

Social media has emerged as a platform of effective communication among people which readily changed into the platform of advertisement due to the efficient adoption of social media as a cheaper advertising platform by businesses at a global level. This research was primarily focused on the role of social media in the fast-food truck-based businesses in Bahrain. The purpose of the current study is to find the changes in the fast-food truck business caused by the changes in technology with the emergence of social media. The study will explore the changes which have occurred in the food truck businesses caused by the emergence of social media platforms. The study gathered information from 55 respondents digitally and found that there is a sufficient effect of social media on fast food truck-based businesses. The study found that people of Bahrain, especially youngsters, are attracted to a great extent due to social media advertisements. Our research therefore recommends that the fast food truck-based businesses should focus more on their promotions not just on Instagram but also to great extent on Facebook in order to ensure their presence.