

Understanding SMEs' Online Advertising Adoption: Before and After the Covid-19 Pandemic = Memahami Adopsi Periklanan Online UKM: Sebelum dan Setelah Pandemi Covid-19

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Abstrak

Studi ini memberikan pemahaman komprehensif tentang periklanan online UKM adopsi sebelum dan selama Pandemi Covid-19. Di antara sampel homogen bertujuan UKM di Belanda, kami menemukan bahwa sebelum pandemi, UKM masih perlu ditingkatkan tentang pengetahuan tentang manfaat potensial dari periklanan online. Manfaat, bagaimanapun, menjadi lebih jelas bagi UKM di tengah pandemi. Kami menunjukkan UKM dengan manajer yang tinggi kesadaran dan periklanan online yang intens dalam lanskap kompetitif dan konsumen mereka perilaku lebih cenderung mengadopsi periklanan online; namun, UKM dengan teknologi rendah, manusia, dan sumber daya keuangan cenderung tidak melakukannya. Kami juga menemukan situs web perusahaan, social media, dan iklan video online sebagai alat periklanan online paling efektif untuk UKM. Untuk Sepengetahuan penulis terbaik, makalah ini adalah yang pertama memberikan kontribusi untuk menangkap efek Covid-19 Pandemi pada iklan online UKM di Belanda.

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