

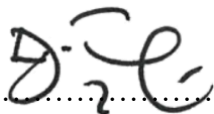
**SOCIAL MEDIA ADOPTION AS A BUSINESS PLATFORM
A CASE OF ENTREPRENEURS AT SASANA NIAGA UTEM**

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SOCIAL MEDIA ADOPTION AS A BUSINESS PLATFORM
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DECLARATION OF ORIGINAL WORK

I hereby declare that this report is entirely my own work with project title “Social Media Adoption As A Business Platform: A Case Of Entrepreneurs At Sasana Niaga UTeM” and with the exception of a few clarifications and passages where every source is clearly cited.

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DEDICATION

I would like to dedication my gratitude to my dear parents, who have supported me through my journey during this study, both monetarily and spiritually.

Mohd Asmara bin Mohd Jony

Norhayati binti Hassan

Big thanks to my supervisor and panel for guiding me through my research study.

Dr. Isma Addi bin Jumbri (Supervisor)

Assoc. Prof. Dr. Chew Boon Cheong

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ABSTRACT

According to Olanrewaju et al., (2020), social media (SM) is "a series of Internet-based apps that build on the conceptual and technological underpinnings of Web 2.0 and enable the creation and sharing of user-generated content. Entrepreneurs have started using SM capabilities to manage their company tasks, such as marketing (Misirlis & Vlachopoulou, 2018). According to Lister (2018), more than 50 million businesses use Facebook business pages, with 2 million using it for direct advertising. A similar tendency can be seen on other popular social networking sites, such as Instagram, where half of users follow a business page (Pickard-Whitehead, 2018). In this study is to explore which factors, influence the use of social media by the student entrepreneurs, to investigate how social media influences the opportunity recognition and exploitation process and to identify the potential and value of student entrepreneurs gain by the impact of social media to their business and experience. The independent variables are perceived ease of use, perceived usefulness and facilitating conditions will be measured to examine their social media adoption as a business platform. This quantitative research method to answer the research question under study. A set of questionnaires will be distributed to the randomly selected 12 respondents who are group members of student entrepreneurship at Sasana Niaga UTeM. Researchers discover that perceived usefulness was the most influential factor that affects social media adoption as a business platform. From the result of hypothesis testing, FC is proved too has no significant relationship between social media adoption as a business platform, while PEOU and PU have significant relationship between social media adoption as all the alternative hypotheses were accepted.

ABSTRAK

Menurut Olanrewaju et al., (2020) media sosial (SM) ialah "satu siri aplikasi berasaskan Internet yang membina asas konsep dan teknologi Web 2.0 dan membolehkan penciptaan serta perkongsian kandungan yang dijana pengguna." Interaksi mereka sudah berubah sebab SM. Usahawan telah mula menggunakan keupayaan SM untuk menguruskan tugas syarikat mereka seperti pemasaran (Misirlis & Vlachopoulou, 2018). Menurut Lister (2018), lebih daripada 50 juta perniagaan menggunakan halaman perniagaan Facebook, dengan 2 juta menggunakannya untuk pengiklanan langsung. Kecenderungan yang sama boleh dilihat pada laman rangkaian sosial lain yang popular, seperti Instagram, di mana separuh daripada pengguna mengikuti halaman perniagaan (Pickard-Whitehead, 2018). Dalam kajian ini adalah untuk meneroka faktor-faktor yang mempengaruhi penggunaan media sosial oleh usahawan pelajar, untuk menyiasat bagaimana media sosial mempengaruhi proses pengiktirafan dan eksploitasi peluang dan untuk mengenal pasti potensi dan nilai yang diperoleh usahawan pelajar dengan kesan media sosial terhadap perniagaan dan pengalaman mereka. Pemboleh ubah tidak bersandar dianggap mudah digunakan, merasakan kebergunaan dan keadaan memudahkan akan diukur untuk mengkaji penggunaan media sosial mereka sebagai platform perniagaan. Kaedah kajian kuantitatif ini bagi menjawab persoalan kajian di bawah pelajaran. Satu set soal selidik akan diedarkan kepada 12 orang responden yang dipilih secara rawak yang merupakan ahli kumpulan keusahawanan pelajar di Sasana Niaga UTEM. Penyelidik mendapati bahawa kebergunaan yang dirasakan adalah faktor paling berpengaruh yang mempengaruhi penggunaan media sosial sebagai platform perniagaan. Daripada hasil ujian hipotesis, FC terbukti juga tidak mempunyai hubungan yang signifikan antara penggunaan media sosial sebagai platform perniagaan, manakala PEOU dan PU mempunyai hubungan yang signifikan antara penggunaan media sosial kerana semua hipotesis alternatif telah diterima.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will present an initial scope to the thesis being conducted. The topics overview is Social Media Adoption as A Business Platform: A Case of Entrepreneurs at Sasana Niaga Universiti Teknikal Malaysia Melaka (UTeM). This section has seven parts of main idea which is, background of study, problem statement, research questions, research objectives, scope, and limitation of research, significant and contribution of the study and lastly summary. In research objectives, it will discuss about the factors which influence the use of social media by the student entrepreneurs, how social media influence the opportunity recognition and exploitation process, and the potential and value of student entrepreneurs gain by the impact of social media to their business and experience. Popular social media platforms including Facebook, Twitter, Instagram, TikTok and so on. These social media platforms that is accessible to people all around the world (Yuan et al., 2021). Lastly, the target respondent would be student entrepreneurs at Sasana Niaga Universiti Teknikal Malaysia Melaka (UTeM). This research completely to expose the importance and benefits of this study to the public especially to student entrepreneurs, as well as a search for shortcomings within previous research.

1.2 Background of Study

Generally, entrepreneurs are enthusiastic and imaginative when it comes to founding enterprises. Their environment may be lively and active, with several factors at work. As a result, there can be a broad range of motivations for beginning a business, such as wanting to make a difference in the world, accumulating significant wealth or income for themselves, their families, and community, carrying on a family tradition, or earning an income when employment are few. However, the most common motive for beginning a firm is the entrepreneur's desire for independence and autonomy. It is never easier to start or go through a business, but it is much easier to do so when economies are healthy or even thriving, with consumer spending surging and levels of confidence at an all-time high. Starting or sustaining a firm during a whatever situation it was, when business and trade patterns are quickly altering, when uncertainty is mounting and growth expectations are declining, is an extremely daring venture. Granted, many entrepreneurs who are establishing or operating a new business think that it is more difficult than the previous year, but many of those same entrepreneurs also see this era can bring them something different from previous business startup. Entrepreneurship, which plays an important role in most economies and is a significant sector of industry, is a major contributor to global economic growth. This is because enterprises are innovative, adaptive, and profitable.

Adoption of technology has become critical for businesses aiming to preserve their sustainability in the twenty-first century. Businesses that do not accept new and innovative technology are unlikely to survive. Furthermore, entrepreneurial business tactics for competitive business development are linked to creative sustainability approaches. Adoption of technology promotes business sustainability because it alters the status of both economic and social life by changing the way people live, work, and do business. Adoption of technology which is social media has grown strongly and influenced billions of people around all over the world. The year 2000 had seen the rise of social media, and this current phenomenon has completely revolutionized not only how people connect and communicate, but also how businesses use this virtual explosion in social media. The rise of social media has altered not just how consumers interact, but also how entrepreneurs view their businesses in terms of operation and marketing. Planning a marketing plan without considering social media as part of the marketing strategy is impossible, as social media continues to make a strong statement about its relevance in modern marketing trends (Tatik, 2017). Social media and digital marketing are increasingly being used as a strategic tool for increasing

brand recognition and operating marketing campaigns. Moving away from the period of traditional or mass media, marketers may track brand competitors and have more measurable campaign results by utilizing social media and digital marketing. The purpose of conducting these online activities is also to learn about people's opinions about the product, to establish brand reputation, and, most crucially, to target millennials (Silvia, 2019).

1.3 Problem Statement

Based on article review, in past study investigates the influence of social media use in modulating the connection between self-perceived creativity and entrepreneurial intention. Social media (e.g., Facebook, Twitter, YouTube, Instagram, and LinkedIn) has transformed the way people connect and go about their daily lives in this period. Nonetheless, as the Internet has become a necessity in every home or business, most individuals spend most of their time on social networking sites. As a result, social networking has altered how people communicate with one another (websites and consumers), altering what it means to establish a business (Muninger et al., 2019; Newman et al., 2019; Al Halbusi et al., 2021; Alnoor et al., 2022). As a result, young entrepreneurs should view social media as a golden opportunity to launch a new business because it does not necessitate a financial budget, staff, or permission from anyone. Many young entrepreneurs benefit greatly from e-entrepreneurship because there are no or few financial, social, and developmental risks in exchange for monetary and personal gain (Schmutzler et al., 2019; Olanrewaju et al., 2020)

In Thailand, social media may be recognized as one of the most successful methods for both full-time and part-time businesses to offer their items into markets, both new and used. Customer-to-customer transactions are permitted in several Facebook groups, including Rolex Market Thailand, Seiko Mania Market Thailand, PS4 Market Thailand, and Samsung Galaxy Market Club Thailand. Members of certain Facebook groups can transform themselves into amateur merchants, semi-professional dealers, or even professional sellers. Individual social media utilization for commercial purposes has emerged as a popular trend in this modern technology-mediated setting for becoming an entrepreneur. Although previous studies have examined the factors influencing social media adoption, using social media for a business purpose in terms of Consumers to Consumers (C2C) still requires empirical evidence to gain a better understanding of

the behavioral utilization of social media as a business platform and to provide empirical evidence to the social media adoption literature at an individual level (Puriwat and Tripopsakul,2021).

Student entrepreneurship has evolved in response to new concerns to be addressed. The fast development of new technologies has revolutionized entrepreneurship, necessitating the creation and control of these technologies. This revolution also created new opportunities for gaining entrepreneurial skills, founding own enterprises, and transferring knowledge or technology (Barbini et al. 2021). The Internet may be viewed as a vital medium for the development of entrepreneurial and soft skills (Prameswari et al. 2020). In today's dynamic world, the last challenge student entrepreneurship must confront is one of sustainability (Russo et al., 2021), given how climate change is having a profound influence on the environment, necessitating businesses to adapt promptly and efficiently (Lombardi et al. 2021c). For more different perspectives, future research may involve undergraduate and postgraduate students. Finally, while this study only included participants from private colleges, future studies should focus more on public universities because data from diverse sectors may be more representative of the broader population than data from regional institutions (Abdelfattah et al., 2022)

1.4 Research Question

1. What factors affect the use of social media by the student entrepreneurs?
2. How does the use of social media influence opportunity recognition and exploitation for entrepreneurs?
3. What potential and value of student entrepreneurs gain by the impact of social media to their business and experience?

1.5 Research Objectives

1. To explore which factors, influence the use of social media by the student entrepreneurs.
2. To investigate how social media influences the opportunity recognition and exploitation process.
3. To identify the potential and value of student entrepreneurs gain by the impact of social media to their business and experience.

1.6 Scope and Limitation

1.6.1 Scope of Research

This research evaluates how student entrepreneurs at Sasana Niaga UTeM adopt social media as a business platform. This research was focus on 12 student entrepreneurs only.

1.6.2 Limitation of Research

Few limitations have identified in this study. The study only covers the area in Melaka, Malaysia to investigate a case of student entrepreneurs adopt social media as a business platform. Other locations will not discuss in this research. This geographic research area is student entrepreneurs at Sasana Niaga only. At the same time, this study is focused with the utilisation and benefits of social media in assisting business performance. Besides that, the sample size for this study is 12 respondents who are student entrepreneurs. The respondents come from the research and methodology that were used among student entrepreneurs in UTeM. The research needs to identify how them used social media to market their business.

1.7 Significant of the Study

The intention was to collect detailed information on student entrepreneur adopting social media as a business platform during this current economy in developing countries. It is also important to keep in mind that the early lockdown was imposed globally during the first wave of COVID-19 owing to the rising number of persons afflicted, and that it was later lifted. As a result, in addition to social life, entrepreneurial operations were severely impacted. Not only because of the COVID-19, some obstacles and challenges that student entrepreneurs need to face in this current situation where the country is experiencing financial challenges, technical issues, business networks and so on.

Because of the importance of social media to entrepreneurs and the benefits it provides, it has generated interest from a wide range of disciplines, including information systems and management. This is demonstrated by the rising number of scientific publications produced each year. A thorough review of the literature on social media and entrepreneurship can help guide future study in the field. While prior review articles on social media have been published, they are not directly related to entrepreneurship. A study like this is necessary to evaluate how much area of entrepreneurship and SM research have covered and what has to be done to further our knowledge. As a result, based on previous SM and entrepreneurship research, this study will explain how student entrepreneurs utilise social media.

Next, is it social media really can be used to market their business and skills in this country filled with issues, where most entrepreneurs today utilise social media platforms to sell and boost their businesses. They utilise this platform not only to sell clothes and food, but also to offer other things such as groceries, children games and also services such as house cleaning. According to Olsson and Bernhard (2020), these digital technologies such as social media, can include significant changes in corporate operations and have an impact on how products and services are generated and provided, as well as organisational procedures and organisational logic. As a result, organisations must incorporate digital technology into their business plans, creating new competitive dynamics. Thus, digitalization is a tool for both innovation and entrepreneurship that is necessary for local and regional success. According to these research including to student entrepreneurs, it is need to discovered more on how student in this technology business utilise social media to market their business. Indirectly, this will benefits in terms of how it can be done for student entrepreneurs out there to growth their business.

The findings of this study also open the door for future entrepreneurs to learn from the mistakes of others. In addition, the findings of this study will provide the most up-to-date information about how student entrepreneurs adopt social media to their business performance.

1.8 Summary

This chapter gives a summary of a full research study. In this context, the current research examines the adoption of social media among student entrepreneurs as a business platform. Particularly the research questions and objectives of the topics outlined in Chapter 1. The research carried out in compliance with the objectives of the study, scope, and limitation. In the next chapter, this information will be useful.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discusses earlier research and practices regarding of social media adoption as a business platform towards student entrepreneurs at Sasana Niaga UTeM. The literature study aims to capture definitions of social media, social media adoption as a business platform, student entrepreneurs, and Sasana Niaga (UTeM). Each of their significant matters will be explored on more clearly and thoroughly to reinforce and support the title of this research.

2.2 Social Media

2.2.1 Definition of Social Media

There are around 13 different sorts of social media, and you are all recommended to adopt them nowadays. The first one is social media networks. The basic objective of social networks is to assist people in connecting with others, creating communities and organizations, and sharing ideas, interests, and information. This is like a Facebook. Facebook, which has over 2.7 billion monthly active users, allows people to connect with people and companies, establish or join groups, post photos, videos, and links, go live, and locate events near to them. It also offers a marketplace where people can buy and sell locally. Another sort of social media is messaging apps such as WhatsApp, WeChat, messenger and many more. Besides, photo and media sharing apps like Instagram and YouTube. Instagram allows people to post pictures, videos, and stories with a variety of filters, which you can keep as Highlights under their profile. They may also submit 30-second vertical videos called Reels, long-form video content on IGTV, and even go live. It also allows people to connect your account to Facebook, Twitter, and other social networking apps and easily

cross-post your material. Direct messaging allows users to communicate privately with other users. Meanwhile, YouTube may be utilized to share a wide range of videos or anything with a long duration. Additionally, networks for blogging and publishing (long format content), interactive applications (connect, create and share content), discussion boards (share knowledge, news and ideas), content curation and bookmarking (discover, save and share content), review network (view and publish reviews), social shopping networks (shop online), interest-based networks (explore hobbies and interests), networks for the sharing economy (trade goods and services), apps that just play audio (join discussions, share ideas and knowledge on audio) and lastly, private social networks.

Social media and digital marketing are now being used as a strategic tool for increasing brand recognition and executing marketing campaigns. Using social media and digital marketing, marketers would track brand competitors and have more verifiable campaign outcomes. The purpose of conducting these online activities is to learn about people's opinions about the product, to establish brand reputation, and, most crucially, to attract millennials (Silvia, 2019). Furthermore, social media use has become an important activity in today's culture. Social media is commonly used for social engagement, news and information access, and decision making. It is a useful tool for communicating with others both locally and globally, as well as for sharing, creating, and sharing information.