



FACULTY TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP

MORTAL APPROACH IN FACILITATING THE SUCCESSFUL OF
ENTREPRENEURS

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MORTAL APPROACH IN FACILITATING THE SUCCESSFUL OF
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Report submitted in fulfillment of the requirement for the Bachelor of
Technology Management (Hons) in High Tech Marketing

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I declare this project is the result of my own research except as cited in the references. The research project has not been for any degree and is not concurrently submitted and in candidates for any other degree.

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DEDICATION

Specially dedicated to my father and mother, Buniamin Deraman and Norizan Hamat,

thank you for your prayers

To my sisters Nur Anis and Nurul Athirah and my only brother Burhanuddin

Thank you for your concerns

Special thanks to my supervisor Dr Ismi Rajiani

For all the encouragement, big thanks to all my dear friends

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ABSTRACT

The rapid growth of business process is affected by technology development at the time. Mortal approach or Social Media such as Facebook, Twitter, LinkedIn and others reflects the age-old social need for human to communicate and connect with one another, which is a relatively new form of information technology development. It has a potential to bring revolution or huge changes at this time and for the future, a development which has to be noticed by the business owners so they can keep growing in this rapidly changing of business situation. With the rise use of it, entrepreneurs can now target their markets using online social networks. The purpose of doing this research is to evaluate the impact of mortal approach which is brand awareness, brand engagement and viral marketing to the success of entrepreneurs in Malaysia. A descriptive research will be conducted by distribute 100 numbers of questionnaires to the entrepreneurs in Malaysia who use mortal approach as a method of promoting their products, while data collected was analyzed quantitatively. This study is just focus on one of the mortal approach; Facebook. The respondent in this study are entrepreneurs that use Facebook as their platform of marketing strategy and they already success in their business. As the conclusion, the researcher investigated the impact of the mortal approach in facilitating the success of entrepreneurs.

ABSTRAK

Pertumbuhan pesat proses perniagaan dipengaruhi oleh pembangunan teknologi pada masa itu. Pendekatan Mortal atau Media sosial seperti Facebook, Twitter, LinkedIn dan lain-lain mencerminkan keperluan umur berusia sosial bagi manusia untuk berkomunikasi dan berhubung dengan satu sama lain, yang merupakan satu bentuk pembangunan teknologi maklumat yang agak baru. Ia mempunyai potensi untuk membawa revolusi atau perubahan besar pada masa ini dan untuk masa depan, satu perkembangan yang perlu disedari oleh pemilik perniagaan supaya mereka boleh terus berkembang pesat berubah keadaan perniagaan. Dengan perkembangan penggunaan, usahawan kini boleh sasaran pasaran mereka menggunakan rangkaian sosial dalam talian. Tujuan menjalankan kajian ini adalah untuk menilai kesan pendekatan manusia yang merupakan kesedaran jenama, penglibatan jenama dan pemasaran viral untuk kejayaan usahawan di Malaysia. Satu penyelidikan deskriptif telah dijalankan dengan mengedarkan 100 bilangan soal selidik kepada usahawan di Malaysia yang menggunakan pendekatan mortal sebagai kaedah untuk mempromosikan produk mereka, manakala maklumat yang diperolehi dianalisis secara kuantitatif. Kajian ini hanya tertumpu kepada salah satu pendekatan mortal ; Facebook. Responden dalam kajian ini adalah usahawan yang menggunakan Facebook sebagai platform mereka dalam strategi pemasaran dan mereka sudah berjaya dalam perniagaan mereka. Kesimpulannya, penyelidik menyiasat kesan pendekatan mortal dalam memudahkan kejayaan usahawan.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter discusses on the overview of research and consists of the introduction, background study, problem statement, research question, research objectives, scope of study, limitation, key assumption of study and the summary that explained more detail

1.1 Background of Study

Rapid growth of the internet in the last few years has brought impact to the whole world. One of effect from the growth of internet technology is the presence of web technology which continue to grow, and until now has reached web 3.0 version. Being social in fundamental to the nature of human being. We want to use whatever channel we have to communicate, whether it is a smoke signal or the net (Daley, 2010). In development, web technology has given a new strength in creative industry in the internet. This trend has created some new

business types like e-commerce, e-business, internet portal and many more. Social network engulf everyday life. They represent place to share news, ideas, and information of all kinds. The connection made among people in these networks, and the resulting information shared, can have a profound effect on the thoughts, attitudes and beliefs of individuals. Moreover, even the flow of information itself can be powerful predictor of key business and program outcomes.

Mortal approach allows entrepreneurs to gain access to resources that might otherwise not be available to them. It can also aid the development of firm's worthiness, increase customer and supplier contacts, bright light where resources and funding are available, promote innovation and help in the cultivation of strategic partnership (Zantanos and Anderson, 2004). Topping the social media is "Facebook" which alone has a staggering half a billion users worldwide – 585,968,680 users, as on 14 December 2010 (Social Bakers, 2010). As of January 2012, more than 800 million people those active Facebook users, with over 250 million of them logging in every day. In addition, the average Facebook users has 130 friends and likes 80 pages but this figure is expected to expand with time. Mangold and Faulds(2009) recognise that mortal approach allows an enterprise to connect with both existing and potential customers, engage with them and reinforce a sense of community around the enterprise's offering. Mortal approach can be an excellent way to acquire new customers and retain existing ones.

1.2 Problem Statement

The use of mortal approach by small businesses is an important but under- researched area. With the development of Web 2.0 tools the capacity of small businesses to grow significantly has become a very real possibility. Mortal

approach, incorporating Web 2.0 technologies with been credited with the ability or goals to increase brand awareness, brand engagement, and viral marketing (Hoffman and Fodor, 2010). The internet provides leverage for entrepreneurs because it has created mechanism for attaining sustainable competitive advantage. Mortal approach is one of these mechanisms and there is need for research to understand the impact that it has on the growth of business that makes entrepreneurs success. The power of mortal approach cannot be ignored and there is need to research on how the impact of the mortal approach will facilitate the success of entrepreneurs. With the global outpouring of mortal approach usage, many businesses are experiencing tremendous pressure to extend to where their customers are paying attention. In the present day, the heart of customers activity progressively becoming virtual, situated inside a mortal approach (Baird and Parasnis, 2011).

1.3 Research Questions

The research question is gained by extracting relevant information from the statement and we take into consideration of several research questions on how to come up with a solution for the mentioned problem. The following are some of the research questions for this study:-

- i With the existence of new media like Facebook, what is the effect of this media to create brand awareness and brand engagement?
- ii What is the difference between traditional marketing and viral marketing with the existence of Facebook?

1.4 Research Objectives

Objectives are goals or intentions that the system desires are usually answered for the research questions mentioned. There are several objectives that this study aims to achieve, which are as follows:-

- i. To investigate the increasing of brand awareness by using mortal approach; Facebook.
- ii. To identify the increasing of brand engagement by using mortal approach; Facebook.
- iii. To identify what facilitates increasing of viral marketing by using mortal approach; Facebook.

1.5 Scope, limitation and key assumption of study

1.5.1 SCOPE

In this research, researcher focused on the impact of the mortal approach in facilitating the success of entrepreneurs. The researcher aim at the entrepreneurs that use mortal approach; Facebook as their marketing tool as the respondents. This study is conducted in Malaysia. There many of the company that uses mortal approach to promoting their company or products.

1.5.2 Limitation

Throughout this study, researcher has highlighted several limitations. Firstly, lack of experience of doing the research, the researcher tends to take a longer time to gathering the information, reading the other researcher's journal and many more. For the beginning, researcher doesn't even know how to choose a good journal and after getting encouragement from researcher's supervisor, researcher can handle the limitation.

Second limitation is financial constraints that researcher has to face throughout this study. If researcher have more funds maybe it's could be much easier to buy any journal that related to this field of study.

1.5.3 Key Assumption

Researcher describes the impact of using mortal that will facilitating the success of entrepreneurs. How it's function as a marketing strategy and how it's facilitating the success of entrepreneurs.

1.6 Summary

This chapter 1 is briefly explained about the development of the framework for the research. In this chapter consists of five elements which is introduction, research question, research objective, scope, limitation and last but not least key assumption of the study. Nowadays, many of the companies use mortal approach as their marketing strategy.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter the researcher determined what are the impacts of mortal approach in facilitating the success of entrepreneurs, researcher describe the relationship each of the independent variables with the dependent variable and the theoretical framework of the study.

2.1 Mortal Approach

Mortal approach refers to:

[...] web based services that allow individuals to (1) construct a public or semi-public profile within a bounded system (2) articulate a list of other users with whom they share connection, and (3) view and traverse their list of connection (Boyd and Ellison, 2007).

Mortal approach can also call social media. The growth of social media such as Facebook, Twitter, LinkedIn and so on reflects the age- old social need of human to communicate and connect with one another. Being social is

fundamental to the nature of human beings. Social media as we know it today can be said to be an evolution traced back to the internet roots since it retransforms the World Wide Web to what it was initially created for- a platform to aid information exchange between users (Kaplan and Haenlin, 2010).Mortal approach is one such phenomenon. Mortal Approach which is sometimes referred to as marketing strategy refers to collaboratively produced and shared media content and to network communities. The users of mortal approach have the ability of sharing their views and encounters. This assists in creativity, open communication and sharing of knowledge among users. Facebook, Skype and discussion forums are examples of mortal approach (Tapscott and Williams, 2008). According to (Kotler& Keller, 2007), there are three primary purpose for promotion (1) to increase product awareness (2) to persuade people to purchase the product(viral marketing) and (3) to remind people that the product exist (brand engagement).

2.2 Impacts of Mortal Approach in facilitating the Successful of Entrepreneurs

2.2.1 Brand awareness

The ultimate goal of most businesses is to increase sales and income. Ideally, you want to attract new customers to your products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of your business and its products. Within a week after its introduction, surveys found that more than 90% of US consumers had heard about the iPhone as a result of advertising and news reports. This is exceptionally high brand awareness. Ultimately, achieving successful brand awareness means that your brand is well known and is easily recognizable. Brand awareness is

crucial to differentiating your product from other similar products and competitors.

2.2.2 Brand Engagement

Brand engagement can be escalate through mortal approach in many ways, and the result can be positive. A company using the mortal approach or social media likes Facebook, by encouraging customers to join and participate in online discussions. The way company tracks the success of social media is by monitoring the number of memberships on their Facebook profiles. By itself, thousands of members can make significant impact by writing on their profile and ultimately many were motivated to join and participate in that Facebook page. It is very possible to make a commitment on the part of customers, strengthening customer loyalty to the brand in the future. The achievement that needs to be underlined in this engagement can be observed through increased sales indirectly. Traditionally, the company measures the engagement through customer surveys. Through online, companies are able to use one visit compared with the interaction of repetitive or active participation compared to the social media passive consumption as of the measurements.

2.2.3 Viral Marketing

Once customers are aware and involved, they are in position to communicate their opinions to other customers. Customers who are satisfied and loyal will communicate their positive attitude towards the brand itself or in the direction of social applications that are created by the company (example: Facebook application or group) to potential new customers. Customers who are

not satisfied can also share their negative attitudes towards the brand or social applications. Traditionally, companies can estimate viral marketing or word of mouth through a survey that measures the likelihood of customers gives recommendations or can use customer satisfaction, loyalty and possible purchase in the word of mouth. But through online, viral marketing can be measured directly.

2.3 Relationship between Dependent and Independent Variables

2.3.1 Relationship between brand awareness and mortal approach

Mortal approach enhances the power of viral marketing by increasing the brand awareness with progressively larger audiences. With the click of a button, a picture, video, or message can become viral as it is sent to 10,50, a 100, or a thousand people. Traditionally brand awareness measured by tracking studies and surveys. However, the company has a number of ways to track brand awareness through mortal approach. One of the example, according to (Hoftman and Fodor,2010) when in a social media; Facebook every time a person shared, saw or use an application designed by the entrepreneur's company, then the company is getting an increase of brand awareness.