

Factors Influencing Towards the Adoption of Social Media Marketing in SMEs

(References to Small and Medium scale Enterprises in Anuradhapura, Sri Lanka)

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Abstract - The primary objective of this research was to identify factors influencing towards the adoption of Social Media Marketing (SMM) in Small and Medium scale Enterprises (SME) in Anuradhapura, Sri Lanka. A low adoption rate of social media marketing by SMEs was identified as a major research problem and accordingly several hypotheses were developed. Literature provides evidences based on previous related articles, models and theories which related to the factors affecting towards the adoption of social media marketing. According to literature, four factors were highlighted for the survey in depth. Top management perception, social influence, facilitating conditions and ease of use considered as main variables for developing the conceptual framework. Study was conducted based on quantitative approach and primary data was collected through questionnaires from 150 Small and Medium scale enterprises in Anuradhapura. The collected data was analyzed using the statistical package and presented using mean, frequencies, standard deviation, regression and correlations. The study concludes that the main variables have a positive association towards the adoption of social media marketing. Then all the hypotheses were significant and accepted. It also includes a summery and recommendations for study, and suggests that SMEs should consider SMM as a supporting medium for their main stream marketing communication, and also as a marketing tool for better returns and to be proactive in order to identify the blue ocean in SMM for cost reduction while achieving the enterprise's marketing goals and objectives through online platforms.

Key words: Social Media Marketing, Top Management Perception, Social Influence, Facilitating Conditions, Ease of Use

I.INTRODUCTION

The Small Medium Enterprise (SME) sector has been identified as an important strategic sector in the overall policy objectives of the Government of Sri Lanka and it is seen as a driver of change for general economic growth, the regional development as well as employment generation & poverty reduction.

SME's are the beginners in business cycle. When consider about large scale of organization it also had a history of its childhood which it was in small scale. When increasing population, it cannot handle with government careers. Accordingly there is a huge unemployment in present scenario in Sri Lanka. In 2017 unemployment rate was 4.2 and 2018 first quarter got 4.50 percent and it increase in second quarter as 4.60 percent (Central Bank of Sri Lanka, 2018).

Accordingly, most of the people wish to start their career as an entrepreneur. Sri Lankan government recognizes SMEs as the backbone of the country's economy, it accounts for more than 75% of the total number of enterprises, It provides 45% of the employment opportunities and also contributes to 52% of the Gross Domestic Production (GDP). SMEs promote broad based on equitable development and provide more opportunities for Women and Youth participation in the economic development of the Sri Lanka (Ministry of Industry Sri Lanka, 2017).

When considering SME's productions, it's not adequate quality and price in modern competitive business world to survive. Those are mostly essential promotion and advertisement with high power of marketing tools. Marketing helps business to understand present customers and to uncover innovative ways for reaching new customers. Customer base is the hub of the business because without customers there simply would be no business. Consequently, it should do everything possible to determine who the customers are and what are the products and services they want and expect (John, 2010). That's why marketing is essential for SMEs and adoption should considering as a Theseus.

Philip Kotler (1988), state that loyal customers are satisfied customers and that satisfied customers: are your least expensive customers; buy again and again; talk favorably about your business, which means free advertising; pay less attention to competitors; and tend to buy new products or equipment lines may add later. The following discussion briefly outlines five marketing management strategies that can employ to satisfy customers while simultaneously improving business performance (Kotler, 1988).

Those marketing strategies can implement through physical traditional method and also creative modern methods. In present scenario fast technological evolution seek for new ways to differentiate themselves and offer added value to their customers (Moran, 2014). Online commerce, E-commerce, are the modern concepts in business world. According to that E-marketing, social media marketing are the main aspects of modern marketing philosophy.

Social media marketing is marketing via online communities, social network, and blog marketing and further more with new technologies. It's the latest "buzz" in marketing. These days, the organizational cause has replaced the social cause as

companies seek to engage with their audience via the online platforms (Neti, 2011). Social media is a very broad online resources and social networking is one of the sub categories of social media (Joshua, 2011). Besides, video sharing sites, micro blogging, photo-sharing sites, social news, and social book marking are the sub category of social media (Joshua, 2011). In addition Digital marketing have wide range of services such as web designing, search engine optimization, social media marketing & content marketing. Therefore Social media marketing is sub category of digital marketing.

Day today increased number of consumers engage in social networking sites such as Facebook, Instagram, Twitter, and YouTube. On a daily basis, social media has become an important part of the marketing strategy for firms (Godey, 2016). Internet usage has grown at a weighty rate of 20% to 25% in every year during last five to six years in Sri Lanka. It is also believed that 63% of all Sri Lankans internet visits happen on a mobile device. Starting from mid - 2016, the number of Facebook users in Sri Lanka increased from 4 million to 5 million and incidentally more women between ages of 18-24 were on Facebook than men (Jain, 2018). Then can identify how important social media as marketing tool in SME's.

Businesses can reach to their targeted customer more easily with the advance of social media (Chun, 2014). Then Social media marketing is a new and fast growing trend which enables the businesses to reach out to targeted customers easily. Social media marketing helps SME's in Generating exposure to businesses, increasing traffic/subscribers, Building new business partnerships, Rise in search engine rankings, Generating qualified leads due to better lead generation efforts, Selling more products and services, Reduction in overall marketing expenses.

Social media marketing adoption effect the ease of use in social media as well as resources that SME's have. It mainly affects the social influence internal of the organization or external of the organization. Social media marketing can also increase the performance and capability of organizations for example, enhancement on customer relations and customer service activities, and improve in information accessibility (Parveen, 2015). According to Sri Lanka 6.71 million users use the internet, 6 million active social media users, 27.38 million mobile phone connections mobile phone connections, 5.5 million people are active mobile social media users (Sorav, 2018). Inclusively, it is fairly obvious that social media marketing has become over so important now and is growing in its ability to influence users.

II. LITERATURE REVIEW

There is no clear cut definition for SMEs. It differ organizations, persons and country wise. The commonly used yardsticks of SME's definitions are total number of employees, annual turnover and total investment. In the Sri Lankan context, the SME policies framework defines SMEs based on the number of employees & the annual turnover

(Ministry of Industries and Commerce, 2017). In Sri Lanka SME categorize less than 300 employees and have an annual turnover do not exceeding Rs.750 Million (Ministry of Industry and Commerce, 2017). Both criteria's are conceded to identify as a SME. In Sri Lanka GDP consists with 52% of SMEs contribution and provide 45% contribution to the employment (Wickramathilaka, 2018).

Sri Lankan government enhances opportunities that is given to the SME's. The reason is handle the unemployment due to increase the population. According to the Department of Census and Statistics, Sri Lanka's unemployment rate was 4.4% at the end of 2016. But the unemployment rate among youth (age 15 to 24 years) was much higher than the national average: 21.6%. There are so many reasons for this situation, including the mismatches between labor market needs & the skills available. Digital tools and web connectivity are helping to the reorient the world of work so that disparities can be reduced (Gunawardene, 2017). That's why the SME's are important to country in this present scenario and want to find a new method with new technologies stands with Information and communication technology (ICT) to enhance SME's in different ways.

IT Adoption between SMEs and Large Scale Organizations

SMEs different from large organizations in many different ways, and these differences affect the way these companies adopt to the technologies (Iacovou. C.L., 1995). Many SME's are still reluctant to adopt the technology and ICT that could enhance their operations and activities. This is because SMEs face many different challenges in the adoption and diffusion of IT than large organizations (Lee. J. & Runge.J, 2001). The common important challenges faced by SMEs are regarding the limited financial, human and technological resources (Iacovou. C.L., 1995).

Changes of government regulations, tax laws, labor and interest rates are the bigger impact of the SMEs than large businesses and also expenses get larger portion of its income course difficulties for the SMEs. (Welsh. J.A. & White. J.F, 1981). In addition top management salary is getting high percentage of the company revenue. There is often little left over to pay for additional personnel or to invest in IT. As well as new staffs cannot be tolerably tested and trained in advance (Welsh. J.A. & White. J.F, 1981). Because of that SMEs are lacking in specialized IT knowledge and technical skills than large scale organizations.

Because of lack of resource, SMEs, characterized by a high firm failure rate. About 11% of SMEs fail to survive in any given year, which represents a failure rate 6 times upper than the one for large organizations (Storey D.J. & Cressy. R, 1996). Therefore, SMEs less willing to take risk than large organizations. In addition to that there are more many reasons to distinguish SME and large scale organizations and also deference why their IT innovation differ. SMEs enjoy a flatter hierarchy than larger organizations due to their limited resources and it can help enhancing its innovativeness.

According to Levy & Powell SMEs are also more flexible and those are able to make decisions and respond to customers changing needs more rapidly than large organizations.

Business ownership is also most important factor of what characterizes and differentiates an SME, and it's probably the key feature of difference between small and large firms (Storey D.J. & Cressy, R, 1996). The literature suggests that flexibility in SMEs is enhanced by a visionary CEO with knowledge of IT. In an SME, the top management, who is often the company's owner, is mostly the person who determines the direction of the business (Levy, M. & Powell, P, 2008). It proves top management's skills; preferences and perception have a major impact on the extent to which an SME adopts an innovation (Thong, J.Y.L. & Yap, C.S, 1995).

Other major difference is SMEs primary goal is financial gain unlike large scale organizations. Large organizations are based on several other objectives rather than earn profits. They want to handle their business in easy. They always think about ease of uses, practices and methods. This is the reasons why, for SMEs, management decisions are usually made in the context of survival and operational necessity, rather than growth and business development. Therefore, the adoption of IT and new technological experiments by an SME will not be a directly strategic decision, but will be based on a need to survive (Beaver, G. & Prince, C, 2004). That's why adoption is important to the ICT as well as social media marketing in SME's in Sri Lanka. Due to these differences SMEs are not simply scaled-down versions of large scale organizations. There are specific characteristics that distinguish from their larger counterparts. It's course to differentiation usage of ICT and social media as well as social media marketing as a marketing tool. Adoption also differentiates due to those specific characteristics.

Definition of ICT

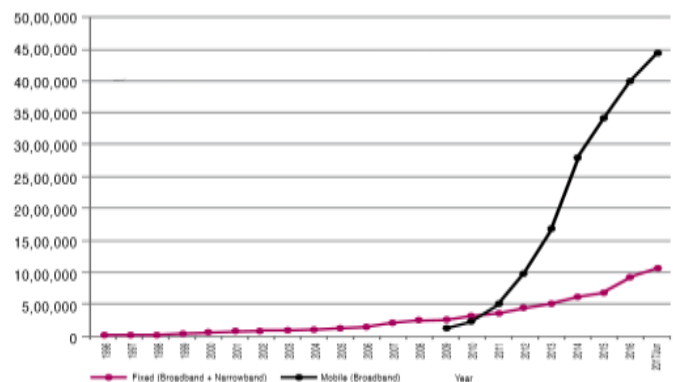
There is no specific general definition for ICT. But in generally it stands for "Information and Communication Technologies." ICT provide access to telecommunication and it is closely to Information Technology (IT). But especially focuses primarily on communication technologies. This includes the Internet, wireless networks, cell phones, and other communication mediums (TechTearms, 2010).

Marketing Changes with ICT

Traditional marketing channels slowly forecast for online marketing strategies to incorporate with new opportunities and get ready for high competitions (Barlow, A & Birkhan, T, 2005). Traditional marketers use primary marketing tools as television, radio and newspaper ads. But later that scenario according to the "update marketing strategy" by Eid and Trumen (2002) they found that it is unrealized to apply same marketing strategy without making some adjustments to be applicable to the electric age. As a reason of increase options for both business and customers and it must easily take massive amount of information about their customers, that is

at their fingertips and use that within advertising as well as promotions. Because of that it is more easy customers and enterprises to handle their marketing purposes. After traditional marketing era internet came to the stage. In last 17 years number of Internet subscribers to pass 1 million and also it has high growth. In June 2017, the TRCSL reported a total of 1,060,529 fixed Internet subscription in Sri Lanka. At last around 30% of the population (6.25 million) was regularly using the Internet in Sri Lanka by June 2017.

Figure 1: Growth of Internet subscriptions in Sri Lanka (since 1996)



Source: Telecom Regulatory Commission statistics

Due to internet growth internet relating marketing strategies were introduced. Internet marketing was major innovation in that era. According to the Adzharuddin (2012) internet marketing allows more opportunity than television, radio and newspaper have never been offered. It focuses on interactivity and facilitates for two-way communication and participate customers as active players rather than passives. When business used internet marketing as marketing tool more advantages generated such as cheap, measurable and immediate resources to capture their target ordinance with the ability to test and experiments in a new way that was not possible before (Fahy, 2002).

Statistics prove internet marketing going stronger. Internet marketing campaign increase 14.3 percent and traditional marketing decrease by a whopping 161.5 percent (The CMO survey, 2012). More people adopt to get news and doing activities through internet and online media. It course for continuous increased online advertisement revenue.

The same era introduced Electronic Commerce (e-commerce) using internet. E-Commerce involve to making financial and other transactions through the internet and it conducting various business activities electronically (Jackson, E.S, 2015). E-marketing also sub category under e-commerce. Due to technological translation social media came as new trend. Then organization seemed how to add social media to their business as well as marketing. As a results of that introduced social media marketing concept. That's how evolution of marketing with new technologies and how to use social media as marketing tool called social media marketing.

Definition of Social Media

The term Web 2.0, user created web and social media are often used interchangeably. It was firstly used in 2004 to explain an evolution of the World Wide Web (WWW) where software developers and users were able to start using the web in a fresh form (Kaplan & Haenlein, 2010). They defined Web 2.0 as a platform where applications can be modified among more than users rather than used in individually. Second generation of Web 2.0 able to create, publish, share and reproduce several types of information on different types of social media platforms. However according to Safko and Brake (2009) social media is “*activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media*”.

Social media has modernized many aspects of life as it integrated itself into the personal and professional lives of people (Kaul. V, 2012). In Sri Lanka increasingly combine with social media as an example social media played a key role in election period such as Presidential Election on 8th January 2015 could be regarded as Sri Lanka’s first ‘cyber election’ (Gunawardene et al 2017). Social media is medium to people intermingle create, share, and exchange information in virtual social networks through internet-based applications. Social media takes a multiple of forms such as social networking sites, content communities, blogs, digital storytelling, image and video sharing, podcast portals, and virtual gaming world. It have several differences among social media and other forms of media such as Television, Newspapers, and Film etc. Those differences improve the quality, reach, usability, and frequency of the users.

Unlike most of traditional media, social media is not centralized to one place or one region. It is decentralized and use wider variety of people. Accessibility to information via social media is easier with less or no cost nothing like newspapers where one has to buy as well as social media is interactive, occurs in real-time, and more effective rather than other forms of media (Kaplan. A. M. & Haenlein M, 2010).

Facebook

“*Facebook is the elephant in the social media marketing living room. The site is enormous and daunting, and everybody is still figuring out the best ways to market within it.*” (Barefoot & Szabo, 2010).

Facebook is, the largest and one of the most powerful social media platforms in the world today, it has more than 1, 55 billion active users. Just because of its size, Facebook is already an interesting option for business purposes, since it gives the company the chance to reach almost everybody (Geoff, 2014). Facebook necessitates long-term commitment as well as it is focused on building new relationships and enhance existing relationships. When considering whole social Medias Facebook is the best in order to spread conversations,

the reason is answers to a post then appear in respondents’ friends. (Levy. M. & Powell. P, 2008).

Companies high adoptive for placing advertising or paying to promote their page on Facebook in present days.

Instagram

Instagram had 400 million active users in 2016. It is one of the biggest image-oriented community on the Internet and it is visual social media platform consists with photo, video and posts (Helmrich. B, 2016). This platform mostly used in mobile devices and facilitate for the photo and video editing. Instagram is more shareable media because of it have integrated sharing functions for Facebook or Twitter in order to repurpose their Instagram posts. It includes a relevant hashtag to become more discoverable on Instagram and to track engagement across sites where they share the content relevant to its (Góngora M.O, 2016).

YouTube

YouTube was launched in 2005 and it is community of contents. This is the largest video sharing site which enables users to grab many ideas and various easier tips for the day today life. As well as the important thing is YouTube is provided various business ideas for the SMEs and business world. This is the third most visited site in the internet (Zarella. D, 2010). YouTube has over 800 million distinctive users visiting in every month (YouTube statistics, 2012). Private people as well as companies are present on YouTube, and many companies have established their own YouTube channels where they provide the consumers with corporate commercials and topics somehow related to the company. Funny and interesting videos engage more people so it is important for companies and private persons to verify the quality of the content before publishing it (Zarella. D, 2010).

Social Media Marketing

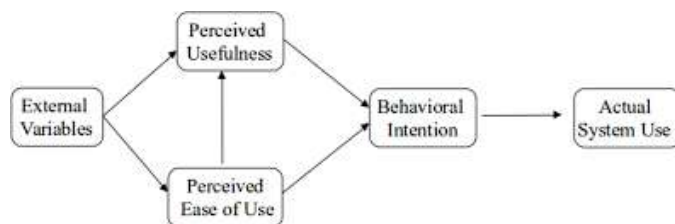
Regarding past descriptions identified the concepts of social media and marketing in independently affect to the SMEs in Sri Lanka. In here researcher will conduct combination of social media and marketing called, concept of social media marketing. It is specially refer to the adoption of SME in Sri Lanka. According to the Akar, 2011 and Barefoot & Szabo, 2009 SMM can explain as using social media platform to promote products and services. It is a process that empowers individuals to encourage their websites, products, and services through online social channels. It is used for communicate into a much larger community that may not have been available via traditional advertising channels (Eriksson. I, 2012). SMM forecast to listening to the social and promote relationship about relevant product and service offerings as well as enhance brand awareness among the consumers. SMM facilitate customers to customer interaction through the Web. In order to encourage positive commitment increase the relationship between consumer and company as well as brand. SMM being enabled from large number of social media platforms. Biggest platforms are Facebook, Instagram,

Twitter, LinkedIn, YouTube and Google. There is social media marketing radar. It presenting the social media marketing mix of application is available, organized by important to company (Temovski. I, 2015).

Technology Acceptance Model (TAM)

TAM is the most popular research model when discussing information technology adoption. Model shows the users technological adoption and usage (Davis.F.D, 1986). Davis and Warshaw, 1986 introduced the model that described and provide the reasons of why people accept or reject information technology and how about the adoption. According to the Fanny, 2015 TAM is most utilized and powerful framework for understanding and predicting on technology adoption when relating other models. However there are some issues in TAM model. According to Lee, Kozar & Larsen, 2003 identify tendency to test only one information system on a single task at a specific time with a homogeneous group boost the generalization problem in any single study. But TAM is not only limited to the specific area but also can apply in different context for the understand how to use information technologies and related things such as word processing, Telemedicine software, electronic mail and the Internet so on (King. W. R, 2006). TAM identifies adoption is based on two construct: perceived ease of use and perceived usefulness. Davis describes perceived ease of use as “refers to the degree to which a person believes that using a particular system would be free of effort” (Davis.F.D, 1986).

Figure 2: Technology acceptance model



Source: Davis, F. D. (1989)

Unified Theory of Acceptance and Use of Technology (UTAUT)

According to the Venkatesh Morris & Davis, (2003) UTAUT model formulation was combining by 8 dominants framework which include Dispersal of Innovations Theory, Decomposed Social Cognitive Theory, Motivational Model, Model of PC Utilization and TAM. Explain individual technology acceptance can identify as combination of those 8 components (Venkatesh. V. & Morris. M, 2013). Social influence, facilitating condition, performance expectancy and effort expectancy are four main influential elements in UTAUT. According to the Gunther & Krasnova, 2009 UTAUT and technology theory used to define social media adoption in business environment and it discussed the adoption factor as personal intention or the usage behavior of entrepreneur towards a system.

Top Management's Perception

Porter and Miller, 1985 state that IT support most of the organization that enhance their performance and efficiency to archive competitive advantages. Based on technical innovation literature Thong, 1999 developed an integrated model of information system (IS) adoption of SMEs. He identifies numerous variables as possible determined of organizational adoption but it is important to study critical once as top management perception or the characteristics of organizational decision makers. Thong conducted a Questionnaire survey with 166 respondents by SME in Singapore. He identified CEO characteristics were innovativeness and level of IS knowledge. Data analysis showed those are more liked to adopt IS. And also Top management's perception is important determinants of the decision to adoption.

According to the Premakumar and Roberts, 1999 used dependent variable as adoption of information and communication technologies. Analysis 78 organizations in US shown top management support is significantly affect to the IS adoption of the business. In some of the research regarding to the IT's business value the concept of Top management's perception has been considered in depth. As an example talon conducted comprehensive study on measuring IT playoffs. It is used business executives' perception to assess the adoption of IT. Research analysis prove that executives in firms with high forecast goals for IT perceived greater playoffs from IT across the value chain (Tallon.P.P, 2000).

Le & Ye empirically tested the moderating effects of environment dynamism, firm strategy and CEO arrangement on the impact of IT investment on firm's performance. Research findings was that IT investment appears to have a strong positive impact on performance when there are greater environmental change, more proactive organizational strategy and closer CEO ties. Therefore the study also highlighted the importance of CEO's perception and characteristics how important to adoption of IT and IS.

In Sri Lankan Context Government promote, facilitate and support entrepreneurship development, conducting awareness programs and build capacity at schools, universities, technical and vocational training institutions and focus on Youth and Women and strengthen capacity of institutions providing such training and skills development on entrepreneurship and SME development for enhance the businesses managers perception towards gaining competitive advantages within modern world (Ministry of industry and commerce, 2017).

Social Influence

Social Influence (SI) can identify as a person suggests another person to be a part of new technology or adopt a new system or technology (Venkatesh et al 2003). Social factors and subject norms are the similar concept regarding to the SI. Social media is not only data, information and resources flow but also act a role in conducting social influence operations (Friedkin, 1998).

According to the Brown, 1996 SI consider as motivational factor that affected to the individual behavior guided by social behavior. Common act regularly occur as strong and constant impact toward people's actions as well as behavior in social media society. Social media can gain organizations competitive advantages due to SI that encourage online users to interact with other users and business owner to pattern a cooperative group standard attitude (Baggozi et al 2002). Not limited to the youth, without considering age limit society often use social network services (SNS) as a platform to friendly communication in day today life in present scenario. When using social media, online network service information sharing attitude and Internet end user' behavior are highly affected, Social influence occurs as the main role that influencing adoption of social media as well as social media marketing (Kim, 2011).

Facilitating Condition

Venkatesh, Morris and Davis (2003) state that facilitation condition improves the organizational framework with the technical infrastructure in order to help social media marketing. When using the system or new technology base installation such as the computer hardware and software compatibility security were concern significantly about the effect of the individual intention (Farhoomand et al 2000). According to the Kirkman, 2002 it must be balanced development of the hardware, software and other supportive the infrastructure, the reason is it combine with network or hardware growth. All of the users connected to each other with the advantage of with the Internet savvy. Regarding to the facilitation change the Internet condition and e-readiness were ripe (Connon. N. & Donaldson. B, 2012). The users want to have the necessary resources for example capability and knowledge to adopt the social media information technology (Venkatesh. Et al 2003).

Ease of Use

Yang and Yoo, 2004 state when considering mix the technology into daily activity important factor can be identified as Perceived ease of use. Marketer can easily adopt SMM to get innovative ideas from consumer feedback and

Unfulfilled needs of consumers to provide great good and service to consumers (Kotler, 2011). Ease of use affected a person preference towards on using a system (Davis.F.D, 1986).

Lin, (2007) state that SMM provide users ease of use. The reason is users no need to spend more time, more effort on operating. In this modern, competitive world business men is searching easiest ways to develop their business. Then both of marketer and consumer used to adopt SMM to share their information and communication. Social media marketing provide very simplicity and users do not need Hugh Information Technological knowledge to create a media, because user can easily learn how to use and acquire more information as fast as possible (Gbadeyan. R. A, 2010).

Business can reach a large number of people in a more spontaneous way without paying large advertising fees as well as Social media complements other marketing strategies such as a paid advertising campaign. The cost of a social media platform is also typically lower than other marketing platforms Therefore it is easiest method to marketing.

Social media marketing helps to get information from customers easily and store and manage data in the databases for create quality ideas or products as well as services to customers in convenience manner (E vans. D. & McKee. J, 2010). Advantage of Marketer can use social media marketing to collect consumers' personal profiles easily in order to design a superior product and service to serve customer (Catherine. B. & Rosane.P, 2013). S. Hsiu & Jean, (2008) state that based on the benefits of social media marketing to user, such as convenience and time saving, this will be great offers to initiate the intention to adopt the technology and new systems.

Objectives of the Study

The main objective of this study is to determine and identify the factors affect to adoption of social media marketing by SME's in Sri Lanka

- To determine the relationship between top manager's perception and adoption of social media marketing by SME's in Sri Lanka.
- To determine the relationship between social influence and adoption of social media marketing by SME's in Sri Lanka.
- To determine the relationship between facilitating condition and adoption of social media marketing by SME's in Sri Lanka.
- To determine the relationship between Ease of use and adoption of social media marketing by SME's in Sri Lanka.

Research Questions

What are the factors influences on adoption of social media marketing by SME's in Sri Lanka?

- Does Top management's perception affect to adoption of social media marketing by SME's in Sri Lanka?
- Does social influence affect to adoption of social media marketing by SME's in Sri Lanka?
- Does facilitating condition affect to adoption of social media marketing by SME's in Sri Lanka?
- Does Ease of use affect to adoption of social media marketing by SME's in Sri Lanka?

III. METHODOLOGY

This study was based on Explanatory data that depends on variables which researchers used in earlier researches. A Quantitative research method was applied for the study. According to the Divisional Secretarial, Nuwara Gampalatha

East There are 3500 SMEs registered since 1993. But due to several reasons at least 15% of SMEs are not conducting their business activities regularly and those are terminated. Then 3000 SMEs were selected as population and sample of 15%, 150 candidates were taken based on convenience sampling technique. Essentially, this study used a quantitative approach to answer the research questions, utilizing questionnaires. Finally, the collected data was analyzed using correlation analysis, regression and then data presentation was done through charts, diagrams and graphs.

IV. RESULTS

According to the result that derived from the reliability test, it has reflected that all of the variables are considered as reliable since the coefficient alpha values of all variable fall between the range from 0.69 to 0.89 good reliability. According to the results of reliability analysis social influence score higher reliability value which is 0.844. Second highest value scored (0.840) top managements perception. Facilitating conditions score third highest value which is 0.824. Ease of use scored 0.690 and social media marketing scored 0.737.

A summary description of descriptive analyses is generated from the questionnaire survey results. This descriptive analysis is going to describe the demographic profile and social media marketing adoption of respondents. Considering the gender male are the most respondents which represent 93 percent out of 150 respondents.

Considering the age 20-30, 31-40, 41-50 ages are mostly use social media and social media for the marketing purposes it get respectively 56.7%, 33.3%, and 8.00%. When analysts social media platform usage in SMEs Facebook is the most popular platform with 118 of respondents and 47.5%. Secondly YouTube usage is take high respondents 78 respondents or 31.5%. Instagram respondents are 31 and 12.5%. Other platform uses are 21 and percentage is 8.5%. Most of the people are daily update their social media content and it take 61.3%.

Other specific analysis result is social media account availability and social media marketing adoption. 85.3% or 128 respondents already have an account of social media and only 14.7% have not an account. The case is when 85.3% have social media account only 30% of parties" use their account for the marketing purposes remain 70% is not using their social media account for the marketing purposes. Social media marketing adoption get 45 and remain 105 are not adopting social media marketing.

According to Pearson Correlation Coefficient, it reflects that the independent variables are having significant relationship with dependent variable. Considering the social influence, Ease of use, Facilitating Condition, Top management perception scored significant positive correlation values respectively 0.718, 0.529, 0.465 and 0.454. This indicated all variables (Top management perception, social influence, Facilitating Condition, Ease of use) have positive

relationship with social media marketing. All practices are significant. Because all practices have significant value of 0.000 less than the 0.01.

In the regression analysis Adjusted R Square scored 0.404 and R value scored 0.648 values that indicated good level of prediction. It shows there is 64.8 percent of the variation in social media marketing which is accounted for by the combined effects of practices with good model fit.

In the multiple regression Ease of use represent the highest contribution to social media marketing as its standard coefficient beta value of 0.700 which is the largest value among other practices. The second and third strongest contribution is, social influence and top management perception which scored 0.334 and 0.269. While Facilitating Condition represented the lowest to the variation of the social media marketing which scored beta value of 0.114.

In the multiple regression facilitating conditions get 0.161 and it course to insignificant level. Top managements perception, social influence and ease of use practices are significant because of p value lower than 0.1.

Table 1: Summery of Research Finding

Hypothesis	Pearson Correlation		Regression Analysis		Decision
	Correlatio n	Sig	Correlatio n	Sig	
H1	0.454	0.000	0.269	0.000	Accepted
H2	0.718	0.000	0.334	0.000	Accepted
H3	0.465	0.000	0.114	0.000	Accepted
H4	0.529	0.000	0.700	0.000	Accepted

Source: Developed by Researcher (2019)

V. CONCLUSION

According to the research finding final result can be summarized as a following. Considering the demographic factors the most of responded are female. Social media usage is higher in between 20-30 and 31-40 age groups and mostly uses platform is Facebook secondly YouTube. Most of people daily update their social media account content.

And also one of major finding is most of SME owners have social media account already and it take 85%. But they are lack of usage their social media account for the marketing purposes and it get 30% only.

According to reliability analysis all independent variables and dependent variable had good reliability. Further consider the Pearson correlation analysis for the independent variable and it practices research finding indicate that the significant value are 0.000. Therefore independent variable and it practices are significant with social media marketing. All the independent variables (Top management perception, social influence, Facilitating Condition and Ease of use) have positive value under the Pearson correlation with dependent variable.

According to the multiple regression analysis R value is 0.648. It implies that there is significant positive relationship between Top management perception, social influence, Facilitating Condition and Ease of use. R2 value is 0.420 and it explains that all the four independent variables which are used in this study are affect to the 42.0 percent to the Mobile Security. Adjusted R Square value is 40.4% and it is also a good statistics to measure the study findings because it is higher than the cutting value of 20%.

Finally considering the all facts it shows these independent variables are affected to the social media marketing adoption, and there has positive relationship. According to that higher contributions indicate is social influence and next higher contribution is indicating top managements perception and ease of use. While facilitating conditions represented the lowest to the variation of the social media marketing. Then according to the result all hypothesis are accepted in this research.

VI. RECOMMENDATIONS

Under this study has successfully achieved general objective with specific objectives. Therefore identified what are the factors affecting on the social media marketing. According to research findings it is evident that Top management perception, social influence, Facilitating Condition and Ease of use are the considerable major factors that affecting the social media marketing.

Considering top management perception it is highly affect for the adoption of social media marketing by SMEs. In most of the SMEs top manager is the main character of getting marketing decisions of the company. If top manager has positive perception regarding to the social media marketing the company also use the practice of social media marketing. But if top manager has negative mind regarding to the new technologies and new methods it course to not use social media marketing practices. The awareness of top manager is mostly affect to the social media marketing adoption. Therefor providing awareness programs for the SME owners are significance.

According to the findings social influence recognized as most important factor for the adoption of social media marketing. Peers, friends, family members are highly affect to the social media marketing adoption. Businesses can better improve if company able to collect data about the social trend, and use those data to create topic that can attract awareness. The social influence can be a success factor if business able to implement their marketing strategy with online platforms that can generate topic that encourage customers give ways using online as well as word of mouth constantly.

Result shows that Facilitating Conditions have a significant positive effect towards adoption of social media marketing by SMEs in Sri Lanka. This was agreed by the SME owners who have the knowledge, skills and abilities to use the social media platform to support them in the electronic market. The

entrepreneur should increase their budget in investing in the company's internet. In initial level it is get more cost. But it is not wastage and it is investment for the future benefits. They can equip fiber optics to have a smoother and faster connection to the internet. Entrepreneur should also spend more money in choosing a better internet service provider. A good internet service provider helps them to ease their work or to provide a smooth transaction in a deal.

Perceived ease of use has positive relationship with adoption of social media marketing by SMEs in Sri Lanka. In present scenario enterprises need a computerized system that is easy to use to provide information and communicate with their customers. Service provider for social network marketers should focus in providing a convenient platforms and mechanism by avoiding complication for people to use social media marketing. Then a entrepreneurs can archive their marketing goals and objectives easily with the convenient and appropriate features in publishing a social media.

After completed this study had identified there is a relationship between four factors and social media marketing. Considering the factors separately top management perception has positive significant relationship. That indicated managers of the SMEs should have positive perception regarding to the new technologies and social media marketing. Social influence has positive significant relationship that indicated that society which means peers, friends, family members are highly affected to the social media marketing adoption of SMEs. Facilitating condition is also have significant positive affect and when have good facilities such as knowledge, physical materials to connect to the internet then SMEs social media marketing adoption is increasing continuously. Ease of use also has the positive significant relationship and it indicated when it I easy to use social media for the entrepreneur's adoption is getting high level.

Finally can be identified that all specific and general objectives had successfully achieved and all the factors affect to the social media marketing adoption. To enhance social media marketing it needed more awareness and positive enforcement for the SMEs and improves knowledge and facilitating conditions towards online facilities.

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