

Role of Social Media Marketing Technologies in the Growth of Small Online Businesses in Bangladesh

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Abstract

This study examines the role of social media marketing technologies in the growth of small online businesses in Bangladesh. The study focuses on Facebook Marketing, Instagram Marketing, TikTok Marketing, and WhatsApp Business, while also considering Customer Engagement and Brand Awareness as supporting constructs. A quantitative approach was used through a structured questionnaire containing five-point Likert-scale items. The final dataset contained 149 valid responses from owners, managers, and owner-managers of online businesses. Descriptive analysis indicates moderate average perceptions across the measured constructs, with Customer Engagement receiving the highest mean score ($M = 3.11$) and Business Growth the lowest ($M = 2.89$). Pearson correlation showed a small positive relationship between Instagram Marketing and Business Growth ($r = .169$, $p = .039$), while Customer Engagement showed a small negative relationship with Business Growth ($r = -.167$, $p = .041$). In the primary multiple regression model, Facebook Marketing, Instagram Marketing, TikTok Marketing, and WhatsApp Business jointly explained 5.9% of the variance in Business Growth ($R^2 = .059$; adjusted $R^2 = .033$), and the overall model was not statistically significant at the 5% level ($F = 2.254$, $p = .066$). Instagram Marketing was the only predictor reaching conventional statistical significance ($B = .173$, $p = .016$). Reliability analysis produced low Cronbach's alpha values across the constructs, indicating that the measurement results should be interpreted cautiously. The study therefore provides an exploratory assessment of social media marketing and highlights the need for stronger measurement design and larger samples in future research.

Keywords: Social Media Marketing, Small Online Businesses, Customer Engagement, Brand Awareness, Business Growth

1. Introduction

1.1 Background of the Study

Social media marketing technologies have changed the ways businesses interact with consumers and promote products and services. The study's original proposal identifies Facebook, Instagram, TikTok, WhatsApp Business, Messenger and related social channels as important digital marketing channels for small online businesses in Bangladesh. These technologies can help entrepreneurs advertise products, communicate with

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customers, receive orders, provide customer support and develop longer-term customer relationships at comparatively low cost (Kaplan and Haenlein, 2010; Tuten and Solomon, 2023).

The proposal further notes that smartphone adoption and social media access have enabled many Bangladeshi entrepreneurs to launch online businesses without a physical store. At the same time, small firms can face difficulties such as limited digital marketing knowledge, intense competition, changing platform algorithms, customer trust concerns, rising advertising costs and ineffective content strategies. These conditions make it important to examine whether and how social media marketing technologies are associated with measurable business growth.

1.2 Research Problem

The central problem addressed by this study is that social media platforms are widely used by small online businesses, but the extent to which different social media marketing technologies contribute to business growth is not clearly established in the Bangladesh context. The research proposal identified a gap concerning which technologies have the strongest perceived impact on business performance and how business owners themselves evaluate that impact. This study therefore investigates the relationships between selected social media marketing technologies and business growth, while also examining customer engagement, brand awareness and implementation challenges.

1.3 Research Questions

1. Which social media marketing technologies are broadly used by small online businesses in Bangladesh?
2. How do social media marketing technologies impact business growth?
3. Which social media marketing technologies have the greatest impact on customer engagement and sales?
4. What challenges do small online businesses face while using social media marketing technologies?

1.4 Research Objectives

General objective: To find out the role of social media marketing technologies in the growth of small online businesses in Bangladesh.

5. Identify the social media marketing technologies mostly used by small online businesses in Bangladesh.
6. Examine whether a relationship exists between social media marketing technologies and business growth.
7. Evaluate the effect of customer engagement through social media on business performance.
8. Identify common challenges faced by small online businesses while using social media marketing technologies.
9. Identify effective social media marketing strategies for sustainable business growth.

1.5 Significance of the Study

The study has academic and practical significance. Academically, it provides evidence from a Bangladesh-based sample about perceptions of social media marketing and small-business growth. For business owners and managers, the findings indicate which platforms and dimensions deserve closer attention and highlight

common operational challenges. The study may also help digital marketers and policy stakeholders understand the practical conditions faced by small online firms.

1.6 Scope of the Study

The study focuses on small online businesses operating in Bangladesh and targets people involved in managing those businesses. The conceptual scope covers Social Media Marketing Technologies as the independent variable and Growth of Small Online Businesses as the dependent variable, with Customer Engagement and Brand Awareness included as supporting constructs. The original proposal identifies Facebook, Instagram, TikTok and WhatsApp Business as key dimensions of the technology construct.

2. Literature Review

2.1 Conceptual Discussion

Social media marketing refers to the use of interactive digital platforms to communicate with customers, distribute content, create communities and support marketing objectives. Kaplan and Haenlein (2010) describe social media as a set of internet-based applications that facilitate user-generated content and interaction. Tuten and Solomon (2023) emphasize that social media marketing can support brand communication, customer relationships and promotional activities. Within a small-business setting, the attractiveness of these technologies is partly connected to their accessibility and relatively low entry cost.

This research operationalizes social media marketing through platform-specific dimensions: Facebook Marketing, Instagram Marketing, TikTok Marketing and WhatsApp Business. It also considers Customer Engagement and Brand Awareness because the proposal identifies them as important mechanisms or outcomes associated with social media activity. Business Growth is operationalized through perceived increases in sales, customer acquisition, revenue, customer-base expansion and overall business growth.

2.2 Relevant Theories and Perspectives

The literature reviewed in the proposal frames social media marketing as an interactive marketing capability through which firms create customer relationships and market value. The proposal draws particularly on the view that social media enables ongoing interaction, improves visibility and can influence organizational performance (Alalwan et al., 2022; Dwivedi et al., 2021). For the present study, these perspectives support examining platform use as an explanatory factor for business growth and related customer outcomes.

2.3 Empirical Literature

The proposal reports that previous research has linked social media marketing with customer engagement, brand awareness, purchase-related behavior and organizational performance. Alalwan et al. (2022) are cited for evidence that valuable and responsive social media content can influence customer engagement and purchase intention. Dwivedi et al. (2021) identify social media marketing as an important area for organizational and customer research and emphasize the continuing development of digital platforms. The proposal also notes

that Facebook has traditionally been important for small-business reach, while Instagram and TikTok have become useful for visual promotion and influencer-oriented content.

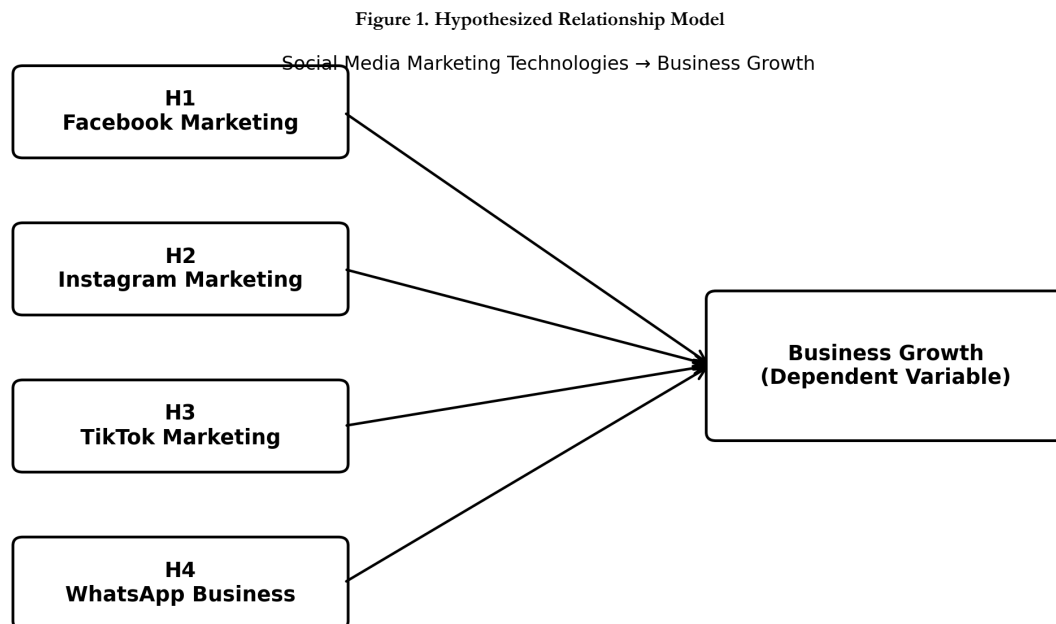
2.4 Research Gap

The original proposal identifies limited evidence concerning the relationship between specific social media marketing technologies and the growth of small online businesses in Bangladesh. In particular, it notes uncertainty regarding which technology has the greatest impact and how business owners perceive those effects. The present study addresses that gap using primary survey data collected from online business participants.

2.5 Research Model / Conceptual Framework

The conceptual framework treats Facebook Marketing, Instagram Marketing, TikTok Marketing and WhatsApp Business as the principal independent variables and Business Growth as the dependent variable. Customer Engagement and Brand Awareness are examined as additional constructs linked to the broader social media marketing process.

Conceptual relationship: Facebook Marketing + Instagram Marketing + TikTok Marketing + WhatsApp Business → Business Growth, with Customer Engagement and Brand Awareness considered as related supporting constructs.



2.6 Research Hypotheses

Based on the conceptual framework, four hypotheses are proposed to examine the relationship between the selected social media marketing technologies and Business Growth.

H1: Facebook Marketing has a significant positive relationship with Business Growth.

H2: Instagram Marketing has a significant positive relationship with Business Growth.

H3: TikTok Marketing has a significant positive relationship with Business Growth.

H4: WhatsApp Business has a significant positive relationship with Business Growth.

3. Methodology

3.1 Research Approach and Design

The study uses a quantitative research approach and a structured questionnaire. The research design is cross-sectional and survey-based because the objective is to collect standardized numerical responses that can be summarized statistically and used to examine relationships among variables.

3.2 Population and Sample

The target population consists of owners and managers of small online businesses operating through social media platforms in Bangladesh. The proposal expected approximately 200–250 responses; the actual dataset used for this final paper contains 149 valid responses. Respondent roles include managers, owners, owner-managers and other participants who identified themselves as involved in the business.

3.3 Data Collection

Primary data were collected through an online structured questionnaire. The questionnaire included business-profile questions, platform-use questions, five-point Likert-scale items, a multiple-choice challenge question and an overall effectiveness question. The data were exported from the survey platform to CSV format and analyzed using spreadsheet/statistical procedures aligned with the proposed SPSS approach.

3.4 Measurement of Variables/Constructs

The questionnaire used a five-point Likert scale where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree. Three items measured each of Facebook Marketing, Instagram Marketing, TikTok Marketing, WhatsApp Business, Customer Engagement and Brand Awareness. Five items measured Business Growth. Construct scores were calculated as the mean of the items assigned to each construct.

Table 1: Construct Items

Construct	Items	Role
Facebook Marketing	Q6–Q8	Independent variable
Instagram Marketing	Q9–Q11	Independent variable
TikTok Marketing	Q12–Q14	Independent variable
WhatsApp Business	Q15–Q17	Independent variable
Customer Engagement	Q18–Q20	Supporting construct
Brand Awareness	Q21–Q23	Supporting construct
Business Growth	Q24–Q28	Dependent variable

3.5 Data Analysis

The analysis followed the methods proposed in the research plan: frequency and percentage analysis for respondent characteristics and platform use; mean and standard deviation for construct-level description; Cronbach's alpha for internal consistency; Pearson correlation for bivariate relationships; and multiple regression for the combined effect of the four main social media technology dimensions on Business Growth. Results were interpreted at the conventional 5% significance level, while noting borderline outcomes where appropriate.

4. Data Analysis and Results

4.1 Respondent Profile

Table 2. Respondent role

Role	Frequency	Percentage
Manager	46	30.9%
Owner	36	24.2%
Other	35	23.5%
Owner & Manager	32	21.5%

Table 3. Online business operating period

Operating period	Frequency	Percentage
More than 10 years	36	24.2%
6–10 years	34	22.8%
Less than 1 year	29	19.5%
3–5 years	26	17.4%
1–2 years	24	16.1%

Table 4. Main business type

Business type	Frequency	Percentage
Food & Beverages	30	20.1%
Fashion & Clothing	25	16.8%
Services	22	14.8%
Other	21	14.1%
Home & Lifestyle	21	14.1%
Electronics & Gadgets	21	14.1%
Cosmetics & Beauty	9	6.0%

Table 5. Frequency of social media marketing use

Frequency	Frequency	Percentage
Several times a day	34	22.8%
Several times a week	30	20.1%
Once a day	30	20.1%
Less than once a week	29	19.5%
Once a week	26	17.4%

The dataset contains 149 valid responses. Managers formed the largest role category (46; 30.9%), followed by owners (36; 24.2%), other roles (35; 23.5%) and owner-managers (32; 21.5%). Business ages were distributed across all categories, with more than 10 years representing the largest group (36; 24.2%). Food and beverages was the largest business category (30; 20.1%). Social media usage frequency was also dispersed, with 34 respondents (22.8%) reporting several-times-a-day use and 29 (19.5%) reporting less than once a week.

Table 6. Social media platform mentions

Platform	Businesses mentioning platform	Percentage of respondents
Facebook	75	50.3%
Instagram	73	49.0%
TikTok	0	0.0%
WhatsApp Business	75	50.3%
Messenger	0	0.0%
YouTube	83	55.7%
Other	81	54.4%

Among the named platforms in the dataset, YouTube was mentioned most often (55.7%), followed by Facebook and WhatsApp Business (50.3% each) and Instagram (49.0%). TikTok was not selected by any respondent in the platform-use question. This is important when interpreting the TikTok construct because respondents still provided ratings on TikTok-related statements even though the platform-use question recorded no TikTok users. The broad “Other” response also had a high share (54.4%) and therefore should be interpreted cautiously because the survey did not specify which other platforms were included.

4.2 Descriptive Results

Table 7. Construct-level descriptive statistics

Construct	Mean	Std. Deviation
Facebook Marketing	3.049	0.795
Instagram Marketing	2.971	0.792
TikTok Marketing	2.969	0.884
WhatsApp Business	2.966	0.764
Customer Engagement	3.110	0.812
Brand Awareness	2.975	0.853
Business Growth	2.893	0.675

Customer Engagement recorded the highest mean among the constructs ($M = 3.110$), while Business Growth recorded the lowest ($M = 2.893$). Facebook Marketing had the highest mean among the four platform-specific technology dimensions ($M = 3.049$). The means overall suggest mixed-to-moderate perceptions rather than strongly positive evaluations.

4.3 Reliability Results

Table 8. Internal consistency reliability

Construct	Number of items	Cronbach's alpha
Facebook Marketing	3	-0.086
Instagram Marketing	3	-0.031
TikTok Marketing	3	0.274
WhatsApp Business	3	-0.110
Customer Engagement	3	-0.007
Brand Awareness	3	0.158
Business Growth	5	0.117

The reliability analysis produced low Cronbach's alpha values for all constructs. Facebook Marketing (-0.086), Instagram Marketing (-0.031), TikTok Marketing (0.274), WhatsApp Business (-0.110), Customer Engagement (-0.007), Brand Awareness (0.158) and Business Growth (0.117) are all below conventional thresholds for acceptable internal consistency. The negative values also indicate that some items move in opposite directions in the observed response pattern. Therefore, the inferential findings should be treated as exploratory rather than as strong evidence of stable multi-item scales. One likely methodological contributor is that the questionnaire asked every respondent to rate platform-specific items even when the respondent reported not using that platform; TikTok is the clearest example in this dataset.

4.4 Correlation Analysis

Table 9. Pearson correlations with Business Growth

Predictor	r	p-value	Interpretation
Facebook Marketing	-0.040	0.632	Not significant
Instagram Marketing	0.169	0.039	Significant
TikTok Marketing	0.124	0.131	Not significant
WhatsApp Business	0.062	0.453	Not significant
Customer Engagement	-0.167	0.041	Significant
Brand Awareness	0.050	0.544	Not significant

Instagram Marketing had a small positive correlation with Business Growth ($r = .169$, $p = .039$). Customer Engagement had a small negative correlation with Business Growth ($r = -.167$, $p = .041$). Facebook Marketing ($r = -.040$, $p = .632$), TikTok Marketing ($r = .124$, $p = .132$), WhatsApp Business ($r = .062$, $p = .453$) and Brand Awareness ($r = .050$, $p = .544$) were not statistically significant in the bivariate analysis. These relationships are small, and the low reliability of the measurement scales limits the strength of the conclusions that can be drawn.

4.5 Multiple Regression Analysis

A multiple regression model was estimated with Business Growth as the dependent variable and Facebook Marketing, Instagram Marketing, TikTok Marketing and WhatsApp Business as the independent variables. This specification follows the core independent-variable structure in the research proposal.

Table 10. Regression model summary

Statistic	Value
R-squared	0.059
Adjusted R-squared	0.033
F-statistic	2.254
Model p-value	0.066
Valid N	149

Table 11. Multiple regression coefficients

Variable	B	Std. Error	t	p-value	Result
Constant	2.013	0.412	4.892	0.000	Significant
Facebook Marketing	-0.035	0.069	-0.502	0.617	Not significant
Instagram Marketing	0.173	0.071	2.443	0.016	Significant
TikTok Marketing	0.128	0.065	1.975	0.050	Not significant
WhatsApp Business	0.031	0.073	0.424	0.672	Not significant

The four-platform regression model explained 5.9% of the variance in Business Growth. However, the overall model was not statistically significant at the 5% level ($F = 2.254$, $p = 0.066$). Among the four predictors, Instagram Marketing was statistically significant ($B = 0.173$, $p = 0.016$) and had a positive coefficient. TikTok Marketing was positive but just above the 5% threshold ($p = 0.050$). Facebook Marketing and WhatsApp Business were not significant predictors in the combined model.

4.5.1 Hypothesis Testing Summary

The hypotheses were evaluated using the Pearson correlation and multiple regression results reported above. The summary below follows the primary regression model and the conventional 5% significance level used in this study.

Table 12: Hypothesis Test

Hypothesis	Relationship	p-value (Regression)	Decision
H1	Facebook Marketing $\rightarrow$ Business Growth	0.617	Not supported
H2	Instagram Marketing $\rightarrow$ Business Growth	0.016	Supported
H3	TikTok Marketing $\rightarrow$ Business Growth	0.050	Not supported at 5% level
H4	WhatsApp Business $\rightarrow$ Business Growth	0.672	Not supported

Note: H3 has $p = 0.050$ and is therefore treated as not supported at the stated 5% significance criterion in the paper. The overall four-platform regression model was not statistically significant ($p = 0.066$), so these hypothesis results should be interpreted cautiously.

4.6 Challenges Faced by Businesses

Table 13. Main social media marketing challenges

Challenge	Frequency	Percentage
Increasing advertising costs	22	14.8%
Changing social media algorithms	21	14.1%
Lack of digital marketing knowledge	20	13.4%
Difficulty creating effective content	20	13.4%
Lack of time/resources	20	13.4%
Other	18	12.1%
Customer trust issues	15	10.1%
High competition	13	8.7%

The most frequently reported challenge was increasing advertising costs (22; 14.8%), followed by changing social media algorithms (21; 14.1%). Lack of digital marketing knowledge, difficulty creating effective content, and lack of time/resources each accounted for 20 responses (13.4%). Customer trust issues were selected by 15 respondents (10.1%), while high competition was selected by 13 (8.7%). The “Other” category represented 18 responses (12.1%).

4.7 Overall Perceived Effectiveness

Table 14. Overall perceived effectiveness of social media marketing technologies

Response	Frequency	Percentage
Effective	37	24.8%
Ineffective	34	22.8%
Very ineffective	34	22.8%
Neutral	25	16.8%
Very effective	19	12.8%

The overall-effectiveness responses were mixed. “Effective” was the most common response (37; 24.8%), but “Ineffective” (34; 22.8%) and “Very ineffective” (34; 22.8%) together represented a substantial 45.6% of the sample. “Very effective” was selected by 19 respondents (12.8%), while 25 (16.8%) were neutral. This mixed distribution is consistent with the modest regression evidence and suggests that respondents do not share a uniformly positive assessment of social media marketing technologies as a driver of growth.

4.8 Summary of Findings

- Among the named platforms, YouTube had the highest reported usage share, while Facebook and WhatsApp Business were each mentioned by about half of the respondents. TikTok was not selected in the platform-use question.
- Customer Engagement had the highest mean construct score, whereas Business Growth had the lowest.
- Instagram Marketing showed a small but statistically significant positive correlation with Business Growth and was the only statistically significant predictor in the primary regression model.
- The overall four-platform regression model was not statistically significant and explained a small share of the variance in Business Growth.
- Increasing advertising costs and changing social media algorithms were the two most frequently reported challenges.
- All Cronbach's alpha values were low, so the statistical results should be interpreted as exploratory and the measurement instrument should be improved in future research.

5. Discussion and Conclusion

5.1 Discussion of Findings

The findings provide partial support for the proposition that social media marketing technologies are associated with small-business growth, but the evidence is weaker than expected from the theoretical discussion in the proposal. Instagram Marketing showed the clearest positive relationship with Business Growth. This is consistent with the proposal's discussion of Instagram as a useful visual-promotion channel. However, Facebook Marketing and WhatsApp Business did not show significant relationships with Business Growth in this sample, despite the proposal's expectation that these technologies can support customer communication, promotion and sales.

The mixed results may reflect differences in how businesses use each platform, differences in content quality and paid advertising, business type, respondent experience, and the way the survey measured the constructs. The lack of TikTok users in the platform-use question is particularly important. Because platform-specific ratings were still collected from respondents who apparently did not use TikTok, the TikTok construct may not represent actual user experience. The same general issue can arise for other platform-specific ratings.

The low reliability coefficients are another major explanation for the weak relationships. Multi-item scales are expected to show reasonable internal consistency when their items measure the same underlying construct. In this dataset, the responses across items were inconsistent, including negative alpha coefficients for several constructs. Accordingly, the present results should not be interpreted as evidence that social media marketing has no role in business growth; rather, they indicate that the current survey data do not provide strong statistically reliable evidence of the size of that role.

5.2 Theoretical Implications

The results provide limited empirical support for the expectation that specific social media technologies can be linked with business growth. The significant Instagram finding is compatible with the broader literature reviewed in the proposal, which connects social media with customer interaction, brand visibility and performance. At the same time, the weak overall model indicates that platform technology alone may not fully explain business growth. Business outcomes may depend on how technologies are used, the quality of content, customer targeting, operational capability and other factors that were outside the scope of the current model.

5.3 Practical/Managerial Implications

For small online businesses, the findings suggest that simply maintaining social media accounts is not enough to guarantee growth. Managers should focus on platform-specific objectives, quality content, customer response, cost control and continuous evaluation of performance. Since increasing advertising costs and changing algorithms were prominent reported challenges, businesses may benefit from monitoring campaign performance and diversifying their digital presence rather than relying on a single platform. However, these implications should be applied cautiously because the measurement reliability in the present dataset was weak.

5.4 Limitations

- The actual sample size was 149 valid responses, below the 200–250 responses originally expected in the proposal.
- The survey is based on self-reported perceptions rather than audited business sales or revenue records.
- The questionnaire used platform-specific rating items without filtering respondents according to platform use; TikTok is the clearest example because no respondent selected TikTok in the usage question.
- The internal consistency of all multi-item constructs was weak, with several negative Cronbach's alpha values.
- The study used a cross-sectional design, so the regression results should not be interpreted as proof of causality.
- The broad "Other" platform category limits the precision of platform-level comparisons.

5.5 Future Research and Recommendations

- Use screening questions so respondents rate only platforms they actually use for business marketing.
- Adapt validated measurement scales and pilot-test the questionnaire before the main survey to improve reliability.
- Collect a larger and more diverse sample of Bangladeshi online businesses.
- Where possible, combine survey responses with objective indicators such as monthly sales growth, number of orders, customer acquisition and advertising expenditure.
- Examine additional explanatory variables such as content quality, advertising effectiveness, digital marketing capability, customer trust and platform-specific engagement.

5.6 Conclusion

This research examined the role of social media marketing technologies in the growth of small online businesses in Bangladesh using survey data from 149 valid responses. The analysis found that Instagram Marketing had a small positive association with Business Growth and was the only significant predictor in the primary regression model. The overall model was not statistically significant, and the four technology dimensions explained only 5.9% of the variance in Business Growth. The descriptive and challenge findings show that respondents recognize the relevance of social media but also face substantial difficulties related to advertising costs, platform algorithms, knowledge, content creation and resources. The most important conclusion is therefore cautious: social media marketing appears relevant to small online businesses, but the present dataset does not provide strong reliable statistical evidence that the selected technologies, by themselves, drive business growth. Better measurement, platform-use screening and a larger sample are necessary for more conclusive evidence.

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Appendix A: Final Survey Questionnaire

Title: The Role of Social Media Marketing Technologies in the Growth of Small Online Businesses in Bangladesh

Survey description: Dear Respondent, we are conducting this survey for an academic research study on the role of social media marketing technologies in the growth of small online businesses in Bangladesh. The purpose is to understand how Facebook, Instagram, TikTok, WhatsApp Business and related social media

practices contribute to customer engagement, brand awareness, sales performance and business growth. Participation is voluntary, responses are confidential and the information will be used only for academic purposes. The survey takes approximately five minutes.

Section A: Business Profile

1. What is your role in the business? (Owner / Manager / Owner & Manager / Other)
2. How long has your online business been operating? (Less than 1 year / 1–2 years / 3–5 years / 6–10 years / More than 10 years)
3. What type of products/services does your business mainly offer? (Fashion & Clothing / Food & Beverages / Cosmetics & Beauty / Electronics & Gadgets / Home & Lifestyle / Handicrafts / Services / Other)
4. Which social media platforms does your business use for marketing? (Select all that apply: Facebook / Instagram / TikTok / WhatsApp Business / Messenger / YouTube / Other)
5. How frequently does your business use social media for marketing? (Several times a day / Once a day / Several times a week / Once a week / Less than once a week)

Section B: Social Media Marketing Technologies

For Questions 6–28: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

6. Facebook helps my business reach a large number of potential customers.
7. Facebook advertising helps my business promote its products/services effectively.
8. Facebook marketing helps my business generate customer inquiries and orders.
9. Instagram helps my business showcase its products/services effectively.
10. Instagram marketing helps my business reach new customers.
11. Instagram features such as posts, Stories, and Reels help promote my products/services.
12. TikTok helps my business reach new audiences.
13. TikTok videos help increase awareness of my products/services.
14. TikTok marketing helps my business attract potential customers.
15. WhatsApp Business helps my business communicate directly with customers.
16. WhatsApp Business makes it easier for my business to receive and manage customer orders.
17. WhatsApp Business helps my business provide effective customer support.
18. Social media helps my business interact with customers regularly.
19. Social media allows my business to respond quickly to customer questions and inquiries.
20. Social media interactions help my business build stronger relationships with customers.
21. Social media marketing has increased awareness of my brand.
22. Social media helps my business reach customers who were previously unfamiliar with our brand.
23. Regular social media content has improved the visibility of my brand.
24. Social media marketing has increased the sales of my business.
25. Social media marketing has helped my business acquire new customers.
26. Social media marketing has contributed to an increase in my business revenue.
27. Social media marketing has helped my business expand its customer base.

28. Social media marketing has contributed to the overall growth of my business.

Section C: Challenges and Overall Effectiveness

29. Which of the following is the biggest challenge your business faces when using social media marketing?
(Lack of digital marketing knowledge / Increasing advertising costs / Changing social media algorithms / High competition / Customer trust issues / Difficulty creating effective content / Lack of time/resources / Other)

30. Overall, how effective do you consider social media marketing technologies for the growth of your business? (Very ineffective / Ineffective / Neutral / Effective / Very effective)