


IDENTIFYING THE FACTORS OF PUBLIC RELATIONS ACTIVITIES & ITS IMPACT ON THE GROWTH OF SSIS IN INDIA

Vikas Kumar Khare^A, Sandeep Raghuwanshi^B, Anil Vashisht^C



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 10 March 2023</p> <p>Accepted 09 June 2023</p>	<p>Purpose of Research: This study intends to investigate the numerous factors that influence the public relations drivers in the operations of small-scale industries in India, as well as the effect of PR activities on the growth variables of SSIs.</p>
<p>Keywords:</p> <p>PR; SSIs; India; Growth; B2B; Communication.</p>	<p>Theoretical framework: Yet India's small-scale manufacturers struggle with large-scale selling and marketing activities. SSIs cannot afford expensive advertising and adequate distribution of goods, therefore PR can be cheaper and more effective (Adrian, Jamilah, & Ahmad, 2015). SSI owners must focus online as lifestyles and shopping patterns change (Widiastini et al., 2023) Promoting the industry and its products, creating relationships with key actors, and regulating communication might assist overcome these hurdles. A good PR can assist SSI in competing with larger companies (Thirumal, 2013). PR factors and Indian SSI growth must be examined.</p> <p>Design/ Methodology/ Approach: The quantitative study used primary and secondary data to gather all relevant data. Standardised questionnaires and interviews will capture primary data. Madhya Pradesh SSI owners and founders will represent. Examine 500 people with cluster sampling Technique.</p>
	<p>Findings: As a Result, identity media, publications, events, the internet, sponsorship, and public service activities are all significant determinants of SSI expansion in India. Researchers examined the global effect of public relations initiatives (except identity media) on the expansion of SSI in India (Special reference to Madhya Pradesh).</p> <p>Research, Practical & Social Implications: Future research, SSIs, and India are affected by the study on public relations and SSIs. Other factors affecting public relations success can be studied and assessment tools developed. SSIs should invest in PR, stakeholder relations, and strategy to grow.</p> <p>Originality/Value: This study's novelty and significance reside in its understanding of the aspects that affect public relations' promotion of India's small-scale industries (SSIs). By identifying public relations success criteria, this study helps SSIs improve brand image, visibility, and customer acquisition. This study's SSI implications can assist India's small business sector grow, providing jobs, economic activity, and better living conditions.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.2112</p>

^A PhD Scholar. MBA in Management. Amity Business School, Amity University Madhya Pradesh. India.

E-mail: vikaskhare@gmx.us Orcid: <https://orcid.org/0000-0002-6999-6059>

^B PhD in Commerce. Assistant Professor. Amity Business School, Amity University Madhya Pradesh. India.

E-mail: san7608@gmail.com Orcid: <https://orcid.org/0000-0003-4468-6510>

^C PhD in Management. Deputy Pro-Vice Chancellor and Director. Amity Business School, Amity University Madhya Pradesh. India. E-mail: avashisht@gwa.amity Orcid: <https://orcid.org/0009-0002-9712-2460>

IDENTIFICAÇÃO DOS FATORES DAS ATIVIDADES DE RELAÇÕES PÚBLICAS E SEU IMPACTO NO CRESCIMENTO DAS SSIS NA ÍNDIA

RESUMO

Objetivo da pesquisa: Este estudo pretende investigar os diversos fatores que influenciam os condutores das relações públicas nas operações das indústrias de pequena escala na Índia, bem como o efeito das atividades de RP nas variáveis de crescimento das SSIs.

Estrutura teórica: No entanto, os fabricantes de pequena escala da Índia enfrentam dificuldades com atividades de marketing e vendas em larga escala. As SSIs não podem arcar com os custos de publicidade e distribuição adequada de produtos, portanto, as RP podem ser mais baratas e mais eficazes (Adrian, Jamilah e Ahmad, 2015). Os proprietários de SSIs devem se concentrar no ambiente on-line à medida que os estilos de vida e os padrões de compra mudam (Widiastini et al., 2023). A promoção do setor e de seus produtos, a criação de relacionamentos com os principais atores e a regulamentação da comunicação podem ajudar a superar esses obstáculos. Uma boa RP pode ajudar a SSI a competir com empresas maiores (Thirumal, 2013). Os fatores de RP e o crescimento da SSI indiana devem ser examinados.

Projeto/ Metodologia/ Abordagem: O estudo quantitativo utilizou dados primários e secundários para coletar todos os dados relevantes. Questionários e entrevistas padronizados capturarão os dados primários. Os proprietários e fundadores de SSIs de Madhya Pradesh serão representados. Examinar 500 pessoas com a técnica de amostragem por conglomerados.

Conclusões: Como resultado, a mídia de identidade, as publicações, os eventos, a Internet, o patrocínio e as atividades de serviço público são todos determinantes significativos da expansão das SSIs na Índia. Os pesquisadores examinaram o efeito global das iniciativas de relações públicas (exceto mídia de identidade) na expansão da SSI na Índia (referência especial a Madhya Pradesh).

Pesquisa, implicações práticas e sociais: As pesquisas futuras, as SSIs e a Índia são afetadas pelo estudo sobre relações públicas e SSIs. Outros fatores que afetam o sucesso das relações públicas podem ser estudados e ferramentas de avaliação podem ser desenvolvidas. As SSIs devem investir em RP, relações com stakeholders e estratégia para crescer.

Originalidade/Valor: A novidade e a importância deste estudo residem em sua compreensão dos aspectos que afetam a promoção das relações públicas das indústrias de pequena escala (SSIs) da Índia. Ao identificar os critérios de sucesso das relações públicas, esse estudo ajuda as SSIs a melhorar a imagem da marca, a visibilidade e a aquisição de clientes. As implicações desse estudo para as SSIs podem ajudar o setor de pequenas empresas da Índia a crescer, proporcionando empregos, atividade econômica e melhores condições de vida.

Palavras-chave: RP, SSIs, Índia, Crescimento, B2B, Comunicação.

IDENTIFICACIÓN DE LOS FACTORES DE LAS ACTIVIDADES DE RELACIONES PÚBLICAS Y SU IMPACTO EN EL CRECIMIENTO DE LAS SSIS EN LA INDIA

RESUMEN

Objetivo de la investigación: Este estudio pretende investigar los diversos factores que influyen en los impulsores de las relaciones públicas en las operaciones de las pequeñas industrias de la India, así como el efecto de las actividades de relaciones públicas en las variables de crecimiento de las SSI.

Marco teórico: Sin embargo, los fabricantes a pequeña escala de la India se enfrentan a dificultades con las actividades de marketing y ventas a gran escala. Las SSI no pueden permitirse el coste de la publicidad y la distribución adecuada de los productos, por lo que las relaciones públicas pueden resultar más baratas y eficaces (Adrian, Jamilah y Ahmad, 2015). Los propietarios de SSI deben centrarse en el entorno en línea, ya que los estilos de vida y los patrones de compra cambian (Widiastini et al., 2023). Promocionar el sector y sus productos, entablar relaciones con los principales actores y regular la comunicación puede ayudar a superar estos obstáculos. Unas buenas relaciones públicas pueden ayudar a las SSI a competir con empresas más grandes (Thirumal, 2013). Deben examinarse los factores de las relaciones públicas y el crecimiento de las pequeñas empresas indias.

Diseño/ Metodología/ Enfoque: El estudio cuantitativo utilizó datos primarios y secundarios para recopilar todos los datos pertinentes. Los datos primarios se recogen mediante cuestionarios estandarizados y entrevistas. Estarán representados los propietarios y fundadores de SSI de Madhya Pradesh. Se examinará a 500 personas con la técnica de muestreo por conglomerados.

Conclusiones: Como resultado, los medios de identidad, las publicaciones, los eventos, Internet, el patrocinio y las actividades de servicio público son determinantes significativos de la expansión de las SSI en India. Los investigadores examinaron el efecto global de las iniciativas de relaciones públicas (distintas de los medios de identidad) en la expansión de las SSI en la India (especial referencia a Madhya Pradesh).

Consecuencias para la investigación, la práctica y la sociedad: El estudio sobre las relaciones públicas y las pequeñas y medianas empresas afecta a la investigación futura, a las pequeñas y medianas empresas y a la India. Se pueden estudiar otros factores que afectan al éxito de las relaciones públicas y desarrollar herramientas de evaluación. Las SSI deberían invertir en relaciones públicas, relaciones con las partes interesadas y estrategia para crecer.

Originalidad/Valor: La novedad e importancia de este estudio radica en su comprensión de los aspectos que afectan a la promoción de las relaciones públicas de las pequeñas industrias (SSI) en la India. Al identificar los criterios de éxito de las relaciones públicas, este estudio ayuda a las SSI a mejorar la imagen de marca, la visibilidad y la captación de clientes. Las implicaciones de este estudio para las SSI pueden ayudar al sector de las pequeñas empresas de la India a crecer, proporcionando puestos de trabajo, actividad económica y mejores condiciones de vida.

Palabras clave: RRPP, SSI, India, Crecimiento, B2B, Comunicación.

INTRODUCTION

Management requires PR for IMC. "Public relations" (PR) involves strategically engaging with the public to build a company's reputation. It often involves newspapers, social media, and in-person appearances. Crisis communication can also be part of PR. PR often involves someone else narrating and interviewing. Marketing uses email newsletters, SEO, and other means to directly promote products to a specific demographic. Advertising differs from marketing in that someone pays for priority placement in consumer search places. Marketing, advertising, and PR all generate publicity. PR is mostly about promoting others. Marketing and advertising generally involve self-promotion in customer-frequented places. Marketing is every business's biggest expense. Without it, the target market may never learn about items or why one is better than another, therefore they may go unnoticed and unsold. Small business marketing is most hindered by advertising costs. Large companies can afford Super Bowl ads and Sunday newspaper full-page ads. However, such fees burden small enterprises. Many avoid this issue by joining advertising co-ops or relying on local promotion and word-of-mouth. Public relations and advertising have similar goals for a business or organisation, making it hard to tell which is better. Businesses use advertising and public relations to advertise their products and services. Media proposals and press releases get public relations placements, but advertising spots cost money. Marketers are under pressure to decide where to focus when money is at stake. Without enough publicity and a good reputation, a company may struggle to grow and prosper in its area.

Successful marketing methods create an audience and increase income. Public relations can build, promote, and manage a brand's reputation. Public relations may help firms expand by increasing brand recognition, consumer and business recruitment, investor interest, and community involvement. Understand public relations before exploring its benefits for your

firm. Let's start by separating PR and marketing as they're often confused. Public relations manage information between an individual or organisation and the public. Marketing promotes and sells goods and services. Public relations vs. marketing: To maintain a positive brand reputation, public relations provides favourable and educated third-party validation. Media relations, influencer campaigns, press materials, events, and activations are examples of PR strategy. Advertising, research and marketing materials promote and sell products and services (i.e., brochures, websites, etc.). Public relations improve the company's image, while marketing sells. Public relations target customers, media, investors, employees, and suppliers, whereas marketing targets present and potential customers. PR pays out over time, while marketing focuses on sales and client acquisition.

Brands profit most from integrating public relations and marketing. This study recommends marketing techniques that complement our media and influencer relations work for new firms. Public relations is essential to small industry management. It will boost brand awareness and support direct marketing and advertising. PR is described below. Public relations management designs, implements, and monitors policies and programmes to impact public opinion and response to a concept, product, or organisation. Today, everyone is digitally connected, and public relations will help SSIs build a strong online presence that is visible to their target audience. Public relations helps companies promote themselves online and intervene when a disaster threatens their reputation. Public relations can find the best channels and influencers to spread a company's message to the right people and businesses. This study will show how public relations affects SSI growth in Madhya Pradesh by considering particular Indian components. Our main goal was to help SSIs administer successful public relations tools and assess their efficacy. We were particularly interested in how small-scale firms use PR techniques and how they affect SSI's growth in central India.

The investigation has three main goals. This study seeks to investigate how Small Scale Industries (SSIs) managers use public relations. The second goal of this study is to determine the elements that make public relations efforts successful management tools in India, with a focus on Madhya Pradesh. The report examines how public relations efforts as management tools affect the growth characteristics of Small Scale Industries (SSIs) in Madhya Pradesh. The study seeks to improve understanding of the elements that affect public relations efforts to promote Small Scale Industries (SSIs) in India and provide practical advice for Madhya Pradesh SSIs.

REVIEW OF LITERATURE

During the literature analysis, we synthesised multiple significant studies pertaining to this subject matter in order to identify the constituent elements and their corresponding interrelationships. There is a degree of overlap between public relations and marketing. There is still interaction taking place (Samson,2020). Marketing is responsible for promoting and selling goods and services, whereas public relations is tasked with maintaining and enhancing the reputation and perception of a company. A comprehensive comprehension of public relations and marketing can enhance the operational efficiency of your organisation. (Kalendar et al., 2018). The interaction between them occurs due to their overlapping. The discipline of public relations pertains to the management of an organization's reputation and perception in the eyes of the public, while marketing is concerned with the promotion and sale of the organization's products or services. It is crucial to comprehend the distinction; nevertheless, public relations can serve as a potent marketing tactic (Mayhew, 2022).

The practise of public relations involves the strategic management of communication aimed at shaping public perception in a manner that aligns with the objectives of the communicator. The discipline of public relations management involves the strategic development, execution, and assessment of initiatives aimed at enhancing consumer acquisition and contentment. This is achieved through the provision of accurate information and favourable impressions that establish a connection between the company and its offerings and the needs, desires, and apprehensions of the consumer. These programmes offer reliable information and perceptions that establish a connection between the company and its products with the needs, preferences, and issues of consumers, with the aim of enhancing sales and customer satisfaction (Mulia 2019). Public Relations plays a crucial role in shaping the overall perception and reputation of a company. RR generally focuses on news stories that are of public interest and do not involve any financial compensation. Numerous small enterprises employ cost-effective public relations strategies. Public relations can be advantageous for entrepreneurs. Enhancing the reputation of a company necessitates the possession of public relations and strategic planning competencies by all individuals involved. Proficient public relations can aid in achieving your organization's marketing objectives while incurring only a fraction of the cost associated with conventional advertising. It is imperative for public relations campaigns to possess originality (Samson,2020).

The primary objective of organisational public relations is to enhance the visibility and reputation of the brand. This objective is attained through the implementation of controlled

operations. Public relations is a crucial aspect for small businesses. According to Komodromos (2022), maintaining consistency in a small business's public relations programme can facilitate brand identification and management, promote public awareness, and support direct marketing and advertising efforts. Small enterprises employ public relations on a daily basis. The employees of corporations have demonstrated that small businesses require an internal workforce.

Personnel who exhibit positive affectivity and are open to discussing the company are highly motivated and demonstrate effective collaboration with management. According to Nisoli and Komodromos (2022), it is recommended that small firms prioritise public relations efforts and strive to generate favourable publicity across various channels. Numerous small-scale sales industries fail to optimise their potential owing to various challenges and apprehensions. The authors conducted a brief examination of the small-scale enterprise (SSE) sectors, drawing on a case study of a small-scale business and an evaluation of various scholarly works on the challenges facing SSEs in their quest for growth. The presence of SSIs can result in practical challenges such as inadequate marketing and promotional efforts (Bharadwaj et al.,2018). Therefore, the authors suggest that proprietors should allocate more time towards advertising and marketing their merchandise.

The Impact of SSI GrowthSmall businesses encounter difficulties in adjusting to the internet-driven public perception due to their limited expertise in public relations, inadequate access to information, shortage of skilled personnel, limited crisis management abilities, insufficient work experience, and lack of creative planning for public relations activities. The author advocates that small businesses should establish their public relations ideology, proactively assemble public relations teams, diligently train public relations professionals, creatively develop public relations materials, and execute a proficient crisis public relations system. The aforementioned concepts hold significant value for the prospective growth of small and medium-sized enterprises. They facilitate a swift augmentation of brand recognition and the dissemination of a favourable corporate image in the market. Additionally, they enable these enterprises to sustain a favourable market position vis-à-vis large corporations and foreign-funded businesses(Chong et al.,2022).

The research conducted on SSI has primarily concentrated on the dissemination factors. These factors include profit, sales growth, finance, subsidies, employment, and product lines and variety. Although these factors are commonly acknowledged as drivers of SSI growth. The expansion of small-scale industry has been analysed through the examination of the following

five indicators: Example: The financial gain obtained by a business or organisation after deducting expenses from revenue can be referred to as profit. A business generates profit when its revenue surpasses its expenses, costs, and taxes. When will the profits be realised? The Earned Profit can be defined as the outcome of the Earned Premium and Investment Income subtracted from the Earned Premium for each Settlement Period since the beginning of the project. It is also possible for the Earned Profit to be zero. The calculation of EAA minus Claims Incurred has been discussed in several academic sources (Bouazza et al.,2015; Mohan Raj & Amutha,2019; Chatterjee & Kumar, 2020). The concept remains unchanged albeit expressed in a novel linguistic framework. Research has shown that customers who have a high level of trust and satisfaction with a firm are more inclined to engage in positive word-of-mouth communication, such as recommending the firm to their social network or posting a favourable online review (Mukesh, 2018; Chatterjee & Kumar Kar, 2020; Bouazza et al., 2015).

Enterprises generate substantial revenue on a daily basis, which is allocated towards discharging financial obligations, funding business operations, and compensating personnel. Enterprises also require aid. Insufficient financial resources may lead to organisational failure, (Komodromos, 2016; Mohan & Amutha, 2016; Chatterjee & Kumar,2020). The expansion of employment opportunities. Key indicators of economic growth include job creation and product diversity. As per Mapovate, it is evident that employees are capable of generating revenue. The implementation of effective employee management strategies and provision of adequate resources can lead to an increase in sales revenue and a decrease in operational costs (Chatterjee & Kumar Kar, 2020 & Ramkrishnan 2021),. The implementation of product diversification has the potential to enable a small enterprise to expand its reach and achieve growth by accessing previously untapped markets. The phenomenon of overspecialization has been found to impede the growth and profitability of firms. The expansion of product lines has the potential to facilitate global business growth. Cosmetics corporations develop product lines within their most successful brands to appeal to a diverse range of customers across different ethnicities and age groups,)Bouazza et al.,2015); Chatterjee & Kumar, 2020; Ramkrishnan (2021).

Public relations (PR) has been found to be an effective strategy. In order to effectively compete with larger corporations, it is imperative that SSI establishes a robust foundation for its business operations. It is imperative for organisations to ensure that their investments are not squandered. Practitioners of the R strategy comprehend the significance of customer loyalty, organisational objectives, reputation, interconnections, and achievement. The primary objective of every organisation is to attain financial success and accomplish its objectives. The financial

well-being of an organisation is heavily reliant on the implementation of effective public relations strategies. Employment in the field of public relations contributes to the financial growth of a company (Kehinde, Iyiola, and Mayowa, 2022).

A preliminary list of public relations factors in India for the study was generated through an examination of pertinent prior research. Our study includes the monitoring of 40 distinct public relations instruments, which have been classified into six categories based on specific variables. Multiple scholarly investigations have revealed that organisations engage in the six distinct public relations activities (Kotler and Keller, 2009; Anthony, 2018; Jelnková et al., 2021; Karatepe, 2020; Ocal, 2019); Gulerman and Apaydin, 2017).

The impact of written materials on their target audience is significant. The realm of corporate communications encompasses a variety of mediums, such as annual reports, brochures, essays, company newsletters and publications, and audiovisual products. This has been noted by various scholars, including Kotler and Keller (2009), Karatepe (2020), and Jelnková et al. (2021).

Enterprises arrange various events such as press conferences, meetings, outings, trade fairs, displays, contests, competitions, and anniversaries to endorse new products or other facets of their operations (Kotler & Keller, 2009; Anthony, 2018; Jelnková et al., 2021).

The realm of public relations ought to take into account the utilisation of the internet. Online platforms such as blogs, websites, and social media networks, including Facebook, Twitter, and YouTube, have a wider reach than traditional public relations campaigns. Public relations tools encompass social media and online marketing strategies. Public relations may initiate discourse. Social media is a remarkable tool. The utilisation of the internet is a crucial aspect of public relations, as supported by various scholarly sources (Jelnková et al., 2021, Kotler & Keller, 2009; Gulerman & Apaydin, 2017).

Corporate entities endorse and advertise prominent social and athletic occurrences and philanthropic endeavours in order to enhance their brand recognition and identity. It is imperative for media enterprises to establish a unique brand identity. Visual identity is influenced by various elements such as the logo, stationery, brochures, posters, business forms, business cards, offices, uniforms, and dress code, (Kotler and Keller, 2009; Gulerman & Apaydin, 2017).

Sponsorships can be utilised as a means of supporting public-service initiatives. Corporate entities have the potential to enhance their brand image through charitable donations and volunteer work (Kotler and Keller, 2009; Gulerman & Apaydin, 2017).

Public service activities refer to the various initiatives and programmes that are undertaken by individuals or organisations to benefit the community or society at large. These activities may include volunteering, charitable donations, community service, and other forms of civic engagement. Public service activities are often motivated by a desire to improve the well-being of others and to contribute to the greater good. They play an important role in promoting social responsibility and building It is imperative for corporations to demonstrate a desire to enhance the well-being of their respective communities. Community events such as art shows, blood drives, and educational programmes are often funded by local corporations who also encourage their employees to partake in these events (Kotler and Keller, 2009 & Ocal, 2019).

An entity employs public relations and communication strategies to operate effectively. The present study conducts a literature analysis to underscore the outcomes and emphasise the crucial function of public relations in the dissemination of social and sustainable innovations (Hossain et al., 2020). The present study examines the potential impact of public relations initiatives on the expansion of the social security insurance (SSI) programme in Madhya Pradesh, India.

METHODOLOGY

All of the necessary data will be collected from primary sources, but secondary data will also be referenced in the need. Using a systematic questionnaire and interview, we will collect all necessary data-gathering approaches from primary sources. The questionnaire is broken into two parts, the first of which consists of seven sections, one of which describes the respondents' demographic characteristics. The second through seventh sections focused on projects in public relations. We did a factor analysis on the previously used scale (Khalid et al.,2010). The second section studied the influence of particular PR activity drivers on SSI expansion. Following (Ekwochi et al, 2020)'s study, we utilised a five-point Likert scale for the second portion (1 = strongly agree, 5 = strongly disagree) (2–7). The sampling universe will consist of SSIs in Madhya Pradesh, and sample units will consist of SSI owners/founders. The study's sample size will be 500. Utilizing cluster sampling as the sampling approach. The questionnaire will be subjected to a reliability test, and a Measure of Central Tendency will be employed for data tabulation, factor analysis, and multiple regression analysis for advanced data analysis and problem-solving. This study utilised SPSS and PLS software. To analyse the purpose of the study, we developed hypotheses that will serve as the foundation for future research, as they

allow researchers to not only identify but also predict a relationship between variables based on theoretical principles and/or empirical evidence. The hypotheses are elaborately described below:

- H1. A significant impact of the identified factor of PR activities as management tools on the growth of SSIs.
- H1a. A significant impact of Publication on the growth of SSIs.
- H1b. A significant impact of Events on the growth of SSIs.
- H1c. A significant impact of the Internet on the growth of SSIs.
- H1d. A significant impact of identity media on the growth of SSIs.
- H1e. A significant impact of sponsorship on the growth .of SSIs.
- H1f. A significant impact of public service activities on the growth of SSIs.

RESULT & DISCUSSION

To examine the theoretical framework behind a phenomenon and simplify large amounts of data, exploratory factor analysis is employed. It is employed to determine how the variable is connected to the respondent. The principal component analysis method is used by a lot of different scholars. For it to function, it assumes that the measurements utilised by researchers to derive factors are free of mistakes. In addition to this, we made use of the varimax rotation methodology. Varimax rotation is a statistical method that is applied at the first level of factor analysis to shed light on the relationship between factors. Changing the coordinates of data that was collected by a major components analysis is, in general, what this technique includes. The conclusion of the exploratory factor analysis indicated that Auctions, CSR events, Occasional events, local business listing, and influencers are not considered for further study due to their low loadings, therefore excluding 33 out of 63 items from further consideration. As an independent variable, we identified six factors including 33 items. Table 3 is the demographic characteristics of Respondents.

Table 1

Demographics	Frequency(N=486)	Percentage (100%)
<u>Gender</u>		
Male	406	83.5
Female	80	16.5
<u>Level of Education</u>		
Secondary	0	0
HSC	0	0

Diploma	66	13.7
Bachelor	180	37.0
Post Graduate	240	49.3
<u>Position in Business</u>		
Owner	430	88.5
Manager	56	11.5
<u>Location of Industry</u>		
Rural	172	35.39
Urban	134	27.57
Semi-Urban	180	37.04
<u>Type of Industry</u>		
Manufacturing	291	60.5
Service	194	39.5
<u>Age of Industry</u>		
3-10 years	120	24.69
11-18 years	210	43.20
19-26 years	70	14.40
27-34 years	58	11.93
35 years and more	28	5.76
<u>Number of Employees</u>		
3-10	178	36.62
11-20	124	25.51
21-30	52	10.69
31-40	110	22.63
41 and above	22	4.52

Demographic Information of Respondents
Source: Prepared by the researchers (2023)

Table 2
Strength of the Relationship among Variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.914
Bartlett's Test of Sphericity	Approx. Chi-Square	13504.122
	df	595
	Sig.	.000

Sources: SPSS Prepared by the researchers (2023)

Table 2 shows KMO and Bartlett's Test results where the KMO and Bartlett tests consider all of the data at their disposal simultaneously. A KMO value that is greater than 0.5 and a significance threshold for Bartlett's test that is less than 0.5 are both indicators that the data exhibit a significant amount of correlation. The degree to which a single variable is associated with multiple other variables is referred to as the variable's collinearity.

Table 3
Factors and their Respective Loadings

Rotated Component Matrix of PR Construct

	Component						
	1	2	3	4	5	6	7
PR 12	0.894						
PR 13	0.855						
PR 14	0.75						
PR 15	<.500						
PR 16	0.855						
PR 21		0.857					
PR 22		0.817					
PR 23		0.761					
PR 24		<.500					
PR 25		0.813					
PR 26							
PR 31			0.796				
PR 32			0.724				
PR 33			<.500				
PR 34			<.500				
PR 35			0.675				
PR 36			0.774				
PR 37			0.81				
PR 41				0.895			
PR 42				0.705			
PR 43		0.782		0.898			
PR 44				0.819			
PR 45				0.652			
PR 51					0.936		
PR 52					0.945		
PR 53					<.500		
PR 54					0.912		
PR 55					0.895		
PR 61						0.949	
PR 62						0.967	
PR 63						0.924	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Source: SPSS (2023)

The factors and their corresponding loadings on six components are displayed in Table 3. We utilized principal component analysis for extraction methods in EFA because PCA minimizes high-dimensional data while maintaining patterns and trends. This is achieved by transforming the data into fewer dimensions that act as feature summaries (Lever et al., 2017). In addition, we employ the varimax with the Kaiser Normalization rotation approach. To make EFA's factors and loadings more reliable and accurate, we got rid of the loadings that were less than 0.50.

Table 4
Reliability Analysis of Each Factor

Factors Name	Number of Items	Cronbach's Alpha
Publications	5	0.935
Event	4	0.921
Internet	5	0.903
Identity Media	5	0.946
Sponsorships	4	0.939
Public Service Activity	3	0.952

Source: Prepared by the researchers (2023)

Table 4 indicates that the composite reliability of the variables and their items in the EFA result is greater than 0.50. This assessment was conducted to determine the accuracy and precision of a measuring instrument. It is frequently employed in EFA to examine the potential underlying factor structure of a measurement instrument.

Table 5
Reliability Statistics of DV for measuring the impact

Reliability Statistics	
Cronbach's Alpha	.950
N of Items	5

Source: Prepared by the researchers (2023)

Table 5 shows the result of Cronbach's Alpha reliability test between the dependent and all independent variables using SPSS, which is .879, and the Cronbach's Alpha value is exceptionally close to 1, indicating that data is more reliable for fitting multiple regression.

Table 6
Impact of Identified Factors on SSIs Growth (Individually)

Variable	β	Sign.	Hypothesis Status
Publications	.178	.000**	Accepted (H1a)
Events	.084	.000**	Accepted (H1b)
Internet	.481	.000**	Accepted (H1c)
Identity Media	-.035	.378	Rejected (H1d)
Sponsorship	.097	.000**	Accepted (H1e)
Public service activity	.291	.000**	Accepted (H1f)

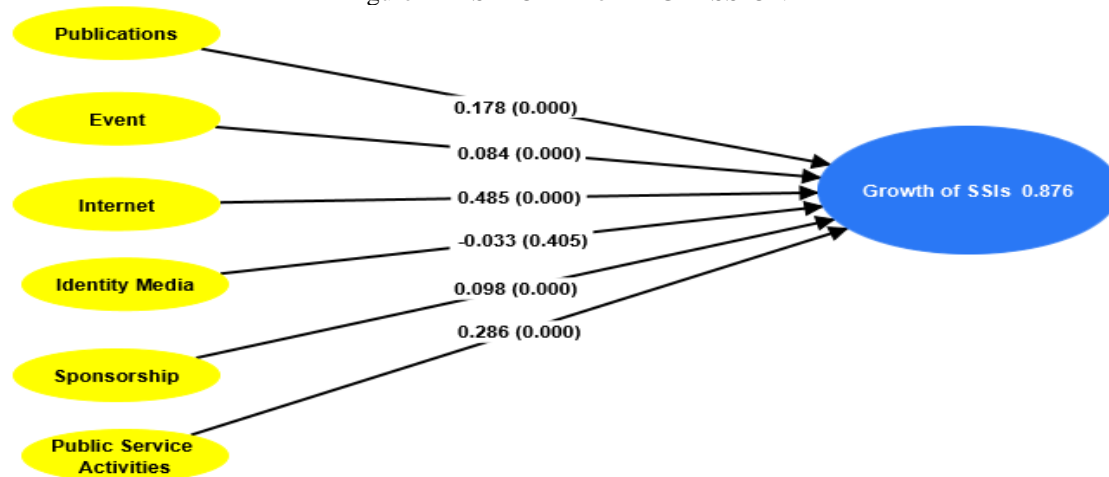
Notes: R square = .876; Adjusted R square = .874

Source: Prepared by the researchers (2023)

Tables 6 illustrate the impact of PR Activity on the growth of SSIs, calculated using the regression approach. In table 8, the development of the SSI (the Dependent Variable) was regressed by each of the six predictive variables separately. As a result, except H1d ($\beta = -.035$, $p > 0.05$), all other sub-hypotheses are accepted, including H1a ($\beta = .178$, $p < 0.05$), H1b ($\beta = .084$, $p < 0.05$), H1c ($\beta = .481$, $p < 0.05$), H1e ($\beta = .097$, $p < 0.05$), and H1f ($\beta = .291$, $p < 0.05$). In

addition, to test the null hypothesis H1, researchers attempted to identify the influence of PR activities on the growth of SSIs using the regression approach. The dependent variable, SSI growth, was regressed against the predictor variable, PR Activities. As a consequence, researchers discovered that H1($\beta = .912$, $p < 0.05$) is acceptable. PR Activates collectively can influence 83% of the variance in SSI's growth. Publication, events, internet, sponsorship, and public service activity can influence 87% of the variance in SSI's growth individually.

Figure 1 PLS MODEL of REGRESSION



Source: PLS 4 (2023)

CONCLUSION & LIMITATIONS

This analysis considers public relations (PR) to be a marketing-related field, despite the challenges in defining it as both a subset of marketing and a distinct discipline. The study's data analysis reveals that SSI proprietors in central India extensively employ public relations (PR) campaigns. These endeavours encompass publishing, virtual events, branding, funding, and philanthropy. SSI owners and administrators do not use auctions, CSR events, sporadic events, or local business listings.

The researcher found that the expansion of SSIs in central India is affected by all public relations operations variables except for identity media. This study employs indicators of SSI growth, namely profit, sales, finance and subsidies availability, employment generation, and product line and diversity expansion. These variables have been previously linked to SSI growth. The study's second objective was accomplished by the researcher who found that SSI owners in central India have experienced economic growth due to their involvement in PR activities.

This study highlights the importance of public relations activities as management tools for Small Scale Industries (SSIs) in Madhya Pradesh, India. This study has identified the factors that contribute to effective public relations (PR) activities and their impact on the growth variables of small and medium-sized enterprises (SSIs). This study's results indicate that proficient public relations efforts can enhance the growth potential of small-scale industries.

This study is limited. The study had a narrow focus on Madhya Pradesh, India. Subsequent research may investigate the function of public relations activities in additional regions of India and conduct a comparative analysis of the results. The study's sample size was restricted, and subsequent research may enhance generalizability by expanding the sample size.

Further research may investigate the impact of additional factors, including social media, digital marketing, and customer relationship management, on the efficacy of public relations efforts. Efficient measurement tools are required to evaluate the influence of PR activities on the growth factors of SSIs.

The study suggests that SSIs should engage in proficient public relations endeavours, establish robust connections with stakeholders, and adopt a strategic approach to PR activities to enhance their growth opportunities. Social media and digital marketing can serve as supplementary public relations tools for SSIs to enhance their outreach and influence.

In summary, this study offers valuable insights into the use of public relations activities as management tools for SSIs in Madhya Pradesh, India, despite its limitations. This study's results may assist SSIs in creating efficient PR tactics and policymakers in formulating policies that promote the expansion of SSIs.

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