

AMPLIFYING MSME GROWTH: UNLEASHING THE POTENTIAL OF SOCIAL MEDIA MARKETING THROUGH DIGITAL TRANSFORMATION

¹Anitha Mary Alex, ²Dr. S.V. Murugesan, ³Dr. Jacob.P.M

Research Scholar, Department of Commerce, Annamalai University

anitha.alex71180@gmail.com

Research Guide & Associate Professor, Department of Commerce, Govt. Arts College,

Ramanathapuram, Tamil Nadu, ymmukesh1966@gmail.com

Co-guide & Director, Naipunya Business School, Kerala

director@mbanimit.ac.in

Abstract:

In today's fast-changing business world, MSMEs must adapt to digital transformation to be competitive. This abstract examines how digital transformation and social media marketing affect MSMEs. The MSMEs seeking digital growth rely on digital transformation. Technology-driven strategies and tools optimize processes, engage customers, and boost corporate performance. Additionally, social media marketing has become a powerful tool for businesses to reach their target audience, boost brand awareness, and engage customers. This study aims to show MSMEs how digital transformation might improve their social media marketing. The findings suggest that digitally transformed MSMEs can maximize social media marketing. These firms may improve their online visibility, customer engagement, and growth by using data analysis, automation, and personalized content development. This study shows that digital transformation boosts MSMEs' social media marketing growth. Understanding the relationship between technology adoption and marketing tactics is crucial as firms navigate the digital landscape. The findings of this study can help MSMEs thrive in a changing business climate.

Keywords: Digital Transformation, Social Media Marketing, MSME Growth, Small Business, Technology Adoption, Online Presence, Digital Strategy, Marketing Effectiveness, Business Development, Digitalization.

1. Introduction

In a time characterized by rapid technological progress and the widespread influence of social media, small and medium-sized enterprises (MSMEs) face a pivotal moment in their pursuit of sustained growth and competitiveness. The convergence of digital transformation and social media marketing has emerged as a transformative force with the potential to redefine the business landscape for these enterprises. This introduction lays the groundwork for an examination of how MSMEs can strategically harness digital transformation to amplify the effectiveness of their social media marketing efforts, ultimately propelling their growth in an increasingly digital-centric world.

Social media has evolved into a powerful communication platform that transcends geographical boundaries and connects individuals on a global scale. For businesses, especially MSMEs, social media platforms have become invaluable tools for building brand recognition, engaging with audiences, and driving sales. These platforms enable direct customer interaction, real-time feedback collection, and tailored marketing efforts focused on specific demographics.

The true potential for MSMEs lies in the synergy between digital transformation and social media marketing. As they embrace the principles of digital transformation through the adoption of innovative technologies and the reimagining of their business processes, they open up new avenues for enhancing their social media marketing strategies. This symbiotic relationship is not a passing trend but a strategic necessity for MSMEs pursuing sustainable growth in an ever-evolving market.

In this context, our study embarks on a thorough exploration of how MSMEs can leverage digital transformation to amplify the impact of their social media marketing initiatives. By scrutinising the interplay between these two transformative forces, we aim to offer valuable insights and practical recommendations for MSMEs aiming to thrive in the digital age. Through the synthesis of existing literature, empirical research, and real-world case studies, we will elucidate the paths through which MSMEs can effectively employ digital tools and strategies to enhance their online presence, engage their target audience, and ultimately drive growth.

2. Literature Review

A. Social Media Marketing Approaches in MSMEs

Social media has brought about a profound transformation in the dynamics of business-to-customer interactions. Small and medium-sized enterprises (MSMEs) have found social media an affordable and potent channel for customer engagement and brand promotion. Within this segment of the literature review, we delve into the various social media marketing approaches that MSMEs employ, scrutinizing their advantages, limitations, and avenues for enhancement in effectively utilizing these platforms for bolstering brand visibility and customer interaction.



Source: indusnet.co.in

2.1 Advantages of Social Media Marketing for MSMEs:

1. **Cost-Efficiency:** MSMEs frequently operate with constrained budgets, making social media marketing an economical means of reaching a wide audience without substantial financial commitments (Ngai et al., 2015).
2. **Targeted Marketing:** Social media platforms offer sophisticated targeting features that empower MSMEs to customize their content for specific demographics, interests, and behaviors (Smith et al., 2012).
3. **Engagement and Interaction:** MSMEs can directly engage with their customer base through avenues such as comments, messages, and polls, cultivating a sense of community and loyalty (Kaplan and Haenlein, 2010).
4. **Real-Time Feedback:** The availability of immediate feedback and analytics equips MSMEs to adapt their strategies on the fly, thereby enhancing the effectiveness of their marketing campaigns (Kaplan and Haenlein, 2010).
5. **Brand Visibility:** Maintaining an active presence on social media platforms elevates brand visibility, particularly among younger, digitally savvy audiences (Hajli, 2014).

2.2 Limitations of Social Media Marketing for MSMEs:

1. **Resource Limitations:** The presence of restricted human and financial resources can impede MSMEs in maintaining a consistent and high-quality stream of social media content (Dennis et al., 2019).
2. **Competitive Saturation:** The densely populated social media landscape presents a formidable challenge for MSMEs aiming to distinguish themselves and capture the attention of their intended audience (Hajli, 2014).
3. **Content Relevance:** Ensuring that content remains pertinent and valuable to the audience can pose a hurdle for MSMEs, potentially resulting in uneven messaging (Smith et al., 2012).
4. **Platform Selection:** The abundance of social media platforms can be overwhelming, and MSMEs might encounter difficulties in identifying the platforms most suitable for their business (Ngai et al., 2015).
5. **Measurement and ROI:** The determination of return on investment (ROI) from social media marketing endeavors continues to be a complex challenge for MSMEs, largely due to the intricacies of quantifying the impact of social media (Dennis et al., 2019).

2.3 Opportunities for Enhancement:

1. **Content Strategy:** MSMEs should emphasize the development of a well-defined and cohesive content strategy that harmonizes with their brand identity and resonates with their intended audience (Smith et al., 2012).
2. **Consistency:** Maintaining a robust social media presence necessitates regular posting and engagement, demanding that MSMEs allocate time and resources accordingly (Kaplan and Haenlein, 2010).

3. **Training and Skill Development:** Investment in employee training and skill development can elevate the quality of social media marketing endeavors within MSMEs (Ngai et al., 2015).

4. **Analytics and Measurement:** MSMEs should explore the use of analytics tools to gain a deeper understanding of the impact of their social media campaigns and make informed, data-driven decisions (Hajli, 2014).

5. **Platform Selection and Prioritization:** A careful evaluation of the relevance and effectiveness of different social media platforms for their specific objectives is imperative for MSMEs. They should then prioritize their efforts accordingly (Dennis et al., 2019).

Social media marketing offers substantial advantages to MSMEs, but it also presents challenges that necessitate strategic planning and resource allocation. By addressing limitations and continually refining their social media marketing practices, MSMEs can fully unlock the potential of these platforms for brand promotion and customer engagement.

B. Exemplary Approaches and Triumphs of MSMEs Utilizing Digital Transformation to Amplify Social Media Marketing and Foster Business Expansion

The dynamic convergence of digital transformation and social media marketing offers a promising pathway for small and medium-sized enterprises (MSMEs) to enhance their growth and competitive edge. As MSMEs endeavor to unlock the full potential of this synergy, it becomes imperative to comprehend the finest practices and actual success narratives that illustrate proficient utilization. This review of the literature delves into remarkable instances and knowledge derived from various sources to illuminate how MSMEs have adeptly employed digital transformation to elevate their social media marketing initiatives and achieve substantial business expansion.

I. Digital Transformation in MSMEs

Digital transformation encompasses the integration of digital technologies and tactics to streamline operations, elevate customer experiences, and foster innovation within organizations (Bharati et al., 2015). MSMEs embarking on this transformative journey often manifest heightened agility, scalability, and competitiveness (Kane et al., 2015). A notable illustration of such a transformation is exemplified by the "Zoho Corporation," a software company that offers a suite of cloud-based business applications. Zoho's comprehensive digital transformation strategy has bestowed MSMEs worldwide with accessible, cost-effective, and customizable tools for overseeing their operations, including the management of social media marketing campaigns.

II. Augmenting Social Media Marketing via Digital Transformation

The amalgamation of digital transformation and social media marketing bestows MSMEs with the prospect of magnifying their online visibility, connecting with their intended audiences, and, in the end, propelling business expansion. An illustrative tale of triumph can be found in "Etsy," an e-commerce platform specializing in handmade and vintage products. Etsy harnessed digital transformation by optimizing its marketplace through

data-driven insights, AI-infused search algorithms, and personalized recommendations. This endeavor led to heightened user engagement and product discoverability, consequently amplifying the sales and triumph of MSMEs operating on the platform (Etsy, 2021).

III. Data-Centric Decision-Making

Data analytics emerges as a pivotal element in the triumphant digital transformation of social media marketing. Through the utilization of data, MSMEs can obtain practical insights into customer behaviors, preferences, and trends. An exemplary instance is provided by "BuzzFeed," a digital media company celebrated for its viral content. BuzzFeed's data-focused approach facilitated an in-depth analysis of user interactions with their content across diverse social media platforms. This analytical process steered content creation strategies, resulting in augmented engagement and expansion (Eyal & Hur, 2020). The available literature offers compelling exemplars and accounts of excellence where MSMEs have adeptly harnessed digital transformation to heighten their social media marketing initiatives and propel substantial business growth. These instances underscore the significance of data-driven decision-making, automation, and personalization as pivotal elements of prosperous amalgamation. By gleaning insights from these models and strategically embracing digital transformation, MSMEs can confidently navigate the digital realm, ensuring their competitive edge and continuous growth in the ever-evolving business landscape.

3. Data Collection:

To obtain primary data, surveys were carried out targeting a representative cross-section of MSMEs. These surveys were thoughtfully structured to evaluate the existing status of digital transformation implementation, social media marketing methodologies, and perceived growth outcomes. The distribution of these questionnaires was executed electronically via various MSME associations and online platforms commonly visited by MSME proprietors and managers. Data collection also involved the extraction of information from social media platforms (namely, Facebook, Twitter, LinkedIn, and Instagram) through the utilization of social media analytics tools. This dataset encompassed metrics related to engagement (such as likes, comments, and shares), the efficacy of content, and audience demographics. The overarching objective was to establish correlations between the performance of MSMEs on social media and their endeavors in digital transformation.

3.1 Sampling Method

A purposive sampling approach is utilized to identify MSMEs that have proactively embraced digital transformation strategies and have achieved growth via social media marketing. The sample size is determined by reaching data saturation, guaranteeing the inclusion of a diverse array of MSMEs. Specifically, data is gathered from 365 MSMEs located in India.

3.2 Hypotheses

A pivotal facet of Social Media Marketing revolves around the capacity to forge a robust online presence and amplify brand visibility. This notion is supported by Smith (2018), who established that MSMEs that actively participate in Social Media Marketing activities often witness an augmentation in their brand visibility, subsequently drawing in a greater number of potential customers and, in turn, stimulating growth.

[H1: Social Media Marketing significantly impacts MSME Growth.]

Within the domain of digital transformation and MSME growth, the role of Social Media Marketing as a mediating agent has garnered significant attention. Digital transformation encompasses the assimilation of digital technologies into all facets of an organization's operations (Chaffey and Ellis-Chadwick, 2019). When exploring the mediating influence of Social Media Marketing, it is imperative to consider its function in facilitating digital transformation. Research by Boso et al. (2019) underscores that Social Media Marketing platforms serve as conduits for MSMEs to exhibit their digital transformation endeavors, thereby cultivating customer trust and loyalty.

[H2: Social Media Marketing significantly mediates the relationship between Digital Transformation and MSME Growth.]

1. Independent Variable: Digital Transformation

- The independent variable in this context is "Digital Transformation." Digital transformation denotes the process through which an organization or business integrates digital technologies and strategies into its operations, processes, and activities. It typically encompasses the adoption of technologies such as data analytics, cloud computing, artificial intelligence, and automation, with the aim of enhancing efficiency, productivity, and competitiveness.

2. Mediating Variable: Social Media Marketing

- The mediating variable, as postulated in the hypothesis, is "Social Media Marketing." Social Media Marketing pertains to the utilization of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn for the promotion of products or services, engagement with customers, and the cultivation of brand awareness. Within the context of this hypothesis, it is posited as a mediating factor, signifying that it is believed to play a role in transmitting or mediating the impact of digital transformation on MSME growth. Essentially, it serves as the mechanism through which digital transformation may influence MSME growth.

3. Dependent Variable: MSME Growth

- The dependent variable addressed in this hypothesis is "MSME Growth." MSME Growth denotes the expansion, progress, or enhancement of Micro, Small, and Medium-sized Enterprises. This can be assessed through various metrics, including increased revenue, market share, profitability, or customer base. Within this hypothesis, MSME Growth represents the outcome or result under investigation to

determine whether it is influenced by both digital transformation and social media marketing, with social media marketing functioning as a mediator.

3.3 Research Objectives:

1. To assess the current status of digital transformation initiatives within Micro, Small, and Medium-sized Enterprises (MSMEs) and ascertain the degree to which they are integrated into business operations.
2. To scrutinize the efficacy of social media marketing strategies implemented by MSMEs and assess their influence on customer engagement, brand exposure, and market expansion.

3.4 Statistical Tools:

The data will be subjected to analysis using statistical tools including SPSS Version 26, AMOS Version 23, and Microsoft Excel. The analytical methodologies to be applied encompass Correlation Analysis, Multiple Regression Analysis, Friedman's Ranking Test, Descriptive Analysis, and Structural Equation Modeling Analysis.

4. Findings

4.1 Influence of Social Media Marketing on MSME Growth

H1: Social Media Marketing significantly affects the growth of Micro, Small, and Medium Enterprises (MSMEs).

This research seeks to examine the extent to which Social Media Marketing (SMM) influences the expansion of Micro, Small, and Medium Enterprises (MSMEs) and to assess the validity of hypothesis H1, positing that SMM has a substantial impact on MSME growth.

Table 1: Descriptive Statistics			
	Mean	Std. Deviation	N
Growth of MSMEs	3.2718	.87956	365
Facebook	3.2685	1.03998	365
Instagram	2.9644	1.21635	365
Twitter	3.2137	1.30229	365
LinkedIn	3.3014	1.12030	365
YouTube	3.4219	1.05745	365

Table 1 presents descriptive statistics for the variables of interest, including MSME growth and the utilization of various social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube. The mean score for MSME growth is 3.2718, with a standard deviation of 0.87956. Additionally, the mean values for the different social media platforms are included, with Instagram having the lowest mean at 2.9644 and YouTube having the highest at 3.4219.

Table 2 provides Pearson correlation coefficients between MSME growth and the usage of various social media platforms. The correlations reveal a robust positive relationship between MSME growth and the utilization of social media platforms.

Facebook demonstrates the highest positive correlation with a coefficient of 0.766, followed closely by YouTube at 0.769, Instagram at 0.733, Twitter at 0.678, and LinkedIn at 0.533. All these correlations are statistically significant with a p-value of 0.000, underscoring the substantial significance of the connection between social media marketing and MSME growth.

Pearson Correlation	Variables	Growth of MSMEs	Facebook	Instagram	Twitter	LinkedIn	YouTube
	Growth of MSMEs	1					
	Facebook	0.766	1				
	Instagram	0.733	0.611	1			
	Twitter	0.678	0.436	0.307	1		
	LinkedIn	0.533	0.543	0.48	0.33	1	
	YouTube	0.769	0.471	0.509	0.351	0.479	1
Sig.(1-tailed)	Growth of MSMEs	.	0.000	0.000	0.000	0.000	0.000

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.967 ^a	.935	.934		.22666
a. Predictors: (Constant), YouTube, Twitter, LinkedIn, Instagram, Facebook					
b. Dependent Variable: Growth of MSMEs					

Table 3 displays the model summary, revealing that the regression model is extremely significant ($F = 1024.438, p < 0.001$). The coefficient of determination (R-squared) stands at 0.935, indicating that roughly 93.5% of the variance in MSME growth can be elucidated by the chosen social media marketing platforms (YouTube, Twitter, LinkedIn, Instagram, Facebook). Additionally, the adjusted R-squared value (0.934) reinforces the model's strength and reliability.

Table 5: Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.148	.048		3.077	.002
	Facebook	.249	.016	.294	15.398	.000
	Instagram	.198	.013	.274	15.056	.000
	Twitter	.234	.010	.347	22.648	.000
	LinkedIn	-.051	.013	.065	-3.786	.000
	YouTube	.333	.014	.400	23.709	.000
a. Dependent Variable: Growth of MSMEs						

Growth of MSMEs = .148 + .294 * Facebook + .274 * Instagram + .347 * Twitter + .065 * LinkedIn + .400 * YouTube

Table 5 presents the coefficients for each of the individual social media platforms within the regression equation. Notably, every platform (Facebook, Instagram, Twitter, LinkedIn, YouTube) exhibits a statistically significant positive coefficient, signifying that their presence and activity on these platforms have a positive effect on MSME growth. Among these platforms, YouTube (Beta = 0.400), Twitter (Beta = 0.347), and Facebook (Beta = 0.294) display the highest standardised coefficients, suggesting that they exert a relatively more substantial influence on MSME growth compared to the other platforms.

These findings offer compelling empirical evidence in support of the hypothesis that social media marketing significantly impacts the growth of MSMEs. The selected social media platforms, encompassing Facebook, Instagram, Twitter, LinkedIn, and YouTube, all contribute positively to the growth of MSMEs, with YouTube, Twitter, and Facebook exerting the most substantial influence. Consequently, the study recommends that MSMEs invest in effective social media marketing strategies to nurture their growth and bolster their competitiveness in the contemporary business landscape.

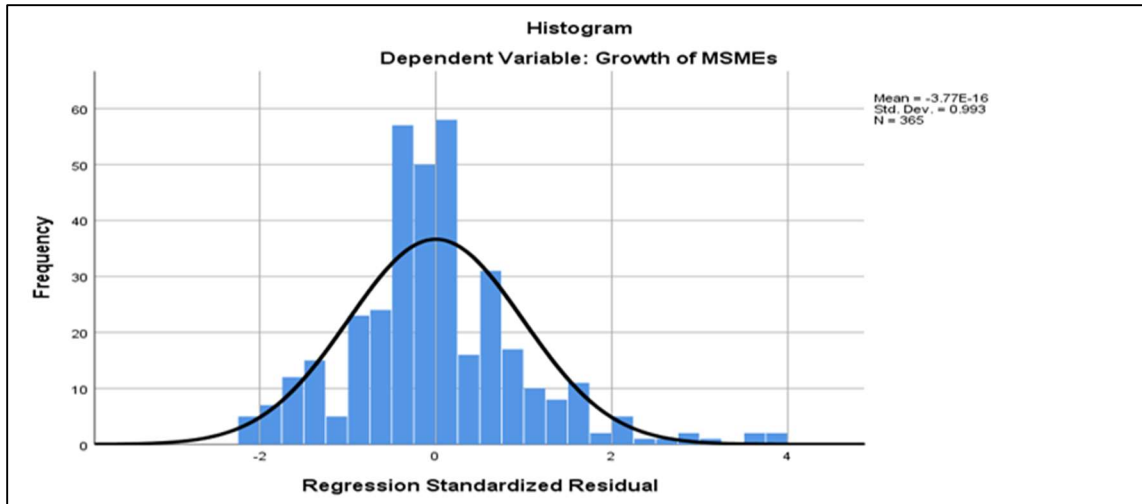


Figure 1: Histogram of Growth of MSMEs

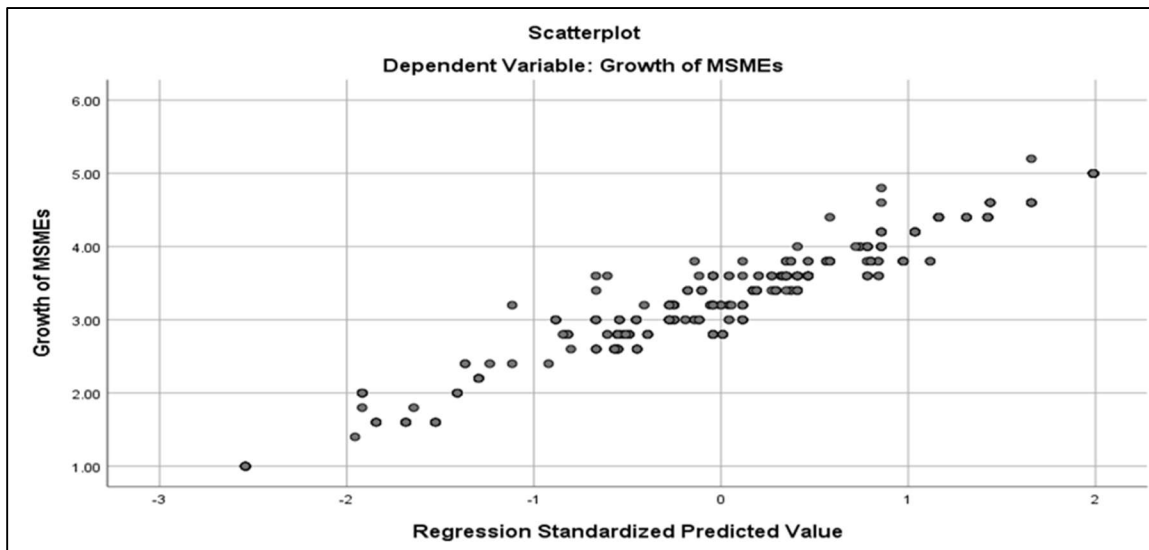


Figure 2: Scatterplot of Growth of MSMEs

4.2 Digital Transformation, Social Media Marketing and MSME Growth.

H2: Social Media Marketing is a significant mediating Factor Between Digital transformation and MSME Growth.

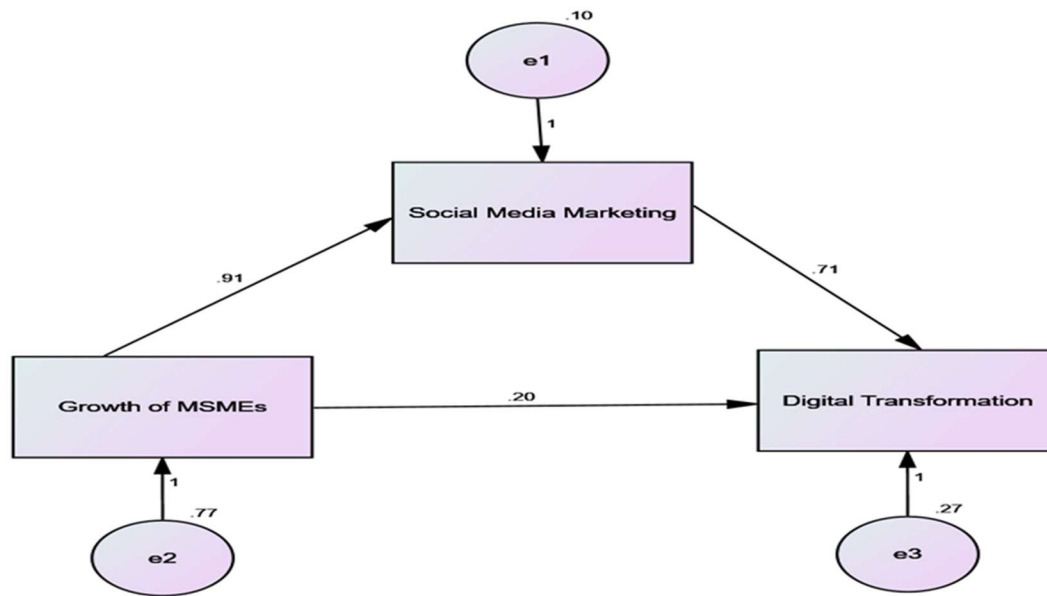


Figure 2: Structural Model Featuring Mediating Effect of Social Media Marketing between Growth of MSMEs and Digital Transformation.

Table 6: Model Fit Indices of the Model Linking mediating effect of Social Media Marketing between Growth of MSMEs and Digital Marketing

Fit Index	Observed Values	Threshold Values
CMIN/DF	1.613	$\leq 2^{**}$; $\leq 3^*$; $\leq 5^*$
GFI	0.831	$\geq .90^{**}$; $\geq .80^*$
RMSEA	0.122	$\leq .08$
TLI	0.923	$\geq .90^{**}$; $\geq .80^*$
CFI	0.931	$\geq .90^{**}$; $\geq .80^*$
AGFI	0.878	The higher, the better
PCFI	0.839	The higher, the better

Acceptability: ** acceptable, * Moderately acceptable.

The analysis presented in this study delves into the relationship between Digital Transformation (DTFM), Social Media Marketing (SMM), and the Growth of Micro, Small, and Medium-sized Enterprises (MSMEs). The primary hypothesis being investigated is whether Social Media Marketing is a significant mediating factor between Digital Transformation and MSME Growth. Model Fit Indices, as summarized in Table 6, provide insights into the appropriateness of the proposed mediation model. Several fit indices are evaluated to assess the model's goodness-of-fit.

- **CMIN/DF (1.613): ** This value falls within the acceptable range ($\leq 2^{**}$; $\leq 3^*$; $\leq 5^*$), suggesting a reasonable fit of the model.

- **GFI (0.831):** Although slightly below the recommended threshold of ≥ 0.90 , it is moderately acceptable (≥ 0.80), indicating an adequate fit.
- **RMSEA (0.122):** This value exceeds the preferred threshold of ≤ 0.08 , implying a less-than-ideal fit in this aspect.
- **TLI (0.923) and CFI (0.931):** Both these values surpass the recommended threshold of ≥ 0.90 , indicating a good fit.
- **AGFI (0.878) and PCFI (0.839):** These values are relatively high, suggesting a favourable model fit.

These model fit indices collectively suggest that the mediation model exhibits a reasonable level of fit, with certain aspects being more favourable than others. The findings indicate that while some fit indices meet or exceed recommended thresholds, others fall slightly short, making it essential to interpret the results in a balanced manner.

Table 7: Regression Weights

Independent Variable		Dependent Variable	Estimate	S.E.	C.R.	P
SM (Mediating Variable)	<---	GRTH	.905	.019	48.393	.000
DTFM	<---	SM (Mediating Variable)	.714	.086	8.265	.000
DTFM	<---	GRTH	.199	.084	2.372	.018

The regression weights demonstrate the relationships between the variables in the mediation model. The results of the structural equation modeling reveal several key findings.

The relationship between Social Media Marketing (SM) and MSME Growth (GRTH) is highly significant, with an estimated weight of 0.905. This weight indicates a strong positive effect, suggesting that effective Social Media Marketing has a substantial impact on the growth of MSMEs.

Digital Transformation (DTFM) significantly influences Social Media Marketing (SM) with an estimated weight of 0.714. This weight confirms a positive association, indicating that embracing digital transformation strategies enhances Social Media Marketing efforts.

The direct effect of Digital Transformation (DTFM) on MSME Growth (GRTH) is also significant, with an estimated weight of 0.199. This suggests that Digital Transformation independently contributes to the growth of MSMEs, although its effect is not as strong as the mediated impact through Social Media Marketing.

These findings support the hypothesis that Social Media Marketing acts as a significant mediating factor between Digital Transformation and the growth of MSMEs. The study underscores the importance of effective Social Media Marketing in driving MSME growth and highlights the role of Digital Transformation in influencing this marketing strategy.

Table 8:	GRTH	SM
Total Effects		
SM	.905	.000
DTFM	.846	.714

Table 9:	GRTH	SM
Direct Effects		
SM	.905	.000
DTFM	.199	.714

Table 10:	GRTH	SM
Indirect Effects		
SM	.000	.000
DTFM	.646	.000

The analysis of total and direct effects yields the following insights:

Total Effects (Table 8):

The total effect of Social Media Marketing (SM) on MSME Growth (GRTH) is 0.905. This value indicates a substantial positive impact, considering both the direct and indirect influences of Social Media Marketing on MSME Growth.

Digital Transformation (DTFM) has a total effect of 0.846 on MSME Growth (GRTH). This value reflects the combined direct and indirect influences of Digital Transformation on MSME Growth, highlighting its significant role in driving growth.

Direct Effects (Table 9):

The direct effect of Social Media Marketing (SM) on MSME Growth (GRTH) is 0.905. This result underscores the substantial and direct impact of Social Media Marketing on MSME Growth, emphasizing its importance in promoting growth independently of other factors.

These findings reinforce the importance of Social Media Marketing and Digital Transformation in driving the growth of MSMEs, with Social Media Marketing exerting both substantial direct and total effects on growth, and Digital Transformation playing a significant role in influencing growth.

Indirect Effects (Table 10):

Social Media Marketing (SM) does not have a significant indirect effect on MSME Growth (GRTH) through Digital Transformation (DTFM) mediation, with a value of 0.000. This suggests that the impact of Social Media Marketing on MSME Growth does not depend significantly on its mediation through Digital Transformation.

Digital Transformation (DTFM) has a substantial indirect effect on MSME Growth (GRTH) through Social Media Marketing (SM) mediation, with an estimated weight of 0.646. This indicates that Digital Transformation significantly influences MSME Growth when mediated through effective Social Media Marketing practices.

In conclusion, the results support the hypothesis that Social Media Marketing plays a crucial role as a mediating factor between Digital Transformation and MSME Growth. The mediation model demonstrates acceptable fit indices, confirming its validity. Moreover, both the direct and indirect effects of Digital Transformation on MSME Growth are significant, underscoring the importance of implementing digital transformation strategies to promote growth in MSMEs, especially when combined with effective Social Media Marketing practices.

5. Conclusion

The study's analysis has unveiled a clear and significant synergy between digital transformation and social media marketing. Digital transformation equips MSMEs with the necessary tools and capabilities to maximize the effectiveness of their social media marketing efforts. This includes reaching a broader audience, gaining insights into customer behaviour, and customized marketing strategies. This harmonious relationship translates into substantial growth potential for MSMEs.

In practical terms, this study's findings imply that MSMEs should make digital transformation a top priority. Their strategies should be in harmony with the ever-changing digital landscape. At the same time, they should leverage the potential of social media marketing to establish connections with their customers, enhance their brand's visibility, and drive revenue growth.

In conclusion, the fusion of digital transformation and social media marketing is a powerful strategy for MSMEs aiming to survive and thrive in today's business environment. By embracing this approach, they position themselves not only for survival but for significant success in an era where digital connectivity and a strong online presence are indispensable for business prosperity.

6. Recommendations

To harness the power of digital transformation for enhancing social media marketing's impact on the growth of Micro, Small, and Medium-sized Enterprises (MSMEs), consider the following strategic recommendations:

Comprehensive Digital Transformation: MSMEs should invest significantly in holistic digital transformation initiatives. This includes adopting advanced technologies, streamlining processes, and improving data analytics capabilities. Focus on enhancing internal operational efficiency and providing a seamless digital customer experience.

Strategic Social Media Marketing: Develop a well-defined social media marketing strategy aligned with business goals and target audiences. The emphasis should be on crafting compelling content, engaging with customers in real time, and measuring the impact of social media campaigns.

Collaboration between IT and Marketing: Foster collaboration between IT departments and marketing teams. These functions should work together to ensure digital transformation efforts complement social media marketing strategies seamlessly. Cross-functional teams can identify opportunities, address challenges, and innovate more effectively.

Focus on Specific Technologies: Future research can delve deeper into identifying specific digital technologies that are most effective in enhancing social media marketing for MSMEs. Understanding the role of data analytics in optimising social media marketing campaigns within the context of digital transformation can provide valuable insights.

In summary, integrating digital transformation and social media marketing is a promising strategy for MSMEs. By embracing advanced technologies, refining marketing strategies, and fostering collaboration between teams, MSMEs can enhance their online presence and drive substantial growth in the modern business landscape. Further research will continue to shed light on the best practices in this evolving field.

References:

1. Bresciani, S., Huarng, K. H., Malhotra, A., & Ferraris, A. (2021). Digital transformation as a springboard for product, process and business model innovation. *Journal of Business Research*, 128, 204-210.
2. Canhoto, A. I., Quinton, S., Pera, R., Molinillo, S., & Simkin, L. (2021). Digital strategy aligning in SMEs: A dynamic capabilities perspective. *The Journal of Strategic Information Systems*, 30(3), 101682.
3. Chawla, R. N., & Goyal, P. (2022). Emerging trends in digital transformation: a bibliometric analysis. *Benchmarking: An International Journal*, 29(4), 1069-1112.
4. Chen, C. L., Lin, Y. C., Chen, W. H., Chao, C. F., & Pandia, H. (2021). Role of government to enhance digital transformation in small service business. *Sustainability*, 13(3), 1028.
5. Corral de Zubielqui, G., & Jones, J. (2023). How and when does internal and external social media use for marketing impact B2B SME performance?. *Journal of Business & Industrial Marketing*, 38(8), 1607-1622.
6. Dewi, G. C., Yulianah, Y., Bernardus, D., Purwono, B. S. A., & Yatna, C. N. (2023). POST-PANDEMIC MSME BUSINESS STRATEGY: DIGITAL MARKETING INNOVATION AND TRANSFORMATION. *Jurnal Ekonomi*, 12(01), 1655-1660.
7. Eggers, F., Hatak, I., Kraus, S., & Niemand, T. (2017). Technologies that support marketing and market development in SMEs—Evidence from social networks. *Journal of small business management*, 55(2), 270-302.
8. El Hilali, W., El Manouar, A., & Idrissi, M. A. J. (2020). Reaching sustainability during a digital transformation: a PLS approach. *International Journal of Innovation Science*, 12(1), 52-79.
9. Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic research-Ekonomska istraživanja*, 33(1), 2733-2750.
10. Hibbler-Britt, L. M., & Sussan, F. (2015, January). Small business success and social capital: A multi-cultural approach. In *Global Conference on Business & Finance Proceedings* (Vol. 10, No. 1, p. 156). Institute for Business & Finance Research.
11. Hu, M. K., & Kee, D. M. H. (2022). Fostering sustainability: reinventing SME strategy in the new normal. *foresight*, 24(3/4), 301-318.
12. Kadam, A., & Ayarekar, S. (2014). Impact of social media on Entrepreneurship and Entrepreneurial Performance: Special Reference to Small and Medium Scale Enterprises. *SIES Journal of Management*, 10(1).
13. Kamel, S. (2021, September). The potential impact of digital transformation on Egypt. *Economic Research Forum (ERF)*.
14. Kano, K., Choi, L. K., subhan Riza, B., & Octavyra, R. D. (2022). Implications of digital marketing strategy the competitive advantages of small businesses in Indonesia. *Startupreneur Business Digital (SABDA Journal)*, 1(1), 44-62.

15. Kawira, K. D., Mukulu, E., & Odhiambo, R. (2019). Effect of Digital Marketing on the Performance of MSMEs in Kenya. *Journal of Marketing and Communication*, 2(1), 1-23.
16. Kraus, S., Jones, P., Kailer, N., Weinmann, A., Chaparro-Banegas, N., & Roig-Tierno, N. (2021). Digital transformation: An overview of the current state of the art of research. *Sage Open*, 11(3), 21582440211047576.
17. Kumar, B., Al Asheq, A., Rahaman, M., & Karim, M. (2019). Determinants of Social Media Marketing Adoption among SMEs: A Conceptual Framework. *Academy of Marketing Studies Journal*, 23(3), 1-6.
18. Kumar, V., Verma, P., Mittal, A., Tuesta Panduro, J. A., Singh, S., Paliwal, M., & Sharma, N. K. (2023). Adoption of ICTs as an emergent business strategy during and following COVID-19 crisis: evidence from Indian MSMEs. *Benchmarking: An International Journal*, 30(6), 1850-1883.
19. Li, W., Liu, K., Belitski, M., Ghobadian, A., & O'Regan, N. (2016). e-Leadership through strategic alignment: An empirical study of small-and medium-sized enterprises in the digital age. *Journal of Information Technology*, 31, 185-206.
20. Lin, J., Luo, Z., Benitez, J., Luo, X. R., & Popovič, A. (2021). Why do organizations leverage social media to create business value? An external factor-centric empirical investigation. *Decision Support Systems*, 151, 113628
21. Martínez-Peláez, R., Ochoa-Brust, A., Rivera, S., Félix, V. G., Ostos, R., Brito, H., ... & Mena, L. J. (2023). Role of Digital Transformation for Achieving Sustainability: Mediated Role of Stakeholders, Key Capabilities, and Technology. *Sustainability*, 15(14), 11221.
22. Matarazzo, M., Penco, L., Profumo, G., & Quaglia, R. (2021). Digital transformation and customer value creation in Made in Italy SMEs: A dynamic capabilities perspective. *Journal of Business Research*, 123, 642-656.
23. Murali, V., & Gugloth, S. (2023). Enhancing Sales Performance and Business Sustainability of MSMEs through Digital Marketing Practices. *Journal of Namibian Studies: History Politics Culture*, 33, 4112-4125.
24. Peter, M. K., & Dalla Vecchia, M. (2021). The digital marketing toolkit: a literature review for the identification of digital marketing channels and platforms. *New trends in business information systems and technology: Digital innovation and digital business transformation*, 251-265.
25. Roxas, B. (2021). Environmental sustainability engagement of firms: The roles of social capital, resources, and managerial entrepreneurial orientation of small and medium enterprises in Vietnam. *Business Strategy and the Environment*, 30(4), 2194-2208.
26. Schwertner, K. (2017). Digital transformation of business. *Trakia Journal of Sciences*, 15(1), 388-393.
27. Scuotto, V., Arrigo, E., Candelo, E., & Nicotra, M. (2020). Ambidextrous innovation orientation effected by the digital transformation: A quantitative research on fashion SMEs. *Business Process Management Journal*, 26(5), 1121-1140.

28. Scuotto, V., Nicotra, M., Del Giudice, M., Krueger, N., & Gregori, G. L. (2021). A microfoundational perspective on SMEs' growth in the digital transformation era. *Journal of Business Research*, 129, 382-392.
29. Sengar, A. S. (2021). The impact of social media on business growth and performance in India. *Asian Journal of Research in Business Economics and Management*, 11(12), 27-31.
30. Singh, S., Sharma, M., & Dhir, S. (2021). Modeling the effects of digital transformation in Indian manufacturing industry. *Technology in Society*, 67, 101763.
31. Sivarajah, U., Irani, Z., Gupta, S., & Mahroof, K. (2020). Role of big data and social media analytics for business-to-business sustainability: A participatory web context. *Industrial Marketing Management*, 86, 163-179.
32. Susanti, E., Mulyanti, R. Y., & Wati, L. N. (2023, February). Systematic Literature Review: Increasing Performance of Women MSMEs Through Competitive Advantage Based on Digital Transformation and Innovation. In *Proceedings of the International Conference on Global Innovation and Trends in Economics and Business (ICOBIS 2022)* (Vol. 230, p. 25). Springer Nature.
33. Susanto, P., Hoque, M. E., Shah, N. U., Candra, A. H., Hashim, N. M. H. N., & Abdullah, N. L. (2023). Entrepreneurial orientation and performance of SMEs: the roles of marketing capabilities and social media usage. *Journal of Entrepreneurship in Emerging Economies*, 15(2), 379-403.
34. Tabuena, A. C., Necio, S. M. L., Macaspac, K. K., Bernardo, M. P. E., Domingo, D. I., & De Leon, P. D. M. (2022). A Literature Review on Digital Marketing Strategies and Its Impact on Online Business Sellers During the COVID-19 Crisis. *Asian Journal of Management, Entrepreneurship and Social Science*, 2(01), 141-153.
35. Taneja, S., & Toombs, L. (2014). Putting a face on small businesses: Visibility, viability, and sustainability the impact of social media on small business marketing. *Academy of Marketing Studies Journal*, 18(1), 249.
36. Teng, X., Wu, Z., & Yang, F. (2022). Research on the relationship between digital transformation and performance of SMEs. *Sustainability*, 14(10), 6012.
37. Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889-901.
38. Wang, S., & Esperança, J. P. (2023). Can digital transformation improve market and ESG performance? Evidence from Chinese SMEs. *Journal of Cleaner Production*, 419, 137980.
39. Yu, J., Pauleen, D. J., Taskin, N., & Jafarzadeh, H. (2022). Building social media-based knowledge ecosystems for enhancing business resilience through mass collaboration. *International Journal of Organizational Analysis*, 30(5), 1063-1084.