

Motivation of SME adopt Digital Marketing

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This research aims to identify the complexity of digital marketing adoption behaviour among micro and small business. TAM and DIY model has been used to understand the phenomenon beyond the technology adoption. The data collection using online and offline questionnaire. Total 41 question has been spread using convenience method. Several social media and online chatting application have been used to spread the link of the questionnaire. The offline questionnaire has been collected door to door to the business place in Indonesia. Total 229 participant valid as a data of this research. This research propose five hypotheses. The result shows that three out of five hypotheses are supported by the data. Two of the hypotheses comes from TAM and one hypothesis from DIY model. Perceived ease of use, perceived usefulness and perceived economic benefit scale found have a positive significant impact on intention using digital marketing. People adoption to the new technology cannot investigate comprehensively by using TAM, it needs more than one model to understand people decision making. The DIY model especially perceived lack of product quality and perceived product availability only relevant for the service or product that were not mature. The adoption of digital marketing in business, in the beginning, could be explained by the DIY model, but more people nowadays provide digital marketing services. People already have a choice and understand the quality of the digital marketing service and consultant that they could hire for their business.

Key words: *SMEs, digital marketing, technology acceptance model, do-it-yourself model.*

JEL Code : *M31, L81, P46*



Introduction

Small and medium enterprise has an important role in the economic for the country. It provides people with job opportunities, entrepreneurship and innovation. Even it has promising impact, this economics unit faces a lot of challenges. A lot of SMEs work inefficient and ineffective in their daily business. SME works inefficient and ineffective because the human resources lack of knowledge in business.

One of the critical business knowledge is marketing. Marketing helps SME in creating revenue by promoting their product to the customer. Traditional marketing that used old way to promote the product or services nowadays become less popular. Organization and company tend to get more benefit from using digital platform to promote their product and services to the customers.

Social media, internet, mobile application and a lot of digital communication platform already become today daily need. People around the world well connected each other by using internet. Total population worldwide that using internet as daily user is 4.66 billion or 59% from total population (Statista, 2020). Nowadays people spend more time in the digital platform. They are searching for information, product, service and communication with relative using internet. This trend should be responding by organization as shifting in consumer behavior. That issue make digital and social media as an important part of today's business marketing (Stephen, 2016).

Organization ability to engage customer is higher and easier now with digital platform. Internet, social media and another digital platform make organization to keep connect with the customer, increase brand awareness of the product, easily get the feedback, improve product / service quality, identify customer expectation, sustainable brand and influence consumer attitude (R. . R. R. Ahmed et al., 2019; Algharabat et al., 2018; Lal et al., 2020; Puneet et al., 2018).

Majority previous research on digital marketing focuses on large organization and business (Celuch & Murphy, 2010; Jarvinen et al., 2012; Michaelidou et al., 2011). Large organization expected have official website, hire professional digital marketer to optimize their product on the first page of the search engine, promote their product professionally in the social media and do a lot of campaign about their business.

The using of digital marketing in small and medium business still low. Previous research on United States, 55% small business have no official website (Pisani, 2014). Digital marketing on small and medium enterprise not yet popular research that has been explore. This research will examine the motivation of SME to using digital marketing. Previous research already examines how large business adopt technology for their business. This research will use the same technology acceptance model to examine the digital marketing application in SME.



Technology acceptance model is important to be identify in SME as technology is one of the main factors that can boost SME productivity.

Literature Review

Small medium enterprise has many definitions and characteristics. There are different among each of the institution or country to define small and medium enterprise. Indonesian government issue Republic of Indonesia Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. They mention that there are three classification of SME business in Indonesia. Micro business, small business and medium business. The classification of the business depends on their net worth and annual revenue.

A business classifies as micro class if they net worth is 50.000.000 indonesian rupiah which is not include land and property and their annual revenue no more than 300.000.000 indonesian rupiah. For the small class business, they require net worth between 50.000.000 to 500.000.000 indonesian rupiah exclude land and property and their annual revenue between 300.000.000 to 2.500.000.000. The business classifies as medium when they have net worth between 500.000.000 to 10.000.000.000 indonesian rupiah exclude land and property and their annual revenue 2.500.000.000 to 50.000.000.000 indonesian rupiah.

Previous research in digital marketing could be classify into several category. The research in digital marketing classify into environment, marketing strategy, company and outcomes (Dwivedi et al., 2020). Each category explains different research interest.

The first is about environment. This research focusing on how digitalization has an impact to customer relation, customer interaction and customer behavior. Recently customer using mobile apps and online marketplace to buy their daily needs. Mobile apps and online marketplace become norm in the society. They attitude shift slowly to less likely come to the shopping center to buy their needs. This impact a lot of organization more focusing on e-commerce (Abou-Elgheit, 2018; Alam et al., 2019; Komodromos et al., 2018). Customer experience and customer behavior also change due to the changing shopping platform from traditional to the digital marketplace (Hossain et al., 2019, 2020; Shukla & Nigam, 2018). This first topic focus on how customer change because of the digital marketing.

The second topic is about marketing strategy. This research topic focus in how organization using social media tools such as Facebook, snapchat, twitter, and Instagram to marketing their product or services. This research topics focusing on how to create content on the digital marketing, how customer response the content, which platform could get more attention to their customer, etc. One of the most interesting finding is that content marketing play an important role of customer engagement (Ang et al., 2018; Hutchins & Rodriguez, 2018).



The third topic on digital marketing focus on how company or organization examine their attitude towards digital marketing. This focus examine how company identify several factor of a company using digital marketing as their tools for marketing. Previous research found that a lot of internal and external factor drives company to using digital marketing (Matiki et al., 2018). Internal factor such as support from managerial and level of education from the manager. External factor such as perceive belief, ease of use and pressure from competitor.

The last topic classification is focusing on outcome of digital marketing on business. Several outcomes that already found from organization doing digital marketing are: customer retention (Hanaysha, 2018), purchase intention (Alansari et al., 2018), brand equity (Stojanovic et al., 2018), brand loyalty (Shanahan et al., 2019) and brand sustainability (R. . Ahmed et al., 2019).

This research will focus on the third topic on how the attitude of business owner to adopt digital marketing as their strategy in the business. While a lot of previous research focus on big company or organization, this research will focus on small and medium enterprise to adopt digital marketing.

Digital marketing as a concept to help organization promoting their business in digital world need a technology as a tool. Without technology, organization cannot utilize the benefit of digital marketing. Then to adopt this concept owner of the SME should be familiar with technology as a media to using digital marketing. Then the concept of technology acceptance model needed in this research to examine their perceived through technology especially using digital marketing.

Technology acceptance model (TAM) is the model that believe ease of use and usefulness as determinant of people adopting new technology. The assumption beyond that reason is the easier technology it used, it will bring more benefit for the user (Venkatesh & Davis, 2000). Study on small and medium enterprise rarely examine the technology adoption, since they are far from using complex technology. Then this research of TAM association in digital marketing in small and medium enterprise is interesting to be examine.

Many small and micro business doing their production, marketing, and finance by themselves. This activates lead to they should know anything in the business management. This business model creates a new behavioral model called do-it-yourself behavior. While TAM explain how people motivate using technology with perceived ease of use and usefulness. The DIY model could explain the motivation of people do their own business. Three factors that believe could trigger people doing DIY. There is economic benefit, lack of quality and availability (Wolf & McQuitty, 2013).

This research will examine business owner or manager of small and micro business to adopt digital marketing using two model, there are technology acceptance model and DIY model.

The TAM model to examine the role of technology barrier and the DIY model to examine the motive in a limited resource.

Then there are several hypotheses that will be examine in this research:

H₁ : There are positive relationship between perceived ease of use and intention to use digital marketing

H₂ : There are positive relationship between perceived usefulness and intention to use digital marketing

H₃ : There are positive relationship between perceived economic benefit and intention to use digital marketing

H₄ : There are positive relationship between perceived lack of product quality and intention to use digital marketing

H₅ : There are positive relationship between perceived lack of customized product availability and intention to use digital marketing.

Research Method

This research collecting data through online and offline questionnaire. We will collect using convenience sampling method with some requirement for the participants. The participant that can fill in the questionnaire should be an owner or manager of micro, small or medium business. There will be 33 questions related to the variable of this research. There are perceived usefulness (7), perceived ease of use (5), Intention to use digital marketing (5), perceived economic benefit scale (6), perceived lack of quality (5), and perceived lack of available scale (5). The demographics of survey consist of 8 questions, there are: age of respondent, education, position of respondent, kind of business, annual income, number of employees, platform that they use for digital marketing, and age of the business. Some demographics questions will be used as filter to classify participant class of business which is fall in into micro, small or medium business.

This research will be using multiple regression analyses to answer the hypotheses. Each hypothesis will be examining to identify the relation between variables. Before regression, this research applied validity and reliability check, also check the classical assumption before the regression analyses. Each variable question adopts from previous research. TAM questions adopted from (Davis, 1989) which is consist of perceived usefulness and ease of use. The DIY questions model adopted from (Wolf & McQuitty, 2013) that explain economic benefit, perceived lack of quality and perceived lack of available scale.



The definition of perceived usefulness is the extend the technology will bring benefit to their self or their business. Perceived ease of use is the degree of how effort they should put on that technology, the more effort they need means not ease of use for them and vice versa. Here is the questionnaire that will be asked to all participants:

Technology acceptance model constructs Perceived Usefulness Scale (adapted from Davis, 1989).

- (1) Using the Internet to promote our products or services for my business would enable the company to accomplish growth more quickly.
- (2) Using the Internet to promote our products or services would improve business performance.
- (3) Using the Internet to promote our products or services for my business would increase our productivity. Using the Internet to promote our products or services would enhance the company's effectiveness to increase awareness of the business.
- (4) Using the Internet to promote our products or services would enhance the company's effectiveness to increase customer engagement in the business.
- (5) Using the Internet to promote our products or services would enhance the company's effectiveness to increase lead generation for the business.
- (6) Using the Internet to promote our products or services would make it easier to run the business.
- (7) I believe having Internet promotions our products or service would be useful for the business.

Perceived ease of use scale (adapted from Davis, 1989).

- (1) Learning to create promotions on the Internet for our products or services would be easy for me.
- (2) I would find it easy to achieve Internet promotion objectives.
- (3) My interaction with promoting products or services on the Internet would be clear and understandable.
- (4) It would be easy for me to become skillful at Internet promotions of our products or services.
- (5) I find developing Internet promotions for our products or services easy.

Digital Marketing intention and behaviour

- (1) I already use one or several digital platforms to promote my business.
- (2) I am intent to use one or several digital platforms to promote my business.



Do-it-yourself behaviour model constructs DIY Behaviour scale (adapted from Wolf and McQuitty, 2013).

Please indicate which online marketing activities you perform for your company:

- (1) Email
- (2) Create or post blog content
- (3) Create or post website content
- (4) Create or post Facebook content
- (5) Create or post mobile content
- (6) Create or post YouTube content
- (7) Create Search Engine Optimization key words
- (8) Review online analytics
- (9) Create or post Twitter content
- (10) Create or update content on other social media site(s)
- (11) Manage and update eCommerce site

Perceived economic benefit scale (adapted from Wolf and McQuitty, 2013).

- (1) I do my own Internet promotion of our products/services to save money.
- (2) Performing my own maintenance on the Internet promotions saves me money.
- (3) By managing the Internet promotions for my business, I can spend money on other things.
- (4) I find that I can save a lot of money by managing the Internet promotions of our products/services myself.
- (5) When I create an Internet promotion myself, the money I can save is important.
- (6) When I begin an Internet promotion project I expect to save money.

Perceived lack of quality scale (adapted from Wolf and McQuitty, 2013).

- (1) Designing your own Internet promotions is good because website developers are unreliable.
- (2) Designing your own Internet promotions makes sense because Internet marketing professionals do not do what I want.
- (3) Designing your own Internet promotions is good because I can do a better job than the professional website developers.
- (4) Hiring an Internet marketing professional results in worse work than when I do it myself.
- (5) The work of people I can hire is not of good quality so I have to do the work myself.

Perceived lack of product availability scale (adapted from Wolf and McQuitty, 2013).

- (1) I will create my own Internet promotions to better match my business needs.
- (2) I design Internet promotions because Internet marketing professionals often do not offer what I want.
- (3) To get the customized digital content I need, I have to create it myself.
- (4) To get an Internet promotion for our products/services that is compatible with my business, I have to do things myself.
- (5) To get an Internet promotion for our products/services that is consistent with my marketing strategy, I have to make it myself.

Demographics questions:

- (1) How old are you? (ages)
- (2) What is your highest formal education?
- (3) What position are you in the business? (owner / manager / marketing)
- (4) How long the business already runs? (number or years)
- (5) What kind of business are you in?
- (6) How much annual income of your business?
- (7) How many employees that works on your business?

Result

This research examines five independent variable and one dependent variable. Here is the result descriptive statistics of the participant from this research:

Table 1. Result of descriptive statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Perceived usefulness (X1)	229	19,00	35,00	32,5284	3,00516
Perceived ease of use (X2)	229	9,00	25,00	19,1659	3,58585
Perceived economic benefit scale (X3)	229	12,000	30,000	26,03493	3,881875
Perceived lack of quality scale (X4)	229	5	25	15,80	5,120
Perceived lack of product availability scale (X5)	229	5	25	18,41	4,171
Intention to use digital marketing (Y1)	229	3,00	10,00	8,7031	1,39832

Table 2. Participant's demographics (N=229)

Variable	Classification	No.	Percentage
Age	14-20	129	56.3%
	21-30	74	32.3%
	31-40	11	4.8%
	41-50	15	6.6%
Highest education	Elementary school	1	0.4%
	Junior high school	4	1.7%
	senior high school	106	46.3%
	vocational degree	17	7.4%
	UNDERGRADUATE	97	42.4%
	POSTGRADUATE	4	1.7%
Age of business	0-12	142	62.0%
	13-24	31	13.5%
	25-36	26	11.4%
	37-48	6	2.6%
	> 48 months	24	10.5%
Annual revenue	0 - 10.000.000	124	54.1%
	10.000.001 - 50.000.000	60	26.2%
	50.000.001 - 100.000.000	20	8.7%
	100.000.001 - 500.000.000	20	8.7%
	> 500.000.000	5	2.2%
	Number of employees	0 - 10	218
11 - 50		9	3.9%
51 - 100		1	0.4%
101 - 200		1	0.4%

Table 1 shows the maximum, minimum, average and standard deviation from five independent variable and one dependent variable. Table 2 shows us that mostly participant fall in age between 14-20 years old. The second position is 21-30 years old. Based on the highest education, most of the participant (46,3%) graduated from senior high school, while the second most participant in this research already graduated from undergraduate degree (42,4%).

This research also identifies demographics of participant business. Most of the participant have their business below 1 years old (62%) and only 24 participants have their business more than 4 years old. The table shows that participant mostly annual revenue below 10.000.000 Indonesian rupiah (54,1%), and between 10 million – 50 million were 26,2%. Only 2 participant that have more than 500.000.000 annual revenue. Most of the participant in this research have less than 10 employee works with them (95,2%). Based on table 1, it can be concluded that mostly participant business falls the category into micro and small company.

This research checks the validity research instrument using pearson correlation and the reliability test using cronbach alpha. Both of the test is important to understand the quality of the measurement. Both tests have been run on each variable. Here is the summary of validity test from five independent variable and one dependent variable:

Table 3. Summary of Validity and Reliability test for Independent and Dependent variable

Questions	Pearson correlation	Cronbach Alpha	Questions	Pearson correlation	Cronbach Alpha	
X1.1	0,740		X3.1	0,781		
X1.2	0,749		X3.2	0,840		
X1.3	0,792		X3.3	0,805		
X1.4	0,711		X3.4	0,830		
X1.5	0,737		X3.5	0,818		
X1.6	0,702		X3.6	0,687		
X1.7	0,683		X3. Total	1		0,883
X1.Total	1	0,855	X4.1	0,862		
X2.1	0,771		X4.2	0,882		
X2.2	0,855		X4.3	0,883		
X2.3	0,709		X4.4	0,856		
X2.4	0,819		X4.5	0,743		
X2.5	0,845		X4. Total	1	0,900	
X2.Total	1	0,859	X5.1	0,756		
Y1.1	0,885		X5.2	0,761		
Y1.2	0,781		X5.3	0,877		
Y1. Total	1		0,870	X5.4		0,916
				X5.5		0,859
				X5. Total	1	0,891

Table 2 shows the summary result of validity and reliability check on the research instrument. The validity test in this research using Pearson Correlation. Validity each question in measured by comparing between r count and r table. This research collected total 229 participant and based on the r table for N: 200, the r table score is 0,138. The questions categorize as valid

when it has higher score than the t table score. Total 31 questions in this research found valid as it all has higher score than 0,138. Furthermore, the reliability check using Cronbach alpha. The acceptable score for Cronbach alpha is good if it above 0,7, better if it has higher than 0,8 and best if it has more than 0,9 (Hair et al., 2019). Six variables have been identifying have score above 0,8, which is mean all the variable in this research is reliable.

Result from linear regression shows that some independent variable have a significant influence to the dependent variable, some were not. Here is the summary of the result from linear regression analyses:

Table 4. Summary of linear regression analyses

Model	Unstandardize d Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toleranc e	VIF
(Constant)	,654	,924		,708	,480		
Perceived ease of use (X1)	,082	,027	,210	3,039	,003	,669	1,495
Perceived usefulness (X2)	,142	,029	,304	4,899	,000	,829	1,207
1 Perceived economic benefit scale (X3)	,070	,024	,194	2,968	,003	,747	1,340
Perceived Lack of quality scale (X4)	-,017	,022	-,061	-,754	,452	,484	2,066
Perceived Lack of product availability scale (X5)	,017	,028	,052	,627	,531	,472	2,120

a. Dependent Variable: Intention to use digital marketing

Table 4 shows the summary of linear regression analyses. Five independent variables in this research found that three out of five is significantly influence the dependent variable, while the two of them found not significant. Based on table 3, we can see from the sig column, this research concludes that three out of five hypotheses that we proposed is supported by the data in this research as they have $< 0,05$ in significant level. Perceived ease of use, perceived usefulness and perceived economic benefit scale found significantly influence intention to use digital marketing. However, perceived lack of quality scale and lack of product availability scale found not significantly influence intention to use digital marketing.

Discussion

The aim of this research is to investigate the antecedent of digital marketing behaviour on micro and small business. This research using two model (DIY model and TAM) to identify the motivation of adoption digital marketing behaviour in Indonesian SME. TAM has been used commonly for technology adoption, while DIY model is fit with micro and small business as what they do mostly do it yourself. Perceived ease of use and usefulness of technology has been used in TAM as the factor that influence people adopt some technology. TAM identify



the motivation to adopt new technology based on two factors, there are perceived usefulness and perceived ease of use. TAM point of view is about the technology. The DIY model explain what the motivation of people is adopt certain behaviour by doing it by themselves. Business that just start from the beginning, normally have limited resources, so DIY model is fit with them as they could see the benefit of digital marketing, they need to acquire the benefit but with their limited resources. DIY model belief that peoples do some behaviour by themselves because they perceived the economic benefit from that behaviour, they belief that currently no one could fulfil their need except themselves, and they perceived the service that they need right now is still rare and difficult to search. If there is certain service, they belief that the price is unreasonable for them. So, they belief that do themselves is the fittest way for them.

The result from both model shows that the TAM still acceptable for digital marketing adoption in SME business. Both factors (perceived ease of use and perceived usefulness) found significantly improve intention to adopt digital marketing in their business. The interesting part from this research is, only one variable from DIY model that found significantly improve intention to adopt digital marketing. People motivation to do it themselves in digital marketing for their business motivate by their perceived of economic benefit for their business. The increasing of digital marketing consultant and service that being provide make them belief that lack of quality and lack of product availability not relevant anymore in this context. People belief that there is someone that could give better service than what they can do, they also belief that have an option with whom they will ask the service when they need it as now more people give the digital marketing service for micro and small business.

Limitation and future research

Using two model to identify the motivation of adoption digital marketing give us more comprehensive point of view. People not only consider ease of use and usefulness to adopt new technology, but they also consider potential economic benefit for themselves. By combining more model in certain behaviour, we could more understand how complex is decision making process. This research limited only using both model (TAM and DIY) to identify digital marketing adoption technology in SME. There is still a lot of potential models and behaviour that interesting to be explored to understand their decision process.



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