

A Study of Small Medium Enterprise Marketing to the Global Level: A Scoping Review

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Abstract

This study aims to see the perspective of SME entrepreneurs on product marketing at the global level. The writing process of this scoping review has referred to the PRISMA writing standard (Preferred Reporting Items for Systematic Review and Meta-analysis). Two main databases, Science Direct and Google Scholar were used to find related articles and resources. A systematic search strategy including three processes namely identification, screening, and eligibility was done while theme analysis was used to obtain the main results of this study. The analysis found that a total of 63 articles discussed the perspective of SME entrepreneurs on business marketing and were divided into 5 themes: challenges, effects, influences, roles, and strategies. By referring to this scoping review, small and medium enterprises can have an impact on other entrepreneurs to advance the marketing field to a global level.

Keywords: Marketing, Entrepreneurship, Economic Development, Small And Medium Enterprise.

Introduction

Small and Medium Enterprises (SMEs) play a pivotal role in driving a country's economic growth. In developing nations, SMEs contribute to poverty eradication by facilitating income enhancement within the broader SME sector through employment generation (Dameshifa et al., 2023). Moreover, SMEs foster the development of economic activities outside urban centers and provide diverse resources to promote economic expansion. Given the rapidly

evolving business landscape, SMEs must extend their focus beyond domestic markets. One crucial aspect of their growth is venturing into global marketing (Ali et al., 2023). Consequently, SMEs embarking on the global market confront an array of challenges and opportunities. In the Malaysian context, SME entrepreneurs actively engage in a wide range of activities, encompassing small traders, retail store operators, medium-sized contract manufacturers catering to multinational companies, and professional services such as software firms or medical researchers selling their expertise to overseas markets (Hirnisia Mohd Tahir et al., 2018). Therefore, this study aims to examine the perspective of SME entrepreneurs regarding the marketing of their products on a global scale.

Research Question

What are the perspectives of SME entrepreneurs on marketing their products at the global level?

Research Objective

This study aims to explore the perspective of SME entrepreneurs regarding the marketing of their products at the global level.

Methodology

To produce this scoping review, the PRISMA extension for scoping reviews (PRISMA-ScR) was consulted. PRISMA-ScR was chosen because it can help researchers formulate research questions, identify criteria for selecting appropriate reference materials, and can be used as a guide to search for systematic and comprehensive reference materials (Moher et al., 2007). These criteria consist of three phases namely identification, acceptance and rejection, and qualification. All these phases are carried out to ensure that the research is carried out thoroughly.

Identification

To carry out a comprehensive identification process, the researcher has set some research keywords. Main keywords such as foreign language, translation, small, medium, enterprise, entrepreneur, and global have been selected. The determination of these keywords is based on the research questions that have been set. Then, based on references to previous studies, researchers have searched for words related to the keywords that have been set. To avoid the problem of retrieval bias, researchers have used two databases namely Science Direct and Google Scholar. Researchers have used advanced techniques by using several basic functions such as phrase searching, boolean operator, field code, truncation, and a wild card to form an appropriate search string. In this process, researchers have managed to find a total of 5862 potential articles. The results of the unscreened reference search are shown in Table 1 below:

Table 1
Search String Results Without Filtering

Database	Search string	Number of articles found
Google Scholar	TITLE-ABS-KEY = (("foreign language") AND ("translation") AND ("small") AND ("medium") AND ("enterprise") AND ("entrepreneur") AND ("global"))	5720

Science Direct	KEY = (("foreign language") AND ("translation") AND ("small") AND ("medium") AND ("enterprise") AND ("entrepreneur") AND ("global"))	142
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Acceptance and Rejection

Screening is the second process of the systematic search strategy. This process allows researchers to select relevant articles for a scoping review. Kitchenham & Charters (2007) asserted that researchers can choose any criteria if the criteria can answer the research question. The selected articles range from 2019 to 2023. From that, articles published in English were selected to avoid confusion, minimize costs, and save time. In this process, a total of 4486 articles that failed to meet the criteria were removed, and this meant that only 1376 articles were retained for the next stage of selection:

Table 2

Article Acceptance and Rejection Criteria

Criteria	Acceptance	Rejection
Publication Timeline	2019 until 2024	2018 and below
Publication Type	Journal articles, <i>reviews</i> , conference proceedings, encyclopedias, chapters in the book	Not included in journal articles, <i>reviews</i> , conference proceedings, encyclopedias, chapters in the book
Area	The field of small and medium enterprises (SMEs)	Not related to the field of small and medium enterprises (SMEs)

Eligibility

Eligibility is the third process performed in the methodology. In this section, to ensure that the selected reference material is relevant, the researcher has examined two main sections, namely the title, and abstract. In this process, a total of 1283 articles were removed for not meeting the abstract, title, and content requirements in the eligibility evaluation. After this process, only 63 articles have been selected for the next process:

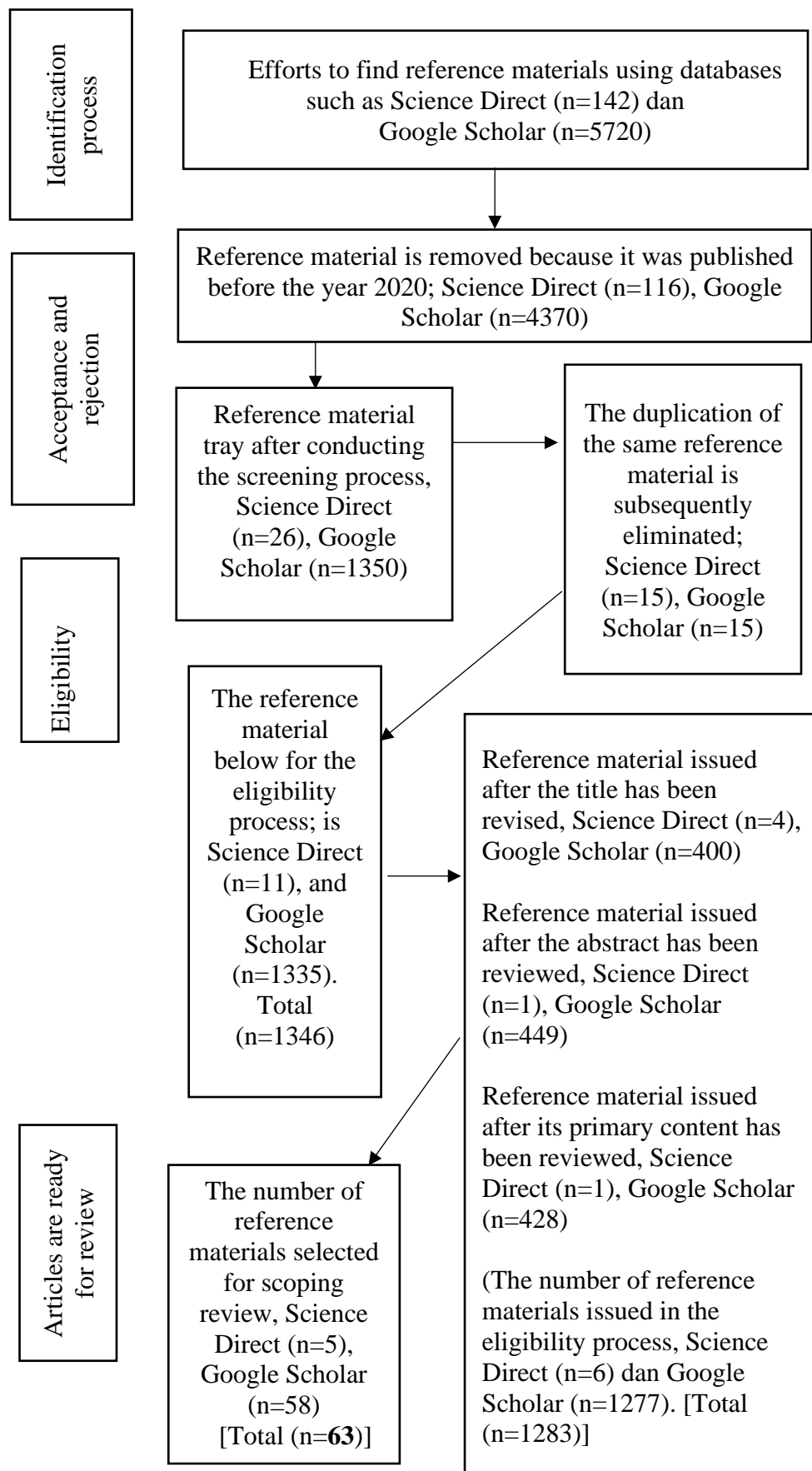


Figure 1. The systematic search strategy of a scoping review

Data Chart, Data Extraction and Analysis

In this scoping review, the researcher produced a data chart by obtaining information related to the author's name, year of publication, study location, and methodology. Then, based on the set research questions, the researcher extracts the main data from the selected reference materials. Since this scoping review focuses on the empirical data of past studies, the data extraction process has been done in three parts, namely the abstract, the results of the study, and the discussion of the study. Information in other sections is also searched if deemed necessary.

Theme analysis can be used to identify, analyze, organize, explain, and report on themes that have been analyzed (Braun & Clarke, 2006). In this scoping review, themes have been formed based on the similarity or relevance of the extracted data. Based on the analysis done, a total of three main themes have been identified which are challenges, potential, and success factors. The accuracy of the themes was re-examined by the researcher to ensure its relevance to the research question. Table 3 below is an article that deserves to be synthesized according to the theme.

Table 3

Eligible article synthesized by themes

No.	Authors	Theme of				
		Challenge	Effect	Influence	Role	Strategy
1	Ismail Sheikh Ahmad & Zarinah Jan Yusof Khan (2023)	/				
2	Liao & Parkouda (2023)		/			
3	Pham et al. (2020)		/			
4	Fashakin (2023)	/				
5	Li & Zheng (2020)					/
6	Xu (2023)					/
7	Setiawan & Wahyuningsih (2023)				/	
8	He et al. (2020)				/	
9	Gawe et al. (2023)			/		
10	Richards (2019)		/			
11	Irawan et al. (2022)				/	
12	Sekliuckiene et al. (2019)		/			
13	Vaivode (2022)					/
14	Vidak & Golemac (2021)				/	
15	Marinho & Melo (2022)	/				
16	Wuryaningrat (2022)			/		
17	Dumitrescu & Nițu (2019)	/				

18	Fornes & Cardoza (2018)	/				
19	Dourado et al. (2019)					/
20	L. Zhang (2023)	/				
21	Alrawadie et al. (2018)	/				
22	Hämäläinen (2023)				/	
23	Ly (2023)				/	
24	Sahin & Gurbuz (2017)				/	
25	Lin & Si (2018)			/		
26	Tezi (2021)			/		
27	Musso & Francioni (2020)					/
28	Ghouse (2020)		/			
29	Aldalou & Migdad (2023)				/	
30	J. Zhang (2021)					/
31	Dzogovic & Ajdarpasic (2022)		/			
32	Dal Mas et al. (2023)				/	
33	Rosemond et al. (2019)				/	
34	Allawi (2020)			/		
35	Mei-Feng (2022)	/				
36	Mnzava (2019)		/			
37	Mahdi (2022)	/				
38	Putro et al. (2022)					/
39	Anwar et al. (2022)				/	
40	Bachiri (2023)					/
41	Siddiqui (2021)		/			/
42	Verde (2021)		/			
43	Oladapo et al. (2023)		/			
44	Korobtcova (2019)					/
45	Civelek & Svihlikova (2022)	/				
46	Karami et al. (2020)				/	
47	Meingast (2022)				/	
48	Stuk (2023)		/			
49	Tung et al. (2023)	/				
50	Zrnic (2022)					/
51	Shorokhova (2023)				/	
52	Arachchige (2023)					/
53	Corbett & Iskandar (2022)			/		
54	Tambunan (2021)				/	

55	Adiguzel (2019)		/			
56	Mannion (2023)				/	
57	Prusak et al. (2022)		/			
58	Khushnud et al. (2020)		/			
59	Griggio & Oxenswärdh (2021)	/				
60	Hakeem et al. (2018)				/	
61	Ferdous & Tanya (2021)	/				
62	Hareebin (2020)			/		
63	Changwony & Kyiu (2024)					/

Result

In this scoping review, most articles were published in 2023, which is 18 publications, while the rest were published in 2017 (1 publication), 2018 (4 publications), 2019 (7 publications), 2020 (10 publications), 2021 (8 publications), 2022 (14 publications). The location of the study, as many as 34 studies were conducted on the Asian continent. There are 28 studies conducted on the European continent. In addition, the type of analysis is also the focus of this study. Almost 33 past studies are qualitative, 20 quantitative studies and 10 past studies are mixed methods. Table 3 below is a data chart on the summary of data obtained based on previous studies.

Table 3

Data chart in scoping review

Data	Frequency
Year of publication	
2017	1
2018	4
2019	7
2020	10
2021	8
2022	14
2023	18
2024	1
Study location	
Europe continent	28
Asia continent	35
Type of analysis	
Quantitative	20
Qualitative	33
Mixed-methods	10

Discussion OF Study

The discussion of the study encapsulates aspects of challenges, effects, influence, roles, and strategies towards the marketing of small and medium enterprises (SMEs) at the global level.

Sme Product Marketing Challenges

In this section, there are 13 previous studies found related to the theme of marketing challenges for small and medium enterprises at the global level (Ahmad & Khan, 2023; Fashakin, 2023; Marinho & Melo, 2022; Dumitrescu & Nițu, 2019; Fornes & Cardoza, 2018; Zhang, 2023; Alrawadieh et al., 2018; Mei-Feng, 2022; Mahdi, 2022; Civelek & Svihlikova, 2022; Tung et al., 2023; Griggio & Oxenswärdh, 2021; Ferdous & Tanya, 2021). In a study done by Mahdi (2022), and Dumitrescu & Nițu (2019), they analyzed the challenges and obstacles of SMEs in developing countries before going to the international market. Fashakin (2023), explains that the language barrier becomes a challenge for immigrant entrepreneurship. This is summarized in Mei-Feng's study (2022), of Chinese immigrant entrepreneurs in the United Kingdom. In addition, it is also a challenge for SMEs who see innovation as a risk, are afraid to innovate because of tradition, family, or in the context of generations, and do not see innovation as a suitable process to be systematized with tools that facilitate nowadays (Marinho & Melo, 2022). In the study by Tung et al (2023), there are many challenges faced by young people when starting a business, such as difficulty in calling and attracting investment capital, Lack of business direction, and the inability to achieve a balance between work and life.

The findings of Fornes & Cardoza's (2018), study also summarize that the specific obstacles experienced by small and medium-sized enterprises (SMEs) based on emerging markets are growing internationally and the resources and corporate capabilities required to support the first stage of their expansion. Furthermore, the export challenges faced by Chinese exporting SMEs also explain the factors that most influence the firm's performance (Zhang, 2023). Civelek & Svihlikova (2022), provide a summary of the difference between the perception of export barriers of SMEs from different countries but with the same firm-level characteristics. In contrast, Ferdous & Tanya's (2021), study explores the challenges faced by women entrepreneurs in emerging markets when expanding their business in an international context, with a focus on Bangladeshi women's entrepreneurial firms. The study of Alrawadieh et al (2018), explored the characteristics and challenges faced by refugee tourists and hospitality entrepreneurs in Istanbul, Turkey.

After examining each challenge finding, the studies also emphasized that the products of small and medium enterprises face difficulties in competing with other markets that have strong brands. This already strong brand is preferred by supermarkets to enter the global market and the strict procedures imposed by the market to make SME products more popular in the eyes of the public. Additionally, challenges include a lack of human resources, time constraints, lack of management systems, and lack of facilities. This coincides with the study of Zhang (2021), that entrepreneurs do not have sufficient ability to manage their company's finances and management and that they face difficulties in commercializing their at the global level. This is because many entrepreneurs struggle to navigate the complexity of global commercialization and to manage the financial side of their businesses. Managing a business entails a wide range of skills, including marketing, operations, finance management, and more, and goes much beyond simply having a fantastic product or idea (Tung et al., 2023). For

entrepreneurs who may lack experience in accounting or finance, financial management can be especially intimidating. It is simple for a corporation to fall into problems if cash flow, budgeting, and financial reporting are not well understood. Similarly, expanding into global markets presents its own set of challenges, including cultural differences (Marinho & Melo, 2022), regulatory hurdles, and logistical complexities. Entrepreneurs often need to invest significant time and resources into market research, building international partnerships, and developing a global strategy.

In addition, to the lack of participation of SMEs in the National Innovation System, there are limitations in the dissemination of technological innovation to SMEs (Azmi Wahab et al., 2019). In addition, due to insufficient research facilities in new fields such as green technology, SMEs are less likely to cooperate with local universities conducting applied research. SMEs usually function as second and third-tier suppliers, making it difficult to transfer technology from large and multinational companies. In this situation, SMEs have been exposed to the latest technological frontiers (Mahdi, 2022). Advancements in technology, particularly in areas such as cloud computing, artificial intelligence, big data analytics, and the Internet of Things (IoT), have created numerous opportunities for SMEs to enhance their operations, improve efficiency, and expand their reach. While embracing these technologies can certainly help SMEs compete more effectively, entrepreneurs need to approach adoption strategically. This may involve investing in employee training (Fashakin, 2023), partnering with technology vendors or consultants, and carefully evaluating the potential risks, and rewards of new technologies. Additionally, cybersecurity considerations are paramount, especially as SMEs increasingly rely on digital systems to store sensitive information and conduct business transactions.

Another challenge for most SMEs is that they think that the use of technology increases productivity and is not a long-term investment, but rather a cost that they must bear (Zrnic, 2022). SMEs do not like to invest in automation because they will benefit in the long term from this investment. The investment will yield greater returns in the long run than the high initial cost of getting help with equipment or machinery. While the initial investment (Tung et al., 2023) in automation may require careful financial planning and consideration, SMEs that strategically leverage automation technologies can position themselves for long-term success and sustainability. Moreover, various financing options, such as leasing or equipment financing, can help mitigate the upfront costs and make automation more accessible to small businesses. This can be helped by access to the latest technology (Marinho & Melo, 2022). Leasing allows businesses to regularly upgrade their equipment at the end of the lease term, ensuring they have access to the latest automation technology without needing to make additional large investments.

Effects of SME Product Marketing

Next, there are 12 previous studies related to the theme of marketing effects on small, and medium enterprises globally (Liao & Parkouda, 2023; Pham et al., 2020; Richards, 2019; Ghouse, 2020; Mnzava, 2019; Siddiqui, 2021; Verde, 2021; Oladapo et al., 2023; Stuk, 2023; Adiguzel, 2019; Prusak et al., 2022; Khushnud et al., 2020). Among them is a study conducted by Richards (2019), on the impact of internationalization standards on micro, small, and medium enterprises in Jamaica. This study was also formulated by Liao & Parkouda (2023), which focused on the development of international standards for Canadian SME products.

Verde's study (2021), also explains that the economic situation has an impact on the country's tourism. This was also discussed in the study of Oladapo et al (2023), on the business performance of SMEs in Saudi Arabia mainly due to COVID-19. In addition, Adiguzel's study (2019), study focuses on the impact of strategy and risk on business performance in international enterprises. In contrast to Siddiqui's study (2021), study which focuses on the effect of firm-level characteristics and international marketing strategies on SME export performance, especially in South Africa. Mnzava's study (2019), explaining the impact of business development assessment in providing services to SMEs in Mwanza City differs from the study of Khushnud et al (2020). on the other hand, which focused on the effects and risks of lending for SME project financing. Other studies focus on the impact of technology on entrepreneurship Pham et al (2020), the impact of export barriers on India (Ghouse, 2020), the impact of linguistic diversity on internationalization (Stuk, 2023) and the impact of bankruptcy on entrepreneurship (Prusak et al., 2022).

What this study wants to emphasize here is that the overall effect of SME product marketing is that traders can market their goods to the international market. With the unlimited internet, the process of globalization of society around the world is accelerating. The study of Gao et al (2023), proves that e-commerce has become an important component of the global business industry. To break into the global market, local entrepreneurs need to improve their operations so that they can compete with entrepreneurs around the world (Adiguzel, 2019). For example, women's Muslim clothing businesses only need to use English-language e-commerce websites to market their products to Muslim consumers worldwide. By using social media platforms as well, it has evolved into an online business platform that facilitates international purchases (Chen et al., 2023).

Moreover, the effect of product marketing can indeed empower SMEs to expand their reach and tap into international markets by increasing visibility (Richards, 2019). Through targeted marketing efforts, SMEs can raise awareness of their products or services among potential customers in international markets. This might involve leveraging digital marketing channels such as social media, search engine optimization, and online advertising to reach audiences across borders (Pham et al., 2020). Significantly enhance the visibility of SMEs and their products or services, especially in international markets. Social media is a channel that can contribute to increasing visibility across borders. This is because social media platforms offer SMEs the opportunity to reach diverse audiences worldwide. By creating engaging content, sharing product updates, and interacting with followers, SMEs can build a global community (Liao & Parkouda, 2023) of customers and brand advocates. Social media also allows for targeted advertising, enabling SMEs to reach specific demographics or interests across borders. These typically include age, gender, location, language, education, relationship status, job title, interests, and behaviors. In addition, social media platforms have a global user base, allowing SMEs to reach audiences across borders (Stuk, 2023). Whether an SME wants to target users in a specific country or region, social media advertising provides the flexibility to customize the geographic targeting based on the desired market.

In addition, SME marketing can improve customer relationships (Richards, 2019). Marketing initiatives facilitate ongoing communication and engagement with customers, fostering stronger relationships and brand loyalty. By listening to customer feedback, addressing concerns, and providing valuable information, SMEs can build trust and credibility with their

audience, leading to long-term relationships and repeat business. It lays the foundation for long-term relationships and repeat business (Oladapo et al., 2023). It can be seen in customer testimonial reviews. This is because the positive testimonials and reviews from satisfied customers serve as social proof of the SME's credibility. Displaying testimonials on the website, sharing customer success stories on social media, and encouraging satisfied customers to leave reviews can help build trust with potential customers and reassure them of the quality of the SME's products or services.

Besides, market expansion is also one of the effects of SME marketing. Through targeted marketing efforts, SMEs can expand their reach beyond local markets (Verde, 2021) and tap into new geographic areas or customer segments. By leveraging digital marketing channels, e-commerce platforms, and international partnerships, SMEs can access customers in different regions or even globally (Mnzava, 2019), thereby diversifying their customer base and revenue streams, reducing reliance on any single market or customer segment, and positioning themselves for sustainable growth in the global marketplace (Arachchige, 2023). However, it's essential for SMEs to carefully plan and execute their international expansion strategies, considering factors such as market research, competitive analysis, cultural differences, legal considerations, and logistical challenges.

Influence Of SME Product Marketing

In this section, there are 6 previous studies related to the theme of the marketing influence of small and medium enterprises at the global level (Lin & Si, 2018; Alalawi, 2020; Corbett & Iskandar, 2022; Tezi, 2021; Gawe et al., 2023; Sekliuckiene et al., 2019). Among them is a study conducted by Alalawi (2020), on the influence of entrepreneurial orientation on the performance of Omani SMEs. Corbett & Iskandar's study (2022), also gives a similar conclusion on how transnationalism affects careers and entrepreneurial performance in Indonesia. In contrast to Tezi's study (2021), which explores the influence of the Entrepreneurship Support Program (ESP) on refugee entrepreneurs, by examining the impact of this program on the ability of refugee entrepreneurs to deal with the main challenges they face in creating and running their businesses. Gawe et al (2023), also studied how digitization has affected the internationalization model of Polish SMEs. This finding was also formulated in Wuryaningrat's study (2022), that information technology-based product innovation, IT-based process innovation, and IT organizational innovation significantly affect the growth of business competitiveness. Sekliuckiene et al (2019), also found that there is an influence that is a factor in the success of entrepreneurship at the initial stage of international new ventures in the context of three Central and Eastern European countries, namely Hungary, Lithuania, and Poland.

In addition, Zulkupli & Mansur (2023), also emphasized that capital factors and business influence cause company profits to decrease when companies invest a lot in trade credit and inventory. This is because excessive capital expenditure often leads to waste, especially in the food business. Therefore, food businesses that ignore current demand are also seen to impact the company's capital expenditure as customers choose food products according to their needs and tastes. This also affects global marketing. Emphasis is also given to technology and business factors. Advances in technology will reduce profits every month. As stated by Mai et al. (2019), when businesses spend large amounts of capital on product research and innovation and embrace new technologies, their financial performance will change. However,

not all investments in new technologies yield (Wuryaningrat, 2022) immediate returns, and there's often a balance between short-term costs and long-term gains. Businesses must carefully evaluate investment opportunities, manage risks effectively, and continuously monitor the impact of their innovation efforts on financial performance.

SME marketing also influences perception. Marketing also shapes the perception of SMEs and their offerings in the minds of customers. Through branding, messaging, and storytelling, SMEs can create positive associations with their brand, products, and values, influencing how customers perceive and interact with the brand. It can be seen by engaging with customers (Tezi, 2021) through various touchpoints such as social media, customer support, and community involvement allows SMEs to build meaningful relationships and foster positive associations with the brand. Positive interactions with the brand contribute to a sense of connection and loyalty among customers (Corbett & Iskandar, 2022). It shows that communication gives clear values, and a meaningful mission statement helps SMEs connect with customers on a deeper level. When customers align with the values and beliefs of the brand, they are more likely to develop positive associations and feel emotionally connected to the brand. This shows when customers feel emotionally connected to a brand through shared values and beliefs, it can lead to long-term loyalty, advocacy, and sustained business success.

Besides, the influence of SME marketing can be seen in customer acquisition. Marketing efforts attract new customers to SMEs. Through various channels such as social media, search engines, email marketing, and advertising, SMEs can reach potential customers and persuade them to try their products or services (Wuryaningrat, 2022). This influx of new customers directly contributes to revenue growth by increasing sales. For SMEs, building strong, long-term connections with their client is essential. This involves providing excellent customer service, maintaining consistent communication, and continually delivering value to customers. By doing so, SMEs can not only drive immediate sales growth but also cultivate loyalty and repeat business, which are key factors in sustaining success over the long term. This is because SMEs can increase lifetime value. Loyalty customers tend to spend more over their lifetime with a brand compared to one-time buyers. By nurturing relationships with existing customers and providing value over time, SMEs can maximize the lifetime value of each customer, driving long-term profitability (Sekliuckiene et al., 2019).

The influence of SME product marketing extends across various aspects of the business, from raising brand awareness and acquiring customers to driving revenue growth and fostering customer loyalty. By investing in strategic and compelling marketing efforts, SMEs can strengthen their market position and achieve sustainable business success (Alalawi, 2020; Sekliuckiene et al., 2019). However, by investing in strategic and innovative marketing efforts, SMEs can enhance their competitiveness, attract new customers, and achieve long-term success in the marketplace. This is important and it can be approached by adaptation to trends. Investing in innovative marketing allows SMEs to stay ahead of evolving consumer trends and preferences. By monitoring market dynamics, emerging technologies Wuryaningrat (2022), and cultural shifts, SMEs can adapt their marketing strategies to remain relevant and resonate with their target audience.

The Role of SME Product Marketing

In this section, there are 19 previous studies on the marketing role of small and medium enterprises (He et al., 2020; Dzogovic & Ajdarpasic, 2022; Setiawan & Wahyuningsih, 2023; Irawan et al., 2022; Vidak & Golemac, 2021; Hämäläinen, 2023; Ly, 2023; Sahin & Gurbuz, 2017; Tezi, 2021; Aldalou & Migdad, 2023; Dal Mas et al., 2023; Rosemond et al., 2019). Among the studies conducted by Dal Mas et al (2023); Hämäläinen (2023); Anwar et al (2022); and Hakeem et al (2018), who summarized the role of entrepreneurial marketing in the digital era in the global era. Another study focuses on the role of the firm in skin care (Ly, 2023). Aldalou & Migdad (2023), also explain the eradication of poverty for refugees in Turkey. This was also formulated in Tezi's study (2021), in response to the challenges faced by Syrian refugees in Turkey.

In addition, studies by Dzogovic & Ajdarpasic (2022), and Vidak & Golemac (2021), focus on the role of language strategy in international business relations. It can also be seen in the studies of Setiawan & Wahyuningsih (2023), and Irawan et al (2022), who specialized in the role of English in international business. Other studies such as the role of culture on international marketing Sahin & Gurbuz, (2017); Karami et al (2020), the role of marketing knowledge He et al (2020), the role of export sharing (Tambunan, 2021), the role of entrepreneurship in theatrical films (Mannion, 2023) was also formulated in this study. In addition, Meingast's (2022), study focuses on the social role and relationship of internationalization networks while the study of Rosemond et al (2019), summarized the role of emotional intelligence on the social relationship with firm performance.

However, this study emphasizes that SMEs need to improve the training and development of their staff. Trained workers can help companies improve the quality of their products. SMEs must ensure that employees understand the importance of quality and have the skills to meet the needs of the international market (Hakeem et al., 2018). This includes improving staff training and development and ensuring employees have access to the necessary equipment and technology. In addition, SMEs can get support and help from government agencies or related bodies to improve product quality (Ibrahim et al., 2021). For example, by training and workshops. Government agencies often organize training sessions, workshops, and seminars focused on quality management practices specifically tailored for SMEs. This program may cover topics such as quality control, quality assurance (Ly, 2023), product testing, and compliance with industry standards. It can be seen for example by quality control. Programs focusing on quality control help SMEs implement processes and procedures to ensure that products meet specific quality standards and specifications. This involves monitoring and inspecting products at various stages of production to identify defects or deviations from quality requirements (Anwar et al., 2022).

Besides, driving sales is also one of the roles of SMEs in product marketing. Ultimately, the primary goal of product marketing is to drive sales and revenue growth for SMEs (Dal Mas et al., 2023). By effectively positioning their products in the market, addressing customer needs and pain points, and showcasing their unique value proposition, SMEs can attract customers and convert leads into paying customers. SME's can be accomplished by follow-up and persistence. Following up with leads and staying in touch (He et al., 2020) is essential for converting them into paying customers. SMEs should have a system in place for following up with leads, whether through email, phone calls, or other communication channels, and

continue to nurture the relationship until the lead is ready to make a purchase. This is important and they can guide the buyer's journey (Hämäläinen, 2023). A structured follow-up system allows SMEs to guide leads through the various stages of the buyer's journey. From initial awareness to consideration and ultimately decision-making. SMEs can follow up on communications to meet the evolving needs and interests of leads at each stage.

Another role of SME product marketing is market research and analysis. Marketing activities involve gathering insights about the market, competitors, and customer preferences. SMEs can use this information to refine their products or services, identify new opportunities (He et al., 2020), and stay ahead of the competition. SMEs can leverage market research and analysis to refine products or services. By gathering feedback from customers and analyzing market trends, SMEs can identify areas for improvement in their products or services (Hakeem et al., 2018). This feedback could include suggestions for new features, enhancements, or changes to existing offerings. By continuously refining their offerings based on market insights, SMEs can better meet customer needs and stay ahead of competitors. By leveraging these insights, SMEs can enhance their offerings, seize new opportunities, and maintain a competitive edge in their respective industries. SMEs can continuously evolve and thrive in an ever-changing business landscape (Meingast, 2022).

SME Product Marketing Strategy

In this section, the researcher found that there are 16 previous studies related to the marketing strategy of small and medium enterprises at the global level (Li & Zheng, 2020; Xu, 2023; Vaivode, 2022; Dourado et al., 2019; Musso & Francioni, 2020; Zhang, 2021; Putro et al., 2022; Bachiri, 2023; Siddiqui, 2021; Korobtcova, 2019; Zrnic, 2022; Arachchige, 2023; Changwony & Kyiu, 2024). Among them is a study conducted by Musso & Francioni (2020) which explains business strategy in terms of decision-making and Bachiri (2023) expands the benefits of business at an international level. Korobtcova (2019) focuses on business strategies to strengthen brands in small and medium enterprises in Italy and Europe. Other studies explain business strategies and practices in Croatia Zrnic (2022), marketing strategies and the effects of firm-level characteristics in South Africa Siddiqui (2021), internationalization and partnership strategies (Dourado et al., 2019), business strategies and corruption in SMEs Changwony & Kyiu (2024), and export business strategy as a start in the field of entrepreneurship (Arachchige, 2023). Next, the study of Putro et al. (2022) who formulated the social capital of SMEs, strategies for driving the entrepreneurial mind Vaivode (2022), and linguistic entrepreneurship of international students mastering international languages (Li & Zheng, 2020; Xu, 2023). Zhang (2021), summarizes the innovation of SME employee relationship management in China.

Based on the research findings, digital marketing through social media and digital platforms is among other strategies that can help SMEs reach a wider market. SMEs need to explore new platforms to expand the market for their products and services. Effective use of marketing data can help companies make strategy adjustments based on feedback and market needs (Gawe et al., 2023). SMEs should consider the development of e-commerce platforms to expand their market coverage. This is supported by Hämäläinen (2023) study that the implementation of digital business depends on the ability of the workforce. SMEs need to involve employees in training programs to improve digital skills. This includes using software, understanding data analytics, and managing cybersecurity.

Therefore, SMEs need to increase their market reach by using various marketing methods. These include collaborating with foreign businesses, participating in international trade fairs, and using social media and e-commerce platforms (Hareebin, 2020; Gao et al., 2023; Chen et al., 2023). SMEs can increase brand recognition and increase sales of their products in international markets by expanding their market reach. SMEs also need an effective marketing strategy to market their goods. They must have a good understanding of the wants and needs of customers in international markets, so they need to ensure that their marketing strategies are tailored to those markets. SMEs also need to ensure that their products have added value that can attract the attention of consumers in the global market (Changwony & Kyiu, 2024). For example, by a unique selling proposition. Entrepreneurs must identify what sets their products apart from competitors and make it their unique selling proposition. This could be a feature, a benefit, a competitive price point, or a combination of factors that resonate with their target audience.

Besides, the strategy of SME product marketing is to select appropriate marketing channels (Siddiqui, 2021). Choose the most suitable marketing channels to reach your target audience based on their preferences and behavior. This could include digital channels such as social media, email marketing, search engine optimization, and online advertising, as well as traditional channels like print advertisement, direct mail, and events. One of the factors to consider when choosing marketing channels is target audience preferences (Arachchige, 2023). They can identify where their target audience spends their time and how they prefer to consume information. For example, if the target audience is active on social media platforms like Instagram and TikTok, focusing on social media marketing may be effective. If they prefer email communication, investing in email marketing campaigns might be more suitable. Investing in email marketing campaigns can be particularly suitable for SMEs for direct communication. Email allows SMEs to communicate directly with their audience in their inbox, providing a personalized and targeted experience. This direct line of communication can help build trust and credibility with potential customers (Bachiri, 2023; Korobtcova, 2019). Moreover, the other strategy for SME product marketing is to set clear marketing objectives. By establishing specific, measurable goals for their product marketing efforts. These objectives could include increasing sales, expanding market share, building brand awareness, or launching a new product line. Ensure that the objectives are aligned with overall business goals (Changwony & Kyiu, 2024). It is essential to ensure that every effort contributes to the organization's success. For example, entrepreneurs must understand business goals. This could include revenue targets, market expansion plans, customer satisfaction objectives, or any other key performance indicators that define success for the organization (Dourado et al., 2019). So, this can ensure that objectives align with overall business goals, driving greater success and performance across the organization.

Conclusion

In conclusion, the marketing of SME products has an impact on the national economy as a driving force for diplomatic relations and building good relations with foreign countries. This can also improve the export performance of national company products. Therefore, the main objective of this scoping review is related to this issue where the researcher wants to look at the perspective of SME entrepreneurs on product marketing at the global level. From the analysis of the themes carried out, five main themes have been produced which are challenges, effects, influences, roles, and marketing strategies for SME products at the global

level. The results of the analysis found that most previous studies focused on the role of entrepreneurs in developing SME products in line with current technology. With extensive experience and knowledge, the SME industry will continue to thrive in the long term with an effective strategy. Therefore, entrepreneurs who are new to business are encouraged to involve themselves in the field of entrepreneurship on an ongoing basis to have a positive impact on themselves and be able to contribute to the national economy. Therefore, various forms of support from government and private agencies are needed to help this SME industry advance the national economy. In addition, the commitment and cooperation of the SME operators themselves also play an important role in advancing business companies and using appropriate technology to produce safe, clean, and high-quality food products that can compete in the global market.

Theoretical and Contextual Contribution

In the context of this study, the theoretical and contextual contribution are significant aspects that reflect how this research advances existing knowledge and its practical relevance. The theoretical contribution of this study likely lies in its development or refinement of theories related to SMEs marketing, especially in a global context. By conducting a scoping review, the study might identify gaps in existing theories, propose new theoretical frameworks, or provide a synthesis of current theories that explain how SMEs can successfully market their products or services on an international scale. The study could also challenge existing assumptions or introduce novel perspectives that contribute to the broader academic discourse on global marketing strategies for SMEs.

The contextual contribution pertains to the study's practical implications and relevance to the specific context of SMEs operating in a global market. This contribution might involve offering insights into the unique challenges and opportunities that SMEs face when marketing globally. This study could provide evidence-based recommendations for policymakers, business owners and marketers on how to overcome barriers such as limited resources, cultural differences and market entry strategies. Additionally, it might highlight the importance of adopting digital tools and innovative marketing practices to compete effectively on a global scale.

Limitation

However, this research only focuses on Google Scholar and Science Direct databases. As a suggestion, future researchers are encouraged to also survey the views of SME entrepreneurs on the use of foreign language translations on product packaging labels as well as expand the search on various databases such as Scopus and so on.

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