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**PROMOTION TOOLS IN SMALL AND MEDIUM ENTERPRISES:
BIBLIOMETRIC ANALYSIS****ІНСТРУМЕНТИ ПРОСУВАННЯ МАЛИХ ТА СЕРЕДНІХ ПІДПРИЄМСТВ:
БІБЛІОМЕТРИЧНИЙ АНАЛІЗ**

Interest in the use of marketing communication tools in small and medium-sized businesses is growing every year. However, due to the limited financial resources of small and medium enterprises, most marketing tools cannot be used. This study aims to analyze the content and characteristics of existing research on marketing communications in small and medium enterprises, identify gaps, and understand the direction of future research. It was conducted a bibliometric analysis of 137 papers on marketing communications (published during 1989–2020) in small and medium enterprises. It was analyzed publications trends in journals, citations analysis of authors, articles, and journals to determine the most influential. It was analyzed the content, and it was performed a hierarchical cluster analysis (with the help of the VOSviewer) based on the keywords and the abstracts' content. It was identified directions of modern and future research.

Key words: marketing communications, marketing tools, small and medium enterprises, small and medium business, bibliometric analysis, cluster analysis.

Інтерес до використання маркетингових комунікацій у малому та середньому бізнесі зростає з кожним роком. Однак через обмеженість фінансових ресурсів малих та середніх підприємств більшість маркетингових інструментів використовувати неможливо. Метою дослідження є аналіз змісту та характеристик існуючих досліджень щодо маркетингових комунікацій у малих та середніх підприємствах, визначення прогалів та напрямів майбутніх досліджень. Проведено бібліометричний аналіз 137 статей щодо маркетингових комунікацій у малому та середньому бізнесі, опублікованих протягом 1989–2020 рр. Проаналізовано тенденції публікацій у журналах, визначено найбільш цитованих авторів, статті та журнали для визначення найбільш впливових. Проведено ієрархічний кластерний аналіз на основі ключових слів. Візуалізацію тем наукової літератури здійснено за допомогою VOSviewer. Визначено кластери у дослідженні маркетингових комунікацій малих і середніх підприємств: соціальні медіа та вплив; інновації та продуктивність; управління клієнтами; якість та стійкість. Більшість досліджень усіх періодів розглядає соціальні мережі. Ці дослідження з'являлися в такій послідовності: інструменти маркетингу в малих і середніх підприємствах, Інтернет-реклама в малих і середніх підприємствах, детермінанти маркетингових комунікацій та їхній вплив, ефективність соціальних медіа. У результаті проведеного дослідження встановлено основні напрями сучасних досліджень: використання соціальних мереж, оцінка ефективності, орієнтація бізнесу на підприємництво, споживачів, ринок, ефективність, сталий розвиток тощо. Про напрями майбутніх досліджень свідчить поява публікацій щодо зеленої та іншої реклами, електронної маркетингової орієнтації, мобільного маркетингу, нейромаркетингу, сенсорного маркетингу, вуличного маркетингу,

візуальних медіа та використання YouTube. Результати даного дослідження можуть використувати власники малих і середніх підприємств для прийняття рішень про використання маркетингових комунікацій у своїй діяльності.

Ключові слова: маркетингові комунікації, маркетингові інструменти, малі та середні підприємства, малий та середній бізнес, бібліометричний аналіз, кластерний аналіз.

Интерес к использованию маркетинговых коммуникаций в малом и среднем бизнесе растет с каждым годом. Однако из-за ограниченных финансовых ресурсов малых и средних предприятий большинство маркетинговых инструментов использовать невозможно. Целью исследования является анализ содержания и характеристик существующих исследований относительно маркетинговых коммуникаций в малом и среднем бизнесе, определение пробелов и направлений будущих исследований. Проведен библиометрический анализ 137 статей по маркетинговым коммуникациям в малом и среднем бизнесе, опубликованных в течение 1989–2020 гг. Проанализированы тенденции публикаций в журналах, определены наиболее цитируемые авторы, статьи и журналы для определения наиболее влиятельных. На основе ключевых слов проведен иерархический кластерный анализ (с помощью программы VOSviewer), показывающий современные и будущие направления исследований.

Ключевые слова: маркетинговые коммуникации, маркетинговые инструменты, малые и средние предприятия, малый и средний бизнес, библиометрический анализ, кластерный анализ.

Formulation of the problem. Interest in the use of marketing communication tools in small and medium-sized businesses is growing every year. There is a vast amount of research on the use of integrated marketing communications, strategic marketing management, corporate social responsibility, digital marketing, and more. However, due to the limited financial resources of small and medium enterprises, most marketing tools cannot be used.

Analysis of recent research and publications. Marketing communications in small and medium businesses are aimed primarily at using social networks, digital marketing, advertising, using website, and analysis of consumer behavior, brand building through marketing communications, customer loyalty, integrated marketing communications, and more [1–6].

Canziani, B.F. & Welsh, D.H.B. [7] cover the issues of evaluating the work of websites, competitive strategies and their consequences, the impact of state-sponsored activities to promote exports on the international marketing efforts of small and medium enterprises. The authors evaluate the effectiveness of websites as a communication channel among tourism wineries, small and medium enterprises. It was found that wineries and other small business travel firms could include automated website evaluation and benchmarking in their Internet strategies. Danis, W.M. et al. [8] explore the competitive strategies of SMEs during institutional transformations and evaluate the effects that contribute to improving the efficiency of SMEs. It was found that the effectiveness of networking decreases over time, and the importance of market strategies increases. Management networking is essential in the initial stages of a firm's growth,

and market strategies are not related to the firm's growth stages. The authors argue that change occurs under the influence of social norms, the acquisition of knowledge, and learning. As a result, there is a greater variety of marketing tools for implementing strategies. Wilkinson, T. & Brouters, L.E. [9] investigated the effectiveness of export promotion services, particularly state support for exports of small and medium enterprises. It has been found that the use of exhibitions and programs that identify agents and distributors has a positive effect on the export performance of SMEs.

Research goals. The study's primary purpose is to analyze the content and characteristics of existing research on marketing communications in small and medium-sized businesses to identify gaps and directions for future research.

The main direction of this study is the bibliometric analysis of the scientific literature on marketing communications in small and medium businesses. It allow to get a holistic view of existing research on selected topics, identifies the most influential journals, articles, authors, and analyzes the directions of existing and predicting future research [10]. This study analyzes the impact of journals, authors and articles, text analysis, and literature visualization.

Presentation of the main research material. This study begins with a systematic review of the literature, describing existing developments in the chosen field and identifying gaps that provide opportunities for new research. Only three reviews of the literature on marketing communications in small and medium enterprises were found. Web of Science data was used to analyze and cite existing publications on

marketing communications in small and medium enterprises. The literature and keywords on marketing communications in small and medium enterprises were selected and identified in the first stage. In particular, the search was carried out by queries: marketing communication, promotion, advertisement, sales promotion, AND small and medium enterprises, SME, small and medium business, or by areas of activity where the vast majority of companies are small and medium businesses, in particular, tourism. Initially, more than 1,000 publications were selected based on these queries. They were obtained by searching the Web of Science database. Abstracts, books, editorial, and others were filtered. Only articles and literature reviews were left. Then the works were filtered without annotations. The next step is to select articles related to marketing management in general and not marketing communications in particular. The final sample included only those directly related to marketing communications (advertising, sales promotion, PR, propaganda, public relations, direct marketing, personal selling) in small and medium-sized businesses

to analyze consumer behavior and the use of marketing communications resulting from this analysis. A total of 137 articles were included in the final sample. All articles included in the study were published during 1989–2020 in more than 25 journals.

Based on the keywords and the content of the annotations, the content was analyzed, and a hierarchical cluster analysis was performed. Visualization of topics of scientific literature was carried out with the help of the VOSviewer program. We used hierarchical cluster analysis to understand marketing clusters better.

There were analyzed 137 articles (including three reviews) related to marketing communications in small and medium businesses. All of them were published during 1989–2020 (Fig. 1).

70% of articles have been published in the last five years, which indicates a rapidly growing interest in this topic. Figure 2 shows scientists from which countries most often conduct research on selected topics.

Authors from the USA, England and Australia, Malaysia, Spain, and Italy have the most

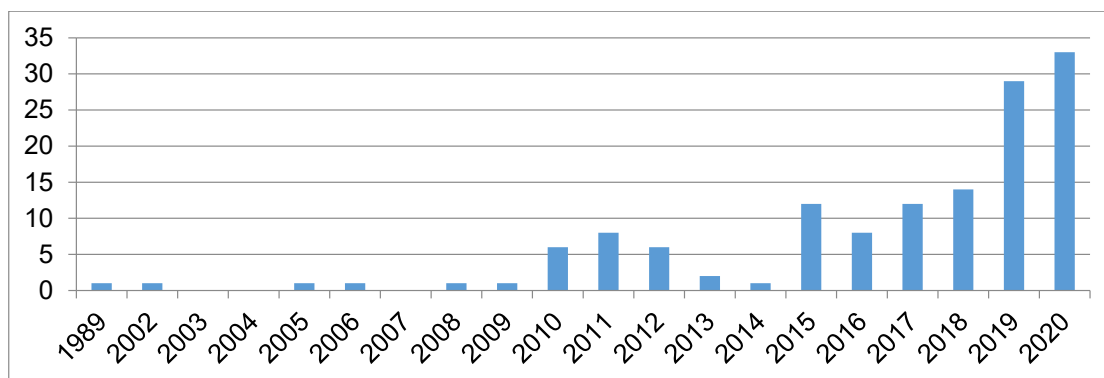


Fig. 1. Number of publications by year

Source: developed by the authors

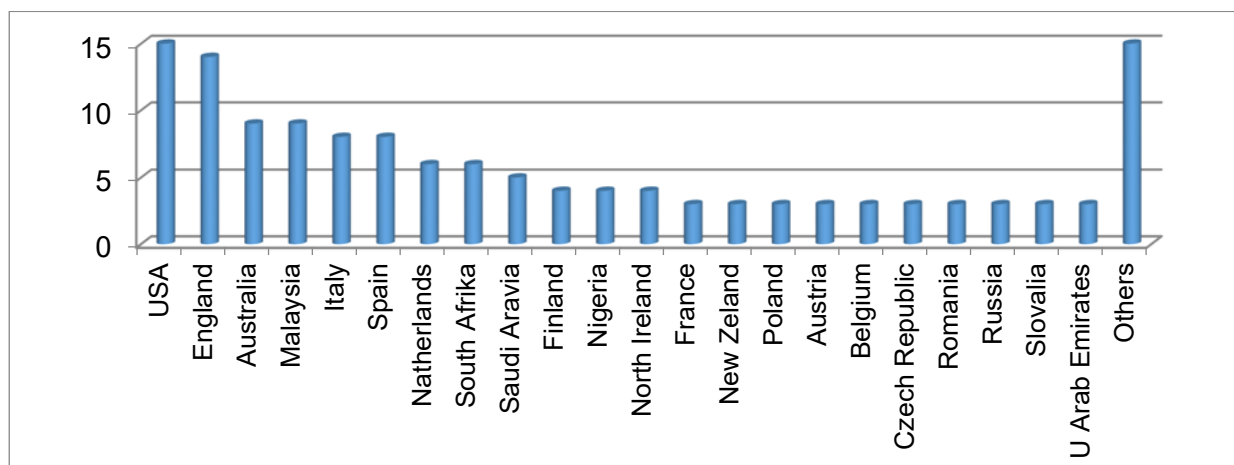


Fig. 2. Number of publications by countries

Source: developed by the authors

publications. All published articles related to different activities (Fig. 3).

60.5% of articles were published in the field of business economics. This indicates the relevance of the application of these studies primarily for business. All articles have been published in more than 25 editions. Most articles (7 publications) were published in the journal Sustainability; three

were published in only three journals. This may indicate the influence of these publications.

Table 1 presents the most cited articles by the total number of citations and shows how the age of the article affects the number of citations.

As can be seen from Table 1, all the most cited articles were published in 2006–2018. Articles published in Industrial Marketing Management,

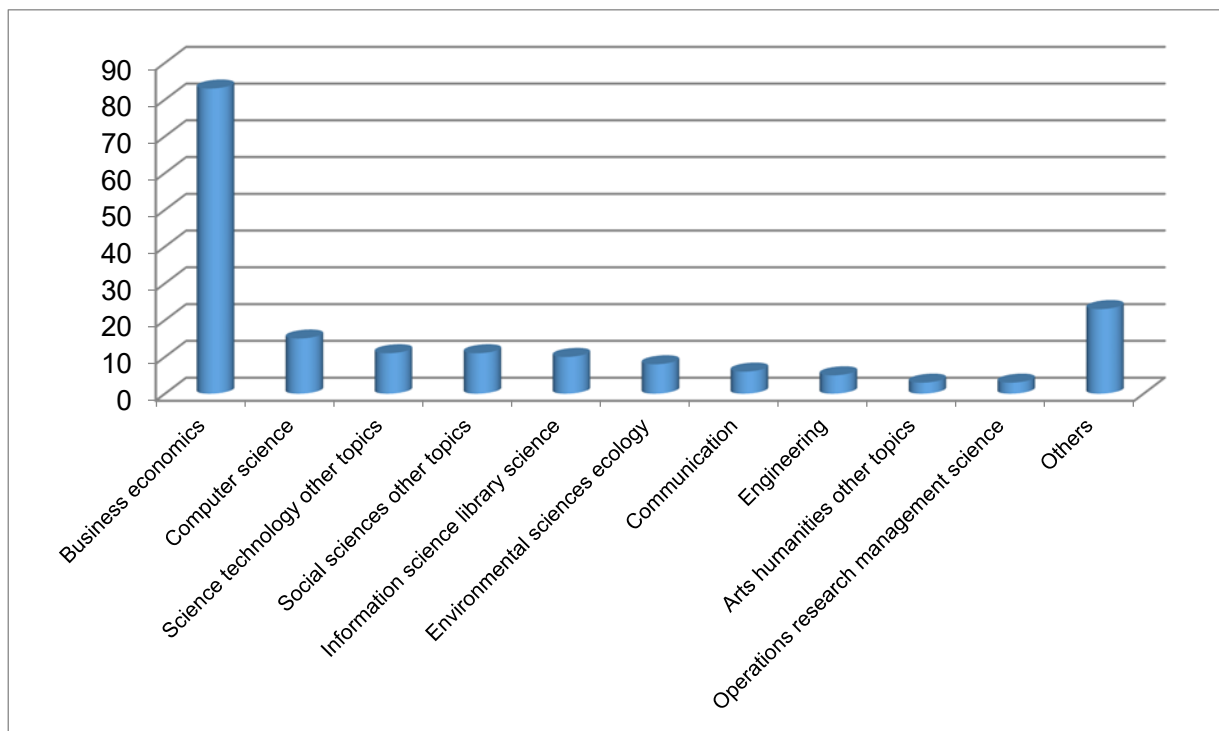


Fig. 3. Number of publications by spheres

Source: developed by the authors

Table 1

The most cited articles on marketing communications in SME

Author	Journals	Year of publication	Total number of citations, pcs	Average citation rate
Michaelidou, N. et al.	Industrial Marketing Management	2011	328	82.40
Wilkinson, T. & Brouthers, L.E.	International Business Review	2006	132	32.80
Pauwels, K. & Weiss, A.	Journal of Marketing	2008	99	7.62
Danis, W.M. et al.	Journal of International Business Studies	2010	75	6.82
Ainin, S. et al.	Industrial Management & Data Systems	2015	74	12.33
Taiminen, H. & Karjaluoto, H.	Journal of Small Business And Enterprise Development	2015	41	6.83
Badi, S. et al.	Industrial Marketing Management	2017	40	10.00
Odoom, R. et al.	Journal of Enterprise Information Management	2017	33	8.25
Eggers, F. et al.	Journal of Small Business Management	2017	27	6.75
Papa, A. et al.	Baltic Journal of Management	2018	25	8.33

Source: developed by the authors based on [8–9; 11–18]

International Business Review, and Industrial Management & Data Systems have the highest average citations per year.

Table 2 presents the ten journals with the most significant number of citations regarding the number of articles published.

As shown in Table 2, except for the journal Sustainability, all others coincide with the journals in table 1. Only four journals from the list published more than 1 article, including Industrial Marketing Management, Journal of Small Business and Enterprise Development, Journal of Small Business Management, Sustainability.

This indicates the influence of these publications on marketing communications in SMEs. Table 3 shows the groups of authors with the most significant number of citations and the number of articles that allowed to obtain this indicator.

As shown from table 4, groups of authors published 1 article, which provided a large number of citations. Furthermore, only two groups of authors have more than one publication on this topic. This suggests that although many authors publish articles on marketing communications

in small and medium-sized businesses, very few scholars deal with this issue regularly, on an ongoing basis.

Table 4 shows which countries have the most citations from articles on selected topics.

As shown in Table 4, the most significant number of publications and citations have scientists from England and the USA. Only six articles have been published in the Netherlands, but they have 64 citations, and in Australia, nine publications, although they have only 20 citations together.

Hierarchical cluster analysis. One of the study's objectives is to investigate and identify segments of marketing communications research in small and medium-sized businesses.

The keywords of the author's words to the publications, which are repeated at least two times, were analyzed, and such keywords as SME, spheres of activity, countries were removed (Fig. 4).

The second goal of this study is to study and identify clusters of research on marketing management in small and medium enterprises.

Table 2

The most cited journals on marketing communications in SME

Journals	Number of publications, pcs	Total number of citations, pcs
Industrial Marketing Management	2	368
International Business Review	1	132
Journal of Marketing	1	99
Journal of International Business Studies	1	75
Industrial Management & Data Systems	1	74
Journal of Small Business And Enterprise Development	2	54
Journal of Enterprise Information Management	1	33
Journal of Small Business Management	3	27
Baltic Journal of Management	1	25
Sustainability	7	22

Source: developed by the authors

Table 3

The most cited authors on marketing communications in SME

Authors	Number of documents, pcs.	Number of cites, pcs.
Michaelidou, N., Siamagka, N.T. & Christodoulides, G.	1	327
Wilkinson, T. & Brouters, L.E.	1	132
Pauwels, K. & Weiss, A.	1	99
Danis, W.M., Chiaburu, D.S. & Lyles, M.	1	75
Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N.I. & Shuib, N.L.M.	1	74
Taiminen, H.M. & Karjaluoto, H.	1	41
Badi, S., Wang, L. & Pryke, S	1	40
Odoom, R., Anning-Dorson, T. & Acheampong, G.	1	33
Teo, t	2	31
Ahmad, N., Abu Bakar, A.R. & Ahmad S.Z.	2	30

Source: developed by the authors

Table 4

The most cited researches by countries on marketing communications in SME

Country	Number of documents, pcs.	Number of cites, pcs.
England	14	423
USA	14	382
Malaysia	9	78
Netherlands	6	64
Italy	8	53
Finland	4	47
U Arab Emirates	3	36
Saudi Arabia	5	35
Australia	9	20
France	3	16

Source: developed by the authors

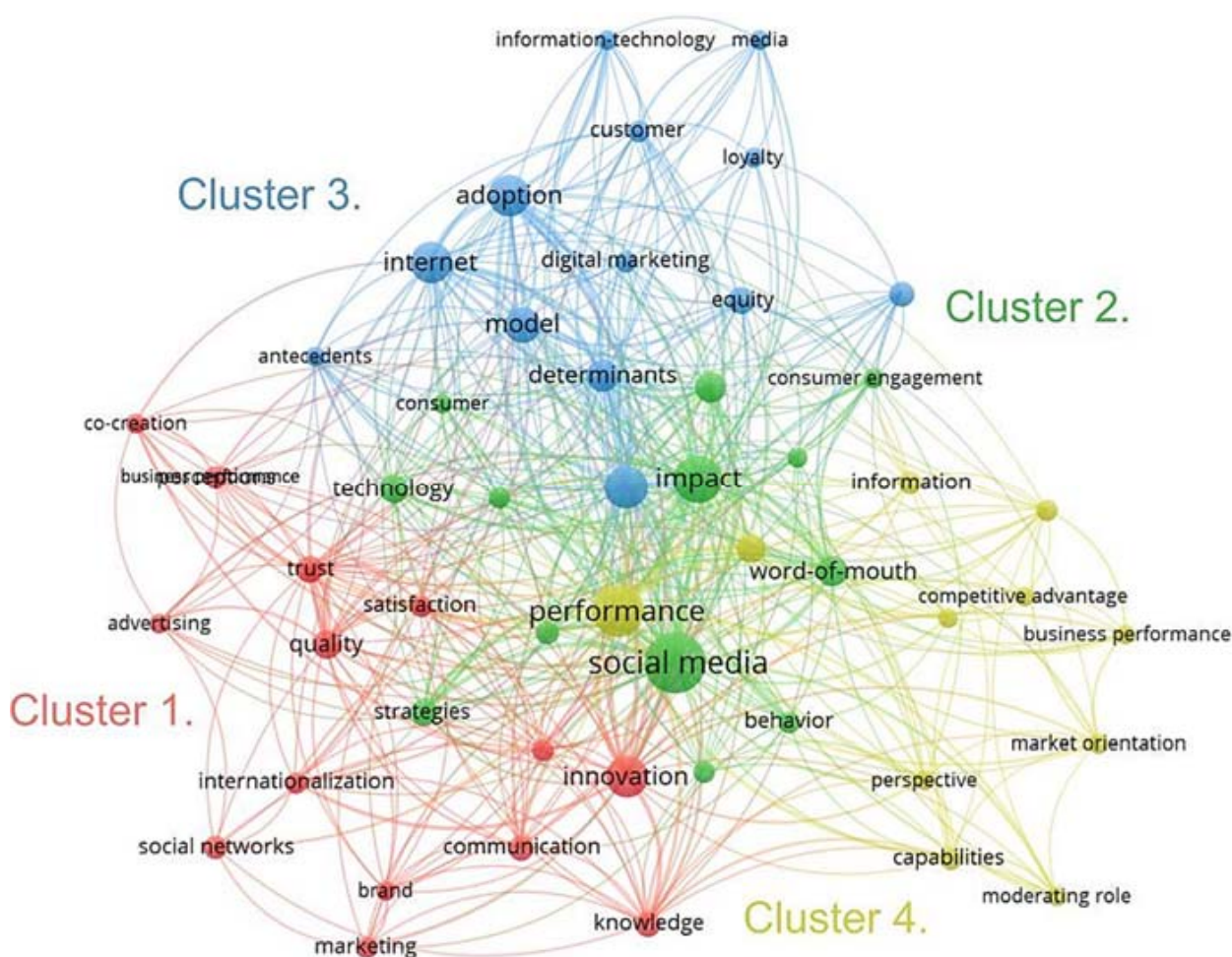


Fig. 4. Keyword co-occurrence network analysis and emerging clusters

Source: developed by the authors

All keywords in duplicate publications were analyzed, and SME and countries queries were excluded. The keyword co-occurrence was analyzed to understand an overview of the research fields related to the promotion tools.

The keywords were grouped into four main clusters, which show four main fields related

to promotion tools in SMEs: Innovation in communication, customer management by social media, communication management models by Internet, business performance.

To understand the basic research on marketing communications, follow their publication in time.

Until 2005: marketing tools for SMEs

By 2005, only three articles had been published. Thus, the first published article on this topic is *Marketing Tools For The New Or Small Accounting Firm* by Shenkman, M.M., published in *Journal of Accountancy* in 1989 [19].

One article presents one of the first studies on Internet marketing strategies of B2C firms in Singapore. It is established that the strategy of attraction and customer relations has a significant positive attitude to the brand's equity on the Internet. This contributes to financial growth.

Another study by the same author identified the effectiveness of various Internet marketing tools among B2C firms in Singapore. It was found that there are some significant differences between the degree of use of different Internet marketing tools in promoting the site and the effectiveness of such tools.

2006–2010: SME advertisement in Internet

In the period 2006–2010, 9 articles were published (including two reviews).

The role of e-mail and search engines in stimulating new subscribers is investigated. The authors recommend focusing their price promotions on stimulating new monthly rather than annual subscriptions and switching to paid subscriptions from free ones.

The article aims to use advertising promotional materials in the long run compared to advertising used in the 18th century.

The first article on the use of social networks in small and medium-sized businesses was published in 2010; it states that social networks are characterized by the coexistence of personal and professional relationships. It is established that the interaction between personal and professional relationships forms a unique context that changes the usual dynamics of innovation.

The study analyzed the effect of English in advertising in Eastern Europe. The assertion in the literature about the positive consequences of the use of English in the advertising of goods was refuted. At the same time, the use of English has led to some problems with understanding the content of advertising among non-local target groups.

There were also publications on the impact of factors on online advertising and the role of seller's reputation in the information asymmetry of auctions, the role of website quality, and trust in them.

2011–2015: determinants of marketing communication and their impact

During this period, 29 articles were published, which deal with the determinants of marketing communications, their impact, social media and e-commerce, and its adoption.

You can use various tools to support B2B brands, including the Internet and other interactive

technologies. More than a quarter of B2B SMEs in the UK currently use SNS to achieve brand goals, the most popular is attracting new customers. On the other hand, the most critical barrier is the lack of perception of compliance for specific sectors. It is noteworthy that the vast majority of users do not accept any indicators to assess the effectiveness of SNS. Almost half of the sample of SMEs stated their intention to increase their marketing costs on this channel, emphasizing the growing importance of SNS in the context of B2B.

The quality of interpersonal communication, rather than technical quality, has the most significant impact on clients' perceptions of the cost of services and, importantly, the likelihood of re-engaging the audit firm in the future.

It has been studied how small and medium-sized retailers adopt and implement loyalty card programs as a marketing management decision-making tool.

The use of Facebook has a strong positive impact on SMEs' financial and non-financial performance (reducing marketing and customer service costs, improving customer relations, and improving the availability of information). The use of Facebook among SMEs is also influenced by compatibility, cost-effectiveness, and interactivity.

SMEs do not use the full potential of new digital tools and therefore do not benefit from the opportunities they provide.

More significant discounts or unsystematic promotion measures generate sales spikes in large stores, and a positive relationship has been established between store size increases and sales. Large stores receive higher profits from lower prices than small outlets, only as long as the retailer retains part of the manufacturer's discount.

Also, during this period, there are publications on the impact of social networks, website design, distribution channels, branding and advertising, packaging for promotion, the use of Sheng in advertising, methodologies for choosing a method of promoting small businesses, the content of advertising messages, stakeholder relationship descriptions in website CSR communications, the relationship between employees' performance and social network structure, Internal Marketing, and Internal Customer Motivation Model, Utilize e-Commerce, Social Media, and New 3D Technological Practices, using online marketing techniques, techniques Most Used During Times of Crisis, The Web 2.0 as Marketing Tool, e-CRM in SME Marketing Practice, the impact of digital marketing, Internet marketing basics, Branding through advertising, Advertisement and Sponsorship, Analysis of the Variables which Determine a Good E-Marketing Strategy.

2016–2020: social media performance

During this period, 96 articles were published. Most research concerns digital marketing, the promotion of SMEs on social networks, through the site, the impact of their use on the economic performance of businesses, and more (Fig. 5).

One study focuses on the role of social networks in the marketing of small and medium-sized construction companies.

The paper explored issue of motivation and benefits of social media for SMEs. It has been found that SMEs that offer physical goods are more likely to use social media based on cost-effective motives, and SMEs that provide services are more likely to view interactivity as a key motivation. The advantage of Facebook over Twitter among SME users has been confirmed.

Entrepreneurship is positively associated with using social networks in SMEs while responding to the market has no effect. The use of social networks is not directly related to the growth of SMEs; however, this mediates the relationship

between entrepreneurship orientation and SME growth.

Social media has a positive impact on three of the four knowledge creation processes (socialization, externalization, combination, and internalization), and that they help promote the innovation process.

Entrepreneurial orientation and consumer orientation have a positive effect on sales and business development, which, in turn, has a positive effect on the effectiveness of work in social networks. Entrepreneurial orientation has a positive effect on visibility and indirectly affects the effectiveness of work in social networks. Thus, the effectiveness of work in social networks directly depends on sales and business development and indirectly – on visibility.

The study indicates that the introduction of social networks has not affected the performance of SMEs.

A key factor in improving a site's conversion rate is a strategy that focuses on quality or promotion

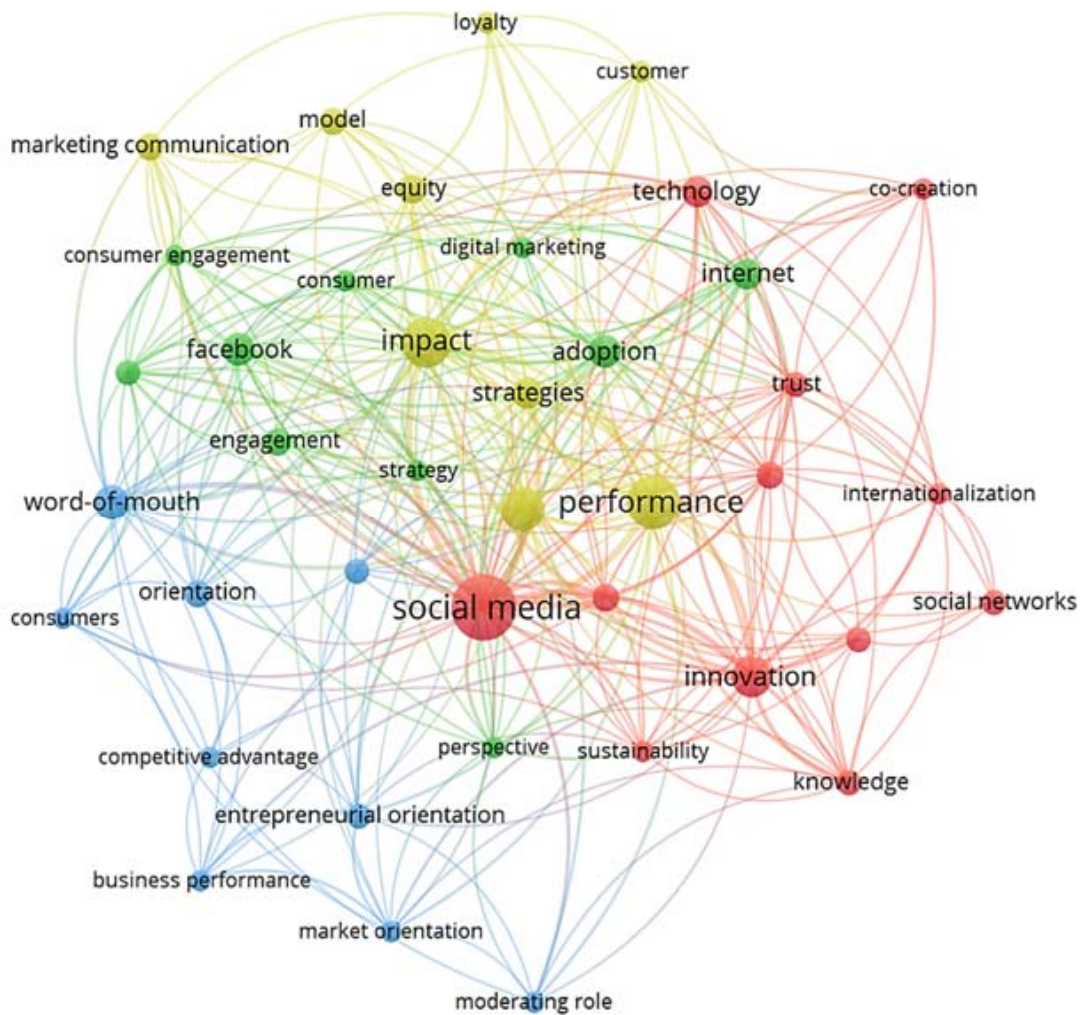


Fig. 5. Research areas in 2016–2020

Source: developed by the authors

and avoids mixing such attributes within the site's offering.

Brand attitudes and corporate trust have a more significant impact on procurement intent for SMEs than large firms. This means that SMEs almost non-existent in the market need to pay more attention to building corporate trust and brand attitudes for their sustainable growth.

It was analyzed the adoption phenomena through word of mouth, viral marketing, and social presence theory using in-depth semi-structured personal interviews with entrepreneurs of SMEs.

There is also a small amount of research on green and other advertising, brand image formation through marketing communications, analysis of consumer behavior, Electronic marketing orientation, Integrated Marketing Communication, customer retention and loyalty, marketing techniques, mobile marketing, neuromarketing, sensory marketing, street marketing, visual media, and the use of YouTube.

Conclusions. Most of the articles were published in 2015–2019. They reflect the directions of modern research. We can identify the following main areas of modern research: the use of social networks in promoting SMEs, assessing the effectiveness of various marketing tools, business focus on entrepreneurship, consumers, market,

efficiency, sustainable development, and more. Most research on these topics.

Compared to previous periods, there have been articles on green advertising, mobile marketing, neuromarketing, sensory marketing, street marketing, visual media, and the use of Youtube.

The number of studies on consumer behavior analysis in the Internet environment, the formation and development of the brand through marketing communications, Internet marketing, the use of integrated marketing communications, and video marketing has increased significantly.

However, some topics are almost unexplored, including the use of virtual and augmented reality as marketing tools, public relations and event marketing, Google Plus, and Pinterest as marketing tools.

Unfortunately, the study took into account only WOS publications and did not include Scopus and Google Scholar. This is due to the different formats of downloadable data from these databases, technical limitations on the part of VosViewer programs. This could be a topic for future research.

The results of this study may be helpful to SME owners in making decisions about the use of marketing communications in their activities.

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