

Digital killed the small business star? How managerial perceptions and trust in marketing professionals affect digital channel utilisation in micro enterprises

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Abstract

This paper analyses how digital marketing strategy in micro enterprises is affected by managerial perceptions and managerial trust in marketing communications professionals. Using a paper-based questionnaire aimed at owners of micro enterprises, we examined how the complexity of marketing communications efficiency, the perceived importance of marketing communications, and the trust in marketing communications professionals influence digital channel utilisation. We used multinomial regression analysis to test the research questions in an exploratory research design. Results indicated that the complexity of marketing communications efficiency evaluation is higher among users of digital marketing channels. Furthermore, positive attitudes towards marketing communications facilitate the adoption of digital marketing tools. When this is combined with a high level of trust in marketing professionals, it is likely to lead to an elaborated low number of digital tools and a high-intensity strategy.

Keywords: *micro enterprise; marketing communications; digital channel utilization*

Track: Digital Marketing & Social Media