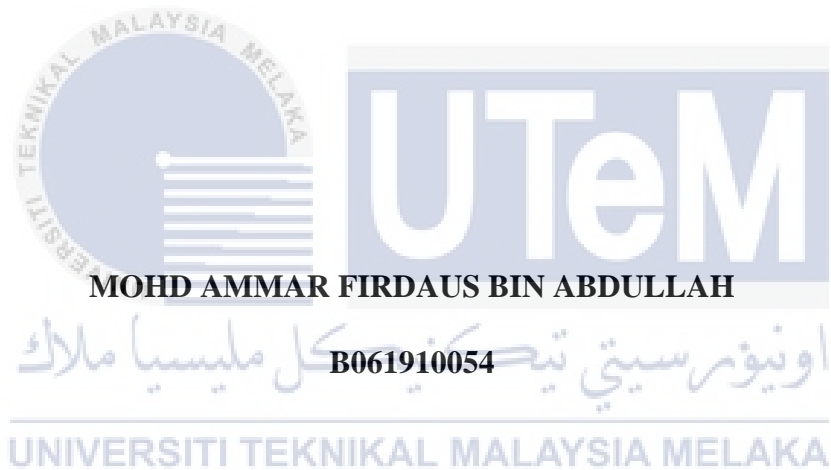




**ACCEPTANCE FACTORS OF USING FACEBOOK AS A SOCIAL MEDIA  
MARKETING FOR ONLINE ENTREPRENEURS AT MELAKA**



**Bachelor of Technology Management (High Technology Marketing) with Honours**

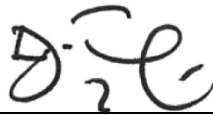
**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**Faculty of Technology Management and Technopreneuership (FPTT)**

## APPROVAL

‘I declare that I have read this thesis and, in my opinion, it is sufficient in scope and quality for the award of the Bachelor of Technology Management (High Technology Marketing) with Honours

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DATE: 6 FEBRUARY 2023

ACCEPTANCE FACTORS OF USING FACEBOOK AS A SOCIAL MEDIA  
MARKETING FOR ONLINE ENTREPRENEURS AT MELAKA

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Report submitted in fulfillment of the requirement for a Bachelor of Technology  
Management (High Technology Marketing) with Honours.



Faculty of Technology Management and Technopreneurship  
اوتيم

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

JANUARY 2023

## DECLARATION OF ORIGINAL WORK

I hereby declare that this report is entirely my own work with the project title “Acceptance Factors of Using Facebook as a Social Media Marketing for Online Entrepreneurs at Melaka” and with the exception of a few clarifications and passages where every source is clearly cited

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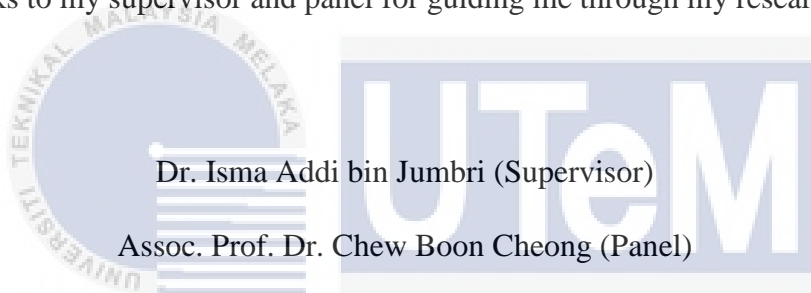
## DEDICATION

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

Mr. ABDULLAH BIN HAMZAH

Mrs. NORIAH BINTI MOHD ISA

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 (Panel)

Thank you so much for always being understanding, as well as to my friends who supported and assisted me, without their support and blessing, this study would be difficult to accomplish in the time allotted. Thank you.

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I would like to praise God for granting me the ability and strength to complete my research project efficiently. My parents, Mr. Abdullah Bin Hamzah and Mrs. Nuriah Binti Mohd Isa made it possible for me to complete my research. I will be eternally thankful to Dr. Isma Addi bin Jumbri, my loving supervisor, and my panel, Assoc. Prof. Dr. Chew Boon Cheong, for your direction, stimulation, ideas, encouragement, and advice during my study and thesis preparation.

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## ABSTRACT

When the COVID-19 pandemic hits the world in early 2020. Most countries in this world have applied a total lockdown that won't allow people to walk outside their residences independently, and most business activity has been shut down, such as a retail store. People buy their products online, such as through an e-commerce platform, as an alternative solution since they won't allow themselves to go out. There are multiple e-commerce platforms, such as Shopee, Lazada, Mudah, and Alibaba. Although social media can also be used as a digital marketing platform, this study aims to identify the acceptance factors of using Facebook as a social media marketing platform for online entrepreneurs in Melaka. There are many researchers showing the impact of e-commerce platforms since the pandemic. In view of the acceptance factors of using Facebook as a social media marketing platform, this study aims at investigating the reasons why entrepreneurs in Melaka use Facebook as a social media marketing platform. There are four variables, which are perceived ease of use, perceived usefulness, perceived risk, and using Facebook as a social media marketing, that will be measured to examine their influence on the acceptance of using Facebook as a social media marketing platform. The Statistical Package for Social Science software version 28.0 will be used to analyze and interpret questionnaire responses in this study. SPSS can handle a large amount of data, and many other types of internal management influence may be done to help with data collection and tabulation. A table will include a summary of descriptive statistics data to help the researcher respond to the research question and achieve the study goal. Therefore, this research is expected to analyze the most significant factors that affect entrepreneur's use of Facebook as a social media marketing platform.

Keywords: impacts, social media marketing platform, acceptance factors

## ABSTRAK

Apabila wabak COVID-19 melanda dunia pada awal tahun 2020. Kebanyakan negara di dunia ini telah melaksanakan perintah berkurung sepenuhnya yang tidak membenarkan orang ramai berjalan di luar kediaman mereka secara bebas, dan kebanyakan aktiviti perniagaan telah ditutup, seperti kedai runcit . Orang ramai membeli produk mereka dalam talian, seperti melalui platform e-dagang, sebagai penyelesaian alternatif kerana mereka tidak membenarkan diri mereka keluar. Terdapat berbilang platform e-dagang, seperti Shopee, Lazada, Mudah dan Alibaba. Walaupun media sosial juga boleh digunakan sebagai platform pemasaran digital, kajian ini bertujuan untuk mengenal pasti faktor penerimaan penggunaan Facebook sebagai platform pemasaran media sosial kepada usahawan atas talian di Melaka. Terdapat banyak penyelidik yang menunjukkan kesan platform e-dagang sejak wabak itu. Memandangkan faktor penerimaan menggunakan Facebook sebagai platform pemasaran media sosial, kajian ini bertujuan untuk menyiasat sebab usahawan di Melaka menggunakan Facebook sebagai platform media sosial. Terdapat empat pembolehubah, iaitu persepsi kemudahan penggunaan, persepsi kegunaan, persepsi risiko, dan menggunakan Facebook sebagai platform pemasaran sosial media, yang akan diukur untuk mengkaji pengaruhnya terhadap penerimaan menggunakan Facebook sebagai platform pemasaran sosial media. Perisian Statistical Package for Social Science versi 28.0 akan digunakan untuk menganalisis dan mentafsir jawapan soal selidik dalam kajian ini. SPSS boleh mengendalikan sejumlah besar data, dan banyak jenis pengaruh pengurusan dalaman yang lain boleh dilakukan untuk membantu pengumpulan dan penjadualan data. Satu jadual akan merangkumi ringkasan data statistik deskriptif untuk membantu pengkaji menjawab persoalan kajian dan mencapai matlamat kajian. Oleh itu, kajian ini diharapkan dapat menganalisis faktor paling signifikan yang mempengaruhi penggunaan Facebook oleh usahawan sebagai platform pemasaran media sosial.

Kata kunci: kesan, platform pemasaran social media, faktor penerimaan.



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## LIST OF ABBREVIATIONS

UTeM	Universiti Teknikal Malaysia Melaka
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
PR	Perceived Risk



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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

This chapter is about an overview of the thesis's scope. Overview regarding the topic acceptance factors of using Facebook as a social media marketing for online entrepreneurs at Melaka. This thesis contains seven primary areas, which are the research background, problem statement, research questions, research objectives, scope, limitations of the research, and the significance and contribution of the study. This thesis will focus on the acceptance factors of using Facebook as a social media marketing for online entrepreneurs at Melaka. In this chapter, the research objective is to investigate the reason that makes group members of the Business Community at Melaka to using Facebook as their social media marketing platform, to examine the factors that make entrepreneurs using Facebook as social media marketing and to analyze the best fit factor for entrepreneurs to select and use Facebook as social media marketing platform.

## 1.2 Background of Study

The COVID-19 pandemic, which has widely occurred since early 2020 and is still an ongoing global pandemic, has drastically impacted our economic activities and human lifestyle. As we all know, pandemics have a significant impact on economic activity. This can be observed when several commercial operations are shut down by government orders, and some enterprises have already reduced or gone bankrupt (Adam Aziz, 2021). This situation has shown how much of an impact Pandemic COVID-19 has had on our global economic system. Even so, there are few businesses that can survive or have their revenue and company profit increase during this crisis, especially e-commerce platforms such as Amazon.com, Alibaba.com, Lazada.com, and Shopee.com.

"Ecommerce" or Electronic commerce is a business approach that allows organisations such as firms and people to undertake commercial operations such as purchasing and selling items and services over the Internet. E-commerce may be done online using technologies such as smartphone, tablet, laptop, computer and other smart devices, and it appeals to four major market segments. Companies interested in e-commerce will maximize their usage of digital platforms in order to compete with their rivals. Technically, most businesses utilise e-commerce to conduct business-to-consumer (B2C) transactions, whether with goods or services. B2C can be defined as the process of selling products and services directly to customers who are the end-users. Usually, SMEs (Small Medium Enterprises) companies will do B2C since most of them at the early step of business

The term "social media" can be defined as a type of computer-based technology that allows people to share their thoughts, ideas, and information with communities through virtual networks. Social media is an internet-based platform that allows people to share content such as personal information, documents, films, and images quickly and electronically. Users interact with social media using web-based software products on computers, tablets, or smartphones. Even though social media is extensively used in the United States and Europe, Asian countries such as Indonesia rank first. As of October 2021, around 4.5 billion people use social media (Digital Marketing Institute, 2021). Nowadays, There are multiple social media platforms, such as Facebook, Instagram, Tiktok, Twitter, YouTube, Google+, and LinkedIn (Simon Kemp, 2021).



According to Figure 1, with a penetration rate of 94%, YouTube has the most users, followed by another three top social media users, which are WhatsApp with 92%, Facebook with 89%, and Instagram with 75%. More than a quarter of smartphone internet usage was attributed to YouTube. When compared to other social media sites, YouTube has the highest penetration (3%) in Malaysia, and according to Google, Malaysia's potential YouTube ad reach is 23.4 million people (about the population of New York). Meanwhile, Facebook was one of the most popular social networking platforms in Malaysia. The number of Facebook users grows year after year, with 84 percent accessing the site by mobile phone, 16 percent via phone and computer, and 0.6 percent through a laptop or desktop computer (Statista Research Department, 2021). Social media has remodelled the communication space into a new form and structure that significantly ensures quick access, user friendliness, and cost-effectiveness.

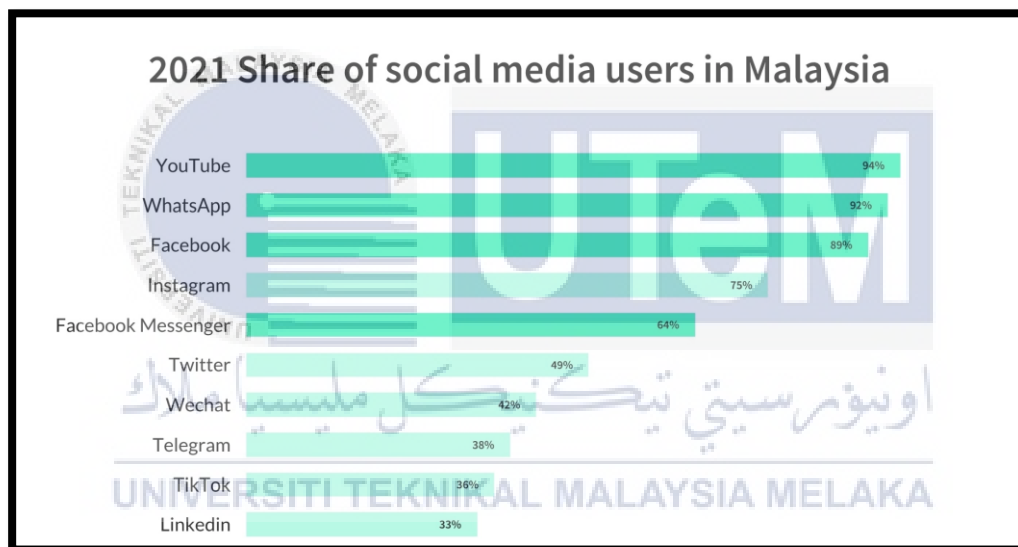


Figure 1.1: Top 10 social media users in Malaysia of January 2021

(Source: Statista 2021)

The use of the internet, digital media, and social media by the business sector to enhance and extend its company and market is widespread. The majority of start-up enterprises will utilise social media as a platform to sell their brands as a result of the advancement of technology. A business may be categorised as a small or medium-sized firm (SME) if it meets one of the two criteria, namely, a minimum annual sales turnover or a certain number of full-time employees, whichever is lower. The terms "size of operation" have two definitions: small size and medium size. The operation must generate RM300,000 to less than RM15 million in

sales, or 5 to fewer than 75 full-time employees, in order to meet the small size of the ration. In contrast, it must generate RM300,000 to less than RM3 million in sales, or 5 to fewer than 30 full-time employees, in order to operate in other sectors. For category manufacturing, the business must generate RM15 million to RM50 million in sales or employ 75 to 200 full-time workers, whilst other sectors must generate RM3 million to RM20 million in revenue or employ 30 to 75 full-time workers (Smecorp, 2022). If a company meets either of the two requirements across all scales of operations, a small amount will be used.

### **1.3 Problem Statement**

Based on an article review, there are many articles showing the impact of e-commerce platforms since the pandemic. The global pandemic had a significant impact on business activities because it showed that COVID-19 was able to transform e-commerce business activities. According to press sources, online sales growth in the United States reached a new high of 68% year over year (YoY) in mid-April, surpassing the previous record of 49% in early January. As of April 21 in the United States, e-commerce revenues were up 129% year over year, while total e-commerce orders were up 146%. (Louis, 2020). The news showed that pandemic COVID-19 had a significant impact on e-commerce. Many e-commerce sites, like Lazada.com, Alibaba.com, and Shopee.com, have been able to expand significantly since the epidemic. The e-commerce business is a rapidly rising sector (Dylan, 2020). However, there are few research focuses on social media marketing such as Facebook since Facebook also can be used as digital marketing tool by entrepreneurs to run their marketing activities.

According to Adam et al. (2022) the degree to which a person feels that employing a system would enhance that individual's performance is referred to as perceived usefulness. Perceived usefulness is the perceived likelihood of prospective users employing a certain programme to improve their job performance. This streamlined performance may generate greater physical and nonphysical advantages, such as speedier and more satisfactory outcomes in giving benefits when compared to not employing items with new technology. Problem statements have been recognised due to an investigation of the relationship between business activities and social media marketing performance. There are few research focuses on the usefulness of Facebook as social media marketing.

Since the pandemic occurred, the e-commerce sector has drastically changed because most companies changed their business activities to survive the pandemic. Besides e-commerce platforms, most companies use social media as alternative marketing tools to market their products and services. Social media can also be used as a marketing tool to create engagement with consumers, and most articles did not touch on the effect of social media marketing on SME (small and medium enterprises) performance. Social media information has a high potential for becoming viral, turning trivial or localised customer care issues into public relations disasters. The effects may go beyond a person's reputation: Industry regulatory organisations routinely browse the most popular websites (Avinash et. al. 2022).

This research focuses on the acceptance factors of using Facebook as a social media marketing for online entrepreneurs at Melaka. The research is being carried out to find out more information on how Facebook can be use as social media marketing and the acceptance factors of using it. The objective is to investigate the reason that makes group members of the Business Community at Melaka to using Facebook as their social media marketing platform, to examine the factors that make entrepreneurs using Facebook as social media marketing and to analyze the best fit factor for entrepreneurs to select and use Facebook as social media marketing platform.

#### 1.4 Research Questions

1. What are the reasons that make group members of the Business Community at Melaka to using Facebook as their social media marketing platform?
2. Why are the factors that make entrepreneurs using Facebook as social media marketing?
3. Which factor is the best fit for entrepreneurs to select and use Facebook as social media marketing platform?

## **1.5 Research Objectives**

1. To investigate the reason that makes group members of the Business Community at Melaka to using Facebook as their social media marketing platform.
2. To examine the factors that make entrepreneurs using Facebook as social media marketing.
3. To analyze the best fit factor for entrepreneurs to select and use Facebook as social media marketing platform.

## **1.6 Scope and Limitation**

### **1.6.1 Scope of Research**

This research evaluates about the Facebook as Social Media Marketing (SMM) platform to business activities for group members of Business Community at Melaka. Researcher use Facebook as social media platform that has been used by entrepreneur. This research was focus at Melaka Tengah only.

### **1.6.2 Limitation of Research**

This research has a few flaws that were discovered. The research was focus on certain area which is Melaka Tengah, Melaka to figure out the impact of using Facebook as social media marketing

## **1.7 Significant of The Study**

The reason researcher need to investigate acceptance factors of using Facebook as a social media marketing is that nowadays digital marketing has already changed drastically since the pandemic. In Malaysia, our community is still new to accepting the e-commerce sector because there are few people that still prefer to buy at the store rather than online stores before the pandemic. The pandemic has forced humanity to change their lifestyle, people stay at home to prevent the virus spread widely. Malaysian people already start to develop

themselves in a virtual world where they spend more time surfing the internet with watch video, play game, social network, and work through internet such as Google Meet for meeting between employees and employer. Since the pandemic, E-commerce sector activities have increased drastically since pandemic COVID-19. According to Digital News Asia (2021), with Shopee's 11.11, more than 20 billion items may be purchased in only five minutes. The news proved that Malaysian already involve themselves in e-commerce sectors. Although, social media also plays its role as a platform for companies to communicate with customers. There are many social platforms that are used by any company to hard sell or soft sell their products or services. Therefore, this research is to determine the acceptance factors of using Facebook as a social media marketing for online entrepreneurs at Melaka.

This research will assist the company's social media marketing decisions. Most large companies will spend huge budget in marketing either digital marketing or traditional marketing while start-up companies usually start-up their businesses with low budget. For start-up companies, they have a disadvantage financially when compared with large companies because they will not be able to do business loan with financial companies. This disadvantage made them spend less money so they able to roll their business until their business become successful. Researchers need to identify the usefulness of Facebook that can be use as social media marketing for group member of Business Community at Melaka.

This research contributes to the entrepreneur acceptance factors of using Facebook as a social media marketing platform. Social media such as Facebook, Twitter, Instagram was actively used by companies or entrepreneurs to interact with the community. Social media also can be used as digital marketing platform to promote any products or services and there are many companies that use social media as platform for them to sell their products or services either they spend budget or free marketing. That is why this research is important because this research will identify the acceptance factors of using Facebook as a social media marketing for online entrepreneurs at Melaka.

The research will provide the most up-to-date information about the acceptance factors of using Facebook as a social media marketing for online entrepreneurs at Melaka.

## 1.8 Summary

This chapter summarizes comprehensive research. The current research identifies the basic understanding about social media marketing, especially the research questions and objectives of Chapter 1. The research was carried out in accordance with the study's objectives, scope, and limitations. This knowledge will be important in the next chapter.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 introduction

In this chapter, the secondary review of data for digital marketing and the relevant factors that Facebook can use as a digital marketing platform and the theory applied will be discussed. The chapter begins with a brief introduction to digital marketing, including its definition, history, types, and advantages and disadvantages. The next part will discuss social media and factors that influence the acceptance of social media as a digital marketing platform, which have contributed to the suggested research framework and hypothesis testing.

#### 2.2 Digital Marketing

##### 2.2.1 Definition of Digital Marketing

Digital marketing is advertising supplied through digital channels such as websites, search engines, social media, email, and mobile applications. (Liu, 2022) stated that digital marketing relies on digital platforms and technology to promote current marketing methods to acquire new customers. Digital marketing is the way in which businesses promote their products, services, and brands using various online media platforms. The development of

technology and market trends has a significant impact on marketing techniques. The goal of digital marketing is to swiftly attract current and prospective customers (I Gusti, 2021).

Nowadays, most companies use digital marketing to advertise their products or services. The reason most companies use digital marketing, such as websites and social media, is to allow companies to engage directly with the community that views their content. This demonstrates to those consumers that the company values the feedback they give, making them feel appreciated and a member of the community created by the company. Ibrahim (2021) stated that some firms are switching from traditional to modern enterprises that use digital media. With the digitization of marketing, engagement and interactions can be done anytime and anywhere on the globe, making it easier for corporate actors and customers to communicate.

Customers usually use digital platforms to search for products and services. Customers have a broad variety of choices to select from, and they realise the necessity of value creation, which is why digital marketing is so important (Iqbal, 2022). Consumers want to be able to readily compare items based on pricing, ratings, and features, and they have become more sensitive in their product purchase process. By searching through digital platforms, consumers can easily make decisions, and customers can save their time by minimising phone concerns concerning availability, specs, hours of operation, and other information that can be found on business and product pages.

### **2.2.2 History of Digital Marketing**

The phrase "digital marketing" initially appeared in the 1990s, when the digital era was ushered in by the internet and the Web 1.0 platform. The Web 1.0 platform enabled users to find the information they were seeking but not to share it with others. Marketers all over the world were still sceptical of the digital platform at the time. They were unsure whether their techniques would succeed because the internet was not yet widely deployed.

Umamaheswari, (2020) describes that during the year 2000, many internet firms were forced to shut down due to the development of Dotcom. Google AdWords was established to allow companies to advertise their products. Social media was made available. Google was