

Presenting the model of digital markets for small and medium industries in Iran

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Abstract
The purpose of this research is to provide a suitable digital marketing model for small and medium industries in Iran. The research method is a mixed research (qualitative-quantitative). Based on this, in the qualitative part of the research, a meta-composite qualitative research method (Sandelovski and Barroso) has been used so as to design a comprehensive model of digital marketing. In the quantitative part, a survey method was used, in which 261 questionnaires were distributed among the employees of small and medium industries in three provinces of Azarbaijan-Eastern, Western and Ardabil, selected by stratified sampling, and analyzed using confirmatory factor analysis method.

The research findings show 6 dimensions (including: marketing strategy, digital content marketing, suitable digital tools, engaging customers, converting visitors into customers, interacting with target customers), 18 components, and 54 indicators that determine the digital marketing model in Iran's small and medium industries. The results of the research show that the dimensions, components and indices extracted from the metacomposite method (research model) were approved by the target community. Also, in the ranking of the dimensions of digital marketing for small and medium industries; "Achieving the target customer and interacting with them" and "engaging the customer" are located in the first place among the 6 dimensions; and "turning visitors into customers", "digital content marketing", and "appropriate digital tools" in the second place; and finally "marketing strategy" in the third place.

Keywords:
Marketing,
Digital marketing,
Dimensions of digital
Marketing,
Small and medium
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Extended Abstract

Introduction

Small and medium industries are one of the most important economic sectors in every country (Bromand Jazi, 2021). Small and medium-sized and fast-yielding industries play a very important role in the direction of increasing production and employment, especially to maintain and strengthen the country's economic foundation in difficult economic conditions (Taghavifard et al, 2023). One of the challenges that small and medium-sized industries face in the path of becoming market-oriented is what actions to take and based on what dimensions (Danishian & et al, 2018). Also, the increase of small companies has aggravated the deviation from the centralized state towards international relations full of intense international competition (Talali & et al, 2012). With the emergence of new informatics technologies and everyone's access to the Internet communication network, changes have been made in the capabilities of industrial units, production methods, distribution and the organizational structure of industries (Esgandari, 2016). Therefore, small and medium industries are increasingly facing dynamic and changing environments, and have to adapt themselves to these conditions.

In today's era, the convergence of information technology, media and communication has changed the behavior of consumers in terms of searching, obtaining, processing and responding to company information or services (Zarei & Mohamadkhani, 2024). Also, the rapid adoption and expansion of social networks have provided new opportunities for industries, by studying online content provided by users, to understand consumer insight toward communicating and using online communities. (Moradi Ziba et al, 2023). Since the arrival of the Internet in the commercial field and the beginning of the web world, there have been tremendous changes in business (Bagheri Anilo et al, 2023). Also, the complexity and intensification of competition in foreign markets has caused manufacturing-export companies to face many problems due to the inability, or weakness due to lack of familiarity with marketing technology and capabilities to carry out marketing activities (Mousavifard & Hasani, 2022). In this regard, they have proposed "digital marketing" activities, which include mobile marketing, search engine-based marketing, email marketing, social network-based marketing, etc. (Dwivedi et al., 2020). In "digital marketing" it becomes possible to provide information more easily and optimally. The number of internet users is increasing day by day. The cost of advertising on the Internet is much more appropriate. It is possible to monitor and control online advertising without intermediaries; and all these things and advantages make this phenomenon more useful (Khorsandi Noshahri et al, 2023). The necessity of developing "digital marketing" strategies helps small and medium industries to be successful in online marketing and to make the right decisions in this direction (Moradi Ziba et al, 2023). Regarding this, social networks are currently sharing a new potential for people to share their knowledge with others (Gholi Pour Damieh, 2022).

Therefore, considering the large amount of use of information and communication technology by small and large companies in the field of marketing; there is a necessity to carry out a research that fits the needs of small and medium industries, which are the engines of development of any country. Also, considering that the researches carried out in the field of digital marketing mostly indicate the identification of factors affecting digital marketing strategies, and in this regard, various domestic and foreign researches have been designed and implemented around the world until today, but, no research has so far been done in the field of designing a digital marketing model suitable for small and medium industries in Iran; the main question of the research is: What is the appropriate model of digital marketing for small and medium industries in Iran?

Theoretical framework

Digital Marketing:

The term "digital marketing" has been referred to as a subset of "marketing management" and also "advertising management" since two decades ago (Moradi Ziba et al, 2023). "Digital marketing" includes the set of all tools and activities that are used to market products and services on a digital platform (web, mobile internet or other digital tools) (Waziri Gohar & Abdolhosani, 2020). Digital marketing, so called, is an umbrella over all the online marketing efforts of industries that use digital channels such as Google search engine, social media, e-mail, and their websites to communicate with their current and future customers. Many people today start their purchases from search engines, that is, before buying a product, they find it on the Internet and research it. It may be concluded that the old and traditional ways of doing business are not that effective anymore (Moradi Ziba et al, 2023). In other words, "digital marketing" makes it possible to achieve marketing goals by using the methods and tools of the world of digital technology. It should be noted that digital marketing does not happen in a vacuum and is most effective when it is integrated with other communication strategies and methods such as face-to-face communication, telephone, etc. (Sedaghati & Seiedin, 2023).

Small and medium industries:

According to the definition of the Ministry of Industries and Mines and the Ministry of Agricultural Jihad; small and medium industries are industrial and service units that have less than 50 workers. Also, Iran's Small Industries and Industrial Towns Organization, as the main guardian of Iran's small industries, defines industries and businesses with less than 10 employees as minor industries, industries with 10 to 49 employees as small industries, industries with 50 to 150 employees as medium industries, and industries with more than 150 workers are considered large industries (Orafayejamshid, 2023). On one hand, these industries can be considered as the former industries of large-scale activities (economic space), and on the other hand, they can cause the growth and especially the development of an industrial complex and the surrounding areas by relying on the economies of aggregation (geographic space) (Bromand Jazi, 2021). Small and medium industries are vital for most economies in the world, especially developing and emerging economies (Ndiaye et al, 2018). Small and medium industries play two roles at the same time: 1. "accelerating economic growth" through expanding their participation in production, and 2. "reducing poverty" through the effects of creating employment and generating income from the growth of products. Considering the turbulent environment of the economy and market in Iran and the issue of the lack of quick adaptation of small and medium businesses in the Iranian market, environmental complexity and chaotic environment; Iran's small and medium industries need new solutions in dealing with such an environment. (Orafayejamshidi et al, 2023). Therefore, a new way of marketing in the space of internet businesses in Iran's small and medium industries makes it possible to continue the activity.

Research methodology

In term of purpose, the current research in the first stage is a basic research; and in the second stage (model test), it is considered an applicable research. And in terms of the nature and method, it is a descriptive or non-experimental research, and considering that the researcher is looking for modeling of digital marketing in the small and medium industries of Iran, the research method is exploratory. On the other hand, considering that the data required for this research was obtained using a questionnaire, it is considered a survey. The statistical population in the quantitative part of the research is all the employees of the industrial towns of Azarbaijan-Eastern, Western and Ardabil provinces in the number of 810 people. The sample size was calculated based on Cochran's formula as 261 people. The method and tool

for collecting information in the qualitative part (supercomposition) of the present research is the library method, which means studying books, publications and specialized texts through searching in databases (Internet); and in the quantitative part (survey) using a "questionnaire".

Research findings

It was shown in the qualitative part of the research findings (use of meta-composite method to extract dimensions, components and indicators of digital marketing) and also in the quantitative part of the research (analysis of data collected from the target population) that the present research model consists of 6 dimensions, 18 components, and 54 indicators that can show the digital marketing model in Iran's small and medium industries. Based on the findings, it can be said that all 6 dimensions; 1. Marketing strategy, 2. Reaching the target customer and interacting with them, 3. Converting visitors into customers, 4. Engaging customers, 5. Appropriate digital tools, and 6. Digital content marketing have created significant weight and at the level 95% confidence have been able to have a significant factor load.

Conclusion

In the general conclusion, the dimensions and components and results of the final model of digital marketing for small and medium industries in Iran in Figure (5), with a confidence factor of 95%, have a favorable dependence and coherence. Based on the obtained results, it can be said that all 6 dimensions; 1. Marketing strategy, 2. Reaching and interacting with the target customer, 3. Converting visitors into customers, 4. Engaging customers, 5. Appropriate digital tools, and 6. Digital content marketing have been reviewed and have created significant weight, and at the confidence level. 95% have been able to have a significant workload. Numerous researches are in line with the results of this research, so that Muditomo & Wahyudi (2022), Pakparvar (2022), Amoli-Diva (2022), and Zamani et al (2022) in their research have introduced "Preparation of digital transformation roadmap" and "Strategy "Continuously producing attractive and user-friendly content" as the main core of digital marketing. In other studies, Shafeian et al., (2020), Mosayebi Amid Abadi et al., (2022), Hoseini et al., (2022), Foruzandeh et al., (2021), and Chaffey & Smith (2018), showed that promotion of digital marketing will take place in the shadow of marketing strategy development (developing a competitiveness plan in the digital arena, developing a digital marketing perspective), and "marketing strategy" is an influential factor in the growth and strengthening of digital marketing.

According to the results obtained from the research, the following suggestions are presented:

- Managers of small and medium industries should continuously provide attractive and user-friendly content production strategy for all customers of the industrial estates company.
- Managers of small and medium industries in Iran should try to provide employees with marketing in social media such as Instagram, WhatsApp, ETA, etc. through various trainings.
- Customer support in social networks in Iran Industrial Estates Company;
- Possibility of creating a suitable environment for using the newsletter for customer membership and online customer club
- Using email marketing, mobile marketing, Facebook, Instagram, Twitter, LinkedIn, YouTube, Telegram, WhatsApp, Pinterest, Snapchat, Chatbot, Ita, Soroush, Rubika.
- Using different content (podcast and video production, infographics, blogging...)