

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.

.....This study provides a comprehensive understanding of SMEs' online advertising adoption before and during the Covid-19 Pandemic. Among a purposive homogenous sample of SMEs in the Netherlands, we find that previous to the pandemic, SMEs still need to improve on the knowledge of the potential benefits of online advertising. The benefits, however, have become more apparent for SMEs amid the pandemic. We show that SMEs with high manager awareness and intense online advertising within their competitive landscape and consumer behavior are more likely to adopt online advertising; yet, SMEs with low technological, human, and financial resources are less likely to do so. We also find that company websites, social media, and online video advertising as the most effective online advertising tools for SMEs. To the best of the author's knowledge, this paper is the first contributing to capture the effects of Covid-19 Pandemic on SMEs' online advertising in the Netherlands in the Netherlands. This study provides a comprehensive understanding of SMEs' online advertising adoption before and during the Covid-19 Pandemic. Among a purposive homogenous sample of SMEs in the Netherlands, we find that previous to the pandemic, SMEs still need to improve on the knowledge of the potential benefits of online advertising. The benefits, however, have become more apparent for SMEs amid the pandemic. We show that SMEs with high manager awareness and intense online advertising within their competitive landscape and consumer behavior are more likely to adopt online advertising; yet, SMEs with low technological, human, and financial resources are less likely to do so. We also find that company websites, social media, and online video advertising as the most effective online advertising tools for SMEs. To the best of the author's knowledge, this paper is the first contributing to capture the effects of Covid-19 Pandemic on SMEs' online advertising in the Netherlands. This study provides a comprehensive understanding of SMEs' online advertising adoption before and during the Covid-19 Pandemic. Among a purposive homogenous sample of SMEs in the Netherlands, we find that previous to the pandemic, SMEs still need to improve on the knowledge of the potential benefits of online advertising. The benefits, however, have become more apparent for SMEs amid the pandemic. We show that SMEs with high manager awareness and intense

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