
The Impact of Marketing Communication Mix on Business Results of Micro, Small and Medium Enterprises (MSMEs)

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Abstract

Communication marketing have impact positive on every aspect operation business. They in a way significant influence How economy in the end. Research purposes This is For investigate How components certain from mix communication marketing influence performance part business small and medium in Surabaya. Development and distribution primary data collection has been reach owner and manager SME survey. Influence element communication certain advertising, promotion sales, and marketing straight on some metric financ, incl profit, sales, and profitability company, identified in study This through use methodology descriptive and procedural informal research. Findings This show significant relationship in a way statistics between indicator finance like profit and income sale clean as well as advertising and promotions sale. SME managers accept recommendation about various topics, incl method best using media, giving information and information latest to consumer through channel communication, and doing activity promotion.

Keywords: *Mix Communication, Marketing, Micro, Small and Medium Enterprises (Umkm)*

INTRODUCTION

One of city and center economy The largest in Indonesia, Surabaya, relies heavily on Micro, Small and Medium Enterprises (MSMEs) for its growth its economy. Small and medium enterprises (MSMEs) in Surabaya are provider field Work major in the region and delivers contribution big to the city's GDP the. The number of MSMEs continues to increase increase every The year, according to data from the Surabaya UMKM and Cooperatives Service, reflects potency strong city and dynamic economy.

MSMEs in Surabaya face a number trouble in the middle increasing competition tight, like change appetite customers, progress rapid technical progress, and intense competition from companies big. MSMEs must use technique efficient marketing For overcome problem this, and one technique the is use mix communication marketing. Advertising, promotion sales, relationships society, marketing direct, and digital marketing is just that a number of shaping instruments

and techniques mix communication marketing, which is used For communicate benefit goods and services to consumer.

However Many MSMEs in Surabaya have experienced this difficulty in implement peer-to- peer communication strategies efficient. Problem main frequent faced including limitations budget, knowledge and experience sporadic teaching, as well limited access to the latest technology and teaching materials. Therefore that is, an effective peer-to-peer communication strategy can give contribution positive and significant to results business, like enhancement sales, market expansion, and training staff.

All aspect SME operations are affected impact positive from communication marketing. Things the own significant impact to economy in the end. This matter seen as an influencing exchange process connection between the company and its clients with extra way contextual (Wang, 2023). Mix communication consists from communication marketing equipment That represent brand and organize owned by they viewer For reach success business (Shankar, 2022). Instruments This have fast and direct impact towards the target market.

Competition motivating company For see method innovative For tell owned by customer they do not only For gain market, but Also for keep What have you done? they have (Kwilinski, 2022). Business outperform competitor them and improve productivity with invest in communication strategy marketing including connection community, promotion sales, advertising, sales personal, and marketing direct (Ingrassia, 2022). For reach results best for business, elements mix communication aim For put brand in thought customers and influence awareness consumer to companies and goods healthy. Use diverse instrument mix communication differentiate ability business For control part big market and running function important in organization.

In this study, there are several relevant things that are done (Umkm et al., 2022) by producing findings that Marketing Mix Improves Marketing Performance, Increases Sales and Profits. (Rusdana et al., 2022) stated that the Marketing Communication Mix has an impact on the business results of MSMEs in competition. (Yadava et al., 2022) states that marketing communication has a positive impact on customer retention and business performance. (Rojikun et al., 2022) stated the Marketing Mix Strategy to Increase MSME Sales Results Through Counseling.(Amin et al., 2023) stated that the marketing communication mix has a significant impact on the business results of MSMEs. (Risnawati et al., 2022) stated that the Marketing Communication Mix Affects MSME Business Results Significantly. Meanwhile, research from (Brands & Small, n.d. 2022) stated that marketing communication has an impact on the success and consolidation of small business brands. (. Adriwasite al., 2023) stated that social marketing media increases sales results for micro businesses. (Klaysung et al., 2022) stated that marketing communication has a positive impact on customer retention and company performance. (Onyinyechi et al., 2021) explain QR code technology improves marketing for small businesses, bridging the gap.

Communication marketing is element main fourth from integrated marketing effort company For serve its target market. Their goal is make

organization and its products known customers, as well guard image organization in mind customer (Battisti, 2023). Apart from that, communication marketing help company For fishing profitable development from customer (Shankar, 2022). This matter important for effort organization For get trust his clients and can seen as an exchange process that has impact big on context connection client-company (Li, 2023). Evolution digital technology and related events with communication marketing characterize it as emphasis on audience, procedures business, management strategy holder importance, content, channels, and results campaign communication brand. (Ludwig, 2022). Communication marketing covers something arrangement from strategy, technique, and tactics For reach objective targeted business to customer moment this and the candidate customer, with use tool mix communication.

Research purposes This is For know How influence mix communication marketing to performance MSME businesses in Surabaya. Expected with understand connection between communication strategies marketing and performance MSME companies, information important will available For help MSME participants create and implement campaign more marketing success. Additionally, suggestions from study This expected can help Surabaya MSMEs improve capacity marketing, which is supported by the government cities and organizations related.

Surabaya MSMEs must capable respond with fast change behavior customers and progress technology, with utilise all over instrument communication their marketing have. Innovative use of social media, digital advertising and promotional strategies just a number of element mix communication marketing that will studied in study This along with its influence to enhancement Power competition and performance MSME finance in Surabaya. Therefore that, research This add knowledge in the academic world and have application important for MSME actors and takers policy in Surabaya. In period long, findings studies This expected can help MSMEs in Surabaya become more sustainable and competitive, so capable Keep going support well-being resident cities and progress economy.

Mix communication is combination tool communication helpful marketing reach target customer as well as persuade they For buy (Zhan, 2022). Tools from mix communication contribute in build and maintain brand with inform, update, persuade, and remind customer about product / goods or service brand the (Treiblmaier, 2023). Various type element mix communication Keep going revealed in a number of year last, however there are five elements main thing that can be done control equipment marketing communication is advertising, sales sales promotion personal, relationship society, and marketing direct (Saura, 2023).

First diagram is a simple diagram that shows How element activities based on activities can activated. Advertisement biggest shown on some element communication connected marketing in a way consistent. The individual depicted in circle colored different covers various activity communication.



Figure 1. Marketing communication mix

During three year Lastly, dynamics Bulgaria's GDP growth had an impact positive on demand domestic and export net, placing us as an EU country with growth fastest seventh. Other elements of structure growth economics, like shopping House ladder, investment public and private, as well export goods, also got benefit from matter This. Majority industry with productivity tall experience enhancement average income along with increasing request will workers, esp services, industry, construction, and agriculture. In years future, growth production sectors This combined with enhancement field work and productivity power work will be very important for development and expansion our country's economy in a way whole.

Fulfil condition consumers, partners, markets, workers and contractors other presenting significant problem for business in the world of interaction modern business continues changed. Creation mark For brands, products, and organizations business is a process of becoming the more important for marketing company, as well foundation of business strategy and growth organization in a way general (Vilkaite-Vaitone, 2022). How method increase efficiency production in condition chain flexible supply with diversification high product and efficiency decreased inspections ? Practice confirm that role a manager Enough important, esp in connection with employees and methods communicate with they. Communication is very important for business Because help customer understand you and influence your journey. Businesses that use all over channel existing communications, though No the same, however precisely modify channel communication and mutual understanding, paying attention effective management, development strategy business, and growth medium company develop.

Marketing aim For increase sale through diversification offer products, expanding range geographic, and exploit various strategies and methods communication. Engagement type customers and growing digital connections become an interesting and emotional experience at times sale is most important component from effective marketing.

METHOD

The purpose of this research is to determine how the communication components of advertising, sales promotion, and direct marketing influence various areas of business operations, including sales, profits, and profitability, in trading and manufacturing companies based in Surabaya. The impact of the marketing communications mix on sales results and profits is measured through this survey. Since they are an important source of information regarding marketing communications used by the business world in their communication policies, the sample taken consisted of owners and managers of commercial and manufacturing companies in the region as respondents. Respondents from two sectors of the Surabaya region were randomly selected to receive this survey. Surveys are used to collect primary data. Net sales, revenue, and profitability income obtained from official sources are restricted data variables. The study found that managers and owners who responded to the survey with Good ratings examined all independent factors, including direct marketing, sales promotions, and advertising. This research shows that the results are in accordance with theory and previous research, and the interpretation of the findings is in line with the ideas underlying this research as well as the results of other previous studies.

RESULTS AND DISCUSSION

For fulfil set goals For four indicators, ie For verify (or deny) existence correlation positive between evaluation component mix communication marketing direct, promotional sales, and advertising —and aspects performance business mentioned above. operations (profitability, profit net, and income sale clean). A number Company operations are affected impact positive from advertisement as one of the component mix communication. As component communication mix, promotion sale profitable a number operation business. A number operation company caught impact positive from marketing direct as component mix communication. A number Company activities are affected impact negative from a number of component mix communication.

Analysis comparison significant difference in a way statistics between evaluation element based on sector

We tested two sectors evaluation marketing direct and promotional sale using the t-test one sample for two years study For see is there is significant variation in a way statistics on the elements used in both sector the. The findings are displayed in graphs 1 and 2 attached show Estimated average of two sectors in the Surabaya region Trade and Production For three component mix communication : marketing direct, promotional sales, and advertising.



Figure 2. Distribution average rating of advertising, sales promotion And direct marketing based on sector in 2023

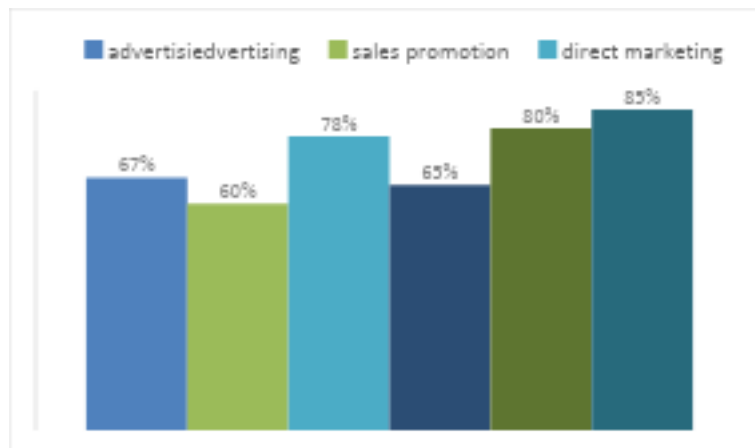


Figure 3. Distribution average rating of advertising, sales promotion And direct marketing based on sector in 2024

Findings chart the show that, during the two years under review, companies in sector Cor about 73% of all over surveyed companies got score advertisement with the mean scores were 5.53 and 5.25, respectively. Therefore that is, ranking the more tall compared to company sector G (58%), driven by usage feature advertisement as means For serve product, so produce more ratings low namely 4.18 and 4.07. Chart show that For second sector, estimate factor promotion sale almost The same For in 2023—57 and 68%, respectively. and 78 to 65% by 2024, it shows that second industry utilise component different instruments For give incentive extra in effort jack sale. With average score of 5.65 in 2023, results testing show that business in the field trade (85%) partially big depend on marketing direct as a sales strategy. Likewise 5.95 for in 2024. This can clarified with utilise sale direct through catalog, flyers and brochures, as well as technique marketing direct up to date other such as telemarketing, email, direct mail, social media, etc., which have ability. For build brand and improve sale.

Analysis Degree of Interdependence Between Elements Mix Corporate Communications and Activities

Nine interactions involved three component mix communication marketing direct, promotional sales, and advertising at three aspect operation business income sale net, profit, and profitability checked. Coefficient skill spear nonparametric describe big impact Thi. For every partner size ranking, we determine Spearman coefficient uses calculator statistics knowledge social. Following This is How the result is displayed in table :

Table.4.1 Correlation ranking

Researched dependency	Spearman coefficient R	N:	P value	Meaning
Advertising / clean sales revenue	0.45818	57	0.00032	Static important
Sale promotion, clean sales revenue	0.28432	57	0.0237	Static important
Direct marketing, net sales revenue	0.00442	57	0.87385	Not statistically important
Advertising, net profit	0.28980	57	0.03263	Static important
Sale promotion, clean profit	0.27167	57	0.03881	Static important
Direct marketing, net profit	0.04326	57	0.83803	No statistically significant
Advertising, profitability coefficient from sale income	0.03827	57	0.77890	No statistically significant
Sale promotion, coefficient profitability of sales revenue	0.09185	57	0.56723	No statistically significant
Direct marketing, coefficient profitability of sales revenue	0.00538	57	0.87689	No statistically significant

We use analysis For interesting evaluation about strength connection between the items studied. We have significant relationship in a way statistics connection with aspect First activity company, revenue sale clean for two of three component mix communication. Significant relationship in a way statistics between various feature companies and parts from mix communication can concluded from table t distribution in a two- tailed test, with threshold significance crucial equal to $0.001 < 0.05$.

Estimation component researched advertising and revenue sale clean found correlated significant in a way statistics in study This; P value of two queues is 0.00032, and the R value is 0.45818. Connection second variable will considered significant in a way statistics. R and P values in calculations component promotion sales and income sale net of 0.0237 and 0.28432 respectively. Connection between second variables are also considered significant in a way statistics If normally distributed.

Connection between second variable the No will considered significant in a way statistics when take into account connection between estimation element

marketing direct and income sale clean at A, where mark pair P is 0.87385 and the R value is 0.00442. Therefore that's what we calculated Spearman coefficient for every factors and uses scale ranking profit clean For sort the estimate. This is it the result. Aspect advertising and its relationships to profit clean company have The P value is 0.03263 and the R value is 0.28980. Connection second variable will considered significant in a way statistics. Second value queue P is 0.03881 and R is 0.27167 for respectively element sale promotion. Connection second variable will considered significant in a way statistics. Plus, mate profit P value clean and marketing direct of 0.83803 and the R value of 0.04326. Connection between second variable No considered significant in a way statistics in normal distribution. Same testing done in study This For evaluate criteria every component mix communication with use ratio profit on income sale in percentage. However Because R value < 0.05 indicates that connection between variable No significant in a way statistics.

Empirical studies are presented find significant relationship in a way statistics between advertising, sales promotions, and indicators financial : profit and net income income, found by other authors (Rosário, 2023). At the same time, businesses are opinionated that effort communication can profitable their gig economy business experience increase in profit margin. Compare profit clean with income sale clean give description efficiency more companies accurate. This matter because profit is representation from mark plus the result from expenses incurred. Indicator finance and economics second to be analyzed, income sale clean, working as function profit, though No means simply factor profit.

Coefficient adjusted correlation is way more can trusted for managers and personnel sale For identify " factors key " important in plan marketing they. They Then can use information This For make plan more marketing and communications focused on the campaign they more effective.

Customer continously flooded with messages promotions in a highly competitive market environment, and as shown by Graph 4.3 below This, only 48% of respondents did activity promotion every day.



Figure 4. Frequency of Use Promotion Activity

Chart below This show percentage channel communication used company
For inform his customers about activity promotion they.

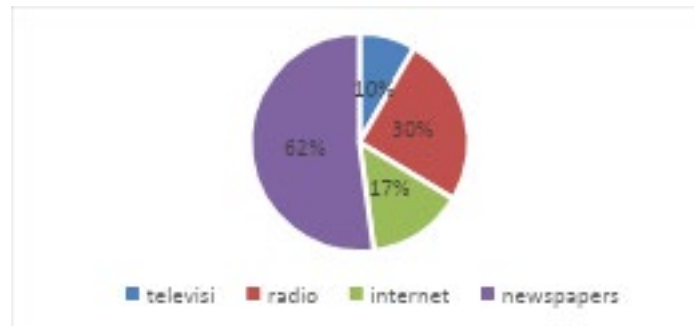


Figure 5. Percentage of Channels Communication Used

Based on the company in question, the most effective technique in surveyed industries is approach presentation product personal 10%, which is now followed with marketing direct. with a total of 30%, the Internet at 17%, and correspondence through letters, emails, and means other. 62%.

Efficacy various type of media evaluated with use scale slide : 1 = very bad; 3 = plate; 4 = no strong or not weak; 5 = strong; 6 = very strong; very strong. Reaching out to research media is also possible give interesting results in matter communication. Respondent give score different on television. This matter caused by some big company carrier is at in regional scope and not used. They follow up on the email, because 57 percent says email is very effective way For connect and communicate direct with candidate consumer. Catalog works as communication media between customers and business with 70% more speed fast compared to respondents who received mark between 5 and 7, or use it with forced until they dead. Newspapers and radio are classified as a functioning medium weak or currently. On the other hand, they are Work with Good For regional and local advertising. Personal performance respondents assessed with use elimination values strong. Specification product company give explanation For matter This.

Business will own superiority compared to competitors in the blessing market collaboration various channel communication. With target people with precise and varied messages channel communication, a brand can successful and long lasting famous in the mind consumers and customers. The company requested For evaluate policy which communication is the strongest they are have as part from study This. For reach matter here, students must evaluate three component marketing direct, promotional sales, and advertising on a scale of 1 to 3. Percentage managers who feel policy communication company has improved for two years previously depicted in graph below this.



Figure 6. Evaluation Company Via Communication Year 2023 -2024

For two years investigation, organization the evaluate component communication mixture use standards are lacking more equivalent. In the year of second studies these, the companies surveyed determine combination factor communication which one to be strength policy communication them (see the picture above). More Far again, findings This show that the most productive equipment is tool marketing and promotion sale directly, with tool advertising are in order third. If done with well, market communication can in a way significant influence resulting goals; however, p This will varies based on type products and services offered.

Various objective business can achieved through integration communication marketing and its components, with consumer as the foundation. Plan communication mix and match various form For create logic uniquely appropriate with target audience, circumstances, and products. In other words, they are is an integral part of mix marketing, which with carefully regulate and balance its components. 68% of the company in question agree with statement this, while 32% did not agree.

Manager can combine things the with use technology communication so that can each other increase. Serve coherent, logical, and harmonious message is the goal. Every communication business must obey consistent logic and use the same key For convey good message. This matter make objective advertiser fulfilled and improved impact overall to the audience. This is very useful when cost campaign limited. Policy communication company is For stimulate request customer with cultivate and uphold tall reputation positive as skilled communicator, in fact active promote the brand, and highlight it the products and services it provides. Various communication strategies with base scientific used For reach policy This. In other words, with center all over communication on one message, marketing communication integrated have synergistic impact. In situation this, image company, communications marketing integrated, and effectiveness advertising everything can improved.

It is impossible to dispute the importance of the marketing communications component for company performance. By using instruments frequently used in the communications industry, traders assist companies in creating a strong corporate identity that shapes the company image or brand. Marketers are also responsible for

overseeing other stakeholders besides specific customers. (Olazo, 2023). The absence of a communication mix allows management to know the market and potential business direction. This can ultimately influence company decision making. But most importantly, building healthy and meaningful relationships that meet client needs is the key to any successful business (Batat, 2022). Therefore, corporate communication at the strategic level of the organization is an integrated communication management framework as a whole, where marketing communications is an integral part of it (Bellaaj, 2023). The absence of a communications mix only allows marketing to serve corporate communications and therefore its contribution should not be overlooked by the company's overall impression of the organization within the context of corporate communications (Georgiadou, 2022). Therefore, assessing marketing communications becomes important in assessing business efficacy. Gaining insight into the goals and results of managing different marketing communications components can open new business avenues and increase the effectiveness of advertising campaigns and integrated marketing communications as a whole.

The data shows that conclusion following about three component under study can taken in situation moment This. In the industries included in report this, policy communication the company is very burdensome advertising. Campaign effective advertising is campaign that delivers influence positive in some aspect operation business. One of aspect very effective communication in influence operational business is promotion sale. Promotion own impact direct Because raise price, so increase sale. Utilization component marketing direct increase operational business. In terms of sales, marketing, and service customer, p This can produce interaction more clients intimate and economical.

Evaluation subjective manager impact on evaluation. Estimation will changed based on turnover company and income annual. Profit and sales will increase along with enhancement utilization component like frequency and instrumentation. The opposite is also true, i.e manager will more Lots use aspect communication when sales and income company increase. Based on the assumptions above, yes concluded that influence aspect different communications increase along with big size company and profits / sales.

CONCLUSION

The findings of this study indicate that aspects of direct marketing, sales promotion, and advertising can be used to measure the influence of communication on business operations in the manufacturing and trade sectors. It is likely that a brand's marketing initiatives will have a good impact and increase sales and profits if its advertising, sales promotions and direct marketing are all focused on profits and sales. In addition, when establishing marketing budgets for each component of the communications mix, consideration should be given to the potential impact of each component on the development of successful customer communications. Based on the analysis, we can conclude that the estimated elements examined are advertising and net sales ($R = 0.45818$), sales promotion and net sales ($R = 0.28432$), advertising and net profit ($R = 0.28980$), and promotion sales and net

profit ($R = 0.27167$) have a statistically significant relationship. No statistically significant relationship was found between sales revenue or net profit and the direct marketing component. In addition, there is no statistically significant relationship between communication mix elements and the coefficient of profitability on sales revenue. Thus we can draw the conclusion that management can greatly help a competitive company in improving its financial performance as well as market growth and performance if management focuses its efforts on attacking customers through consistent and focused communication messages. In a fiercely competitive environment, implementing the right communication mix will significantly increase sales, profitability and market share besides driving organizational growth.

The beneficial effects of blending communications on many aspects of business operations determine how important it is. Deciding how to use certain mix elements and selecting the best combination of these elements ultimately resulting in business profitability becomes easier for decision makers when they realize the impact certain elements of mixed communications have on sales and profits for the company. in today's competitive market. Profitable communications provide a competitive advantage for businesses, according to this management perspective.

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