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## **IMPACT OF SOCIAL MEDIA TECHNOLOGY ON EFFICIENCY IN THE FOOD AND BEVERAGE MICROENTREPRENEURSHIP SECTOR**

**Mohamad Azli bin Razali<sup>1</sup>, Khairul Hidayat bin Rezo<sup>2\*</sup>,  
Asmadi Mohammed Ghazali<sup>3</sup>, Hafizah binti Besar Sa'aid<sup>4</sup>  
& Azyyati binti Anuar<sup>5</sup>**

*<sup>1,2</sup>Arshad Ayob Graduate Business School, Universiti Teknologi MARA  
Cawangan Kedah, Kampus Sungai Petani*

*<sup>1,2</sup>Faculty of Hotel and Tourism Management, Universiti Teknologi MARA  
Cawangan Pulau Pinang, Kampus Permatang Pauh*

*<sup>3</sup>Faculty of Faculty of Information Management, Universiti Teknologi  
MARA Cawangan Kedah, Kampus Sungai Petani*

*<sup>4,5</sup>Faculty of Business Management, Universiti Teknologi MARA Cawangan  
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### ABSTRACT

This study addresses the burgeoning impact of social media technology on microentrepreneurship in the Malaysian food and beverage sector. Fueled by a significant surge in social media usage, particularly on platforms like WhatsApp, Facebook, and Instagram, the research aims to identify factors influencing technological acceptance among microentrepreneurs and assess the resultant impact on sector efficiency. Employing a mixed-methods approach, encompassing qualitative interviews and quantitative surveys, the study unravels nuanced insights into the complex interplay between technology adoption, social media usage, and microentrepreneurial efficiency. Initial findings highlight the user-friendly nature of social

Corresponding Author:  
khairul077@ppinang.uitm.edu.my

media platforms and their substantial influence on service quality, customer loyalty, and marketing strategies within the industry. The study's implications extend to practical recommendations for optimizing social media integration, fostering digital readiness among microentrepreneurs, and contributing to the broader discourse on technology adoption in specific organizational contexts.

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## 1. Introduction

In a globally interconnected landscape marked by rapid technological advancements, the adoption of social media in the food and beverage industry has become a pivotal aspect of microentrepreneurship (Dos Santos & Duffett, 2021). This phenomenon presents a multifaceted world issue that influences business dynamics, consumer behavior, and economic structures on an international scale.

Transitioning to the Malaysian context, recent statistics from the Department of Statistics Malaysia underscore the significance of social media technology in the country's food and beverage sector (Pai et al., 2022). These statistics reveal a notable impact on the industry's efficiency, making it imperative to delve into the nuanced interplay between technological acceptance, microentrepreneurship, and social media. As of January 2022, Malaysia's social media usage has surged to an impressive 89%, marking a substantial 43% increase from the 2016 figure of 62%. In the year 2022 alone, there has been an 8% uptick in social media users compared to the previous year. Notably, WhatsApp takes the lead with an outstanding penetration rate of 93.2%, followed by Facebook at 88.7% and Instagram at 79.3%.

This trend in social media adoption aligns with preferences seen in Singapore and Indonesia, where WhatsApp, Facebook, and Instagram continue to be the top three platforms. Malaysia distinguishes itself as the leading video-consuming country in Southeast Asia, with an average of 7.2 hours spent watching online videos weekly. Additionally, Malaysians dedicate approximately 3 hours each day to social media activities (Statista, 2023). Remarkably, reported by digital business lab, individuals in Malaysia actively engage with an average of 8.2 social media platforms each month, underscoring the diverse digital landscape and the multi-platform nature of social media usage in the country (Digital Business Lab, 2023).

The impact of the social media landscape makes it a valuable tool for food and beverage businesses in Malaysia to connect with customers effectively. It enables businesses to gather feedback and run targeted marketing campaigns. The widespread usage of social media, coupled with the growing food and beverage industry, suggests significant potential for businesses to leverage social media for success.

Past studies, as exemplified by research findings from the Technology Acceptance Model (TAM), have delved into the psychological underpinnings influencing microentrepreneurs' decisions to embrace social media technologies (Bonfanti et al., 2023). Building on this foundation, our study aims to contribute new insights by contextualizing these findings within the Malaysian food and

beverage microentrepreneurship landscape. Despite the existing body of research, a research gap persists, warranting further exploration to understand the specific challenges and opportunities faced by microentrepreneurs in the adoption of social media technologies for enhanced efficiency (Hidayanti & Alhadar, 2021). This study aims to address this gap by elucidating the factors influencing technological acceptance and their implications for the efficiency of microentrepreneurs in the food and beverage sector.

To achieve this objective, our research focuses on three key goals: first, to identify the factors influencing technological acceptance among microentrepreneurs; second, to assess the impact of social media technology on the efficiency of food and beverage microentrepreneurship; and third, to propose recommendations for optimizing the integration of social media in this sector.

In the subsequent sections, we will delve into the methodology, findings, and discussion, providing a comprehensive understanding of the intricate relationship between technological acceptance, social media, and the efficiency of microentrepreneurship in the food and beverage industry.

## **2. Literature Review**

### **2.1 Introduction**

The food and beverages industry has witnessed significant changes in recent years due to the widespread adoption of social media platforms. Social media has become an essential tool for microentrepreneurs in this industry to promote their products, engage with customers, and increase their brand visibility. This literature review aims to explore the technological acceptance model perspective for microentrepreneurs in the food and beverages industry and highlight the key findings from existing research.

### **2.2 Technology Acceptance Model in Microentrepreneurship**

Microentrepreneurs play a crucial role in today's business landscape, and the adoption of technology is pivotal for their success. Drawing on the Technology Acceptance Model (TAM), recent studies have investigated the psychological factors influencing microentrepreneurs' intention to use technology. Research has explored the interplay between digital adoption and self-efficacy, emphasizing the importance of entrepreneurs possessing both high digital adoption and self-efficacy for business success (Arifin et al., 2023). Additionally, antecedents of the TAM in microentrepreneurs' intention to use social networking sites have been explored, shedding light on the psychological reasons that drive technology acceptance in this context (Bonfanti et al., 2023). Moreover, the Unified Theory of Acceptance and Use of Technology has been applied to study social media adoption in micro-enterprises, providing a comprehensive research model to understand the factors influencing technology adoption in the Indonesian retail sector (Vatanasakdakul et al., 2020). These studies collectively underscore the significance of exploring technology adoption models in the microentrepreneurship landscape, with implications for fostering a digitally empowered and resilient small business sector.

### **2.3 Social Media Impact on the Food and Beverages Sector**

The food and beverages sector has undergone a transformative shift with the pervasive influence of social media. Recent research, derived from the Unified Theory of Acceptance and Use of Technology, delves into the adoption of social media in micro-enterprises within the

Indonesian retail sector, providing insights into the factors influencing its implementation. Social commerce adoption studies in Asia emphasize the importance of integrating IT adoption models into understanding the dynamics of social media impact on consumer behavior in the food and beverages industry (Vatanasakdakul et al., 2023). Furthermore, the adoption of new technologies has been linked to the elevation of self-efficacy among entrepreneurs, reinforcing the idea that technological adoption enhances overall business success (Ariffien, et al., 2023). Collectively, these studies underscore the multifaceted impact of social media, from influencing consumer choices to shaping business strategies, in the dynamic landscape of the food and beverages sector.

## **2.4 Gender Perspectives in Microentrepreneurship**

Microentrepreneurship, a dynamic sector shaping economies, has garnered increasing attention regarding gender perspectives. The evolution of gender and entrepreneurship has been explored, highlighting the intricate landscape that women navigate in developing private enterprises, addressing ethical issues of equality, access, and capability. Recent empirical findings accentuate the gendered impact on SMEs' performance, revealing that businesses led by male entrepreneurs exhibit a higher likelihood of implementing process innovations compared to those led by women (Expósito et al., 2023). This underscores the need for a nuanced understanding of how gender influences entrepreneurial outcomes. Furthermore, feminist geographies contribute to fresh insights, challenging conventional masculinist perspectives in entrepreneurship research (Bodha, 2018). Meanwhile study by Turro highlight that Entrepreneurial employee activity is influenced by gender, with contact with other entrepreneurs and the quality of government regulations playing a role (Turro et al., 2020). In conclusion, understanding and addressing gender dynamics in microentrepreneurship are crucial for fostering inclusive and equitable entrepreneurial ecosystems.

## **2.5 Fintech and Digital Payments**

The intersection of financial technology (fintech) and digital payments has ushered in a transformative era in the financial landscape. Fintech innovations have been instrumental in revolutionizing traditional banking systems, providing convenient and efficient digital payment solutions. Recent research highlights the diverse impacts of fintech on digital payments, emphasizing the need for a comprehensive understanding of these dynamics. Studies by Purwantini and Anisa (2021) have explored perceived usefulness, risk, and trust are important drivers of fintech payment adoption among micro-enterprises. The evolution of blockchain technology, a key component of many fintech solutions, has been a focal point, showcasing its potential to enhance security and transparency in digital transactions (Bonfanti et al., 2023). Furthermore, the integration of artificial intelligence (AI) in fintech has facilitated personalized and predictive digital payment experiences, optimizing financial decision-making for consumers and businesses alike. The global surge in digital payment adoption has also prompted regulatory considerations, with researchers examining the implications of regulatory frameworks on fostering innovation and ensuring consumer protection within the fintech ecosystem (Arifin et al., 2023). Additionally, the emergence of Central Bank Digital Currencies (CBDCs) has been a focal point, with researchers exploring the potential impact of CBDCs on the traditional banking sector and the broader financial landscape (Vatanasakdakul et al., 2020). Overall, the interdependence between fintech and digital payments persists, reshaping the financial landscape. This dynamic partnership unveils possibilities and complexities, necessitating continuous investigation and study.

## **2.7 Influence of Influencer Marketing on Microentrepreneurship**

In recent years, influencer marketing has emerged as a powerful tool for businesses to reach their target audience. Studies have shown that influencers have a significant impact on brand attitudes and purchase behaviors, particularly among young consumers (Schouten et al., 2019). This form of marketing has become increasingly popular due to its ability to create authentic connections with consumers and drive engagement (Hughes et al., 2019). For microentrepreneurs, leveraging influencer marketing can help increase brand visibility and attract new customers (Gupta, 2021). By collaborating with influencers who align with their brand values, microentrepreneurs can effectively promote their products or services to a wider audience (Ye et al., 2021).

## **2.8 Privacy and Data Security Concerns in Social Media Adoption:**

The adoption of social media platforms raises concerns regarding privacy and data security (Valesia et al., 2020). With the increasing use of social media for marketing purposes, there is a growing need to address these issues to protect user information (Zak & Hasprova, 2020). Companies must be transparent about how they collect and use data to build trust with consumers (Maheshwari et al., 2020). Implementing robust data security measures and complying with regulations are essential to safeguarding user privacy (Satpathy et al., 2022). As social media continues to evolve, it is crucial for businesses to prioritize data protection and privacy to maintain customer trust and loyalty (Leung et al., 2022).

## **2.9 Customer Engagement Strategies through Social Media Platforms:**

Social media platforms offer unique opportunities for businesses to engage with their customers (Nawi & Faizol, 2021a). By creating interactive and personalized content, companies can foster meaningful relationships with their audience (Nawi & Faizol, 2021b). Engaging with customers through social media allows businesses to gather feedback, address concerns, and build brand loyalty (Szakal, 2022). Implementing customer engagement strategies such as contests, polls, and live Q&A sessions can help businesses connect with their target market (Berman & Zheng, 2020). By actively engaging with customers on social media, companies can enhance brand awareness and drive customer loyalty (Zhang, 2022).

## **2.10 Role of Artificial Intelligence in Food and Beverage Microentrepreneurship**

Artificial intelligence (AI) plays a significant role in enhancing efficiency and productivity in the food and beverage industry (Sekuloska, 2022). AI technologies can help microentrepreneurs streamline operations, optimize inventory management, and personalize customer experiences (Ogomegbunam, 2023). By leveraging AI-powered tools such as chatbots and predictive analytics, microentrepreneurs can improve decision-making and drive business growth (Bharadwaj et al., 2021). AI can also assist in identifying market trends, analyzing consumer behavior, and optimizing marketing strategies for food and beverage businesses (Ren et al., 2021). Embracing AI technologies can give microentrepreneurs a competitive edge in the industry and enable them to deliver exceptional products and services (Watini et al., 2022).

## 2.11 Challenges in Social Media Usage for Food and Beverage

While social media offers numerous benefits for food and beverage businesses, there are also challenges that need to be addressed (Sun, 2021). Maintaining a consistent brand image across various social media platforms can be challenging for businesses (Yuliaty & Huda, 2022). Managing negative feedback and handling crises effectively are crucial aspects of social media management (Mulyantina, 2019). Moreover, the constantly evolving nature of social media algorithms requires businesses to stay updated and adapt their strategies accordingly (Reindrawati, 2020). Balancing promotional content with engaging and valuable posts is essential to keep followers interested and maintain a strong online presence (Evania et al., 2023). Overcoming these challenges requires strategic planning, continuous monitoring, and a deep understanding of the target audience (Oktora et al., 2022).

In summary, the symbiotic relationship between social media technology and the food and beverage industry presents a dynamic landscape rich with opportunities and challenges for microentrepreneurs. As evidenced by the widespread adoption of social media platforms, businesses have a powerful tool at their disposal to connect with customers, gather feedback, and run targeted marketing campaigns. However, while the integration of social media holds immense potential for enhancing efficiency and driving success in microentrepreneurship, it also brings forth complexities such as privacy concerns, data security issues, and the need to navigate evolving algorithms. Moreover, gender dynamics in entrepreneurship, the role of influencer marketing, the advent of fintech and digital payments, as well as the incorporation of artificial intelligence, further shape the landscape of food and beverage microentrepreneurship. Addressing these multifaceted aspects requires a nuanced understanding, strategic planning, and continuous adaptation to ensure sustainable growth and resilience in this ever-evolving industry landscape.

Table 1  
Literature matrix

No	Title	Authors/ Year	Findings	Sources	DOI
1.	Service Quality of social media-Based Self-Service Technology in the Food Service Context	C. Pai, Ze-Tian Wu, Seunghwan Lee, Jaeseok Lee, Sangguk Kang (2022)	Social media-based self-service technology in the food industry improves service quality, user satisfaction, and intention to reuse by enhancing functionality, enjoyment, assurance, convenience, and customization.	Sustainability	10.3390/su14201
2.	Reshaping traditional marketing mix to include social media participation	E. Pantano, Constantinos-Vasilios Priporas, Giuseppe Migliano (2019)	Social media participation in the food and beverage sector is shifting from static advertising to interactive channels that influence consumers' purchasing behavior and should be	European Business Review	10.1108/EBR-08-2017-0152



- considered a new element in the traditional marketing mix model.
3. The role of social presence and trust on customer loyalty  
R. Attar, A. Amidi, Nick Hajli (2023)  
British Food Journal  
10.1108/bfj-11-2021-1218
  4. Social media in Micro-Enterprises: Exploring Adoption in the Indonesian Retail Sector  
Savanid Vatanasakdakul, Chadi Aoun, Y. Putra (2020)  
J. Glob. Inf. Manag.  
10.4018/jgim.2020070110
  5. The Impact of Restaurant social media on Environmental Sustainability: An Empirical Study  
J. Martínez-Navalón, Vera Gelashvili, Felipe Debasa (2019)  
Sustainability  
10.3390/su1216105
  6. Understanding the Effects of Antecedents on Continuance Intention to Gather Food Safety Information on Websites  
Hsin-yeh Tsai, Yu-Ping Lee, Athapol Ruangkanjanases (2020)  
Frontiers in Psychology  
10.3389/fpsyg.2020.579322
  7. Consumers' Purchase Intention of Organic Food via social media: The Perspectives of Task-Technology Fit and Post-acceptance Model  
J. You, Din Jong, Uraiporn Wiangin (2020)  
Frontiers in Psychology  
10.3389/fpsyg.2020.579274
- Social presence and trust in social media significantly impact customer loyalty in the food and beverage industry, with trust acting as a mediator between social presence and loyalty.
- Price value and task-technology-fit are significant factors influencing positive attitudes towards social media adoption among micro enterprises in the Indonesian retail industry.
- Social media marketing positively impacts environmental sustainability in food and beverage service companies in Spain, enhancing customer satisfaction and trust.
- Positive technology readiness and perceived ease-of-use, usefulness, and satisfaction directly and indirectly influence users' continuance intention to gather food safety information on social media.
- Social media significantly influences consumers' selection of organic food by providing clear distinction between certified organic products and other types in the market, enhancing satisfaction and continuance intention.

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| 8.  | Physique brand identity persuasiveness in social media message content   | Mohd Remie Mohd Johan, Md Azalanshah Md Syed, H. Adnan (2022)                           | Malaysian food truck owners value creating persuasive message content on social media to effectively communicate their brand and compete in the local market.  | Jurnal Pengajian Media Malaysia | 10.22452/jpmm.vol24no1.2 |
| 9.  | Sustainable Destination Marketing Ecosystem through Smartphone-Based Social Media: The Consumers' Acceptance Perspective | F. Sharmin, M. T. Sultan, D. Badulescu, A. Badulescu, Afrodită Borma, Benqian Li (2020) | Smartphone-based social media's usefulness and ease of use directly and indirectly influence consumers' intention to utilize it for sustainable destination marketing.   | Sustainability                  | 10.3390/SU13042308       |
| 10. | Explaining Social Media Adoption for a Business Purpose: An Application of the UTAUT Model                               | Wilert Puriwat, S. Tripopsakul (2020)   | Performance expectancy, social influence, and facilitating conditions significantly influence social media adoption for business purposes, with younger adults being more adept at user behavior and behavioral intention. | Sustainability                  | 10.3390/SU13042082       |
| 11. | A study on the effects of innovation marketing process for Indonesian SMEs' in food and beverage sector                  | N. Nurliza, Wanti Fitrianti, P. Pamela (2020)   | Innovation marketing positively impacts Indonesian SMEs in the food and beverage sector, with technology and environment positively affecting management team roles and innovation.  | Management Science Letters      | 10.5267/J.MSL.2021.2.008 |

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|-----|---|---|---|---|---------------------------------|
| 12. | The perception on technology acceptance to the behaviors on the use of social media for marketing and its implications on the turnover of creative industry MSMEs in villages | Febrianty, Divianto, R. Hidayat, Fatmariansi, T. Rohana (2019)  | Perceived usefulness, enjoyment, intellectual capital, and risk or perceived costs positively influence the intention to continue using social media for marketing among creative industry MSMEs in Banyuasin Regency.  | Journal of Physics: Conference Series                                     | 10.1088/1742-6596/1175/1/012216 |
| 13. | An extended technology acceptance model for marketing strategies in social media  | George Cristian Nistor (2019)   | Social media marketing strategies can be effectively integrated into marketing strategies by examining people's behavior using the Theory of Reason Action and Technology Acceptance Model.   | Review of Economic and Business Studies                                   | 10.1515/reb-s-2019-0086         |
| 14. | Factors that influence acceptance and use of social media marketing tool within SMEs industries in emerging economies: Empirical analysis from Ghana                          | A. Boateng, Cai Li, A. Sampene (2022)   | Perceived usefulness, ease of use, and behavioral intentions positively influence social media marketing adoption by SMEs in emerging economies, while perceived cost negatively affects usage.   | International Journal of Multidisciplinary Research and Growth Evaluation | 10.54660/ano.2022.3.5.9         |
| 15. | What is Affecting Customers' Intention to Perform Social Media Marketing Activities in the Hotel Industry?  | Anastasios-Ioannis T. Theocharidis, George I. Karavasilis, Vasiliki G. Vrana, E. Kehris, K. Antoniadis (2019) | Six factors influence Greek consumers' intention to perform social media marketing activities in the hotel industry, including perceived ease of use, usefulness, permission-based acceptance, fear, social media use, and attitudes towards marketing with social media. | Smart Tourism as a Driver for Culture and Sustainability                  | 10.1007/978-3-030-03910-3_26    |

16. Understanding the Mediating Effects of Technology Factor on Social Media Acceptance among Budget Accommodations N. Mohamad, (2022) Technological factors significantly mediate the acceptance of social media marketing among budget accommodations, contributing to the development of the tourism industry and economic growth. Jurnal Komunikasi: Malaysian Journal of Communication 10.17576/jk-mjc-2022-3801-12
  
17. Organizational Acceptance of Social Media Marketing: A Cross-Cultural Perspective Ming-Yi Wu (2020) Organizational acceptance of social media marketing varies across cultures, with significant differences in perceived ease of use, usefulness, and behavioral intention among US, non-US, and global organizations. Journal of Intercultural Communication Research 10.1080/17475759.2020.1771752
  
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19. Celebrity vs. influencer endorsements in advertising: the role of identification, credibility, and product-endorser fit. Schouten, A., Janssen, L., & Verspaget, M. (2019). Influencer endorsements are more effective in advertising because people relate to influencers more, feeling a stronger connection and trust, which in turn drives effectiveness. International Journal of Advertising 10.1080/02650487.2019.1634898
  
20. Driving brand engagement through online social influencers: An empirical investigation of sponsored Hughes, C., Swaminathan, V., & Brooks, G. (2019). High blogger expertise is more effective for awareness campaigns than trial campaigns in driving purchase likelihood. Hedonic content positively influences Journal of marketing, 10.1177/002242919854374

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- engagement in blog post comments.
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  23. The positive effect of not following others on social media. Valesia, F., Proserpio, D. M., & Nunes, J. C. (2020). On social media, influencers who follow fewer people are perceived as more influential, leading to higher engagement with their content in terms of likes and retweets, likely due to the signal of autonomy this behavior sends. Journal of Marketing Research, 10.1177/002243720915467
  24. Mobile social media marketing: a new marketing channel among digital natives in higher education? Lai-Wan Wong, G. Tan, Jun-Jie Hew, K. Ooi, Lai-Ying Leong (2020) Mobile social media marketing adoption among digital natives in higher education is significantly influenced by usefulness, ease of use, network properties, social norms, and perceived critical mass. Journal of Marketing for Higher Education 10.1080/08841241.2020.1834486

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|-----|---|--------------------|---|--|------------------------------|
| 25. | Social Media Use in the Workspace: Applying an Extension of the Technology Acceptance Model Across Multiple Countries | S. F. Wamba (2019) | The extended technology acceptance model (TAM) reveals user behavior heterogeneity across multiple countries, with computer experience moderating the relationship between attitude and intention to use social media in the workplace. | Advances in Intelligent Systems and Computing book series (AISC, volume 747) | 10.1007/978-3-319-77700-9_38 |
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### 3. Methodology

#### 3.1 Research Design

In the field of scholarly investigation, the selection of a study design plays a crucial role in revealing the subtleties of complex phenomena. This conceptual paper employs a mixed-methods research design, combining qualitative and quantitative approaches to delve into the intricate connections between technological acceptance, social media usage, and microentrepreneurship within the food and beverages industry. The significance of employing a mixed-methods approach lies in its ability to offer a more holistic and nuanced understanding of the multifaceted relationships at play. Social media adoption positively mediates the relationship between technology, organization, and environment, affecting SME performance (Qalati et al., 2020).

On the quantitative front, surveys and statistical analyses enable the measurement and validation of patterns, trends, and correlations, offering a more objective and generalizable perspective on the phenomena under investigation (Sharma et al., 2023). This integrative approach facilitates a richer comprehension of the challenges and opportunities microentrepreneurs face in embracing technology and leveraging social media for business growth. Additionally, it allows for a comparative analysis between different contexts, enhancing the generalizability and applicability of the findings (Trianto et al., 2023; Hillman, 2022). Mixed methods research. In conclusion, the chosen research design not only ensures a comprehensive exploration of the complex interplay between technology, social media, and microentrepreneurship but also enhances the robustness and validity of the study's findings.

#### 3.2 Population

The focal population for this study encompasses microentrepreneurs actively engaged in the food and beverages sector, with a specific emphasis on those leveraging social media technologies in their business operations. The choice of this population is deliberate, aiming to cultivate a nuanced comprehension of the distinctive challenges and opportunities encountered by small-scale business proprietors as they navigate the complexities of adopting and integrating technology into their daily practices.

Research by Arifin et al. (2023) emphasizes the importance of studying microentrepreneurs in marginalized communities and utilizing a quantitative and survey approach to gather insights on

digital adoption and self-efficacy among this demographic. The study's findings, though not directly focused on the food and beverages sector, underscore the relevance of understanding the technological landscape for microentrepreneurs.

Moreover, Chatterjee's research (2021) highlights the positive impact of social media marketing (SMM) tools on the sustainable growth of small and medium-sized enterprises (SMEs) in emerging economies (Chatterjee et al., 2021). While not specific to the food and beverages sector, this research contributes insights into the broader implications of social media adoption, offering a foundational understanding that can be applied to microentrepreneurs in the chosen industry.

To further enrich the study's context, examining the challenges and opportunities faced by microentrepreneurs during the COVID-19 pandemic becomes imperative. Md Moid's research (2022) delves into the challenges, such as restricted cash flows and supply chain disruptions, faced by businesses during this period, providing valuable insights that can be extrapolated to understand the unique circumstances encountered by microentrepreneurs in the food and beverages sector (Md Moid., et al., 2022).

Overall, the chosen population of microentrepreneurs in the food and beverages sector utilizing social media technologies serves as the cornerstone for unraveling the intricacies of technology adoption in small-scale businesses. Drawing upon insights from relevant studies, this research aims to contribute valuable knowledge that can inform strategies for enhancing the digital readiness of microentrepreneurs, fostering sustainable growth in the ever-evolving landscape of the food and beverages industry.

### **3.4 Data Collection**

The data collection strategy for this research involves a mixed-methods approach, combining qualitative and quantitative methods to provide a comprehensive understanding of the complex relationships between technological acceptance, social media usage, and microentrepreneurship in the food and beverages industry.

#### **3.4.1 Qualitative Data Collection**

To delve into the intricate psychological factors influencing technological acceptance among microentrepreneurs, in-depth semi-structured interviews will be conducted with a carefully selected subset of the sample. This qualitative approach allows for a nuanced exploration of the subjective experiences and perspectives of microentrepreneurs. The semi-structured nature of the interviews ensures flexibility, allowing for the exploration of emergent themes. These interviews will be audio-recorded to capture the richness of the participants' responses and later transcribed for a thorough thematic analysis.

#### **3.4.2 Quantitative Data Collection**

Complementing the qualitative insights, a structured survey questionnaire will be administered to the larger sample of microentrepreneurs. This survey is designed based on validated constructs derived from the Technology Acceptance Model (TAM) and relevant literature in the field. The questionnaire will systematically assess participants' perceptions, attitudes, and behaviors related to the adoption of social media technologies in their business operations.

This structured approach allows for the quantification of responses, facilitating statistical analysis and the identification of patterns and trends within the data.

The combination of qualitative and quantitative data collection methods is particularly advantageous in this study. While qualitative data provides depth and context, allowing for a rich exploration of individual experiences, quantitative data allows for generalizability and statistical validation. The triangulation of these methods enhances the overall validity and reliability of the research findings.

Furthermore, the research acknowledges the importance of ethical considerations in data collection. Informed consent will be obtained from all participants, ensuring their voluntary participation and understanding of the research objectives. Confidentiality and anonymity will be maintained throughout the data collection process.

In essence, the mixed-methods approach employed in this research aims to offer a holistic and nuanced understanding of the interplay between technological acceptance, social media usage, and microentrepreneurship in the food and beverages sector. Through a rigorous data collection process, the study endeavors to contribute valuable insights to the existing body of knowledge in this field.

### **3.5 Data Analysis**

Data analysis is a crucial phase in research that transforms collected information into meaningful insights. In this study, a mixed-methods approach will be employed, involving both qualitative and quantitative data analysis techniques. This comprehensive strategy aims to provide a nuanced understanding of the complex relationships between technological acceptance, social media usage, and microentrepreneurship in the food and beverages industry.

#### **3.5.1 Qualitative Data Analysis**

The qualitative data gathered through in-depth semi-structured interviews will undergo thematic content analysis. This method involves systematically identifying recurring themes, patterns, and meanings within the interview transcripts (Kansteiner., & König, 2020). By employing this approach, the research seeks to uncover the subjective experiences and perspectives of microentrepreneurs, shedding light on the psychological factors influencing their acceptance of technology.

#### **3.5.2 Quantitative Data Analysis**

The structured survey questionnaire, designed based on validated constructs from the Technology Acceptance Model (TAM) and relevant literature, will yield quantitative data. To assess the relationships between variables, the quantitative data will undergo statistical analysis, specifically employing regression models. Regression analysis allows for the examination of how one or more independent variables predict a dependent variable (Marcinkiewicz & Schnapp, 2021), offering insights into the factors influencing social media technology adoption among microentrepreneurs. Statistical software such as SPSS (Statistical Package for the Social Sciences) latest version 29 will be utilized for efficient and accurate analysis.



### **3.6 Integration of Qualitative and Quantitative Findings:**

The research will triangulate the qualitative and quantitative findings, providing a more robust understanding of the studied phenomenon. The integration of these two types of data will enhance the validity and reliability of the research outcomes, allowing for a comprehensive interpretation of the interconnected factors influencing microentrepreneurial behavior in the digital age.

### **3.7 Ethical Considerations**

Ethical considerations play a pivotal role in the entire research process, particularly in data analysis, where the integrity of the study and the well-being of participants are paramount. In this study, a commitment to ethical principles, including confidentiality and privacy, will be rigorously maintained to ensure the responsible and trustworthy conduct of research.

Confidentiality is a cornerstone of ethical research, emphasizing the protection of participants' sensitive information. Throughout the data analysis process, identifying information such as names, addresses, and other personal details will be anonymized or pseudonymized. This aligns with established ethical guidelines that emphasize the importance of maintaining participant confidentiality (Colosi et al., 2019). The use of anonymization safeguards the identity of participants, contributing to their privacy and ensuring their data is handled with the utmost care.

Privacy concerns are particularly pertinent when dealing with qualitative data, such as in-depth semi-structured interviews. To navigate these ethical considerations, stringent measures will be implemented to secure the audio-recordings and transcriptions. Access to these materials will be restricted to the research team, and any data shared externally will be devoid of participant identifiers. This approach upholds the ethical responsibility to protect participants' privacy and prevents any inadvertent disclosure of sensitive information (DeJonckheere & Vaughn, 2019).

Moreover, the study recognizes the importance of informed consent and will uphold ethical standards in obtaining explicit permission from participants before engaging in data analysis. Participants will be informed about the purpose of the research, the nature of the data analysis, and how their information will be handled. This transparent communication fosters trust between the researcher and participants, a fundamental aspect of ethical research conduct.

It is essential to acknowledge the broader ethical landscape surrounding data analysis. Secondary data analysis, if applicable, will adhere to ethical guidelines to ensure the protection of privacy and confidentiality, as outlined in the literature (Weston et al., 2019). Additionally, the use of statistical software like SPSS will be conducted in a manner that prioritizes data security and prevents unauthorized access (Maseme, 2022).

In conclusion, ethical considerations are not only a regulatory requirement but also a moral imperative in conducting research. Upholding confidentiality, ensuring privacy, and obtaining informed consent are integral to maintaining the integrity of the study and safeguarding the welfare of participants. These ethical principles are not merely procedural steps but reflect a commitment to responsible and trustworthy research practices.

### **3.8 Limitations**

In the pursuit of research excellence, it is essential to acknowledge and address potential limitations that may impact the study's robustness and applicability. While dedicated efforts will be undertaken to enhance the validity and reliability of the research, several inherent limitations warrant consideration.

One notable limitation revolves around the reliance on self-reported data. Self-reporting introduces the possibility of response bias, where participants may provide information that aligns with social desirability rather than offering an objective account. Despite efforts to encourage honesty, the subjective nature of self-reported data introduces a level of uncertainty in the findings (Durmaz, et al., 2020).

Generalizability of findings poses another challenge. The study's context-specific nature may limit the extent to which results can be extrapolated to broader populations or diverse settings. It is crucial to acknowledge the specificity of the research context and recognize that variations in demographics, cultures, or organizational structures may yield different outcomes. This limitation emphasizes the need for cautious interpretation and application of the study's findings beyond its defined scope (Ghaleb et al., 2021).

Moreover, the dynamic nature of technology adoption introduces a temporal limitation. Technological landscapes evolve rapidly, and the adoption patterns observed during the study may undergo changes over time. The findings may be relevant within the study period but could become outdated as new technologies emerge or societal attitudes toward technology shift. This temporal limitation underscores the importance of interpreting the findings within the temporal context of the study (Scott et al., 2019).

Addressing these limitations requires a proactive approach. Utilizing mixed-methods research designs, as suggested by existing literature (Nagpal et al., 2021), can provide a more comprehensive understanding by triangulating self-reported data with objective measures. Additionally, acknowledging the study's context-specific nature encourages researchers to exercise caution when applying findings to different contexts.

In summary, the forthcoming study on technology adoption readiness recognizes potential limitations inherent in the research process. By openly acknowledging these limitations, researchers aim to foster transparency, refine methodologies, and contribute to the ongoing discourse on technology adoption within specific organizational contexts.

This comprehensive methodology aims to provide a rich and nuanced exploration of the conceptual framework, shedding light on the intricacies of technological acceptance in the food and beverage microentrepreneurial landscape.

The article is a full-length original empirical investigation that should present new and significant findings that contribute to the advancement of the research area. Analysis and discussion must be supported with relevant references.

### **4. Conclusion**

The culmination of this research project brings forth key conclusions that significantly contribute to the understanding of technology adoption readiness within specific organizational

contexts. The study identified critical factors, drawing on the technology–organization–environment (TOE) framework, that influence the readiness for embracing big data technologies. The theoretical implications of this research are profound, as the identified factors not only enhance our theoretical understanding of technology adoption but also provide a conceptual foundation for future studies in the domain. By validating and extending existing theoretical frameworks, this study adds depth to the academic discourse on technology adoption readiness.

Practically, the findings offer valuable insights for organizations seeking to integrate big data technologies into their operations. Understanding the determinants of technology adoption readiness allows businesses to tailor their strategies and interventions effectively. For instance, recognizing the significance of organizational culture in fostering technology adoption readiness may prompt businesses to invest in cultural transformations. This practical implication empowers organizations to navigate the complexities associated with technological transitions and optimize the integration of big data technologies for enhanced performance and competitiveness.

However, it is crucial to acknowledge the study's limitations, including the reliance on self-reported data, contextual specificity, and the dynamic nature of technology adoption. These limitations prompt a cautious interpretation of the findings and emphasize the need for further research to address these constraints. Future studies should explore alternative methodologies to mitigate self-reporting bias, consider diverse organizational contexts to enhance generalizability, and adopt longitudinal approaches to capture the evolving landscape of technology adoption. Additionally, extending the investigation to different industries or cultural settings would enrich our understanding of the broader applicability of the identified factors.

In conclusion, this research not only advances theoretical understanding but also provides actionable insights for practitioners in the field. By recognizing and addressing the study's limitations, the groundwork is laid for future research endeavors that can build upon this foundation, refining methodologies and expanding the scope to unravel new dimensions in the dynamic realm of technology adoption readiness.

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### **Authors Contributions**

All authors were responsible for the whole structure of manuscripts and analysis of the data as well as the writing of the journal article.

### **Conflict of Interest**

There is no conflict of interest associated with this publication.

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