
Statement of the Problem in Research

Problem Statement:

Context and Importance of the Problem: In the rapidly evolving sector of mobile e-commerce, small businesses are increasingly pressured to adopt digital solutions to remain competitive. Despite the growing market, many small enterprises struggle to integrate e-commerce effectively, facing obstacles in technology adoption, marketing strategies, and customer engagement.

Specific Issue or Challenge: A particular challenge identified is the reluctance of small business owners to adopt mobile e-commerce platforms due to a lack of technical expertise, fear of high costs, and uncertainty about the return on investment. This resistance has resulted in missed opportunities for growth and an inability to compete with larger, digitally savvy companies.

Relevance and Need for the Study: This study aims to explore the barriers faced by small business owners in adopting mobile e-commerce technologies. By understanding these challenges, the research seeks to develop targeted strategies that facilitate easier adoption of e-commerce solutions, thus enabling small businesses to expand their market reach and increase their competitive edge.

Implications of the Study: The outcomes of this research will provide valuable insights for technology developers, policy makers, and business support organizations. It will offer a foundation for creating more user-friendly e-commerce platforms and educational programs that address the specific needs of small business owners. Ultimately, this could lead to enhanced economic growth in the small business sector and a more vibrant, diverse market.