBREVIATION

\$:	Dollar
&	:	And
CCTV	:	Close Circuit Television
e.g.	:	Example
H ₁	:	Alternative hypothesis
H ₀	:	Null hypothesis
i.e.	:	That's
Ltd.	:	Limited
M.B.S.	:	Master of Business Studies
M.D	:	Median
Mr.	:	Mister
No.	:	Number
RS	:	Rupees
S.N	:	Serial Number
T.U	:	Tribhuvan University
T.V	:	Television
XL	:	Extra large

ABSTRACTS

The study examines the effect of usage of social media on the growth of SMEs are affecting consumer brand preferences and their buying decisions up to a large extent. Responses are collected using well-designed questionnaires and the Results generated through appropriate statistical tools of analysis shows those activities in the effect of social media on the growth of SMEs in Kathmandu during customer desires and consumers preferences. The communication between them has also changed in the social media. Consumer and customers are now influenced by their assessments of goods or services on social networking sites. The study thus shows that social media has an important part to play in our everyday lives because they have provided a convenient medium for connecting and expressing. People these days tend to use platforms that are social networking. They used it a few times a day. They have entered social networking sites in order to maintain contact with their families and friends. In order to connect, search for marketing profiles and display their actions to others through blogs and tweets, the new generation used social networking sites.

In the everyday lives of people and their company, social media played an important role. Hence the social media will be used in the coming years, because of its large insight and tremendous growth by active users, as a significant tool in the marketing and customer service by more and more SMEs industries. Contact with their families and friends. In order to connect, search for marketing profiles and display their actions to others through blogs and tweets, the new generation used social networking sites. In the everyday lives of people and their company, social media played an important role. Hence the social media will be used in the coming years, because of its large insight and tremendous growth by active users, as a significant tool in the marketing and customer service by more and more SMEs industries in Kathmandu

Keywords: Growth of SME's, Market Access, Customer Retention Management, Innovation, Pricing

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

For businesses that are already internet connected, social media can be adopted without any additional resources. Social media can even be deployed by small and medium-sized enterprises (SMEs) due to its low cost and minimal technical requirements (Ferrer et al., 2013). As a result, social media keep growing exponentially among businesses and are rapidly becoming a crucial business management phenomenon (Trainor et al., 2014). Organizations are therefore using more platforms (Kietzmann et al., 2011). Social media is perhaps an increasingly popular choice for businesses because it allows communications to go beyond a private one-to-one conversation to become many-to-many (Siamagka et al., 2015). Social media functions also provide relatively cheap options for analytics, automated publishing, content management, conversion tracking and customer targeting. Businesses can use social media to promote their products, services and brands. Various studies have investigated the use of social media in businesses and have found that it has many benefits (Siamagka et al., 2015; Venkataraman & Das, 2013; Zolkepli & Kamarulzaman, 2015).

Social networking sites are therefore perceived as an electronic marketplace, where business and customers interact (Gazal et al., 2016). Social media use empowers SMEs to get to access markets outside their nearby geographical area, without an actual presence being required. The impact of social media on SMEs has meant that it has become an important topic in the business and entrepreneurship literature (Edosomwan et al., 2023). Durkin et al. (2013) found that SMEs can gain particular benefit from using alternative business management tools like social media, because they often lack the necessary resources for traditional forms of management.

Online social media has recently become an important marketing communication tool around the globe. Consequently, connecting through social networks has become an integral part of the daily lives of many consumers in the USA and worldwide (Kaul, 2012). In general, social media may be considered as “a platform that facilitates

information sharing and participation from users of the media in order to create and/or distribute the content” (Steenkamp & Hyde-Clarke , 2014). Differing from traditional marketing communication media, social media offers high levels of interaction, collaboration, targeting and engagement, hence creating significant marketing opportunities for entrepreneurs to target and communicate with their consumers more effectively (Henderson & Bowley, 2010). However, little is known about the entrepreneurial usage of social media to connect with customers in developing countries, where the social media usage has been growing rapidly.

Therefore the study examines the effect of uses of social media on the Social media has undergone a transformative effect on life, fostering connections among individuals worldwide and dismantling barriers between them. Friendships can form across continents, enabling easy exchange of ideas, information, and perspectives. Additionally, social media serves as a conduit for staying updated on global events, offering insights into current affairs. Moreover, it functions as a valuable tool for job seekers, doubling as an effective job search engine.

1.2 Problem Statement

Despite their high enthusiasm and inherent capabilities to grow, Nepalese SMEs are facing many problems. SMEs, in Nepal especially in Kathmandu Valley, have been exposed to intense competition due to the accelerated process of competitions. This necessitates SMEs to develop competitiveness for their survival and growth. Major problems entail knowledge loss, product design and development capability, training infrastructure and networking (Steenkamp & Hyde-Clarke , 2014). The problems are ranges from firm productivity, availability of resources, high import cost of raw material, financial constraint, technology obsolesce, and weak supply chain and delivery process. The weaknesses of Nepalese SMEs are enormous and range from inefficient infrastructural facilities, power outage, lack of government support and finance. In extreme cases, SMEs are forced to resort to other private companies for obtaining utilities such as different SMEs (Siamagka et al., 2015). Finally, the study also sought to bridge the gap for SMEs to understand how social media are able to transform and grow them in terms of usage as market access and communication tools, and how they can tap into the

dynamism and potential social media presents (Henderson & Bowley, 2010). The research will be directed towards answering following questions:

- i. How does market access, customer relationship management, innovation and pricing related to growth of SMEs?
- ii. What is the effect of market access, customer relationship management, innovation, pricing and using social media on growth of SMEs in Kathmandu?

1.3 Objectives of the Study

For any study there has to be some objectives which highlight the purpose of doing the research work. The specific purposes of the study are:

- i. To examine the relationship of market access, customer relationship management, innovation and pricing with growth of SMEs.
- ii. To analyze the effect of market access, customer relationship management, innovation, pricing and using social media on growth of SMEs in Kathmandu.

1.4 Rationale of the Study

The main reason for this study is to expand the literature available on the effect of using social media on the growth of SMEs in Kathmandu. The study will also be source of reference material for future researchers on the related topics; it will also help other academicians and researchers who undertake the same topic in their studies. Understanding both dependent and independent the variables will be able to help and further understand how these variables affect the growth of SMEs using social media.

1.5 Limitations of the Study

The limitations of the study are as follows:

- i. The study conducted in Kathmandu Valley highlights several limitations that warrant consideration. Firstly, the findings predominantly focus on social media users engaged in buying and selling goods and services, potentially limiting the generalizability of the results to other user demographics or purposes of social media usage.

- ii. Secondly, while respondents express a tendency to seek growth-related information before making purchases, the assertion that comprehensive product information on company websites would significantly impact sales lacks empirical evidence and may oversimplify consumer behavior dynamics.
- iii. Thirdly, the study observes a relatively balanced distribution of male and female social media users in the region, suggesting no significant gender-based disparities. However, the absence of detailed demographic analysis or exploration of gender-specific behaviors may overlook nuances in social media usage patterns.
- iv. Lastly, although the study notes participation across various age groups, ranging from under 18 to 41 and above, it fails to delve deeper into age-related differences in online purchasing behavior or preferences. Consequently, while acknowledging the broad spectrum of age groups involved in online transactions, the study overlooks the potential influence of age on consumer decision-making processes, necessitating further research to inform targeted marketing strategies.

CHAPTER-II

LITERATURE REVIEW

This study presents the literature review where including theoretical review, empirical review and research gap.

2.1 Theoretical Review

The adoption of social media by Small and Medium Enterprises (SMEs) is a multifaceted process influenced by various theoretical frameworks. Here's a concise overview of five commonly used theories that elucidate this relationship:

Technology Acceptance Model (TAM): TAM posits that individuals' acceptance of technology is shaped by perceived usefulness and ease of use. For SMEs, social media adoption hinges on perceptions of its benefits for business goals like communication and marketing. If SMEs perceive social media as effective and user-friendly, they are more likely to integrate it into their operations.

The Technology Acceptance Model (TAM), as proposed by Kaplan and Haenlein (2010) and further explored by Kietzmann et al. (2011), provides a framework for understanding how individuals' acceptance of technology influences their behavior, particularly in the context of social media adoption by Small and Medium Enterprises (SMEs).

According to TAM, the decision to adopt social media platforms by SMEs is primarily influenced by two key factors: perceived usefulness and perceived ease of use. Perceived usefulness refers to the degree to which a person believes that using a particular technology will enhance their performance and productivity. Perceived ease of use refers to the extent to which a person believes that using the technology will be effortless and free of complications.

Kaplan and Haenlein (2010) argued that SMEs are more likely to adopt social media if they perceive it as beneficial for achieving their business objectives, such as improving communication, marketing, and customer engagement. Social media platforms offer SMEs opportunities to reach a wider audience, engage with customers in real-time, and gather valuable insights for decision-making. Moreover, Kietzmann et al. (2011) emphasize that SMEs are more inclined to adopt social media if they find it user-friendly

and accessible. Complex or cumbersome platforms may deter SMEs from integrating social media into their operations, despite recognizing its potential benefits.

Therefore, the successful adoption of social media by SMEs depends on their perceptions of the usefulness and ease of use of these platforms. By understanding the factors that influence SMEs' perceptions of social media, such as its functionality, compatibility with existing processes and ease of implementation, businesses can develop strategies to encourage adoption and maximize the benefits of social media for achieving their goals.

In summary, Kaplan and Haenlein (2010) and Kietzmann et al. (2011) highlighted the importance of perceived usefulness and ease of use in driving social media adoption by SMEs, providing valuable insights for businesses seeking to leverage social media for competitive advantage and growth.

Innovation Diffusion Theory: This theory explores how innovations spread within social systems. SMEs may adopt social media at different rates based on factors such as perceived advantages over existing methods, compatibility with current practices, and the presence of successful cases within their industry or network. The diffusion of social media among SMEs depends on its relative advantages and observability within their context.

Innovation Diffusion Theory, as elucidated by Venkatesh, Morris, Davis, and Davis (2003) and further expounded upon by Stam (2010), offered valuable insights into the process by which innovations, including social media, are adopted and spread within social systems, particularly among Small and Medium Enterprises (SMEs).

According to this theory, the adoption of social media by SMEs varies based on several key factors: Perceived advantages over existing methods: SMEs are more likely to adopt social media if they perceive it as offering significant advantages over traditional methods of communication, marketing, and customer engagement. These advantages may include cost-effectiveness, wider reach, and real-time interaction with customers.

Compatibility with current practices: The compatibility of social media with existing business practices and processes is crucial for its adoption by SMEs. If social media

aligns well with the way SMEs operate and conduct business, they are more likely to integrate it into their operations seamlessly.

Presence of successful cases within their industry or network: SMEs are influenced by the experiences of other businesses within their industry or network. If they observe successful implementations of social media by similar SMEs, they are more inclined to adopt it themselves. Positive word-of-mouth recommendations and case studies showcasing the benefits of social media adoption can further encourage SMEs to embrace these platforms.

Relative advantages and observability within their context: The diffusion of social media among SMEs depends on its perceived relative advantages and its observability within their specific context. If SMEs can easily observe and assess the benefits of social media within their industry or network, they are more likely to adopt it.

Venkatesh, Morris, Davis, and Davis (2003) highlighted the role of perceived usefulness and ease of use in the adoption of innovations, which aligns with the Technology Acceptance Model (TAM). Stam (2010) further emphasizes the importance of social networks and peer influences in shaping SMEs' adoption decisions.

In summary, Venkatesh et al. (2003) and Stam (2010) provided valuable insights into how SMEs adopt social media by considering factors such as perceived advantages, compatibility, and observability within their context, contributing to our understanding of innovation diffusion processes in the business environment.

Resource-Based View (RBV): RBV highlights the internal resources and capabilities of firms as determinants of competitive advantage. SMEs with adequate financial resources, technological infrastructure, and skilled personnel are better positioned to leverage social media for strategic purposes like brand building and customer engagement. Social media adoption by SMEs is influenced by their ability to allocate resources effectively.

Resource-Based View (RBV), as discussed by Wong (2012) and further elaborated upon by Zolkepli and Kamarulzaman (2015), underscored the significance of internal resources and capabilities in driving competitive advantage for Small and Medium Enterprises (SMEs) through the adoption of social media.

Wong (2012) emphasizes that SMEs with adequate financial resources, technological infrastructure, and skilled personnel are better positioned to capitalize on social media platforms for strategic purposes such as brand building, customer engagement, and market intelligence. The availability of financial resources allows SMEs to invest in social media marketing campaigns, sponsored content, and advertising, enhancing their visibility and reach among target audiences. Moreover, a robust technological infrastructure enables SMEs to effectively utilize social media tools and analytics for monitoring and analyzing customer interactions, feedback, and trends.

Zolkepli and Kamarulzaman (2015) further elaborated on how the effective allocation of resources influences social media adoption by SMEs. They argue that SMEs must strategically allocate their resources, including financial, human, and technological resources, to support the integration of social media into their business operations. This entails investing in employee training and development to enhance digital literacy and proficiency in social media management tools. Additionally, SMEs need to allocate sufficient financial resources towards social media initiatives, ensuring a sustainable presence on relevant platforms and the implementation of targeted marketing strategies.

Furthermore, Zolkepli and Kamarulzaman (2015) highlighted the role of human capital in driving social media adoption among SMEs. Skilled personnel with expertise in social media marketing, content creation, and data analysis are essential for maximizing the potential of social media platforms and leveraging them for competitive advantage. SMEs must prioritize recruiting and retaining talented individuals who can contribute to their social media efforts and effectively manage online interactions with customers and stakeholders.

In summary, Wong (2012) and Zolkepli and Kamarulzaman (2015) underscored the importance of internal resources and capabilities in facilitating social media adoption by SMEs, highlighting the need for strategic resource allocation and investment in human capital to unlock the full potential of social media for achieving competitive advantage and sustainable growth.

Social Network Theory: This theory underscores the significance of social relationships and networks in shaping organizational behaviors. SMEs may adopt social media to expand their networks, connect with customers, suppliers, and stakeholders, and access valuable information and resources for business growth. Social media serves as a platform for SMEs to enhance their social capital and facilitate innovation.

Social Network Theory, as discussed by Paul (2015) and Kwok and Yu (2013), emphasized the pivotal role of social relationships and networks in influencing organizational behaviors, particularly in the context of Small and Medium Enterprises (SMEs) adopting social media.

Paul (2015) elaborated on how SMEs leverage social media platforms to expand their networks and connect with various stakeholders, including customers, suppliers, and industry peers. By actively engaging with these stakeholders on social media, SMEs can foster stronger relationships, gather valuable insights, and access resources that contribute to business growth and innovation. Social media serves as a dynamic platform for SMEs to enhance their social capital, which encompasses the goodwill, trust, and reciprocity embedded in their relationships with others.

Additionally, Kwok and Yu (2013) highlighted how social media facilitates the exchange of information and knowledge within SME networks, enabling collaborative problem-solving and knowledge sharing. Through social media platforms, SMEs can tap into a wealth of expertise and experience within their networks, leading to enhanced learning, innovation, and adaptation to market dynamics. Furthermore, social media provides SMEs with opportunities to showcase their expertise, establish thought leadership, and differentiate themselves in competitive markets.

In summary, Paul (2015) and Kwok and Yu (2013) underscored the transformative potential of social media for SMEs by emphasizing its role in enhancing social relationships, expanding networks, and facilitating knowledge exchange and innovation. By leveraging social media effectively, SMEs can strengthen their competitive position, foster innovation, and drive sustainable growth in today's interconnected digital landscape.

Institutional Theory: Institutional pressures, including normative, coercive, and mimetic pressures, shape organizational behavior and decisions. In the context of social media adoption, SMEs may feel compelled to conform to industry norms, meet customer expectations, and stay competitive by engaging with social media platforms. Compliance with regulatory requirements and emulation of successful peers also drive social media adoption among SMEs.

Institutional Theory, as outlined by Kolter and Armstrong (2010) and further explored by Njelekela & Sanga (2015), underscores the influential role of institutional pressures in shaping the adoption of social media by Small and Medium Enterprises (SMEs).

Kolter and Armstrong (2010) emphasize that SMEs are subject to various institutional pressures, including normative, coercive, and mimetic pressures, which influence their organizational behaviors and decisions regarding social media adoption. Normative pressures arise from societal expectations and industry norms regarding the use of social media for business purposes. SMEs may feel compelled to conform to these norms to maintain legitimacy and credibility within their industry and among their customers.

Coercive pressures, on the other hand, stem from regulatory requirements and legal frameworks governing the use of social media in business operations. SMEs may adopt social media platforms to comply with these regulations and avoid potential penalties or sanctions. Additionally, Njelekela and Sanga (2015) highlight how the emergence of new regulations and policies related to data privacy and online advertising can influence SMEs' decisions regarding social media adoption.

Moreover, mimetic pressures drive SMEs to emulate the behaviors and strategies of successful peers and competitors who have achieved positive outcomes through social media engagement. SMEs may perceive social media adoption as a competitive necessity to keep pace with industry trends, attract customers, and retain relevance in a digitally driven marketplace.

In summary, Kolter and Armstrong (2010) and Njelekela and Sanga (2015) illustrate how institutional pressures shape SMEs' decisions to adopt social media platforms. By conforming to industry norms, meeting customer expectations, complying with regulatory requirements, and emulating successful peers, SMEs seek to enhance their

legitimacy, competitiveness, and long-term viability in an increasingly interconnected business environment.

These theories provide diverse perspectives for analyzing the complex dynamics driving social media adoption among SMEs. By considering the interplay of technological, organizational, and environmental factors, researchers and practitioners can gain insights into the strategic implications of social media adoption for SMEs' competitiveness and sustainability.

2.1.1 SMEs and Social Media Adoption

There are a number of possible definitions of social media (Kietzmann et al., 2011), because it is understood and used differently by different people. This study used the definition of Kaplan and Haenlein (2010), because it is simple but comprehensive. Kaplan and Haenlein (2010) defined social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.” When used successfully, social media allows organizations to improve several business activities. There have been a number of studies on social media adoption and its impact on SMEs' performance, in both developing and developed nations, although more in developed countries. It is important to note that generalizing the results of prior studies on social media usage in SMEs in developed countries to the developing countries context can be of some concern.

2.1.2 Impact of Social Media on Business Performance

Rodriguez, Peterson and Ajjan (2015) found that social media use had a positive effect on customer relation management and therefore pricing. Ferrer et al. (2013) noted that the adoption of social media positively affected organizational social capital, which in turn affected performance. Both Wong (2012) and Kwok and Yu (2013) found that Facebook adoption had a positive effect on SMEs' sales performance. Hassan et al. (2015) noted that social media can have a significant impact on business by significantly influence purchasing decisions.

2.2 Empirical Review

The study has reviewed different articles to help the objectives of the study. A few researches did various layered investigations connected with social media entrepreneurship. Those reviews aided the acknowledgment of factors connected with the study.

Jagongo and Kinyua (2013) analyzed on the impact of social media on the growth of Small and Medium Enterprises (SMEs) while specifically examining its effects on market access, customer relationship management, innovation, and product pricing. The researchers employed a mixed-method approach, combining qualitative and quantitative techniques to gather comprehensive data. Surveys and interviews were conducted with SME owners, managers, and stakeholders to collect both quantitative data on social media usage and qualitative insights into its perceived effects on various aspects of SME operations. The research design allowed for a nuanced understanding of the relationship between social media adoption and SME growth. This study found a positive association between social media usage and SME growth. SMEs that actively engaged with social media platforms experienced higher levels of business growth compared to those with limited or no social media presence. Social media significantly enhanced SMEs' market access by providing a cost-effective and efficient means of reaching potential customers beyond traditional geographic boundaries. SMEs reported increased visibility and exposure to new markets through social media channels. Social media played a crucial role in strengthening customer relationships for SMEs. The direct and interactive nature of social media platforms allowed SMEs to engage with customers in real-time, address their queries and concerns promptly, and solicit feedback for continuous improvement. The study identified social media as a catalyst for innovation within SMEs. Social media platforms facilitated idea generation, collaboration, and co-creation with customers and other stakeholders, leading to the development of innovative products, services, and business models. Social media influenced SMEs' pricing strategies by enabling them to gather market intelligence, monitor competitors' pricing, and assess customer preferences and willingness to pay. SMEs leveraged social media data to optimize their pricing strategies and maintain competitiveness in the market.

Ubeda et al. (2013) explained on the relationship between social media usage and market access among firms. Specifically, they sought to investigate the reasons behind the low presence of technology-based firms across five social media applications. The researchers employed a mixed-method approach combining quantitative analysis and qualitative investigation. Firstly, they conducted surveys and data analysis to quantify the extent of social media usage among firms, particularly technology-based ones, across various social media platforms. Secondly, they conducted interviews and focus group discussions with representatives from technology-based firms to gather qualitative insights into the factors influencing their limited presence on social media platforms. This mixed-method approach allowed for a comprehensive understanding of the relationship between social media usage and market access, as well as the underlying reasons for the observed trends among technology-based firms. This study found a significant positive correlation between social media usage and firms' market access. Firms that actively engaged with social media platforms reported broader market reach, increased brand visibility, and enhanced customer engagement compared to those with limited or no presence on social media. Despite the overall positive association between social media and market access, the study identified a notably low presence of technology-based firms across the five social media applications examined. Certain technical challenges, such as concerns regarding data security and privacy, regulatory compliance, and intellectual property protection, deterred technology-based firms from actively participating in social media platforms.

Ahmad et al. (2016) examined on the relationship between the growth of Small and Medium Enterprises (SMEs) and three key variables: pricing strategies, market access, and customer relationship management (CRM). Additionally, they sought to examine the drivers of these variables that contribute to the growth of SMEs, particularly in the context of social media and entrepreneurship. The researchers employed a quantitative research approach, utilizing surveys and data analysis to gather empirical evidence on the relationships between pricing strategies, market access, CRM, social media usage, and SME growth. The survey instrument likely included questions related to SME characteristics, pricing strategies, market reach, CRM practices, social media usage patterns, and growth indicators. Statistical techniques such as regression analysis may

have been employed to analyze the data and identify significant correlations and predictors of SME growth. The study found a significant relationship between SME growth and pricing strategies. Effective pricing strategies, such as value-based pricing or dynamic pricing, were positively associated with SME growth. The researchers identified a positive correlation between SME growth and market access. SMEs with broader market reach, facilitated by factors such as geographic expansion or online presence, experienced higher levels of growth. CRM practices were found to be strongly correlated with SME growth. Effective CRM strategies, including personalized customer interactions, timely response to inquiries, and customer feedback management, contributed to enhanced customer satisfaction and loyalty, thereby fostering SME growth. The study revealed that social media usage played a significant role as a driver of pricing strategies, market access, and CRM practices among SMEs. SMEs leveraging social media platforms for marketing, customer engagement, and market research were better equipped to implement effective pricing strategies, expand their market reach, and enhance CRM efforts. Entrepreneurial orientation and mindset were identified as key drivers of pricing, market access, and CRM practices among SMEs. Entrepreneurs who demonstrated innovation, risk-taking were more likely to adopt dynamic pricing strategies, explore new market opportunities, and prioritize customer satisfaction, leading to SME growth.

Zafar et al. (2017) examined on the relationship between social media usage and the growth of entrepreneurship. Additionally, they sought to explore the relationships between the growth of Small and Medium Enterprises (SMEs) and three key factors: innovation, market access, and customer relationship management (CRM). The researchers likely employed a mixed-method approach, combining both quantitative and qualitative techniques to gather comprehensive data. Surveys may have been conducted to collect quantitative data on social media usage patterns among entrepreneurs and SMEs, as well as their levels of innovation, market reach, and CRM practices. Additionally, interviews or focus group discussions may have been conducted to gather qualitative insights into the perceived impact of social media on entrepreneurship growth and its relationships with innovation, market access, and CRM. Statistical analysis, such as correlation analysis or regression analysis, may have been employed to examine the

relationships between variables. The study likely found a positive relationship between social media usage and entrepreneurship growth. Entrepreneurs who actively engaged with social media platforms for marketing, networking, and customer engagement purposes may have experienced higher levels of business growth compared to those with limited or no social media presence. The researchers likely found a positive correlation between SME growth and innovation. SMEs that invested in innovation, such as developing new products or services, adopting new technologies, or implementing innovative business models, may have experienced higher levels of growth and competitiveness. The study may have identified a positive association between SME growth and market access. SMEs with broader market reach, facilitated by factors such as geographic expansion, online presence, or effective distribution channels, may have experienced greater opportunities for growth and expansion. CRM practices may have been found to be positively correlated with SME growth. SMEs that implemented effective CRM strategies, such as personalized customer interactions, timely response to inquiries, and customer feedback management, may have achieved higher levels of customer satisfaction and loyalty, leading to business growth.

Gavino et al. (2018) explored on the social networking patterns (SNP) of Latino/Hispanic entrepreneurs, particularly their usage of individual social networking platforms (SNP) versus business-oriented SNP for business purposes. Additionally, they sought to explore whether there was a relationship between the usage of either individual or business SNP and income among both Latino/Hispanic and non-Latino/Hispanic entrepreneurs. The researchers likely employed a mixed-method approach, incorporating quantitative analysis and possibly qualitative interviews or surveys. Quantitative data may have been gathered through surveys distributed to Latino/Hispanic and non-Latino/Hispanic entrepreneurs, collecting information on their usage patterns of individual and business SNP and their respective incomes. Statistical techniques, such as regression analysis, may have been used to analyze the relationship between SNP usage and income, while also controlling for demographic variables. Qualitative methods may have been used to gain deeper insights into the reasons behind SNP usage patterns and income levels. The study likely found that Latino/Hispanic entrepreneurs utilized individual SNP more than business SNP for business purposes. This may indicate a preference for platforms like

Facebook or Instagram over LinkedIn or specialized business networks for networking, marketing, and customer engagement. Contrary to expectations, the researchers may have found no significant relationship between the usage of either individual or business SNP and income for both Latino/Hispanic and non-Latino/Hispanic entrepreneurs. This suggests that the choice of SNP for business purposes may not directly correlate with income levels among entrepreneurs from different cultural backgrounds.

Ahmad et al. (2018) examined on the impact of social media reception on the performance of Small and Medium Enterprises (SMEs). Additionally, they sought to explore SMEs' efforts to stay abreast of research through social media innovations and how these efforts enable them to benefit from the growing trend of social business. The researchers likely employed a quantitative research approach, possibly using surveys or data analysis of existing datasets. Surveys may have been distributed to SMEs to collect data on their social media usage, performance metrics, and efforts to engage with research through social media channels. Statistical analysis, such as regression analysis, may have been used to examine the relationship between social media reception and SME performance. Additionally, qualitative methods such as interviews or focus group discussions may have been utilized to gather insights into SMEs' strategies for utilizing social media for research purposes and their perceptions of its impact on their business performance. Contrary to expectations, the study likely found that social media reception had no significant impact on the performance of SMEs. This suggests that factors other than social media usage may play a more significant role in determining SME performance, such as market conditions, competitive factors, or internal management practices. The researchers may have discovered that SMEs are increasingly utilizing social media platforms to stay updated with research and industry trends. Social media innovations provide SMEs with access to a wealth of information, including market insights, consumer preferences, and emerging technologies, enabling them to adapt and innovate in response to changing market dynamics. The study may have found that leveraging social media for research purposes empowers SMEs to benefit from the growing trend of social business. By staying informed about industry developments and consumer behavior through social media channels, SMEs can enhance their

competitiveness, identify new business opportunities, and engage with customers more effectively in the digital marketplace.

Crammond et al. (2018) examined on the significant advantages of innovative Social Media Usage (SMU) as a management tool for promoting entrepreneurialism among Small and Medium Enterprises (SMEs). Additionally, they sought to explore the growing trend of SMEs adopting innovative SMU approaches. The researchers likely employed a mixed-method approach to achieve their objectives. Quantitative methods, such as surveys or data analysis, may have been used to gather information on the adoption of innovative SMU practices among SMEs and to assess their perceived advantages. Qualitative methods, such as interviews or case studies, may have been utilized to gain deeper insights into the specific innovative SMU strategies employed by SMEs and their impact on entrepreneurialism. The combination of quantitative and qualitative data allowed for a comprehensive understanding of the phenomenon. The study likely discovered several significant advantages of innovative SMU as a management tool for SMEs. SMEs utilizing innovative SMU approaches may have experienced greater exposure to their target audience, leading to increased brand recognition and market presence. Innovative SMU strategies may have enabled SMEs to engage with customers in more personalized and interactive ways, fostering stronger relationships and loyalty. By leveraging innovative SMU techniques, SMEs may have been able to identify and capitalize on emerging market trends, niche markets, and partnership opportunities. Innovative SMU methods may have allowed SMEs to achieve greater reach and impact with minimal financial investment compared to traditional marketing channels. The researchers likely found evidence of a growing trend among SMEs in adopting innovative SMU approaches. SMEs are increasingly recognizing the potential of social media as a strategic tool for business growth and entrepreneurship. This trend may be driven by factors such as the widespread use of social media platforms, advancements in technology, and changing consumer behavior.

Ojeleye et al. (2018) investigated on the impact of social media on entrepreneurship development, specifically focusing on its influence on fostering creativity and innovation among entrepreneurs. Their objectives likely included understanding how social media usage contributes to entrepreneurial creativity and innovation, and identifying the

mechanisms through which social media platforms facilitate entrepreneurship development. The researchers probably employed a mixed-method approach to address their objectives. Quantitative methods, such as surveys or data analysis, may have been used to collect information on the relationship between social media usage and entrepreneurship development indicators like creativity and innovation. Qualitative methods, such as interviews or case studies, may have been utilized to gain deeper insights into the specific ways in which social media influences entrepreneurial creativity and innovation. This combination of quantitative and qualitative data allowed for a comprehensive understanding of the phenomenon. The study likely found that social media has a significant impact on entrepreneurship development, particularly in fostering creativity and innovation among entrepreneurs. Social media platforms provide entrepreneurs with access to a wide range of resources, networks, and information, which can inspire new ideas, facilitate collaboration, and accelerate the innovation process. The researchers may have identified entrepreneurship development in terms of its impact on fostering creativity and innovation among entrepreneurs. Social media usage may have been found to stimulate entrepreneurial creativity by exposing individuals to diverse perspectives, novel concepts, and emerging trends. Additionally, social media platforms may have provided entrepreneurs with opportunities to share ideas, receive feedback, and collaborate with others, thereby fostering innovation within entrepreneurial ventures. The study likely identified several mechanisms through which social media platforms facilitate entrepreneurship development. Social media provides entrepreneurs with access to a wealth of information, market insights, and industry trends, enabling them to make informed decisions and identify new business opportunities. Social media platforms facilitate networking and collaboration among entrepreneurs, allowing them to connect with like-minded individuals, potential partners, mentors, and investors. Social media enables entrepreneurs to promote their ventures, products, and services to a global audience, increasing brand visibility and customer engagement.

Tarsakoo and Charoensukmongkol (2019) investigated on the relationships between various aspects of social media usage and different performance indicators, including customer relationship performance, financial performance, and growth of Small and Medium Enterprises (SMEs). Their objectives likely included understanding how social

media marketing, product development, and implementation capabilities influence customer relationship performance, as well as exploring the relationships between social media marketing communication, social media planning, and financial performance. Additionally, they sought to identify the relationships between SME growth and factors such as market access, customer relationship management, and pricing. The researchers likely employed a quantitative research approach, using surveys or data analysis to collect and analyze data related to social media usage, performance indicators, and SME growth factors. Surveys may have been distributed to SMEs to gather information on their social media strategies, customer relationships, financial performance, and growth metrics. Statistical techniques, such as regression analysis or structural equation modeling, may have been used to examine the relationships between variables and test hypotheses. Social media marketing, product development, and implementation capabilities were found to be positively and significantly related to customer relationship performance. This suggests that SMEs with strong capabilities in social media marketing and product development, as well as effective implementation strategies, tend to have better customer relationship outcomes. Financial performance was positively related to social media marketing communication, indicating that SMEs with effective communication strategies on social media platforms tend to have better financial outcomes. Additionally, social media planning was found to have a positive relationship with financial performance (pricing), suggesting that SMEs with well-developed social media plans may achieve better pricing strategies and financial results. The study likely found that the growth of SMEs is positively related to factors such as market access, customer relationship management, and pricing. SMEs with broader market access, stronger customer relationships, and effective pricing strategies tend to experience higher levels of growth and performance.

Moreno et al. (2020) assessed on the direct impact of social media usage on organizational performance, particularly focusing on whether social media use has a critical direct effect on organizational performance. Additionally, they sought to explore the mediating roles played by Social Customer Relationship Management (CRM) and Customer Engagement capabilities in the value creation process within organizations. The researchers likely employed a quantitative research approach to address their

objectives. Surveys or secondary data analysis may have been used to collect information on social media usage, organizational performance metrics, Social CRM practices, and Customer Engagement capabilities. Statistical techniques, such as regression analysis or structural equation modeling, may have been employed to examine the direct relationship between social media usage and organizational performance, as well as the mediating effects of Social CRM and Customer Engagement capabilities. This approach allowed for a comprehensive analysis of the relationships between variables. Contrary to expectations, the study likely found that social media use does not have a critical direct effect on organizational performance. This suggests that while social media may be widely used within organizations, its direct impact on performance metrics such as profitability or market share may be limited. The researchers likely discovered that Social CRM and Customer Engagement capabilities play important mediating roles in the value creation process within organizations. Social CRM practices, such as leveraging social media data for customer insights and personalized marketing, may contribute to enhanced customer engagement and satisfaction, ultimately leading to improved organizational performance. Similarly, organizations with strong Customer Engagement capabilities may be better equipped to leverage social media platforms to interact with customers, build relationships, and create value.

Gupta et al. (2020) examined on the relationships between Social Media Technology Usage (SMTU), Innovation Capability (IC), Entrepreneurial Orientation (EO), Intellectual Property (IP), and their significance in the context of Indian entrepreneurs. Specifically, their objectives likely included examining whether the proposed model in their study aligns with theories of SMTU, IC, EO, and IP, and identifying the importance of SMTU as a crucial factor, particularly in relation to user-generated content. The researchers probably employed a mixed-method approach combining quantitative and qualitative techniques. Quantitative methods may have involved surveys distributed to Indian entrepreneurs to gather data on their SMTU, IC, EO, IP, and other relevant variables. Statistical techniques such as structural equation modeling (SEM) may have been used to test the proposed model and examine the relationships between variables. Qualitative methods such as interviews or focus group discussions may have been conducted to gain deeper insights into the perceptions and experiences of Indian

entrepreneurs regarding social media usage and innovation. The study likely found that the proposed model upholds theories of Social Media Technology Usage (SMTU), Innovation Capability (IC), Entrepreneurial Orientation (EO), and Intellectual Property (IP). This suggests that the relationships between these constructs, as proposed in the model, are consistent with existing theories and frameworks in the literature. The researchers may have discovered that Social Media Technology Usage (SMTU) emerged as a significant and urgent element in the context of Indian entrepreneurs. This finding underscores the importance of social media platforms as tools for innovation and entrepreneurship. Furthermore, the study may have highlighted the importance of user-generated content on social media platforms, indicating that content created by users could be vital for entrepreneurial endeavors, such as branding, marketing, and product development.

Palalic et al. (2020) explored on the impact of social media on Pakistani consumers' buying behavior. Additionally, they sought to explore the relationship between social media usage and two key factors relevant to entrepreneurial growth: market access and pricing of products. The researchers likely employed a quantitative research approach to achieve their objectives. Surveys may have been conducted among Pakistani consumers to gather data on their social media usage patterns and buying behavior. Data may have also been collected from entrepreneurs or businesses to assess their social media strategies, market access, and pricing strategies. Statistical techniques such as regression analysis may have been used to analyze the relationships between social media usage and buying behavior, as well as the relationship between social media, market access, and pricing for entrepreneurial growth. The study likely found a partially significant impact of social media on Pakistani consumers' buying behavior. This suggests that while social media may influence certain aspects of buying behavior, its overall impact may vary depending on factors such as the type of product or service, consumer demographics, and the specific social media platforms used. The researchers may have discovered a positive relationship between social media usage and market access for entrepreneurial growth. Social media platforms provide entrepreneurs with opportunities to reach a broader audience, engage with potential customers, and expand their market reach beyond traditional geographical boundaries. As a result, entrepreneurs who effectively leverage

social media may have better access to markets, leading to growth opportunities for their businesses. The study may have identified a relationship between social media usage and pricing strategies for entrepreneurial growth. Entrepreneurs who use social media platforms strategically may be able to gather market insights, conduct competitor analysis, and assess customer preferences more effectively, leading to the development of more competitive pricing strategies. Additionally, social media may serve as a platform for entrepreneurs to communicate value propositions and justify pricing decisions to their target audience, thereby contributing to entrepreneurial growth.

The summary of the significant articles on the focal point of the study is presented in Table 1.

Table 1

Review of Empirical Study

S.N.	Authors	Variables	Methodology	Major Findings
1	Jagongo and Kinyua (2013)	Effect of social media on SME growth; Market access, customer relationship management, innovation, pricing	The study likely employed empirical research methods, possibly including surveys, interviews, or data analysis.	Established impact of social media on SMEs. Explored effects on market access, customer relationship, innovation, and pricing of products.
2	Ubeda, Gieure, Cruz, and Sastre (2013)	Relationship between social media and market access; Low presence of technology-based firms in social media applications	The study involved exploring the relationship between social media and market access, potentially through data analysis or comparative case studies.	Explored link between social media and market access. Noted limited presence of technology-based firms in selected social media platforms.
3	Ahmad, Bin, Wahit, and Kadir (2016)	SME growth in relation to pricing, market access, customer relationship management	The study identified the relationship between SME growth and variables such as pricing, market access, and customer relationship management, possibly through	Identified drivers of SME growth including pricing, market access, and customer relationship management.

4	Zafar, Shafiq, Kousar, Yousaf, and Nasir (2017)	Relationship between social media and entrepreneurship growth; Innovation, market access, customer relationship management	surveys or statistical analysis. Likely employed analytical methods to analyze the relationship between social media and entrepreneurship growth, possibly through regression analysis or case studies.	Analyzed relationship between social media and SME growth, focusing on innovation, market access, and customer relationship management.
5	Gavino, Williams, Jacobson, and Smith (2018)	Usage of social networking platforms by Latino/Hispanic entrepreneurs; Relationship with income	Examined the usage of social networking platforms by Latino/Hispanic entrepreneurs, possibly through surveys, interviews, or data analysis.	Examined social media usage by Latino/Hispanic entrepreneurs. Found no significant relationship between platform usage and income.
6	Ahmad, Bakar, and Ahmad (2018)	Impact of social media reception on SME performance; Adoption of social media innovations	Analyzed the impact of social media reception on SME performance, likely through surveys, interviews, or case studies.	Found no impact of social media reception on SME performance. Explored SMEs' attempts to stay updated with social media innovations.
7	Crammond, Omeihe, Murray, and Ledger (2018)	Benefits of innovative social media use for SMEs; Growing trend of social media adoption by SMEs	Likely employed qualitative and quantitative methods to explore the benefits of innovative social media use for SMEs, possibly through case studies or surveys.	Discovered advantages of innovative social media use. Explored increasing adoption of social media among SMEs.
8	Ojeleye, Opusunju, and Ahmed (2018)	Impact of social media on entrepreneurship development; Creativity and innovation	Examined the impact of social media on entrepreneurship development, possibly through qualitative interviews, surveys, or case studies.	Examined impact of social media on entrepreneurship, particularly in fostering creativity and innovation.
9	Tarsakoo and	Relationship between social	Explored various aspects of social	Explored relationships between

	Charoensukmongkol (2019)	media and customer relationship performance; Financial performance, market access, pricing	media marketing and their relationship with customer relationship performance, likely through surveys, data analysis, or case studies.	social media aspects and SME growth factors. Identified impact on customer relationship, financial performance, market access, and pricing.
10	Moreno, Morales, King, and Lockett (2020)	Direct effect of social media on organizational performance; Role of Social CRM and Customer Engagement capabilities	Likely employed empirical research methods to investigate the direct effect of social media on organizational performance, potentially through surveys or data analysis.	Identified no critical direct effect of social media on organizational performance. Explored role of Social CRM and Customer Engagement capabilities in value creation.
11	Gupta, Saha, Kaur, Kathuria, and Paul (2020)	Impact of social media on Indian entrepreneurs; Significance of SMTU, IC, EO, and IP	Investigated the proposed model's adherence to various theories, likely through theoretical analysis, surveys, or case studies.	Identified significance of Social Media Technology Usage (SMTU) for Indian entrepreneurs. Explored impact of various factors on SME growth.
12	Palalic, Ramadani, Gilan, Rashiti, and Dana (2020)	Impact of social media on Pakistani consumers' buying behavior; Relationship with market access, pricing	Investigated the impact of social media on Pakistani consumers' buying behavior and its relationship with market access and pricing, possibly through surveys, data analysis, or case studies.	Investigated impact of social media on Pakistani consumers' buying behavior. Explored relationship with market access, pricing for entrepreneurial growth.

2.3 Research Gap

The study also sought to bridge the gap for SMEs to understand how social media are able to transform and grow them in terms of usage as market access and communication tools, and how they can tap into the dynamism and potential social media presents (Jelekela & Sanga 2015). In Kathmandu there are no definitive laid out practices and

policies that relate to the use of social media by organizations. It is against this background that the study hoped to establish the effect of using social media on the growth of SMEs in Kathmandu. There are a number of social media site and brand-specific activities that are successful. The study shows that consumers want to purchase goods and services from enterprises produce by entrepreneurs of famous brands and new insights have been offered to consumers by the development of social media that has transformed their means of communication into trade.

CHAPTER-III

RESEARCH METHODOLOGY

In this chapter presents the research methods where research design, population and sample and sample design, nature and sources of data and instrument of data collection, method of analysis and research framework and definition of the study are included.

3.1 Research Design

The descriptive and casual comparative research designs are carried out for the purpose of this study. Likewise, the research study has employing the primary data. The research design to apply in this research is quantitative. The primary data was collected from survey questionnaire. The relational research was select to determine if there was a relationship between independent variables and the dependent variable under this study.

3.2 Population and Sample, and Sample Design

The population for this study has either owners or managers of Nepalese SMEs. Convenience sampling method has used to select the sample for the study. The sample sizes were 300.

3.3 Nature and Source of Data, and the Instrument of Data Collection

The study focuses solely on primary data gathered from SMEs within Kathmandu. The questionnaire was distributed to various SMEs in Kathmandu, with the respondents primarily being owners or managers. The questionnaire served as the primary instrument for data collection, as it allowed for broad distribution and self-completion by respondents. The items in the questionnaire were derived from previous studies, with the questionnaire structured using a five-point Likert scale, a widely utilized rating scale for gauging agreement or disagreement with statements. For assessing market access, five items were adapted. Similarly, for evaluating customer relationship management, five items were drawn from the same study. In terms of innovation assessment, five items were taken from the research conducted. Additionally, for pricing evaluation, five items were extracted from the study. The data collection process utilizes Google Forms to facilitate the completion of the structured questionnaire by respondents.

3.4 Method of Analysis

The study was employing various statistical tools. Followings were the statistical tools used in this study.

3.4.1 Frequency

The study was use frequency for gender, age, marital status, education status, income level and multiple questions.

3.4.2 Percentage

The study was use percentage for gender, age, marital status, education status, income level and multiple questions.

3.4.3 Correlation Analysis

The study was performed correlation analysis to determine the relationship of four independent variables with the effect of using social media for all samples.

Where, n = Number of responses

x = Value of independent variable

y = Value of dependent variable

3.4.4 Regression Analysis

The following regression model was used in the study. $Y = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e_i$ where,

α_1 = Constant Intercept of the Regression and $\beta_1, \beta_2, \beta_3, \beta_4$ are the coefficient of regression

Y = Growth of SMEs

X_1 = Market access

β_1 = Coefficient of market access

X_2 = Customer relation management

β_2 = Coefficient of customer relation management

X_3 = Innovation

β_3 = Coefficient of innovation

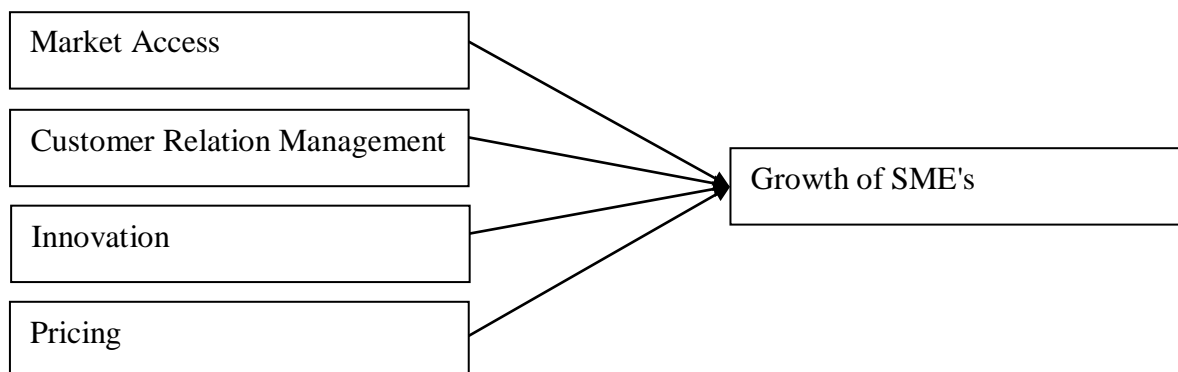
X_4 = Pricing

β_4 = Coefficient of pricing

e_i = Error term

3.5 Research Framework and Definition of the Variables

A research framework has been able to help focus on the variables in the study. The study has four main constructs and a dependent variable. The main research is done to analyse the effect of using social media on the growth of SMEs in Kathmandu. The research aims to understand whether the social media is helping in business performance in organization. The study will take growth of SMEs as dependent variable from the reference of Jagongo & Kinyua, 2013. The research framework of the study is in Figure 1.



(Source: Jagongo & Kinyua, 2013)

Figure 1: Research framework of the study

Market Access

Njelekela and Sanga (2015) definitions on market as the process of communicating the value of a product or service to customers. They looking forward into depth on market access issue, in which, focusing on contribution of information and communication technology in improving access to market information among entrepreneurs. To jump into summary, the researchers have reported that ICT's is important for entrepreneurs to have improved access to market and market information. Thus, get some benefit to eliminate the middlemen who in most cases odds much by having market information on their products. Further argue on market access, Paul (2015) decided to focus on emerging consumer market with introducing new measures for industry analysis. Researcher attempt to newly introduced measures of the Success probability index (SPI)

by estimating the ratio of the number of foreign firms entered into a particular industry with that of the domestic firms. In short, the linked can be seen in which, the higher the number of Herfindahl Index for foreign firms, the lower the success probability of domestic firms. The study hypothesizes:

H₀₁: There is significant relationship between market access and growth of SMEs.

Customer Relation Management

Business have challenges customer relationship management (CRM) in the way that enables consumers to filter out advertising and CRM messages, compare prices with competitors from anywhere and distribute positive or negative brand messages to a global audience (Malthouse, et al., 2013). Customer relationship management (CRM) is the blend of practices, procedures and advancements that organizations use to oversee and dissect client communications and information all through the customer lifecycle. The objective is to further develop client support connections and aid client maintenance and drive deals development. CRM frameworks arrange client information across various stations, or resources, between the client and the organization, which could incorporate the organization's site, phone, live talk, standard mail, advertising materials and informal communities. CRM frameworks can likewise give client confronting staff individual's point by point data on clients' very own data, buy history, purchasing inclinations and concerns. The study hypothesizes:

H₀₂: There is significant relationship between customer relationship management and growth of SMEs.

Innovation

Products and services innovation translates into ideas becoming a reality. This eventually leads to the financial growth of businesses. The growth of social media network platforms on the World Wide Web has brought a remarkable impact on the facilitation of global social interconnections. Social media offers unparalleled constant connectivity for users, allowing them to share, collaborate and establish online communities. Both businesses and consumers are using the media to share information, exchange opinions and recommendations and display certain consumption behavior (Kotler & Armstrong,

2010). As such, social media gives marketers the power to promote their products and services by transforming the communication networks into influence networks. The study hypothesizes:

H₀₃: There is significant relationship between innovation of use and growth of SMEs.

Pricing

Sayman and Hoch (2014) had studied about to examine buyers' willingness to pay a premium price for a reward program offering. Normative analysis model was designed and use the solution as a benchmark for the actual price of a tolerance in controlled settings. Review of analytical models show loyalty program will transform the market into different segments, price sensitivity, and the share of the reward firms that will change the entire segment at a given time. Concluding that, it turns out that buyers can easily switch from offering a reward firms play an important factor here. Buyers are willing to pay premium prices for firms reward; loyalty programs do not create barriers to switching for buyers - even lower than theoretically possible. The study hypothesizes:

H₀₄: There is significant relationship between pricing and growth of SMEs.

Growth of SMEs

Firm growth is a central topic in the literature on entrepreneurship, strategic management and industrial organization, among others. For an individual entrepreneurial firm, growth is an evidence of the return of the entrepreneur's investment and self-fulfillment. Growth is also a condition of survival for young and small businesses, as growing firms are found less vulnerable to failure than non-growers (Stam, 2010).

CHAPTER-IV

RESULT AND DISCUSSION

This chapter includes data presentation and analysis. The data and information collected from the respondents are presented and analyzed according to response of respondents. All the questionnaires are distributed and collected by the researcher own self. The collected data are analyzed using different tools and techniques. Results find from the analysis are systematically presented and interpreted in the following sections.

4.1 Demographic Variables

4.1.1 Gender of the Respondents

Table 2

Gender of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	140	46.7	46.7	46.7
Valid female	160	53.3	53.3	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 2 represents the data about the gender of the respondents. The data in figures clearly shows that among the respondents 53.3% are females and 46.7% are male. This shows that in Kathmandu valley most of the social media users who use social media for buying and selling goods and service. However, there is not a huge difference in male and female counts of social media users in the region.

4.1.2 Age group of the Respondents

Table 3

Age Group of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 41 and Above	73	24.3	24.3	24.3
Valid 26-40	152	50.7	50.7	75.0
Valid 18-25	75	25.0	25.0	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

The table 3 indicates that, the age of the respondents selected for the purpose of the study. From the figures it can be seen that most of the respondents are from the age group of 26-40 years, followed by 18-25 years at second position and 41 and at 3rd position. It is interesting to note that “There are respondents almost from all categories of age group starting from less than 18 to 41 and above. This implies that people of all age groups are using social media for making online purchases and sales and hence marketers are need to be more concerned about the age of customers as they now need to actor to needs of all age groups.

4.1.3 Marital of the Respondents

Table 4

Marital of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	Married	225	75.0	75.0	75.0
Valid	Unmarried	75	25.0	25.0	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 4 represents the data about the marital status of the respondents. It shows that most of respondents are married (75%). 25% are unmarried. Thus, here again all marital groups are showing respondents in them. Hence, SMEs are required to keep this also into consideration.

4.1.4 Education of the Respondents

Table 5

Education of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	Up to Intermediate	90	30.0	30.0	30.0
Valid	Bachelors	155	51.7	51.7	81.7
	Masters and Above	55	18.3	18.3	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 5 shows that the educational qualification of respondents taken for the study can be viewed. Data shows that most of the respondents are graduates (51.7%) followed by Up to Intermediate and Masters and above (30 & 18.3 %). However, it can be seen that most people holding Up to Bachelors Level education are also using social media for making purchases. Thus, marketers again need to frame their policies keeping in mind the needs of all educational groups. This will make the job of marketer more complex as an educated person might expect different things from a product than a less educated person and hence meeting the needs of all makes his job more difficult and challenging.

4.2 Uses of Social Media

Table 6

Uses of Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	265	88.3	88.3	88.3
Valid	No	35	11.7	11.7	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 6 depicts that, 88.3% of the respondent are uses social media for business purpose while 11.7% of the respondent are denied it. It can be conclude that, majority of the respondents are used social media for business intentions likely to product advertising, brand loyalty and availability of required product in right product, right place right time.

4.2.1 Uses of Social Media

Table 7

Often do you Use Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
	Frequently	155	51.7	51.7	51.7
	Occasionally	98	32.7	32.7	84.3
Valid	Rarely	33	11.0	11.0	95.3
	Never	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 7 shows that the response analysis when respondents were asked about how often they used on social media. The results here display that most of the respondents' 51.7% post several times/frequently a day. 32.7% post occasionally. Also "There are many respondents who uses social media rarely (11%), but 4.7% of the respondents are never use of social media as an end user customers. It can conclude that most of the respondents are uses social media for buy and selling purposed respectively.

4.2.2 Social Media Tools

Table 8

Social Media Tools

	Frequency	Percent	Valid Percent	Cumulative Percent
Micro blogging	56	18.7	18.7	18.7
social networking	158	52.7	52.7	71.3
Wikis (Wikipedia, Valid internal wikis)	71	23.7	23.7	95.0
Others	15	5.0	5.0	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 8 display the most preferred social media tools account by respondents. The data shows that Social networking has been recognized as the most preferred account like by 52.7% of the respondents. Similarly, Wikis (Wikipedia, internal wikis) is at second position in preference list liked by 23.7% of respondents and Micro blogging is at 3rd position in preference. Thus, the most preferred social media account among respondents is identified as Social Networking as it allows user to share messages, images, documents, location etc. and is now also providing online buying, selling and payment system to its users. It is clears that, Social networking is made the most important tools for preferred business.

4.2.3 Social Media Side Gives Any Business an Easy Access to Market

Table 9

Social Media Side Gives any Business an Easy Access to Market

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	4.3	4.3
	Disagree	11	3.7	8.0
	Neutral	13	4.3	12.3
	Agree	203	67.7	80.0
	Strongly Agree	60	20.0	100.0
	Total	300	100.0	100.0

Source: Field Survey, 2024

Table 9 depicts that, after identifying the most used social media site, respondents were asked about why they are giving preference to a particular site for easy access to marketplace. The responses indicates that most of the respondents i.e. 67.7% are agree on about statement where they are preferring one social media site over the other for shopping, getting knowledge about new products, making business/ professional connections and marketing and promotion. Similarly, 20% of the respondents are strongly agree, 4.3% each are neutral and strongly disagree as well as 3.7% of the respondents are disagree on the statement. Hence, it can be concluded that social media sites are being used mainly for marketing purposes. This is again a positive indicator in the direction of creating and impacting brand preference through social media usage.

4.2.4 Advertise Product and Service through Social Media

Table 10

Advertise Product and Service through Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.3	1.3
	Disagree	10	3.3	4.7
	Neutral	19	6.3	11.0
	Agree	94	31.3	42.3
	Strongly Agree	173	57.7	100.0
	Total	300	100.0	100.0

Source: Field Survey, 2024

Table 10 shows that the most used social media site, respondents were asked about why they are giving preference to a particular site. The responses indicates that 59.33% of the respondents are preferring one social media site over the advertise product and service and 6.3% of the respondents are natural towards on statement while, 4.6% of the respondents are denied it. Hence, it can be concluded that social media sites are being used mainly for advertisings' purposes. This is again a positive indicator in the direction of creating and impacting brand preference through social media usage.

4.2.5 Improves Access to Market Information among the Customers

Table 11

Improves Access to Market Information among the Customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	2.7	2.7	2.7
Disagree	53	17.7	17.7	20.3
Valid Neutral	27	9.0	9.0	29.3
Agree	144	48.0	48.0	77.3
Strongly Agree	68	22.7	22.7	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 11 shows that the most used social media site for access to market information among the customers, respondents were asked about improves access to market information among the customers preference to a particular site.

The responses indicates that most of the respondents likely to 70.7% are preferring one social media site over the other for shopping, getting knowledge about new products, Making business/professional connections and marketing and promotion.

Similarly, 9% of the respondents are neutral on the questions while, 20.4% of the respondents are denied it. Hence, it can be concluded that social media sites are being

used mainly for marketing purposes. This is again a positive indicator in the direction of creating and impacting brand preference through social media usage.

4.2.6 Social Media Helps in Communicating with Customer

Table 12

Social Media helps in Communicating with Customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	12	4.0	4.0	5.7
	Neutral	15	5.0	5.0	10.7
	Agree	106	35.3	35.3	46.0
	Strongly Agree	162	54.0	54.0	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 12 shows that the display the responses when respondents were asked about has social media helps in communicating with customer. The collected data shows that 89.3% of respondents are in favors of the point in question and 5% of respondents are neutral towards on statement as well as 5.7% deny from the question that social media helps in communicating with customer. It can be conclude that, majority of the respondents i.e. 89.3% are believe on social media helps in communicating with customer.

4.2.7 Social Media and Foreign Business which can affect Domestic Business

Table 13

Social Media can Introduce Foreign Business which can Affect Domestic Business

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	78	26.0	26.0	26.0
	Disagree	77	25.7	25.7	51.7
Valid	Neutral	68	22.7	22.7	74.3
	Agree	62	20.7	20.7	95.0
	Strongly Agree	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 13 depicts that, 26% & 25.7% of the respondents are strongly disagree and disagree with on statements while, 22.7% of the respondents are neutral towards on the statement but 20.7% & 5% of the respondents are agree and strongly agree to on social media can introduce foreign business which can affect domestic business. It can conclude that, most of the respondents are verdict on social media cannot introduce foreign business which can not affect domestic business.

4.2.8 Social Media and Different Customer Relation Prospective

Table 14

Social Media and Different Customer Relation Prospective

	Frequency	Percent	Valid Percent	Cumulative Percent
Entertainment	21	7.0	7.0	7.0
Make international education	24	8.0	8.0	15.0
Save time	28	9.3	9.3	24.3
Valid Share opinions and joining events	182	60.7	60.7	85.0
Customers perspective	45	15.0	15.0	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 14 shows that about 60.7 per cent of the respondents shared that they use social network sites to share opinions and joining events is convenient. It shows that about 15 per cent of the respondents shared that they use social network sites to convenient to connect with prospective customers. It shows that about 9.3 per cent of the respondents shared that they use social network sites to save time. It shows that about 48.5 per cent of the respondents shared that they use social network sites mostly entertainment. It shows that about 8 per cent of the respondents shared that they use social network sites to make international education available everywhere. It can conclude that, most of the respondents shared that they use social network sites to share opinions and joining events is convenient respectively.

4.2.9 Reasons for Participation

Table 15

Reasons for Participation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Information	51	17.0	17.0	17.0
	Know about friends and happenings	17	5.7	5.7	22.7
	Online reviews	69	23.0	23.0	45.7
	Express reviews	71	23.7	23.7	69.3
	Suggestions	92	30.7	30.7	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 15 shows the reasons for joining social network sites. In this question, respondents were allowed to mark more than one reason/s. Most of the respondents said that they use social media side for suggestions purpose. Similarly, 23.7% of the respondents said that they use social media for express reviews while 23% of the respondents said that for online reviews but 17% of the respondents are participations for information purpose but 5.7% of the respondents said that the reason for participating knows about friends and happenings. It concludes that, most of the respondents are participating on the reasons for online, express reviews and suggestions purpose respectively.

4.2.10 Social Media Improves Access of Information about Product and Services to Customers

Table 16

Social Media Improves Access of Information about Product and Services to Customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	71	23.7	23.7	23.7
	Disagree	45	15.0	15.0	38.7
	Neutral	29	9.7	9.7	48.3
	Agree	93	31.0	31.0	79.3
	Strongly Agree	62	20.7	20.7	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 16 indicates that, 51.7% of the respondents are agree and strongly agree on social media improves access of information about product and services to customer while, 38.7% of the respondents are don not agree and strongly agree towards the on the statement but 20.7% of the respondents are neutral on about matter. It concludes that, most of the respondents are agreeing with the social media improves access of information about product and services to customer

4.2.11 Frequency Graph of Social Media Accounts Mostly

Table 17

Frequency Graph of Social Media Accounts Mostly

	Frequency	Percent	Valid Percent	Cumulative Percent
LinkedIn	22	7.3	7.3	7.3
YouTube	40	13.3	13.3	20.7
Twitter	21	7.0	7.0	27.7
Valid Face book	139	46.3	46.3	74.0
Instagram	78	26.0	26.0	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 17 shows that the most preferred social media account by respondents mostly. The data shows that Face book is at 1st position in preference list liked by 46.3% of respondents and Instagram is at 2nd position in preference and YouTube is at 3rd positions in preference as well as LinkedIn and Twitter are 4^{rt} and 5th position in preference. Thus, the most preferred social media account among respondents is identified as Facebook, Instagram and YouTube as it allows user to share messages, images, documents, location etc. and is now also providing online payment system to its users.

4.2.12 Social Media Aid Client Maintenance and Drive Deals Development

Table 18

Social Media Aid Client Maintenance and Drive Deals Development

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	33	11.0	11.0	11.0
Disagree	43	14.3	14.3	25.3
Agree	131	43.7	43.7	69.0
Strongly Agree	57	19.0	19.0	88.0
Neutral	36	12.0	12.0	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 18 depicts that, 43.7% of the respondents are Agree towards on the statement. While 19% of the respondents are strongly agree on social media play the vital role on social media aid client maintenance and drive deals development. Similarly, 25.3% of the respondents are denied it towards on the statement, while 12% of the respondents are neutral. It clears that, 62.7% of the respondents presentation in aid can makes an ad interesting or boring. Interesting ads create a good opinion on the advertisement and result in good opinion about the product. Positive opinion about the product results in purchase decision and if the customer feels satisfied with the purchase decision made results in brand loyalty.

4.2.13 Access Social Media

Table 19

Time of Access of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Smart phones	119	39.7	39.7	39.7
personal Computer or Laptop	73	24.3	24.3	64.0
Tablets / iPad	33	11.0	11.0	75.0
Smart TV	60	20.0	20.0	95.0
Smart Watches	15	5.0	5.0	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 19 shows the mode of accessing social media. When respondents were asked about what is the mode through which they access social media, the collected responses shows that 39.7% access through their smart phones, 24.3% have access through their laptops and PC's, 11% access using their Tablets/iPad and 20% accessing their social media accounts through their smart TV only 5% accessing their social media accounts through their smart Watches Thus, the most preferred mode of accessing social media has been identified as smart phones due to the convenience of handling anytime anywhere.

4.2.14 Efficient Uses of Social Media

Table 20

Efficient Uses of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
	41	13.7	13.7	13.7
	31	10.3	10.3	24.0
Valid	42	14.0	14.0	38.0
	91	30.3	30.3	68.3
	95	31.7	31.7	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 20 shows that about 31.3 per cent of the respondents shared that they use social media because it helps in updating with technology like Whats App, Facebook for business. It shows that about 10.3 per cent of the respondents shared that they use social media because it helps in providing information on selected items for the customers and comparisons help them choose products and services and decision making. It shows that about 30.3 per cent of the respondents shared that they use social media because it helps in participation with viral advertising response. It shows that about 13.7 per cent of the respondents shared that they use social media because it helps in increasing the engagement between media and audience. It shows that about 14 per cent of the respondents shared that they use social media because it helps in participating by posting our comments on different blogs. It can conclude that, most of the respondents are using Social media for updating technology and viral advertisement respectively.

4.2.15 Social Media Helps in Building Brands

Table 21

Social Media Helps in Building Brands

	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	33	11.0	11.0
	Disagree	30	10.0	21.0
	Neutral	16	5.3	26.3
Valid	Agree	132	44.0	70.3
	Strongly Agree	89	29.7	100.0
	Total	300	100.0	100.0

Source: Field Survey, 2024

Table 21 shows that the respondents were asked about social media helps in building brands. Their responses clearly indicates that 44% and 29.7% of the respondent are agree and strongly agree on social media helps building brands and them follow brands on social media as well as 11% and 10% of the respondents are disagree and strongly disagree about on the statement they don't believe the social media helps in building brands. Similarly, 5.3% of the respondents are verdict towards on the statement. It can be conclude that 21% of the respondents are not following and don't know about the help of boosting brands on social media are required to be identified for encouraging them to follow social media. This will consequently enable the marketers to influence the customers brand preferences.

4.2.16 Social Media Helps to Rises Pricing through Branding

Table 22

Social Media Helps to Rises Pricing through Branding

	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	54	18.0	18.0
	Disagree	25	8.3	26.3
	Neutral	156	52.0	78.3
Valid	Agree	34	11.3	89.7
	Strongly Agree	31	10.3	100.0
	Total	300	100.0	100.0

Source: Field Survey, 2024

Table 22 indicates that, 52% of the respondents are neutral they don't know about the social media helps to rises pricing through branding, main while 21.6% of the respondents are agree and strongly agree towards on the statement and they are believe on social media also play the vital role for increment pricing through branding. Similarly 26.3% of the respondents are disappointing towards on the statement. It can be concluded that, most of the respondents haven't known about the social media helps to rises prices through banding.

4.2.17 Social Media Directly Impact on the Growth for SMEs

Table 23

Social Media Directly Impact on the Growth for SMEs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.3	2.3	2.3
	Disagree	10	3.3	3.3	5.7
	Neutral	37	12.3	12.3	18.0
	Agree	185	61.7	61.7	79.7
	Strongly Agree	61	20.3	20.3	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 23 depict that, 61.7% and 20.3% of the respondents are agree and strongly agree on the statement. While, 12.3% of the respondents are neutral but 5.6% of the respondents are aggregate disagree and strongly disagree towards on the statement. It can concludes that, Respondents stated that they will search growth related information before purchasing the product, if companies publish all the features of the product on website definitely there will be impact on sales. Most of the users using social media to be touch with friends and peers, if company promotes their advertisements on chat bots there will be positive impact on sales.

4.2.18 Time to Access Social Media

Table 24

Time to Access Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Meal times	40	13.3	13.3	13.3
	Any spare moments	42	14.0	14.0	27.3
	During social occasions	21	7.0	7.0	34.3
	During the free time	170	56.7	56.7	91.0
	While at school / college / work	27	9.0	9.0	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 24 shows that the access social media accounts. The responses shows that most of the respondents (56.7%) access them during their free time, followed by 14 &13.3% of respondents who access their social media accounts at any spare and meal time. “There are respondents though very few who use social media at school/college, and social occasions. This shows that people at their free times access social media and hence marketers are required to track the time slots when most of the respondents are free and to market their products at those peak hours. The result concludes that, most of the respondents access the social media on free time respectively.

4.2.19 Social Media Helps to Boosting Sales through Promotional Mix

Table 25

Social Media Helps to Boosting Sales through Promotional Mix

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	49	16.3	16.3	16.3
	Disagree	44	14.7	14.7	31.0
	Neutral	60	20.0	20.0	51.0
	Agree	43	14.3	14.3	65.3
	Strongly Agree	104	34.7	34.7	100.0
	Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 25 presents that, 34.7% of the respondents are strongly agree on statement, The respondent believes that the social media helps to boosting sales through promotional mix, 14.3% also agree on statement and 20% views on neutral main while 31% of the respondents are disagree and strongly on the statement. It concludes that, the social media usage an attempt has been made to find the significant impact on product, place, price and promotion through Brand Preferences.

4.2.20 Social Media Marketing Promotes the Business, Save the Time and Money

Table 26

Social Media Marketing Promotes the Business and Save the Time and Money

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	8	2.7	2.7	2.7
Neutral	55	18.3	18.3	21.0
Valid Agree	145	48.3	48.3	69.3
Strongly Agree	92	30.7	30.7	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 26 depicts that 48.3% & 30.7% of the respondents agree and strongly agree on social media helps marketing promotes the business and save the time and money. Similarly, 18.7% of the respondents are neutral towards on the statement while least 2.7% of the respondents are denied it. It clears that, majority of the respondents i.e. 79% of the respondents have filled on social media marketing promotes the business and save the time and money.

4.2.21 Influence of Usage Social Media which Helps in Growth of SMEs

Table 27

Influence of Usage Social Media Which Helps in Growth of SMEs

	Frequency	Percent	Valid Percent	Cumulative Percent
Functional learning communities	52	17.3	17.3	17.3
More followers	57	19.0	19.0	36.3
platform to speak mostly to friends and family	102	34.0	34.0	70.3
Valid reach to wide audience	50	16.7	16.7	87.0
searched information relates to market knowledge	39	13.0	13.0	100.0
Total	300	100.0	100.0	

Source: Field Survey, 2024

Table 27 shows that there is significant influences of usage of social media as it provide modes of integrated marketing communication for organizational growth to the SMEs. This also enhances their usage during professional development. It show that there is a significant influence of usage of social media as it provides modes of communication for organizational and have organizational growth to the SME entrepreneur. This also enhances their usage during professional development. It show that about 16.7 per cent of the respondents shared that they use social network sites because it provides reach to wide audience. It show that about 13 per cent of the respondents shared that they use social network sites because it provides frequent searched information relates to market knowledge. It show that about 34 per cent of the respondents shared that they use social network sites because it provides platform to speak mostly to friends and family. It show that about 19 per cent of the respondents shared that they use social network sites to join groups to create more followers. It show that about 17.3 per cent of the respondents shared that they use social network sites to create more functional learning communities.

4.3 Correlation Matrix

4.3.1 The Correlation between Market Access to Growth of SMEs

Table 28

Correlations

		X	X1	X2	X3	X4	X5	X6	X7
social media directly impact on the growth of SMEs* X	Pearson	1							
	Correlation								
	Sig. (2-tailed)								
Uses of Social Media*X1	N	300							
	Pearson	-.725**	1						
	Correlation								
Social Media tools*X2	Sig. (2-tailed)	.000							
	N	300	300						
	Pearson	-.576**	.599**	1					
Social media gives any business an easy access to market*X3	Correlation								
	Sig. (2-tailed)	.000	.000						
	N	300	300	300					
social media helps in communicating with customer*X4	Pearson	.029	.125*	.186**	1				
	Correlation								
	Sig. (2-tailed)	.620	.030	.001					
social media improves access of information about product and services to customers*X5	N	300	300	300	300				
	Pearson	.549**	-.788**	-.535**	-.207**	1			
	Correlation								
When do you access social media?*X6	Sig. (2-tailed)	.000	.000	.000	.000	.000			
	N	300	300	300	300	300	300		
	Pearson	.218**	-.512**	-.466**	-.539**	.800**	1		
Efficient use of social media*X7	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		
	N	300	300	300	300	300	300	300	
	Pearson	-.211**	.433**	.255**	.544**	-.634**	-.778**	1	
	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300	300	
	Pearson	-.132*	.380**	.349**	.613**	-.644**	-.883**	.932**	1
	Correlation								
	Sig. (2-tailed)	.023	.000	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The correlation between social media directly impact on the growth of SMEs* X with Uses of Social Media X1 of SMEs in Kathmandu is -0.725** (**. Correlation is significant at the 0.01 level; 2-tailed); it is a highly negative correlation between the social media directly impact on the growth of SMEs* X with Uses of Social Media*X1 of SMEs in Kathmandu Valley. Similarly, the correlation between social media directly

impact on the growth of SMEs with the Social Media tools X2 is -0.756^{**} (** Correlation is significant at the 0.01 level; 2-tailed), it is highly negative correlations between the social media directly impact on the growth of SMEs with the Social Media tools X2 of SMEs in Kathmandu Valley respectively. Similarly, the correlation between social media directly impact on the growth of SMEs with the Social media gives any business an easy access to market is 0.029 (** Correlation is significant at the 0.05 level; 2-tailed), it is positive correlations and alternative hypothesis accepted between the social media directly impact on the growth of SMEs with the Social media gives any business an easy access to market X3 of SMEs in Kathmandu Valley respectively.

More ever, the correlation between social media directly impact on the growth of SMEs with the social media helps in communicating with customer is 0.549 (** Correlation is significant at the 0.01 level; 2-tailed), it is positive correlations between the social media directly impact on the growth of SMEs with the social media helps in communicating with customer of SMEs in Kathmandu Valley respectively.

However, the correlation between social media directly impact on the growth of SMEs with the social media improves access of information about product and services to customers is 0.218 (** Correlation is significant at the 0.01 level; 2-tailed), it is positive correlations between the social media directly impact on the growth of SMEs with the social media improves access of information about product and services to customers of SMEs in Kathmandu Valley respectively. Similarly, the correlation between social media directly impact on the growth of SMEs with When do you access social media is -0.211 (** Correlation is significant at the 0.01 level; 2-tailed), it is negative correlations between the social media directly impact on the growth of SMEs with When do you access social media of SMEs in Kathmandu Valley respectively. Finally, the correlation between social media directly impact on the growth of SMEs with efficient use of social media is -0.132 (** Correlation is significant at the 0.01 level; 2-tailed), it is negative correlations between the social media directly impact on the growth of SMEs with efficient use of social media of SMEs in Kathmandu Valley respectively.

4.3.2 Regression Analysis (Market Access to Growth of SMEs)

Table 29

Regression Analysis

Models-I

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.802 ^a	.643	.634	.49465	

a. Predictors: (Constant), Efficient use of social media*, Social Media tools*, Social media gives any business an easy access to market*, Uses of Social Media*, social media helps in communicating with customer*, social media improves access of information about product and services to customers*, When do you use social media?*

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	128.590	7	18.370	75.078	.000 ^b
	Residual	71.447	292	.245		
	Total	200.037	299			

a. Dependent Variable: social media directly impact on the growth of SMEs*

b. Predictors: (Constant), Efficient use of social media*, Social Media tools*, Social media gives any business an easy access to market*, Uses of Social Media*, social media helps in communicating with customer*, social media improves access of information about product and services to customers*, When do you use social media?*

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant) X	6.150	.613		10.025	.000
	Uses of Social Media* X1	-1.163	.169	-.457	-6.897	.000
	Social Media tools*X2	-.271	.054	-.258	-4.989	.000
	Social media gives any business an easy access to market*X3	-.068	.046	-.073	-1.456	.146
	social media helps in communicating with customer*X4	.381	.093	.409	4.095	.000
	social media improves access of information about product and services to customers*X5	-.420	.071	-.766	-5.890	.000
	When do you use social media?*X6	-.173	.086	-.270	-2.004	.046
	Efficient use of social media*X7	-.008	.050	-.014	-.163	.871

a. Dependent Variable: social media directly impact on the growth of SMEs*

On the basis of findings following regression model has been developed.

*The model is: Projected (\hat{Y}) = $\beta_0 + \beta_1 * X1 + \beta_2 * X2 + \beta_3 * X3 + \beta_4 * X4 + \beta_5 * X5 + \beta_6 * X6 + \beta_7 * X7 + tn$*

$$\hat{Y} = 6.150 + (1.163) * X1 + (0.271) * X2 + (0.068) * X3 + 0.381 * X4 + (0.420) * X5 + (0.173) * X6 + (0.008) * X7$$

\hat{Y} (Constant) = X: (Dependent variable)

X1 = Independent Variable X2 = Independent Variable X3 = Independent Variable

X4 = Independent Variable X5 = Independent Variable X6 = Independent Variable

X7 = Independent Variable

Assume that,

(X) = social media directly impact on the growth of SMEs

(X1) = Uses of Social Media * X1, (X2) = Social Media tools (X3) Social media gives any business an easy access to market, (X4) = social media helps in communicating with customer, (X5) social media improves access of information about product and services to customers. (X6) When do you use social media (X7) = Efficient use of social media

Table 29 presents the regression model with F test goodness of fit. R is Correlation coefficient and Adjusted R square is a modified version of r squared that has been adjusted for the number of predictor in the model. The adjusted r squared increased only if new terms improve the model more than would be expected by chance. It decreases when a predictor improves the model by less than expected by chance. The adjusted r squared always lower than r squared. Moreover, Standard error of estimate is the measure of variations of observation made around the computed regression line. Especially it is used to check the accuracy of prediction made with the regression line

Findings from the Fishers ratio (i.e. the F-Statistics which is a proof of the validity of the estimated model) as reflected in the table, indicates that, the F is about 75.078 and a p-value is also 0.000 which is ≤ 0.05 . Similarly, the R-Square which is often referred to as the coefficient of determination of the variables is .802. The R-Square which is also a measure of the overall fitness of the model indicates that the model is capable of explaining about 80.2% of the variability the social media directly impact on the growth of SMEs in Kathmandu Valley. This means that the model explains about 80.2% of the systematic variation in the dependent variable. That is, about 19.8 % of the variations in social media directly impacts on the growth of SMEs in Kathmandu Valley are accounted by other factors not captured by the model.

The regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley (X1) in the regression coefficient analysis is -1.163 unit ; it indicates that if we increased uses of social media options by 1 unit, the average influence on the directly impact on the growth of SMEs in Kathmandu Valley (X1) will decrease by 1.163 units. It means there is negative relationship and statistically shows the social media directly impact on the growth of SMEs to uses of social media options are significant; i.e. Calculated value is less than tabulated value i.e. $0.000 \leq 0.05$.

Similarly, social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is -.271 units; it indicates that if it increased social media gives any business an easy access to market options 1unit, the average influence on the social media directly impact on the growth of SMEs in Kathmandu Valley (X) will decrease by .271 units respectively. It means there is negative relationship between them. It shows the social media directly impact on the growth of SMEs to Social media gives any business an easy access to market options are statistically significant; i.e. calculated value is less than tabulated value i.e. $0.000 \leq 0.05$.

More ever, the social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is -.068 unit; it indicates that if we increased Social media gives any business an easy access to market options by 1 unit, the social media directly impact on the growth of SMEs in Kathmandu Valley (X) will decreased by.068 unit respectively. It means there is negative relationship but statistically, insignificance relationship between them like calculated value is more than tabulated value i.e. $.146 \geq 0.05$ respectively.

Similarly, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is .381unit; it indicates that if we increased social media helps in communicating with customer options by 1unit, the average social media directly impact on the growth of SMEs in Kathmandu Valley (X) will increased by .381 unit. It means there is positive relationship between them.

However, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is -.420; it indicates

that if we increased social media improves access of information about product and services to customers options by 1 unit the average social media directly impact on the growth of SMEs in Kathmandu Valley (X) will decreased by .420 units. It means there is negative relationship between them.

Finally, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is -.173; it indicates that if we increased When do you use social media options by1 unit the average social media directly impact on the growth of SMEs in Kathmandu Valley (X) will decreased by .173 units respectively. It means there is negative relationship between them.

Finally, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is -.008 unit; it indicates that if we increased Efficient use of social media options by 1 unit the social media directly impact on the growth of SMEs in Kathmandu Valley (X) will decreased by .008 units respectively. It means there is negative relationship between them.

4.3.3 The correlation between Customer Relationships Management to Growth of SMEs

Table 30

Correlations

		X1	X2	X3	X4	X5
social media directly impact on the growth of SMEs*	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	300				
social media helps in communicating with customer*	Pearson Correlation	.549**	1			
	Sig. (2-tailed)	.000				
	N	300	300			
social media can introduce foreign business which can affect domestic*	Pearson Correlation	-.335**	-.846**	1		
	Sig. (2-tailed)	.000	.000			
	N	300	300	300		
social media and customer relation*	Pearson Correlation	.818**	.671**	-.586**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	300	300	300	300	
Reason for participations*	Pearson Correlation	-.300**	-.716**	.794**	-.572**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between social media directly impact on the growth of SMEs with social media helps in communicating with customer is 0.549 (** Correlation is significant at the

0.01 level; 2-tailed), it is moderate positive correlations between the social media directly impact on the growth of SMEs with social media helps in communicating with customer of SMEs in Kathmandu Valley respectively. Moreover, The correlation between social media directly impact on the growth of SMEs with social media can introduce foreign business which can affect domestic product is -0.335 (** Correlation is significant at the 0.01 level; 2-tailed), it is negative correlations between the social media directly impact on the growth of SMEs with social media can introduce foreign business which can affect domestic product of SMEs in Kathmandu Valley respectively. However, The correlation between social media directly impact on the growth of SMEs with social media and customer relation is 0.818 (** Correlation is significant at the 0.01 level; 2-tailed), it is highly positive correlations between the social media directly impact on the growth of SMEs with social media and customer relation of SMEs in Kathmandu Valley respectively. Finally, the correlation between social media directly impact on the growth of SMEs with Reason for participations is -0.300 (** Correlation is significant at the 0.01 level; 2-tailed), it is highly positive correlations between the social media directly impact on the growth of SMEs with Reason for participations of SMEs in Kathmandu Valley respectively.

4.3.4 Customer relationships Management to Growth of SMEs

The Table 31 presents the regression model with F test goodness of fit. Findings from the Fishers ratio (i.e. the F-Statistics which is a proof of the validity of the estimated model) as reflected in the table, indicates that, the F is about 232.048 and a p-value is also 0.000 which is ≤ 0.05 . Similarly, the R-Square which is often referred to as the coefficient of determination of the variables is .871. The R-Square which is also a measure of the overall fitness of the model indicates that the model is capable of explaining about 87.1% of the variability the social media directly impact on the growth of SMEs in Kathmandu Valley. This means that the model explains about 87.1% of the systematic variation in the dependent variable. That is, about 12.9 % of the variations in social media directly impacts on the growth of SMEs in Kathmandu Valley are accounted by other factors not captured by the model. The R is Correlation coefficient and Adjusted R square is a modified version of r squared that has been adjusted for the number of predictor in the model. The adjusted r squared increased only if new terms improve the model more than

would be expected by change. It decreases when a predictor improves the model by less than expected by chance. The adjusted r squared always lower than r squared. Moreover, Standard error of estimate is the measure of variations of observation made around the computed regression line. Especially it is used to check the accuracy of prediction made with the regression line.

Regression Model –II

Table 31

Regression Analysis (Regression Model II)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.759	.756	.40440

a. Predictors: (Constant), Reason for participations*, social media and customer relation*, social media helps in communicating with customer*, social media can introduce foreign business which can affect domestic*

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.793	4	37.948	232.048	.000 ^b
	Residual	48.243	295	.164		
	Total	200.037	299			

a. Dependent Variable: social media directly impact on the growth of SMEs*

b. Predictors: (Constant), Reason for participations*, social media and customer relation*, social media helps in communicating with customer*, social media can introduce foreign business which can affect domestic*

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	-1.359	.309		-4.401	.000
	social media helps in communicating with customer*	.406	.055	.437	7.433	.000
	social media can introduce foreign business which can affect domestic market*	.250	.042	.373	6.000	.000
	social media and customer relation*	.675	.031	.865	22.060	.000
	Reason for participations*	.168	.038	.212	4.385	.000

a. Dependent Variable: social media directly impact on the growth of SMEs*

The social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .406 units; it indicates that if we increased social media helps in communicating with customer option by 1 unit, the average influence on the social media directly impact on the growth of SMEs in Kathmandu Valley will increase

by .406 units respectively. It means there is positive relationship between them. Similarly, social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .250 units; it indicates that if we increased social media can introduce foreign business which can affect domestic market options by 1unit, the average influence on the social media directly impact on the growth of SMEs in Kathmandu Valley will increased by .250 units respectively. It means there is positive relationship between them. More ever, the social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is .675 unit; it indicates that if we increased social media and customer relation options by 1 unit, the social media directly impact on the growth of SMEs in Kathmandu Valley will increased by .675 unit respectively. It means there is positive relationship between them.

Finally, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .168 unit; it indicates that if we increased Reason for participations options by 1unit, the average social media directly impact on the growth of SMEs in Kathmandu Valley will increased by .168units respectively. It means there is positive relationship between them.

4.3.5 The correlation between Market Innovation to Growth of SMEs

Table 32

Correlations

		X	X1	X2	X3	X4	X5
social media directly impact on the growth of SMEs*	Pearson Correlation	1	.197**	.691**	-.357**	-.076	-.226**
	Sig. (2-tailed)		.001	.000	.000	.191	.000
	N	300	300	300	300	300	300
social media helps for collecting and managing data from customers*X1	Pearson Correlation	.197**	1	.087	.506**	.094	-.722**
	Sig. (2-tailed)	.001		.133	.000	.104	.000
	N	300	300	300	300	300	300
social media aid client maintenance and drive deals development*	Pearson Correlation	.691**	.087	1	-.432**	-.457**	-.063
	Sig. (2-tailed)	.000	.133		.000	.000	.276
	N	300	300	300	300	300	300
Frequency graph of social media accounts mostly*	Pearson Correlation	-.357**	.506**	-.432**	1	.149**	-.694**
	Sig. (2-tailed)	.000	.000	.000		.010	.000
	N	300	300	300	300	300	300
social media helps in building brands*	Pearson Correlation	-.076	.094	-.457**	.149**	1	-.135*
	Sig. (2-tailed)	.191	.104	.000	.010		.020
	N	300	300	300	300	300	300
use of social media to develop new product and service idea*	Pearson Correlation	-.226**	-.722**	-.063	-.694**	-.135*	1
	Sig. (2-tailed)	.000	.000	.276	.000	.020	
	N	300	300	300	300	300	300

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

The correlation between social media directly impact on the growth of SMEs with social media helps for collecting and managing data from customers is .197** (** Correlation is

significant at the 0.01 level; 2-tailed), it is positive correlations between the social media directly impact on the growth of SMEs with social media helps for collecting and managing data from customers of SMEs in Kathmandu Valley respectively. Moreover, The correlation between social media directly impact on the growth of SMEs with social media aid client maintenance and drive deals development is .691** (** Correlation is significant at the 0.01 level; 2-tailed), it is moderate correlations between the social media directly impact on the growth of SMEs with social media aid client maintenance and drive deals development of SMEs in Kathmandu Valley respectively. However, The correlation between social media directly impact on the growth of SMEs with Frequency graph of social media accounts mostly -0.357 (** Correlation is significant at the 0.01 level; 2-tailed), it is negative correlations between the social media directly impact on the growth of SMEs with Frequency graph of social media accounts mostly of SMEs in Kathmandu Valley respectively. Similar to, the correlation between social media directly impact on the growth of SMEs with social media helps in building brands is -0.076 (** Correlation is significant at the 0.01 level; 2-tailed), it is highly negative correlations between the social media directly impact on the growth of SMEs with social media helps in building brands of SMEs in Kathmandu Valley respectively. However, The correlation between social media directly impact on the growth of SMEs with Frequency graph of social media accounts mostly -0.357 (** Correlation is significant at the 0.01 level; 2-tailed), it is negative correlations between the social media directly impact on the growth of SMEs with Frequency graph of social media accounts mostly of SMEs in Kathmandu Valley respectively. Finally, The correlation between social media directly impact on the growth of SMEs with use of social media to develop new product and service idea -0.226 (** Correlation is significant at the 0.01 level; 2-tailed), it is negative correlations between the social media directly impact on the growth of SMEs with use of social media to develop new product and service idea of SMEs in Kathmandu Valley respectively.

4.3.6 Market Innovations to Growth of SMEs

Regression Models-III

Table 33

Regression Analysis (Regression Model III)

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.807 ^a	.651	.645	.48737		
a. Predictors: (Constant), use of social media to develop new product and service idea*, social media aid client maintenance and drive deals development*, social media helps in building brands*, social media helps for collecting and managing data from customers*, Frequency graph of social media accounts mostly*						
ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	130.203	5	26.041	109.630	.000 ^b
	Residual	69.834	294	.238		
	Total	200.037	299			
a. Dependent Variable: social media directly impact on the growth of SMEs*						
b. Predictors: (Constant), use of social media to develop new product and service idea*, social media aid client maintenance and drive deals development*, social media helps in building brands*, social media helps for collecting and managing data from customers*, Frequency graph of social media accounts mostly*						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.390	.414		10.610	.000
	social media helps for collecting and managing data from customers*	.026	.034	.038	.767	.444
	social media aid client maintenance and drive deals development*	.347	.041	.475	8.475	.000
	Frequency graph of social media accounts mostly*	-.359	.043	-.571	-8.331	.000
	social media helps in building brands*	.095	.027	.149	3.534	.000
	use of social media to develop new product and service idea*	-.322	.041	-.544	-7.764	.000
a. Dependent Variable: social media directly impact on the growth of SMEs*						

The R is Correlation coefficient and Adjusted R square is a modified version of r squared that has been adjusted for the number of predictor in the model. The adjusted r squared increased only if new terms improve the model more than would be expected by chance. It decreases when a predictor improves the model by less than expected by chance. The adjusted r squared always lower than r squared. Moreover, Standard error of estimate is the measure of variations of observation made around the computed regression line. Especially it is used to check the accuracy of prediction made with the regression line.

The table 33 presents the regression model with F test goodness of fit. Findings from the Fishers ratio (i.e. the F-Statistics which is a proof of the validity of the estimated model) as reflected in the table, indicates that, the F is about 109.630 and a p-value is also 0.000

which is ≤ 0.05 . Similarly, the R-Square which is often referred to as the coefficient of determination of the variables is .651. The R-Square which is also a measure of the overall fitness of the model indicates that the model is capable of explaining about 65.1% of the variability the social media directly impact on the growth of SMEs in Kathmandu Valley. This means that the model explains about 65.1% of the systematic variation in the dependent variable. That is, about 34.9 % of the variations in social media directly impact on the growth of SMEs in Kathmandu Valley is accounted by other factors not captured by the model.

The social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .026 units; it indicates that if we increased social media helps for collecting and managing data from customers option by 1 unit, the average influence on the social media directly impact on the growth of SMEs in Kathmandu Valley will increase by .026 units respectively. It means there is positive but statistically insignificant relationship between them.

Similarly, social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .347 units; it indicates that if we increased social media aid client maintenance and drive deals development options by 1 unit, the average influence on the social media directly impact on the growth of SMEs in Kathmandu Valley will decrease by .347 units respectively. It means there is positive but statistically insignificant relationship between them.

More over, the social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is -.359 unit; it indicates that if we increased Frequency graph of social media accounts mostly options by 1 unit, the social media directly impact on the growth of SMEs in Kathmandu Valley will decreased by .359 unit respectively. It means there is positive but statistically insignificant relationship between them.

Similarly, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .095 unit; it indicates that if we increased social media helps in building brands options by 1 unit, the average social media directly impact on the growth of SMEs in Kathmandu Valley will increased

by .095 units respectively. It means there is positive but statistically insignificant relationship between them.

Finally, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is -.322 unit; it indicates that if we increased use of social media to develop new product and service idea options by 1 unit, the average social media directly impact on the growth of SMEs in Kathmandu Valley (X) will decreased by .322 units respectively. It means there is positive but statistically insignificant relationship between them.

4.3.7 The correlation between Pricing to Growth of SMEs

Table 34

Correlations

		X	X1	X2	X3
social media directly impact on the growth of SMEs*	Pearson Correlation	1	.697**	.770**	.325**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
Social media helps to rises pricing through branding*	Pearson Correlation	.697**	1	.815**	.424**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
social media marketing promotes the business and save the time and money*	Pearson Correlation	.770**	.815**	1	.270**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300
social media helps to boosting sales through promotional mix*	Pearson Correlation	.325**	.424**	.270**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between social media directly impact on the growth of SMEs with Social media helps to rises pricing through branding is .6977** (** Correlation is significant at the 0.01 level; 2-tailed), it is highly positive correlations between the social media directly impact on the growth of SMEs with Social media helps to rises pricing through branding of SMEs in Kathmandu Valley respectively. However, The correlation between social media directly impact on the growth of SMEs with social media marketing promotes the business and save the time and money 0.770** (** Correlation is significant at the 0.01 level; 2-tailed), it is highly positive correlations between the social media directly impact on the growth of SMEs with social media marketing promotes the business and save the time and money of SMEs in Kathmandu Valley respectively. Finally, the correlation between social media directly impact on the growth of SMEs with

social media helps to boosting sales through promotional mix is 0.325** (** Correlation is significant at the 0.01 level; 2-tailed), it is positive correlations between the social media directly impact on the growth of SMEs with social media helps to boosting sales through promotional mix of SMEs in Kathmandu Valley respectively.

4.3.8 Pricing to Growth of SMEs

The R is Correlation coefficient and Adjusted R square is a modified version of r squared that has been adjusted for the number of predictor in the model. The adjusted r squared increased only if new terms improve the model more than would be expected by chance. It decreases when a predictor improves the model by less than expected by chance. The adjusted r squared always lower than r squared.

Moreover, Standard error of estimate is the measure of variations of observation made around the computed regression line. Especially it is used to check the accuracy of prediction made with the regression line

The table presents the regression model with F test goodness of fit. Findings from the Fishers ratio (i.e. the F-Statistics which is a proof of the validity of the estimated model) as reflected in the table, indicates that, the F is about 157.652 and a p-value is also 0.000 which is ≤ 0.05 . Similarly, the R-Square which is often referred to as the coefficient of determination of the variables is .615.

The R-Square which is also a measure of the overall fitness of the model indicates that the model is capable of explaining about 61.5% of the variability the social media directly impact on the growth of SMEs in Kathmandu Valley. This means that the model explains about 61.5% of the systematic variation in the dependent variable. That is, about 38.5 % of the variations in social media directly impact on the growth of SMEs in Kathmandu Valley is accounted by other factors not captured by the model.

Regressions Model-IV

Table 35

Regression Analysis (Regression Model IV)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.615	.611	.51004

a. Predictors: (Constant), social media helps to boosting sales through promotional mix*, social media marketing promotes the business and save the time and money*, Social media helps to rises pricing through branding*

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.035	3	41.012	157.652	.000 ^b
	Residual	77.002	296	.260		
	Total	200.037	299			

a. Dependent Variable: social media directly impact on the growth of SMEs*

b. Predictors: (Constant), social media helps to boosting sales through promotional mix*, social media marketing promotes the business and save the time and money*, Social media helps to rises pricing through branding.*

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	.772	.194		3.984	.000
	Social media helps to rises pricing through branding*	.107	.048	.151	2.253	.025
	social media marketing promotes the business and save the time and money*	.661	.067	.623	9.906	.000
	social media helps to boosting sales through promotional mix*	.051	.022	.093	2.321	.021

a. Dependent Variable: social media directly impact on the growth of SMEs*

The social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .107 units; it indicates that if we increased Social media helps to rises pricing through branding options by 1unit, the average influence on the social media directly impact on the growth of SMEs in Kathmandu Valley will increased by .107 units respectively. It means there is positive and statistically, significance relationship between them.

More ever, the social media directly impact on the growth of SMEs in Kathmandu Valley (X) in the regression coefficient analysis is .661 unit; it indicates that if we increased

social media marketing promotes the business and save the time and money options by 1 unit, the social media directly impact on the growth of SMEs in Kathmandu Valley will increased by .661 unit respectively. It means there is positive and statistically, significance relationship between them.

Finally, the regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is .051 unit; it indicates that if we increased social media helps to boosting sales through promotional mix options by 1 unit, the average social media directly impact on the growth of SMEs in Kathmandu Valley will increased by .051 units respectively. It means there is positive and statistically, significance relationship between them.

4.4 Discussion

This shows that in Kathmandu valley most of the social media users who use social media for buying and selling goods and service. However, there is not a huge difference in male and female counts of social media users in the region. It is interesting to note that “There are respondents almost from all categories of age group starting from less than 18 to 41 and above. This implies that people of all age groups are using social media for making online purchases and sales and hence marketers are need to be more concerned about the age of customers as they now need to actor to needs of all age groups.

The provided text outlines a comprehensive analysis of the impact of social media on small and medium enterprises (SMEs) in the Kathmandu Valley. Here's a structured discussion based on the key points highlighted. The analysis indicates that social media usage for business purposes is prevalent across various demographic groups, including age and marital status. This suggests that SMEs need to tailor their marketing strategies to cater to a diverse audience.

Social networking platforms emerge as the preferred choice for business activities due to their versatile features, including messaging, sharing of multimedia content, and online transactions. This underscores the importance of leveraging social networking sites for effective brand promotion and customer engagement. The findings emphasize the significant role of social media in marketing and advertising efforts. With a majority of respondents using social media for business intentions such as product advertising and

brand promotion, it highlights the potential for SMEs to enhance brand visibility and foster customer loyalty through strategic social media campaigns.

Smartphones are identified as the primary mode of accessing social media, indicating the importance of mobile-friendly marketing strategies for SMEs. This aligns with the trend of increasing mobile internet usage and the need for businesses to optimize their online presence for mobile platforms. While social media presents opportunities for business growth, the analysis also identifies challenges such as the need for efficient utilization of social media resources and addressing gaps in understanding among some respondents regarding the benefits of social media for business.

The regression analysis provides quantitative insights into the relationship between different social media variables and their impact on SME growth. Negative correlations with certain factors suggest areas where improvements or adjustments may be needed to enhance the effectiveness of social media strategies for SMEs.

Based on the analysis, SMEs in the Kathmandu Valley can benefit from focusing on key areas such as customer engagement, technology adoption, and targeted advertising to leverage the full potential of social media for business growth. Additionally, efforts to educate and encourage SMEs to utilize social media more effectively can help unlock new opportunities and drive innovation in the local business ecosystem.

In conclusion, the analysis underscores the significant impact of social media on SMEs in the Kathmandu Valley, highlighting both opportunities and challenges. By understanding the dynamics of social media usage and its implications for business growth, SMEs can develop informed strategies to capitalize on the vast potential offered by digital platforms for marketing, customer engagement, and brand building. The regression coefficient of social media directly impact on the growth of SMEs in Kathmandu Valley in the regression coefficient analysis is -0.322 unit; it indicates that if we increased use of social media to develop new product and service idea options by 1 unit, the average social media directly impact on the growth of SMEs in Kathmandu Valley will decreased by 0.322 units respectively.

CHAPTER-V

SUMMARY AND CONCLUSION

5.1 Summary

This study examines the effect of usage of social media on the growth of SMEs are affecting consumer brand preferences and their buying decisions up to a large extent. Responses are collected using well-designed questionnaires and the Results generated through appropriate statistical tools of analysis shows those activities in the effect of social media on the growth of SMEs in Kathmandu, during customer desires and consumers preferences.

Online users have now become advertisers and customers. The communication between them has also changed in the social media. Consumer and customers are now influenced by their assessments of goods or services on social networking sites. The SMEs industries have transformed marketing practices and social media approaches. All businesses in big, small and medium-sized enterprises now rely on this and try to divert traffic from the different websites on their websites. Consumers become aware of new brands as well. They know their preferred brands and talk about their perceptions of the brand with the other consumers and brand managers. Social media placed customers at the center of businesses and advertisers in order to include consumers in their brands in highly creative ways, using modern marketing techniques. The study thus shows that social media has an important part to play in our everyday lives because they have provided a convenient medium for connecting and expressing. People these days tend to use platforms that are social networking. They used it a few times a day. They have entered social networking sites in order to maintain contact with their families and friends. In order to connect, search for marketing profiles and display their actions to others through blogs and tweets, the new generation used social networking sites.

In the everyday lives of people and their company, social media played an important role. Hence the social media will be used in the coming years, because of its large insight and tremendous growth by active users, as a significant tool in the marketing and customer service by more and more SMEs industries. Contact with their families and friends. In

order to connect, search for marketing profiles and display their actions to others through blogs and tweets, the new generation used social networking sites. In the everyday lives of people and their company, social media played an important role. Hence the social media will be used in the coming years, because of its large insight and tremendous growth by active users, as a significant tool in the marketing and customer service by more and more SMEs industries in Kathmandu.

5.2 Conclusion

Social media have captured the interest of most people around the world, helping them build up a social network through the Internet. There were no chatter and updating accounts for the use of social media. Social media have been applied and effects in the different Arena during this digital age. In recent years social media has risen rapidly among ordinary people and social media is likely to be more important than any other marketing functionality in the nearest future. In particular study, social Medias make a significant contribution to employment and national income. Without social media access to finance SMEs are unable to invest, impairing their capacity to: improve productivity; raise competitiveness; promote innovation; generate employment; and contribute to economic growth and development.

The most important justification for the exclusive promotion of SMEs is their potential for employment intensity. SMEs occupy a place of strategic importance in the Nepalese economy as well. SMEs sector has emerged as a highly vibrant and dynamic sector of the Nepalese economy over the last three decades. SMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. In Kathmandu, Media seeks to solve the gap between customers and advertisers (62.7%) through the establishment of trust relationships, continuous dialog and a proper, rapid interaction with the right audience. Therefore, it is time for businesses to develop efficient and effectively implement strategies (79%) that allow social media marketing, access business growth, to benefit and statistically significance between them, such as increasing their business share through this innovative medium and taking the lead in

innovation by maintaining their competitive advantage in the future. SMEs industries in Kathmandu' are still interested in taking the consumer's attention. New media and technology such as smart phones, laptops, smart clocks, wearable, etc. have been adopted by people. This has allowed vendors to reach consumers round the clock through a range of such mediums. In today's, almost all people are able to access social media through various media from home, workplace, travel and public places including workstations, laptops, tablets, mobile phones, and almost anywhere. Marketers therefore need to regard social media as an important part of their marketing campaign by SMEs enterprises. Rising social media and the challenge of creating a stronger campaign due to prohibitive costing and a highly competitive market have overlooked traditional campaigning approaches.

Concluding the thesis, the growth of SMEs with Demographic factors, Market access (70.7%), customer relationship management have found positive and significance relation, Innovation and pricing to the growth of SMEs and the variation in perception of social media and brand choice. The study proved that there are certain social media marketing activities like creativity, entertainment, authenticity, social relevance, and responsibility, being politically correct, updated and active, interactive which influences consumer brand preference have directly impact on SMEs. The impact of Social media platforms like Instagram (26%) Whats App, Tick tock Face book (46%) and YouTube (13%) extra have magnificently influences in SME also on most effective in building consumer's preferences and buying decisions. The research also discloses that there is highly degree positive relationship between social media and growth of SMEs in Kathmandu.

5.3 Implication

When social media becomes a powerful source of brand identification, brand recalls and ultimately influences brand choices, SMEs industries may use the following recommendations to create more successful marketing programmes, using their marketing strategy:

- a. Strong data analytics:** Social media in the context of big data is a rich source of knowledge. SMEs companies must use this knowledge treasure to better understand

their clients. You should know your perceptions, interests and influential sources. This helps them to develop their goods and services better, and to provide more efficient feedback.

- b. Understanding Improvement:** By improving their consumer understanding, the companies can create more accurate categories, more specifically target consumers and have personalized brand positioning. Big data analysis helps enormously.
- c. Complaint redressed:** Social media is a powerful way of redressing complaints. Increasingly, companies are using it to meet their clients and solve their problems. The opportunity of customer shifting is reduced and brand loyalty is increased.
- d. Customer relationship management:** Social media can be an outstanding tool for customer experience management that does not stop with the buying of the product. SMEs Companies can access and use the users' data to establish relationships and to enhance brand proximity to their clients. This increases the chances of a higher consumer lifetime.
- e. Competitor analysis:** The actions of the competitors can be kept in mind in the social media. Campaigns should be launched to extend the brand's positive message to rivals, so that they can stay on top.

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APPENDIX

Questionnaire on 'The Effect of Using Social Media on the Growth of SMES in Kathmandu' Dear Sir/ Madam,

I am a student of MBS at Shanker Dev Campus. This survey on the mentioned title is designed to understand the effect of social media on the growth of SMEs in Kathmandu. You are kindly requested to fill up the questionnaire with relevant information. The information provided will be kept confidential and used in aggregate form. Your cooperation is expected to add academic value and will be highly appreciated.

Regards,

Siwani Timsina

Shanker Dev Campus

General Background

Q1. Name: _____

Q2. Age: a. 18-25 26-40 41 and above

Q3. Gender: a. Male b. Female

Q4. Marital Status: a. Married b. Unmarried

Q5. Educational Status: a. Up to Intermediate b. Bachelors
c. Masters and Above

Q6. Name of your enterprise: _____

Q7. Phone no.: _____

Q8. Do you use social media?

Yes No

Q9. How often do you use social media?

- Frequently
- Occasionally
- Rarely
- Never

Q10. What social media tools do you use?

- Microblogging
- Social Networking
- Wikis (Wikipedia, internal wikis)
- Others

Q11. Please select an option to reflect your opinion that shows the level of disagreement or agreement at the end of each statement. The answers provided to the statements will be measured on Likert scale. The 5-point measurement scale with explanation is below:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

11.1 Market access

Question	1	2	3	4	5
1. Social media gives any business an easy access to market.					
2. You can advertise product and services through social media.					
3. Social media improves access to market information among entrepreneurs.					
4. Social media helps in communicating with costumers.					
5. Social media can introduce foreign business which can affect domestic business.					

11.2 Customer Relation Management

Question	1	2	3	4	5
1. Social media can enhance relation with customers.					
2. You can get feedback about product and services from costumers through social media.					
3. Social media improves access information about products and services to customer in detail.					
4. Social media helps in collecting and managing data of costumers.					
5. Social media aid client maintenance and drive deals development.					

11.3 Innovation

Question	1	2	3	4	5
1. There is no risk in innovation.					
2. You use social media to develop new product and services ideas.					
3. You use social media to develop new process ideas.					
4. Social media helps in building brands.					
5. I use social media to develop new CSR (corporate social responsibility) ideas.					

11.4 Pricing

Question	1	2	3	4	5
1. Social Media can make difference on pricing.					
2. You use social media to know impact of pricing with the growth of SMEs.					
3. You use social media to evaluate competitors pricing.					
4. Social media helps in increases sales and improves brand loyalty.					
5. Social media marketing can be used to promote business and save the business money.					

11.5 Growth of SMEs

Question	1	2	3	4	5
1. Market access, innovation, CRM and pricing using social media can help in growth of SMEs.					
2. You have clear vision about your business.					
3. Your motive is to sustain and grow your business in market.					
4. Social media is new paradigm for growth of SMEs.					
5. You use any media for business purpose.					

Thank you for all your time and contributions in this research.