



## Impact of Digital Marketing Practices on Marketing Activities of Small and Medium Agro-Processing Enterprises

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### Abstract:

*In today's corporate world, digital marketing has become a crucial instrument for product and service promotion. By increasing the value of agricultural goods, creating jobs, and raising farmers' incomes, Small and Medium Agro-Processing Enterprises (SMAEs) are essential to rural economic development. However, because of their reliance on conventional marketing techniques and lack of marketing resources, many of these businesses struggle to reach larger customers. Adopting digital marketing strategies like social media marketing, websites, online advertising, email marketing, and e-commerce platforms gives agro-processing businesses new ways to improve their marketing efforts and reach a wider audience.*

*This study looks at how digital marketing strategies affect small and medium-sized agro-processing businesses' marketing campaigns. The study focuses on examining the effects of digital marketing tools on sales performance, brand recognition, customer interaction, product promotion, and market expansion. The survey also highlights the difficulties agro-processing businesses have when using digital marketing strategies.*

*The study's theoretical and analytical foundation is bolstered by secondary data and survey answers gathered from certain agro-processing businesses. The data is interpreted using descriptive statistical techniques like percentage analysis. The results show that, while lowering marketing expenses and boosting promotional effectiveness, digital marketing strategies greatly enhance brand awareness, consumer contact, and access to larger markets. Small agro-processing businesses' use of digital marketing is still hampered by issues including poor technological infrastructure, budgetary limitations, and a lack of digital expertise.*

*The study comes to the conclusion that digital marketing is essential for improving marketing effectiveness and boosting agro-processing businesses' competitiveness. The agro-processing industry's sustainable growth may be further supported by encouraging digital adoption through governmental measures, technology assistance, and training.*

**Keywords:** Digital Marketing, Agro-Processing Enterprises, SMEs, Marketing Activities, Social Media Marketing, Digital Transformation

### Need of the Study:

Small and Medium-Sized Agro-Processing Enterprises (SMAEs) contribute significantly to rural economic development by

creating jobs and providing value to agricultural goods. However, because of their reliance on conventional marketing techniques and lack of marketing resources, many of these businesses

struggle to promote their goods and reach larger customers.

Digital marketing techniques like social media marketing, websites, online advertising, and e-commerce platforms have given firms new ways to efficiently sell their goods and engage with consumers in recent years. Digital marketing may assist agro-processing companies increase market reach, customer interaction, brand awareness, and product promotion at a reduced cost.

Thus, it is necessary to investigate how digital marketing strategies impact small and medium-sized agro-processing businesses' marketing initiatives. The study also aids in comprehending the advantages and difficulties of implementing digital marketing in the agro-processing industry.

#### **Research Problem:**

Small and Medium Agro-Processing Enterprises (SMAEs) are essential to rural economic development because they provide jobs and add value to agricultural goods. Nevertheless, a lot of these businesses rely mostly on conventional marketing techniques, which restricts their capacity to advertise goods successfully and reach larger consumers.

Digital marketing strategies like social media marketing, websites, online advertising, and e-commerce platforms provide businesses new chances to strengthen their marketing efforts and expand their market reach as a result of the quick development of digital technology. Due to a lack of knowledge, digital expertise, funding, and technological infrastructure, many agro-processing businesses have not completely embraced digital marketing despite these advantages.

Therefore, the main research challenge is to determine how much digital marketing practices impact small and medium-sized agro-

processing businesses' marketing efforts and what obstacles these businesses face when implementing digital marketing tools to enhance their marketing performance and business expansion.

#### **Objectives of the Study:**

1. To research the digital marketing strategies used by small and medium-sized agricultural processing businesses.
2. To investigate how digital marketing affects marketing initiatives including sales, customer interaction, and promotion.
3. To determine the digital tools and platforms that agro-processing businesses employ.
4. To evaluate the advantages and difficulties of adopting digital marketing.
5. To suggest methods for enhancing the efficacy of digital marketing in agro-processing companies

#### **Review of Literature:**

Igomu Paul Pius, F. A. Ayatse, and M. E. Umogbai (2025) investigated how innovative methods affected the performance of small and medium-sized agro-processing businesses (SMEs) in Makurdi, Benue State. The study underlined the importance of innovative strategies for enhancing SMEs' sustainability and competitiveness in a fast-paced business environment. Data were gathered from 108 owners and managers of agro-processing SMEs using a survey study approach and structured questionnaires. Multiple regression analysis was used in the study to examine the data using SPSS. The results showed that organizational innovation significantly improves SMEs' performance. According to the study's findings, agro-processing SMEs may improve their performance and competitiveness by using innovative techniques.

Therefore, in order to enhance their business performance, SMEs should use creative organizational and marketing methods.

The efficacy of digital marketing for Small and Medium Enterprises (SMEs) in Belagavi was investigated by Tabassum Hulikatti and Bharathari Yadav (2025). The study examined the uptake and effects of digital marketing strategies using a survey of 230 SMEs. The results showed that the majority of SMEs are relatively young companies with revenue between INR 1 and 5 lakhs. The study revealed that SMEs, especially those in the service industry, make extensive use of digital marketing platforms including social media, internet advertising, and search engine marketing. Additionally, the survey discovered that younger businesses use digital marketing techniques more frequently than older businesses. However, SMEs encounter difficulties like tight budgets and a lack of technical know-how when it comes to putting digital marketing plans into practice. The study came to the conclusion that SMEs' development and performance may be improved by developing digital skills and implementing efficient digital marketing strategies.

Sareen and Rani (2024) investigated how digital marketing affected MSMEs, or micro, small, and medium-sized businesses. According to the report, digital marketing uses online channels like social media, websites, and search engines to assist small companies expand their clientele. According to earlier research, digital marketing raises brand recognition and increases consumer involvement. The authors emphasized that SMEs might grow internationally thanks to information and communication technologies. Additionally, the study shows that social media marketing has a big impact on what customers decide to buy. According to the study's findings, MSMEs may increase their sales, market reach,

and overall business growth by implementing digital marketing methods.

Dhungana (2024) investigated how digital marketing affected the performance of small and medium-sized businesses in Birendranagar, Surkhet. The purpose of the study was to examine the degree of digital marketing adoption and how it affects company results. The results showed that SMEs use digital marketing methods including social media, email marketing, content marketing, and search engine optimization to a modest extent. According to the study, digital marketing and company performance are significantly mediated by consumer involvement. The study also brought attention to issues including small firms' lack of funding and technological expertise. According to the study's findings, SME performance may be greatly improved by developing digital skills and making smart investments in digital marketing.

In emerging countries, digital marketing has emerged as a crucial instrument for enhancing the growth and competitiveness of small and medium-sized businesses (SMEs). In order to increase market reach and improve brand exposure, SMEs in Bangladesh are progressively using digital marketing techniques like social media marketing, search engine marketing, and online advertising into their business operations, according to Mustaqeem and Sarder (2024). The authors emphasize that SMEs may strengthen connection with current clients and draw in new ones at comparatively low costs thanks to digital platforms. Their research, which uses a mixed-method approach that includes surveys and case studies, demonstrates that digital marketing has a major impact on Bangladeshi SMEs' improved sales performance and business expansion. According to the report, SMEs' long-term sustainability and competitiveness may be improved by strategically utilizing digital technologies.

Digital marketing has emerged as a crucial tactic for enhancing small and medium-sized businesses' (SMEs) sales effectiveness. According to Nasuha Bishrul (2025), digital marketing platforms give SMEs affordable ways to advertise their goods and raise consumer awareness. The author emphasizes that digital platforms are a more affordable option for small enterprises because traditional marketing techniques like radio, television, and billboards are sometimes costly. Bishrul (2025) asserts that social media and email marketing technologies have a significant impact on SMEs' sales growth. Additionally, the survey shows that pay-per-click (PPC), mobile marketing, search engine optimization (SEO), and other online marketing strategies have a moderate impact on business growth. Additionally, while implementing digital marketing strategies, SMEs encounter obstacles include inadequate understanding of digital media, a lack of suitable marketing tactics, and budgetary limitations.

In 2023, Ravindra Bhaskar Gawali and Tukaram Thaka Khemnar reviewed the literature on digital marketing strategies and how they affect small and medium-sized businesses (SMEs). According to the survey, SMEs may increase their market reach and boost consumer engagement by implementing digital marketing strategies including search engine optimization (SEO), social media marketing, and content marketing. The writers clarify that as compared to conventional marketing strategies, digital marketing provides more affordable advertising chances. Additionally, the report highlights how digital technologies boost value creation and help SMEs become more competitive in the digital economy. However, SMEs have a number of difficulties, including a lack of funding, a lack of digital expertise, and the need to handle evolving digital algorithms and cybersecurity threats.. The assessment emphasizes the value of using

analytics to improve marketing effectiveness and making decisions based on facts. Additionally, internet marketing gives SMEs access to international markets and increases brand awareness.

Murasolimaran, Nitin Mishra, Rashmi, and Manas Sharma (2026) investigated how digital marketing affected agri-based businesses' sales results. The report emphasizes how marketing strategies in the agriculture industry have changed due to the quick development of digital technology. Using a quantitative cross-sectional research design, the authors collected primary data from 210 agri-based enterprises through structured questionnaires. While internet advertising had a comparatively smaller but noteworthy impact, mobile marketing also showed a beneficial effect on consumer acquisition. Additionally, it was shown that the link between digital marketing and sales success was moderated by digital preparedness. The study comes to the conclusion that agri-based businesses are more competitive and sustainable when they successfully implement digital marketing tactics.

In 2022, Wisdom Apedo Deku, Jiuhe Wang, and Alexander Kofi Preko investigated how digital marketing may help SMEs in emerging economies operate better. The study looks at how customer relationship management, technical orientation, and the use of digital marketing tools affect SME productivity. The study also finds that the association between digital marketing and SME performance is positively moderated by environmental dynamism. According to the study, digital marketing increases profitability and value creation while assisting SMEs in acquiring, satisfying, and retaining customers. In order to stay competitive, the authors argue that SMEs in emerging countries need make investments in

relationship management techniques and digital marketing tools.

Armiani (2024) looked into digital marketing tactics used by small and medium-sized businesses (SMEs), emphasizing the usage of e-commerce and social media. The study gathered and assessed pertinent research papers from global databases using the PRISMA method and a systematic literature review strategy. The results show that the merging of social media platforms and online marketplaces has led to a considerable evolution in digital marketing techniques. Additionally, the report emphasizes the significance of creative business models, efficient data utilization, and appropriate risk management in digital marketing initiatives. The study comes to the conclusion that in order for SMEs to be competitive in the digital economy, they need to implement flexible and technologically advanced marketing tactics.

Babitha B. S., Kabilesh K. G., Ashish V. M., Arun Aadhavan G., Paavani B. Srinivas, and Swethaa Senthil Kumar (2023) investigated how digital marketing affected Indian small enterprises' performance. The study focuses on how digital channels like social media and email marketing affect client reach and marketing efficacy. The results show that email marketing and social media marketing are popular and successful consumer engagement strategies. The authors come to the conclusion that small firms in India may greatly increase their marketing effectiveness and exposure by implementing digital marketing strategies.

Igomu Paul Pius (2024) investigated how agro-processing Small and Medium Enterprises (SMEs) in Makurdi, Benue State, Nigeria, performed in relation to innovative techniques. The study focuses on how marketing and product innovation affect agro-processing businesses' success. 108 SME owners and managers provided information using standardized questionnaires as

part of a survey study design. With the aid of SPSS version 27, multiple regression approaches were used for the study. The results show that the performance of agro-processing SMEs is significantly improved by both product and marketing innovation. According to the study, businesses may become more competitive in a global marketplace by using creative marketing strategies and developing better products. The survey also highlights how crucial branding, research, and innovative marketing techniques are to the expansion of businesses. The author comes to the conclusion that agro-processing SMEs must adopt continuous innovation strategies in order to increase their productivity and sustainability.

J. I. Ibeh, O. F. Kaine, I. Ohai, and I. A. Johnson (2025) investigated how digital marketing affected customer satisfaction in the agro-processing sector. Using a structured questionnaire based on a five-point Likert scale, the study used a cross-sectional survey approach to gather data from 384 customers. Website design, SEO, social media marketing, content marketing, email marketing, affiliate marketing, and other digital marketing strategies were all examined in the study. The results show that affiliate marketing, social media marketing, email marketing, content marketing, and website design all significantly improve consumer happiness. However, this study found no evidence of a substantial relationship between search engine optimization and customer happiness. According to the report, digital marketing is crucial for raising consumer awareness and strengthening client connections. The report also highlights how successful digital marketing tactics may boost competitive advantage and foster company expansion in the agro-processing industry. The authors come to the conclusion that increasing market performance and consumer happiness requires the use of a variety of digital marketing strategies.

Irene Naishorua Masikonte, Brown Kitur, and Kennedy Chomba Maina (2024) examined the impact of digital marketing tactics on the expansion of Small and Medium Enterprises (SMEs) in Nairobi County, Kenya. The main method of gathering data was questionnaires, and SPSS was used to evaluate the data using both qualitative and quantitative methods. The results show that digital marketing tactics greatly boost the expansion and competitiveness of SMEs. The most effective tactics for business expansion were found to be email marketing and content marketing. However, search engine optimization (SEO) exhibited negative significance in the regression study, while social media marketing had a negligible impact. The report emphasizes how SMEs may enhance market performance and sustainability by implementing effective digital marketing techniques. The authors suggest that in order to improve their development and competitiveness in the digital economy, SMEs should use customized digital marketing strategies.

Maria Camila Bermeo-Giraldo et.al. (2022) investigated the variables impacting SMEs' adoption of digital marketing. The study also shows that the most popular digital marketing tactics among SMEs are website-based content marketing and social media sites like Facebook and Instagram. The report emphasizes how digital marketing aids companies in keeping operations running smoothly in times of crisis like COVID-19 and adjusting to technological advancements. Adoption of digital marketing also increases consumer engagement and business sustainability. The authors come to the conclusion that SMEs may create successful digital marketing strategies for long-term growth by comprehending technology adoption behavior.

Kimathi Doreen Kawira, Elegwa Mukulu, and Romanus Odhiambo (2019) investigated how digital marketing affected Kenyan MSMEs'

(micro, small, and medium-sized enterprises) performance. The research theory of positivism served as the foundation for the study, which used a descriptive survey approach. Structured questionnaires were used to gather information from MSME owners and managers, and descriptive and inferential statistical methods were used for the study. The results showed that 38.8% of the difference in MSMEs' performance may be attributed to digital marketing. Additionally, the study discovered a significant favorable relationship between company performance and digital marketing strategies. The authors come to the conclusion that in order to increase their competitiveness and company success, MSME owners should actively use digital marketing tactics.

Kwabena Abrokwah-Larbi and Yaw Awuku-Larbi (2023) investigated how marketing changes affected Ghanaian food processing Small and Medium Enterprises' (SMEs') performance. The results show that changing marketing greatly enhances SMEs' learning and development, internal company processes, customer performance, and financial performance. The study emphasizes how creative marketing strategies improve food processing SMEs' sustainability and competitiveness. Additionally, in emerging economies, the implementation of marketing modification tactics promotes corporate expansion and profitability. The authors come to the conclusion that in order to increase organizational performance, SMEs should bolster their marketing skills.

Heini Taiminen and Heikki Karjaluoto (2015) investigated how small and medium-sized businesses (SMEs) use digital marketing platforms. The purpose of the study was to determine how SMEs use digital marketing tools and what influences their uptake. Many SMEs do not fully leverage the potential of digital marketing tools and platforms, according to the

research. The survey emphasizes that two of the biggest obstacles keeping SMEs from successfully using digital technology are ignorance and a lack of expertise in digital marketing. Additionally, the study highlights how digitalization has profoundly altered consumer engagement and marketing communication. In order to assist SMEs in taking advantage of digital potential, the authors also recommend awareness campaigns and training programs. According to the study's findings, SME competitiveness may be improved by using digital marketing channels effectively.

### Conceptual Framework:

The association between **digital marketing strategies (independent variables)**

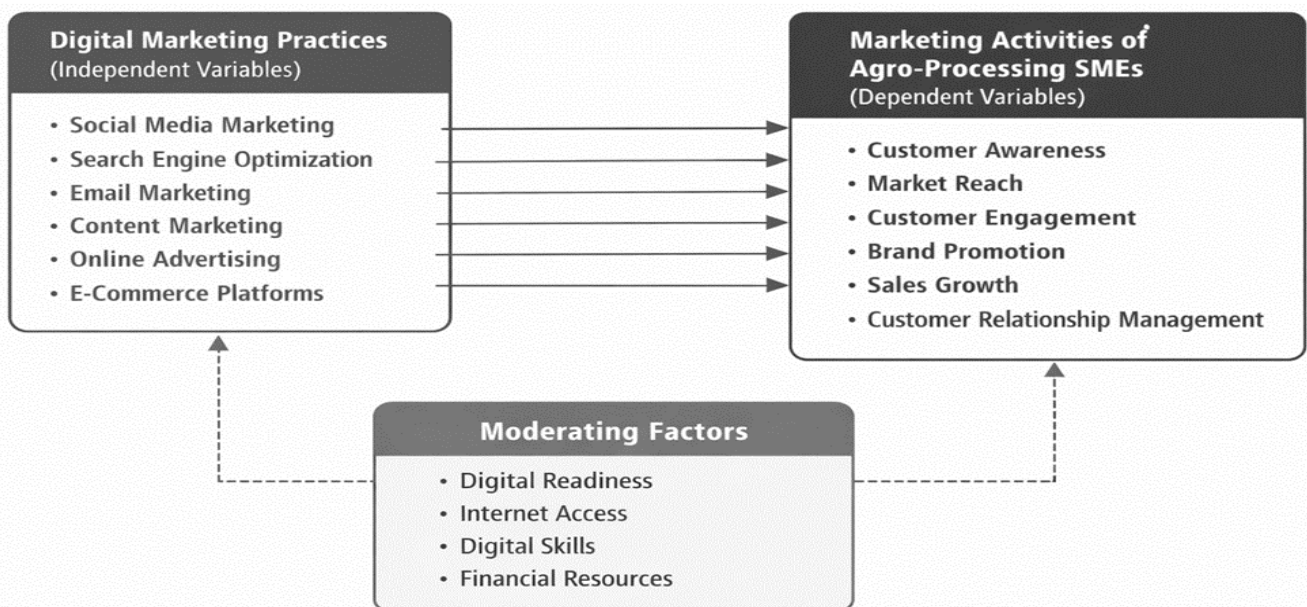


Figure: Conceptual Framework of Digital Marketing Practices and Marketing Activities of Agro-Processing SMEs

Source: Adapted from Taiminen & Karjaluoto (2015); Kawira et al. (2019); Bermeo-Giraldo et al. (2022); Abrokwah-Larbi & Awuku-Larbi (2023); Deku et al. (2022)

### Dependent Variables (Marketing Activities of SMEs):

These are the outcomes influenced by digital marketing practices:

- Customer Awareness
- Market Reach

and **agro-processing SMEs' marketing initiatives (dependent variables)** is explained by the conceptual framework.

### 1. Independent Variables (Digital Marketing Practice)

These represent the different digital marketing tools used by agro-processing enterprises:

- Social Media Marketing
- Search Engine Optimization (SEO)
- Email Marketing
- Content Marketing
- Online Advertising
- E-commerce Platforms

These practices help enterprises promote products, reach wider markets, and interact with customers more effectively.

- Customer Engagement
- Brand Promotion
- Sales Growth
- Customer Relationship Management

Digital marketing tools enhance these marketing activities by improving

communication with customers and expanding market access.

### Moderating / Supporting Factors:

Some factors may influence the effectiveness of digital marketing:

- Digital Readiness of SMEs
- Internet Accessibility
- Digital Skills of Entrepreneurs
- Financial Resources

### Hypothesis:

**H1:** Digital marketing practices have a significant positive impact on the marketing activities of small and medium agro-processing enterprises.

**H0:** Digital marketing practices do not have a significant impact on the marketing activities of small and medium agro-processing enterprises.

### Research Methodology:

**Research Design:** Descriptive and Analytical Research

### Sources of Data:

- **Primary Data:** Questionnaire and survey of agro-processing enterprises
- **Secondary Data:** Research papers, journals, government reports, websites

**Sampling Method:** Convenience / Random sampling

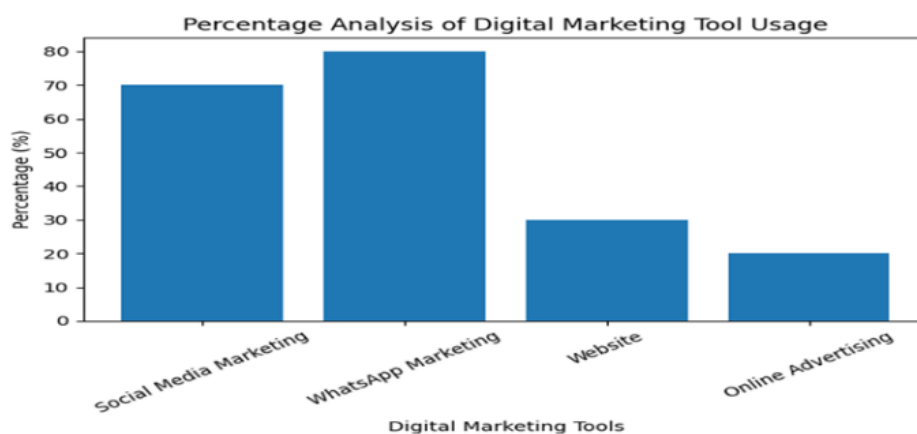
**Sample Size:** Agro-processing SMEs in selected area (50 units)

### Tools for Data Analysis:

#### Percentage Analysis of Digital Marketing Tools:

Digital Marketing Tool	No. of Enterprises	Percentage
Social Media Marketing	35	70%
WhatsApp Marketing	40	80%
Website	15	30%
Online Advertising	10	20%

Table: Use of Digital Marketing Tools



### Interpretation:

According to the percentage research, **80% of agro-processing businesses utilize WhatsApp marketing** as their primary digital marketing technique. This is mostly because of its

low cost, direct consumer connection, and convenience of use. **70% of businesses utilize social media marketing** because it facilitates consumer interaction, product promotion, and brand recognition. However, **just 30% of**

businesses utilize websites, which suggests that small businesses have little funding and technological expertise. **Online advertising is also the least popular (20%)**, indicating that many agro-processing SMEs rely more on free or inexpensive digital channels.

### Hypothesis

H0: Digital marketing practices do not significantly influence marketing activities of agro-processing enterprises.

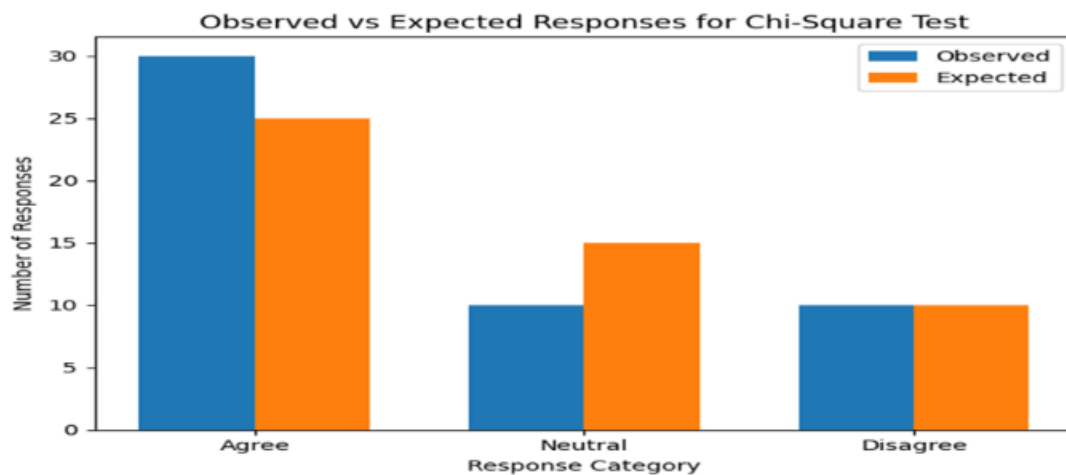
H1: Digital marketing practices significantly influence marketing activities of agro-processing enterprises.

### Chi-Square Test (Hypothesis Testing):

Response	Observed	Expected
Agree	30	25
Neutral	10	15
Disagree	10	10

After applying **Chi-Square test**

Chi-Square Value = **6.45** Significance Level = **0.039**



### Interpretation:

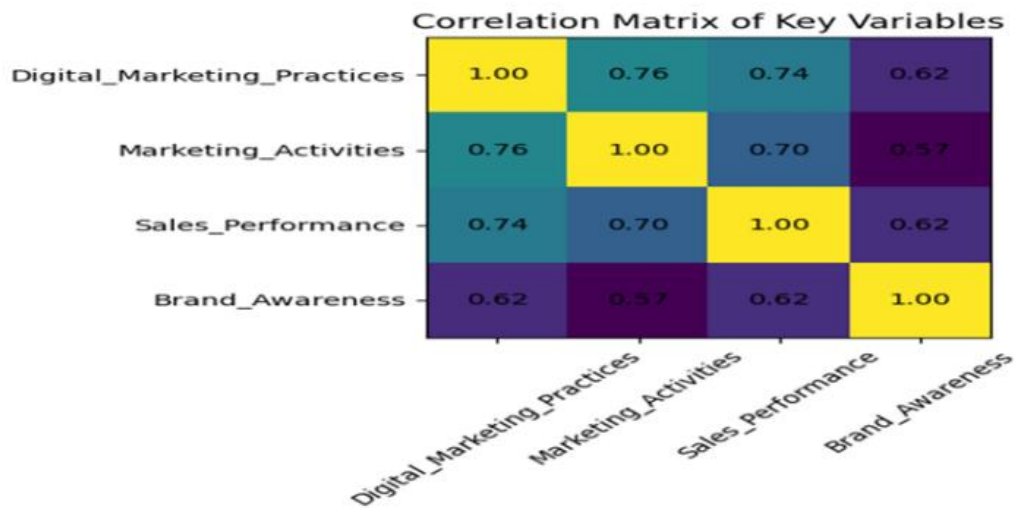
The number of businesses admitting that digital marketing impacts marketing operations is greater than the predicted value, according to the graph comparing observed and expected replies.

The **Chi-Square value (6.45)** with a

**significance level of 0.039**, which is less than 0.05, is influenced by this difference. Consequently, **the null hypothesis is disproved**, demonstrating that **digital marketing strategies have a major impact on agro-processing companies' marketing initiatives**.

### Correlation Matrix Table:

Variables	Digital Marketing Practices	Marketing Activities	Sales Performance	Brand Awareness
Digital Marketing Practices	1	0.76	0.74	0.62
Marketing Activities	0.76	1	0.7	0.57
Sales Performance	0.74	0.7	1	0.62
Brand Awareness	0.62	0.57	0.62	1



**Interpretation:**

Digital marketing strategies and important business outcomes are positively correlated, according to the correlation matrix. There is a substantial positive association (0.76) between marketing activities and digital marketing methods. Digital marketing strategies also have a

favourable correlation with brand recognition (0.62) and sales success (0.74).

This suggests that increased use of digital marketing tools contributes to improved marketing effectiveness and business performance.

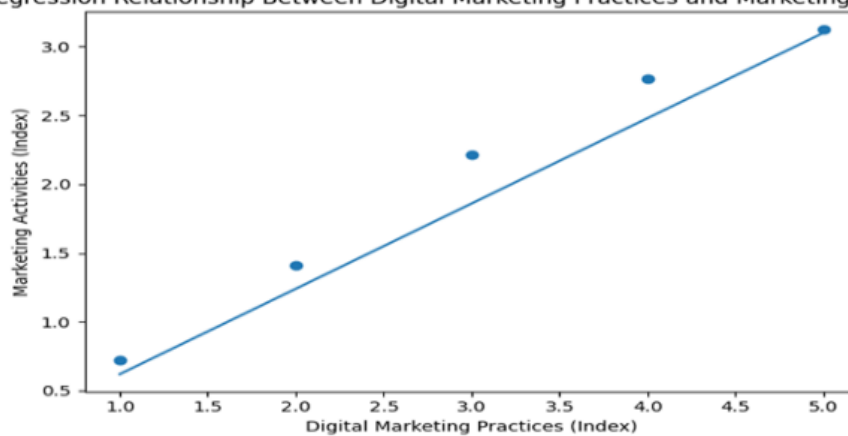
**Regression Analysis:**

Regression model used:

**Marketing Activities =  $\beta_0 + \beta_1$  (Digital Marketing Practices)**

Model	Variable	Beta ( $\beta$ )	Std. Error	t-value	Sig.
1	Constant	0.85	0.32	2.65	0.011
1	Digital Marketing Practices	0.62	0.14	4.28	0.001

**Regression Relationship Between Digital Marketing Practices and Marketing Activities**



**Interpretation:**

**Digital marketing strategies have a big impact on marketing initiatives**, according to the regression study. A one-unit rise in **digital marketing techniques results in a 0.62** increase in marketing activities, according to the **beta coefficient ( $\beta = 0.62$ )**. The statistical significance of the link is confirmed by the **significance value (0.001)**, which is less than **0.05**.

**Data Analysis and Discussion:**

Regression analysis, correlation, chi-square testing, and percentage analysis were used to examine the information gathered from fifty agro-processing businesses.

According to the percentage research, the most popular digital marketing techniques among agro-processing businesses are **social media marketing (70%)** and **WhatsApp marketing (80%)**. These tools are favored because they are inexpensive, simple to use, and widely available via cellphones. Conversely, just **20%** of businesses employ online advertising, and only **30%** of businesses maintain websites, suggesting a low uptake of more sophisticated digital marketing technology.

To determine if digital marketing strategies have a major impact on marketing initiatives, the chi-square test was used. The findings indicate a **significance level of 0.039** and a **Chi-Square value of 6.45**. Since the significance value is less than the **standard threshold of 0.05**, the null hypothesis is rejected. This suggests that agro-processing companies' marketing initiatives are greatly impacted by digital marketing strategies.

Strong positive correlations between digital marketing methods and important company factors including marketing activity, sales performance, and brand recognition are revealed by additional study utilizing correlation

tools. There is a high positive association between digital marketing strategies and marketing activity, as indicated by the **correlation coefficient of 0.76**. In a similar vein, **brand recognition (0.62)** and **sales performance (0.74)** are favorably connected with digital marketing strategies.

The effect of digital marketing strategies on marketing initiatives was measured using regression analysis. A statistically significant positive link is indicated by the regression model's beta coefficient for digital marketing strategies, which is **0.62** with a **significance value of 0.001**. This finding implies that agro-processing companies' marketing performance improves when they employ more digital marketing strategies.

Overall, the data analysis demonstrates that digital marketing tools are essential for enhancing customer interaction, product promotion, and market development for small and medium-sized agro-processing businesses.

**Findings:**

1. According to the report, most agro-processing businesses are using digital marketing platforms, particularly **social media marketing (70%)** and **WhatsApp marketing (80%)**, due to their accessibility, affordability, and ease of use.
2. Only a tiny percentage of businesses use **websites (30%)** and **online advertising (20%)**, suggesting that small agro-processing businesses are not using sophisticated digital marketing platforms.
3. The null hypothesis is rejected and the alternative hypothesis is accepted since the **Chi-Square test findings ( $\chi^2 = 6.45$ ,  $p = 0.039$ )** indicate that the significance value is less than 0.05. This suggests that agro-processing companies' marketing initiatives

are greatly impacted by digital marketing strategies.

4. This conclusion is further supported by the **regression analysis**, which shows a high positive correlation between marketing activities and digital marketing practices with a beta value of 0.62 and a significance level of 0.001.
5. Businesses may increase **market reach, brand recognition, customer communication, and product promotion** with the use of digital marketing technologies.
6. Businesses that use digital marketing can communicate with clients more successfully and advertise their goods outside of their local marketplaces.
7. Despite these advantages, a lot of agro-processing businesses still struggle with issues including inadequate **technology infrastructure, a lack of digital expertise, and a lack of funding**.
8. In general, small and medium-sized agro-processing businesses are increasingly using digital marketing techniques as a key marketing tactic.

#### Conclusion:

The study comes to the conclusion that small and medium-sized agro-processing businesses may improve their marketing efforts by implementing digital marketing strategies. Businesses may reach a wider audience, interact directly with consumers, and advertise their goods more successfully by utilizing digital channels like social media and WhatsApp marketing. It is evident from the statistical analysis—which includes Chi-Square and regression results—that digital marketing strategies significantly and favourably influence marketing initiatives. However, due to a lack of technical expertise, budgetary constraints, and inadequate digital infrastructure, many agro-processing businesses

continue to embrace sophisticated digital tools like websites and online advertising. In order to promote the use of digital marketing strategies, it is crucial that government agencies, educational institutions, and business associations offer digital training programs, technical assistance, and policy initiatives. Improving technology availability and raising digital knowledge can assist agro-processing businesses become more competitive, increase marketing effectiveness, and support the industry's long-term growth.

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