

THE IMPORTANCE OF CONTENT CREATIONS OF SOCIAL MEDIA
PLATFORMS AMONG SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)
EFFECTIVE MARKETING



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

APPROVAL

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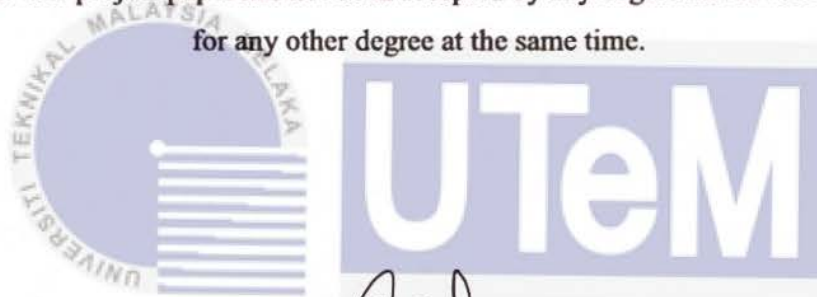
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JANUARY 2023

DECLARATION

Except as mentioned in references, I hereby certify that this project named “**The Importance of Content Creations of Social Media Platforms among Small and Medium-Sized Enterprises (SMEs) Effective Marketing**” is the outcome of my research. The project paper has not been accepted by any degree and is not submitted for any other degree at the same time.



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Bismillahirrahmannirrahim,

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ABSTRACT

Nowadays, everything has been digitalized, not to excluded marketing for almost all business including small and medium-sized enterprises (SMEs). The cost and coverage of marketing area can be decided according to each businesses preferences when the business need to use the paid advertisement in social media platforms like Facebook, Instagram and TikTok as these platforms has many users and potential audiences or customers. This research will conduct to identify the best content creations that impactful and helps in attracting new customers and to determine the type of social media platforms should entrepreneurs use. The research also conducted to examine the relationship of effective and attractive content between the online platform and offline platform. The independent variables of this research are use of social media, content creation, and use of online, offline platforms while the dependent variable is SMEs' effective marketing. The quantitative methodology used in this study towards food and beverages (F&B) entrepreneurs in Banting, Selangor. The findings show that there are significant relationship between all independent variables and dependent variable. This research could give benefits to fellow and new entrepreneurs in using social media platforms as marketing places as well as utilizing best content that helps in attracts new customers through posting on social media.

Keywords: Digitalized marketing, Social media, Content Creation, Online & Offline Platforms, SMEs' Effective Marketing

ABSTRAK

Pada masa kini, segala-galanya telah didigitalkan, tidak mengecualikan pemasaran untuk hampir semua perniagaan termasuk perusahaan kecil dan sederhana (PKS). Kos dan liputan kawasan pemasaran boleh diputuskan mengikut pilihan setiap perniagaan apabila perniagaan perlu menggunakan iklan berbayar di platform media sosial seperti Facebook, Instagram dan TikTok kerana platform ini mempunyai ramai pengguna dan bakal penonton atau pelanggan. Penyelidikan ini akan dijalankan untuk mengenal pasti ciptaan kandungan terbaik yang memberi impak dan membantu dalam menarik pelanggan baru dan menentukan jenis platform media sosial yang harus digunakan oleh usahawan. Penyelidikan ini juga dijalankan untuk mengkaji hubungan kandungan yang berkesan dan menarik antara platform dalam talian dan platform luar talian. Pemboleh ubah bebas penyelidikan ini adalah penggunaan media sosial, penciptaan kandungan, dan penggunaan platform dalam talian, luar talian manakala pemboleh ubah bergantung adalah pemasaran berkesan PKS. Metodologi kuantitatif yang digunakan dalam kajian ini terhadap usahawan makanan dan minuman (F&B) di Banting, Selangor. Penemuan menunjukkan bahawa terdapat hubungan yang signifikan antara semua pemboleh ubah bebas dan pemboleh ubah bergantung. Penyelidikan ini boleh memberi manfaat kepada rakan-rakan dan usahawan baru dalam menggunakan platform media sosial sebagai tempat pemasaran serta menggunakan kandungan terbaik yang membantu menarik pelanggan baru melalui posting di media sosial.

Kata Kunci: Pemasaran digital, Media sosial, Penciptaan Kandungan, Platform Dalam Talian & Luar Talian, Pemasaran Berkesan PKS

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LIST OF ABBREVIATIONS

CMCO	=	Conditional Movement Control Orders
COVID-19	=	Coronavirus disease 2019
DOSM	=	Department of Statistics Malaysia
EMCO	=	Enhanced Movement Control Orders
F&B	=	Food and beverages
GDP	=	Gross domestic product
ICT	=	Information and communications technology
MSBR	=	Malaysia Statistical Business Register
MSIC 2008	=	Malaysia Standard Industrial Classification 2008
MSME	=	Micro, small and medium enterprises
N	=	Number
Q	=	Quarter
R&D	=	Research and Development
SME	=	Small and medium-sized enterprises
SPSS	=	Statistical Package for the Social Sciences
TikTok's FYP	=	TikTok's For You page

CHAPTER 1

INTRODUCTION

1.1 Introduction



This chapter discussed the background of the research and its problem statement, which will find out the importance of content creation for social media marketing with the growth of entrepreneurs' small and medium-sized enterprises (SMEs). The objectives are proposed by the research questions made based on the problem statement. This chapter also include the scope and limitations of study.

1.2 Research background

The first social media platform that was recognized was Six Degrees, created in 1997 which enables users to upload their profiles and make friends with other users of the platform. After the invention of blogging in 1999, social media began to gain popularity and many other social media platforms were being launched. YouTube which focused on allowing users to upload their videos came out in 2005 while Facebook and Twitter became available to users all over the world by 2006 and remain on the list of most popular social media platforms until now (Hendricks D., 2013). As for Instagram, the photo and video-sharing social media were launched on Apple's mobile operating system, iOS on October 6, 2010, and after less than two years, Instagram was launched for Android phones in April 2012 (Blystone D., 2022). The new rising social media platform, TikTok that first being launched in 2016, known as Douyin in China and have about 1.1 billion active users by early 2021 (D'souza D., 2021).

Social media platforms allow users to interact with other users, share information and create web content. Many users use social media platforms to stay connected with family members and friends that distanced as everyone has their own life that make it hard to meet personally. Some users use the platforms to share what they do every day for personal purposes while users that also a seller will utilize social media platforms to introduce and promote their products and services to other users on the platforms.

There are many ways to promote businesses' products and services either through direct communication like joining an expo or set a kiosk at the shopping mall to demonstrate the use of the products and explain the pros of the services. However, many have considered focusing more on online marketing as it offered more options such as Google Ads and social media platforms. Small and medium-sized enterprises (SMEs) seem to prefer using social media platforms and posting the content they created to attract new customers.

1.3 Problem statement

Past research suggests exploring the effects of Social Media adoption towards SMEs performance (Fan et al., 2021) as many entrepreneurs face the difficulty in attracting new customers, especially those who sell products and provide services offline as our market is very fragmented, making it difficult to profitably attract customers through traditional print advertising (Arden L., 2009). These make some sellers decide to market their products online and one of them is content creation posting that is usually published through social media. Social media platforms that use for connecting with users' acquaintances have also become the platforms for sellers to share information about the products and services that they served. Social media platforms which are an internet-based form of communication allow users to have conversations, share information and create web content.

There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more that firms can choose in marketing their business (University of South Florida, 2022). Entrepreneurs can choose how many social media platforms that they want to use as a company's marketing platform, but many sellers promote their products and services on Facebook, Instagram and TikTok as these social media platforms also have their own features for businesses purposes like Facebook Shops, Instagram Shopping (Lim N., 2020) and TikTok Creator Marketplace (Mileva G., 2022).

Traditional marketing is a type of marketing where sellers or companies use traditional platforms to promote their products and/or services to their customers (Bhasin H., 2020). Common examples of this marketing include television, radio, billboard, and print media (Ranjhaa S.A., 2022) like brochures and coupons. Sellers and companies need to decide which platforms are better and more promising when using the traditional marketing method as it requires a big amount of money. The other example setting up a kiosk in the shopping mall also cannot promise any better outcomes than promoting on social media platforms as it requires more cost for offline interaction than the online platforms. On the other hand, it might be hard to attract customers to freestanding locations such as pop-up stores (Lamb et al., 2013).

1.4 Research Questions

Based on the problem statements, research questions have been raised as listed below;

1. What type of social media platforms should entrepreneurs use for effective marketing of the business?
2. What kind of content is the most impactful and attracts new customers on social media platforms towards effective marketing of the business?
3. What are the relationships of effective and attractive content between the online platform and offline platform for effective marketing of the business?

1.5 Research Objectives

The objective of conducting this research are;

1. To determine the type of social media platforms should entrepreneurs use for effective marketing of the business.
2. To identify the best content that is most impactful and attracts new customers towards effective marketing of the business.
3. To examine the relationship of effective and attractive content between the online platform and offline platform towards effective marketing of the business.

1.6 Scope of Study

The research will be conducted on entrepreneurs in Kuala Langat, Selangor that participate in food and beverage (F&B) businesses and use social media platforms to promote their businesses. Surveys will be held using Google Forms and distribution of survey forms link will be through WhatsApp as many Malaysians used the application and it is their favourite communication application (Muller J., 2022).

This study should be done to lessen the cost of fellow and new entrepreneurs that does not know which social media platforms and what types of contents that they should use to promoting their businesses' products and/or services through online and get to know which contents and social media platforms usually help in the businesses' growth.

1.7 Limitation of Study

The sample of this study is limited to food and beverages entrepreneurs in Banting, Selangor. The outcomes of research may not represent the entire population of this area as there are various constraints that limit the study such as finances and distance. This research will use a questionnaire survey method to achieve the objectives of conducted research.


1.8 Summary

This chapter has informed the background and issues involved in the research topic. the following chapter, Chapter 2 will provide a deeper understanding of the research with more detailed explanations in the literature review.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction



Small and medium-sized businesses (SMEs) now rely a lot on social media content creation as a tool for marketing their goods and services. Content creation have played the crucial role in marketing for almost all businesses including SMEs and big companies. Most companies have moved to social media to promote their products rather than having direct communications in person with customers. SMEs owners and workers should have fresh ideas and have a different from other companies to remain remembered to online audiences.

2.2 Small and medium-sized enterprises (SMEs)

Small and mid-size enterprises (SMEs) are businesses that maintain revenues, assets, or a few employees below a certain threshold. Each country has its own definition of what constitutes a small and medium-sized enterprises (SMEs) (Liberto D., 2021). SMEs in Malaysia have been divided to two types, manufacturing, and services and other sectors and have three categories which are micro, small, and medium-sized businesses. Small and medium-sized businesses (SMEs) constitute the backbone of the Malaysian business environment. They perform quite well, contributing 38.9% of GDP, 48.4% of employment, and 17.9% of exports in 2019. (Yong J.C., 2021).

Starts from the micro-sized businesses, sales turnover less than RM 300,000 or employees not more than five for both manufacturing and services and other sectors. Next for the small enterprises, sales turnover from RM 300,000 to less than RM 15 million or employees from five to less than 75 workers for manufacturing. As for services and other sectors, the sales turnover must be from RM 300,000 to less than RM 3 million or employees from five to less than 30 workers. Lastly for medium-sized enterprises, sales turnover from RM 15 million to less or equal to RM 50 million or employees from 75 to less or equal to 200 workers for manufacturing. As for services and other sectors, the sales turnover must be from RM 3 million to less or equal to RM 20 million or employees from 30 to less or equal to 75 workers (SME Corp. Malaysia, 2020).

According to the Department of Statistics, Malaysia's (DOSM) most recent data in the Malaysia Statistical Business Register (MSBR), there were 1,226,494 Micro, Small & Medium Enterprises (MSMEs) in total in 2021, or 97.4% of all businesses in Malaysia. Compared to a total of 1,086,157 MSMEs in 2016, there has been an increase of more than 140,000 businesses, resulting in an average growth rate of 5.2% each year for the preceding six years.

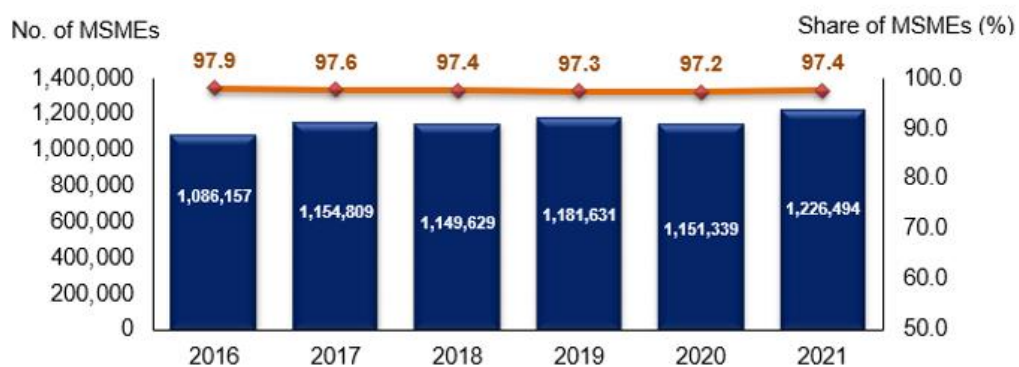
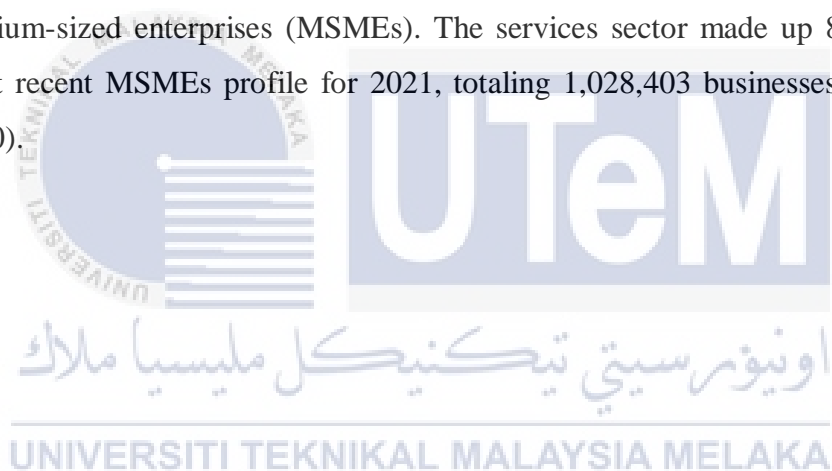


Figure 2.1 Establishment and growth rate of MSMEs in Malaysia from 2016 until 2021 (SMECorp)

Focusing on the major economic sectors, during the course of the time, the services sector has continuously represented more than 80% of all micro, small, and medium-sized enterprises (MSMEs). The services sector made up 83.8% of the most recent MSMEs profile for 2021, totaling 1,028,403 businesses (SMECorp, 2020).



2.3 Entrepreneurs

Based on Cambridge Dictionary, entrepreneur defines as someone who starts their own business, especially when this involves seeing a new opportunity. They are the type of person who identifies and pursues opportunities without allowing risks to become barriers (Lodge M., 2022). Entrepreneurs use social media platforms to promote their business because the platforms help in increasing the brand awareness and messaging (Verizon, 2015)

Entrepreneurs often face struggles when they started their business, either it be physically, mentally, or financially especially for those who does not have any persons that they can have as coach or senior in business field. Become an entrepreneur is not easy as it does not give any guarantee either the business will thrive or not or how long will be needed to get the profit after investing to the business and how many incomes will the entrepreneurs get daily, weekly, or monthly. The time that the business takes for get the results is unpredictable and it makes majority of entrepreneurs fold and quit right before the big payoff hits (Cremades A., 2019)

Other than that, lack of skills also plays big roles in slow growth of the business. According to study that has been conducted by Harvard Business Review, there are some skills that entrepreneurs lack of. They are not adept at managing their time and themselves, which is one of the talents they lack. Managing daily duties for oneself can sometimes get in the way of greater company goals, which are crucial for entrepreneurs. Entrepreneurs simply do not have the time to monitor each project because they frequently have multiple initiatives active at once. They should employ or assign these responsibilities to someone who has mastered this skill because they frequently need help handling daily tasks. The other ability is planning and organising, which is somewhat comparable to poor self-management in that if business owners spent all of their time preparing and setting up meetings, they would never finish anything else. Therefore, it is necessary to employ someone to set up their calendar, plan meetings and events, and maintain a schedule for them.

2.3.1 Food and beverages services and manufacturing

According to Malaysia Standard Industrial Classification 2008 (MSIC 2008) Version 1.0 that prepared by the Department of Statistics, Malaysia (DOSM), food and beverages service activities includes food and beverage serving activities providing complete meals or drinks fit for immediate consumption, whether in traditional restaurants, self-service, or take-away restaurants, whether as permanent or temporary stands with or without seating. Decisive is the fact that meals fit for immediate consumption are offered, not the kind of facility providing them.

Classification of sectors has states that ‘services’ refer to all services including distributive trade; hotels and restaurants; business, professional and ICT services; private education and health; entertainment; financial intermediation; and manufacturing- related services such as research and development (R&D), logistics, warehouse, engineering (SMECorp, 2020). Therefore, these shows that food and beverages are included in this sector.

Meanwhile for manufacture of food products, it being mentioned in the same source that it is includes the processing of the products of agriculture, forestry, and fishing into food for humans or animals, includes the production of various intermediate products that are not directly food products. Those performed in bakeries, pastry shops and prepared meat shops, and other similar things which sells their own production.