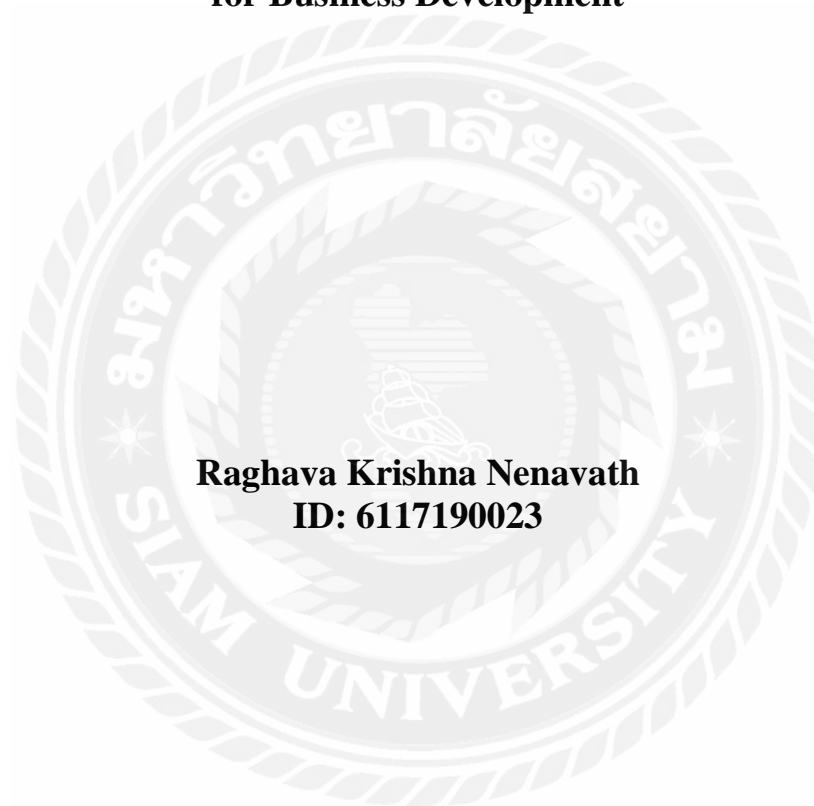




**The Role of Digital Marketing in Small and Medium Enterprises
for Business Development**



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**SUBMITTED AS A PARTIAL FULFILLMENT REQUIRED FOR
THE MASTER OF BUSINESS ADMINISTRATION DEGREE
INTERNATIONAL PROGRAM, GRADUATE SCHOOL OF BUSINESS,
SIAM UNIVERSITY, BANGKOK, THAILAND**

2021



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Abstract

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The accelerated advancement of digital marketing, applications, technologies, and social media has led to a substantial transformation in the approach of how businesses engage and exchange information and ideas with consumers. Digital marketing pertains to every marketing endeavor produced via digital electronic tools and the gain in the use of social media, the proliferation of the internet, how customers interact with companies has contributed to novel business models, internet publicity, and new strategies. Digital marketing achieves substantial distinctiveness in the marketing of products and services to entice and retain customers and to boost the company brand and consumer contentment. However, small and medium enterprises lack in digital marketing skills, restricted management assistance, struggle to publicize, promote their products and services, and gaining consumers. This documentary research paper was based on recent literature review, attempted to evaluate, summarize and view the factors that may impact the business development or performance of small and medium-sized enterprises through the functions of digital marketing. This paper explicates that the embracement of digital

marketing is crucial for small and medium businesses to communicate and influence consumer needs for development in the market with the power of suggestion. The approach, arrangement, technological advancements, such as the usage of digitalization, application and social media, empowers companies to propagate information, connect with consumers, and be competitive. By exploring various digital methods and technologies, customers seeking information about SME products and services must be easily accessible, accurate, and on time.

Keywords: Digital Marketing, Small and Medium Enterprises, Business Development

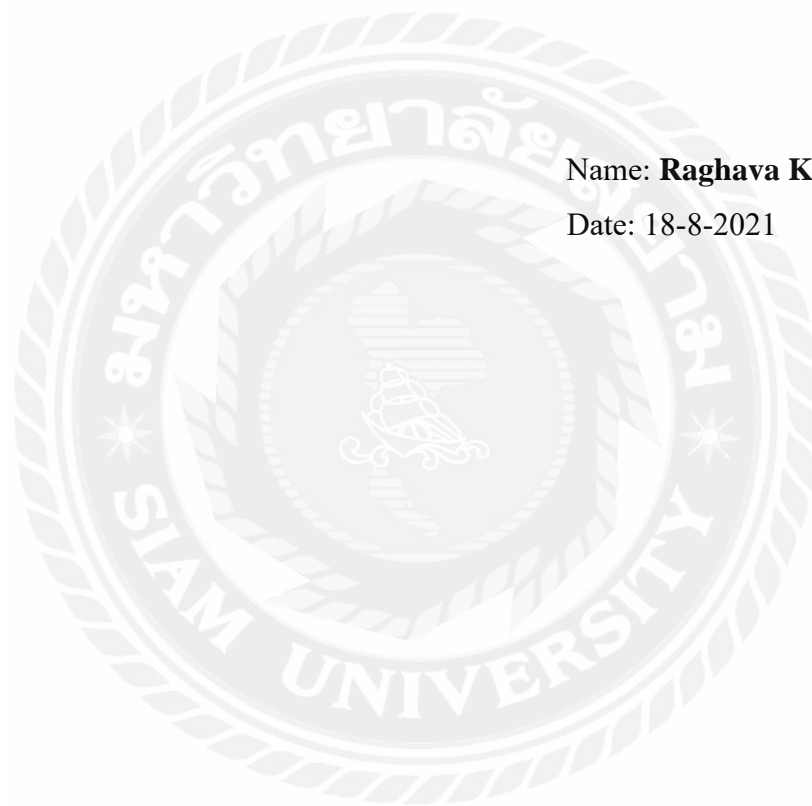


ACKNOWLEDGEMENT

In this section, I would like to express my gratitude to **Dr. Tanakorn Limsarun**, advisor and **Prof.Dr. Jomphong Mongkolvanit**, Dean, Graduate School of Business, Siam University, Bangkok, Thailand for their thoughtful and caring supervision by means of his educational excellence. I am most grateful to them especially for their deep understanding of the Independent Study and his good communication skills.

Name: **Raghava Krishna Nenavath**

Date: 18-8-2021



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CHAPTER 1: Introduction

1.1 Background

The rise of digital application of technologies particularly in the area of internet has transformed every aspect of marketing in business. The digital usage has seen remarkable advancement to arrive at significant inference in business such as transmission of information, brand management, trade and product evolution. The outstanding progress of digital tools, hardware and marketing techniques lead to the substantial influence on business communication. Digital media and technologies are used to set up a linear linkage among business and customer to convey information digitally (Dahiya & Gayatri, 2018). Past 10 years it has been seen fast proliferation of digital media application between the people as clients. Since year 2010 there is fast expansion in user of internet stated as surpassing over 2 billion users and it anticipated to be twice. Consequently, the target groups are closed in by companies by using methods of digital marketing. It has stated that companies are paying 60 billion US \$ for online advertisement to convey information towards potential customers by using digital marketing lately (Nuseir & Aljumah, 2020).

Businesses in order to distinguish it from other challenging firms have always accepted different kind of aspects and characteristic formally. Furthermore recent changes, development in innovative digital technology to accomplish a task using digital process, method or knowledge have unavoidably influenced companies to apply information and communication technologies. Internet with developed technology can make customer available to find a solution, explanation or answer immediately with customer awareness. Client can search, discover, and examine the qualities of product and service in order to see similarities and differences in relation to other commodities on digital media. Consumer behavior, approach towards a place, object, effect can be identified and examined especially for discovering interrelationships by companies through digital media (Durmaz & Efendioglu, 2016).

In numerous nations the small and medium enterprises plays a substantial position in the economy of nation. In last few decades both advanced and developing nations have been continuously drawn towards progress and evolution of entrepreneurial profit making productive manufacturing activity as one of the economic growth path. However, Utility of digital marketing will deliver specific and distinct marketing skill, ability and knowledge for small and

medium businesses (Firouzeh & Satvati, 2018). Digital transfiguration in companies is a continuous series of action, operation conducting to an end result to bring into existence something new or to make basic, fundamental changes in often to give a new orientation or to serve a new end to values, goals, practices, approach and operation of companies to satisfy the changing demands of markets and consumers. Digital technologies being combined into a cohesive whole in all fields of businesses can provide influential modifications of companies functioning which impact the growth of companies (Kotane, Znotina, & Hushko, 2019).

1.2 Research Problem

The digital marketing has a lot of potent and influential applications. It will be drawback, unfavorable condition for businesses and creates difficulties for achieving success for marketing manager who fail and lack to harness the significance of internet, a subset of digital marketing in their business marketing strategy because Challenges and alteration arise in cost, expense, allocation, branding and promotion strategy due, to digital technologies as internet, smartphone. The command and control of smartphone when connected with social media and ceaseless inclination of people using exceeding digital media is a steady increasing risk to companies. Presently and in future the capabilities of technologies like internet and social media will amplify and expand which is critical to various or each companies (Bala & Verma, 2018).

Worldwide markets application and extensive increase of new technology in digital marketing contributed to hard, demanding business competition and affected the consumer buying behavior. Compared to conventional business, mobile dealing extend added value factors which have major effect on consumer buying motive online or on internet. To bring about brand knowledge, achieving sales and accumulate potential buyer, Entrepreneur encounters novel challenges in choosing the combination of digital marketing. To solve consumers' failure to understand brand correctly, problems concerning trust, lack of confidence with regard to digital marketing it is hence suggested to form a plan or intention that companies develop reputation, trust and powerful branding. Customer online buying behavior or motive is impacted by to explore, examine and time used up on website (Dastane, 2020). furthermore a considerable amount of novel products having recently come into market existence fail considering product introduction involves potential loss or threat but brand new products are decisive for the

company's success, to make product thrive into market immediate transmission and expression of idea is absolutely needed because of this customer becoming aware of new product is crucial (Bauma, Spanna, Fullerb & Thurridlc, 2019).

Small and medium enterprises many times generally have insufficient source of revenue, support, expertise condition for conventional way of management hence from applying selective business management instrument and application such as social media can boost specific advantage. Numerous Small and medium enterprises fail to accumulate adequate customers to develop and are unsustainable and incompetent to advertise, publicize their product and service productively(Ahmad, Bakar &Ahmad, 2019). Additionally small and medium enterprises readiness or willingness to accept or adapt to E commerce utilization continues to deficient and sluggish (Ong, Teh, Kasbun, Mahroeian & Hossain, 2020).

1.3 Objective of the study

The intention of the study is to examine as to condition, situation, and value of digital marketing function in small and medium enterprise. Attempt to find solutions to the issues that are related to small and medium business development by digital marketing applications, Compared to traditional sales and marketing channel, digital marketing as an alternative can be cost effective. To view the factors that may influence the development or performance of businesses through the readiness to accept the use of digital marketing as adjunct or essential part of business. To understand how the companies can apply, evolve and improve digital marketing capabilities in its business growth strategy as to maximize its expansion in the market, with this it is possible to have a wide market reach within country and across the global. Analyze the relationship between digital marketing role and small and medium enterprise growth and to discuss the positive benefit to the organization and negative effects that can lead to ineffective of business to achieve success.

1.4 Scope of the study

This paper presented focuses on role of digital marketing for small and medium enterprises for consideration.it is an effort to suggest view on line of development, preferences of digital marketing for companies. This paper content is documentary research based on various

research articles, journals, books, website, reports; magazines have been studied and reviewed from various databases. Digital marketing has factors that control process of growth, change, interaction, activity and properties for companies that need to be inferred for the advancement and accomplishment of productive marketing strategic action. This paper discussion, finding and conclusion are based on recent literature.

1.5 Research Significance

Digital marketing has changed the approach and experience businesses use the technologies for marketing as a result of fast change towards digitalization. As Digital system such as application or website that serve as a base from which services are provided are integrated into business marketing plan to establish new opportunities to engage and attract the attention of customer. People usage of digital device like smartphone and with more number of internet users than ever before is an issue for businesses as customer today are having opinion, making decision and searching for products and services through online method instead of visiting the retailers, this has created problem for small and medium business because they have to find and adapt to new digital techniques for market growth. Digital marketing function for the small and medium businesses raise the worth, utility of the company and the application, techniques usage perform consequential position in adding value to customers, but it is badly implemented as they are technically limited as what they can do and unfamiliar to apply. This paper attempt to explain and highlight the important observation and identifies the trust barrier. Considering for businesses to achieve growth and development in market they need to change and align marketing strategy according to customer inclination.

CHAPTER 2: Literature review

2.1 Digital marketing

Digital marketing can be described as various category and personal achieving their desire, requirement, producing, proposition and trading with worth for other through people interaction and supervising approach with the goal of configuring linear communication in which perception of customer is diagnosed by digital media. Social media and internet dais like website boost companies association and favorable participation with customer. Small and medium

enterprise can use information and communication technologies to update and attain device to accomplish market capacity and recognize potential customers. Data available on internet affects the customer buying choices and they have knowledge about latest market prices any time; it brings a way of entering and approaching suppliers' globally. Digital marketing as a method used to accomplish sales; novel practices to bring attention and communication online, evaluate customer actions on social media and expand business chances. Internet is extensively consequential for globalization it is used for undertaking business in contemporary forms and electronic commerce for attaining novel market, output and people association. Internet as novel sales medium through digital marketing decrease expenditure and is basic device in business efficiency (Garcia, Lizcano, Ramos & Matos, 2019).

Digital content marketing is used for promoting consumer emotional involvement or commitment, knowledge and understanding, attention, confidence, faith and sales persuasion through pertinent digital content. It provide worth, utility and help bring about customer obtainment and holding. It is indicated as relationship marketing device which support, benefits business accomplishment by customer loyalty towards brand and advancement of customer affiliation. Products information is discovered through content than conventional marketing as desired by seventy percent of customer. It is implemented by digital medium like company website, blogs, mobile apps, social media, and apparent societies. Digital channels bring maximum expansion which is fairly inexpensive (Hollebeek & Macky, 2019).

Neuromarketing is to generate an interpretation of a practical situation or condition as to how customers think; make choices on the internet and to assess the digital conduct of

customers' for instance assessing stimulus or response to particular content thus companies enhance their communication. User-generated content methods such as text and emotion evaluation, information pattern searching are used to distinguish pointers and inconstant to upgrade companies business models and internet tactics. Companies' exchange of information with customers via internet by applying user-generated content and electronic word of mouth is imperative for expansion and assistance of social strategies to propagate online (Saura, Palos-Sanchez & Herraiez, 2020).

Digital marketing imperative areas are publicizing commercial on internet by businesses to supply their goods and services to entice customer and advance communication. Email marketing empowers to associate, develop brand and increase faith of customer. Social media allows for innovating, trade concept, data and portrait participation regarding product of company, it usage comprise Facebook, twitter, LinkedIn. Text messaging via picture, videos, and messages permit businesses to send data to prospect customers. Affiliate marketing to pay associate members for marketing of company. Search engine optimization for observability of company website and pay per click for achieving publicity. Digital marketing benefit consists of price edge, dealings, authorization, limitless followership, functional user method, discussion, readily fathomable, adjustable for companies. Favorable word of mouth and market study is assisted by acquiring customer feedback (Nuseir & Aljumah, 2020).

Experiential marketing represented as customer discernment in regard to company following dealing with the products and buying them. Companies accomplish competitive advantage by prosperously carry out online shopping experience. Experiential marketing in electronic commerce extensively concentrated on making the maximum gratifying customer experience. For favorable online experience vital aspects contains ambience, captivation, acclimatize, interrelationship and distinguishable (Ana-Maria, Constantin & Ioana-Madalina, 2021).

2.2 Business development

Business development can be delineated as the act of making, inventing or producing the monetary worth of market involving a relatively long period of time for organization from its association, markets, and consumers.it is viewed as essential course of determining current and

coming opening, reduce threats, advancement of adaptable context for success and ready for nonstop transformation. It is accomplished by fostering alliance, marketable affiliation, determining novel market for products and service. Worth to business comprise of not only benefit and profit but components such as knowledge, status, image, companies connections, people participation and commitment. Business development and growth pertain to a company fulfilling and surpassing its achievement aspiration which can be monetary objective as sales, gains, income and non-monetary purpose as consumer contentment notably as they associated to small and medium enterprises (Alharbi & Al-Ashaab, 2020).

Business achievement and sales capacity is based on market evolution. Prior to internet business use to publicize their commodities via regular marketing arrangements but currently situation transformed, business are now publicize and promote their goods by internet. Novel economy age distinguished by electronic commerce have acute hold on people subsistence and progression. Internet as dais to display company's products and service throughout world else businesses will not get significant volume of web traffic for company website, website acquiring positive quantity of traffic which is essential for boosting substantial business and increase customer persuasion. Electronic marketing is indispensable for every business during this creative century if businesses want to outlast (Warokka, Sjahrudin, Sriyanto, Noerhartati, & Saddhono, 2020).

At the current time people penetration of social media by mobile instrument is 4.2 billion through which they accumulate data concerning digital marketing and it additionally helps businesses to assess consumer experience. People relation among consumer and companies is done by execution of web based technologies to keep and hold consumer. Failed execution of commerce, message and unsuccessful to evolve social media operation to boost consumer in digital marketing course has impeded the growth of businesses. Social media as dais is used by consumers for acquiring unique and novel information. Company's advancement of information and communications technology affects actions and choices of customer. Retention marketing possesses diverse influence such as affordable cost, prompt consumer dealing, time comfort. (Hasanat, Hoque, Hassan, Mou, & Hamid, 2020).

Internet demand for merchandise trade earlier in 2007 has surpassed 100 billion dollars in U.S.A. Business to business empowers companies to make effective actions and increase the transaction and procurement of commodities essential for companies. Business to customer enables companies to increase deals, chances and for customer it gives choice of products to pick. Internet marketing purpose is to distinguish business contenders, to ascertain essence of their conduct in dynamic adaption (Bizhanova, Mamyrbekov, Umarov, Orazymbetova, & Khairullaeva, 2019).

Common day to day duration expended using internet information through a mobile device such as tablet computer, smartphone has attained 185 minutes and 110 minutes between teenager and job professional respectively and 43 minutes for aged over 45. Mobile internet usage in 2016 had surpassed half of world population. Mobile marketing is multiple channel approach intended at communicating pointed customer on their smartphone, tablets and other mobile instruments by SMS, MMS, social media, apps, website and email. For businesses the big increase in mobile and smartphone user has disclosed abundant openings (Kumar& Mittal, 2020).

2.3 Small and Medium Enterprises

Every nation has composed its own description of small and medium enterprise where it should meet specific size standard and sometimes the industry in which the company run is considered. Small and medium enterprises are businesses that keep up capital, income or a number of workers under a particular point. They perform substantial function in the economy and are commonly entrepreneurial and inventive in essence (Liberto, 2020). Stimulating powerful capacity of digitalization has the possible benefit to support small and medium enterprises. Digitalization pertains to utilizing digital technologies similar as data, calculation, communication and affiliation technologies to nurture organizational revamp. It relate to the procedure to transfigure company by embracing digital technologies mostly apparent in companies as digital artifacts, digital dais, digital configuration besides digital trade and administration types. It facilitate in strengthen companies competitive advantages. Digital technologies are categorized into as mobile, social, big data, cloud computing, internet of things, platform development, artificial intelligence and they are designable, engineer able, perceptible.

Companies can benefit from digital possibility in quantity, speed, diversity and worth to gather and recover data at affordable expenditure (Guo, Yang, Huang, & Guo, 2020).

Information and communication technology ICT acceptance and operation by company manager enhances the efficiency and effectivity of business advancement, redesign business model, accomplish development and creativity.it contribute to competitive advantage, product or service differentiation, superior execution in market, judgment framing to search business chance and boost profit. ICT advantages consist of communication and teamwork enhances consumer service and contentment. Company website and internet technology like as online publicizing, email, social media are tools to communicate with consumer and trader is important for any company achievement (Okundaye, Fan, & Dwyer, 2019).

Entrepreneurial orientation is regarded as vital feature for companies to race in digital atmosphere since it is providently handling transforming approach and provide greater facilitation of fostering the novel technologies.it allow technology embracement, novel concept and trials. Social media acceptance is regular in business companies in advanced countries which empower to enhance novel product progression, internet education, association (Fan, Qalati, Khan, Shah, Ramzan, & Khan, 2021).

For modern businesses innovation is indispensable to thrive in global challenge and technology alteration.it relate to applying novel technology and management custom to acquire refinement in businesses. For small and medium sized enterprise it implies novel product, service and procedure to manage consumer demands advantageously. Innovation is to achieve performance which is connected to trade, revenue, and demand proportion.it is productive execution of novel conception, novel marketing instruments and management pattern for advancement of performance (Adam, & Alarifi, 2021). Organizational flexibility is competency of company to recover immediately to modifying merchandise requirements, manage mutating business setting beneficially.it is company readiness to volatile fluctuation and effectiveness to decide the condition of business in changeable surroundings. Organizational agility is potential of company in varying technology and context to accommodate consumer necessity.it is to adjust and rearrange company action, faculty (Kocyigit, & Akkaya, 2020).

2.4 Past Research

Digital marketing over few decades contributed to novel paths of acquiring useful data about tourism companies and hotels for customers. The interpretations of research substantiate that Colombia tourism congregate affiliation is a productive method for hotel to expand by the suitable utility of digital marketing devices. Colombian Hotels with good cooperation in the congregate affiliation are at advantage in promoting brand and attracting customer. Tourism congregate application of Facebook, Instagram are constituted to be greatly fruitful digital marketing devices (Tarazona-Montoya, Peris-Ortiz, & Devece, 2020). Other study show that mobile and social media marketing including internet information have influence on general execution of Indian rural bank.it shows that rural bank of India should have greater arrangement of digital marketing which are proficient and smooth so that rural bank consumer will be able to understand the various features of digital marketing to use and the possible consumer can be communicated through digital marketing (Sivakumar, Chandramohan, & Anbazhagan, 2020).

Investigation of potential social media contribution on supply chain management within fast moving consumer goods retailer in South Africa approve that company can boost contact with customer and communicate fruitfully inside organization. Facebook for consumer and twitter for advertising is used by companies. Consumer dissatisfaction, remark on social media dais and insufficient handling of customer content is a challenge for organization (Tungande, Meyer, & Niemann, 2020).

Residential Construction Company which have internet marketing techniques combined with conventional marketing methods are accomplishing positive outcome.it is seen that if digital marketing arrangements like social media are used and sustained properly by construction companies can bring more customer ,increase communication and brand publicity with reduced expense. However, companies should enhance proficiency, manage weakness to enforce and observe marketing actions (Malesev, & Cherry, 2021).

The study on apparel retailers in India has derived that association among consumer and brand by social media have favorable influence on customer buying aspiration. This suggests that consumer faith in brand bring contentment and loyalty which invoke customer buying intention via social media. This will help retailer to comprehend consumer and update their approach through social media marketing activities (Sharma Singh, Kujur, & Das, 2020)

CHAPTER 3: Finding

Finding

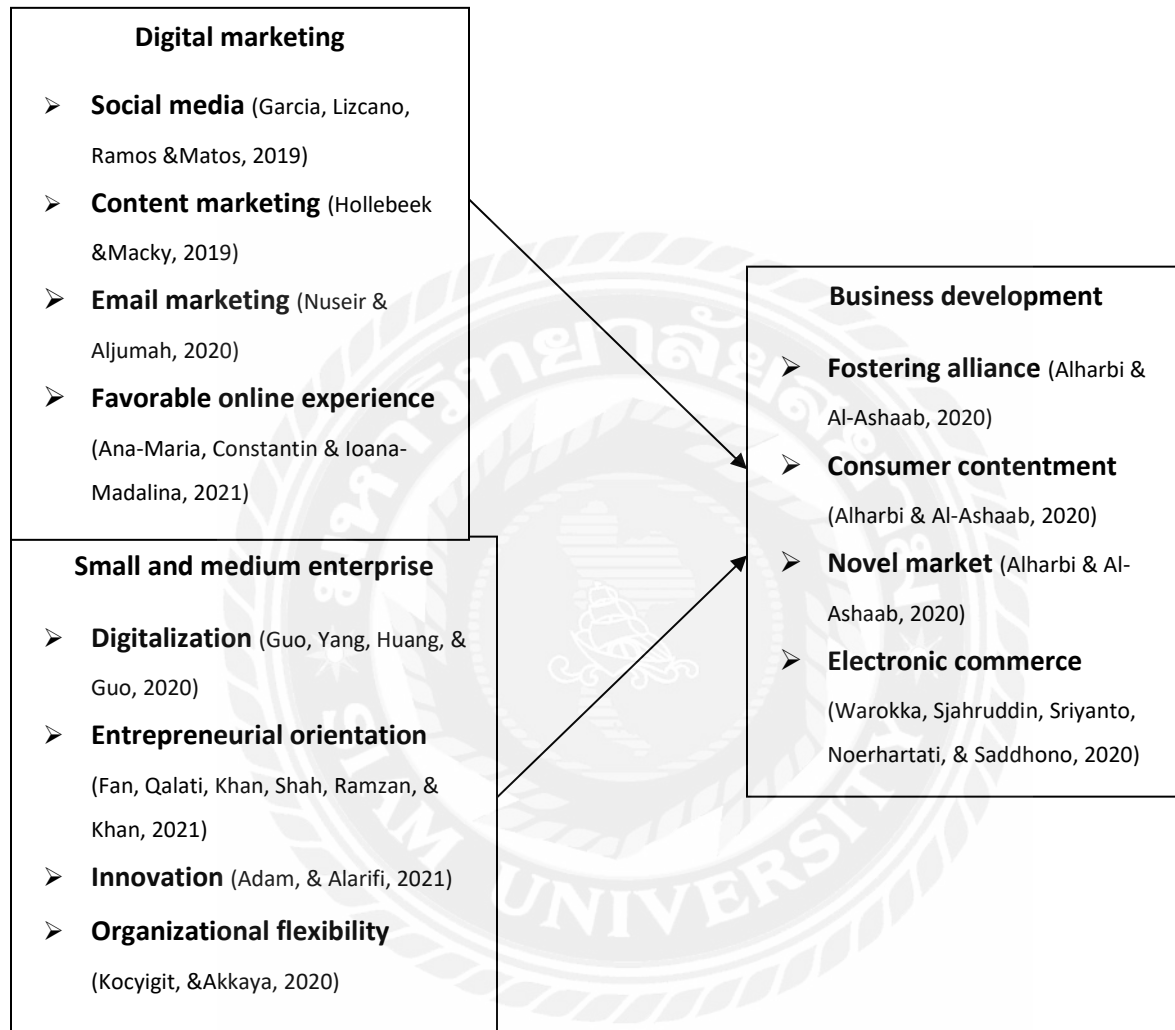


Figure 1: Established Framework Model

From discovery of this study it can be derived that SMEs should have a transparent digital marketing plan, business approach and digital technologies as the foundation for their business development. We witness the world is going through progressive transformation towards digitalization and it provides to enhance SMEs performance. The consumer are communicating, exploring and discovering on internet, social media and electronic commerce to detect the best bargain as compared to conventional approach (Guo, Yang, Huang, & Guo, 2020)

Digital marketing is an excellent medium to comprehend the consumer behavior and communication with the companies; interaction of companies with consumer through online has become important component for business development that companies want to propagate online sales (Saura, Palos-Sanchez & Herraiez, 2020). The companies had to acclimatize their business condition to allow their products sales 24 hours, seven days a week and allow worldwide shipments as internet has become an instrument for tenable progress. Digital marketing is significant to create purchase intention as consumers have become technologically forward using smartphones, computers, tablets which extend reasonable degree of faith and chance to online shopping, it gives customer satisfying communication to express happiness and rejection of using the product which helps to persuade customer and boost earnings (Dastane, 2020).

Email marketing arrangements are the substantially fruitful for companies as they give discount and individual promotional bargain for continual customer conversions as loyalty, for business to customer businesses it can furnish the company with much of actionable information and leads and are favorable engaging for consumers (Garcia, Lizcano, Ramos & Matos, 2019). Online positive experience assists to evolve powerful long term association with consumers which additionally benefit to accomplish supportable development of companies and it impacts customer buying decision towards online purchase (Ana-Maria, Constantin & Ioana-Madalina, 2021). Flexible substantial management by SMEs is essential to take action for unstable business settings, technology in ever-changing and challenging context of enterprises and competitors (Kocyigit, & Akkaya, 2020). Digital marketing is efficient and have considerable marketable influence on businesses in captivating target customer, boosting trade, deciding the focus.

Unquestionably small and medium companies are able to get hold of target consumer at reduced expense and are able to race with large companies (Bala & Verma, 2018).

CHAPTER 4: Conclusions and Recommendations

This study provides various contributions pertaining to arising digital marketing embracement related to developing business for small and medium enterprises in general. In this generation, consumers have greater participation in the digital technologies. Firstly, SMEs should embrace social media as consumers lean towards information on social media for online shopping, which is substantiated as a blooming chance and simple for SMEs to address potential consumers. Social media remarkably influence SMEs in relation to decrease in expenditure, brand transparency and enhance customer communication and loyalty (Fan, Qalati, Khan, Shah, Ramzan, & Khan, 2021). Secondly, the globe is encountering a novel industrial uprising that is a digital outbreak which generates a plethora of business opportunities by digital means and can be seized through digital marketing and technologies. SMEs should work towards digitalization as it has a favorable impact on its execution and efficiency. Digitalization upgrades businesses' functional resources in ambit, setup and adaptability, it basically reorganizes business operation, products, services and association between companies. Compared to conventional companies' digitalized companies are more conditioned to perceive the digital marketing context to recognize favorable circumstances and to rearrange possibility. It assists in strategic digital marketing decision making in changing surroundings (Guo, Yang, Huang, & Guo, 2020). Thirdly, SMEs should use digital settings like website, application and electronic commerce which extend a distinctive superior position to companies and as a component of experiential marketing for consumers. It characterizes a novel approach for consumers to deal with brands, boost cognizance, elevate quality and encourage craving for companies' goods and services. Content of company website and product theme on electronic commerce enhances value to consumers which entices and impacts customer purchasing behavior. Companies should take benefit of website and online businesses to evolve brand publicity and to produce personalized marketing experience for every consumer as customer contentment and loyalty are sensed as factors for a sustainable business (Ana-Maria, Constantin & Ioana-Madalina, 2021). Finally, digital marketing and online presence for companies is a necessity to challenge the unfolding stress of competition. This paper's information is confined within finite literature. It makes simple for enterprisers to infer and determine their own solutions. Furthermore, it can be debatable that how SMEs can be successful

online using digital marketing to specific target market. The productivity of digital marketing with regard to various SMEs can be investigated. The study can additionally expand to equate digital marketing methods particular to different and similar SMEs.



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