

Determinants of Social Media Diffusion in Omnichannel msme: Case study from Home-Made Food Business in Bangladesh

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Abstract

Micro-Small and Medium Enterprises (MSME) in Bangladesh that are specialized in home-made food make a significant contribution to the country's economy by providing employment opportunities, producing money, maintaining food security, conserving cultural heritage, and encouraging sustainable development. According to previous research diffusion of social media by MSME positively impact many Sustainable Development Goals (SDGs) by fostering economic development, generating job opportunities, and supporting sustainable practices, specifically in the area of decent work and economic growth. This study aimed to explore the determining factors that drive the adoption of Facebook adoption in Micro-Small and Medium Enterprises (MSME) in attaining sustainable growth, as assessed by enterprise owners. The study issue pertains to the analysis of the organizational phenomena of Facebook adaptation within the home-made food industry, facilitated by f-commerce technology. The research technique comprises two sequential parts. The first phase included identifying the obstacles associated with the implementation of e-commerce technologies in MSMEs. This was accomplished by conducting a comprehensive analysis of existing literature on the technology acceptance framework within organizational settings. Subsequently, interviews are carried out with proprietors and directors of 42 locally produced food businesses in Bangladesh to investigate their inclination towards using Facebook to effectively support their operations. Diffusion of Innovation Technology theory is applied to guide the development of interview questions and the analysis of interview data.

The majority of MSME home-made food enterprises use an Omni channel business strategy to cater to client expectations across several channels, such as in-store, online, and mobile. The primary motivations highlighted as significant motivators for the Facebook adaptation of MSMEs are enhancing operational efficiency, improving customer experience, accessing new markets, achieving cost savings, and enhancing data management. The primary characteristics identified as key contributors to the Facebook adaptation of MSMEs are relative advantage, technology's simplicity of use, compatibility, trialability, technology pricing, management support, previous technology expertise, and help from technology suppliers. However, this research did not uncover sufficient data to support the notion that competitive pressure, government restrictions, and government assistance significantly influenced the digitalization of MSME in the home-made food industry. These results are very significant and have immense importance for the scientific community, policy makers, and information and communication technologies (ICT) providers.

Keywords: MSMEs, Developing countries, Diffusion of Facebook, TOE framework.

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Introduction:

The Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Bangladesh's economy by making a significant impact on employment, income creation, and overall economic development. The process of digitization is essential for the long-term viability of micro, small, and medium enterprises (MSMEs) since it empowers them to foster innovation, enhance technology adoption, and broaden their market penetration. Moreover, the process of converting Food based MSMEs's operations into digital form is directly connected to the achievement of sustainable development objectives, including the promotion of fair employment and economic advancement, fostering industrial innovation, and enhancing infrastructure. MSMEs operating in a nation with a significant digital divide may use social media platforms to expand their reach, establish their brand, and interact with a broader client base. Small-scale homemade food enterprises, similar to other micro, small, and medium enterprises (MSMEs), have obstacles in maintaining long-term viability, including concerns related to financial profitability, competitiveness, and compliance with regulations. Digitization bolster the sustainability of micro, small, and medium enterprises (MSMEs) by granting them entry to untapped markets, enhancing their operational efficiency, and facilitating more effective customer interaction, ultimately leading to improved company sustainability (Abas et al., 2023).

An illustration of this phenomenon may be seen in the specific setting of Thailand and Indonesia, where a research study revealed that the use of social media marketing has facilitated the resilience of micro, small, and medium enterprises (MSMEs) in maintaining their viability as sustainable firms, even in the face of various economic challenges (Fadhillah et al., 2022). Social media has shown its advantageous impact on small food enterprises via several means. Recent studies have shown that engaging in social media marketing and digital content marketing can provide favourable outcomes for micro, small, and medium companies (MSMEs) operating in the food sector (Aryani & Tuti, 2023). Furthermore, the influence of digital marketing and social media on small and medium-sized businesses has become more apparent. By effectively utilising the internet and digital marketing strategies, enterprises are able to enhance their brand competitiveness in a progressively saturated online retail market.

An investigation of the proliferation of social media among omnichannel micro, little, and medium companies (MSMEs) has significant significance in Bangladesh due to numerous variables. To begin with, Bangladesh is seeing an expanding digital population, and social media has emerged as a crucial medium for promoting businesses and engaging with customers. Gaining a comprehensive understanding of how micro, small, and medium enterprises (MSMEs) use social media across several channels may provide significant insights on customer behaviour and industry trends. Moreover, this study may aid in determining the optimal tactics for MSMEs to use social media in order to enhance company expansion and competitiveness within the omnichannel landscape. Small and medium-sized enterprises (SMEs) in Bangladesh specialising in homemade cuisine are using social media platforms to expand their businesses via several strategies. In Bangladesh many home-based food entrepreneurs use sites such as Facebook and Instagram to exhibit their goods, interact with clients, and receive orders. Through the use of high-resolution visuals and captivating content, these small and medium-sized enterprises (SMEs) are capable of enticing clients and cultivating a devoted fan base. Moreover, social media enables them to get immediate feedback and testimonials from clients, therefore fostering trust and establishing credibility for their enterprises. In general, the use of social media has shown to be an economical and influential instrument for small and medium-sized enterprises (SMEs) in Bangladesh that specialised in homemade Food-Business which enables them to effectively

reach a broader target audience and enhance their clientele. Previous studies in this area have mostly focused on certain industries or nations, which has limited our comprehension of Facebook adoption from Bangladesh's point of view. The research on "The Street Food Cart Owners in Khulna" (Khan, 2021) examines the entrepreneurial competences and their impact on company performance, but, it does not expressly focus on digitalization. The paper explore supply chain issues in the agro-food business, offering insights into the wider context of food entrepreneurship in Bangladesh(Foisal & Sagar, n.d.). However, it does not specifically cover the topic of social media adoption in this process. A deeper analysis is required to explore the determinants of social media diffusion in omnichannel MSME is needed, as evidenced by the research gap that has been generated by this fragmented knowledge and the emerging state of technology. In order to better understand the factors impacting Facebook adoption across different food MSMEs in Bangladesh, this research provides a thorough analysis of the literature. Specifically, the purpose of this study is to find answers to the following research questions:

RQ1: What factors influence Facebook adoption across different food MSMEs in Bangladesh & How?

RQ2: What are the impacts of adopting Facebook in food based MSMEs in Bangladesh ?

The article addresses three topics: the impact of Facebook adoption, the causes that drive MSMEs to adopt Facebook, and the comprehension of the concept of "Adoption of Facebook".

Literature Review:

Literature is searched by some keywords in google scholar like, "MSME", "Facebook adaption", "Technology adaption", "Facebook adaption in MSME". This section focuses on literature relevant to Facebook adoption by Omnichannel MSME and Food Enterprises and framework for technology adoption from the context of organization.

Micro, small, medium enterprises are the backbone of economy for any developing nation.

From the article "A Study on Problems and Prospects of MSME's in India", we learn that MSMEs are a backbone of the economy, contributing significantly to GDP and export earnings, and meeting social objectives such as providing employment opportunities (Malathy, 2021). In Bangladesh, MSMEs play a significant role in the economy, contributing to employment generation, poverty reduction, and economic growth. According to a report by the International Finance Corporation (IFC), MSMEs account for 25% of Bangladesh's GDP and employ over 60% of the country's workforce (Kumar & Suppiah, 2023). As per the National Industrial Policy 2010 and the rules given by Bangladesh Bank, the requirements for a Small and Micro firm in Bangladesh are to have assets valued between Tk 500,000 to 5 million or employ a workforce of 10 to 24 individuals (Alauddin & Chowdhury, 2015).

Omnichannel MSMEs refer to small and medium-sized enterprises that use multiple channels to interact with their customers, such as online marketplaces, social media, physical stores, and mobile apps. The challenges of Omnichannel MSMEs include, Integration, Consistency, Cost and Complexity in Managing multiple channels. A study has identified "Social media adoption" instrumental as a marketing tool to achieve sustainability in SMEs and corporations in China(Popova & Lysa, 2023). Omnichannel food businesses in Bangladesh operate through various channels such as online platforms, mobile apps, social media, and physical stores to provide a seamless shopping experience for customers. An example of this is the use of Information and Communication Technology (ICT) to empower women entrepreneurs in the food sector, allowing them to run successful SMEs and plays a crucial role in enhancing the operation and management of these businesses, ultimately contributing to women's empowerment and the country's economic development (Hussain & Chen, 2018).

According to (Tornatzky & Fleischer,1990), adoption decisions of new technology are influenced by three factors: technology, organization, and environment. The organizational component, which is a mix of organization structure, company size, centralization, or complexity in management structure, is the most important of these variables. (Lal & Bharadwaj, 2016)

The three factors that influence an organization's adoption of innovations are technology, organization, and environment, according to the TOE framework. The TOE framework has been used to analyze the adoption of improvements in technology and has a strong theoretical foundation and empirical backing. The present study (Abdullahi et al., 2022) conducted a literature review on technology adoption in SMEs in order to determine the constructs within the TOE framework.

The internal and external technologies pertinent to the company were specified as part of the technical background in the original TOE framework (Rui, 2007; Oliveira and Martins, 2011). According to Premkumar (2003), not enough research has looked at how technical features affect society. This research will depart from Rogers' IDT to examine the effects of technical elements after TOE. Stuart (2000) states that Rogers' thesis is one of the most widely used theories in the field of innovation spread.

The technological factors of an organization often describe IT innovation qualities that impact the organizational adoption of IT innovation, according to earlier IT adoption research studies that used a TOE framework in the context of SMEs. Relative advantage, compatibility, complexity, and perceived risk related to technological factors are some of the aspects that this study takes into consideration when discussing Facebook adoption by SMEs.

Relative advantage: It is seen as a key sign of new innovations becoming adopted. In earlier research, the effect of relative advantage on technology adoption has been thoroughly examined. Research indicates that organizations are more likely to accept an invention when they see a relative benefit in it (Thong, 1999).

Facebook offers businesses that use it a number of benefits. For instance, (Odoom et al., 2017) state that there are certain interdependencies between the reasons behind social media use and that social media usage has generally favorable but inconsistent effects on SMEs that are product- and service-based. Additionally, service-oriented SMEs are more likely to view interaction as a primary motivator, whereas businesses that sell physical goods are more inclined to use social media due to cost-effectiveness.

Compatibility: Many published research has explored compatibility's function and view it as a crucial factor in the adoption of IT innovations (Alshamaila et al., 2013). For instance, Thong (1999) discovered that innovation compatibility had a significant impact on the adoption of IS in 166 small Singaporean enterprises. Compatibility was also regarded as one of the most important drivers in the post-adoption stages of innovation spread in the Zhu et al. (2006) study. Entrepreneurs are worried about whether the innovation being implemented aligns with their organization's technological requirements and ideals (Islam et al., 2018).

Complexity: If the innovation is viewed as being more difficult to utilize, adoption is unlikely. (Alshamaila et al., 2013) SMEs may have difficulties while implementing new technology since it will need them to alter how they interact with their company platforms. For new technologies to be adopted more quickly, they must be simple to use and easy to utilize (Sahin & Universities, 2003). Complexity has been demonstrated to play a major role in adoption decisions in several recent research. In contrast to other innovation characteristics, this factor is negatively linked with the adoption probability.(Alshamaila et al., 2013)

Top management support: Top management dedication and support for implementing an innovation are referred to as top management support (Abdullahi et al., 2022). The degree of dedication and support shown by Bangladeshi SMEs in implementing Facebook was considered top management support in this case.

The owners of SMEs in Bangladesh make up the senior management and decision-makers of the company. Top management can drive successful Facebook adoption in their company and has the power to assign resources (Sunday & Vera, 2018).

A mediated model on the adoption of social media and the success of SMEs in developing nations indicates that TOE constructs, social media adoption, and SMEs' performance are positively correlated. The performance of SMEs was shown to be fully mediated by technological factors and somewhat mediated by organizational and environmental factors. (Abdullahi et al., 2022)

Organizational readiness & cost: Managers' assessment of their organization's capacity to adopt an innovation based on financial, technical, and infrastructure resources is known as organizational readiness & cost (Abdullahi et al., 2022). In this case, the owners' assessment of their service-based SMEs' capacity to implement Facebook based on those resources was used to define organizational readiness. Adoption of Facebook doesn't demand a high level of technological expertise and is inexpensive (Bashar & Wasiq, 2012). Organizational preparedness has been highlighted as a crucial component of Web 2.0 marketing adoption in underdeveloped nations (Abdullahi et al., 2022).

Environmental context

Competitive pressure: In this research, the level of competition that food-based MSMEs feel in their market environment was defined as competitive pressure. SMEs use Facebook to boost revenue, expand their market share, and obtain a competitive edge (Ainin et al., 2015). Research findings indicate a favorable correlation between competitive pressure and the incorporation of social media into organizational operations.

The investigation of a research study on Determinants of SME's Social Media Marketing Adoption: Competitive Industry as a Moderator proved the beneficial impact of competitive pressure. According to the research, adoption of social media marketing is significantly influenced by perceived relative advantage, top management support, perceived pressure from competitors, and reported pressure from vendors. The competitive industry reduces the impact of both consumer and competitor pressure. Additionally, the impact of consumer and competitive pressure on the adoption of social media marketing is mitigated by the competitive sector. By illustrating the impact of technical, organizational, and environmental (TOE) factors on social media marketing adoption among SMEs with regard to the level of industry competitiveness, the study's findings add to the body of knowledge on social media marketing. The adoption of social media marketing is favorably influenced by perceived consumer and competitor pressure when an industry is competitive. (Ali Abbasi et al., 2022)

The mediating effect of Facebook adoption between TOE factors and MSMEs:

Facebook adoption acts as a mediator in the interactions between TOE factors and SMEs' performance when changes to TOE factors affect Facebook adoption, which in turn affects SMEs' performance (Hair et al., 2019). By assisting SMEs in identifying the essential component of successful Facebook adoption, TOE variables, as Facebook adoption determinants, can improve their performance (Alkateeb & Abdalla, 2021).

Methodology:

Study applied thematic approach as a qualitative research methodology which involves the identification and analysis of patterns within different topics in study (Braun & Clarke, 2006). This

research has used this strategy to comprehend the adoption of technology by finding the components that exert effect on technology adoption. Semi-structured interviews, in particular, are a common data collection method for investigating technology adoption, and the thematic analysis of these interviews can reveal emerging themes and patterns that help to understand the adoption process (Aithal et al., 2023; Alshamaila et al., 2013).

The study followed a deductive analysis approach rather than inductive. The study has selected themes and codes based on a literature review on pre-existing TOE framework, such as a technology adoption model. Then the study used the TOE-Framework to organize and analyze the data, refining themes and codes as needed to fit the interview data (Hyde, 2000; Naeem et al., 2023).

Many prominent researchers have different opinion on determining the sample size in qualitative research and according to them minimum size required is 5 and maximum is 60 from the perspective of saturation point. However, some researchers believe that saturation point is a subjective matter based on convenience of the researcher and blamed researcher's unwillingness to collect more data. As a solution to improve quality of a qualitative study, researchers proposed a more objective approach with a fuzzy logic model to determine more accurate sample size of interview in qualitative research for a case study. In this context they proposed 20 different scenarios based on ten exclusive variables, namely scope of research, data quality, participant genuineness, duration of the interview, number of interviews, homogeneity, information strength, drilling ability, triangulation, and research design (Tutar et al., 2023). According to their model, this study required minimum 15 interview. However, the study was conducted by interviewing owners and directors of 42 locally manufactured food enterprises in Bangladesh to determine their attitude towards using Facebook as an efficient means of supporting their operations. The businesses the study have chosen is operating in 22 districts and 8 divisions in Bangladesh. The study was done via interviews conducted in person, by Zoom, and in some instances, by providing the interview questions in both Bangla and English through an online form for the interviewee to provide written responses. Before coding the data, we translated the Bangla responses into English.

The study utilized theoretical sampling, and 42 managers who had previously adopted Facebook adoption services and had been using them for the previous two to three years were contacted. These individuals were crucial in helping the MSMEs make decisions about Facebook adoption services. Forty-two people gave positive responses. Our saturation point was 35, which indicates that there were little changes in the respondents' replies after the 35th response. Our saturation point for this research is 35 because the repeated replies weren't even significantly improving the research work. 27 owners gave the study permission to present the data and rest of the business didn't authorize the study to show their data.

Table 1: Demography Data of the interview

SI No.	Gender	Age	MSME name	Relation with the MSME	Duties Related	Work Experience (Year)
1	Male	25	LS collection	Owner	Managing overall operation and communication.	2
2	Female	27	Tejoswi	Moderator	Managing communication	3
3	Female	26	Deshoj gohona	Owner	Managing overall operation and communication	2

4	Female	30	Reshma B	Moderator	Managing communication	5
5	Male	26	Art	Moderator	Managing communication	3
6	Female	28	Shirin akhter	Owner	Managing overall operation and communication	4
7	Female	29	Labonno by Israt	Moderator	Managing communication	2
8	Female	27	Shormi's world	Owner	Managing overall operation and communication	2
9	Male	30	Chador BD	Owner	Managing overall operation and communication	3
10	Female	25	Lipi's jhuli	Owner	Managing overall operation and communication	2
11	Female	27	Dokhinerhut BD	Moderator	Managing communication	3
12	Female	28	Roshona Bilash	Owner	Managing overall operation and communication	3
13	Male	30	Khuti BD	Owner	Managing overall operation and communication	3
14	Female	27	Mayer Hater Rannaghor	Owner	Managing overall operation and communication	2
15	Female	26	Esmat Ara Gallary	Moderator	Managing communication	1
16	Female	29	Dola Rodela Boutique	Owner	Managing overall operation and communication	3
17	Female	28	DipAlo's	Owner	Managing overall operation and communication	3
18	Female	28	Tanbina Afroz	Moderator	Managing communication	1
19	Female	25	Khusi Fashion	Owner	Managing overall operation and communication	1
20	Female	30	Cosiner Mini Chinese	Owner	Managing overall operation and communication	4
21	Female	27	Ferdousi butique	Owner	Managing overall operation and communication	2
22	Female	28	Hobidhobi fashion	Owner	Managing overall operation and communication	1
23	Female	27	Clothing	Owner	Managing overall operation and communication	1
24	Female	28	Shabina's kitchen	Owner	Managing overall operation and communication	4
25	Female	28	Prity Nath	Owner	Managing overall operation and communication	3
26	Female	29	Bangaliana Atat	Owner	Managing overall operation and communication	3
27	Female	29	Oityijhyo	Owner	Managing overall operation and communication	2

Result and Discussion:

In order to comprehend the factors influencing Facebook adoption decisions made by MSMEs based on Facebook, as well as the effects of Facebook adoption on those businesses, data analysis for the study was carried out. Only those people or groups who have previously embraced Facebook for business purposes were included in the study.



Figure 1: Adapted TOE Framework for MSME on Adoption of Facebook

Table 2: Summary of Findings

FACTORS	SUPPORT	EVIDENT IN FIRMS
Technological		1-8,10-20
Relative advantage	Supported	5-15,21,27
Compatibility	Supported	1-23, 30 33
Complexity	Supported	1-8,10-20
Perceived risk	Supported	1-8,10-20
Organizational		
Top management	Supported	1-8,10-25
Organizational readiness	Supported	1-8, 10-28
Cost	Supported	1-8,10-28
Environmental		
Vendor support	Supported	1-8,10-28
Competitive pressure	Supported	1-8,10-33
Government support	Not supported	1-10, 15-25

Factors driving the adoption of Facebook adoption

Initially, we examined the answers to investigate the elements that compelled the organizations to use Facebook for their MSMEs. The section that follows goes over each of these elements.

Relative advantage: Organizations can identify a relative advantage of using Facebook in terms of profitability, according to a detailed examination of the responses. Several respondents noted the following:

- Facebook is the largest entertainment medium for many, making it an excellent platform for marketing and branding. Facebook attracts users with ease, making it simpler to find the right customer base.
- Facebook adoption contributes to the expansion of the business's network. It also establishes connections with similar entrepreneurs. Thus, we are able to support one another.

Furthermore, the study's respondent organizations also favored Facebook due to its affordability in terms of both implementation and management, particularly for those whose primary business is not technology but rather its enabling role. As an illustration, a representative from a boutique or fashion firm stated:

- Being a tiny business, Facebook provided us with a great deal of assistance that would not have been possible for us to use a traditional technique. Not only did it save expenditures, but it also expanded our audience, giving us a greater advantage over competitors.

According to an analysis of the responses, the respondents saw Facebook adoption as beneficial for increasing worker productivity and job happiness. According to what one respondent said:

- By using Facebook, my colleagues and I are able to work remotely, which lets us take care of our home and business at the same time. Facebook Adoption has benefited the group of workers who are willing to work from home because more and more people are choosing to work remotely.

Although there are many obstacles associated with implementing new technology, respondents believe that Facebook's easy access to tools and services, together with their quick deployment, help to mitigate these obstacles. Below are some comments regarding Facebook's usability:

- We were used to utilizing Facebook for personal usage even before it was used as a commercial tool. Facebook has been simple to use and comprehend for both consumers and business owners because the majority of its resources are fairly self-explanatory. Facebook skillfully eliminates the drawbacks of owning a physical store, opening up hundreds of new prospects in the process.

Even if these tools are thought to be helpful and simple to use, a general opinion about the need for training before using Facebook for the first time can be seen in the comments.

Support from top management: Majority of the respondents emphasized that decision to adopt Facebook was supported by their top management. For example, according to respondents:

- Collectively, I & my partners in the business are very supportive and always encourage our employees for trying new technologies & innovation which will benefit company.

Data analysis indicates that a key factor in Facebook's adoption is management's attitude toward utilizing cutting-edge technology and their readiness to invest in them. One of the comments, as follows, bolsters this:

Impact of adoption of Facebook for MSMEs in Bangladesh

The purpose of the data analysis that followed was to determine whether Facebook adoption had a positive or negative impact. The relationship between Facebook adoption drivers and their effects on MSMEs, as outlined in the conceptual model of this study, is demonstrated by the analysis of replies. As an illustration, per one of the respondents:

- Given the significant changes in consumer behavior and the state of affairs, using Facebook as a business tool is only becoming more advantageous. The main effect is that it makes the intended audience easily accessible.

Cost Reduction: The correlation of Cost Reduction with Facebook was explained by our respondent like this-

- In terms of Cost Reduction & Profitability, Facebook requires only managing the Digital Space, which is also getting costly but not as much as maintaining a Physical Store. This drastically reduces the travelling time & gives more opportunities for the business to bloom as Investment focus is only on that.

Organizational Readiness: As companies are already using Facebook as medium and as described by most of the respondent that they can get connected to a huge Network/ community that actually helps them understand Facebook even better.

Competitive Pressure: Almost every MSME that has a brick-&-mortar, is also managing a Facebook page/ group as it is now a compulsory thing to be on Facebook to be present in the Digital Ecosystem. When others are following the trend, food based MSMEs also feel the necessity to have a cloud shop on Facebook. The surrounding highly motivates them as organic & positive WOM are heard from influencing suggestions.

Government Support: In terms of govt. support, a mix response was found which has been described below:

- Probably, there are govt. support, allowances are available but somehow it requires a bit of complicated processing. & in most cases, such opportunities are unheard of.

People living in Semi-urban & those who have Adopted to Facebook for their business, they clearly mentioned the impact of govt. support for MSMEs. One respondent mentioned:

- There are allowances available in the IT sector but one has to be enlisted under that facility, only then we can take the advantage of this.

Vendor Support: As adopting to Facebook is now well synced in with our life, now there are ways in which Facebook, as a vendor has extended its support towards MSMEs. According to a respondent,

- Now there are multiple ways of making payments, boosting, tagging options along with products. There are sufficient banking facilities as well that helps in making this easier with simpler options.

But others show a tendency of ignorance from the vendors end. Other respondents explained how the entire process of boosting anything on Facebook is difficult. There are still dollar payments which is hard for most of the MSMEs to manage. As most of the MSMEs are household based and they do not have much access to credit card facilities or having dollar endorsement, the process gets tough for them. It is not quite supported according to them.

Although all the MSMEs are quite serious about monitoring & analyzing their performance through Facebook insights. It allows them to compare their position in the market & industry. They can have better strategies & know what type of Facebook marketing exactly helps elevate their game in Digital space. But there are risks associated with using Facebook as well. As now the competition has increased a lot, rivals often practice Cyber-bullying & the most common form of that is Negative Comments, negative WOM & Hacking their Facebook page/ group.

Through this research study, we have determined the variables influencing Facebook adoption as well as different MSMEs' characteristics. We determined the Facebook adoption factors—Relative advantage, Cost Reduction, Top Management Support, Organizational Readiness, and Competitive Pressure—as a consequence of our case study research methodology.

In order to bring this research to a close, we would like to add the following propositions about variables that affect Facebook adoption decisions and require more investigation:

P1: Relative advantage will positively affect the likelihood of Adoption of Facebook for food based MSMEs in Bangladesh.

P2: Cost Reduction will positively affect the likelihood of Adoption of Facebook for food based MSMEs in Bangladesh.

P3: Top Management Support will positively affect the likelihood of Adoption of Facebook for food based MSMEs in Bangladesh.

P4: Cyber Bullying will negatively affect the likelihood of Adoption of Facebook for food based MSMEs in Bangladesh.

P5: Organizational Readiness will positively affect the likelihood of Adoption of Facebook for food based MSMEs in Bangladesh.

P6: Competitive pressure will positively affect the likelihood of Adoption of Facebook for food based MSMEs in Bangladesh.

In addition to Facebook, Through the literature review study found that well-designed and user-friendly website as a centralized platform for showcasing their products and services. Three Food Entrepreneurs from this study also confirmed that.

Limitation and Future Recommendations

Since this is a qualitative study using semi-structured interviews, quantitative research can be used to confirm the findings. Our study's shortcoming is that we did not examine the unfavourable elements enough that may discourage people from using Facebook services. In future the study will conduct a rigorous quantitative study, develop hypothesis based on the propositions of study and validate adapted conceptual model based on TOE framework.

Conclusion

According to the study's findings, MSMEs in Bangladesh are gradually adopting Facebook in order to increase their customer base and boost revenue. However, they face a number of challenges in this regard, including a lack of experience with digital marketing tools and techniques, insufficient funding, a good technological infrastructure, and little understanding of the target market.

The study emphasizes how important it is to have a comprehensive Facebook adoption strategy that aligns with the goals and aspirations of MSMEs in terms of business. According to the report, MSMEs should set aside funds for Facebook adoption training programs and create and use social media accounts to effectively engage with their intended target audience.

This article also provides important viewpoints on the advantages and disadvantages of Facebook adoption for MSMEs in Bangladesh. The study's recommendations can help MSMEs achieve their business objectives and improve their digital marketing initiatives. The current study adds significantly to the body of knowledge about Facebook adoption by SMEs in developing countries. It might turn out to be an invaluable resource for academics, practitioners, vendors, and legislators working in this field.

The research emphasises the significance of social media in effectively reaching a wide-ranging audience, even in a situation where there is a digital gap, and the potential of social media marketing to enhance commercial achievements. The report emphasises the need of MSMEs comprehending and using digital technologies proficiently in order to maintain competitiveness and resilience in the midst of economic crises.

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