

The Social Media Value Creation on Home-Based Businesses: A Systematic Literature Review

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ABSTRACT

This study investigates the impact of social media on the growth of Home-Based Businesses (HBBs), focusing on identifying and prioritizing the key factors that contribute to value creation through social media. A systematic review of the literature from 2000 to 2021 was conducted, analyzing 24 articles using the Meta-Synthesis method. The identified value-creating factors were coded and ranked using the Shannon entropy method. The analysis revealed three main categories of value creation: the development of business infrastructure, the enhancement of business processes, and the improvement of market-oriented behaviors. These factors were ranked in the order of their importance. While research on social media's role in business has grown significantly in the past two decades, there has been no comprehensive study addressing value creation through social media in HBBs or prioritizing these factors. This study provides new insights into this underexplored area of research.

KEYWORDS

Businesses, HBBs, Social Media, Systematic Literature Review.

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Introduction

In today's digital world, Home-Based Businesses (HBBs) are increasingly realizing the important role of social media in reaching new customers and improving their online presence. This can result in greater brand recognition, better customer interaction, and, increased sales and revenue (Lestari, 2024). Effective social media strategies for HBBs involve choosing the right platforms and creating engaging content, such as attractive graphics, videos, informative blog posts, tutorials, and product reviews, to connect with their target audience. Social media can also offer special promotions, discounts, and loyalty programs, building a loyal community and encouraging repeat business for sustained growth (Skoric, 2024). Moreover, social media platforms offer valuable data and analytics that enable businesses to track the effectiveness of their campaigns, assess customer engagement, and gain a deeper insight into their target audience's needs, preferences, and behaviors (Morales, 2022).

This information can be used to improve their marketing strategies, make data-driven decisions, enhance their online presence, and create content that directly appeals to their target audience, ultimately increasing website traffic and boosting sales and revenue (Ihemebiri et al., 2022). By focusing on social media, HBBs can establish a strong online presence, improve visibility, attract new customers, and drive business growth and profitability (Shukla et al., 2020). Effective use of social media allows HBBs to expand their reach globally, connect with a wider audience, and stay ahead of the competition in the ever-changing digital environment (Agarwal et al., 2021). Leveraging social media helps HBBs remain competitive, adapt to market changes, take advantage of emerging trends, tap into new market segments, gain a unique advantage, and position themselves for long-term success (Etetafia, 2023).

The significance of social media for business development, including HBBs, is extensively documented. For instance, Saleh (2020) explores the role of Information and Communication Technology (ICT) and social media in Kuwait's HBBs during the COVID-19 pandemic, finding that these businesses rely on platforms such as Instagram, WhatsApp, Snapchat, email, and websites to engage with customers. In Australia, Burgess and Paguio (2016) studied the use of ICT in HBBs, concluding that the application of communication technologies varies depending on the type of business. Similarly, Andry and Loisa (2016) examined the role of e-commerce in HBBs and found that a web-based system could enhance their market share. Furthermore, Clark and Douglas (2011) highlighted that various Internet, email, and mobile phone uses can benefit HBBs.

The diverse perspectives in this field prompted the researchers to conduct a systematic review of the literature on the value of social media in HBBs. By synthesizing findings and viewpoints from various empirical studies, a Systematic Literature Review (SLR) can offer insights that no single study could achieve (Snyder, 2019). The SLR is a valuable approach for exploring entrepreneurship and business research, as it goes beyond merely summarizing and drawing inferences from previous studies. Additionally, the principles of SLR ensure clarity and reproducibility, making it a robust research method (Secundo et al., 2021).

Although SLRs have been conducted on the role of social media in various specific areas, such as entrepreneurship (Secundo et al., 2021), marketing (Alalwan et al., 2017; Alves et al., 2016), tourism (Leung et al., 2013), higher education (Tess, 2013), and chronic disease management (Merolli et al., 2013), no such review has focused on the value creation of social media in HBBs. Anwar and Daniel (2017) research on HBBs explored the key characteristics of entrepreneurs in online home businesses through a systematic review. In another study, they conducted a systematic review of existing research on entrepreneurs in HBBs, discussing the suitability of entrepreneurship and investment as well as the positive and negative interactions between them (Anwar & Daniel, 2016). Given the lack of systematic reviews on social media's role in value creation within HBBs, this research presents a novel contribution to the field.

Therefore, the present research aims at addressing the following questions:

1. What is the role of social media in value creation for HBBs?
2. How can the values recognized in the previous step be prioritized?

Literature Review

Meta-Synthesis requires the researcher to conduct an in-depth review and combine the findings of the relevant qualitative research. By examining the findings of the main research articles, the researchers reveal and create words that show a more comprehensive representation of the phenomenon under study. Meta-Synthesis provides results that are larger than the sum of its parts (Chenail & Weiss, 2007). To achieve this goal, the seven-step method of Sandelowski which is summarized in Figure 1 (Sandelowski et al., 2007), is used:

Figure 1.

Seven-Step Method of Sandelowski and Barroso (2007)



(Source: Researcher's Findings)

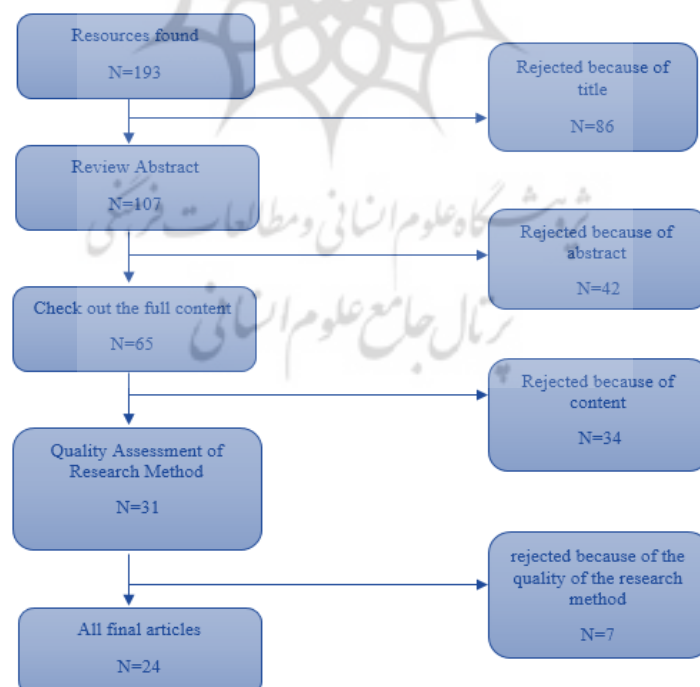
The First step is determining the questions that the researcher intends to answer. The questions of this research, mentioned above, are as follows:

1. What is the role of social media in value creation for HBBs?
2. How can the values recognized in the previous step be prioritized?

The Second step is the systematic review of texts. After determining the research questions, in the second step, the background should be systematically searched; the search scope should be specified before any action. In this step, the journal articles that have been published between 2000 and 2021 in scientific databases such as Science Direct, Emerald, Springer, and Scopus are reviewed. Keywords used for article search are a combination of terms, such as social media, Businesses, HBBs, Systematic literature review, the impact of social media, Benefits of social media, and Social Media value creation.

The Third step is screening and selecting appropriate articles. This study only reviews English articles published in prestigious journals and ignores conferences, dissertations, and published books. At this stage, to determine whether the found articles are relevant to the research questions or not, some of the studies were reviewed by the research team in terms of the relevance of the title to the purpose, the relevance of the abstract, the relevance of the content, and the quality of research methodology. Figure 2 shows different search steps according to the instructions of Moher et al. (2009).

Figure 2.
Results of Article Screening



(Source: Researcher's Findings)

In the article screening phase, researchers also employed the Critical Assessment Skills Program (CASP) evaluation tool to ensure the quality of the selected articles. It is one of

the most commonly used tools for evaluating the quality of qualitative research studies. It consists of 10 questions designed to help researchers understand the core aspects of qualitative research. The tool aids in determining the accuracy, validity, and significance of qualitative studies. The 10 questions focus on the following aspects: 1) Research objectives, 2) Methodology logic, 3) Research design, 4) Sampling method, 5) Data collection, 6) Reflection, which includes the relationship between the researcher and participants, 7) Ethical considerations, 8) Accuracy of data analysis, 9) Clear expression of findings, and 10) The value of the research. At this stage, the researchers assigned scores to each question for every article, totaled the points, and briefly reviewed the collected articles to assess the evaluation results. The results of this evaluation, based on ten sample articles, are presented in Table 1.

Table 1.
Evaluation results of sample articles

Row	Author and year of publication	The value of research	Clear expression of findings	Ethical considerations	Reflexivity	sampling	Research design	Method logic	aims of research	Accuracy and analysis	data Collecting	Total
1	Saleh (2020)	5	4	4	3	4	3	4	4	5	5	14
2	Anwar & Daniel (2017)	5	3	5	4	4	5	5	4	5	5	47
3	Latiff & Safiee (2015)	5	5	5	5	5	5	4	4	4	5	47
4	van Gelderen et al. (2008)	5	5	5	4	4	5	5	5	4	5	47
5	Andry & Loisa (2016)	4	5	5	4	4	5	5	4	4	4	44
6	Daniel et al. (2018)	5	5	5	4	5	5	4	5	5	5	48
7	Reuschke & Mason (2020)	5	5	5	4	5	4	5	5	5	5	48
8		3	4	4	4	3	4	5	4	3	4	39
9	Philip & Williams (2019)	4	5	5	4	4	5	5	4	5	5	42
10	Annett (2020)	5	5	5	5	5	5	4	5	5	5	49

(Source: Researcher's Findings)

In summary, out of 31 articles reviewed in this process, 7 articles scored less than 20 (average and poor) and were removed from the research process.

The fourth step included extracting textual statements from the articles, coding them, and identifying the value added to home businesses by social media. The results are shown in Table 2.

Table 2.
Textual Statements

Row	Author name and publication year	The Social Media value creation for HBBs (Textual propositions)	Code
1	Saleh (2020)	Respondents use Instagram, WhatsApp, Snapchat, email, and websites to connect with customers and interact with business partners.	- Communicating with customers - Interacting with business partners

Row	Author name and publication year	The Social Media value creation for HBBs (Textual propositions)	Code
2	Anwar & Daniel (2017)	Online HBBs offer new opportunities for ethnic entrepreneurs to take advantage of their ethnicity and overcome spatial and temporal constraints.	- Taking advantage of new opportunities - Overcoming spatial and temporal constraints
3	Latiff & Safiee (2015)	The benefits of Instagram in HBBs include increasing popularity, filtering good audience, and word-of-mouth marketing (WOM).	- Increasing popularity - Choosing the right target Market Word of mouth marketing
4	van Gelderen et al. (2008)	HBBs working on the Internet and social media diversify the business model. Because of their unique working styles and reasons for starting work. Their characteristics include: increasing speed, generating multiple revenues, reducing product prices, and fostering business intelligence.	- Having variety in business model - Increasing speed - Generating multiple revenue - Reducing products' price - Fostering business intelligence
5	Andry & Loisa (2016)	A web-based system can help HBBs expand their market share by leveraging the Internet as a business development option.	- Developing business - Expanding market share
6	Sulaiman et al. (2009)	HBBs utilize social media platforms on the internet as research tool to explore market trends and create content, such as developing new promotional material for their products and services. Some entrepreneurs argue that the Internet helps reduce research time and enhances the quality of their work. Additionally, it serves as a means of communication with suppliers and potential customers, enabling businesses to advertise their products or services, sell them, and assess customer satisfaction with their offerings.	- Improving the research and development process - Improving relationships with suppliers and potential customers - Increasing sales - Measuring customer satisfaction more efficiently
7	Reuschke & Mason (2020)	Digital technologies on the Internet remove many HBBs' limitations, including physical space, transportation, order fulfillment services, and marketing.	- Reducing distance and transportation restrictions - Improving distribution process - Improving marketing
8	Daniel et al. (2018)	Despite enjoying their work and the mental and virtual mobility facilitated by internet connectivity, entrepreneurs in HBBs still seek face-to-face, social, and professional interactions. However, their isolation often leads to feelings of loneliness, which, paradoxically, can sometimes foster creativity and innovation.	Increasing job and social interactions Reducing isolation from markets Increasing creativity and innovation
9	Philip & Williams (2019)	The use of web-based media offers significant opportunities for home-based and rural businesses, such as supporting local revenue growth, opening new markets, enhancing branding, increasing competition, and helping to overcome distance-related challenges. It also addresses issues commonly faced by rural areas, including isolation from markets and relatively smaller networks.	- Increasing revenue - Creating new markets - Improving the brand - Overcoming the distance of jobs with customers - Reducing isolation from markets - Creating a large network of customers and partners
10	Annett (2020)	Housewives and even grandmothers use these technologies to earn extra money for their families. Social media reduces the cost of advertising home products, and increases the emotional and opportunistic benefits of home-based business owners.	- Reducing advertising costs - Creating opportunities - Motivating and feel successful
11	Nathan et al. (2019)	IT knowledge and the use of social media by home-based business owners increases their understanding of risk, online trust, and their capabilities.	-Increasing risk understanding -Increasing trust in online sales -Increasing the empowerment of home business owners

Row	Author name and publication year	The Social Media value creation for HBBs (Textual propositions)	Code
12	Andry & Loisa (2016)	The web-based social media system has expanded home-based business's market share and replaced physical development. This system is an online catalog for product marketing, especially for a loyal customer who trusts the store.	- Increasing market share - Developing business instead of physical expansion - Making online catalog for product marketing
13	Clark & Douglas (2011)	HBBs utilize websites for various activities, including marketing, advertising, and conducting business transactions. Social media serves as a tool for managing customer relationships and facilitating pre-sales communication with customers and suppliers. The acceptance of websites by HBBs increases as geographic access expands, making it easier to facilitate digital commerce and online transactions.	- Doing many activities such as marketing, advertising and commercial transactions - Serving as a tool for communicating with customers and suppliers - Facilitating communication in digital commerce and online transactions
14	Malik & Mantas (2021)	The results showed that social media, particularly Instagram, as an advertising and marketing tool, plays a crucial role for HBBs in Kuwait. It supports the launching of new informal ventures by home-based business owners and helps acquire necessary business resources. Additionally, social media accounts serve as catalogs, allowing business owners to display photos and videos showcasing their informal home-based business activities.	- Developing advertising and marketing - Facilitating the start of a new business - Making online catalog for product marketing
15	Zhou et al. (2021)	The results of this study indicate that YouTube is an effective advertising medium and has a strong connection to sales across all types of businesses, including small and HBBs.	- Advertising development - Increasing sales
16	Tyas & Hutama (2021)	The benefits of adopting digital technology and social media in home-based entrepreneurship include improved performance efficiency, enhanced productivity, increased revenue, easier access to information and communication, simplified transactions, heightened competitiveness, expanded sales reach, and opportunities for foreign trade (exports).	- Performing efficiency - Increasing Productivity - Increasing revenue - Making communication easy - Facilitating exchanges - Increasing competitiveness - Expanding sales areas - Providing foreign trade opportunities - Developing home businesses
17	Jambulingam, et al. (2021)	Social media networks such as Facebook, Instagram, WhatsApp have created tremendous opportunities to start a home-based business for people. Despite many negative ripples effects on global business due to pandemics, home-based digital businesses have been accelerated extremely.	- Increasing the opportunity of starting a new business
18	Mehtap et al. (2019)	women entrepreneurs' main motivations for in HBBs are making a profit and helping the household income. Business advertising relied more on word of mouth or social media.	- Making profit and helping the household income - Developing advertising
19	Steel (2017)	Social media have created numerous opportunities for Muslim women to expand their social and economic influence. Online platforms have facilitated a transition from working outside the home to working from home, allowing them to stay economically active without compromising social expectations related to class, gender, and religion.	- Increasing the space of social and economic maneuver - Doing economic activity without compromising social expectations

Row	Author name and publication year	The Social Media value creation for HBBs (Textual propositions)	Code
20	Chaudhry & Paquibut (2021)	Young Omani women are trained on social media, allowing them to participate in online jobs and contribute to the country's economy while doing their traditional duties at home.	- Doing economic activity while performing your traditional tasks at home
21	Mathew (2010)	ICT empowers women entrepreneurs working from home to contribute equally alongside men to the growth and development of the nation's economy.	Providing equal participation for women in their homes compared to men in economic growth and development
22	Niehm et al. (2010)	In the case of small family-owned HBBs, information technology (IT) offers an opportunity to compete on equal terms with larger competitors, while also enhancing efficiency and effectiveness. IT serves as an essential platform to harness innovation and resources, which can positively influence business and family productivity.	- Providing equal competition environment for competitors - Increasing business productivity - Increasing efficiency and effectiveness - Increasing innovation
23	Reuschke et al. (2021)	Mobile technology and social networking applications have empowered small businesses and solo entrepreneurs to cooperate, collaborate, and coordinate with independent workers and companies, regardless of geographical distances.	- Facilitating remote cooperation and overcoming geographical distances - Reducing the harms of accumulation (such as wages and living expenses)
24	Haefner & Sternberg (2020)	With the increasing internet engagement of most start-ups and their founders and greater independence from geographical locations, rural areas can benefit more from such ventures than in the past—assuming adequate broadband infrastructure is available. This has been evidenced in small HBBs or firms within creative industries. In rural regions, start-ups can circumvent the disadvantages of agglomeration (such as higher wages and living costs) that typically affect small, low-capital ventures more than established companies.	- Increasing remote independence

(Source: Researcher's Findings)

The fifth step is the analysis and integration of qualitative findings. During this process, the researcher identifies emerging themes or codes across the studies included in the meta-synthesis. In this research, validation was ensured through various procedures implemented during research process. These include reviewing all key channels of accessing related studies, conducting frequent review of scientific databases, and holding regular meetings among team members to discuss search and retrieval process. Additionally, communication with original researchers was established, when necessary, to clarify study details. The validation of qualitative research, particularly in the Meta-Synthesis method, can be achieved using specific criteria. These criteria assess the validity of qualitative research findings and include the following:

Using different data collection methods, using multiple data sources, using different methodologies, and consulting with other analysts with related experience (Leung, 2015). Hence, three faculty members with more than ten years of academic experience in this field were asked to comment on the obtained results and interpretations. Finally, through discussions on the interpretation and classification of the codes, ambiguities were resolved, and the analyses were approved after implementing the agreed-upon changes.

Methodology

One of the key drivers of HBBs growth is the use of social media platforms. While research on social media in business has expanded over the past two decades, no comprehensive study has been conducted on social media value creation in HBBs or its prioritization. Therefore, the aim of this study is to identify and prioritize the value creation of social media in HBBs using the Meta-Synthesis method. In this approach, the researcher systematically selects a set of articles relevant to the research questions and then presents the findings within a framework. Meta-Synthesis helps identify aspects of the theoretical framework that have not been adequately explored, thereby guiding future research (Kirchherr et al., 2016). The primary goal is to integrate, develop theory, and summarize findings at a high level to make qualitative results more accessible for practical application (Sandelowski & Barroso, 2007).

This research is applied in nature with a descriptive approach for information collection. The data collection method follows a qualitative approach, and the Meta-Synthesis process is based on the seven-step method outlined by Sandelowski and Barroso (2007). The research's statistical population consists of journal articles published in English, which were retrieved and reviewed from reputable scientific databases such as Science Direct, Emerald, Springer, and Scopus, covering the period from 2000 to 2021. The study only includes articles published in established journals, excluding conferences, dissertations, and books. This approach ensures the validity of the articles, as is standard in systematic reviews (Arun & Joseph, 2020). The sampling process was carried out by the researcher.

The keywords used for article search included a combination of terms such as social media, businesses, HBBs, and systematic literature review. To assess the reliability of the research, the coders' agreement method was employed, which is a widely recognized technique for evaluating the reliability of qualitative research. During the article screening stage, the CASP Critical Assessment Tool was used to evaluate the methodological quality of the studies. Finally, the Shannon entropy analysis method was utilized to determine and rank the level of support for each concept and category from previous studies.

Findings

The articles were initially reviewed to identify their social media values for HBBs, with each value being assigned a code. These codes were then grouped into new concepts based on thematic similarities and categorized according to their orientation. The objective was to develop a new and integrated interpretation of the findings. This approach was chosen to clarify concepts, patterns, and results, refine existing knowledge, and facilitate the development of operational models and theories (Finfgeld, 2003). As a result, 46 codes, 10 concepts, and 3 categories were formed. A summary of the process of categorizing, concept formation, and classification is presented in Table 3.

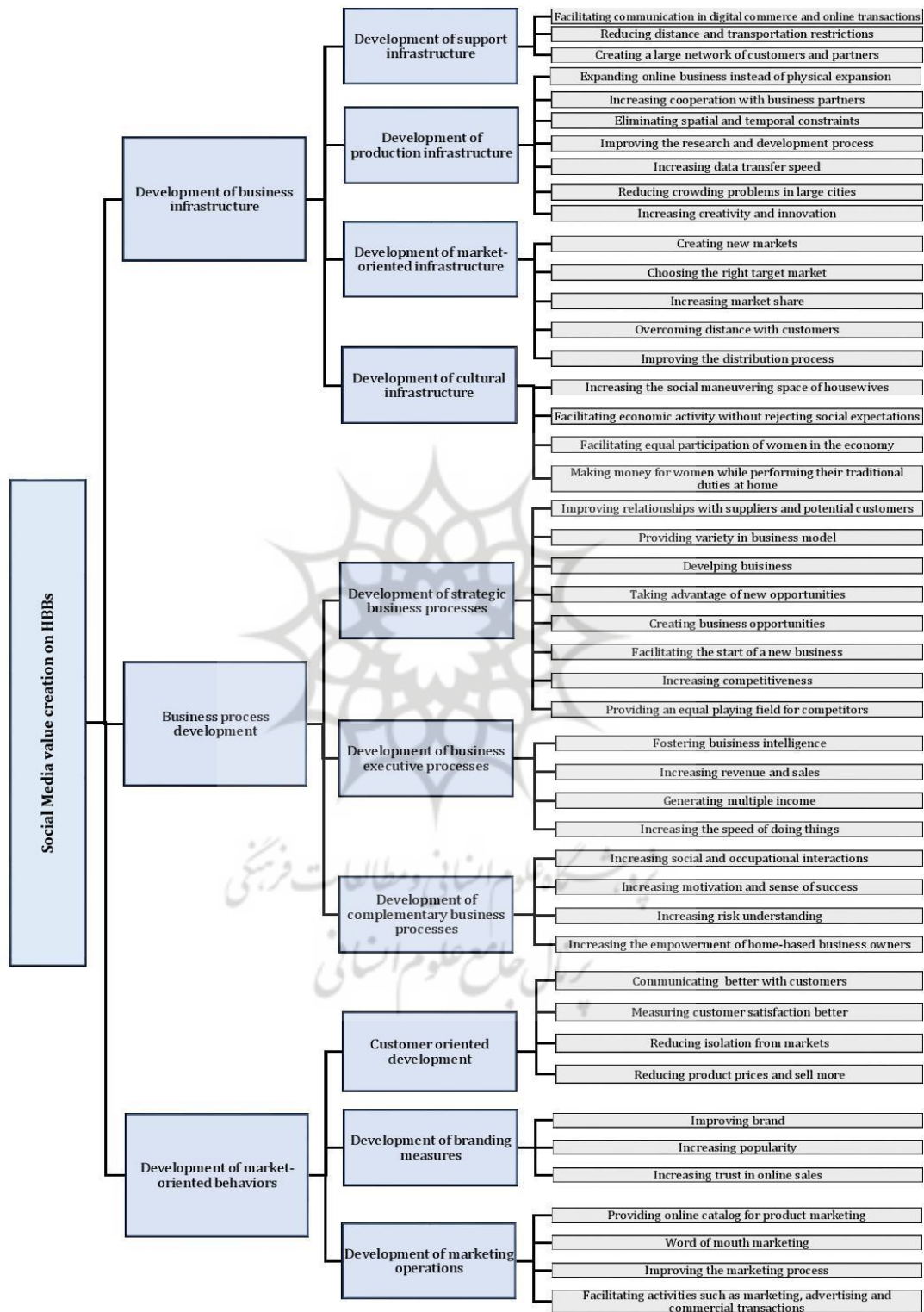
Table 3.
Classification of Codes, Concepts and Categories

Code	Concept	Category
Facilitating communication in digital commerce and online transactions	Development of support infrastructure	Development of business infrastructure
Creating a large network of customers and partners		
Reducing distance and transportation restrictions		
Expanding online business instead of physical expansion	Development of production infrastructure	
Increasing cooperation with business partners		
Eliminating spatial and temporal constraints		
Improving the research and development process		
Increasing data transfer speed		
Reducing crowding problems in large cities (such as wages and living costs)		
Increasing creativity and innovation	Development of market-oriented infrastructure	
Creating new markets		
Choosing the right target market		
Increasing market share		
Overcoming distance with customers		
Improving the distribution process	Development of cultural infrastructure	
Increasing the social maneuvering space of housewives		
Fostering economic activity without rejecting social expectations (family level, gender and religion)		
Facilitating equal participation of women in the economy (in their homes) compared to men		
Making money for women while performing their traditional duties at home	Business process development	
Improving relationships with suppliers and potential customers		
Providing variety in business model		
Developing business		
Taking advantage of new opportunities		
Creating business opportunities		
Facilitating the starting of a new business		
Increasing competitiveness		
Providing an equal playing field for competitors		
Fostering business intelligence		
Increasing revenue and sales		
Generating Multiple Income		
Increasing the speed of doing things		
Increasing social and occupational interactions		
Increasing motivation and sense of success		
Increasing risk understanding		
Increasing the empowerment of home-based business owners	Development of business executive processes	
Providing better communication with customers		
Measuring customer satisfaction better		
Reducing isolation from markets		
Reducing product prices and sell more	Development of complementary business processes	
Improving brand		
Increasing popularity		
Increasing trust in online sales	Customer oriented development	
Providing an online catalog for product marketing		
Word of mouth marketing		
Improving the marketing process		
Facilitating activities such as marketing, advertising and commercial transactions	Development of marketing operations	

(Source: Researcher's Findings)

According to Table 3, 47 codes were identified, and were divided into the following three categories: the development of business infrastructure, the development of business processes, and the development of market-oriented behaviors. Figure3 shows a tree diagram of this classification.

Figure 3.
Tree Diagram of the Classification



(Source: Researcher's Findings)

Findings from this stage show that each of the previous studies focused only on a specific aspect of the role of social media in HBBs without considering its multiple value-added dimensions in a comprehensive and integrated manner.

The sixth step of this research ensured the quality assurance through the coder agreement method, a standard approach for evaluating the reliability of qualitative research. The researchers compared their findings with those of another expert to validate the extracted concepts. Six articles were randomly selected from the reviewed articles and re-coded by another expert. The Kappa coefficient was used to calculate the agreement between the two coders. The Kappa coefficient, calculated using SPSS software, measured the agreement between the two coders and was found to be 0.884. Since the Kappa coefficient ranges from -1 to +1- where values closer to +1 indicate a high level of agreement, values close to -1 suggest inverse agreement, and values near zero reflect disagreement- the result of 0.884, indicates strong agreement between the coders and confirms the reliability of the research.

The seventh step of the Meta-Synthesis method involves presenting the findings from the previous stages. This includes a summary of the grouping of each code derived from the social media value creation background. Based on the studies, 37 identified values were classified into 9 concepts and 3 categories. To determine the level of support from previous studies for each of the categories and concepts, Shannon entropy analysis was used. This analysis ranks the concepts and categories based on the support they received from the literature. The results are displayed in Table 4.

Table 4.
Calculate with Shannon Entropy

Significance factor $w_j = \frac{E_j}{\sum_{j=1}^n E_j}$	Information load $E_j = -K \sum_{i=1}^m [P_{ij} L_n P_{ij}]$	Abundance	Code	Concept	Category
0.036611085	0.570685803	9	Facilitating communication in digital commerce and online transactions	Development of support infrastructure	Development of business infrastructure Weight: 0.416407182 Rating: 1
0.023099023	0.360062653	4	Creating a large network of customers and partners	Weight: 0.089565161	
0.029855054	0.465374228	6	Reducing distance and transportation restrictions	Development of production infrastructure Weight: 0.158392833	
0.026817135	0.418019795	5	Expanding online business instead of physical expansion		
0.023099023	0.360062653	4	Increasing cooperation with business partners		
0.023099023	0.360062653	4	Eliminating spatial and temporal constraints		
0.018305542	0.285342902	3	Improving the research and development process		
0.032423577	0.505411831	7	Increasing data transfer speed		
0.011549511	0.180031327	2	Reducing crowding problems in large cities (wages and living costs)		

Significance factor $w_j = \frac{E_j}{\sum_{j=1}^n E_j}$	Information load $E_j = -K \sum_{i=1}^m [P_{ij} L_n P_{ij}]$	Abundance	Code	Concept	Category
0.023099023	0.360062653	4	Increasing creativity and innovation		Development of market-oriented infrastructure Weight: 0.122251144
0.023099023	0.360062653	4	Creating new markets		
0.034648534	0.54009398	8	Choosing the right target market		
0.011549511	0.180031327	2	Increasing market share		
0.034648534	0.54009398	8	Overcoming distance with customers		
0.018305542	0.285342902	3	Improving the distribution process		
0.011549511	0.180031327	2	Increasing the social maneuvering space of housewives	Development of cultural infrastructure Weight: 0.046198045	
0.011549511	0.180031327	2	Facilitating economic activity without rejecting social expectations (family level, gender and religion)		
0.011549511	0.180031327	2	Providing equal participation of women in the economy (in their homes)		
0.011549511	0.180031327	2	Making money for women while performing their traditional duties at home		
0.026817135	0.418019795	5	Improving relationships with suppliers and potential customers	Development of strategic business processes Weight: 0.171091933	Business process development Weight: 0.338203348 Rating: 2
0.029855054	0.465374228	6	Providing variety in business model		
0.011549511	0.180031327	2	Developing business		
0.011549511	0.180031327	2	Taking advantage of new opportunities		
0.011549511	0.180031327	2	Creating business opportunities		
0.023099023	0.360062653	4	Facilitating the start of a new business		
0.026817135	0.418019795	5	Increasing competitiveness		
0.029855054	0.465374228	6	Providing an equal playing field for competitors	Development of business executive processes Weight: 0.092133684	
0.011549511	0.180031327	2	Fostering business intelligence		
0.018305542	0.285342902	3	Increasing revenue and sales		
0.032423577	0.505411831	7	Generating multiple income		
0.029855054	0.465374228	6	Increasing the speed of doing things		
0.018305542	0.285342902	3	Increasing social and occupational interactions	Development of complementary	

Significance factor $w_j = \frac{E_j}{\sum_{j=1}^n E_j}$	Information load $E_j = -K \sum_{i=1}^m [P_{ij} L_n P_{ij}]$	Abundance	Code	Concept	Category
0.018305542	0.285342902	3	Increasing motivation and sense of success	business processes	Weight: 0.07497773
0.011549511	0.180031327	2	Increasing risk understanding		
0.026817135	0.418019795	5	Increasing the empowerment of home-based business owners		
0.026817135	0.418019795	5	Communicating with customers better	Customer oriented development	Development of market-oriented behaviors Weight: 0.24538947 Rating: 3
0.029855054	0.465374228	6	Measuring customer satisfaction more efficiently		
0.011549511	0.180031327	2	Reducing isolation from markets	Weight: 0.091320722	
0.023099023	0.360062653	4	Reducing product prices and sell more		
0.018305542	0.285342902	3	Improving brand	Development of branding measures	
0.018305542	0.285342902	3	Increasing popularity		
0.011549511	0.180031327	2	Increasing trust in online sales	Weight: 0.048160596	
0.029855054	0.465374228	6	Providing online catalog for product marketing	Development of marketing operations	
0.023099023	0.360062653	4	Word of mouth marketing		
0.023099023	0.360062653	4	Improving the marketing process	Weight: 0.105908152	
0.029855054	0.465374228	6	Facilitating activities such as marketing, advertising and commercial transactions		

(Source: Researcher's Findings)

The sum of the importance coefficients of the codes within a concept constitutes the importance coefficient of that concept, while the total importance coefficients of the concepts determine the importance coefficient of the category. According to the results of the Shannon entropy analysis, among the social media values, 'development of business infrastructure,' 'development of business processes,' and 'development of market-oriented behaviors' ranked first, second, and third, respectively.

Discussion and Conclusion

In recent years, HBBs have been able to use social media to launch new ideas into their products or services. Social media reduces barriers to market entry, leads to easier marketing and distribution, and helps to develop the brand and increase the business identity. Social media can be a source of collaborative networks that enable businesses to collaborate with other network members on new products, services, and networks

(Drummond et al., 2018). Despite the increasing use of social media in HBBs, the value creations of social media for HBBs and their prioritization have not been fully investigated. Therefore, the present research is innovative since it aims to identify and rank the values created by social media for HBBs using the Meta-Synthesis method, providing comprehensive insight for business owners to use social media effectively. Notably, the researcher did not encounter any negative effects or anti-value factors of social media in HBBs. From the 24 reviewed articles, 46 values were identified, and classified into 10 concepts and 3 categories. These three categories are: the development of business infrastructure, the development of business processes, and the development of market-oriented behaviors.

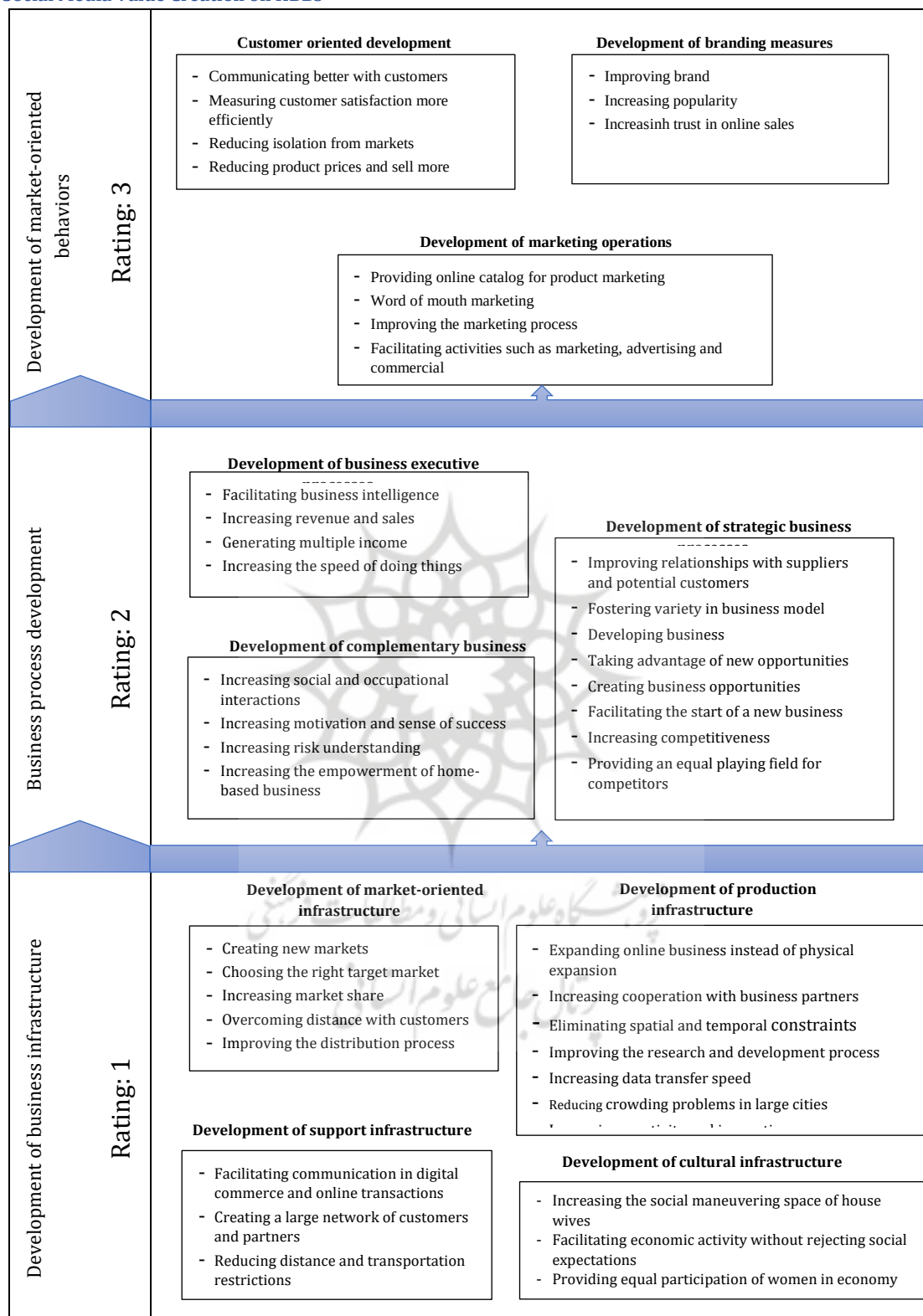
As for business infrastructure development, including concepts such as the development of production infrastructure and market-oriented support, researchers such as Anwar and Daniel (2017), Andry and Loisa (2016), Philip and William (2019), and Reuschke and Mason (2020) have regarded social media as a factor contributing to the development of home-based businesses' infrastructure. Reuschke and Mason (2020), for example, have concluded that social media has reduced distance and transportation limitations (market-oriented concepts) because it can use social networking technology to reach groups of people with distinctive characteristics at any time and place.

The category of business process development, including a concept such as the development of strategic, executive, and complementary processes, is mentioned by researchers such as van Gelderen et al. (2008), Sulaiman et al. (2009), Annett (2020) and Nathan et al. (2019). van Gelderen et al. (2008), for example, have examined the increasing intelligence and diversity in home-based business models using social media.

The other category, called the development of market-oriented behaviors, includes concepts such as the development of branding practices, the development of customer orientation, and the development of marketing operations. This category is mentioned by researchers such as Saleh (2020), Latiff and Safiee (2015), Daniel et al. (2018), Andry and Loisa (2016), and Clark and Douglas (2011). For example, Andry and Loisa (2016) believe that advertising on social media through online catalogs (though perhaps more influential) is cheaper than advertising on television or street billboards.

Thus, this study, based on a systematic review of previous studies, has attempted to provide a model for value-added social media in HBBs, and the developed model is shown in Figure 4.

Figure 4.
The Social Media Value Creation on HBBs



(Source: Researcher's Findings)

After identifying the codes, concepts, and categories, the ranking was done using the

Shannon entropy method. According to the results, among the values created by social media in HBBs, the greatest emphasis is placed on the development of business infrastructure. Therefore, maintaining a positive attitude towards social media and using it efficiently in businesses will lead to significant success. The second-highest ranked value is the development of business processes. This study did not distinguish between service and manufacturing businesses. Therefore, it is recommended that future research focus on each of them separately.

The lowest weight in entropy is allocated to the development of market-oriented behaviors. the researchers did not examine each social media platform individually and instead considered social media as a whole. Therefore, it is recommended that future research focus on identifying and examining the value creation of each social media platform separately within HBBs.

In general, to more accurately rank the value creations of social media and achieve clearer results, further studies are needed in the field of business and social media usage. This research does not focus on a specific industry or profession; therefore, future researchers are encouraged to examine specific industries as case studies.



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