
МАРКЕТИНГ ТА ПІДПРИЄМНИЦТВО

10.37734/2409-6873-2020-4-7

УДК 339.138:334

THE ROLE OF SOCIAL MEDIA MARKETING IN PROMOTING SMALL AND MEDIUM BUSINESS

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Annotation. Purpose. *The purpose of the article is to study social media marketing as a tool promotion of products of small and medium enterprises, studying the essence of the concept of “social media marketing”, using marketing in social networks as part of the marketing strategy of small and medium-sized businesses. Methodology of research.* Article based on the analysis of scientific achievements and research of theorists and practitioners of Internet marketing. The objectives of the article implemented by using the general and specific research methods: analysis and synthesis, systematization and generalization, dialectical approach. **Findings.** The article analyzes and summarizes the experience Internet marketing in small and medium enterprises. The terminology, methods and means of Internet marketing are defined. A study of modern tools of Internet marketing in the development of e-commerce on enterprises. The use of Internet marketing in small and medium enterprises in the world is considered. **Practical value.** Based on the research, conclusions and recommendations for the use of marketing tools in social networks have been developed, which will have a significant impact on the development and promotion of small and medium-sized businesses.

Keywords: social marketing, Internet-scope, social networks, web-site, content traffic, Internet marketing, social media marketing.

Problem solving in general and connection with the most important scientific or practical tasks. The Internet gradually becomes one of the main means of communication and communication between people in business and in everyday life. And the intensity of this phenomenon is constantly growing. The norm has been the existence of a corporate site for enterprises. The role of the Internet is also becoming significant as one of the new marketing channels events and advertising.

This area of research is relatively new and in addition it is a field of economics that is very dynamically developing. Therefore, need consideration problems of implementation of various methods and tools Internet marketing

in today's development domestic market of e-commerce systems. Thus, this problem is relevant.

Analysis of recent research and publications. Theoretical foundations of the nature of the marketing approaches to providing small and medium businesses devoted considerable segment of modern literature, particularly such works as authors F. D. Davis [3], R. Derham [4], P. Cragg, S. Morrish, N. Karpenko, M. Ivannikova [11], I. M. Klopping, E. McKinney [12], H. Nobre, D. Silva [13].

Among the numerous studies, within which attempts were made to determine the priority areas of development of factors this topic has not

received a systematic explanation in the works of scientists. All this necessitates the systematization of knowledge and practical methods of operating companies in the Internet.

Formation of the purposes of the article (statement of the task). The purpose of the article is to analyze and generalize existing approaches to the definition of terminology, methods and Internet marketing tools and exploring the application of these latest tools in marketing activities of small and medium enterprises.

Presentation of the main research material with the full justification of the scientific results obtained. Social media marketing is a form of online marketing that provides a platform for the organization in creating and sharing content on social media networks to achieve marketing and branding goals [4]. Also, the use of social media marketing provides a platform where an organization can build a brand and advert various kind of products or services at a cheaper and easy medium online. Social media marketing can use be in WhatsApp Facebook, Instagram, Twitter, Pinterest, LinkedIn, Whatsapp and Snapchat for advertisement. The use of social media marketing reflects the paradigm shift within the advertising and marketing communications industry: from one-way, “cluttered” mass media to interactive, narrowly targeted approaches and towards synergistic integration of all organization communications [13].

Usually, the majority of the social media platform comes with existing data analysis tools which organization can employ in assessing the number of customers viewing the products or brand online. The data analytics tools could help the organization determining the success and patronage of the products or services

Also, many customers find it easy and convenient to use social media to request a product or search for products or services than through another medium. Also, with the use of the Global System for Communication (GSM) most customers now expect the organization to handle their requests through social media. Consequently, a considerable investment in social media marketing would go a long way in building meaningful relationships between establishment and r customers.

Besides, the use of social media marketing allows for immediate interaction and customer feedback. The organization can also respond to their

customers’ real-time and online. The use of social media strategy for customer feedback is therefore important for positioning an organization in competitive edge among its counterpart, especially for small scale entrepreneur. Unarguably, social media marketing should provide a significant opportunity for Small and Medium Enterprises (SMEs) to promote and advance their businesses. However, the social media marketing medium appears to be especially advantageous for small and medium-sized enterprises (SMEs) due to its moderate costs, and the flexibility with which smaller organizations can adopt social networks for both marketing and new product development.

The globalization of the world economy is the paramount challenge facing business organization all over the world, especially, small and medium enterprises. The biggest organization has several platforms in which customers, business, institutions and everyone across the globe can easily transact and communicate with them with the use of personal digital assistance while some of the SME is in the process of developing an application to market their product and services.

Therefore, adequate attention is required to crab available opportunities existing in both internal and external environments to obtain competitive advantage to improve operation and positioning themselves, studies have shown that information communication technology advancement has organization achieving its set goals and objectives [14]. Modern world life has changed tremendously with the advent of the internet and the introduction of the computer. Also, the Internet and globalization have provided new information technology advantage for companies to be successful in this millennium and thereafter [1]. With a turbulent business environment economy and uncertainty, there is a need to use information technology application for marketing business products and services. The extent to which organization would require information on customer patronage places an important influence on their decision making.

Information technology occupies a vital place in the marketing and management of the process. Well-defined and independent tasks require suitable and adaptable information technology despite their complexity [10]. The Task-Technology Fit (TTF) theory explains the need for adaptability [8]. The TTF argues that as long as the task to be performed is supported by

the functionality of the system users will adopt and utilize a particular system irrespective of the user's attitude, Usoro et al [15] assert that system adoption and usage is determined by the

attitude of the user toward the system, as system functionality minus positive attitude may result in system misuse. TTF model is represented diagrammatically below.

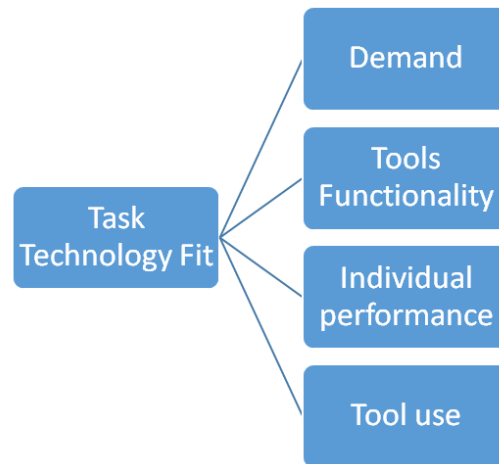


Figure 1. Typical task technology fit (TTF) model [8]

The technology acceptance theory (TAT) or technology acceptance model (TAM) analyses the fact for utilization [2, 3, 6]. Actual usage and performance is influenced by users' perceived ease to use and perceived ease of usefulness. TAM suggests that the principal factor that will enhance the adoption and utilization of a system

is the attitude of an individual in using a particular system, Dellaert, and Ruyter [5], and Klopping & McKinne [12] asserted that necessity may lead a person to use a technology if it improves performance even when the user does not possess a positive attitude towards the IT system. TAM is presented diagrammatically below.

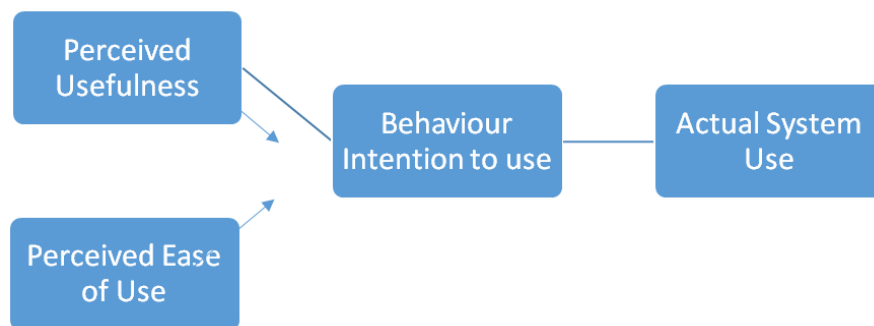


Figure 2. Technology Acceptance model (TAM) [16]

The ideology behind TAM is that as long as there is a perceived fit between task and functionality of IT system attitude is not important whereas for effective utilization attitude is very important in TAM. In as much as attitude and perception of the fit between task and technology are important there is the need to combine the two models to achieve more and stronger effectiveness. This merger will overcome the limitations in individual model.

The study examined the role of social media marketing on SME. The concurrent mixed research

design would be employed for the study which involves an integration of a collection of both quantitative and qualitative data. The qualitative data will be collected through interviews while quantitative data would be collected through questionnaire. The adoption of a mixed-method will facilitate the triangulation of the results generated from the qualitative and quantitative data. Triangulation allows a researcher to have a broader and more reliable understanding of the issues. According to Creswell and Clark, mixing

these two paradigms will give more insight and understanding of the research questions than using either of them independently.

Conclusions from the mentioned problems and prospects of further research in the given direction. Implementing effective SMM is an important factor in success promotion of a brand, product or company in the market, which aims to attract everything more supporters, expanding the target audience, developing, improving and protecting the company's reputation through the formation of consumer loyalty to brand. Theoretical aspects of effective implementation of such marketing are given activities will allow progressive companies to successfully promote their goods in domestic and foreign markets due to competent use social media resources, such as information about consumer preferences, recommendations and preferences of competitors and partners during development, production and sale of a new product or brand.

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М. М. Іваннікова, кандидат економічних наук, доцент; **Бодам Сімон Богнет** (Вищий навчальний заклад Укоопспілки «Полтавський університет економіки і торгівлі»). **Роль маркетингу в соціальних мережах у просуванні підприємств малого та середнього бізнесу.**

Анотація. Мета статті полягає в дослідженні соціального медіамаркетингу як інструменту просування продукції підприємств малого та середнього бізнесу, вивченні сутності поняття «соціальний медіамаркетинг», використанні маркетингу в соціальних мережах як складової маркетингової стратегії підприємств малого та середнього бізнесу. **Методика дослідження.** Стаття ґрунтується на аналізі наукових доробок та досліджень теоретиків і практиків інтернет-маркетингу. Вирішення поставлених у статті завдань здійснено за допомогою таких загальнонаукових і спеціальних методів дослідження: аналізу та синтезу, систематизації та узагальнення, діалектичного підходу. **Результати.** У статті проаналізовано й узагальнено досвід інтернет-маркетингу на підприємствах малого та середнього бізнесу. Визначено термінологію, методи та засоби маркетингу в соціальних мережах. Проведено дослідження сучасних інструментів інтернет-маркетингу в розвитку електронної комерції на підприємствах. Розглянуто використання інструментів маркетингу в соціальних мережах на підприємствах малого та середнього бізнесу у світі. **Практична значущість результатів дослідження.** На основі проведених досліджень розроблено висновки та рекомендації щодо використання інструментів маркетингу в соціальних мережах, які суттєво впливають на розвиток і просування підприємств малого та середнього бізнесу.

Ключові слова: соціальні медіа, інтернет-простір, веб-сайт, контент, трафік, соціальні мережі, інтернет-маркетинг, соціальний медіамаркетинг.

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Аннотация. Цель статьи заключается в исследовании социального медиамаркетинга как инструмента продвижения продукции предприятий малого и среднего бизнеса, изучении сущности понятия «социальный медиамаркетинг», использовании маркетинга в социальных сетях как составляющей маркетинговой стратегии предприятий малого и среднего бизнеса. **Методика исследования.** Статья основывается на анализе научных разработок и исследований теоретиков и практиков интернет-маркетинга. Решение поставленных в статье задач осуществлено с помощью таких общенаучных и специальных методов исследования: анализа и синтеза, систематизации и обобщения, диалектического подхода. **Результаты.** В статье проанализирован и обобщен опыт интернет-маркетинга на предприятиях малого и среднего бизнеса. Определены терминология, методы и средства маркетинга в социальных сетях. Проведено исследование современных инструментов интернет-маркетинга в развитии электронной коммерции на предприятиях. Рассмотрено использование инструментов маркетинга в социальных сетях на предприятиях малого и среднего бизнеса в мире. **Практическая значимость результатов исследования.** На основе проведенных исследований разработаны выводы и рекомендации по использованию инструментов маркетинга в социальных сетях, которые будут иметь значительное влияние на развитие и продвижение предприятий малого и среднего бизнеса.

Ключевые слова: социальные медиа, интернет-пространство, веб-сайт, контент, трафик, социальные сети, интернет-маркетинг, социальный медиамаркетинг.