Perception of Business Owners about the Factors Influencing the Use of social media as a tool of marketing by the Business Community of Bhutan

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Abstract:*Social media (SM) has gained popularity in today's business environment. consumers themselves are more engaged in this marketing media. This research aims to identify the perception of business owners about factors influencing the use of social media as a marketing tool by the business community of Phuentsholing- the commercial capital of Bhutan. This study used convenience sampling techniques to determine the sample size. A total of 140 responded data was taken to conduct the study and analyzed. The main purpose of this paper is to know the difference in perception of business owners while using social media as their marketing tool. The findings revealed several factors namely social media adoption, literacy, cultural, technological factor, consumer pressure, and cost by the business community. This study found that two factors influence the use of social media as a marketing tool namely technological factors and social media adoption. The primary level business owners have adopted to use social media as their marketing tool as they think that social media is the best way to promote their business whereas, degree level business owners were found to be more technological based as they have extensive technical knowledge as well as have the ability to quickly learn and apply new information technologies.*

Keywords: Marketing tool, social media adoption, Literacy, Cultural, Technological factor, Consumer pressure, and Cost.

Introduction and Literature Review

Social media (SM) has made it possible to reach a wide range of consumers and engage them interactively (Nawi et al., 2019). We have chosen this research topic as we have identified some factors influencing the use of SM as a MT; some of the factors identified are SM adoption, literacy, cultural, network issue, technology, customer pressure and cost. The goal of our study was to investigate whether the identified factors are also influencing the use of SM as a MT by the business owners in Bhutan. Our study has investigated the perception of business owners about factors that influence the usage of SM as a MT. Previous studies (Serben, 2014; Tripopsakul,2018; Vinerean, 2013) shows that the use of SM as a MT has a positive impact on the business performance both financial and non-financial. Our study has used a quantitative descriptive approach.

Problem Statement

The use of SM has grown in popularity among teenagers. As there is an increase in the usage of SM, businesses have been given an opportunity as well as challenges in terms of determining the ways to reach their customers.

While some organizations struggle to connect with their customers effectively (Edwin&Oyza,2015). With the growth of SM activity the individuals perceptions towards the news, products, reviews etc have been significantly affected. (Gibson, 2016).Also, the businesses who get involved in SM are expected to increase their profitability (Edosomwan etal., 2011). As the statistics given by the SM website show, there is a wide range of scope on SM like facebook, Youtube, twitter, etc. In our research thesis we have mainly focused on how the business owner is affected by the SM and what are the factors that influence the SM. Researchers have listed various factors influencing SM as a MT and we have identified a few factors such as SM adoption, literacy,culture, technology, cost and customer pressure. Therefore, this study has examined if the factors such as, literacy, technology, cost, customer pressure, and culture influences the business owners of Phuentsholing Throm in adopting SM as a MT. To give a direction to this study following objectives have been set:

● To determine the factors influencing the perception of business owners on usage of SM as a MT.
● To study the difference in perception of business owners while using SMas MTs based on demographic variables.

This study will help the government and its allied agencies in devising policies and mechanisms in relation to information technology, communication, and other SM related rules and utilization plans.

Research Methodology

The research is designed as a descriptive analysis, to understand the factors influencing SM as a MT by the Business community in Bhutan. The main intention behind research design is to provide an appropriate framework for our research. We have adopted descriptive research in order to find out whether the factors that are already identified are really affecting the business to use SM as a MT. The descriptive method of research is used to describe a population or situation accurately (Voxco's Descriptive Research guide). Furthermore, the data was collected through a close-ended questionnaire that was distributed among the business owners of Phuentsholing municipal area.

Sample Size and Techniques

In order to determine the sample size, a convenience sampling technique is used to select the respondent. In the first stage from 20 Dzongkhag Chukha Dzongkhag was selected. In second stage, out of 11 Gewogs, Phuentsholing Throm was selected and in third stage, from the trading category we have selected retailer business as a respondent by using convenience sampling techniques.

Table 1: Sample Table Showing the Total Number of Population of Different Business Category in Phuentsholing Throm

Sl. No.	Trading Category	Population
1	MTRC	344
2	Retailer	1176
3	Wholesale	179
	Total Population	1699

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample (Qualtrics, 2022). Sample size for the study will be appropriate based on the factors including purpose of

study and population size. Sample calculation can be done in two ways that is when population is known and when population is unknown.

In our case, since the total population for retailers is 1176, we will determine sample size by using slovin formula.

$$n= \frac{N}{(1+Ne^2)} \frac{N}{(1+Ne^2)}$$

n= sample size required
N=population known (1176)
E= margin of error (0.05)

$$n= \frac{1176}{(1+1176*0.05^2)}$$

n= 299
Therefore, the sample size required is 299.

Data Collection Methods

We have adopted descriptive research design to conduct the research. We have collected only a total of 140 sample sizes from the Phuentsholing municipal area. These respondents were the business owners irrespective of the size of the business they were running. Although the targeted sample size was 299, the number of business owners were either not available, or not approachable by the research team, thus, the sample size 140 was processed for further investigation.
Data Analysis Methods
From the various analysis methods, mean analysis, one way ANOVA and independent t-test was appropriate for this study to analyze the data since the primary objective of this study is to study the perception of business owner about factors that influence the use of SM as a MT by using the identified factors such as SM adoption, literacy, technology, cultural, cost and customer pressure.

Data Analysis and Results

Descriptive Mean:
● This section answers question number one: "What is the perception of business owners regarding the usage of SM as a MT?"

Table 2: Overall Ranking of the Variables

	n	Mean	Std. Deviation
Customer Pressure	140	4.02	0.753
Social Media Adoption	140	3.76	0.617
Literacy	140	3.47	1.359
Technological	140	3.36	0.975
Cultural	140	3.25	0.972
Cost	140	3.04	1.123
Average mean		3.48	

From the above table (descriptive statistics) there are 140 respondents who use SM as a MT by the business owner. The mean value of customer pressure is 4.02 and business owners "agrees" that customer pressure influences the use of SM as a MT, as the mean value lies between 3.41-4.20

Table 2 shows that business owners are "not sure" whether technological factors influence the use of SM as a MT as the mean value for technological factor is 3.36 which lie between 2.61-3.40 (refer table 2). Also business owners are "not sure" whether culture influences the use of SM as a MT as the mean value for Culture is 3.25 which lie between 2.61-3.40 (refer table 2). Business owners are "not sure" whether cost influences the use of SM as a MT as the mean value for cost is 3.04 which lie between 2.61-3.40 (refer table 2). Therefore, the overall descriptive statistics shows that the business owners "agree" that factors

such as the SM adoption, literacy, culture, technological factor, customer pressure and cost influences the use of SM as a MT as the average mean for overall descriptive statistics is 3.48 which lies between 3.41-4.20

Table 3: Respondents Ranking on SM Adoption Questionnaire

	n	Mean	Std. Deviation
SM Adoption 5	140	4.3071	0.73843
Social Media Adoption 1	140	4.2	0.85831
Social Media Adoption 4	140	4.1286	0.82969
Social Media Adoption 2	140	3.5357	1.20795
Social Media Adoption 3	140	2.6429	1.2237
Total		3.76	

From table 3 it shows that business owners "strongly agree" to the SM adoption for questionnaire 5, "I feel SM helps to inform about my business in a wide range." as the mean value for PSMA5 is between 4.21-5 (4.3) and has the highest mean value. Business owners are "not sure" regarding the questionnaire 3 of SM adoption, that is, "I feel using the SM platform is risky for advertising my product." as the mean value ranges between 2.61-3.40 (2.64) and has the least mean value

Table 4: Respondents Ranking on Literacy Questionnaire

	n	Mean	Std. Deviation
Literacy 1	140	3.5214	1.44176
Literacy 2	140	3.4143	1.46904
Total	140	3.47	

From table 4 it shows that business owners "agree" to the literacy questionnaire one that is, "I feel education is necessary for my business to use SM as a MT." as the mean value for literacy questionnaire one lies between 3.41-4.20 (3.52) and has the highest mean value. Business owners also "agree" regarding questionnaire 2 of literacy, that is, "I feel that educational level also determines how well one uses the SM platform." as the mean value ranges between 3.41-4.20 (3.41) and has the least mean value.

Table 5: Respondents Ranking on Culture Questionnaire

	n	Mean	Std. Deviation
Cultural 4	140	3.4857	1.28906
Cultural 3	140	3.2643	1.31188
Cultural 1	140	3.2357	1.31188
Cultural 2	140	3.0143	1.37807
Total		3.25	

From table 5 it shows that business owners "agree" to the cultural questionnaire 4 that is, "I feel that the influence of social media to adopt is because of language diversity." as the mean value for cultural questionnaire 4 lies between 3.41-4.20 (3.48) and has the highest mean value. Business owners are "not sure" regarding the questionnaire 2 of cultural that is, "I feel cultural values are more important than using social media technologies." as the mean value ranges between 2.61-3.40 (3.01) and has the least mean value.

Table 6: Respondents Ranking on Technological Factor Questionnaire

	n	Mean	Std. Deviation
Technological Factor 3	140	3.7286	1.07183
Technological Factor 2	140	3.3714	1.28266
Technological Factor 1	140	2.9786	1.34896
Total		3.36	

From table 6 it shows that business owners "agree" to the technological factor questionnaire 3 that is, "I feel the change in communication medium to contact customers made us adopt SM." as the mean value for technological factor questionnaire 3 lies between 3.41-4.20 (3.73) and has the highest mean value. Business owners are "not sure" regarding questionnaire 1 of the technological factor questionnaire, that is, "I have extensive technical knowledge about technologies similar to social media." as the mean value ranges between 2.61-3.40 (2.97) and has the least mean value.

Table 7: Respondents Ranking on Customer Pressure Questionnaire

	n	Mean	Std. Deviation
Consumer Pressure 3	140	4.1929	0.86412
Consumer Pressure 1	140	3.95	1.01304
Consumer Pressure 2	140	3.9286	0.94939
Total		4.02	

From table 7 it shows that business owners "agree" to the Consumer Pressure questionnaire 3 that is, "I feel social media marketing as an important part of business to outreach my customers." as the mean value for Consumer Pressure questionnaire 3 lies between 3.41-4.20 (4.19) and has the highest mean value. Business owners also "agree" regarding the questionnaire 2 of Consumer Pressure that is, "I know my customers are ready to do business transactions via social media application." as the mean value ranges between 3.41-4.20 (3.92) and has the least mean value.

Analysis of the data

Independent sample t-test:

This section answers question number two: "Which factors influence the usage of SM as a MT based on their demographic factors?"

Table 8: Overall Ranking of Variables Based on Demographic Factors that is ''Gender'

Group Statistics					
	Gender	n	Mean	Std. Deviation	Std. Error Mean
Social Media Adoption	Male	65	3.77	0.652	0.081
	Female	75	3.76	0.588	0.068
Literacy	Male	65	3.23	1.398	0.173
	Female	75	3.67	1.298	0.15
Cultural	Male	65	3.22	1.011	0.125
	Female	75	3.28	0.943	0.109
Technological	Male	65	3.52	0.967	0.12
	Female	75	3.22	0.968	0.112
Customer Pressure	Male	65	3.99	0.839	0.104
	Female	75	4.05	0.675	0.078
Cost	Male	65	3.01	1.164	0.144
	Female	75	3.07	1.093	0.126

	Gender	Mean	Sig
Social Media Adoption	Male	3.77	0.496
	Female	3.76	
Literacy	Male	3.23	0.293
	Female	3.67	
Cultural	Male	3.22	0.423
	Female	3.28	
Technological	Male	3.52	0.721
	Female	3.22	
Customer Pressure	Male	3.99	0.272
	Female	4.05	
Cost	Male	3.01	0.511
	Female	3.07	

In the above table SM adoption shows the mean of SM adopted by the male and female business owners. The value as reflected shows that the mean of SM

adopted by male is higher (3.77) than that of female business owners (3.76). However, the result is not statistically significant because P-value is higher than 0.05(0.496).

Therefore, the overall analysis accepts the null hypothesis that is "No significant difference in the mean of SM adopted by the male and female business owners".

In the above table customer pressure shows the mean of customer pressure influences the male and female business owners. The value as reflected shows that the mean of customer pressure influenced by females is higher (4.05) than that of male business owners (3.99). However, the result is not statistically significant because P-value is higher than 0.05(0.272).

Therefore, the overall analysis accepts the null hypothesis that is "No significant difference in the mean of customer pressure that influences the male and female business owners".

Therefore, the p value is more than the significant level (0.05) for all the variables, this research accepts the null hypothesis. The difference between two means (male and female) is statistically insignificant and it is concluded that the two population means (male and female) are equal.

One way ANOVA

Table 9: Overall analysis of the variables based on their qualification level

		n	Mean	Std. Deviation	Std. Error
Social Media Adoption	primary	9	3.89	0.715	0.238
	secondary	29	3.72	0.631	0.117
	Higher	68	3.83	0.584	0.071
	Degree	28	3.86	0.38	0.072
	None	6	2.63	0.698	0.285
	Total	140	3.76	0.617	0.052
Literacy	primary	9	2.94	1.59	0.53
	secondary	29	3.38	1.443	0.268
	Higher	68	3.6	1.279	0.155
	Degree	28	3.52	1.378	0.26
	None	6	3	1.549	0.632
	Total	140	3.47	1.359	0.115
Cultural	primary	9	3.25	0.944	0.315
	secondary	29	3.19	1.056	0.196
	Higher	68	3.25	0.999	0.121
	Degree	28	3.32	0.775	0.147
	None	6	3.17	1.393	0.569
	Total	140	3.25	0.972	0.082
Technological	primary	9	3.33	0.667	0.222
	secondary	29	3.01	1.045	0.194
	higher	68	3.5	0.871	0.106
	degree	28	3.67	0.934	0.177
	none	6	2.11	1.186	0.484
	Total	140	3.36	0.975	0.082
Customer Pressure	primary	9	3.96	0.696	0.232
	secondary	29	3.97	0.669	0.124
	higher	68	4.13	0.703	0.085
	degree	28	4.01	0.844	0.159
	none	6	3.28	1.084	0.442
	Total	140	4.02	0.753	0.064
Cost	primary	9	2.78	1.064	0.355
	secondary	29	3.03	1.093	0.203
	higher	68	3.01	1.181	0.143
	degree	28	3.36	1.07	0.202
	none	6	2.33	0.606	0.247
	Total	140	3.04	1.123	0.095

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Social Media Adoption	Between Groups	8.382	4	2.096	6.36	0
	Within Groups	44.465	135	0.329		
	Total	52.847	139			
Literacy	Between Groups	5.186	4	1.296	0.7	0.6
	Within Groups	251.42	135	1.862		
	Total	256.605	139			
Cultural	Between Groups	0.291	4	0.073	0.08	0.99
	Within Groups	131.084	135	0.971		
	Total	131.375	139			
Technological	Between Groups	16.761	4	4.19	4.9	0
	Within Groups	115.476	135	0.855		
	Total	132.237	139			
Customer Pressure	Between Groups	4.206	4	1.051	1.9	0.11
	Within Groups	74.604	135	0.553		
	Total	78.81	139			
Cost	Between Groups	6.475	4	1.619	1.3	0.28
	Within Groups	168.768	135	1.25		
	Total	175.243	139			

The overall analysis accepts the alternative hypothesis H1 that is there is a significant difference in the perception of business owners on the SM adoption as a MT.

One way ANOVA on Hours Spent

Table 10: Overall Analysis of Variables Based on their Hours Spent

		n	Mean	Std. Deviation	Std. Error
Social Media Adoption	less than 1 hour	3	3.87	0.611	0.353
	1 hour	2	3.8	0.566	0.4
	2-3 hours	31	3.45	0.683	0.123
	3-5 hours	56	3.8	0.585	0.078
	more than 5 hours	48	3.91	0.558	0.081
	Total	140	3.76	0.617	0.052
Literacy	less than 1 hour	3	3.83	1.607	0.928
	1 hour	2	5	0	0
	2-3 hours	31	3.29	1.51	0.271
	3-5 hours	56	3.52	1.268	0.169
	more than 5 hours	48	3.44	1.371	0.198
	Total	140	3.47	1.359	0.115
Cultural	less than 1 hour	3	3.33	1.465	0.846
	1 hour	2	3.75	0.354	0.25
	2-3 hours	31	3.48	0.92	0.165
	3-5 hours	56	3.15	1.032	0.138
	more than 5 hours	48	3.2	0.924	0.133
	Total	140	3.25	0.972	0.082
Technological	less than 1 hour	3	3.89	1.018	0.588
	1 hour	2	3.33	1.414	1
	2-3 hours	31	3.25	0.919	0.165
	3-5 hours	56	3.36	1.021	0.136
	more than 5 hours	48	3.4	0.97	0.14
	Total	140	3.36	0.975	0.082
Customer Pressure	less than 1 hour	3	3.89	1.171	0.676
	1 hour	2	3.67	0.471	0.333
	2-3 hours	31	3.65	0.839	0.151
	3-5 hours	56	4.14	0.675	0.09
	more than 5 hours	48	4.16	0.705	0.102
	Total	140	4.02	0.753	0.064
Cost	less than 1 hour	3	3.67	1.528	0.882
	1 hour	2	3	0	0
	2-3 hours	31	3	1.155	0.207
	3-5 hours	56	2.93	1.051	0.14
	more than 5 hours	48	3.17	1.195	0.173
	Total	140	3.04	1.123	0.095

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Social Media Adoption	Between Groups	4.332	4	1.083	3.01	0.02
	Within Groups	48.515	135	0.359		
	Total	52.847	139			
Literacy	Between Groups	6.257	4	1.564	0.84	0.5
	Within Groups	250.348	135	1.854		
	Total	256.605	139			
Cultural	Between Groups	2.822	4	0.706	0.74	0.57
	Within Groups	128.553	135	0.952		
	Total	131.375	139			
Technological	Between Groups	1.323	4	0.331	0.34	0.85
	Within Groups	130.915	135	0.97		
	Total	132.237	139			
Customer Pressure	Between Groups	6.357	4	1.589	2.96	0.02
	Within Groups	72.452	135	0.537		
	Total	78.81	139			
Cost	Between Groups	2.695	4	0.674	0.53	0.72
	Within Groups	172.548	135	1.278		
	Total	175.243	139			

The overall analysis accepts the null hypothesis H_0, that is there is no significant difference in the perception of business owners based on cost.

Findings, Conclusions and Recommendations

Findings

Findings revealed that there is a significant difference in SM adoption and technological factor based on the qualification level by the business owners. In terms of SM adoption, primary level has a higher influence in the use of SM as a MT. In terms of technological factor, degree level has a higher influence in the use of SM as a

MT. So, the primary level business owners will adopt the use of SM as a MT as they think that SM is the best way to promote their business whereas, degree level business owners will be more technological based as they have extensive technical knowledge as well as have the ability to quickly learn and apply new information technologies. It also revealed that there is no significant difference in terms of literacy, culture, customer pressure and cost based on the qualification level which was perceived by business owners.

Findings from an independent sample t-test revealed that there is no significant difference in influencing the use of SM as a MT. So therefore, overall analysis of the variables accepts the null hypothesis that is "There is no significant difference in the factors influencing the use of SM as the MT based on the gender".

Conclusions

With the growing technology ways of operating business is also changing, with the research" Perception of Business Owners about Factors Influencing the use of SM as a MT by Business Community of Phuentsholing" our study wanted to investigate whether the identified factors like SM adoption, literacy, cultural, technological, consumer pressure and cost are influencing the use of SM as a MT by the business owner of Phuentsholing Throm. Our study's main objective is to study the perception of business owners about the factors that influence the usage of SM as a MT and the difference in perception of business owners about the factors influencing the usage of SM as a MT based on their demographic factors. Our research has adopted a quantitative approach, where we collected our data using the data collection method of questionnaire.

Our research's sample size was determined using the Slovin formula and it came to 299 but we could only collect a total of 140 data from business owners of Phuentsholing Throm as we couldn't get more response from the business owners. The data analysis method that our study used was mean analysis, one way ANOVA and independent t-test.

Finally the findings revealed that there was significant difference in SM adoption and technological factors based on the qualification level by business owners. And the findings also revealed that there is no significant difference in terms of literacy, culture, customer pressure and cost based on literacy, culture, customer pressure and cost based on the qualification level which was perceived by business owners. The findings from an independent sample t-test revealed that there is no significant difference in factors influencing the use of SM as the MT based on gender. From the findings of one way ANOVA the two factors that are SM adoption and technologies shows that there is significant difference in the perception of business owners about the use of SM as the MT based on the qualification or education level. On the other hand the two factors such as SM adoption and customer pressure shows that there is a significant difference in the perception of business owners about the use of SM as the MT based on the hours spent by them.

Recommendations

The responses to the study and the interpretation of the data collection have led to several recommendations and suggestions. With the assistance of this study, the following recommendations and suggestions can be made:
● The study covers only

Phuentsholing area as its result cannot be generalized. Therefore, we recommend that future researchers conduct similar research covering all the business in Bhutan. As a result, future researchers could use a bigger sample size to obtain more reliable and representative results.

● The study has taken only six variables such as SM adoption, literacy, culture, technology, customer pressure and cost. Therefore, we recommend future researchers to conduct research on similar topics taking other factors influencing SM as Mts.

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