



Digital Marketing Application Users in Thailand's SME Environment

Aussadavut Dumrongsiri^{1}, and Moonthien Satimanon²*

^{1,2} Faculty of Economics, hammasat University, Bangkok, Thailand

Email: aussadavut@siit.tu.ac.th¹, monthien@econ.tu.ac.th²

*Corresponding Author Email: aussadavut@siit.tu.ac.th

Received: October 13, 2024; Revised: October 25, 2024; Accepted: November 07, 2024

Abstract

This article aims to uncover the profile of users and non-users of digital marketing applications among Micro, Small and Medium Enterprises (MSMEs) in western Thailand. This study mainly focuses on MSMEs in Perak State. The researchers used a quantitative approach to meet the research objectives. A survey involving 225 business actors of this application in the Central City of Bangkok. A total of 241 survey data that we can analyze descriptively. The results found that out of 241 respondents, 225 were users and 16 were non-users. Chi-square test was conducted for this analysis. The results showed that gender and age drive the adoption of this technology. The majority of users come from social media, followed by e-marketing and digital marketing content. Sharing data, communicating with clients, and promoting and advancement were each found to be the most thought processes for utilizing computerized promoting applications. Many business actors (more than half) are trying to adopt a digital marketing model. It is necessary to update information, branding and promotion related to the use of digital marketing in business so that it can be well received by SME sector entrepreneurs. This finding has implications for the importance of the research community, MSMEs, and policy makers in formulating better strategies for digital marketing applications. The results are expected to provide an overview of how digital technology adoption is facing emerging and innovative market conditions,

Keyword: Digital Marketing, Adopters, Non- Adopters, SMES Thailand

1. Introduction

Different considers have appeared that by deliberately tackling the control of Web, trade organizations may able to increment benefit maximization through key online promoting (Chaffey, D., & Smith, 2022) approach which covers wide range of applications that empower businesses to create virtual connections with its clients (Schneckenberg, 2009), potential buyers (Füller et al., 2009), affiliates (Civera et al., 2019), providers and commerce accomplices around the world (Sultan, 2013). Singh (2021) proposed that, the coming of the Web has changed worldwide trade and showcasing scene particularly on how they convey product's data among clients and how they associated with supply and request as well as purchase and offer (Page & Lepkowska, 2002). Web utilization begun primarily as a implies of communication through electronic sends (Mail) and for giving data by means of online news and homepages on the W eb (Drew, 2003). Agreeing to Universal Media transmission Union (ITU) (2018), as of June 2017, 54.4 per cent of the world's populace has Internet access, with Asia has the foremost Web clients speaking to 48.7 per cent from that populace.

In spite of the fact that the Thai Government has energized different bolster plans for the enhancement and utilization of innovation, in 2020 as it were 26 percent of nearby MSMEs have their possess websites as uncovered by the Little and Medium Businesses Affiliation of Thailand (Charoenrat & Harvie, 2021). A few of them are indeed still within the early stages of advancement (Srinuan, 2014), displaying straightforward information-based web addresses (Ueasangkomsate, 2015). Cuijten et al (2024), expressed that, in spite of the fact that Thai MSMEs have websites, most of their capacities are restricted as it were for corporate picture purposes and overlook the significance of websites for communication and advancing items and administrations. In reality, MSME owners or directors still don't know and get it the vital esteem of advanced promoting in their businesses (Charoenrat & Harvie, 2021). The number of MSMEs that reach the progressed arrange of advanced showcasing is exceptionally moo compared to huge companies (Taecharungroj & Prasertsakul, 2023). In this manner, considering the moo appropriation of computerized promoting



applications among MSMEs and the lacking of advanced promoting investigates conducted on the MSME division in Thailand, there's a require and esteem to explore the profile of advanced promoting adopters and non-adopters among these MSMEs.

2. The Art of Research

Inquire about on little and medium-sized endeavors (SMEs) has been broadly conducted all over the world. Those ponders center on numerous regions related to SME operations counting determinants influencing e-commerce appropriation and contrasts between adopters and non-adopters of e-commerce (Islam & Miajee, 2018; Pierpaoli et al., 2013; Vargas-Hernández, 2015; Yuniarty & Noegraheni, 2020). In any case, in Thailand, there's not much investigate talking about the appropriation of digital promoting within the MSME segment. In this manner, assist inquire about is required to enhance information in this division.

1. Thailand SMEs

As one of the Nations that's the finest visitor goal in Southeast Asia with its social differing qualities, social culture and common excellence, Thailand incorporates a tall selling point both deliberately and in advanced promoting, in utilizing this advanced showcasing, Thai SMEs must be able to require advantage of this advantage by embracing computerized promoting in their trade to assist them develop and take an interest in modern openings both locally and universally. The benefits related with advanced promoting among SMEs have gotten observational consideration within the past such as Canziani & Welsh (2016) who found that the Website can progress the capacity of SMEs to recognize and assess universal competitors in expansion to creating systems of contacts and accomplices in abroad markets. With the capacity to enter worldwide markets at negligible taken a toll, advanced promoting can give more extensive openings for Thailand SMEs to reach unused potential clients around the world.

According to data released by Katadata.co, based on NESDC Thailand 2021 data, the country's micro-enterprise contribution reached 2.6% of GDP. While small businesses reached 14.4%; medium 17.6%; large 58.9%; and others 6.5%. In addition, by 2022, the number of MSMEs in Thailand has reached 3.2 million and the service sector is the largest MSME sector in Thailand, followed by the manufacturing and household industry sectors. On the other hand, the internet penetration rate in Thailand in early 2024 has reached 88.0% of the total population and every year the increase in internet usage in Thailand reaches 84 thousand people every year. The use of credit card payments and digital payments has developed after the COVID-19 pandemic and has reached 7% of the total population. Thailand is experiencing the development of an e-Commerce platform although it is still dominated by several well-known brands from Indonesia, such as Shopee with a market share of 49, Lazada with a market share of 30, TikTok Shop with a market share of 21. The internet business infrastructure is also supported by well-developed regulations, including the Electronic Commerce Act (ECA) and the Personal Data Protection Act (PDPA).

2. SMEs, Digital Marketing and ICT

The term computerized showcasing may be seen as the modern and most recent ICT advancement to back trade showcasing forms that's based on the Web through the utilize of computerized data and online media, with a see to make, disseminate and exchange of trade esteem in arrange to attain showcasing targets and to bolster the exchanges of showcasing exercises forms such as building client connections and upgrading benefit quality conveyance.

MSMEs have one of a kind highlights that can offer assistance them to compete with bigger enterprises particularly when comes to receive unused innovations in their commerce operations. They are regularly seen as energetic organizations and hence are anticipated to effortlessly adjust to advanced ICT innovations (Abdullah, Wahab & Shamsuddin, 2013). MSMEs are more adaptable, adjust to changes, and are way better set to create and acknowledge unused thoughts as compared to bigger enterprises (B Charoenrat & Harvie, 2021). Charoenrat & Harvie, C. (2021) moreover concurred that MSMEs are effortlessly to adjust ICT since of their measure and nature, they are more adaptable and straightforward organization structures compared to bigger enterprises, which permits them to be more imaginative in their reaction to fast innovative changes in a globalization environment.

3. Adopters and Non-adopters of e-commerce

Firms of all sizes are finding it vital to set up a Web presence to extend their capacity to outlive in an progressively energetic and competitive trade environment (Tallman et al., 2018). The increment of e-commerce utilize by businesses is generally being driven by expansive companies (Chang et al., 2003). In

comparison with bigger companies, the selection of e-commerce by SMEs generally slacks behind (Ghobakhloo & Tang, 2013; Karagozoglu & Lindell, 2004; Tolstoy et al., 2021). Bigger companies utilize social media more goal, and the adopter's organizational mien innovativeness strongly impacts the progression and escalated of the innovation's utilize (Karagozoglu & Lindell, 2004). Hafez (2014) argues that unused social media has brought individuals from diverse societies together within the "global village".

A consider by Hassan et al (2017) detailed that there are contrasts between adopters and non-adopters of electronic commerce in SME proficient benefit firms in Modern Zealand. Six variables relating to a firm's external/internal environment were found to support selection. These are: reaction to mechanical environment/opportunities managed by innovation; negative states of mind or seen barriers/impediments to electronic commerce; electronic commerce capability; reaction to unused technology/innovation; client introduction; and affectability to competitive/customer situations

Ghobakhloo & Tang (2013) conducted a study on managers/owners of SMEs to distinguish factors that separate between adopters and non-adopters of e-commerce. The comes about demonstrated that SMEs mos t open to receiving e-commerce have the monetary and innovative assets, see e-commerce as valuable for their firms , and feel outside weight to coordinated e-commerce into their organization. Another ponder by Chircu & Kauffman (2000) found as it were three autonomous variables to be specific (relative advantage, competitive weight, IT information) were measurably critical to impact the appropriation of e-commerce among SMEs. The relative advantage developed as the foremost critical calculate affecting the selection of e-commerce among SMEs in terms of relative significance. The Chi-square test demonstrates that the sort of trade, occupation level, numbers of representatives within the company and scholastic capability did impact the selection levels among SMEs while how long as owner/manager and sex did not impact the appropriation level.

In Indonesia, Rahayu and Day (2017) conducted a study on 292 SMEs in connection to e-commerce. The comes about recorded that as it were 21 (7.2 %) out the overall respondents have not connected to the web and they don't have an mail, whereas the others 271 (92.8 %) have web get to. The previous in this consider are classified as non-adopters, while the latter are classified as e-commerce adopters.

SMEs within the UK are embracing e-commerce, through an investigation of their level and grouping of selection. The investigate, which was carried out by implies of a sent survey, found four particular clusters of selection. These shaped a set of successive stages, through which firms show up to pass amid the selection of e-commerce. The firms within the to begin with cluster are as of now creating theirs to begin with e-commerce administrations; the moment selection cluster are utilizing e-mail to communicate with clients, providers and employees. Those at the third level of selection have information-based websites working and are creating on-line requesting offices. The foremost progressed adopters have on-line requesting in operation and are creating online installment capabilities (Matlay & Addis, 2003), within the benefit segment, there were critical contrasts between adopters and non-adopters of the benefit in terms of their perceptual, involvement and buyer related characteristics. Web keeping money adopters seen web keeping money utilize as less risky, more user-friendly and more valuable compared to web keeping money non-adopters.

Web managing an account non-adopters who expected to utilize the benefit within the future (i.e. afterward adopters) seen web keeping money utilize as less unsafe and more valuable compared to non-adopters who don't expected to utilize the benefit (i.e. slow pokes). Web keeping money adopters were too found to have more involvement with portable web, and have higher pay and longer working hours (Bianchi, 2021; Jawad et al., 2022)

3. Method

This study uses a survey method in collecting data that we obtained directly from MSMEs. We conducted a trial first using 25 respondents. Furthermore, using a simple random sampling technique, we visited several areas of the City Center of Thailand such as Bangkok, Phuket, Chiang Rai and Pattaya directly to meet at least 241 MSMEs there and we chose them to be used as the available sample frame. 16 MSMEs did not meet the research criteria because they were not website users and others met the research criteria and we considered them valid. 225 valid responses for the criteria and analysis so that around 93.4% represented the percentage of completion of this questionnaire. The survey was conducted in March 2024 and the questionnaire was distributed on 2 visits assisted by student interns.



4. Result

1. Owner-managers' Profiles

Regarding the characteristics of the sexual orientation of the MSME owner-managers who participated in this study, the majority of respondents were female, namely 67 percent or 151 respondents. Summary information also shows comparable figures from further research by Li et al (2023) which revealed that only 59.7 percent of Thailand MSMEs are owned or managed by women. This may be due to the characteristics of the Thailand social environment and conventions related to the concept of women in the workplace.

In terms of age gather, the result appears that respondents matured 35 to 44 a long time ancient comprised about half of the entire respondents (53.8%) whereas owner-managers between the matured of 26 and 34 a long time was the moment biggest bunch taken after by 45 to 54 a long time with 18.2 per cent and 13.8 per cent separately. In any case, 4.4 per cent of the populace is spoken to by the more seasoned era matured over 55 a long time ancient compared to fair 9.8 per cent of the more youthful era matured underneath than 25 a long time ancient. These comes about are not shocking as later insights discharged by the SME Enterprise Thailand have shown that the 35 to 44 age group is the prevailing choice producers within the nation, recommending a moderately develop business people populace in this nation.

On the question of instructive fulfillment, it is commendable to note that, there's still a little parcel of Thailand for not having any formal instructive capability (6.7%) and auxiliary school leavers (12%), showing a moo instructive foundation of choice producers within the locale. Thankfully, the information moreover appears that instructive level off those examined is by and large tall. More than half (31.1%) of the respondents' most elevated capability was at degree level and 15.6 per cent having a master degree. In addition, the respondents with education level with Ace or PhD whereas owner-managers with pre-university of confirmation speaks to the second most noteworthy gather bookkeeping 5.3 per cent of the populace, showing a well-educated choice creator populace within the Bangkok city center.

Table 1. Demographic characteristics Thailand SMEs Owner-Manager

Demographic Overview	Frequency	Percentage
Gender		
Male	74	33
Female	151	67
Age		
< 25 Years	22	9.8
26 to 34 Years	41	18.2
35 to 44 Years	121	53.8
45 to 54 Years	31	13.8
> 55 Years	10	4.4
Education Level		
No formal education	15	6.7
Primary School	27	12
Secondary School	21	9.3
High school	45	20
University or diploma	70	31.1
Master degree	35	15.6
PhD	12	5.3

2. Business Profiles

Among the member undertakings, less than a year endeavor accounted for as it were a little extent (11.2%) of the whole tested ventures, whereas those which had been in commerce for one to three a long time and four to six a long time made up 18.2 per cent and 43.5 per cent of the test, separately. The endless Thailand SMEs share were businesses that had been in trade for more than six a long time (27.1%), demonstrating that SMEs within the locale is well-established. Table 2 underneath presents the important outline information.

Given the definition of Thailand SMEs based table 2 for business profile on number representatives , the most elevated extent (0.9%) of the inspected undertakings fell into the small-enterprises category with number of workers more than 41 employee, whereas the other two categories, micro-enterprises (less than 5 representatives) speaks to 47.1 per cent and medium-enterprises (6 to 15 workers) accounts for 40.9 per

cent of the test. This shows that the inspected SMEs within the locale are driven by small-size companies compared to the past ponder (Charoensukmongkol, 2015) and Mandhachitara & Allapach (2017) argue that who uncovered that small scales ventures are the lion's share for Thailand SMEs in case based on number of full-time representatives.

As alluded to the other definition of Thailand SMEs based on inexact daily deals, the most elevated extent (33.3%) of the examined undertakings fell into the small-enterprises category with approximate daily wage of between 300 to 500 bath, whereas the other two categories, micro-enterprises (less than 300 bath/day) and medium ventures (between 500 to 1000 bath/ day) accounts for 26.2 per cent and 21.3 per cent of the test individually SME. So also, this comes about moreover demonstrates that the tested SMEs in the locale are driven by small size companies on the off chance that based on inexact yearly deals salary.

Table 2. Profile Business Thailand SMEs

Demographic Overview	Frequency	Percentage
Age of business		
< 1 Years	25	11.2
1 to 3 Years	41	18.2
4 to 6 Years	98	43.5
> 6 Years	61	27.1
Employees		
< 5 Person	106	47.1
6 – 15 Person	92	40.9
16 – 25 Person	16	7.1
25 – 40 Person	9	4.0
> 41 Person	2	0.9
Revenue and sales		
< 300 bath/ day	59	26.2
300 to 500 bath/ day	75	33.3
500 to 1000 bath/ day	48	21.3
1000 to 2000 bath/ day	20	8.9
> 2000 bath/ day	23	10.2
Business sector		
Manufacturing	86	38.2
Service	119	52.9
Other	20	8.9
Market Area		
Urban market	103	45.8
National market	88	39.1
International market	34	15.1

Which respects to showcase range, the study information uncovers that 45.8 per cent having an urban scope, 39.1 per cent at serving the national market and the adjust 15.1 per cent are serving the international market, recommending that Thailand SMEs are more likely to cater on residential and national markets than to grow exercises in universally. This may suggest that MSMEs in Thailand are exceedingly subordinate on neighborhood and national markets.

3. SMEs Using Application of Digital Marketing

In the table 3 show from the 225 reactions form manager SMEs, 108 was adopters the digital marketing application speaking to 48 per cent of the test and 117 were non-adopters cases, speaking to 52 per cent individually. The level of computerized promoting appropriation among Thailand SMEs is decently moo. This may propose that the rate of computerized promoting appropriation and applications among Thailand SMEs are still remote behind as compared to the current 69.5 per cent of internet penetration in Thailand as detailed by Curtis et al (2022).



Table 3. SMEs Used Digital Marketing Application

Status	Frequency	Percentage
Adopters	108	48
Non-Adopters	117	52

4. Digital Marketing Tools Using by SMEs

Table 4 appears the common instruments and components of computerized showcasing application by the MSMEs adopters. Larger part of the adopters utilized social media (47/108 = 43.5%), next the manager SMES in running with e-commerce or 34.3 per cent. Eleven (11) undertakings or 10.2 per cent were found to utilize using website and eight (8) or 7.4 per cent using digital content whereas computerized substance apparatuses such as YouTube, blogs or site were the third most widely-applied stage utilized by MSMEs in Thailand and the last email marketing used to digital marketing tools with 4.6 per cent. Some popular e-commerce that are widely used in Thailand such as Shoope, Lazada, Kaidee, Amazon and JIB (Fukkham & Dumrongsiri, 2021) the slightest connected advanced showcasing device within the nation (25.1%) demonstrating that most Thailand SMEs were still running their commerce by means of the customary brick and mortar concept.

Table 4. Digital Marketing Tools Used by SMEs Manager (n= 108)

Status	Frequency	Percentage
Social media	47	43.5
E-commerce	37	34.3
Digital content	8	7.4
Website	11	10.2
Email marketing	5	4.6

5. The Purpose of Using Digital Marketing Tools and Components

A multiple-response address was inquired to the receiving ventures pointed to evoke data on the reason of utilizing advanced showcasing instruments and components. The result appears that, data sharing (71.3%), communication with clients (62.9%) as well as branding share with 74.1% and promotion is 84.3% separately were found to be the key thought processes for utilizing advanced showcasing applications. This may deliver sign on why social media stages overwhelming Thailand SMEs because it may give them with these purposes. This may too recommend that most Thailand SMEs consider advanced marketing as a device to make mindfulness among shoppers around their items and administrations by sharing valuable data. It is curiously to note that more than half adopters utilized computerized promoting to pick up benefits from getting referrals (51.9%), reach potential costumer (56.5%) and making a good-relations with client (53.7%). A littler rate of adopters utilize advanced promoting instruments and components to upgrade both their client benefit product service and conduct market investigate with as 83.3 per cent and 75.9 per cent separately. This might moreover uncover need of information among SMEs' owner-managers on information control aptitude sets for successful promoting arrange and technique for their businesses – Allude to Table 5.

Table 5. Purpose Manager SMEs Using Digital Marketing Tools (n= 108)

Purpose	Np. Adopters	Percentage
Sharing information	77	71.3
Communication	68	62.9
Branding	80	74.1
Promotion product	91	84.3
Getting referrals	56	51.9
Reach potential costumer	61	56.5
Good relationship	58	53.7
Product Service	90	83.3
Conduct market research	82	75.9

6. Non-Adopters Intention to Adopt Digital Marketing

The non-adopters as the moment gather of respondents were inquired address related to their selection deliberate arrange. As has been already specified, 52 per cent or 117 of the overviewed SMEs did not have

a computerized nearness. These SMEs were inquired to state their purposeful arrange with respects to selection, making clear whether they expecting to embrace or not. Fair over 75 per cent of the non-adopters expressed their purposeful to embrace computerized promoting as appeared in Table 6 underneath, demonstrating a direct of computerized promoting appropriation rate within the locale.

Table 6. Non-adopters Intention to adopt digital marketing applications (N=117)

Status	Frequency	Percentage
Has Intention	88	75.2
No Intention	29	24.8

7. Non-Adopters Timeline to Adopt Digital Marketing

All the 117 aiming non-adopters were at that point inquired their purposeful timeline to embrace advanced showcasing within the close future and shockingly, as it were 17.9 per cent of them aiming to do so inside a year as expressed in Table 7. illustrating an awfully moderate time rate required for Thailand SMEs to embrace computerized promoting applications within the close future. Be that as it may, larger part of them (35.1%) were planning to embrace in between 13 to 23 months period and around 28.2 per cent of non-adopters will take 6 to 12 months. Next, longer than 24 months to apply advanced promoting whereas is 14.5 per cent and all of them have no plans at all with 4.3 per cent, which implies SMEs in this state are within the prepare of receiving advanced promoting application. Hence, ceaseless support ought to be given to them to speed up the appropriation prepare.

Table 7. SMEs Non-Adopters Timeline to Adopt Digital Marketing

Status	Frequency	Percentage
Less than 6 months	21	17.9
6 to 12 months	33	28.2
13 to 23 months	41	35.1
More than 24 months	17	14.5
No Plan	5	4.3

8. Non-Adopters SMEs Barriers to Adopt Digital Marketing

Many obstacles that are often indicated by SMEs to adopt digital marketing in their business practices are recorded in the overview survey. Businesses “Do not know how to utilize digital marketing”, “insufficient assets (time, finance, number of employees, and technology infrastructure support)” and “insufficient knowledge and information to implement digital marketing”, which were described by 70.1 percent of respondents who have the ability to adopt this technology, this shows that most SMEs in Thailand need additional encouragement so that internal information and resources are able to properly implement this kind of marketing technology. “Our clients do not require or understand the implementation of digital marketing that we do” and “many businesses are not interested in accepting digital marketing” are two other major obstacles identified by 44.4 percent and 51.3 percent of respondents respectively. There is no benefit gained from utilizing digital marketing which is also stated by respondents as a limitation to implementing digital marketing in their business and the business can run well without digital marketing, but with a stronger case of 54.7 percent and 69.1 percent respectively as recorded in Table 8. The smallest response barrier to prevent the implementation of digital marketing applications is not being adopted by competitors, which is only 72.5 percent.

Table 8. Non-Adopters SMEs Barriers to Adopt Digital Marketing

Status	Frequency	Percentage
Doesn't know the utilize digital marketing	77	65.8
Don't have enough resource	75	64.1
Don't have enough skill and knowledge	82	70.1
Our costumer doesn't know digital marketing	52	44.4
The enterprise not interest adopt the digital marketing	60	51.3
No benefit gaining within used digital marketing	64	54.7
The enterprise can do well without digital marketing	81	69.1
Competitor do not use digital marketing	85	72.5



9. Crosstabulation and Chi-Square Tests

The Chi-square test demonstrates that the sex and age of trade did impact the appropriation levels among SMEs while scholastic capability, owner/manager age, commerce division and yearly deals did not impact the selection level. Table 9 appears a critical relationship between sex and computerized showcasing appropriation. Male were found to be adopters and female be non-adopters. The Pearson Chi-Square esteem was 54.27 and critical ($p=0.03$). This result negated with a consider on appropriation of e-commerce among SMEs by Kiyabo & Isaga (2020).

Table 9. Gender and Digital Marketing Application (N = 225)

	Status	Gender		Total
		Male	Female	
Digital Marketing	Non Adaptors	43	74	117
Application	Adaptors	31	77	108

When computerized showcasing application was cross tab with organization age, it was found that adopters and non-adopters were essentially diverse. Shockingly, adopters are those who are in trade between 0-3 a long time whereas non -adopters are those in commerce for 4 and more a long time. The Pearson Chi-Square esteem was 7.903 and noteworthy ($p=0.005$). This finding clarified that the unused businesses are more willing to embrace advanced promoting in their operation as compared to those more seasoned businesses. This result negated with a consider on appropriation of e-commerce among SMEs by Kiyabo & Isaga (2020) – Allude to Table 10.

Table 10. Cross Tab With Organization Age

	Status	Age of Organization		Total
		0 to 3 Years	More than 3 Years	
Digital Marketing	Non Adaptors	35	87	122
Application	Adaptors	31	72	103

5. Discussion

As said prior, the non-adopters (117) computerized showcasing application were more than the adopters (108) gather. In any case, more than 80 per cent of the non-adopters were late adopters and approximately 14 per cent were slow pokes. Hence, the analysts have tall certain that SMEs in Thailand will receive computerized promoting in their commerce indeed in spite of the fact that a longer time (e.g. 3 a long time) is required for them to form an selection. Related to these discoveries, the analysts concurred that there will be a crevice between the adopters and non-adopters trade execution. Those adopters will pick up more benefits from the advanced promoting they practiced as compared to those non-adopters portion who are s moo in embracing the innovation.

Indeed in spite of the fact that adopters are utilizing all advanced promoting devices recorded within the survey, but most of them are utilizing social media and e-marketing substance. Computerized substance and e-commerce are less prevalent among them. Adopters moreover uncovered that they are utilizing computerized promoting application for numerous purposes, be that as it may larger part of them us ed computerized promoting for data sharing, communication with clients and promoting by means of advancement

For the non-adopters, more than 50 per cent of them will receive computerized showcasing some time recently two a long time. Approximately 30 per cent will receive after 2 a long time. Thus, within two a long time within the future, it is anticipated that the number of adopters of advanced promoting will be more than the non-adopters. As such, forceful support ought to be given to non-adopters to speed up the selection handle in case the record of MSMEs adopters of digital marketing application in Thailand City Center state got to be expanded. When cross-tabulation investigations were performed, as it were two statistic factors found to have noteworthy relationship with digital.

6. Conclusion

In Thailand city center, SMEs can be assembled into adopters and non-adopters. Adopters are those who are enthusiastic to apply advanced promoting in their day-to-day operation whereas non-adopters are those who

are less prepared to embrace advanced showcasing, but a few ventures do have eagerly to embrace the innovation within the future. As to empower the SMEs to receive computerized showcasing, more preparing and money related help ought to be given to them to speed up the acknowledgment of innovation advancement in their businesses. Activities from divisions concern ought to be taken quickly since approximately 46 per cent of the non-adopters stated that they don't receive advanced showcasing due to three primary obstructions: 1) Does not know to utilize computerized showcasing; 2) Not sufficient assets; 3) Not sufficient aptitudes and information to execute advanced showcasing. SMEs must be uncovered on the key esteem of advanced promoting in making a difference them to capture a greater advertise both in nearby and worldwide level. Due to that, future inquire about ought to set out on the advantages of utilizing advanced showcasing in capturing greater clients, deals, showcase measure and advertise share.

Acknowledgments

-

References

1. Bianchi, C. (2021). Exploring how internet services can enhance elderly well-being. *Journal of Services Marketing*, 35(5), 585-603.
2. Canziani, B. F., & Welsh, D. H. (2016). Website quality for SME wineries: measurement insights. *Journal of Hospitality and Tourism Technology*, 7(3), 266-280.
3. Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.
4. Chang, K. C., Jackson, J., & Grover, V. (2003). E-commerce and corporate strategy: an executive perspective. *Information & Management*, 40(7), 663-675.
5. Charoenrat, T., & Harvie, C. (2021). Analysis of the impact of COVID-19 on micro, small and medium-sized enterprises (MSMEs) in Thailand from competition policy and market access perspectives.
6. Charoensukmongkol, P. (2015). Cultural intelligence of entrepreneurs and international network ties: The case of small and medium manufacturing firms in Thailand. *Management Research Review*, 38(4), 421-436.
7. Chircu, A. M., & Kauffman, R. J. (2000). Limits to value in electronic commerce-related IT investments. *Journal of Management Information Systems*, 17(2), 59-80.
8. Civera, C., De Colle, S., & Casalegno, C. (2019). Stakeholder engagement through empowerment: The case of coffee farmers. *Business Ethics: A European Review*, 28(2), 156-174.
9. Cuijten, N., Wongpun, S., Buaprommee, N., Suwannahong, R., & Inmor, S. (2024). Exploring the digital marketing potential and needs for digital marketing capabilities of service sector MSMEs in Thailand. *Journal of Business Economics and Management*, 25(5), 1052-1074.
10. Curtis, H., Hogeveen, B., Kang, J., Le Thu, H., Rajagopalan, R. P., & Ray, T. (2022). *Digital Southeast Asia*. Australian Strategic Policy Institute.
11. Füller, J., Mühlbacher, H., Matzler, K., & Jawecki, G. (2009). Consumer empowerment through internet-based co-creation. *Journal of management information systems*, 26(3), 71-102.
12. Fukkham, M., & Dumrongsiri, A. (2021). *Willingness to pay for products on online shopping platform such as Shopee in Thailand (Doctoral dissertation, Thammasat University)*.
13. Ghobakhloo, M., & Tang, S. H. (2013). The role of owner/manager in adoption of electronic commerce in small businesses: The case of developing countries. *Journal of small business and enterprise development*, 20(4), 754-787.
14. Hafez, K. (2014). How Global Is the Internet? Reflections on Economic, Cultural, and Political Dimensions of the Networked "Global Village". *The handbook of media and mass communication theory*, 645-664.



15. Hassan, H., Tretiakov, A., & Whiddett, D. (2017). Factors affecting the breadth and depth of e-procurement use in small and medium enterprises. *Journal of Organizational Computing and Electronic Commerce*, 27(4), 304-324.
16. Islam, K. A., & Miajee, M. R. K. (2018). Exploring E-Business in SMEs. *International Journal of Small and Medium Enterprises*, 1(1), 16-18.
17. Jawad, A. I., Parvin, T., & Hosain, M. S. (2022). Intention to adopt mobile-based online payment platforms in three Asian countries: an application of the extended Technology Acceptance Model. *Journal of Contemporary Marketing Science*, 5(1), 92-113.
18. Karagozoglu, N., & Lindell, M. (2004). Electronic commerce strategy, operations, and performance in small and medium-sized enterprises. *Journal of Small Business and Enterprise Development*, 11(3), 290-301.
19. Kiyabo, K., & Isaga, N. (2020). Entrepreneurial orientation, competitive advantage, and SMEs' performance: application of firm growth and personal wealth measures. *Journal of Innovation and Entrepreneurship*, 9(1), 12.
20. Li, L. Y., Syah, A. M., Syukur, M., Limkanchanapa, R., & Srisurat, C. (2023). Sustainable Micro, Small, and Medium Enterprises: A Developed Model of Entrepreneurial Marketing Behaviors for Thailand's MSMEs. *Sustainability*, 15(17), 13135.
21. Mandhachitara, R., & Allapach, S. (2017). Small business performance in Thailand: key success factors. *Journal of Research in Marketing and Entrepreneurship*, 19(2), 161-181.
22. Matlay, H., & Addis, M. (2003). Adoption of ICT and e-commerce in small businesses: an HEI-based consultancy perspective. *Journal of small business and enterprise development*, 10(3), 321-335.
23. Page, C., & Lepkowska-White, E. (2002). Web equity: a framework for building consumer value in online companies. *Journal of consumer marketing*, 19(3), 231-248.
24. Pierpaoli, E., Carli, G., Pignatti, E., & Canavari, M. (2013). Drivers of precision agriculture technologies adoption: a literature review. *Procedia Technology*, 8, 61-69.
25. Rahayu, R., & Day, J. (2017). E-commerce adoption by SMEs in developing countries: evidence from Indonesia. *Eurasian Business Review*, 7, 25-41.
26. Schneckenberg, D. (2009). Web 2.0 and the empowerment of the knowledge worker. *Journal of knowledge management*, 13(6), 509-520.
27. Singh, R. (2021). Digital Marketing in today's privacy-conscious world. In *Digitization of economy and society* (pp. 121-151). Apple Academic Press.
28. Srinuan, C. (2014). Demand for internet access and use of Small and Medium Enterprises (SMEs) in Thailand.
29. Sultan, N. (2013). Knowledge management in the age of cloud computing and Web 2.0: Experiencing the power of disruptive innovations. *International journal of information management*, 33(1), 160-165.
30. Taecharungroj, V., & Prasertsakul, D. (2023). Placeful business: Reimagining a small business concept that embraces and enriches places. *Sustainability*, 15(12), 9370.
31. Tallman, S., Luo, Y., & Buckley, P. J. (2018). Business models in global competition. *Global Strategy Journal*, 8(4), 517-535.
32. Tolstoy, D., Nordman, E. R., Hånell, S. M., & Özbek, N. (2021). The development of international e-commerce in retail SMEs: An effectuation perspective. *Journal of World Business*, 56(3), 101165.
33. Ueasangkomsate, P. (2015). Adoption e-commerce for export market of small and medium enterprises in Thailand. *Procedia-Social and Behavioral Sciences*, 207, 111-120.

34. Vargas-Hernández, J. G. (2015). Strategies for the Adoption of E-commerce. *Journal of Global Economics*, 3(04).
35. Yuniarty, H. P., & Noegraheni, E. (2020). Vital Strengthening of SMES through E-Commerce Adoption Purposeful. *ICASESS 2019*, 160.