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## Research Article

# Adoption and Development of Digital Marketing by SMEs in Bihar: A Systematic Literature Review

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## Abstract

A systematic literature review (SLR) is provided by the current study project. Based on 50 peer-reviewed publications published between 2014 and 2024, the SLR investigates the adoption and development of digital marketing strategies by small and medium-sized businesses in the context of Bihar, India. It covers crucial information on the adoption of important digital marketing tools, obstacles, and developments in new technologies like artificial intelligence. The result shows that there are still issues because of infrastructure, illiteracy, and financial limitations, even with the use of technologies like social media marketing, e-commerce, and search engine optimization. A rising but uneven integration of AI-enabled analytics and automation technologies is highlighted in the assessment. This study provides region-specific insights and gives legislative, managerial, and research implications for bolstering SME digital transformation by placing international digital marketing literature inside the socioeconomic context of Bihar.

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**KEYWORDS:** - Digital Marketing Adoption, SMEs, Bihar, AI Marketing, SME Performance, Systematic Literature Review.

## 1. INTRODUCTION

Adoption and development of digital marketing in Bihar's SMEs. This systematic literature review, which summarizes research on the topic, provides a comprehensive understanding of the key drivers, barriers, and developments in creating and utilizing digital marketing for SMEs in the specified region. This systematic literature review will also explore and analyse the impact of digital marketing on the growth of SMEs in terms of increasing company reach and impact (Jadhav et al., 2023). The

evaluation of various digital platforms, including social media and e-commerce websites, and how they enhance impact, will also be included in this systematic literature review (Mao et al., 2022). The benefits of increasingly specialized digital tools, such as SEO and AI-assisted analytics, to boost SME growth by utilizing competitive advantages will also be examined through regression analysis (Jadhav et al., 2023; Zamri et al., 2024). This will be accomplished by consulting a variety of literature that is required to generate a comprehension of the present state of SME

development in connection to the effects of digital marketing trends in both developed and developing nations (Mao et al., 2022).

Small and medium-sized businesses (SMEs) are vital to Bihar's economy as a whole. Since smartphones and the internet are becoming more widely used in India, online marketing has emerged as a desirable and cost-effective way for SMEs to reach as many clients as possible and boost their competitiveness.

Despite the vast prospects presented, the level of digital marketing adoption among SMEs in Bihar varies due to a variety of challenges, such as a lack of infrastructure, technical know-how, and awareness.

Numerous studies have examined the acceptability of digital marketing in India, but few have focused on SMEs in Bihar.

By carefully examining the body of literature in the area of identifying the factors impacting the adoption of digital marketing, the strategy used by SMEs, and the emerging trends in the current scenario, this study aims to address the research gap.

## 2. Research Questions

RQ1: Which digital marketing tools are most frequently utilised by SMEs?

RQ2: What are the main factors influencing SMEs in the State of Bihar's adoption of digital marketing?

RQ3: What obstacles stand in the way of a successful digital marketing implementation?

RQ4: How much do internet marketing tools driven by AI impact the growth of SMEs?

RQ5: What tactics are recommended in the literature to improve SMEs' adoption of digital marketing?

## 3. METHODOLOGY

In order to identify current trends and problems, the research questions developed for this systematic review seek to critically assess the processes of acceptance and development of digital marketing approaches by SMEs in Bihar, India (Ekaputra et al., 2024). In addition to identifying the advantages of digital marketing adoption at a productive and sustainable level, this research aims to pinpoint the major forces behind and obstacles to its effective integration within these SMEs (Jadhav et al., 2023). Additionally, this analysis seeks to determine which technological platforms and tools are most often utilized by SMEs in Bihar for their digital marketing strategies and their function in enhancing overall business competitiveness and resilience (Bhuiyan et al., 2024; Hokmabadi et al., 2024). Lastly, it looks at how digital marketing trends and challenges can support or align with sustainable development goals and demands, especially in light of social media's role and its potential to help SMEs build loyalty and gain easy access to markets (A Systematic Literature Review (PRISMA Compliant) on the Role of Social Media as a Catalyst for Sustainable Development in Small and Medium-Sized Enterprises (SMEs), 2024; Ekaputra et al., 2024).

### 3.1 Literature Search Strategy

This systematic literature review adopted a structured method to systematically cover relevant literature on the subject:

### Source of databases searched:

The databases searched include: Scopus, Web of Science, Google Scholar

Keywords: "Digital marketing," "SMEs," "Small and Medium Enterprises," "Bihar," "e-marketing adoption," "social media marketing," "AI marketing," "SME marketing"

Timeframe: Research between 2014 and 2024.

### 3.2 Inclusion and Exclusion Criteria

Inclusion: Published papers in peer-reviewed journals, conferences, and case studies, focusing on the adoption of digital marketing by the SMEs, preferably in Bihar or India.

Exclusion criteria: Studies on large enterprises only, non-English articles, or articles without empirical support.

### 3.3 Screening and Selection

Step 1: 120 articles retrieved from databases.

Step 2: 30 Duplicates Removed.

Step 3: Screening for relevant information in the form of article titles and abstracts until only 60 remained.

Step 4: Screening involving the full text resulted in the exclusion of 10.

Step 5: The final 50 articles are included for detailed analysis.

### PRISMA Flow Diagram

Stage	Records	Description
Identification	120	Articles identified from databases
Duplicates removed	30	Duplicate studies removed
Screening	60	Titles & abstracts screened
Full-text assessed	60	Full articles reviewed
Final included	50	Articles meeting criteria included

### 4. Findings

According to numerous research studies, the most popular and extensively used online marketing strategies by SMEs for maximum online presence and outreach recognition are social media marketing, online shopping platforms, and search engine optimization concepts and applications. Nevertheless, many SMEs have difficulties and obstacles in successfully implementing these online marketing concepts and approaches due to a lack of suitable online knowledge and competence as well as financial limitations. However, it is well recognized that in order to maximize online awareness and client engagement, many online approaches and tactics must be used, including the design and production of unique and targeted content. Consumers respond favourably to the new market presence brought about by the convergence of digital marketing platforms, which in turn creates an environment conducive to long-term success. Furthermore, fintech, when combined with "social media marketing," is a crucial addition that helps SMEs improve their operational and financial performance. However, despite the undeniable advantages of using digital marketing, there appears to be a significant gap between the perceived and actual levels of its widespread adoption, particularly in a place like Bihar with unique infrastructure and socioeconomic constraints.

#### 4.1 Adoption of Digital Marketing by SMEs in Bihar

According to a substantial body of research, SMEs mostly use online marketing strategies such as online social marketing, online

business platforms, and online search optimizations to boost their online visibility. However, a significant portion of the whole SME community now finds it difficult to apply these strategies online due to inadequate internet literacy, infrastructure, and financial limitations. There is widespread agreement that integrating several strategies, including the production of customized online content, is crucial for enhancing both online presence and customer engagement, notwithstanding the difficulties associated with their use. Effective online marketing strategies have increased company exposure, customer acquisition, and total online presence across a variety of sectors.

Tools	Key Insights
Social Media Marketing	Most extensively used because of its tremendous reach and affordable cost.
E-commerce Platforms	Facilitate the growth of the market beyond regional borders.
SEO & Web Analytics	Boost internet exposure and client acquisition.
AI-based Tools	New applications in predictive analytics and customisation.

#### 4.2 Drivers of Adoption

For a variety of reasons, including improving market accessibility and competitiveness, SMEs in Bihar are progressively implementing digital marketing. Thanks to advancements brought about by smartphone and internet use in India, micro and small firms may more readily implement sophisticated types of marketing. SMEs may employ a variety of marketing strategies that can help them grow their clientele and create some new relationships because of the features that are readily available and the utilisation of popular platforms like the internet and smartphones. Since this type of marketing is significantly more affordable than other types of promotion, cost-conscious SMEs must also embrace it.

Drivers	Description
Cost Efficiency	Cheaper than traditional marketing
Market Reach	Access to regional and national customers
Smartphone Penetration	Facilitates digital engagement
Competitive Pressure	Necessity to remain relevant

#### 4.3 Barriers and Challenges

Despite the numerous benefits, SMEs in the Bihar region encounter a number of obstacles that lead to the ineffective adoption of online marketing strategies. These obstacles include a lack of funding for online tools and training, a lack of opportunities for technological expertise, and a scarcity of online resources. Additionally, infrastructure constraints connected to online adoption and a lack of training related to online illiteracy contribute to the inefficiency of SMEs' capacity to fully adapt to online transformation in developing nations like India. This is made worse by the fact that the short-term strategy of increasing profits rather than long-term online integration is impeding innovation. However, the lack of a digital infrastructure and the lack of skilled workers who are knowledgeable about cutting-edge digital marketing strategies continue to pose significant obstacles to the widespread adoption of digital by small firms.

#### 4.4 Development Strategies

Recognizing these obstacles, several development strategies have emerged to facilitate the effective integration of digital marketing in the SME sector, with a focus on enhancing digital literacy and providing readily available technical infrastructure. These strategies often involve partnerships between the public and private sectors in order to offer subsidized training programs, user-friendly digital platforms, and improved internet connection in underserved areas. These interventions enable SMEs to use digital tools in terms of improved marketplace outreach and operational efficiency by establishing the link to close the knowledge gap. Additionally, fostering a relationship between SMEs and digital marketing firms can provide them with possibilities to leverage cutting-edge tools and the knowledge required from these associations to overcome the lack of internal experience. On the other hand, SMEs may prosper in the market and even take the lead in their field by developing digital marketing portfolios and switching out technology products from various public platforms.

### 4. DISCUSSION

This comprehensive literature study demonstrates some of the advancements and problems that exist, as well as the complicated environment of adoption and growth of digital marketing strategies inside SMEs in the state of Bihar. Even if these businesses are more aware of the significance of digital marketing, a successful adaptation process is hampered by certain basic issues, such as a lack of infrastructure and digital literacy. The results demonstrate that encouraging a transition in digital marketing in this industry requires a two-pronged strategy that addresses the external ecosystem and improves internal skills. In order to assist MSMEs in competing more successfully in the ever more interconnected digital market, it also relates to enhancing educational support to them on how to apply a digital marketing strategy in practice. Moreover, the capability of SMEs to data-drive their decisions and personalize their interactions with customers will be significantly improved by incorporating advanced AI capabilities, which can assure competitive advantages in their long-term development as well. Long-term impacts of digital marketing on the sustainable development of SMEs in developing countries establish the importance of addressing interventions in this area as well.

### 5. CONCLUSION AND RECOMMENDATIONS

Through the discussion of the major hindrances, constraints, and trends surrounding adoption, this paper asserts that the reliance on digital marketing is becoming highly relevant to SMEs in the Bihar province. In an effective attempt to implement digital platforms to enhance the development of the SME markets, the paper establishes the need to address the specific concerns that act as infrastructural hindrances to the effectiveness of digital marketing. In this regard, efforts from the government to address the skills gap through modern technology adoption are paramount to filling the existing deficiency. Future studies should investigate empirically how future technologies like extended reality (XR) and artificial intelligence (AI) affect the growth and performance of SMEs. Sustainable digital transformation will be further aided by longitudinal and comparative research across Bihar's SME sub-segments as well.

as inquiries into the moral implications of AI-driven marketing and data protection.

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