

## **Effect of Marketing Management Strategies on Performance of Small and Medium Enterprises (SMEs)**

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### **Abstract:**

**Besides, a sample of clients was performed for validating business tactics, which included a marketing blend and intelligence of SMEs. A current analytical paradigm integrates the logical perspective of businesses and consumers. An observational study was undertaken in Hisar (India) in small scale & medium scale businesses enhances a knowledge base and government to increase the financial basis, as small industry forms an important part of the country's industrial history. Furthermore, the results indicate that business people can update their knowledge base to raise awareness and research by analysing the exploratory element and testing a sample t. The findings suggest that a communication divide exists between customers and contractors. This analysis gives the service provider the inference.**

### **1. Introduction:**

Marketing managers create comprehensive marketing strategies and processes in the company, according to Kotler (2014). They assess the need for goods and services provided by the company and its rivals, with the aid of subordinates, including product marketing managers and market analysis managers. Besides, future customers, such as wholesales, the public, distribution companies and government, are identified. Parker (2014) states that price policy is developed by brand management to maximise the company's market share and benefit while ensuring consumers are pleased. They track developments indicating the need for innovative goods and services and supervise product creation in coordination with distribution, product development and other managers. Marketing administrators collaborate alongside sales and promotional managers to encourage and retain new buyers of company goods and services. The marketing, public relations, sales, manufacturing, and all the levels of organisation include other places where the administration is needed. These amounts in small scale & medium scale businesses might not be as distinct. Any coordinated attempt to bring a benefit or economic result to an external community has been known to be the result of SME since Boulton & Carland (1883). Meredith (2001) noted that SMEs historically need expenditure in time and equity to create, extend or enhance a business's operations. In general, businesses with less than 250 workers are known to be small to medium-sized businesses. Management is a key operation that enables SMEs to accomplish or achieve their objectives Kagan & Thornton (2005). This ensures that every organization's management measures are very important to the organisation's success. Hendrick & Singhai (2005) claim the importance of management decisions and management practises in today's market. Management activities and transactions in SMEs determine on the efficiency of the business. McHugh (2010) provided an overview of the possibility of managing the principles of cost

reduction while a SME is economically dynamic. Management approaches to issues thus largely decide the long-term efficiency of small businesses (Balfanz&Koelmel , 2009).

Peterman & Kennedy concluded in 2003 that management roles vary in diverse small scale & medium scale enterprises. In profit-oriented SMEs, the management's central business is to reward members. This, of course, concerns income for operators, provides valuable jobs for workers and adds value of small and medium sized enterprises products at a reasonable expense to clients. Nabi (2003) states that management is responsible for making small scale & medium scale enterprises more profitable and also for developing innovative concepts for making them more competitive. SMEs should be based on divisions in management work in order to accomplish these objectives. Management, though, requires more positive new ideas (Rosenzweig, 2007). SME owners and administrators use poor management approaches in scientific terms that mean weak business results. Managers are often quick to take on the styles of copy management copied from established companies, which lead to contradictory results for SMEs. Such an urge can contribute to a gross simplification of things and often ignore daily demands for technological improvements, evolving markets, the business climate and even consumer demands. As for the position played by owners and managers of SMEs, many owners and managers of SMEs, according to McNamara & Watson (2005), claim that their role is to address the problems and difficulties of management. While this may be considered valid, it is just a less important aspect of their work. The main role is to avoid complications and challenges for owners or administrators of SMEs. This concludes that if the management of small scale & medium scale companies does not raise support for the conversion or if they are not efficient representatives, then the resources would be lost. If SMEs lose concentration, they end up being affected. While management of SMEs is pessimistic, the moral of workers and the business environment suffer (Fisher, 2011). This suggests that the management of small scale & medium scale enterprises can still support constructive decisions. Style and actions of SMEs should be targeted at helping their companies rather than hampering their success. It must be practical, constructive and true. Berger (2013) argues that SMEs need ownership and management to be functional, much like any other organisational type. The author also notes that management has a major impact on SMEs in all industries, countries and businesses.

The paper aims to present both the service provider and the customer's marketing plans for small scale & medium scale businesses (SMEs). Marketing campaigns are not a single mechanism but a diverse and special action that is crucial in revising the goals year after year. Regardless of whether turnover is massive or low, in any small, medium and big company marketing techniques are relevant and advisable. Marketing campaigns are analogous and observable in nature, which is thus influenced by market volatility and business cycle patterns. Not only is the science community concerned with the main reform affecting the transformation into a different kind of economy. Indians have grown rapidly and enormous improvements have been made in various market sectors, including production, precision engineering, food processing, pharmacy, textiles and apparel, retail, IT, agro-services and other industries. In order to promote the growth of the mostly agricultural Indian economy, it is essential to expand other sectors, such as industry, services and manufacturing. Local and small enterprises are a big part of large-scale manufacturing supply chains and have essential ties to the whole industry. SSI's considerable contribution in production, revenue and employment in Indian economy as small industries is especially significant (RanchyBhateja et al., 2007). SSI has shown an outstanding record exporting in India; over the last 10 years exports have risen to two digits (Govinda Sharma, 2011).

The 2006 SMED Act (Small, Small, and Medium Enterprise Act 2006), in India, declares that small manufacturing plants will be established in accordance with the historically restricted value of plant and machinery spending. The limited sector is divided into two sections by law: Category 1: equipment for production or processing. Category 1 Category 2: facility units. Category 1. Title 2. The Small Units in Category 1 (MSMED Act 2006) are distinguished by industrial units, in which the spending on plants and equipment in more than 25 lakh rroupies is no higher than 5 crore rroupes. A small unit under category 2 (service industry) is defined by the MSMED Act 2006 as a business having expenses in equipment exceeding 10 lakh rupees but not exceeding 2 crore rupees.

Any economic transformation is a two way blade, which succeeds and loses some particular unit. Liberalization and globalisation are important indicators of this. Liberalization is also considered a negative factor since many companies have lost themselves after SSIs (RanchyBhateja et al., 2007). The impact of globalism and domestic economic liberalisation for small industries on units, jobs, productivity and exports in India. The government entity should be included, as such assistance leads to economic wealth in a region. Some recent examples are colonial leadership techniques, post-colonial thinking, marketing concerns for small enterprises and industry support strategies in developed countries, like Ayozie (Nigeria). Government response strategies and policy on participation. Ogechukwu Daniel et al., 2010); government needs to see introduction of construction sector retroactive processes to permit the participation of auxiliary units on both national and international markets. Development of developing countries identifies new kind of economic options through citizens' information society, the expansion of the Internet, electronic commerce, telecommunications, developing SMEs as a competitive and human resource development, investment in training and education, and promotion of science as socio-economic development (Dan Popsecu, 2011). Only by small and medium-sized businesses will the national target of sustainable growth be expressly and implicitly accomplished by producing highly profitable jobs. Small and medium-sized companies produce goods from natural and local resources and use local knowledge to drive growth, not only local, demand and development across their areas, but also the world as a whole. If major companies outsource their value-added operations, small scale & medium scale enterprises will increase the value chain. SMEs therefore add greatly to the economic value chain. SMEs boost economic productivity by increasing capacity by providing products and services of quality at affordable rates. Therefore, they can hardly over-emphasize their position in industrial development. Any effort to create a sustainable small sector in the country should specifically take notice of new global supply and information networks in the age of liberalisation and globalisation (Sebastian and Rakesh Basant, 2010). The main policy concerns were brought to the fore, and reforms proposed could contribute to a rapidly expanding economy where small businesses play a normal and important part. India may help make effective policy decisions by further recognising the evolution phase of the modern small-scale market in the late industrialization economies. As humans are faced with 4 phases of development, 4 phases are also introduced, followed by rise, maturity, and finally decline as sales reach their lowest level. Marketing campaigns are often often developed concurrently with the product development cycle to compete fiercely. The commodity marketing balance can be increased considerably according to consumer demand by increasing the breadth and width of the product line. (Kotler & Keller 2008). 2008. Small enterprises use many promotional strategies, several of which are very innovative and one-stop-handbooks. The entrepreneurs themselves define Branding, yet this groundbreaking work adds to the theory and practise of branding contemporary creativity (Barbu et al., 2010). The main part of a marketing combination is price as it lonely benefits the brand's profit, profitability and growth pattern.

Prices are mainly affected by ten factors (English version D, 1995) Adequate price quantification is a daunting task in the modern comprehensive marketing process, since price elasticity depends heavily on demand (Kotler and Keller, 2008). David Jober states that price considerations and output quantities are strongly determined by the positioning of the asset and the pricing markets in Kotler and Keller (2008). These main price-determination variables include profit margins, factors for business, competitive demand, customer understanding across personal relationships and price stability. (Carson, D. et al., 1998). Promotion is the first to reach new consumers with the marketer post. The marketers try to educate, reassure and remind the consumers of the commodity directly and indirectly via a promotional post. The promotional mix consists of six main contact strategies, including advertisement, promotion of purchases, activities and knowledge, public relations and advertising, direct marketing and personal sales. With the support of these six approaches, an improved message thrives with proper budgeting and efficiency, establishes the goals and message approach together with the identification of the target group. Clustering, networking, and technical creativity promote SMEs flourish. The promotion of SMEs Location and delivery are often called synonymous, since the commodity meets its ultimate consumer destination through the distribution system. It is therefore important to decide if the sales channel should be distributed through the manufacturer, the wholesaler or the direct consumer method. Marketing as a technique is an important phenomena where 4 Ps are considered important factors in influencing small companies' success (Romano et al., 1995). However, several fresh and evolving concepts are being applied to strategic community partnership marketing, network marketing, creative marketing, standardisation vs adaptation and clustering in today's volatile world. We mean the contingency considerations that may affect firms' decisions to standardise or modify their foreign marketing strategies - business, managerial, commodity, industry and consumer issues (Jorma Larimo et al., 2008). In the case of SMEs, marketing as cultural, marketing as a policy and marketing as strategies can be considered across three dimensions, including marketing as a society. A model is an easy means of diagnosing the problem of small and/or medium-sized enterprises and the flexibility of the model makes the situation and market landscape of these entities more complicated and unorganised (Simpson et al., 2006). To explain big problems and barriers for smaller firms, the SER database has been proposed. A case study on a winery that emphasised combined entrepreneurship and long-term survival to succeed in niche markets (Beverland and Lockshin, 2005). This tactic was a landmark in Palliser's short-term growth. The niche resources which bigger companies are unable to provide are also available in the small sector.

A case study has also experienced the need for partnership promotion with already recognised products (Beverland and Lockshin, 2005). Dyadic approach has proposed establishing a long-term partnership between banks and small scale & medium scale businesses & demand commitment on both sides (Fatima Vegholm, 2011). The establishment of links between banks and Small scale & medium scale companies helps develop a partnership between SMEs and banks that also leads to a positive business profile of banks. Satisfaction with the results of financial institutions: references to swapping, provisional structure and the connection between banking institutions and small enterprises owners have also been explained (Lisa Feeney et al., 2002). A hypothetical deductive model has specified the marketing function and importance by means of a matrix (Simpson et al., 2006). The matrix shows a strong relation between the financial success of an organisation and its marketing model approaches. The latest marketing developments in small manufacturing firms were investigated by Moller and Anttila (1987) via this model. The proposed model (Simpson et al., 2006) introduces to the Moller and Anttila model another factor which is not a crucial one (1987). Only aggressive marketing may allow SMEs to achieve competitive

edge by superior marketing efficiency and marketing relationships strategy (Yen and Chew, 2011). Marketing strategy, marketing blend and a collaborative market intelligence framework will be of great value to small businesses and emphasise that networking is an intrinsic marketing mechanism (Gilmore et al., 2001). The decision-making features of SMEs in connection with marketing operations are fully compliant. When it is considered that the advantages each group enjoys are commensurate with their respective inputs, managers would be careful not to talk about such matters too openly, particularly any proposals that might have for drastic improvements for the company or its governance.

## **2. Literature review:**

The paper deals with the literature on marketing strategy, business analysis, creative marketing and consumer focus of small and medium enterprises in Hisar area of Haryana and guides us in formulating research goals and making testing hypothesis. In view of such contextual variables such as control variables, Hakimpoor et al. (2011) analysed the role of the systemic facets of the marketing network as core leaders in such collaboration. Researchers believe that the performance of the SMP marketing network is favourable for measuring the validity of a model through reduction in size, formality, diversity, density, stability and flexibility. The authors intend to address the gap in the absence of research in SMP's success partnerships in SMEs. The research indicated that structural facets of the marketing network are key moderators for SMPs and SMEs' productivity. Marketing activities are quite important, as yen and chew (2011) examine how Chinese building enterprises aim for success by applying their marketing techniques and by affecting the productivity of construction companies by environmental factors. Jimmy Hill (2001) assesses a multi-dimensional survey of key factors which affect small and medium enterprise marketing practises and an extended analysis of the nature of marketing SMEs via a software for design analysis. The study focuses on communications skills, sales orientation, the type of personal relationships and the substance of marketing planning for small firms in small to medium sized enterprises. Gerald Susman et al. (2006) has listed many cases of effective implementation of ground-breaking new product and service distribution practises. The researchers are developing recommendations to increase small and medium-sized enterprises' sustainability and the ability of MEPs to support SMEs.

Simpson et al. (2006) provides a unique theoretical and realistic understanding of the marketing question within the SMEs research and provides a comprehensive assessment of the function and importance of marketing for SMEs (SMEs). In the research, the function and pertinence of the marketing model in SMEs were examined and checked thoroughly. In addition, certain results show a strong connection between the financial success of an organisation and its marketing strategy within the model. Standardization degree versus adaptation of four main marketing mixes: product, price, distribution and communication and their effect on Jorma Larimo et al strategies (2008). Reijonen (2009) analyses small- and medium-sized enterprises' role in marketing, marketing strategy, and productivity. It was found that advertisement for SMEs is in fact a matter of supporting, advertising and selling consumer relationships and professing excellence in mixing different philosophies. SME branding is heavily influenced by the tradition that product preparation and development have been delayed (Gillian Horan et al., 2011). In addition, Egbetokun et al. (2010) concluded that SMEs are aiming to increase product and method creativity. Critical success factors for the product development process were established using longitudinal studies in SMEs. The key causes are the cost of producing programmes to prevent future technologies and customer adoption uncertainty (Isidre March-Chorda et al., 2001). David Carson et al. (1998) reflects

on pricing in pragmatic terms designed to take the benefits and future challenges of commodity characteristics and market appetite for economic and environmental impacts.

Branding considered the viewpoint of clients in small companies, but from the perspective of management, it's an emergent field that strengthens the company's personality on branding. In light of the inclination to facilitate the branding phase inside the SME retailer, Richard Mitchell (2012) has a range of consequences for retail SME managers. In order to assist in coordination of their brand communication more efficiently, this model will provide retail SME owners with valuable tool kits. A modern paradigm developed by Jimmy Hill (2001) requires small scale & medium scale companies to show three levels of skills at foundations, transitional practises and marketing practises that broadly implement relationships and loyalty strategies. The principles of broader organisational branding were also advocated for owner's managers.

In addition, in order to maximise the efficiency of general brand tools of SME, owner managers ought to be proactive about assessing the significance of brand interpretation by customers. The position of branding in small enterprises evaluates Barbu et al. (2010). By utilising an internet desk and press analysis they also established the strategies used by small companies to improve their corporate brand and brand dynamics. Ben Othmen (2010) analyses Fotomina's latest commercial activity in the internet and proposes a few potential changes. E-Marketing literature focuses primarily on big businesses and small businesses. In the case of small scale & medium scale firms Beverland and Lockshin the competitive benefit comes mostly from price and efficiency (2005). Because of the simpler organisational system in SMEs of the European Union SMEs prefer to place more emphasis on human capital than larger organisations. Dan Popsecu (2011) takes the important improvements to the formulation and implementation of SME human resources management policies, which include the strategic advantages for an enterprise.

The conditions for implementing marketing campaigns in Sri Lankan SMEs are most outlined by Gajanayake (2010). The paper finds that less visibility and less understanding of the modern approaches and approaches present in the corporate environment are the key explanation for the failure of the SMEs. The results showed that marketing campaigns had no substantial effect on their company development. In addition, entrepreneurs' conduct and company development had no effect. Innovative marketing is often emphasised on the impact of the external climate and company characteristics (Michele O'Dwyer et al., 2009). Market separation relationships, emphasis, policy of growth, strategic partnership for the success of small businesses, Shigang Yan et al. showed through empirical research in the Chinese sense (2010). Innovative marketing should not only take account, but is often very specific to the demands of SMEs and decision-making within the framework of industry focus and customer experience. Ayozie: Ayozie Daniel Ogechukwu et al.(2010) identifying marketing issues for small businesses in and undertakings in Nigeria and establishing the laws of help and benefit, infrastructure provision, ongoing workforce and growth, direct financial assistance to small scale & medium scale enterprises and the creation of financing bodies for small and medium-sized enterprises. The centric marketing strategy and specific sales proposal both include appropriate promotional strategies. SSI's promotion work in India would focus on increased credit flows, the growth of human resources, suitable infrastructure and modernisation funding. Networking is often based on this idea that allows small scale & medium scale companies to recognise the name. Henny Romijn has analysed the structural infrastructure help for small production companies in developed countries (2001). Small scale & medium scale businesses need to adopt and adopt demand-driven product and process technology to allow them to organise themselves into group bodies that can develop into self-handling

organisations. Companies should use Internet access to improve their ability (Alam and Ahsan, 2007).

A popular delivery strategy has been updated, a multitude of directions are included by the way; ICT needs the time to match national and foreign rivals. One of the initiatives identified by Avvari V. Mohan et al. by the government of Malaysia as a support mechanism for technology-based SMEs in Malaysia (2006). The MTD policy uses the business development cycle to promote the promotion of small scale & medium scale businesses in the ICT industry. The MTD programme. Most Malaysian companies have already embraced ICT as a key method for market expansion at both domestic and global levels (Alam and Ahsan, 2007). The relationship between marketing strategy, business environments and construction success of SMEs in China has been built into a theoretical context (Shigang Yan et al., 2010). The combination of the environmental sustainability viewpoint, the approach to strategic choice and a resource-based view provide a warm development of a marketing campaign that is able to achieve a green survival position for SMEs. Unlike the study projections, environmental dynamism is not connected with the success of building SMEs. Theory focused on resources can lead to significant results. In addition, creativity, immediate provision and suitable marketing should be combined. The above literature review has prompted us to add a new aspect to the current awareness of the topic.

### **3. Research Methodology:**

A survey of 100 small and medium industrial units of the Hisar, Haryana form was carried out using a self-administered questionnaire validated by multiple professionals. The questionnaire is used to obtain the answers of both businessmen and clients. While this analysis is fundamental but is being studied early in the research work to find out the various growth, production and performance factors of small scale & medium scale enterprises. Opinions on marketing campaigns for small to medium-sized enterprises for advice are requested by certain company officials. There have been two polls, one for small and medium enterprises and another for consumers, so that the respondents can raise correct marketing questions and develop a strong strategic structure for small and medium-size enterprises. For the final survey, sixty units dependent on the comfort study have been chosen. Just sixty respondents were considered for review and findings in the case of consumers.

The study's primary objective is to improve marketing techniques for SMEs. More sub-targets such as:

- Working out 4P's choices successfully in the enterprise must be reached to accomplish these main goals.
- To enhance the knowledge structure in marketing.

#### **3.1.Hypothesis:**

For this purpose, the following null hypotheses were framed for testing:

**H<sub>1</sub>:**The companies are satisfied with the prevailing marketing strategies of their respective marketing blend SME units.

H<sub>1a</sub>: The contractors are overjoyed with the dominant marketing strategies developed for product placement by their respective SME units.

H<sub>1b</sub>: The businessmen are pleased with the prevailing marketing tactics used by their respective Promotion SME units.

H<sub>1c</sub>: The entrepreneurs are pleased with their small and medium-sized businesses as well as their integrated marketing strategies.

H<sub>1d</sub>: The contractors are pleased with the price marketing techniques used by their respective SME units.

**H<sub>2</sub>**: Company's market analysis platform has a major effect on the performance of their business divisions.

**H<sub>3</sub>**: Customers are satisfied with the marketing mix strategy strategies introduced by SME Units.

H<sub>3a</sub>: SME product marketing campaigns are a popular with customers.

H<sub>3b</sub>: SME price marketing promotions are a success with customers.

H<sub>3c</sub>: Clients are pleased with SME's location marketing strategies.

H<sub>3d</sub>: SME's promotional campaign promotions have impressed customers.

H<sub>4</sub>: They are happy with their own industry experience and the perspectives provided by small and midsize enterprises.

### **3.2. Survey development and measurement:**

Five major marketing strategies developed product, venue, price, promotional, and market intelligence strategies as we develop marketing strategies for small scale & medium scale enterprises in the Hisar Region of Haryana, India. A five pointer likert scale was used to calculate the variables. Thirty variables were included in the questions sent to small scale & medium scale companies. To be able to SPSS 16.0 is a statistical application that can be used to analyse results. A simple research study with descriptive statistical analysis is conducted to assess if entrepreneurs are happy with current marketing strategy(s). The underlying variables were reduced to a few distinct attributes using a factor analysis. The data was generated in such a way that it was orthogonal and therefore varimax rotated. The dynasty of Kaiser-Meyer One t-test is used for analysis and to test theories for service providers (1951). Minor items were excluded and a total of 16 items were considered using "Corrected Total subjects" and "Cronbach's Alpha if the object has been omitted." The objects with a Cronbach's Alpha of less than .300 were omitted because their absence improves Cronbach's Alpha's trustworthiness.

### **4. Data Analysis:**

Results demonstrate that the products loaded on five different influences from 16 retained variables relating to two main components of the analysis (marketing combination and the market intelligence system). The additional variables resulting from the negative elements form an important part of the analysis and are explained carefully in the results. The Cronbach  $\alpha$  value for the objects, gives the instrument's reliability as a value reaches 0.7 (Nunnally, 1978), which is therefore satisfactory. The Alpha values of Cronbach range from .801 to .833. Adequacy measurement with Kaiser-Meyer-Olkin was also measured as .725, showing higher sample suitability, and >.000 with a higher sampling sphericity. Test with Bartlett.

These variables clarified the total variance of 67.746 percent and the first element explained the total variance of 30.972 percent in Table 4.1. All the variables are distinct from each other

conceptually and empirically (Fornell and Larcker, 1981). Brand positioning (F1), product advertisement policies (F2), market analysis systems tactics (F3), integrated marketing methods (F4), and pricing policies were all recalled (F5). The results of the t-test are interpreted in Table 4.2, along with the above-explained factor loadings (William Sealy Gosset 1908). One T-test statistics is believed to be 4 at 5% significance stage for data analysis and test value. In the event where the p- values exceed the 0.05 ( $\alpha$ ) range, theories otherwise are not acknowledged. Product positioning variables which display negligible assumptions results in  $H_{1a}$  being rejected. The satisfaction with their own advertising campaigns indicates that the ideals underlying hypothesis 05 are rather unsatisfied and  $H_{1b}$  strongly denied. Integrated variables have a negative trend, so  $H_{1c}$  was refused according to t-test proposal. One of the variable subsidies for prices provided to small scale & medium scale businesses is worth less than 0.5 which means theory that the government is less prone to the welfare of SMEs. While the pricing methods introduced have extremely pleased SMEs.  $H_{1d}$  is refused due to a strongly negative t-value in this context. SMEs are not well versed in using increasingly modern knowledge structures to match multinational companies (Beverland and Lockshin) (2005).  $H_2$  follows existing literature opinions and values are extremely less than .05, leading to  $H_2$  refusal. Variables concerning service satisfaction, quality and cost efficiency have been analysed in analysing the differences in consumer satisfaction levels using SME goods. For customers' data analysis and test values, one sample t-test statistics is assumed as 3.

**Table 1: Factors and Variance**

Factors	Descriptive names of factors	Eigen value	Variance (%)	Cumulative Variance
F1	Product Placement Strategies	4.855	30.972	30.772
F2	Brand marketing strategies products	1.726	11.615	42.486
F3	Business information systems strategies	1.615	9.371	51.757
F4	Marketing integrated campaigns	1.445	8.205	60.362
F5	Strategies regarding pricing	1.297	7.383	67.846

Table 4.2 shows the p-value lower than that of the importance standard ( $\alpha=0,05$ ) while  $H_{3a}$  was rejected and customers were greatly unhappy about the goods and services provided by small scale & medium scale companies. The lower p-values of the t-test pricing figures for SME goods also meant rejecting the  $H_{3b}$ . The market requirements relating to the positioning of SME goods have been fulfilled by Construct-3 of Table 4.2. Distribution-related factors demonstrate that customers are comfortable with the new vendors only for SME goods and are quite unhappy with the distribution channel and comfort. So,  $H_{3c}$  was dismissed. Distribution variable indicate that customers are only pleased and particularly unhappy about

the distributions and convenience of existing vendors for the goods of SMEs. Thus H<sub>3c</sub> was dismissed. Customers are dissatisfied with the advertising mode used by SMEs, with the exception of multiple sales and regular material deliveries. H<sub>3d</sub> is then rejected because the refusal pattern is supported by the majority of the variables. The evidence suggests that the values assumed for consumers' awareness of SMU products are lower than =.05, which causes H<sub>4</sub> to be rejected means that customers will not like to be told of each addition by SMEs to a single marketing combination. This means that it is unsuitable to address the client, which is additional help in rejecting H<sub>4</sub>.

**Table 2 : T test statistic regarding consumer satisfaction towards pricing of the SMEs**

<b>Construct 1:consumer behaviour towards, products offered by SMEs</b>	t values	Sig. two tailed
If SMEs achieve low quality and have a good or service that is less standardised?	-1.451	.204
Are you happy with the current product brand name provided by small and medium enterprises?	2.481	.120
Are you happy with the SME's existing product & service?	5.393	.000
Would you like to propose any changes to the SMEs' stock, price, packaging & supplier?	2.324	.028
Do the offerings of SMEs suit the needs of the market?	2.448	.032
Do goods of SMEs deal with products of big business?	3.527	.024
Are you comfortable with the latest SME products?	1.377	.227
<b>Construct 2:consumer behaviour towards, pricing offered by SMEs</b>		
Is it cost-effective for SMEs to provide a good or service?	5.565	.000
Are you happy that the SME goods are priced?	3.656	.000
<b>Construct 3:consumer behaviour towards, place offered by SMEs</b>		

Are you happy with the product's sales channel?	3.524	.001
Are you happy with the offerings of your new SME supplier?	1.469	.237
Are you comfortable with the SMEs' new convenience method?	4.489	.001

## 5. Discussions:

The study indicates that the production and processes of their goods are not fulfilled for the providers due to lack of financial capital. In developed nations, the shortage of subsidy allocation for small businesses should not lead to financial impairment. The double-sided consequences of this problem are that the expense pressure contributes to a large price volume. The final victim is the customer who demonstrates the degree of frustration between consumers and SMEs' pricing strategies. Small industries must be extremely vigilant of pricing choices in a highly competitive setting. The commodity can be sold at a strongly favourable price after a comparative market review. The study findings suggest that small and medium-sized firms are extremely pleased with their methods of price and pricing. SMEs can, though, concentrate on price tactics since they affect their overall marketing strategies. The consumer depends on goods with price from small and medium-sized enterprises. In using recent management methods, SMEs can focus on the financial and promotion reduction of commodity costs. Small producers feel that they are limited by the local market and want open market access as well. This research shows that the majority of small manufacturers do not care for volatility in production. The research also expands the retail demand issue by not fitting current products into the sector, since international service providers offer commodities with the same quality content at lower costs. In a highly competitive world, small and medium-sized businesses use few effective marketing strategies, according to the report. The separation process is ineffective for small and medium-sized businesses. Quality distinction for the manufacture of products must be implemented as SMBs enforce cost-effective pricing policies. Small producers of such products must employ selective product positioning strategies to ensure that similar product positioning strategies do not benefit all goods. The marketing strength of a brand is instantly apparent. They give the customer group a message of trust, consistency, and long-term viability. Customers are unfamiliar with the names of small and medium-sized businesses. In small and medium-sized companies, increased profitability may be focused on supporting brands. As a result, small producers would need to expand their branding and testing capabilities. Small and medium-sized companies are dissatisfied with their advertising platform or location, and as a result, small businesses must develop their distribution networks in order to reach the widest possible audience. The small retailer could assist in the growth of a large number of customers by providing comprehensive coverage of industrial technology e-marketing or internet marketing. Clients are consistently frustrated by the distribution chain and the new small and medium-sized enterprises. Small businesses should take innovative approaches to consumer convenience.

In the Hisar district, Small and Medium Enterprises can play an important role as brokers to increase distribution installations and more consumers through intermediaries to understand the commodity of SMEs. Improving supply chain management technology needs cost-

effective expansion of the sales channel. The positioning, marketing, market development and revenue maximisation in the age of the commodity of globalisation rely on the right form of advertising. Study shows that various promotions exhibit a high degree of importance at frequent intervals, but coordination shows an inverse pattern. This conflicting approach is positively attributable to intimate interactions with clients (Beverland and Lockshin, 2005). Due to the weak publicity foundation, indirect mode of contact is not feasible. Regular advertising and sales strategies can be used by small manufacturers to improve awareness about their goods to the consumers. Integrated coordination on the ads should be considered. Better placement of the items, magazines can be sold by offering various discount coupons in newspapers.

## **6. Conclusion and limitations:**

For small manufacturers and consumers, the market intelligence framework is critical. They are able to obtain industry knowledge by market recognition and this helps to decide on quality, price, site and advertising schemes for small companies and customers. The consumer recognition is also essential for the benefit motif, as a selling strategy cannot maximise profitability. As company vendors, SMEs play a significant intermediate position. Extended analysis has shown that their marketing tactics depend on crisis management, good emotions and behaviour, to cope with acute competitive challenges, instead of lacking a long-term strategy and fewer understanding of competitive pressures.

No strategies may be implemented concurrently, however to contact more consumers on small scale & medium scale companies goods a series of strategies which can serve as a skeleton structure for a custom strategy is required.

The thesis has many drawbacks since massive sampling sizes always provide confirmed findings. The research encompasses complete marketing campaigns but will take both strategies into account alone. For further perspectives, a focus on solutions for particular industries and products may be included.

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