

Beyond Traditional Marketing Era: Social Media Marketing Adoption by Small and Medium Enterprises (SMEs)

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In the web 2.0 arena, social media marketing involves marketing goods, services, information and ideas to support firms' operations by offering unique opportunities, but because of technology adoption barriers, applying this novel technology might produce a big issue within the SMEs. Accordingly, the study mainly focused on identifying the factors affecting over adoption of social media marketing by SMEs in Anuradhapura city area. Past literature summarized that top management perception, ease of use, facilitating conditions and social influence as influential factors in the adoption of social media marketing. Data were collected from 150 SMEs through a structured questionnaire using purposive sampling technique and the data were analyzed using statistical techniques such as descriptive statistics, correlation analysis and regression analysis. Results revealed that top management perception, social influence and ease of use has a significantly positive impact over social media marketing adoption by SMEs. Accordingly, it is suggested that top management necessity to change their mindset from traditional marketing view to new social media marketing view while identifying opportunities in the market place.

Keywords: Small and medium enterprises, social media, social media marketing

