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# Identifying the Components and Indicators of Social Marketing in Small and Medium Businesses with a Resistance Economy Approach

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**Abstract**

As one of the driving forces of the modern economy, small and medium businesses play a significant role in improving employment opportunities, encouraging the increase of exports and strengthening technological innovations. Therefore, the purpose of this research is to identify the components and indicators of social marketing in small and medium businesses with a resistance economy approach. This research is philosophically positivist with an inductive approach, and it was also a descriptive research that was conducted in a mixed manner. The method of data collection in this research was library and field through interviews with 30 university experts in the fields of management and marketing, organizational experts, management and economics, including top managers, experts, professors and related in the field of management and economics chosen by snowball method. The findings showed that the main variable of social marketing was extracted in four dimensions in the form of 12 components and 46 indicators. The quality dimension has four components: technical quality, execution quality, communication quality and marketing quality, the value dimension has two components: functional value and emotional value, the behavioral dimension has four components: audience cooperation, Motivational desire, tension tolerance and customer attitude and communication dimension are also two components of creativity and innovation and democracy. Therefore, based on the results obtained from the research findings, it is suggested that arrangements be made based on knowledge and communication and information innovations to promote social marketing in small and medium businesses with a resistance economy approach.

*Keywords:* *Social marketing, Small and Medium businesses, Resistance economy, Quality dimension, Value dimension*

## Introduction

In recent years, the importance of these companies has increased to such an extent that they are referred to as the backbone of industrial development in different countries. Despite the fact that these companies need less investment in Rial and foreign currency, these companies have more efficiency and can easily adapt to rapid environmental changes and react faster (Ardehi et al., 2023: 40). Dynamics, being networked, high flexibility, creative and innovative and benefiting from new information technologies are the most important characteristics of small and medium companies (Hadi et al., 2023: 5). In other words, if the size of an organization is bigger, its efficiency and effectiveness are also higher, but according to the age of the

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company, younger companies are more innovative (Khanifar et al., 2022: 446). Both strategy-based features and factors related to competition have a direct effect on organizational innovation (Ashrafijoo et al., 2022: 69). Entrepreneurship, the process of identifying and creating opportunities in the markets and exploiting them by using the resources needed to launch and implement those opportunities, outsourcing activities and using information and communication technology to reduce exchange costs, are other valuable features of small businesses and It is average that in the complex, ambiguous and unpredictable world of today's economic environment, they play an essential role in the continuity of activities and sustainability of companies' profits (Meglio & Di Paola, 2022: 211). Compared to larger companies, small and medium-sized companies have less ability to shape and influence the external environment, such as customers, suppliers, and the labor market. Most of the small and medium enterprises do not know what goods the market needs and how big it is, when they need the goods and how they should deliver the goods. Small and medium enterprises also have weaknesses in bargaining power, especially in dealing with major buyers (Tohidi et al., 2022: 402-403). Even if they know the market, sometimes they face problems in terms of providing raw materials, both in terms of availability and price. Most small businesses, especially those in developing countries, cannot overcome these problems. Therefore, supporting the development of small and medium enterprises of the private sector is a main part of the general policies of developed economies (Shabanlodehnavi, M., & Mokhtaran, 2022: 3332).

Social marketing is the field and territory of a new science that tries to realize social goals and objectives by using commercial marketing techniques. Based on the concept of social marketing, marketing managers of organizations must consider important factors such as consumer demands and society's interests in the short and long term in determining their marketing strategies and policies (Gandomi et al., 2022: 7).Despite the fact that this field is very new in comparison with commercial marketing, but its role and importance in social development has caused it to be highly noticed and popular (Nahon-Serfaty, 2022: 311) social marketing in the 1970s as a complete and independent scientific field. They introduced this new scientific field and believed that the assumptions and concepts of commercial marketing can be used to sell human beliefs, attitudes and behaviors. Cutler and Altman insisted on this point that the major and fundamental difference of social marketing with other marketing fields is manifested in the goals and objectives of social marketing and its formations. The main mission of social marketing is to influence social and human behavior (Akbar & French, 2022: 157). An informed organization follows the principles of marketing, after examining the demands of the customers and the needs of the company and the long-term benefits of the customers and society, makes decisions about marketing issues. Such an organization is fully aware that regardless of the last two factors, consumers and society; alert companies and organizations consider society's issues and problems as a kind of market opportunity. Social marketing states that organizations should establish a balance between the three considerations of the company's interests, consumer demands, and society's interests in the marketing policy (Gordon et al., 2022: 518- 520).

In today's competitive world, small businesses need to use new and innovative ideas to succeed, and one of the ideas that help these businesses achieve success is the marketing strategy based on marketing. Because companies and small businesses cannot allocate a huge budget for the marketing of their products in the course of their activities, and this makes them unable to gain a suitable position in today's competitive world; But through social marketing, they

can solve this problem to some extent and gain a suitable position for themselves. Also, due to the many environmental changes that occur today and the tendency of more and more people to use social marketing, it seems very necessary to pay attention to the marketing based on social marketing, and this has caused many small businesses to seek the use of social marketing for their marketing. To be able to gain a suitable position in today's competitive market and reach their predetermined goals.

## Theoretical Framework and Literature Review

Small businesses are the cornerstone of many economies and, as a group, make up 95% of the world's businesses. Also, due to their importance in supporting economic growth, livelihood and job creation, they are known as vital force and economic muscle in most countries (Engidaw, 2022: 198). To succeed in today's competitive business environment, small businesses must have a clear marketing strategy that supports other organizational strategies. Low-cost marketing tools are social marketing, which is very important for small businesses; because it makes the business last in the market. Many small business owners have few low-cost marketing options; as evidence shows, alternative marketing strategies play a useful role in small businesses (Johnson, 2023: 65-66). On the other hand, considering the failure rate of small businesses, social marketing plays the role of a valuable tool for small businesses; in such a way as to strengthen their position in the market. Evidence also suggests that small businesses that are immersed in social marketing marketing have been able to become powerful competitors in the market by gaining market intelligence. So small business owners use it as part of their marketing strategy; meanwhile, the importance of using social marketing to attract new customers has been proven through different models. Therefore, the

existence of a marketing strategy based on social marketing seems necessary and important for the growth and development of small businesses; because marketing strategy is a well-known process that allows companies to transform their limited resources into the greatest opportunities to increase sales and achieve a focused sustainable competitive advantage (Sanda & Sallama, 2023: 273).

## Social Marketing

Social marketing is a marketing concept that believes that a company or organization should make marketing decisions considering not only the consumer's wants, but also the company's needs, as well as the long-term interests of society. Then it should provide superior value to the customer in a way that maintains or improves the welfare aspects of the customer and society. Social marketing perspective is one of the latest marketing management philosophies (Luamba, 2019: 461).

## Small and Medium Industrie

The definition of small and medium industries in different countries is different from each other and depends on the prevailing economic and industrial conditions. Some of the criteria used to determine the type of industries (small, medium and large) are: number of employees, capital, total assets, sales volume and production capacity. Among these, the most common criterion is the number of employees, which is determined differently from one country to another. In Iran, there is no single definition of small and medium-sized enterprises, and it varies from organization to organization. In a classification of Iranian industrial enterprises according to the size of the enterprise, they are divided into four groups: 10-49 workers, 50-99 workers, 100-149 workers and 150 workers and more, among which the first three groups are small enterprises and are

considered average (Adjabeng & Osei, 2022: 122-123)

**Resistance Economy**

Resistance economy means identifying the areas of pressure and ineffective effort and controlling them. In order to achieve the goals of the resistance economy, it is necessary to reduce external dependencies and work to increase the country's domestic production and self-reliance. Although the term resistance economy is a new term and has a value in religious culture, nevertheless, concepts in this field and actions and measures for resistance in various fields, especially in the field of economy, have a history in the world. In the economic literature, there are many concepts such as "resistance economy" or "economic power" (Jafari & Mosavi Amjad, 2020: 50).

-Pourdasht et al., (2023) in an article with title: "Provide a social marketing model based on social responsibility: An interdisciplinary view of marketing - sociology with emphasis on the elderly" dedicated the interviews during the open, pivotal and selective coding process indicate that for the success of social marketing based on interdisciplinary social responsibility marketing - sociology, managers should pay attention to the identified categories and subcategories and deeply Negri, determine the appropriate direction and future direction of the organization, guide people to the designated path and motivate change in the employees of these organizations.

-Zaroki & Zarenejad (2023) in an article with titlw: "Estimating the Employees of the Provinces and Analyzing the Effect of Ease of Doing Business on it by emphasizing the Characteristics of the Provinces" conclued that improving EDB index has a positive effect on employment in provinces. Moreover, in provinces which have a lower unemployment rate or are more industrialized, the EDB index has a lesser effect on employment. This is while the size of this effect is larger in provinces which

enjoy a more favorable EDB index. Another finding of the study suggest that as the level of development of provinces increases from underprivileged to developed ones, the rate of effectiveness of EDB index on employment decreases. Finally, the price level has a negative impact on employment, and the rate of economic participation and bank facilities have a positive effect.

Koffi & Hongbo (2022) in an article with title: "Economic Development by Small Medium Enterprises (SMEs): Case Study Based on Cote d'Ivoire (CIV)" Dedicated he Robust statistically technique and individually classifies each indicator. It also affects the contribution rate of the international market with equity of money. The valuations of property and portfolio investment have been analyzed by generalized liner model and an individual elaborated the evidence of future investment by different indicators. It indicates the national level of output in Cote d'Ivoire progress with a collection of revenue and theory of investment showed with SMEs. The computed results analyzed the positive review between GDP, export, import and job creation factors. There are many useful competing theories of capital and showing the global capital with SMEs and shows positive review on export and import. The job creation and employee policies also showed significant effects on SMEs in Cote d'Ivoire.

-Taghavi et al., (2022) in their research with title: "Designing a Model of Corporate Social Responsibility to Assist the Development of the Iranian Banking Industry" argued that corporate social responsibility in the banking industry has five dimensions: economic, political-legal, cultural-ethical-social, humanitarian, and technological. Also, the results of the quantitative part indicated that these five dimensions are of significance in Bank Mellat.

-Costello et al., (2022) in research with title: "Applying the 4Ps of social marketing to retain and engage participants in

longitudinal cohort studies: generation 2 Raine study participant perspectives" dedicated social marketing can support the development of differentiated strategies addressing the unique needs and wants of active and inactive participants. Sophisticated cohort segmentation can reach participants in a more meaningful way, reinforce the study 'brand' and guard against attrition.

-Negm & Ghazal (2022) in an article with title: "Commercial Organizations' Use of Social Marketing (Advertising) to Foster Sustainable Relations with Consumers through the COVID-19 Era" conclued changes in consumers' choice of purchases, marketing strategy, and adoption of dig- ital commerce were common during the COVID-19 era; ads that drew con- sumers in sought to make a positive impact and imprint new human values that matched the needs of society; online advertising reached consumers ef- fortless; compassionate purpose driven and social advertising is deemed at- tractive in the era of COVID-19; brand honesty, accountability, and charity are effective to build brands at a time when people are increasingly choosing brands that align with their values; purpose driven or social marketing can signal to consumers to engage with a brand in myriad ways.

-Hosseinpour et al., (2022) in their research with title: "The role of influencers on marketing (meta-synthesis approach). Journal of Business Management Perspective" dedicate despite the many benefits of using influencers in marketing, if not done with the right knowledge, it will lead to negative consequences for business and brand. Finally, in line with the research results, suggestions for the correct and appropriate use of influencers in marketing are presented.

-Por jahan (2022) in his article with title: "Investigating the Impact of Social Support on Continuous Purchase Intention to Mediate to Dealers and Brand Trust (Case Study: Customers of Cyrus Horizon Stores North Tehran)" conclued that social support for continuous purchase intention with mediation (0.384) emotional support for continuous purchase intention with mediation (495/ 0) Information Support on Continuous Purchase Intention to Mediation (0.284) Social Support on Continuous Purchase Intention In Intention to Buy among Customers (0.491) Trust for Sellers on Brand Trust (0.658) Social Support for Sellers' Trust (218/ 0) Brand trust has a significant impact on continuous purchase (0.479) among customers of Cyrus Horizon Stores in northern Tehran.

-Sadighzadeh & Unal (2022) in their article with title:"Effectiveness of Social Marketing Communication Strategies amid COVID-19 Pandemic" dedicated during predicaments such as outbreaks, social marketing campaigns with a fear factor are effective to encourage communities to behave appropriately. Direct messages giving clear information about the crises and its risks are effective to change individuals' behaviour. Besides, a congruence between the message and the source has a great impact on the effectiveness of a health-related campaign during the COVID-19 pandemic.

Some of the most important dimensions of innovation in this article include:

-Examining the most important obstacles to the development of small and medium businesses;

-The most important indicators necessary for the development of small and medium businesses;

-Indicators of Social Marketing in Small and Medium Businesses with a Resistance Economy.

## Research Methodology

This research is philosophically positivist. In this research, by examining a group of specialists, managers, experts and academic, economic and entrepreneurial experts, the effective variables in social marketing in small and medium businesses are identified with the approach of resistance economy,

which can be true for all managers in similar organizations at the country level. The approach of this research is inductive, and this research is a descriptive research from the objective point of view. This research is based on a mixed approach, which involves interviews with experts in order to investigate the cause and effect of the studied criteria. The method of data collection in this library and field research is through interviews.

## Qualitative Section

In this research, in the qualitative part, the team of academic experts in the fields of management and marketing, organizational experts, management and economics included top managers, experts, professors and related in the field of management and economics, who were selected in a non-random (targeted) manner and snowball method in the number of 30 people were selected and the interviews were continued until reaching theoretical saturation. After collecting the data, the Delphi method was used in order to extract dimensions, components and indicators of social

marketing in small and medium businesses with a resistance economy approach.

In the quantitative section, the identified categories were screened and confirmed with the fuzzy Delphi technique. In this way, the fuzzy Delphi analysis is done during several rounds for the identified indicators, so that any index whose value is less than 0.7 is not used for the next round. The fuzzy Delphi analysis continues until the value of any of the remaining indicators is not less than 0.7. After confirming the indicators, in order to check the validity of the findings, the relationship between factors (hidden variables) and items (visible variables) is shown by the factor load, which is a value between zero and one. If the factor load is less than 0.3, the relationship is considered weak. A factor between 0.3 and 0.6 is acceptable, and if it is greater than 0.6, it is very desirable.

## Research Findings

Demographic characteristics
This study was conducted based on the opinion of 30 experts in the studied field, whose characteristics are presented in the table below.

Table 1.
*Demographic characteristics*

| Demographic characteristics | | Abundance | Percentage |
|---|---|---|---|
| Gender | Male | 24 | 80 |
| | Female | 6 | 20 |
| Age | Less than 35 years | 2 | 6.7 |
| | 35 to 45 years | 8 | 26.7 |
| | 45 years and more | 20 | 66.6 |
| Education | MA | 6 | 20 |
| | Ph.D | 24 | 80 |
| Work Experience | 10 to 20 years | 12 | 40 |
| | Over 20 years old | 18 | 60 |
| | Total | 30 | 100 |

Based on literature review and experts' opinions, a total of 62 factors have been identified. The fuzzy Delphi approach was used to screen the indicators. During the steps that took place in four rounds, 55 indicators were accepted in the first round, 51 indicators

in the second round, and 46 indicators in the third round, and in the fourth round, because the value of all the indicators was more than 0.7, the fuzzy Delphi analysis was stopped became The results of the Delphi rounds are presented in Table 2.

Table 2.
*Steps of fuzzy Delphi*

| Row | Indicator | Round 1 | Round 2 | Round 3 | Round 4 | Result |
|---|---|---|---|---|---|---|
| 1 | Technical quality of service | 7. 97 | 7. 97 | 7. 97 | 7. 97 | Acceptance |
| 2 | Standardization of the technical system | 7. 74 | 7. 74 | 7. 74 | 7. 74 | Acceptance |
| 3 | Impact of Services | 7. 82 | 7. 82 | 7. 82 | 7. 82 | Acceptance |
| 4 | Quality of administrative system | 7. 32 | 7. 32 | 7. 32 | 7. 32 | Acceptance |
| 5 | Standardization of the administrative system | 7. 60 | 7. 60 | 7. 60 | 7. 60 | Acceptance |
| 6 | Support of senior managers | 7. 03 | 6. 85 | -- | -- | Elimination in round 2 |
| 7 | Reliability of the service | 7. 69 | 7. 69 | 7. 69 | 7. 69 | Acceptance |
| 8 | Employee relations with contacts | 7. 67 | 7. 67 | 7. 67 | 7. 67 | |
| 9 | Employee and customer feeling | 7. 00 | 7. 00 | 7. 00 | 7. 00 | Acceptance |
| 10 | Goods, services and ideas for supply | 6. 69 | | | | Elimination in round 1 |
| 11 | The cost of bad behavior | 7. 85 | 6. 80 | -- | -- | Elimination in round 2 |
| 12 | Changing behavior from macro policies | 7. 69 | 7. 69 | 7. 69 | 7. 69 | Acceptance |
| 13 | Create a sense of security | 6. 81 | -- | -- | -- | Elimination in round 1 |
| 14 | Create a sense of safety | 7. 30 | 7. 30 | 7. 30 | 7. 30 | Acceptance |
| 15 | Create a sense of comfort | 7. 08 | 7. 08 | 7. 08 | 7. 08 | Acceptance |
| 16 | Create a sense of happiness | 7. 92 | 7. 92 | 7. 92 | 7. 92 | Acceptance |
| 17 | Good quality of service | 7. 90 | 7. 90 | 7. 90 | 7. 90 | Acceptance |
| 18 | Order in providing services | 6. 89 | -- | -- | -- | Elimination in round 1 |
| 19 | Service quality | 7. 87 | 7. 87 | 7. 87 | 7. 87 | Acceptance |
| 20 | Acceptable standard | 7. 80 | 7. 80 | 6. 63 | -- | Elimination in round 3 |
| 21 | Use of information technology | 7. 67 | 7. 67 | 6. 50 | -- | Elimination in round 3 |
| 22 | Customer information about services | 7. 50 | 7. 50 | 7. 50 | 7. 50 | Acceptance |
| 23 | Informing the customer of the location of the service | 7. 49 | 7. 49 | 7. 49 | 7. 49 | Acceptance |
| 24 | Informing the customer of his duties | 6. 87 | -- | -- | -- | Elimination in round 1 |
| 25 | Customer information about programs | 7. 88 | 7. 88 | 7. 88 | 7. 88 | Acceptance |
| 26 | Customer cooperation with employees | 7. 53 | 7. 53 | 7. 53 | 7. 53 | Acceptance |
| 27 | Facilitate customer behavior | 7. 60 | 7. 60 | 7. 60 | 7. 60 | Acceptance |
| 28 | Responsibility | 7. 72 | 7. 72 | 7. 72 | 7. 72 | Acceptance |
| 29 | Professional commitment | 7. 60 | 7. 60 | 7. 60 | 7. 60 | Acceptance |
| 30 | Customer request from staff | 7. 54 | 7. 54 | 7. 54 | 7. 54 | Acceptance |
| 31 | Customer's belief in problems | 7. 48 | 7. 48 | 7. 48 | 7. 48 | Acceptance |
| 32 | Customers believe in peace | 7. 52 | 7. 52 | 7. 52 | 7. 52 | Acceptance |
| 33 | The quality of facing problems | 7. 39 | 7. 39 | 7. 39 | 7. 39 | Acceptance |
| 34 | The amount of innovation in the system | 7. 09 | 7. 09 | 7. 09 | 7. 09 | Acceptance |
| 35 | Stability | 7. 62 | 7. 62 | 7. 62 | 7. 62 | Acceptance |
| 36 | Reducing waste in resources | 6. 56 | -- | -- | -- | Acceptance |

| Row | Indicator | Round 1 | Round 2 | Round 3 | Round 4 | Result |
|---|---|---|---|---|---|---|
| 37 | Research activities | 7. 31 | 7. 31 | 6. 74 | -- | Acceptance |
| 38 | Individual skills and expertise of employees | 7. 51 | 6. 87 | -- | -- | Acceptance |
| 39 | Skill in secondary education of employees | 7. 99 | 7. 99 | 7. 99 | 7. 99 | Acceptance |
| 40 | The level of creativity and innovation | 7. 74 | 7. 74 | 7. 74 | 7. 74 | Acceptance |
| 41 | Spiritedness | 7. 05 | 7. 05 | 6. 89 | -- | Elimination in round 3 |
| 42 | The degree of compatibility and communication with different cultures | 7. 89 | 7. 89 | 7. 89 | 7. 89 | Acceptance |
| 43 | Fairness in relation to the beneficiaries | 7. 54 | 7. 54 | 7. 54 | 7. 54 | Acceptance |
| 44 | Benevolence and creativity | 6. 79 | -- | -- | -- | Elimination in round 1 |
| 45 | Avoid wasting resources | 7. 58 | 7. 58 | 7. 58 | 7. 58 | Acceptance |

After completing the Delphi rounds, the remaining indicators were categorized into 4 dimensions, 12 components and 46 sub-components. Now, in order to measure the validity of the sub-components, the factor loading was calculated. At the 5% error level, if the value of the t statistic is greater than 1.96, the observed correlations are significant. The results of calculating the factorial load of the sub-components of the research are presented in Table 3.

Table 3.
*Factor loadings*

| Dimensions | Components | Subcomponents | Factor load | t statistic |
|---|---|---|---|---|
| Quality dimension | Technical quality | Technical quality of service | 0. 678 | 10. 752 |
| | | Standardization of the technical system | 0. 680 | 7. 303 |
| | | Impact of Services | 0. 808 | 16. 572 |
| | Performance quality | Quality of administrative system | 0. 623 | 8. 565 |
| | | Standardization of the administrative system | 0. 647 | 8. 007 |
| | | Support of senior managers | 0. 619 | 7. 506 |
| | Communication quality | Reliability of the service | 0. 859 | 19. 461 |
| | | Employee relations with contacts | 0. 797 | 12. 048 |
| | | Employee and customer feeling | 0. 708 | 10. 818 |
| | Marketing quality | Goods, services and ideas for supply | 0. 608 | 6. 552 |
| | | The cost of bad behavior | 0. 690 | 10. 095 |
| | | Changing behavior from macro policies | 0. 821 | 17. 444 |
| Value dimension | Emotional value | Create a sense of security | 0. 701 | 11. 075 |
| | | Create a sense of safety | 0. 841 | 24. 083 |
| | | Create a sense of comfort | 0. 701 | 10. 898 |
| | | Create a sense of happiness | 0. 623 | 8. 771 |
| | Functional value | Good quality of service | 0. 813 | 19. 258 |
| | | Order in providing services | 0. 572 | 5. 725 |
| | | Service quality | 0. 682 | 11. 047 |
| | | Acceptable standard | 0. 822 | 19. 432 |
| | | Use of information technology | 0. 817 | 17. 396 |
| | | Customer information about services | 0. 704 | 9. 933 |

| Dimensions | Components | Subcomponents | Factor load | t statistic |
|---|---|---|---|---|
| Communication dimension | Cooperation of contacts | Informing the customer of the location of the service | 0. 669 | 9. 905 |
| | | Informing the customer of his duties | 0. 707 | 11. 074 |
| | | Customer information about programs | 0. 609 | 8. 013 |
| | Motivational inclination | Customer cooperation with employees | 0. 624 | 7. 234 |
| | | Facilitate customer behavior | 0. 746 | 13. 223 |
| | | Responsibility | 0. 689 | 10. 588 |
| | | Professional commitment | 0. 814 | 17. 888 |
| | Stress tolerance | Customer requests from employees | 0. 751 | 13. 432 |
| | | Customer request from staff | 0. 707 | 11. 074 |
| | | Customer's belief in problems | 0. 742 | 16. 504 |
| | | Customers believe in peace | 0. 749 | 11. 588 |
| | Attitude of customers | The quality of facing problems | 0. 744 | 13. 770 |
| | | The amount of innovation in the system | 0. 706 | 13. 488 |
| | | Stability | 0. 711 | 12. 919 |
| | | Reducing waste in resources | 0. 630 | 9. 202 |
| | | Research activities | 0. 739 | 13. 321 |
| Behavioral dimension | Democracy | Individual skills and expertise of employees | 0. 722 | 14. 429 |
| | | Skill in secondary education of employees | 0. 745 | 14. 474 |
| | | The level of creativity and innovation | 0. 626 | 7. 431 |
| | | Spiritedness | 0. 743 | 9. 099 |
| | Creative and Innovative | The degree of compatibility and communication with different cultures | 0. 723 | 13. 895 |
| | | Fairness in relation to the beneficiaries | 0. 849 | 32. 015 |
| | | Benevolence and creativity | 0. 835 | 22. 409 |
| | | Avoid wasting resources | 0. 840 | 26. 801 |

Based on the results of Table 3, the observed factor load in all cases has a greater value of 0.5, which shows that there is a proper correlation between the observed variables and their related hidden variables, and also based on the results of the measurement model, the bootstrapping value (t statistic) is greater than the critical value of 1.96 in all cases, which indicates that the correlation between the observable variables and the related hidden variables is significant; Therefore, it can be concluded that each current variable is correctly measured by its manifest variables.

## Conclusion

Small and medium enterprises (SMEs) play an important role in the development of economies and communities. These collectively comprise about 90% of private sector production, employing over 2.5 million people. The Ministry of Finance, Planning and Economic Development (MFPED) documents that a substantial number of SMEs have less than 20 employees. MFPED defines a 'Small Enterprise' as an enterprise employing between 5 and 10 staff, with an annual sales turnover or total asset of up to Uganda Shillings (USH) 360 million (1 million USD), and a 'Medium Enterprise' is a business unit that employs more than 50 people with an annual sales turnover or assets of between (USH) 360 million and 30 billion (1–83 million USD). Agriculture makes up a sizable portion of SMEs (14%), followed by education and health (13%), and leisure and personal (10%). SMEs in Uganda are relatively new business entities; a major portion (69%) of them are between one and ten years old. SMEs are run and typically managed by owners. Under a third (31%)

have a manager who is in charge of operations. Information and communication technology (ICT) offers a wide range of uses and improves marketing efforts in SMEs. Online social networks (OSNs) have developed over time as one of the applications that have been implemented as a result of the growth of Web 2.0. Social media is considered to be one of the main ICT components with the most significant impact on business among all the apps that are now in use. In recent years, there has been a lot of anticipation and enthusiasm surrounding social media's crucial role as one of the most important virtual channels for engaging with customers.

The importance of entrepreneurship to achieve a resilient economy has been examined in many articles. But it should be noted that the resistance economy is not a mechanical economy and relies on the beliefs and presence of the community in the field. To create a suitable platform for entrepreneurship, social marketing is a practical accelerator to change behavior and introduce the spirit of entrepreneurship in society. This issue was investigated by reviewing the existing literature in the field of resistance economy, entrepreneurship and social marketing and the importance of beliefs in the realization of resistance economy was determined. Due to the fact that most of the studies in the field of social marketing in small and medium businesses with a resistance economy approach, have conceptual frameworks and theoretical models, in this research, using library and field studies, the comprehensive dimensions, components and sub-components of social marketing in Small and medium businesses should be identified with the resistance economy approach.

The findings of this study showed four dimensions in the form of 12 components and 46 indicators. The quality dimension has four components: "technical quality", "execution quality", "communication quality" and "marketing quality", the value dimension has two components: "functional value" and "emotional value", the behavioral dimension has four components: "audience cooperation". Motivational desire", "tense tolerance" and "clients' attitude" and communication dimension are also two components of "creativity and innovation" and "democracy".

The results of this research with the studies conducted by Pourdasht et al., (2023), Zaroki & Zarenejad (2023), Koffi & Hongbo (2022),Taghavi et al., (2022), Costello et al., (2022), Negm & Ghazal (2022) Hosseinpour et al., (2022) Por jahan (2022) and Sadighzadeh & Unal (2022).

## Suggestions

Social marketing is social marketing in small and medium businesses with a resistance economy approach that seeks to change people's daily behaviors;

Instead of selling a product, social marketing sells a behavior or lifestyle that benefits the community to bring about the desired change;

Rather than showing how a product is better than competing products, social marketing competes with unfavorable thoughts, behaviors, or actions;

Social marketing in small and medium businesses with a resistance economy approach, using traditional marketing techniques, increases the level of awareness of a specific problem or norm, and its goal is to convince the audience to change their behavior;

Traditional marketing responds to consumer behavior, while social marketing tries to influence consumer behavior.Therefore, it should be acknowledged that social marketing helps us to make the best decision regarding working with people, influencing others, taking necessary actions and ultimately improving quality.

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