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Social Media and Entrepreneurship Challenges in the Sultanate of Oman

Nasser Al Harrasi^{1*}, Ahmed Nawaz Hakro², Vijayakumar Srinivasan², Blossom Christina², Mariya Al Jabri³

¹ *Department of Business and Accounting, Muscat College, Muscat, Sultanate of Oman*

² *Department of Management Studies, Middle East College, Muscat, Sultanate of Oman*

³ *Department of Tourism and Management Studies, Oman Tourism College, Muscat, Sultanate of Oman*

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Abstract:

The study explores the premise that social media overcomes the management, technology, and marketing challenges entrepreneurs face in using social media networking platforms. A field survey is designed to capture the entrepreneurial challenges faced by social media user entrepreneurs. The data captures the regional representation, gender, number of products, sales, age, qualifications, and major challenges of technology, marketing, and management issues. The results confirm that social media helps entrepreneurs overcome several challenges. The gender factor indicates a significant positive relationship with work and family life and managerial skills. The marketing challenge has a significant positive relationship with self-confidence, networks, industry contacts, and information asymmetry. This study identifies the entrepreneurship challenges faced by the users and how social media contributes to overcoming these challenges. The study is novel due to identifying the entrepreneurs' skills of using social media and overcoming many challenges such as management skills to run the business, accessing the modern technology, pricing the goods/services, identifying unfavorable market conditions, reducing the cost of machinery maintenance, the effect of competition, self-confidence, demand fluctuation, finding more suppliers, networks, industry contacts, and accessing market-related information. The challenges are investigated with many factors such as gender, number of the products or services, turnover (sales), age, daily usage, number of likes or followers, and age of sales/income from social media.

Keywords: challenges, social media, entrepreneurship, Sultanate of Oman.

Corresponding Author: Nasser Al Harrasi, Department of Business and Accounting, Muscat College, Muscat, Sultanate of Oman; email: nasser.alharrasi@muscatcollege.edu.om

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阿曼蘇丹國的社交媒體和創業挑戰

摘要：

該研究探討了社交媒體克服了企業家在使用社交媒體網絡平台時面臨的管理、技術和營銷挑戰的前提。實地調查旨在捕捉社交媒體用戶企業家面臨的創業挑戰。這些數據捕獲了區域代表性、性別、產品數量、銷售額、年齡、資格以及技術、營銷和管理問題的主要挑戰。結果證實，社交媒體可以幫助企業家克服若干挑戰。性別因素表明與工作和家庭生活以及管理技能存在顯著的正相關關係。營銷挑戰與自信、網絡、行業聯繫和信息不對稱具有顯著的正相關關係。本研究確定了用戶面臨的創業挑戰以及社交媒體如何幫助克服這些挑戰。這項研究之所以新穎，是因為它確定了企業家使用社交媒體的技能，並克服了許多挑戰，例如經營業務的管理技能、獲取現代技術、為商品/服務定價、識別不利的市場條件、降低機械維護成本，競爭的影響，自信，需求波動，尋找更多的供應商，網絡，行業聯繫，獲取市場相關信息。這些挑戰通過許多因素進行調查，例如性別、產品或服務的數量、營業額（銷售額）、年齡、日常使用、喜歡或追隨者的數量以及社交媒體的銷售/收入年齡。

关键词：挑戰、社交媒體、企業家精神、阿曼蘇丹國。

1. Introduction

Social media is a platform of communication where the content is produced and communicated by the people (Bruns, 2018). The distinct difference between social and other forms is the blurring of users and creators of content, whereas, in traditional media, producers and consumers are distinct. Social media sites are the access points where traders can market their products to consumers (Fisher, 2016). Social media platforms have become a stage for traders where traders do not need to place their products on a shelf but offer a website or web page where consumers worldwide can see the product and place an order. It engages customers to share information, interact, and cooperate to make web content and utilize it. Social media operates through web-based services that enable people to (1) build an open or semi-open profile inside a limited framework, (2) willfully choose a list of users with whom they share a connection, and (3) view and network their connection list and those made by others inside the framework. The nature and terminology of these associations and connections may differ from site to site (Chaudhry, 2014). Studies such as Kakish and Al-Haddad (2018) analyze the possible extent to which social network sites could influence the success of entrepreneurial ventures. Woo et al. (2011) confirm that social media is a reliable platform and network of professions that allow knowledge sharing and collating ideas and opportunities. They also analyze the effect of the usage with the adoption of the technology acceptance to foster youth entrepreneurship. The use of social media gives new thoughts and ideas to discover new horizons for their product through new technologies and other experiments according to their customers' demands (Evans, 2010). Neti (2011) suggest sharing opinions, photos, content, and views where people can communicate with each other.

According to the research, networking on various social media constitutes about 28% of internet consumption per day. The increasing usage of the mobile internet is evident as the time spent on it daily has risen from 1.24 hours in 2012 to 1.99 hours in 2015 (Cosenza, 2013). Facebook is a popular social network service that now offers multi- capabilities, linked with various applications and sites. YouTube, Instagram, LinkedIn, Google Plus, Tumblr, and WhatsApp are different types of popular social media. This raises an interesting question about the extent of using social media in entrepreneurship activities and the ability of social media to facilitate entrepreneurship activities. There are challenges faced when using social media for entrepreneurship. Most users indicate that the lack of a social media team to help handle the huge numbers of customer inquiries, messages, or comments leads to delayed customer feedback, resulting in customer dissatisfaction. Lack of or poor network connection hinders communication as social media can only be accessed with good Internet connectivity. Handling negative customer comments or complaints was also a challenge as some customer comments are outright malicious, and some comments are posted by their competitors to destroy their business reputation. Social media can spread incorrect business information like wildfire. Use of product pictures stolen from other business owners, ensuring timely delivery of all business orders all over the country, and con artists posing as genuine business owners or buyers were all reported as challenges of operating online. Lack of knowledge and capabilities in understanding the dynamics of social media, privacy concerns, and what to post on social media is making businesses shy towards social media, which is primarily used for branding and marketing products. Moreover, microblogging seems to be preferred

by businesses more than Facebook-like applications. This study is designed to identify the entrepreneurship challenges faced by the users and how social media contributes to overcoming these challenges in Oman. The proposed hypothesis is that social media may likely help understand the initial level of challenges faced by young entrepreneurs who are using this platform, against the alternative hypothesis that social media may not likely help address these challenges. The survey conducted is very helpful in identifying the entrepreneurs' skills in using social media and overcoming many challenges.

2. Literature Review

Social media are a breakthrough technological platform for global social networking. Entrepreneurs need to develop the skills in using social media because of these three important factors, efficiency, flexibility, and effectiveness. According to Park et al. (2017), the utilization of social media based on social cognitive theory suggests that the platform opens the business to the two important aspects of development: discovery and creation of entrepreneurial opportunity. Roslan et al. (2019) suggest that the development of entrepreneurship skills begins with understanding social entrepreneurship, which is greatly emphasized in the use of social media in general. This means entrepreneurs learn to adapt the concept of social media to their business. The main goal for businesses in using social media is to gain brand awareness, identify target markets and demographics, and use that information for future decision-making. The first skill that entrepreneurs need to develop is the ability to know the audiences. A large chunk of social media users belongs to the younger demographics. Each demographic group has its interests, shared perceptions, and preferences. Entrepreneurs will need to learn how to isolate one market type from another to create a more focused marketing decision. This skill refers to entrepreneurial identity in which business owners are expected to clearly represent their identity, the value offered, and brand targets in reaching intended markets (Horst et al., 2019). Another importance of social media that entrepreneurs need to learn is to be creative in storytelling. This is because not all content on social media can be deemed effective in capturing the general audience's attention. Creativity is part of the skills in creating audience engagement, gaining more attention, and generally providing interesting content. Entrepreneurs who are looking to develop skills in social should also learn to become influencers themselves. This is because the cornerstone of social media is to influence the users, engage the users, and convert influences into profit. Social media is about social interaction and engagement through a virtual network. Customer centricity is a powerful business segment that helps entrepreneurs in customer acquisition and retention. The lack of customer support or a communication channel

where customers can reach out to the business is a major factor that causes a business to fail. Social media is primarily a platform where people can connect with friends and families or even meet new acquaintances. The same social dynamics can be leveraged by businesses in gaining new audiences that later can be turned into customers. According to Baumöl et al. (2016), the main characteristic of social media that makes it very effective for customer engagement is interactivity. Communication and interaction happen in real time, and the geographical boundaries to reaching out to more people are practically inexistent. This is also why businesses use social media as a fundamental part of their customer relations management (Becker et al., 2016). There is no arguing that customer relation is an important business bloodline that needs to be constantly and consistently improved. This will translate to a better customer experience, creating more value for the business. According to Becker et al. (2016), the importance of social media in customer interaction is to enable faster communication between the business and the customers. In social media, entrepreneurs can reach out and respond to the customer in comparison to other means of communication such as email, call, or text. Furthermore, a large majority of the population spends time on various social media platforms. Communication between consumers and businesses is 42% faster at an average response time of 60 minutes (Becker et al., 2016). One of the notable features of social media that greatly elevates the value of the business in one glance is the response rate. For example, business pages on Facebook now show a response time rate, displaying how fast or slow the business responds to inquiries and messages. When a business page shows a 5-min response time at 100%, the response rate is tagged as very responsive; the customers become more comfortable reaching out to the business as they are assured that someone is at the other end, ready to attend to their concerns. This is a factor that highlights the importance of social media to customer interaction. The sense of urgency invested in responding to customer concerns influences future buying decisions on the part of the customers. A study by Hogan and Coote (2014) on organizational culture, innovation, and performance indicated that small and medium enterprises (SMEs) were able to develop based on their experiences of dealing with clients over the social platforms. Tajvidi and Karami (2021) further argued that using social media platforms was one of the approaches to learning to deal with customers over time and that virtual interactions could shape one's communication skills. Through social media platforms, it is possible to identify drivers and moderators for business performance. The firm's capabilities and resources, coupled with the right platforms, can create a competitive advantage. Social media networks can connect many customers apart through reviews and communication given as feedback. In addition, businesses

can create platforms to engage customers one-on-one, understand their needs, and then offer tailor-made products. Sharing over social media with clients has been said to promote client loyalty and brand awareness and sway customers' purchasing decisions (Nisar & Whitehead, 2016). Once a network of customers, suppliers, and businesses is created, there is a high likelihood of forming new business ventures to offer solutions to customers, thus promoting entrepreneurship. A study by Nair (2017) on social media impact on business development, organizational performance, and the B2B relationship concluded that SMEs had used social media platforms to positively impact the micro- and macro-climate of the business, leading to expansion. The dissertation used a mixed approach, focusing on the Arki Group in the United Arab Emirates. The findings point out improved visibility, better relationships in the industry, enhanced customer service, and improved organizational communication in the business area. The industry leaders define social networking as a community where entrepreneurs collaborate and share knowledge to foster creativity and provide opportunities and resource acquisition (Turkina, 2017). There is currently no definite measure or tool to capture the critical aspects of social networking to facilitate business growth. Acquaintance with one member can lead to some other acquaintances within that organization forming a network of individuals that can be reached. There is also social networking in the context of online presence, namely in the form of social media accounts that entrepreneurs can use to reach other individuals. According to Subrahmanyam (2019), entrepreneurs seek information about labor, skills, capital, and other resources that they can use to achieve their business goals. Therefore, social networking can be defined as social capital in which business owners seek and establish ties within their respective social structures to gain access to various resources held by other entrepreneurs (Zafar et al., 2017). Social networking features include transferring information from one person to another, the form of communication, communication content, the exchange content, and expectations of exchanged value (Subrahmanyam, 2019). The established relationship between the network of individuals playing different roles, such as suppliers, customers, investors, and other entrepreneurs, and exchange yields benefits to all parties. For instance, the role set for social networks encompasses a direct relationship between an entrepreneur and a customer where the former is the provider of products and services while the latter is the consumer. Regardless of the type of role that each party partakes in exchange, the interaction encompassing the dimensions of density, size, focus, centrality, reachability, and centrality can be regarded as social networking.

Kärkkäinen et al. (2010), examining a survey performed by Coleman (2009), highlight the challenges for businesses to adopt social media: lack of knowledge

of the possibilities of social media innovation, difficulties in calculating return on investment of time, problems in adopting new mental models and practices required for adoption, lack of proof of application by businesses and dealing with negative social media posts. Even businesses already on social media often wonder if they maximize their returns or gain any returns from their efforts. Social media is a different animal than a website or traditional advertising. In those media, messages are mostly based on talking to people. Social media is all about engaging with people to build relationships. The idea is that once engaged, people can be swayed toward one's goals. Social media can be powerful, but not without the right content (BDC, 2014). In Kenya, there are no definitive practices and policies related to social media use by organizations.

According to Beier and Wagner (2016), social media adoption by firms has increased in recent times; however, little is known about why small firms do or do not use these digital technologies. Using a survey of 268 Swiss small and medium-sized enterprises (SMEs), this study identifies the determinants of social media adoption by SMEs. The descriptive results show that only 35% of SMEs adopt social media for business purposes. The results show that SME executives are mainly influenced by the expectancy of low returns and high perceived risks of not adopting social media applications in their companies. In contrast, aspects of perceived ease of use of social media do not affect their social media adoption.

3. Research Methodology

The research methods are based on the conceptual framework of Facebook-, Instagram-, and WhatsApp-related entrepreneurial challenges, the prime determinants. A questionnaire translated into Arabic is designed to capture the participants' perceptions on a Likert scale for targeted respondents of entrepreneurs registered with the Public Authority for SME development in Oman. A pilot study is conducted on 30 respondents to review the reliability through Cronbach's Alpha coefficient and validated through previous studies. The feedback is incorporated in the amended questionnaire with the necessary check and approval of the institution's research ethics and biosafety committee.

3.1. Data Collection and Estimation

The sample size is 174 entrepreneurs, with participants' demographic profiles capturing regional representation, gender, number of products, sales, age, and qualifications in the survey. Males represented 60.2 percent and females 39.8 percent of the sample. 49.7 percent of the sample had 1-5 products/services, followed by 19.4 percent with 6-10 products/services, 17.7 percent with more than 20 products/services, and 12 percent with 11-20 products/services. Forty-four percent of the sample was aged 25-34, 27.4 percent aged 35-44, 17.1 percent aged 18-24, and 7.4 percent aged 45-54. Figure 1 shows

sample annual business sales, and Figure 2 shows regional representation. Data distribution testing indicates that all instrument items have nonnormal significance through the Kolmogorov-Smirnov and Shapiro-Wilk tests (Laerd Statistics, 2019). Exploratory factor analysis suggests significance, and Cronbach's alpha is considered an acceptable level of reliability with a value of more than 0.7 (Al Harrasi, 2020). The exploratory factor of entrepreneurs' challenges, the factor loading, and Eigenvalues suggest values between the ranges of 0.7 to 0.6 (Laerd Statistics, 2019). Spearman's rank-order correlation coefficient is measured through the Mann-Whitney U test, a non-parametric test to compare two independent groups and test the medians by comparing them with two populations (LaMorte, 2017).

of motivation among workers also demonstrate higher-level reflections on these challenges.

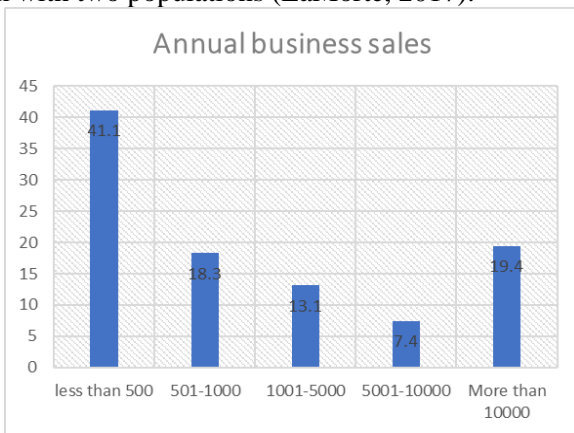


Figure 1. The sample's annual business sales

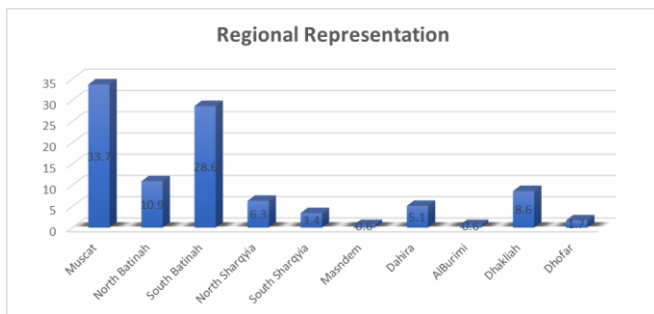


Figure 2. The sample's regional representation

4. Results and Discussions

The results suggest a strongly agreed response on entrepreneurial challenges in the value range of 3.95-4.39 (Figure 3). The respondents' perception of the use of media and entrepreneurship challenges suggests strong responses about the knowledge of entrepreneurial skills, networks and industry contacts, access to technology, competition, market conditions, products, and market information. Managerial skills to run the business and self-confidence also suggest a strongly agreed response. There is a higher level of perception of work and family life balance and the related challenge of understanding market conditions. The level responses on inputs like machinery, cost of maintenance, and managing the level

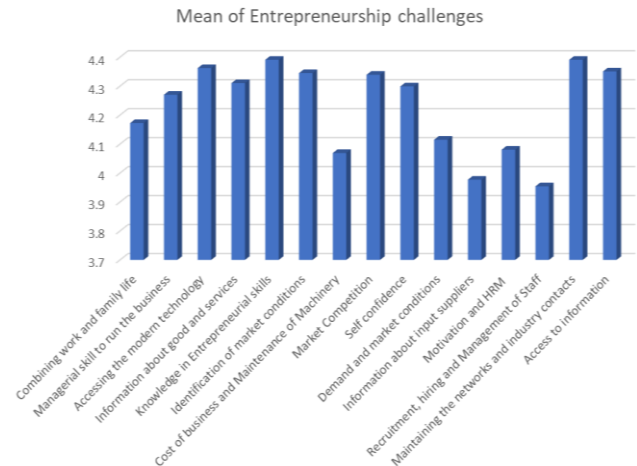


Figure 3. Means of the entrepreneurship challenges

Figure 5 shows that more than one-fourth of the respondents have a higher level of followers. Figure 4 shows daily social media usage frequency for business purposes. Almost 29.1 percent of the participants use social media for less than 1 hour daily. Figure 6 shows that the most popular social media application used frequently by the participants is WhatsApp (45 percent), followed by Instagram (26.9 percent), followed by Snapchat and Twitter.

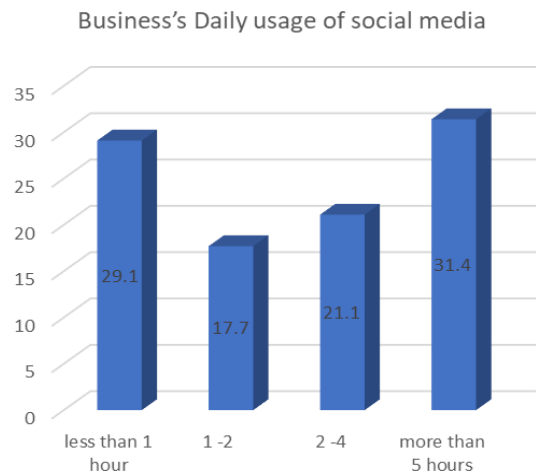


Figure 4. Daily usage of social media for business

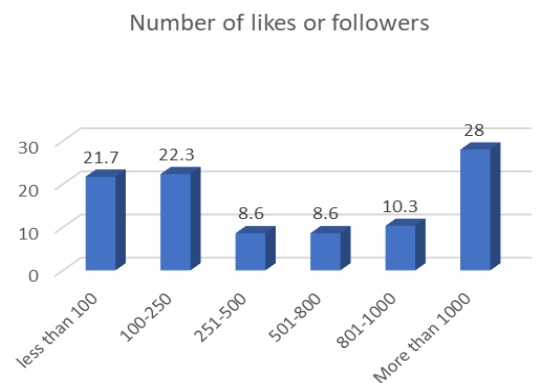


Figure 5. Number of likes or followers

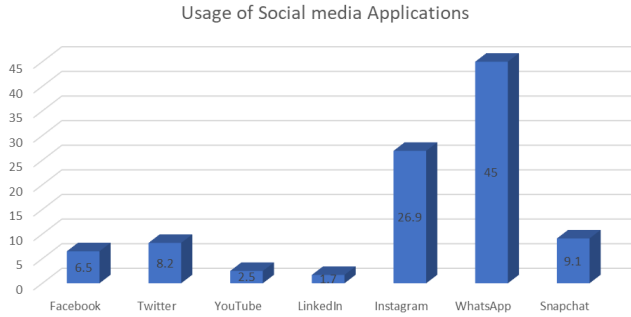


Figure 6. Usage of social media applications

Table 1 indicates that gender has a significant positive relationship with work and family life balance and managerial skills. The products and marketing of goods and services have a significant positive relationship with identifying the market conditions, self-confidence, networks, and industry. Business turnover (sales) has a negative relationship with managerial skills. Nevertheless, agility has a significant negative relationship with input costs and self-confidence. Social media usage has a positive relationship with accessing modern technology and identifying market conditions. Moreover, followers in business-related social media have an also significant positive relationship with reducing the effect of market conditions. Finally, the agility of the use of social media has a positive relationship with identifying the market conditions.

Table 1. Entrepreneurship challenges and their correlation

S.L	Entrepreneur's challenges	Correlation	Demographic factors
Q46	Work and family life	.155*	Gender
Q45	Management skills to run the business	.187** -.170*	Gender Annual business turnover (sales)
Q55	Accessing the modern technology	.145*	The daily usage of social media
Q52	Pricing the goods/services	-.130*	Annual business turnover (sales)
Q51	Identifying Unfavorable market conditions	.127* .178** .135*	Number of products or services The daily usage of social media age of sales/income from social media
Q57	Reducing the cost of Maintenance of Machinery	-.299** -.130*	Annual business turnover (sales) Entrepreneurs Age
Q54	Reducing the effect of Heavy Competition	.164* .142* .170*	The daily usage of social media Number of likes or followers Age of sales/income from social media

Table 2 represents the Mann–Whitney U test and confirms that gender has significant differences in work and family life balance with managerial skills to run the business. The awareness of products has a positive relationship with self-confidence. Annual business turnover (sales) has a strong relationship with reducing input costs. Social media usage also has a positive relationship with access to good market information. Finally, the followers have significant differences in accessing modern technology, competition, and access to good market information. Moreover, the differences in gender, product and services, annual business turnover, the usage of social media, and followers are identified based on the mean ranks test toward an entrepreneur's challenges.

Table 2. The Mann–Whitney U test

S.L	Entrepreneurs' challenges	Difference	Demographic factors
Q46	Work and family life	.155*	Gender
Q45	Management skills to run the business	.187** -.170*	Gender Gender
Q55	Accessing the modern technology	.145*	The daily usage of social media
Q52	Pricing the goods/services	-.130*	Annual business turnover (sales)
Q51	Identifying unfavorable market conditions	.127* .178** .135*	Gender The daily usage of social media Age of sales/income from social media
Q57	Reducing the cost of maintenance of machinery	-.299** -.130*	Annual business turnover (sales) Entrepreneurs' age
Q54	Reducing the effect of heavy competition	.164* .142* .170*	The daily usage of social media Number of likes or followers Age of sales/income from social media
Q43	Self-confidence	.230** -.145*	Number of products or services Entrepreneurs' Age
Q53	Understanding demand fluctuation	.126*	The daily usage of social media
Q56	Finding more suppliers	-.147*	Annual business turnover (sales)
Q48	Hiring, keeping good and reliable staff	-.135*	Annual business turnover (sales)
Q47	Networks and industry contacts	.187** .161* .171* .191**	Number of products or services The daily usage of social media Number of likes or followers Age of

Q50	Access to good market information	.142*	sales/income from social media	business & gender		
			Number of products or services	Self-confidence & number of products or services	-2.939	0.003
		.290**	Number of likes or followers	Reducing the cost of maintenance of machinery & annual business turnover (sales)	-3.53	0.000
		.220**	Age of sales/income from social media	Finding more suppliers & annual business turnover (sales)	-2.953	0.003
				Access to good market information & the daily usage of social media	-2.582	0.010
				Accessing modern technology & the number of likes or followers	-3.147	0.002
			Reducing the effect of heavy competition & the number of likes or followers	-2.93	0.003	
			Access good market information & number of likes or followers	-1.99	0.047	

Table 3 shows the (Z) score of the mean rank test, and the result indicates differences between males and females in overcoming the work and family life challenges. Social media helps female entrepreneurs balance work and family life more than male entrepreneurs in Oman. Also, there are significant differences between males and females in acquiring managerial skills. Social media helps female entrepreneurs to acquire managerial skills more than male entrepreneurs. The result also indicates differences between the products and services with the numbers of 1-5 and more than 20. More than 20 products and services are more capable of providing self-confidence through social media in Oman. Furthermore, entrepreneurs with sales of less than 500 OMR are more able to reduce the cost of machinery maintenance than entrepreneurs with sales of more than 500 OMR. Moreover, the result suggests that entrepreneurs with sales of less than 500 OMR are more able to find more suppliers than entrepreneurs with high turnover. However, the entrepreneurs having sales of more than ten thousand OMR are more able to find more suppliers than entrepreneurs having a smaller turnover. The study finds significant differences in social media usage for less than 1 hour and 2-4 hours. The entrepreneurs using social media for 2-4 hours daily are more able to access good market information than those using social media for an hour daily.

Furthermore, it shows less than 100 and 100-250 likes or followers, 801-1000 likes or followers. The followers of 100-250 and 801-1000 have less than 100 likes, or followers help entrepreneurs access modern technology. Furthermore, it shows followers of less than 100 and 100-250 and with 801-1000 toward competition help entrepreneurs reduce the effect of heavy competition through social media as the number of likes or followers differ. Finally, followers of less than 100 and 501-800 toward accessing good market information help entrepreneurs access good market information through social media as the number of likes or followers differs.

Table 3. (Z) score of the mean-rank test

Challenges	(Z) score	Asymp. Sig. (2-tailed)
Work and family life & gender	-2.025	0.043
Management skills to run the	-2.435	0.015

The responses of entrepreneurs suggest that social media helps in overcoming entrepreneurship-related challenges. These findings are supported by Ahmadinejad and Asli (2017), who stated that social media-based E-marketing helps entrepreneurs to manage the prices of their products and services. Also, Ström et al. (2014) found that social media helps in reducing costs and offers lower prices to the customers. Sharada and Iyer (2015) stated that entrepreneurs' social networks play a vital role in bringing down the cost of accessing the resources necessary for entrepreneurial activity and leading to positive personal networks with performance enhancement. Turan and Kara (2018) found that social network helps entrepreneur stay up to date concerning the customer's feelings and feedback about the company brand and avail gain opportunities to react and solve possible negative opinions. Nevertheless, Jagongo and Kinyua (2013) stated that social networking is being credited for being a medium that has increased contacts, accelerated business operations, enhanced customer relationships with entrepreneurs, suggested low or discounted prices, and hired competent intellectuals. In addition, selling has a significant positive relationship with identifying unfavorable market conditions, self-confidence, networks, industry contacts, and access to good market information.

As the number of products or services increases, social media helps more overcome the above challenges in Oman. The annual business turnover (sales) has a statistically significant negative relationship with management skills to run the business, pricing the goods/services, reducing the cost of machinery maintenance, finding more suppliers and hiring, and keeping good and reliable staff. As annual business turnover (sales) increases, social media will have less ability to help the entrepreneurs in Oman overcome the challenges mentioned above. The entrepreneur's age has a significant negative relationship with reducing the cost of machinery and maintenance and self-confidence. As entrepreneurs' age increases, they will be less dependent

on social media to overcome the aforementioned challenges. Also, the daily usage of social media has a significant positive relationship with accessing modern technology, identifying unfavorable market conditions, reducing the effect of heavy competition, understanding demand fluctuation, networks, and industry contacts. This means that as daily usage of social media increases, the entrepreneurs in Oman are more able to overcome the challenges mentioned above through social media. Moreover, the study finds that the number of likes or followers in business-related social media has a statistically significant positive relationship with reducing the effect of heavy competition, networks, and industry contacts and accessing good market information. As the number of likes or followers increases, the entrepreneur in Oman will be more able to overcome the challenges mentioned above. Also, there are significant differences between the numbers of likes or followers of less than 100 and 100-250 and between less than 100 and 801-1000. This indicates that the number of likes or followers helps entrepreneurs to access modern technology through social media as the number of likes or followers increases.

5. Conclusion

The research investigates how social media contribute to overcoming entrepreneurship challenges in Oman. Entrepreneurs face such challenges as acquiring management skills to run the business, accessing modern technology, pricing goods/services, identifying unfavorable market conditions, reducing machinery maintenance costs, competition, gaining self-confidence, demand fluctuation, finding more suppliers, networks, and industry contacts, and accessing market-related information. The challenges are investigated with many factors such as gender, number of the products or services, turnover (sales), age, daily usage, number of likes or followers, and age of sales/income from social media. The suggested hypothesis stated that social media helps in overcoming entrepreneurship challenges.

The results confirm that social media helps entrepreneurs in Oman to overcome many challenges such as acquiring management skills to run the business, accessing the modern technology, pricing goods/services, identifying unfavorable market conditions, reducing the cost of machinery maintenance, the effect of competition, self-confidence, demand fluctuation, finding more suppliers, networks, industry contacts and access good market information.

Furthermore, gender has a statistically significant positive relationship with work and family life challenges and management skills to run the business. This means that social media helps female entrepreneurs to acquire management skills to run the business more than male entrepreneurs in Oman. The number of the products or services sold has a statistically significant positive

relationship with identifying unfavorable market conditions, self-confidence, networks, industry contacts, and access to good market information. The entrepreneurship trading of more than 20 products or services is more capable of gaining self-confidence through social media in Oman.

Public Authority for SME development may increase the awareness of social media capability in overcoming many challenges in Oman, with more attention to entrepreneurs trading less than 20 products or services. The awareness should include the capability and methods of using social media in overcoming many entrepreneurs' challenges in Oman which are: management skills to run the business, accessing the modern technology, pricing the goods/services, identifying unfavorable market conditions, reducing the cost of machinery maintenance, the effect of competition, self-confidence, demand fluctuation, finding more suppliers, networks and industry contacts and access good market information. Entrepreneurs with more than 500 OMR annual sales may focus on utilizing the advantage of social media in overcoming many entrepreneurs' challenges. The entrepreneurs may focus on increasing the number of likes or followers and spending more than four hours on social media to overcome many entrepreneurship challenges.

6. Limitations and Further Study

This study is limited to entrepreneurs' perspectives of using social media and overcoming many challenges related to entrepreneurship. Also, the study result depended on quantitative data. The opportunities generated from using social media may be included in future research. Future studies may also use qualitative data through focus group discussions and interviews and be conducted in different contexts other than the Sultanate of Oman.

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Authors' Contributions

Dr. Nasser Al Harrasi: research design, data analysis, and write-up. Dr. Ahmed Nawaz Hakro: result interpretation and write-up. Dr. Vijayakumar Srinivasan and Dr. Blossom Christina: analyzing and writing the literature review. Mariya AL Jabri: data collection.

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