

THE IMPORTANCE OF SKILLS IN MARKETING AND PROMOTION
FOR THE POTENTIAL ENTREPRENEURS



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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APPROVAL

I hereby declared that I had read through this thesis and in my opinion that this thesis is acceptable in terms of scope and quality, which fulfil the requirements for the award of Bachelor's degree in Technopreneurship

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THE IMPORTANCE OF SKILLS IN MARKETING AND PROMOTION FOR
THE POTENTIAL ENTREPRENEURS

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A report submitted in partial fulfilment of the requirements for the degree of
Bachelor of Technopreneurship with honours (BTEC)



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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DECLARATION

I declared that this report entitled “The Importance of skills in marketing and promotion for the potential entrepreneurs” is the result by my own work, except certain explanation and passage where every part of it is cited with clearly stated in reference.

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ABSTRACT

This project investigates the importance of skills in marketing and promotion for potential entrepreneurs within in Malaysia. With the rapid growth business in Malacca, they are more potential entrepreneurs are increasing to be a entrepreneurs. This study aims a lack of skills in marketing and promotion, which prevent entrepreneurs from effectively identifying their brand products, understanding customer needs, and developing effective marketing strategies to attract and engage potential customers. The research methodology involves a quantitative methods analysis of potential entrepreneur's feedback data. The quantitative analysis utilizes data collected from customer satisfaction surveys, customer complaints, and operational metrics to evaluate the importance of skills in marketing and promotion. However, The findings of this study also highlights the importance of marketing and promotion skills for entrepreneurs. In today's competitive marketplace, it is essential for entrepreneurs to have strong marketing and promotion skills in order to stand out from the competition and attract customers. The study also provides valuable insights into the different types of skills in marketing and promotion that can be used by entrepreneurs. By understanding the different options available to them, entrepreneurs can choose the skills that are most likely to be successful for their business.

Keywords: potential entrepreneurs, skills, marketing and promotion—

Abstrak

Projek ini menyiasat kepentingan kemahiran dalam pemasaran dan promosi untuk bakal usahawan di Melaka. Dengan pertumbuhan pesat perniagaan di Malaysia, mereka lebih berpotensi menjadi usahawan. Kajian ini bertujuan untuk membantu dalam kekurangan kemahiran dalam pemasaran dan promosi, yang menghalang usahawan daripada mengenal pasti produk jenama mereka secara berkesan, memahami keperluan pelanggan, dan membangunkan strategi pemasaran yang berkesan untuk menarik dan melibatkan pelanggan berpotensi. Metodologi kajian ini melibatkan analisis kaedah kuantitatif iaitu data maklum balas bakal usahawan. Analisis kuantitatif menggunakan data yang dikumpul daripada tinjauan kepuasan pelanggan, aduan pelanggan dan metrik operasi untuk menilai kepentingan kemahiran dalam pemasaran dan promosi. Walau bagaimanapun, Dapatan kajian ini juga menekankan kepentingan kemahiran pemasaran dan promosi kepada usahawan. Dalam pasaran yang kompetitif hari ini, usahawan perlu mempunyai kemahiran pemasaran dan promosi yang kukuh untuk menonjol daripada persaingan dan menarik pelanggan. Kajian ini juga memberikan pandangan berharga tentang pelbagai jenis kemahiran dalam pemasaran dan promosi yang boleh digunakan oleh usahawan. Dengan memahami pilihan berbeza yang tersedia untuk mereka, usahawan boleh memilih kemahiran yang paling mungkin berjaya untuk perniagaan mereka.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The background of the research will be revealed and described in this chapter. The significance of marketing and promotion abilities for aspiring business owners is explained and discussed. Aspiring business owners face many obstacles when starting and expanding their ventures in today's fiercely competitive business environment. While having a distinctive product or service is important, success also depends on having effective marketing and promotion abilities. This background investigation examines the value of marketing and promotion abilities for prospective business owners, highlighting the main factors that make these abilities essential to the entrepreneurial journey.

According to Kotler P et al. (2017), marketing for entrepreneurs is the process of developing, disseminating, delivering, and exchanging offerings that are valuable to customers, clients, partners, and society as a whole. It is a crucial component of entrepreneurship because it enables business owners to determine the target market's unmet needs and desires, estimate the size of the identified market, and provide goods and services to meet those needs and desires while making a profit (American Marketing Association, 2013). Entrepreneurs who can successfully balance a business's many facets, including marketing, financing, accounting, and management, are successful.

In order to maintain their businesses, entrepreneurs must attract and keep customers. Entrepreneurs can identify their target market, comprehend customer needs, and create efficient marketing strategies to draw in and engage potential customers with the help of marketing and promotion skills. These abilities enable

business owners to create lasting client relationships, increase client loyalty, and encourage repeat business.

For aspiring business owners to launch and expand their enterprises successfully, marketing and promotion skills are crucial. A target market's needs must be identified and understood in order to create a product or service that meets those needs and convince potential customers of the value of the offering (Kotler P et al., 2013). Contrarily, promotion uses personal selling, advertising, public relations, and sales promotion to raise awareness of and interest in the good or service (Armstrong, G., P. Kotler, et al., 2015). A study by the Global Entrepreneurship Monitor found that business owners with marketing and promotion skills have a higher chance of being successful in their endeavours (Global Entrepreneurship Monitor, 2019). With the help of these abilities, business owners can effectively sell the benefits of their goods or services to prospective clients, set themselves apart from rivals, and cultivate customer loyalty.

In conclusion, marketing and promotion expertise are essential for aspiring business owners to succeed in today's cutthroat business environment. With the help of these abilities, business owners can expand their customer base, gain a competitive edge, accelerate business growth, adjust to shifting consumer preferences, and entice investors and joint venture opportunities. A priority for aspiring entrepreneurs seeking long-term success in their ventures should be developing and honing marketing and promotion skills.

1.1 BACKGROUND OF STUDY

The ability to create, communicate, deliver, and exchange offerings with value for customers, clients, partners, and society at large are known as marketing skills. They are necessary for any company that wants to succeed. Marketing is described by the American Marketing Association (AMA) as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The importance of providing customers with value is emphasised in the AMA's definition of marketing. This value can be produced in a number of ways, including by offering premium goods or services, affordable prices, or top-notch customer

support. All sizes of businesses need to have strong marketing capabilities. Businesses can reach their target market and generate demand for their goods and services by developing strong marketing skills. The ability to explain the benefits of a good or service to prospective customers is known as promotion skills. According to Kotler, P., and Armstrong, G. (2018), these abilities can be used to raise awareness of a good or service, pique interest, and persuade customers to make a purchase.

In addition to honing their marketing and promotion techniques, aspiring business owners should concentrate on honing their networking, money management, and leadership abilities. For entrepreneurs to build relationships with potential clients, suppliers, and other stakeholders, networking skills are crucial. For managing budgets, cash flow, and other financial aspects of the business, financial management skills are essential. Entrepreneurs need leadership abilities to successfully manage staff, form a solid team, and steer the company towards success.

Overall, the background of study in marketing and promotion skills for potential entrepreneurs is crucial for building a successful business. By developing a solid understanding of marketing principles and strategies, entrepreneurs can effectively promote their products or services and build a strong brand that resonates with their target audience.

1.2 PROBLEM STATEMENT

The problem statement of the importance of marketing and promotion skills for potential entrepreneurs is that many entrepreneurs struggle to acquire and retain customers, which is crucial for the sustainability of their businesses. This is often due to a lack of skills in marketing and promotion, which prevent entrepreneurs from effectively identifying their target market, understanding customer needs, and developing effective marketing strategies to attract and engage potential customers. Without these skills, entrepreneurs may struggle to differentiate themselves from competitors, build brand awareness and loyalty, and drive repeat business. This can result in low sales, limited growth, and ultimately, the failure of the venture (Entrepreneur et al., 2021).

According to a report by Hub Spot, 63% of marketers say generating traffic and leads is their top challenge (HubSpot.,2020). This highlights the difficulty that many businesses face in reaching their target audience and generating interest in their offerings. Effective marketing and promotion strategies enable entrepreneurs to identify their target market, understand customer needs, and build long-term customer relationships, which enhances customer loyalty and drives repeat business.

Moreover, a study by the Content Marketing Institute found that only 42% of B2B marketers believe they are effective at content marketing (Content Marketing Institute.,2020). This suggests that many businesses lack the necessary skills and knowledge to effectively promote their offerings through content marketing, which can limit their visibility and lead to missed opportunities.

Furthermore, a survey by McKinsey & Company found that 84% of marketers believe that marketing has become more important over the past two years (McKinsey & Company.,2019). This highlights the increasing importance of marketing and promotion skills in today's business landscape.

In conclusion, the problem of marketing and promotion skills is supported by various studies and sources, which demonstrate the challenges that individuals and businesses face in effectively promoting their offerings. By acquiring the necessary skills and knowledge, individuals and businesses can overcome these challenges and achieve their goals.

1.3 RESEARCH QUESTION

- i. What are the skills needed in marketing and promotion for the potential entrepreneurs?
- ii. What the challenge face by the potential entrepreneurs to learning the skills in marketing and promotion?

1.4 RESEARCH OBJECTIVE

The objective of this research is to understand the importance of marketing and promotion skills for potential entrepreneurs.

- i. To Identify the skills needed in marketing and promotion for potential entrepreneurs
- ii. To investigate the challenge faced by potential entrepreneurs

1.5 SCOPE OF STUDY

- i. The role of marketing in the business plan: A well-written business plan should include a detailed marketing plan. This plan should outline your target market, your marketing goals, and your strategies for achieving those goals.
- ii. The importance of branding for start-ups: A strong brand can help a start up to stand out from the competition and build a loyal customer base.
- iii. The use of social media for marketing: Social media is a powerful tool that can be used to reach a large audience and promote your business.
- iv. The importance of customer service: Excellent customer service is essential for any business, but it is especially important for entrepreneurs. A good customer service experience can help to build loyalty and encourage repeat business.

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1.6 LIMITATION OF STUDY

Here are some limitations that may apply to a study on the importance of skills in marketing and promotion for potential entrepreneurs:

- i. The study may have focused on a specific type of marketing or promotion, such as online marketing or social media marketing.
- ii. The study may have been conducted over a short period of time, which may not have captured the full impact of skills in marketing and promotion on entrepreneurial success.
- iii. It is important to be aware of these limitations when interpreting the results of a study on the importance of skills in marketing and promotion for potential entrepreneurs.

1.7 SIGNIFICANT OF STUDY

The significance of the study on the importance of marketing and promotion skills for potential entrepreneurs is that it can help entrepreneurs to improve their chances of success. By understanding the key concepts and strategies discussed in the study, entrepreneurs can develop a strong marketing and promotion plan that will help them to reach their target market and achieve their business goals.

The study also highlights the importance of marketing and promotion skills for entrepreneurs. In today's competitive marketplace, it is essential for entrepreneurs to have strong marketing and promotion skills in order to stand out from the competition and attract customers. The study also provides valuable insights into the different types of marketing and promotion strategies that can be used by entrepreneurs. By understanding the different options available to them, entrepreneurs can choose the strategies that are most likely to be successful for their business.

Overall, the study on the importance of skills in marketing and promotion for potential entrepreneurs is a valuable resource for entrepreneurs who are looking to improve their chances of success. By understanding the key concepts and strategies discussed in the study, entrepreneurs can develop a strong marketing and promotion plan that will help them to reach their target market and achieve their business goals.

1.8 SUMMARY

In this chapter explore about the background of the study, problem statement and objective of study, scope of study and the importance of the study. Moreover, from this chapter reader can know about the importance of the marketing and promotion skills for the potential entrepreneurs.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

The previous chapter discussed the research problems and gave an overview of the research. This chapter reviews the literature on the research problems: “what’s the importance of skills in marketing and promotion for the entrepreneurs?” This literature review aims to explore the existing body of knowledge on the skills required for effective marketing and promotion among potential entrepreneurs. This literature review will delve into key areas related to skills in marketing and promotion for the potential entrepreneurs. It will examine the concept of marketing skills in entrepreneurship, explore the skills needed in marketing and promotion for entrepreneurs, and discuss the benefit and challenge of effective promotion on entrepreneurial success. By synthesizing existing research, this review aims to provide insights into the specific skills entrepreneurs need to develop to maximize their marketing and promotional efforts.

2.1 DEFINITION OF SKILLS

In the current global high-technology era, "skill" is widely regarded as a focus for analytical research and as a key component of policy interventions. A substantial body of research demonstrates that different skill levels have significant economic repercussions for people, employers, economies of entire nations and regions. However, there is disagreement among social scientists as to what the term "skill" actually means. When sociologists, psychologists, and economists talk about skill, they frequently seem to be referring to different concepts. Translated academics in various languages offer yet another perspective on the subject. Because cross-disciplinary and cross-cultural dialogue and discussion are uncommon, similarities and differences are rarely clarified or addressed. Discipline segmentation allows

conceptual and semantic differences to continue, and those who are not involved in academic discourse can hear this.

2.2 DEFINITION OF MARKETING

The American Marketing Association (AMA) defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." In other words, marketing is all about creating and delivering value to customers. This can be done through a variety of channels, including advertising, public relations, sales, and social media. The goal of marketing is to attract new customers, retain existing customers, and grow the business.

Marketing is a complex and ever-changing field. There are many different marketing strategies and tactics that can be used, and the best approach will vary depending on the specific business and its target market. Marketing is an essential part of any business. By understanding the needs of the target market and developing effective marketing strategies, businesses can attract new customers, retain existing customers, and grow the business.

2.3 DEFINITION OF PROMOTION

Promotion refers to any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue, most of the time persuasive in nature. According to Kotler and Armstrong (2016), promotion is defined as "the coordination of a marketer's communication efforts to influence attitudes or behaviours" (p. 409). It involves a mix of communication tools and techniques that businesses use to inform, persuade, and remind consumers about their products or services. These efforts aim to create a favourable perception of the brand, generate customer interest, and ultimately drive sales.

2.4 CONCEPT OF MARKETING

The philosophy or method used by businesses and organisations to determine and satisfy customers' needs and wants while achieving their own goals is referred to as marketing. Target market, customer needs, integrated marketing, and profitability are the four pillars that Kotler (2003) claims support the marketing

concept. In other words, the marketing concept holds that for a company to be profitable, every aspect of the business must be focused on meeting the needs, wants, and aspirations of customers. There has been an increased interest in marketing orientation as a result of the increased competition in the environment in which both large and small businesses operate and attempt to survive. The majority of researchers frequently base their definitions of marketing orientation on the works of Kohli and Jaworski (1990) and Narver and Salter (1990) Blankston and Stokes (2002).

2.4.1 SOCIAL MEDIA CONCEPT

The concept is not new, but the tools businesses can use to create brand communities are rapidly evolving for consumer segments that spend a lot of time online. In particular, social media is becoming more and more prevalent. Due to social media's ability to foster brand community, businesses have quickly incorporated it into their marketing and brand-building efforts (Hollebeek et al., 2014; Dessart et al., 2015). By the start of 2016, 97% of Fortune 500 companies were using LinkedIn, 84% had a Facebook brand page, and 84% were using Twitter, according to Barnes and Griswold (2016). According to Gummerus et al. (2012), building brand communities is one of the most popular objectives. Terms like "social media brand community" and "fan page brand community" are now frequently used (Goh et al., 2013; Laroche et al., 2013; Habibi et al., 2016).

A crucial component is perceived social presence (PSP). On websites that sell physical goods and services, PSP affects elements like trust in the website, perceived website usefulness, brand attitude, store image, and purchase intentions (Cyr et al., 2007; Fan et al., 2013; Moon et al., 2013; Ogonowski et al., 2014). Social media presence can undoubtedly play a significant role in creating online brand communities. A few studies have started to look into how PSP affects CBE on websites, but very few of these studies have used the social media context. They demonstrate that PSP does impact engagement intentions, perceptions of information quality, and trust in the company (Cheikh-Ammar and Barki, 2016; Han et al., 2016).

According to Araujo and Neijens (2012) and Tsimonis and Dimitriadis (2014), consumer technology brands were among the first to start using social media

as a significant marketing communications tool. The results of some earlier research are in addition to this market dynamism.

2.4.2 SELLING CONCEPT

This theory contends that a business can only successfully market its goods to consumers. Successful business owners are more likely to retain customers, according to research from the University of Pennsylvania. The study found that business owners who were successful at building relationships with customers and providing first-rate customer service had a higher likelihood of keeping those customers.

The selling concept was created by (Kotler and Keller et al 2012) and is a tried-and-true technique for attracting customers to goods that they might not otherwise buy. The use of marketing and marketing principles has undoubtedly revolutionised the way many organisations operate. In order to satisfy their needs and desires, individuals and groups create and exchange goods and value with one another through the social and managerial process of marketing, according to Kotler and Keller (2012). Well-designed marketing strategies and tactics are typically used to persuade customers to use a service. The ten best entrepreneurship textbooks we reviewed gave selling skills an average of 0.4% of each of the nearly 500 pages, with four of the ten books giving it zero pages. Sales were mentioned in 17 out of 167 articles on entrepreneurial execution that were reviewed by Deutsch and Wortmann et al. (2012) and published in prestigious academic journals.

Research shows that entrepreneurs frequently lack the abilities needed to handle the challenge of making early sales. This is a critical gap because customers are the best proof-of-concept, market test, and risk mitigate for a company. The company's founders must begin acting as salespeople. Only the company's owner can engage risk-averse customers with the dedication and zeal required to fully convey the company's offering. To comprehend the needs of the market and create a product that consumers will genuinely value, they must do this. Professional selling differs from entrepreneurial selling in that the latter is backed by a variety of resources, including a well-known brand and marketing and customer service support. None of these are available to the entrepreneur (Deutsch and Wortmann, 2012; emphasis in original).

2.5 SKILLS NEEDED FOR MARKETER

Murphy (2006) asserts that the personality traits of small business owners influence the success or failure of their enterprises, and that owners' weak marketing skills contribute to problems with sustainability and survival in the small business sector. Therefore, it is asserted, a small business that lacks the necessary marketing expertise and aptitude for putting it to use will probably fail, or at the very least, won't be as profitable as it could be. All roles and responsibilities are important, but only the marketing function actually generates revenue for the business; as a result, the effective use of marketing knowledge within the business is essential to its success.

Schmalensee and Lowe (2011) claim that in order to increase the value of marketing to organisations, marketers need to possess three essential skill sets. Their main framework, which was largely based on Collins and Evans' seminal work on "Rethinking Expertise" (2007), included marketing skills (I-shaped), interpersonal skills (O-shaped), and cross-functional skills (T-shaped). Marketers should have the ability to think analytically and develop quantitative skills in addition to having leadership qualities, the capacity for strategic thought, and the capacity for verbal and written communication (Grey et al., 2007; Friedlein, 2014). In fact, a 2016 report by Greenlight Digital et al. found that boardroom influence among digital marketers is growing the marketing sector needs technology and data experts who are also willing to take chances by selecting candidates who are adaptable and fostering the right culture. (Holliman and Rowley et al., 2014) made the case that content marketing, for instance, requires a cultural shift from "selling" to "helping" and includes unique marketing objectives, tactics, metrics, and skills as opposed to those associated with more traditional marketing approaches.

A person's success, according to (Yildirim et al., 2007), depends on the synthesis of a number of competencies, particularly the SEC clusters like self-management, self-awareness, social awareness, and relationship skills. There have been numerous attempts to design SEC inventories, with varying degrees of success, including one by (Melaia et al., 2008). While it may be regrettable that 78% of marketers in his study were unable to name the 4Ps of marketing or important ideas like segmentation, positioning, and brand equity (Fournaise Marketing Group et al.,

2014; Ritson et al., 2016), this may only be true of a particular generation of practitioners.

2.5.1 SOCIAL MEDIA SKILLS

Social media has recently attained enormous fame as a very effective channel of communication in these modern times of digital living. It has won praise for encouraging interactive participation between businesses, communities, societies, organisations, groups of people, and the like in a number of different fields. This subject has received more attention in the literature as a result of numerous studies that have elaborated, analysed, and documented social media marketing (SMM).

In recent years, social media has come to be recognised as a significant and essential marketing factor that affects the success of a product, service, or business (Hawkins and Vel, 2013). Early in the 1990s, people began to form opinions about the internet as the upcoming cutting-edge relationship marketing tool, per (Durkin et al., 2013). When talking about social media, three things frequently come to mind: Web 2.0, websites that encourage networking and marketing, and the massive amount of information propagation (Willi et al., 2013).

According to the report on 2021 social media marketing industries (Parra-López et al., 2011), Facebook is the most widely used social media platform (81%), followed by Twitter (79%), LinkedIn (64%), blogs (47%) and YouTube (46%). Kim, Sung, and Moon (2020) developed a model to show how the social media community strengthens the relationship between brands and customers.

According to Pentina and Koh (2012), SMM promotes consumer-to-consumer viral communication among online communities, brand and fan pages, and promotion-related content made by companies/organizations on well-known networking sites like Twitter, Facebook, and many others. SMM is a new generation marketing tool that uses social networks to promote greater consumer attention and participation, according to Jara et al. (2014). Kim and Ko (2012) define SMM as an effort to communicate with young consumers while also focusing on consumers in older age groups. Richter and Schafermeyer (2011) define SMM as a marketing strategy that makes use of social media sites to promote two-way communication with customers.

Saravanakumar and SuganthaLakshmi (2012) divided social media and its forms into eight different categories to highlight how different types of businesses use social media to promote their brands and engage with their customers in order to maximise exposure and visibility. They rate social media highly as a potent tool for marketing. In their study, Cambria et al. (2012) present an SMM tool that collects and manages online user sentiments and opinions using semantic and artificial intelligence. They advise using it to effectively manage brand and product information that is available on social media for both marketers and users. Podobnik (2013) examined the SMM performance indicators on Facebook using a case study of brands from the premier league. The study develops and tests a variety of hypotheses before concluding that these sports brands should work hard to grow their fan bases while their managers should watch out for any fraudulent activities carried out in their names by conceited fans on social media. Vorvoreanu et al. (2013) use social media analytics via Twitter, Facebook, and blogs using keyword and hashtag search to ascertain how the public feels about Indianapolis hosting the Super Bowl XLVI. They link social media's legitimacy to its capacity to monitor public opinion in real time and to how much more effectively it performs than traditional media for marketing.

2.5.2 ADVERTISING SKILLS

The ability to effectively promote goods or services to target audiences makes advertising skills crucial for marketing professionals. With the help of these abilities, marketers can produce effective advertising campaigns that raise brand awareness, encourage interaction, and ultimately result in sales. Advertising literacy is the combination of one's understanding of advertising and their capacity to deal with it (Boush et al., 1994). One way to think of dispositional advertising literacy is as an associative network of advertising-related information nodes. When exposed to advertising, this network needs to be activated so that people can identify the attempt at persuasion and evaluate it critically (situational advertising literacy).

Unintentional persuasion can be prevented in this way. Panic et al. (2013) and after exposure to a particular advertising format (primarily television commercials and advergames; Vanwesenbeeck et al., 2016) for young children (under 12 years old), the majority of prior studies in this field measured the level of advertising literacy in these groups of children. These studies demonstrated that even 12-year-olds have not

attained an adult level of advertising literacy (Rozendaal et al., 2010) and that children's advertising literacy is significantly lower for embedded advertising than it is for traditional advertising (An et al., 2014; Verhellen et al., 2014). While it is a common assumption in these studies that a limited situational advertising literacy is related to a limited dispositional advertising literacy, there is little research on how extensive the latter is (Hudders et al., 2017). Current research on advertising literacy largely ignores the adolescent age group, and the few studies that did concentrate on adolescents (Zarouali et al., 2018) measured situational advertising literacy.

In order to document the user-advert interaction and its efficacy for small businesses, Carmichael and Cleave (2012) ran two Facebook advertisements and closely watched them. They discovered that this type of advertising could significantly increase the visibility of such businesses and easily direct consumer traffic to the advertised business page for the sum a small business would invest in such social media advertising. De Vries et al. (2012) examine 11 global brands and the effect their social media presence has on their target audiences. They find that creating a brand page does boost brand recognition, and they emphasise the significance of listening to what brand users have to say in order to respond to and engage with them effectively in order to maximise the potential of SMM.

Geho and Dangelo (2012) emphasise the importance of staying informed about any company's or entrepreneur's social media presence. They demonstrate how social media platforms like Twitter give companies of all sizes a platform to market their commercial campaigns, all of which should be done with a measured amount of caution. Marketing professionals can effectively use digital platforms and techniques by having skills in advertising. Marketers must keep up with the newest trends and techniques due to the growth of digital marketing channels like social media, search engine advertising, and programmatic advertising. Digital advertising expertise enables marketers to target particular segments, reach a larger audience, and optimise campaigns for better results.

According to a large-scale, single-source study by Lodisb and colleagues (1995a), increased advertising weights only 33% of the time increased sales of well-known brands, while doing so 55% of the time for new brands. Marketing professionals must possess strong communication skills in order to design effective

campaigns that increase brand recognition, engagement, and conversions. These abilities cover a wide range of topics, including message development, strategic planning, data analysis, knowledge of digital advertising, and effective communication. Marketers can successfully reach their target audience, stand out from the competition, and accomplish their marketing goals by utilising these skills.

2.6 SKILLS NEEDED FOR PROMOTER

In a large, single-source study, Lodisb and colleagues (1995a) found that while increased advertising weights increased sales of well-known brands 33% of the time, they did so 55% of the time for new brands.

To create campaigns that improve brand recognition, engagement, and conversions, marketing professionals need to have strong communication skills. These skills span a variety of areas, such as strategic planning, data analysis, understanding of digital advertising, and effective communication. By utilising these skills, marketers can successfully reach their target audience, differentiate themselves from the competition, and achieve their marketing objectives.

2.6.1 COMMUNICATION SKILLS

One of the most essential skills for a promoter is communication. Promoters must be proficient communicators with clients, customers, and co-workers. This includes having the ability to answer queries, establish rapport, and clearly and succinctly describe goods or services. Promoters with strong communication skills have a higher chance of being successful in their sales endeavours. They are able to establish a rapport with clients, comprehend their needs, and articulate the advantages of the goods or services they are promoting in terms that clients can easily comprehend. In order to increase customer satisfaction and improve the customer experience, communication is a crucial component of personal selling (Churchill et al., 1985; Pimpakorn and Patterson, 2010). Customers are more likely to return and make additional purchases in the future if they are satisfied, trust salespeople, and perceive value in the services offered (El-Bachir, 2014; Gruca and Rego, 2005; Kim et al., 2004). Promoters need to have strong communication skills because they are the cornerstone of successful relationship building, message delivery, and persuasion. The success of a promoter greatly depends on their capacity for confident, clear, and

effective communication. They must actively listen to clients, customers, and stakeholders in order to understand their needs and concerns. They must also engage their audience through compelling verbal presentations. Effective message-transmission also heavily relies on nonverbal cues like body language and facial expressions. According to Ferrari et al. (2009:15), "overwhelming spread of technologies brings a new understanding of communication". In order to maintain continuity for new entrants in the current competitive business environment, communication skills, whether verbal or nonverbal, are essential in the early stages of business development. Promoters also need to be proficient writers in order to produce effective emails, proposals, reports, and other written materials. Negotiation and persuasion skills are crucial for persuading clients and partners to support the promotion. Additionally essential are the skills needed to resolve conflicts amicably, adapt communication styles to a variety of audiences, and establish professional connections through networking. Last but not least, emotional intelligence is crucial for comprehending and controlling emotions, allowing promoters to relate to people emotionally. The effectiveness of a promoter in communicating ideas, forming connections, and achieving promotional goals will be significantly increased by developing and honing these communication skills.

According to Pauw et al. (2008:26), many graduates lack soft skills like communication skills, which may be a sign that they have low self-esteem. People with high self-esteem believed they were capable, efficient, and effective at any given task. To support self-esteem, effective communication skills should be embraced. A person's career aspirations can be made or broken by their communication skills; in fact, poor communication can cause business relationships to fall apart. bonded communication and a lack of a common concept can prevent promising societal ventures from reaching their full potential, according to Middleton and Lundqvist (2010:25). According to Baum and Locke (2004:587), those who have big dreams need to be good communicators, and shared vision has a direct impact on venture growth.

Prior to becoming self-sufficient, Idogho and Ainabor (2011:284) concurred that practical knowledge and experience are essential. According to Meagre et al. (2011:23), the necessary skills depend on the goals of the entrepreneur. As a result, communication skills are ranked so low in the entrepreneurial domain even though they should be one of the necessary skills (Mwasalwiba 2010:30). In

comparison to other skills, communication skills are seen as being less important in entrepreneurial activities (Mwasalwiba 2010:30). According to Meagre et al. (2011:36), while certain knowledge and skills (such as social, soft, and generic skills) are relevant to entrepreneurship, they also need to be updated frequently. As a result, improved communication skills are essential in today's business environment.

2.6.2 CUSTOMER SERVICE SKILLS

Promoters are essential in representing a business or brand to the public and potential customers. Although their main goal is to advertise goods or services and increase sales, they also need to have excellent customer service abilities. These abilities are essential because promoters frequently act as customers' first point of contact, answering their questions, addressing their concerns, and offering assistance. Promoters can interact with customers effectively and leave a good impression by using their customer service skills. Promoters can develop a connection with potential customers and earn their trust by being polite, attentive, and sympathetic. In order to explain the features and advantages of the product and address any scepticism or objections that customers may have, they must be excellent communicators. Promoters who have active listening skills can better understand customer needs and offer suitable solutions, improving the overall customer experience. In both the service industry (Abu-ELSamen et al., 2011) and the retail industry, the existence of individual employees' customer service skills is a significant factor that contributes to the achievement of customer satisfaction and customer loyalty. According to Anderson et al. (2004), customer satisfaction is "an overall evaluation based on the customer's total purchase and consumption experience with a good or service over time" According to Odin et al. (2001), there appear to be two fundamental approaches for defining customer loyalty: stochastic and deterministic. In our study, we employ a deterministic approach that views customer loyalty as an attitude that customers express through their preferences, purchasing intentions, supplier patronage, and willingness to recommend products or services.

2.7 BENEFIT IN MARKETING AND PROMOTION TO ATTRACTING CUSTOMER

2.7.1 BRAND AWARENESS

Potential business owners can benefit greatly from marketing and promotion, which makes them crucial elements of a fruitful venture. Entrepreneurs can develop brand awareness with the aid of effective marketing. Entrepreneurs can reach a larger audience and spark interest in what they have to offer by promoting their goods or services through a variety of channels. Brand recognition improves the company's visibility and solidifies its market position, which is essential for luring clients and establishing a devoted clientele. It is acknowledged that a customer segment's purchasing power can significantly reduce or increase the opportunities for growth (P. Drucker et al 1985). As was the case with Apple Computers, an entrepreneurial company that can utilise an existing distribution or retail infrastructure can typically grow more quickly (R. Hurlley et al 1985). (Aaker et al 1996) defines brand awareness as the strength of a brand's presence in the customer's mind. However, some scholars disagree, contending that brand awareness refers to how well a brand name is known and is based on perceptual frequency rather than product class (Hellofs and Jacobson et al 1999).

Entrepreneurs can set themselves apart from the competition with the help of marketing and promotion. Entrepreneurs can establish a distinctive position in the market by emphasising their special selling propositions and demonstrating the value they offer to clients. Entrepreneurs can stand out and attract the attention of their target audience by using effective marketing strategies to communicate their brand identity, values, and advantages. In other words, "different entrepreneurs in the same circumstances might well achieve different results" (E. Penrose et al 1995); "one entrepreneur may be able to find opportunity where others do not" (D. Myzuka et al 1997). The first step in brand communication, according to (Keller et al 1993), is for a company to create a brand name that people associate with and remember when they think of the company's characteristics. This is done in order to spread awareness of the company. As a result, brand awareness is crucial to the process of communication (Rossiter and Percy et al 1987). There is no other communication effect without it. Popular brands are more likely to be purchased by customers, especially when they are

unfamiliar with the product, as doing so has psychological advantages and lowers the risk of making a purchase. According to Keller et al (1993), brand awareness plays three key roles in marketing: first, as brand awareness rises, consumers are more likely to feel familiar with the brand; second, as brand awareness rises, consumers are more likely to think about the brand when making a purchase; and third, consumers are more likely to trust the products or services of high awareness brands than those of low awareness brands. Therefore, it is acknowledged that brand awareness is a requirement for brand loyalty (Aaker et al 2009). A process that fosters brand loyalty is created when customers recall, buy, and keep buying a product from a well-known brand (Tepeci et al 1999). Consumers often feel more familiar with a brand as their brand awareness grows (Keller et al 1993), and brand loyalty rises as a result. It is reasonable to assume that increased brand loyalty is a result of increased brand awareness. (Olshavsky et al 1985) proposed the idea that consumer attitudes are reflected in perceived quality. When customers receive a good or service, they assess it for quality while also forming opinions about it. Brand awareness influences consumers' familiarity with and preference for a brand's products favourably, increasing the brand's market share. According to (Carmen and Vives et al 1996), market share and quality are positively correlated, with the former, from the perspective of the customer, serving as a sign of impending high product quality. Customers who are familiar with a particular brand or logo tend to highly rate the perceived quality of the product offered by the brand and are willing to pay a higher price for it (Rao and Monroe 1988; Dawes et al. 2015). Because of this, brand awareness is widely acknowledged to have a positive impact on consumers' perceptions of a brand's quality (Macdonald and Sharp 2004; Hoyer and Brown 1990; Baldauf et al. 2003). Redesigning a logo is typically where brands that need revitalization begin. Brand knowledge structures and brand awareness deteriorate as brands age. Consumers prefer more fashionable and up-to-date alternatives and increasingly associate an older brand with less desirable attributes (Keller 1999). Loss of market share, issues with distribution channels, and eviction from the evoked set in consumers' minds are the outcomes. According to Kilic et al. (2011), creating a distinctive brand identity is crucial for creating powerful, recognisable, and reliable brands. Consumers' perceptions of the brand's unique promises serve as the foundation of the brand identity. These connections pertain to brand recognition and, ultimately, brand preference in purchasing choices. Consumers use brand logos as visual cues when making selection and purchase decisions.

It has so many advantages for luring customers, brand awareness is crucial for marketing and promotion. Customers can quickly recognise and remember your brand thanks to its recognition and trust, which increases its credibility and brand loyalty. A large customer base and a strong brand awareness give you a competitive edge by influencing customer purchases. Because happy customers are more likely to choose your brand again in the future, it promotes brand recall and repeat business. Brand awareness also generates positive word-of-mouth recommendations, expanding your reach and luring new clients. Brands with high awareness and a positive reputation can command premium pricing, and marketing efforts become more effective as people engage with advertisements and respond to promotions. Overall, brand awareness plays a vital role in establishing a strong market presence, building customer trust, and differentiating your brand from competitors, contributing to long-term business success.



2.8 CHALLENGES IN MARKETING AND PROMOTION AMONG POTENTIAL ENTREPRENEURS

2.8.1 ADAPTING TO DIGITAL MARKETING

In order to better serve customers' needs and enhance their shopping experiences, digital marketing uses technologies (Chaffey, 2013). Companies in developed nations have realised the value of digital marketing. Businesses must integrate traditional and online channels to better serve customers' needs if they want to succeed (Parsons et al., 1996). For marketers to manage their websites and accomplish their business goals, new business opportunities must be created by the introduction of new technologies (Kiani, 1998). For businesses to succeed, online advertising is a potent marketing tool for creating brands and boosting traffic (Song, 2001). Digital marketing is more cost-effective for calculating the return on investment (ROI) of an advertisement when it comes to producing results and gauging success for advertising dollars spent (Pepelnjak, 2008). Digital marketing has replaced boring advertising and marketing strategies today. Additionally, because of its immense power, it has the potential to greatly improve government efficiency and help the market recover (Munshi, 2012). More importantly, the rapid technological advancements and shifting market dynamics are to blame for the growth of digital marketing (Mort et al., 2002). Digital content's accessibility, navigation, and speed are considered to be the key marketing characteristics for digital marketing to be effective for businesses (Kanttila, 2004). The use of word-of-mouth WOM on social media and for popularising the site is another tried-and-true method for succeeding with digital marketing (Trusov, 2009). WOM is also related to recruiting new members and boosting website traffic, both of which improve marketing visibility. With Facebook as an extraordinary example, social media has allowed companies to communicate with millions of people about their goods and services and has created new marketing opportunities. Furthermore, using digital marketing channels effectively can be challenging for business owners. Entrepreneurs must navigate the complexities of search engine optimisation, social media marketing, content creation, and other digital marketing strategies due to the growing significance of online platforms. For those who lack technical know-how or are not familiar with the complexities of digital marketing, this can be especially intimidating. Sasidharan Nair, R. C. (2022) asserts that the use of digital marketing can increase market size. This benefit gives sellers,

particularly those in rural areas, a chance to market their goods. The difficulty, though, is that sellers must be ready to increase production volume in response to the growth in their market demand. If the volume of the product increases significantly, the quality will become a significant issue and will need to be sacrificed. Future performance, branding, and trustworthiness of the company will undoubtedly be impacted by this situation. Actually, older consumers are the fastest-growing demographic in the population and they have online purchasing habits that are similar to those of young people. However, there is a significant bias when marketing to older customers. Only 5% of companies' digital marketing initiatives specifically target customer segments over the age of 50. Furthermore, as demonstrated by Porter and Donthu (2006), older but less educated people perceive fewer barriers to using the Internet, while older people perceive more of them.

Companies in competitive industries adopted online advertising, according to Hanafizadeh et al.'s (2012) research. Online marketing adoption among small businesses is significantly influenced by shifting consumer behaviour, competitive pressures, and easy access to the Internet (Hanafizadeh et al., 2012; Pentina et al., 2012). Researchers identified organisational traits that affect the adoption of digital marketing by small businesses. One of the factors is the knowledge and comprehension of the advantages of digital marketing among small business owners (Dlodlo & Dhurup, 2013; Hanafizadeh et al., 2012; Omar et al., 2011). For instance, according to a 2011 survey by Omar et al., 50% of Malaysian SMEs were unaware of the operational and financial benefits of online marketing. Adoption may be hampered by a lack of knowledge about how Internet marketing can result in efficiency and lower costs. According to Hanafizadeh et al. (2012), SMEs with greater awareness of the advantages of Internet advertising were more motivated to put the process into practise. According to research, usability was crucial (Alam et al., 2011; Omar et al., 2011). But according to Omar et al. (2011), ease of use was not important because small businesses that thought of digital marketing as a difficult task could outsource it to a web agency. Additionally, researchers discovered that the decision to use online advertising by SMEs was influenced by advertising agencies (Hanafizadeh et al., 2012). Even if they believe the process is simple to implement, business owners who do not understand the advantages of Internet marketing may not adopt it (Omar et al., 2011).

2.9 THEORETICAL FRAMEWORK

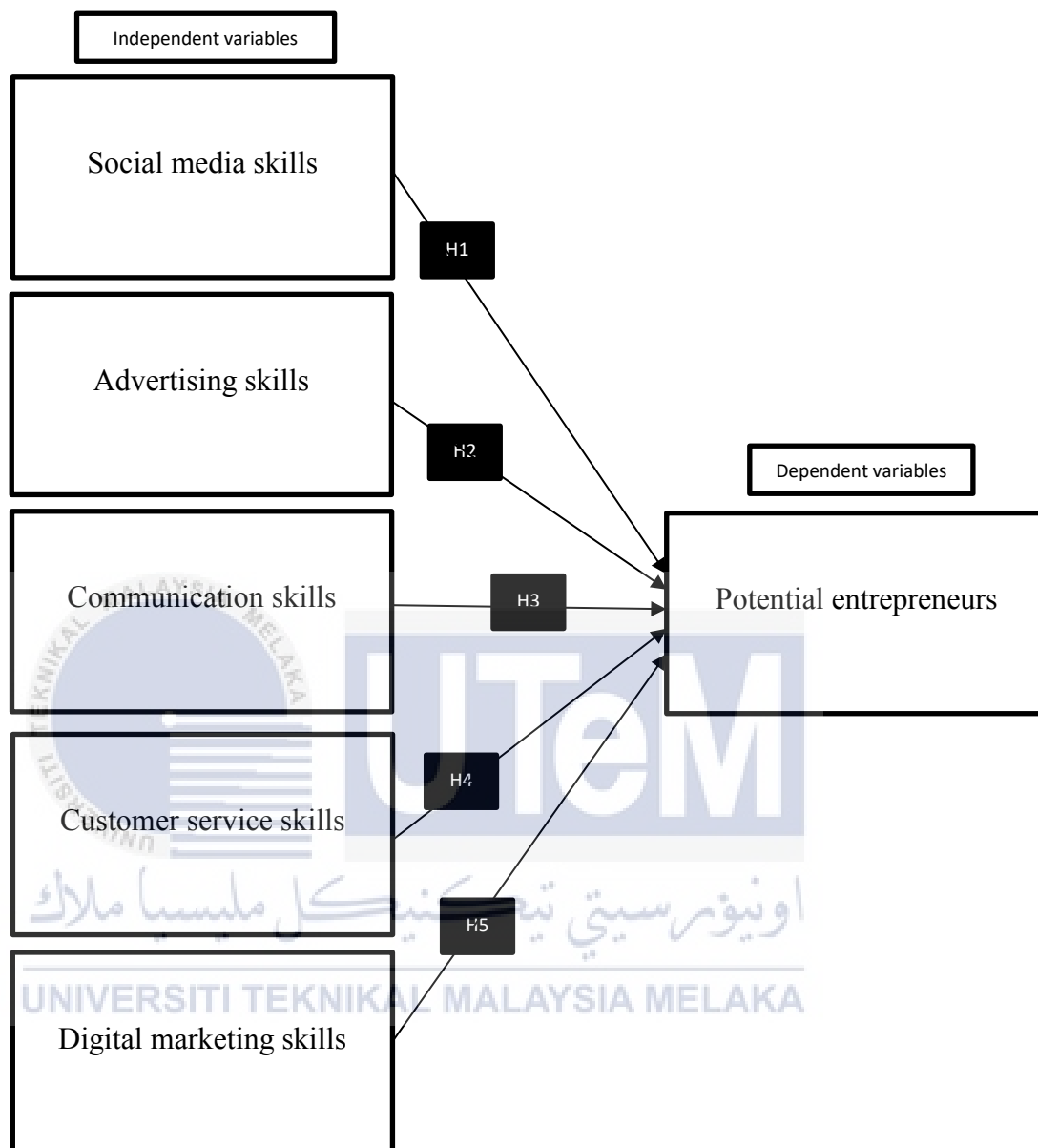


Figure 1

Research Hypothesis

H1: social media skills has a positive effect on potential entrepreneurs

H2: advertising skills has a positive effect on potential entrepreneurs

H3: communication skills has a positive effect on potential entrepreneurs

H4: customer service skills has a positive effect on potential entrepreneurs

H5: digital marketing skills has a positive effect on potential entrepreneurs

3.0 SUMMARY

This chapter analyses the relevant literature on the research topic, which identifies key research problem, establishes a theoretical framework for study, and identifies the gaps in the body of knowledge on the research question. The next chapter will discuss the research methodology and the research design adopted for the research.

CHAPTER 3

METHODOLOGY

3.0 THE PROPOSED OF METHODOLOGY

The methods utilised for data gathering and analysis are discussed and explained in the research methodology. The methodology chapter, which explains how the research was conducted and enables readers to assess the validity and reliability of the study, is an important component of any thesis, dissertation, or research paper (Shona McCombes and Tegan George, 2022). The following research approach was used in the study to look at the importance of skills in marketing and promotion for the potential entrepreneurs.

3.1 RESEARCH DESIGN

For the study, the researcher used a quantitative research design. Quantitative research frequently encompasses multiple methods in order to extract narratives of people's views of reality and to create text from words and discourses (Gephart, 2004). Research design is a plan for analyzing or investigating and responding to research questions and problems (Cooper and Scindler, 2001; Bryman and Bell, 2003; Kumar, 2005). Research design also can be defined as a general plan, structure and strategy that makes it possible to see the entire picture of the study and find a way to answer the question stated.

This study aimed at investigating the importance of independent variables on the dependent variable. Moreover, independent variable in this research paper is skills in marketing and promotion while the dependent variable is the potential entrepreneurs. In addition, the dependent variable is an element that researcher measure in this research and can affect the relationship between every aspect used by the researcher in this study. It can also add value for each element as well.

However, researchers use explanatory research design to find the information to accomplish research goals in order to answer the research question. Besides that, explanatory research is defined as a research that is used to explain an issue that is not clearly defined, but it helps to better understand the problem. A better understanding of the existing problem is conducted, but it will not yield conclusive results. Researcher begins with a general idea for such research and uses this research as a way of identifying issues that may be the focus of future research. Moreover, as it used to answer questions like what, Why and how, it is often referred to as grounded theory approach or interpretive research.

3.2 RESEARCH METHOD

After defining the research design, the research methods are selected in the following sections. There are two methodological approaches which is qualitative and quantitative research methods in academic research. Qualitative research is about an inductive approach. This requires a detailed analysis of problems with a limited number of respondents in a less formal environment (Ko de Ruyter & Scholl, 1998). It mainly uses different methods to gather information such as individuals, focus groups and in-depth interviews compared to quantitative approach (Perry, Riegs & Brown, 1998; Zikmund, 2003; Sarantakos, 2005; Neuman, 2006). Exploratory and open-ended is the nature of this type of study. Hence, the researcher selects a quantitative research approach and distributes questionnaires to know the importance of skills in marketing and promotion for the potential entrepreneurs.

Quantitative method refers to systematic phenomena investigation by collecting measurable data and using statistical, mathematical, or computational techniques. Quantitative research uses sampling methods to collect information from existing and potential respondents using various types such as online surveys, questionnaires, online polls and others. In essence, it involves numbers, objectivity and hard data collected using empirical methods to provide comparison and prediction information (Zikmund, 2003; Kumar, 2005). The survey conducted to determine the importance of skills in marketing and promotion for the potential entrepreneurs as well in order to meet the objective of this study.

3.3 DATA COLLECTION

There are primary data and secondary data in data collection. Primary data is data that gathered by the researcher by using methods such as surveys, interviews, or experiments to complete the survey research (Stephanie, 2018). The main feature of the primarily data is that researchers focus on collecting data directly rather than relying on data collected from previous research (Bhat, 2019). Moreover, secondary data is data gathered from the past studies, surveys, or experiments that have been done by previous researcher (Stephanie, 2018). Secondary data helps researchers to validate data collected from primarily data and helps to strengthen or prove or objection to previously research (Bhat, 2019).

3.3.1 PRIMARY DATA

In order to collect the data, researchers distribute the questionnaire to the respondents to achieve the objectives or goals of this study. The researchers distribute the questionnaire to identify the importance of skills in marketing and promotion for the potential entrepreneurs. The questionnaire survey is a very popular research technique and is widely used to collect and analyse data quickly and efficiently from the population being study. A questionnaire will be distributed to potential entrepreneurs.

3.3.2 SECONDARY DATA

Secondary data is most commonly used by researcher because it provides an efficiency and speed data by using an already existing resource. The main sources of secondary data include data collected by internet searches, government sources, libraries, research report and others that have been published and reviewed (Bhat, 2019). There are multiple sources was pick up in this study to collect the data from the previous research about the importance of skills in marketing and promotion for the potential entrepreneurs and the data related to the study such as articles, book, journal, and others.

3.4 SAMPLING DESIGN

3.4.1 POPULATION

The population is a group of potential respondents that can generalize the results of a study (Salkinds, 2005). Besides that, the population of research is the larger

group of individuals that researchers aim to generalize the results of your research. It is for the benefit of the population that research has been done. Research populations are also recognized as clearly collections of individuals or objects known to have the same characteristic. All individuals or objects in a particular population typically having a common, binding characteristic or trait. The population of respondent in Melaka Tengah is 405,329 Hence, the population of this study is 267 potential entrepreneurs.

3.4.2 SAMPLE SIZE

Researchers are often unable to test each individual in the population because it is too expensive and time-consuming due to the large population size. This is the reason why researchers rely on sampling techniques. Sample is the individuals who actually want to upgrade their skills business in marketing and promotion. This study use sample random sampling method to choose respondents who are involved in this study. According to the sampling procedure, each individuals has the same opportunity to be selected as a sample.

This study will be conducted through the distribution of the questionnaire to all the potential entrepreneurs in Melaka Tengah to know what their mindset about entrepreneur is and how far the skills in marketing and promotion are importance in someone to become an entrepreneurs. The questionnaire will be distributed according to the study context that sought feedback on the entrepreneur mindset among potential entrepreneurs, whether skills in marketing and promotion could give a big importance on potential entrepreneurs. From a total of 405,329 populations, sample size from group of population, the researchers refer to the information that shown in

Table 1.

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

3.4.3 RESEARCH LOCATION

This study was conducted at Melaka Tengah which is located in Pasar Malam, Mydin, Klebang Beach.

3.4.4 SAMPLING ELEMENTS

In this study, before qualifying as valid respondents, the candidates for the survey must meet the criteria which is they must be a entrepreneurs or potential entrepreneurs in Malacca. In order to achieve research goals, proper selection of respondents is important for the study and facilitates the collection of data for analysis in the following chapter.

3.4.5 SAMPLING TECHNIQUE

Probability sampling technique convenience method for sample selection is used in this study. The convenience sampling for this research will be used in explanatory research in this sampling technique. It enables researchers to quickly and economically obtain 267 completed questionnaires by randomly selecting respondents

for the researcher's ease. However, the sample technique allows the researcher to reduce a large population to a managerial size by select sample from the population.

3.5 RESEARCH INSTRUMENT

3.5.1 QUESTIONNAIRE SURVEY

A self-directed survey questionnaire is used as a research tool by the researcher. This is an efficient data collection mechanism to ensure the relevance and consistency of the information collected, as 267 sets of questionnaires are distributed to the respondents in an objective, standardized and comparable way. In addition, researcher also using Google form to distribute the questionnaire easily. Moreover, Google form provides different measurement option for different needs automatically updates the responses in Excel spreadsheet. Not only that, in terms of transferring respondent input to excel, it saves a lot of time on data collection.

3.5.2 QUESTIONNAIRE DESIGN

The quantitative research methodology was used in this study is questionnaire. A questionnaire is the one of the method of collecting and analyzing the data where it is the set of questions used to obtain the information. Likert scale is used to measure different variables in the questionnaires. The questionnaires of this study were divided into two sections, which are Section A and Section B. In section A, this part is about the demographic profiles. Respondents then can easily tick each question that suits them with the appropriate given answers. Besides that, Section B, consists of independent variables which are skills needed for marketer and promoter and challenges. There is also consists of dependent variable which is potential entrepreneurs. There are 3 to 6 questions for each variable. The questionnaires used Likert scale with 5-point scale. The respondents tick the number that best describes their feelings either ticking number 1 (Strongly Disagree) to 5 (Strongly Agree).

3.6 DATA ANALYSIS

After collect the data by distribute questionnaires to the respondents, researcher can do the data analysis. Data analysis of quantitative research method may include the calculation of frequencies of variables and differences between variables (Dudovskiy, 2018). There are various types of data analysis such as descriptive, exploratory, inferential, predictive, and causal (Whiting, 2018). Researcher obtain the information from respondent by using the descriptive analysis and inferential statistic. To analyzes the data, researcher used Statistical Package for Social Sciences (SPSS) which quantitative analysis are focuses on numbers.

3.6.1 SCALE MANAGEMENT (Reliability and Validity Test)

In order to conduct reliability test, researchers used SPSS. This reliability will decided through the interpretation of Cronbach's alpha, which is a reliability coefficient that demonstrates how well the items in a set are positively related to one another. Researcher also use the validity test because the validity of the research component that has been identified to ensure the research quality. In this research, the types of methods that are used as primary and secondary sources. A primary source is questionnaires while secondary sources are related to the study such as articles, book, journal, and others. Furthermore, the questionnaire is valid with respondent because the questions is focused on the important of skills in marketing and promotion for the potential entrepreneurs.

3.6.2 INFERENCE ANALYSIS

3.6.2.1 Pearson Correlation Analysis

In this study, Pearson correlation analysis shows the strength, direction and significance of bivariate relationships among all the variables that were measured at interval or ratio level. The correlation coefficient can be either positive or negative depending on the direction of the relationship between independent variables and dependent variables. In this study, it is used to measure the important of skills in marketing and promotion for the potential entrepreneurs and five elements which are social media skills, advertising skills, communication skills, customer service skills and digital marketing on hypothesis 1, 2, 3, 4 and 5. The test will be done at 5% significance level.

3.6.2.2 Multiple Linear Regression Analysis

This analysis can be defined as analysis of association which the effect of two or more independent variables on a single and interval-scaled dependent variable. Multiple linear regression analysis will help researcher to analysis the association which the effects of two or more independent variables on a single, interval-scaled dependent variable. In this study, independent variable are entered into same regression equation to forecast whether there is any significant relationship with the entrepreneurial education on entrepreneurial motivation.

3.7 PILOT TEST

Pilot studies gather data for the larger study from the ultimate subject of the research projects guide. It can be defined as 'any small scale exploratory research technique that uses sampling but does not apply rigorous standards' (Zikmund, 2003). The pilot study data are useful for conducting a situation analysis and pre-testing questionnaires of the survey.

3.8 SUMMARY

This chapter present about the methodology used by researcher to achieves the objectives of this study. Researcher chooses this method because it is the easier and the most suitable method according to our research. By using this method, researcher can answer the research questions in this study.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.0 INTRODUCTION

In the previous chapter, the methodology used to collect data using the survey questionnaire method was explained and justified. This chapter presents the data analysis findings. The aim of the research was to study the important of skills in marketing and promotion. Through this chapter, it describes the observations and results examined using 'Statistical Package for Social Science' (SPSS) version 27.0 for Window, which was used to measure descriptive statistics, and multiple questionnaire regression analysis that has already been completed.

This chapter also includes five sections which is demographic profile, and descriptive analysis, overview of hypothesis tests and findings, and chapter summary. These findings are defined as descriptive statistics compiled in the table data in this form. The relationships of the possibility for this research target was founded in this discussion. Furthermore, the researcher has distributed 267 questionnaire to cover the aim of the study and used for final analysis and findings.

4.1 DESCRIPTIVE ANALYSIS

4.1.1 Gender

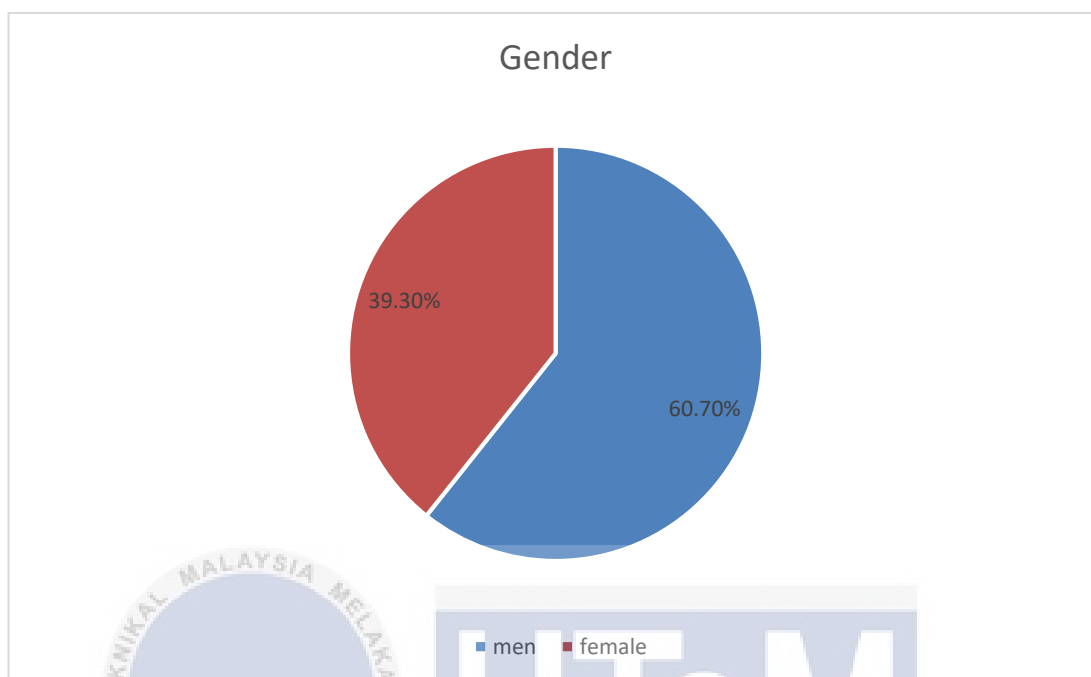


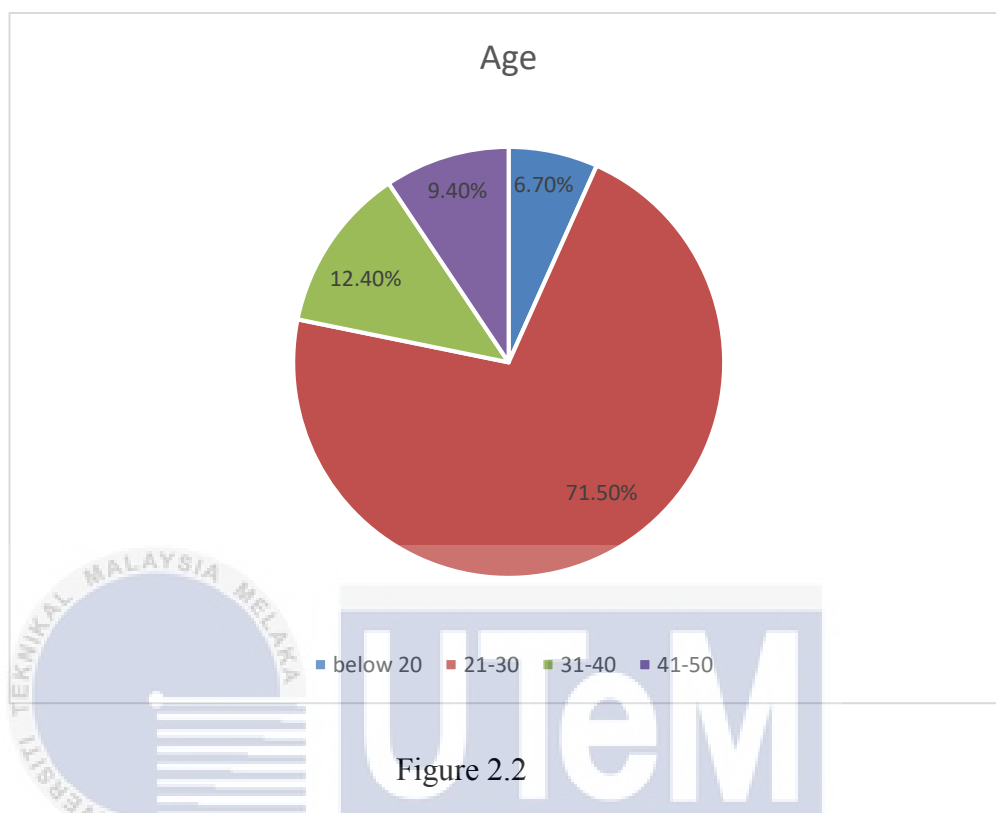
Figure 2.1

Gender	Frequency	Percent
Male	163	60.7%
Female	104	39.3%
Total	267	100%

Table 1

Table 1 and figure 2.1 illustrates the frequency and the percentage of gender of the respondent respectively. There are 267 respondents were participated in this research. Figure 2 show that 163 were male with percentage of 60.7% and 104 female respondents with percentage of 39.3% in this research. This data is important because male and female are diverse in term of understanding or even having dissimilar view on marketing, promotion and skills.

4.1.2 Age



Age	Frequency	Percent
Below 20 years old	18	6.7
21-30 years old	191	71.5
31-40 years old	33	12.4
41-50 years old	25	9.4
Total	267	100

Table 3

Table 3 and figure 2.2 indicates that the percentage age of respondents. Out of 267 respondents, there are 18 people in the group age of below 20 years old and under which respondents represents 6.7%. in between age of 21 to 30 years old, it shows the highest number of respondent which is there are about 191 people which represents 71.5%. Then, in between age 31 to 40 years old there are about 33 people which represents 12.4%. While the remaining percentage of 9.4% are 41 years old and above.

The variety of age of respondents is very significant because age represented maturity, experiences and exposure to the reality of world.

4.1.3 Level of education

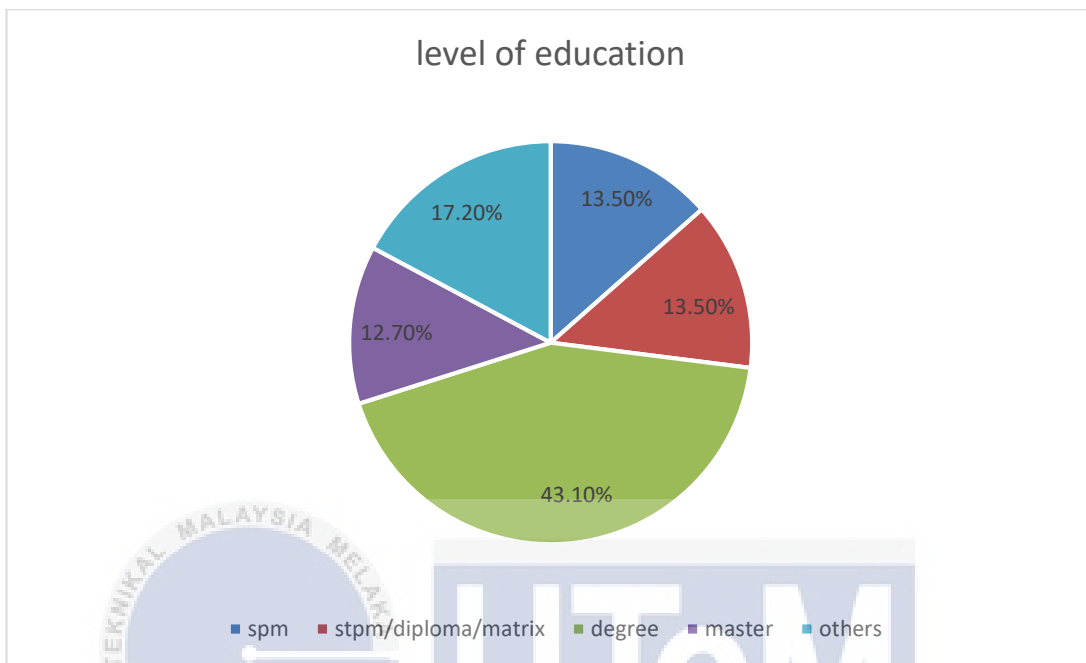


Figure 2.3

Level of education	Frequency	Percent
Spm	36	13.5
Stpm/diploma/matrik	36	13.5
Degree	115	43.1
Master/PHD	34	12.7
Others	46	17.2
Total	267	100

Table 4

Table 4 and Figure 2.3 presented the level of education from degree is highest randomly pick that are (43.1%) with 115 respondents. The second highest is the group of “Others” level of education represented by 46 respondents (17.2%). Meanwhile the SPM, STPM, Diploma and Matriculation respondents share the same number, 36 respondents (13.5%). Lastly, the postgraduate level has the lowest numbers of respondent which is 34 respondents (12.7%). This part is vital because variance in

level of education and knowledge proprietorship give variation of understanding which lead to alteration of opinion, judgment and reasons.



4.1.4 Occupation

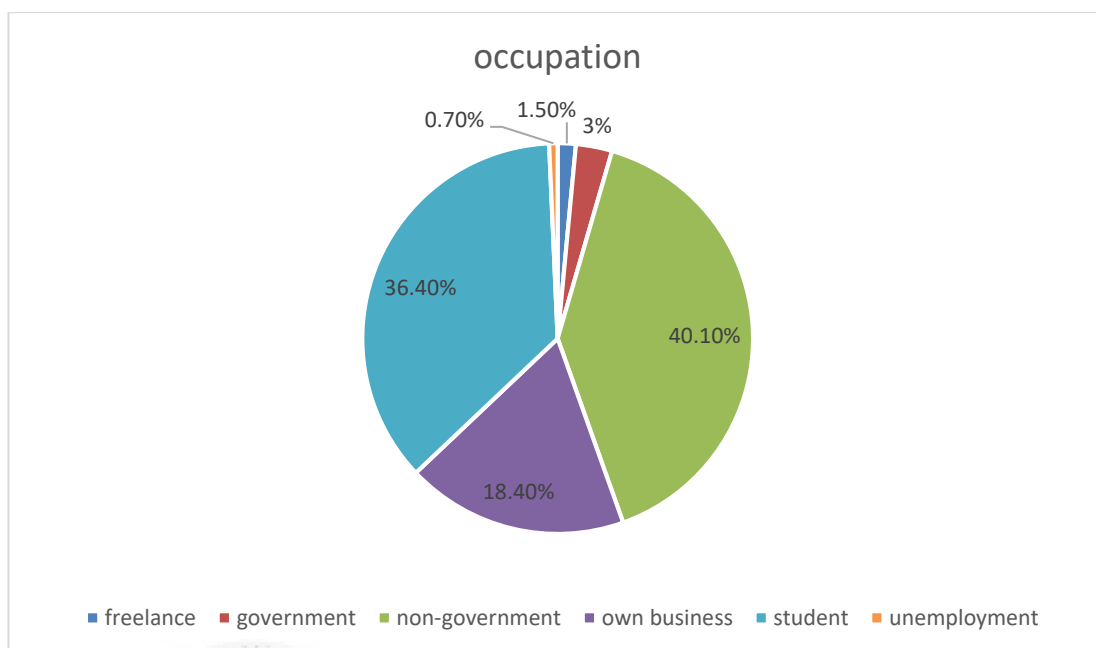


Figure 2.4

Occupation	Frequency	Percent
Government	8	3.0
Non – government	107	40.1
Own business	49	18.4
Student	97	36.4
Freelance	4	1.5
Unemployment	2	0.7
Total	267	100

Table 5

The analysis from Table 5 and Figure 2.4 illustrates that respondents by occupation were non-government are highest frequency which is 107 respondents (40.1%), student was 97 respondents (36.4%) had answer the questionnaires. While people had a own business shows 49 respondents (18.4%) and government was 8 respondents (3.0%) and also freelance was 4 respondent (1.5%) randomly pick by researcher to answer the survey. The variety from this part is significant because the judgement from the working experience employees would be dissimilar to students or to an unemployed respondent. The rest also could convey the similar impact.

4.1.5 Applications that have the capacity to be used consistently for potential entrepreneurs

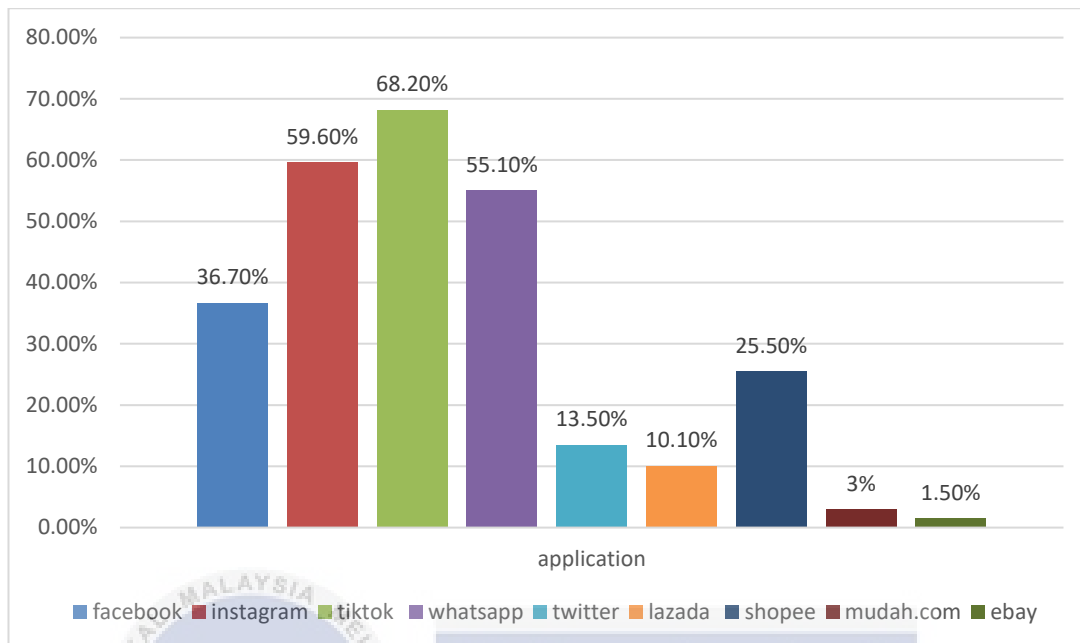


Figure 2.5

Figure 2.5 shows that 267 respondents had experience using the application of social media to make marketing and promotion with percentage of 68.20% user of tiktok and user of Instagram with percentage of 27.3% and 55.10% user of whatsapp as platform of marketing and promotion. In this part, the researcher was able to gain information if the respondents know whether they had skill in applying social media to do marketing and promotion in order to become an entrepreneurs.

4.1.6 Frequently of using social media

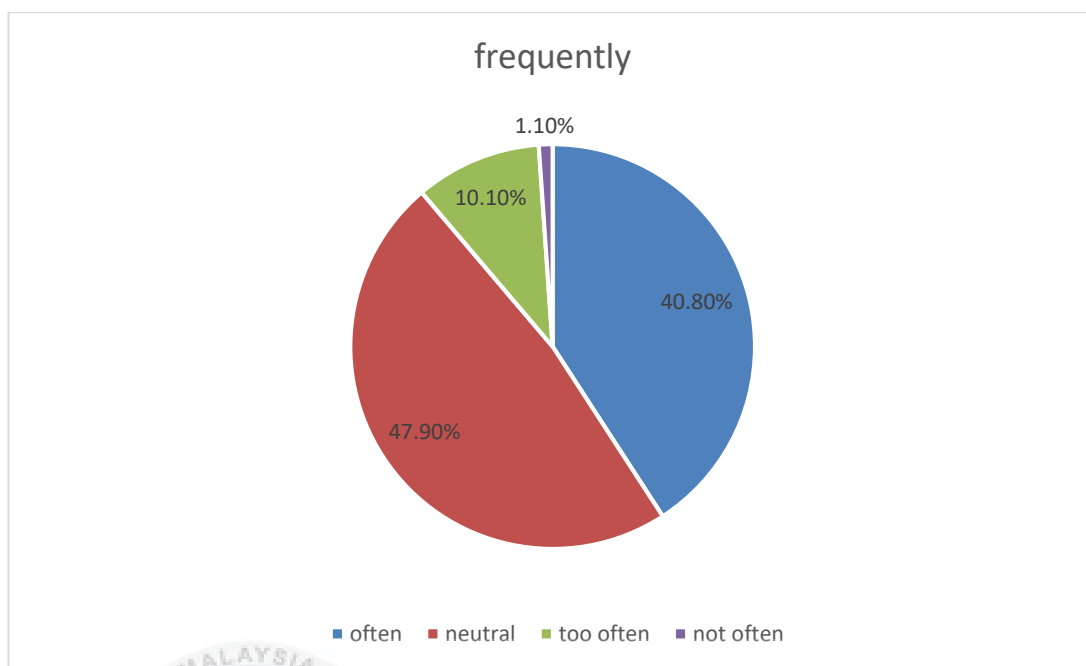


Figure 2.6

Frequently	Frequency	Percent
Too often	128	47.9
Often	109	40.8
Neutral	27	10.1
Not often	3	1.1
Total	267	100

Table 6

Table 6 and Figure 2.6 presented that respondents "too often" in using social media is the highest randomly picked, that are 47.9% with 128 respondents. The respondent that are only "often" using social media was 109 respondents (40.8%) and the neutral respondents was 27 people (10.1%). Respondents who are "not often" in using social media is the lowest numbers of respondent which is 3 respondents (1.1%). Its means that the users of social media dominate the most respondent and represent their understanding and exposure to the huge marketing and promotion usage among netizen.

4.1.7 The daily usage frequency of social media by prospective entrepreneurs

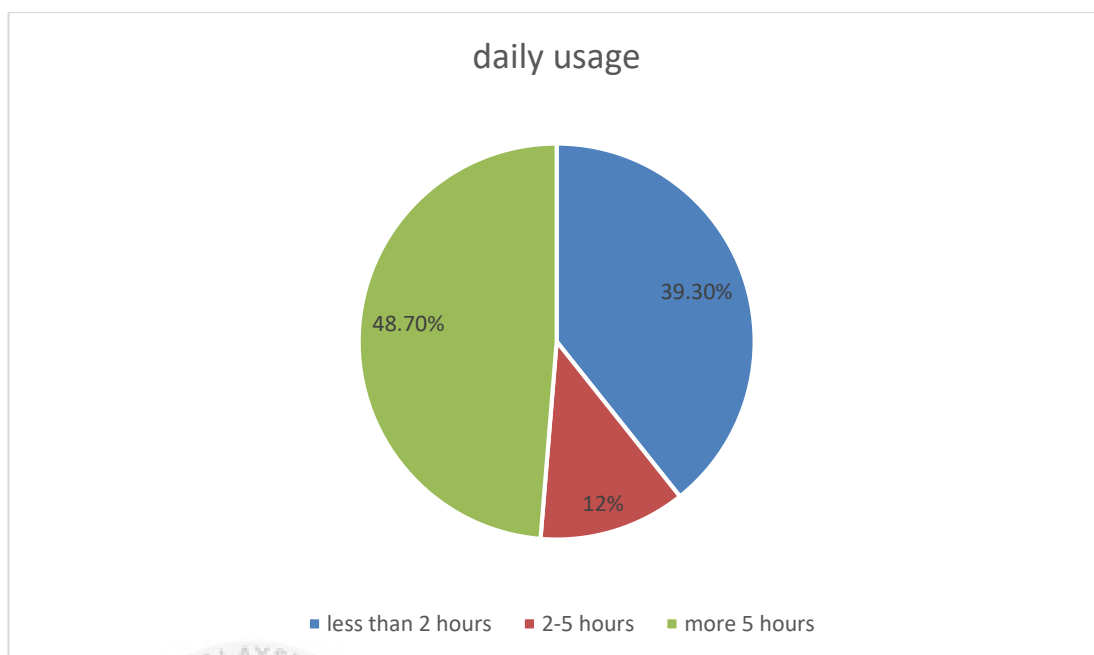


Figure 2.7

Hours	Frequency	Percent
Less than 2 hours	32	12.0
2 to 5 hours	105	39.3
More than 5 hours	130	48.7
Total	267	100

Table 7

The analysis from Table 7 and Figure 2.7 illustrates that respondents use the social media more than 5 hours are highest frequency which is 130 respondents (48.7%), while respondent usage of social media 2 to 5 hours shows 105 respondents (39.3%) and respondent that use less than 2 hours was 32 respondent (12.0%). The high practice of social media displays that the respondents are profoundly exposed to the world of online marketing and promotion.

4.2 DESCRIPTIVE STATISTICS

Descriptive statistics used to explain the basic features of the data in research and also helps in a sensible way to simplify the large amount of data. By conducting this analysis, it also gives the researchers study all the mean of the questionnaire.

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Error
Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Social_media_skills	267	3.00	1.00	4.00	1.7687	.04372
Advertising_skills	267	4.00	1.00	5.00	3.4326	.06918
Communication_skills	267	3.00	2.00	5.00	3.5955	.07242
Customer_service_skills	267	4.00	1.00	5.00	1.8752	.04559
Digital_marketing	267	3.00	1.00	4.00	1.7110	.03570
Potential_entrepreneurs	267	3.00	1.00	4.00	1.8652	.04033
Valid N (listwise)	267					

Table 8

Descriptive Statistics

	Std.	Variance	Skewness		Kurtosis	
	Deviation			Std.		Std.
	Statistic	Statistic	Statistic	Error	Statistic	Error
Social_media_skills	.71446	.510	.745	.149	.215	.297
Advertising_skills	1.13043	1.278	.251	.149	-1.325	.297
Communication_skills	1.18343	1.401	.048	.149	-1.614	.297
Customer_service_skills	.74495	.555	.579	.149	.379	.297
Digital_marketing	.58330	.340	.579	.149	.784	.297
Potential_entrepreneurs	.65905	.434	.267	.149	-.353	.297
Valid N (listwise)						

Table 9

The researcher had identified the important of skills in marketing and promotion for the potential entrepreneurs. Therefore, in this questionnaires demonstrates the element of skills in marketing and promotion that are important for potential entrepreneurs. Based on Table 8 and 9 shows the summary for descriptive statistics mean and standard deviation for independent variables and dependent variable. Mean for Social media skills is 1.7687, Advertising skills is 3.4326, Communication skills is 3.5955, Customer service skills is 1.8752, Digital marketing is 1.7110 and Potential entrepreneurs is 1.8652.

From this summary, it can be conclude that all the mean values lower than 5.0 and represent that mostly respondents were agree with all the questionnaire presented in this section. It also demonstrated that the potential entrepreneurs accepted all the element in skills in marketing and promotion that are influencing them to become an entrepreneur.

4.3 Pearson correlation analysis

In this research Pearson correlation analysis was used to investigate the relationship between two quantitative variables such as one independent variable and one dependent variable. Researchers are aiming to measure the strength of the linear relationship between two variables. In this section, the researcher measures the correlation of this research with the value of this correlation coefficient ranging between -1 and +1. The closer the coefficient is either -1 or +1 shows a stronger relationship between variables, while the closer the coefficient is 0 shows a weaker relationship between the variables.

4.3.1 Relationship between independent variable and dependent variable

The researcher believes that independent variables which are skills in marketing and promotion would affect potential entrepreneurs. For independent variables are social media skills, advertising skills, communication skills, customer service skills, and digital marketing. Meanwhile, for the dependent variable is potential entrepreneurs.

4.3.2 Correlations result

		Social media skills	Adver tising skills	Commū nication skills	Custo mer service skills	Digital marketin g	Potential entrepre neurs
Social media skills	Pearson Correlation	1	-.451**	-.426**	.608**	.644**	.522**
	Sig. (2- tailed)		.000	.000	.000	.000	.000
	N	267	267	267	267	267	267
Advertising _skills	Pearson Correlation	-.451**	1	.718**	-.645**	-.548**	-.636**
	Sig. (2- tailed)	.000		.000	.000	.000	.000
	N	267	267	267	267	267	267

Communication_skills	Pearson Correlation	-.426**	.718**	1	-.451**	-.537**	-.635**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	267	267	267	267	267	267
Customer_service_skills	Pearson Correlation	.608**	-.645**	-.451**	1	.753**	.661**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	267	267	267	267	267	267
Digital_marketing	Pearson Correlation	.644**	-.548**	-.537**	.753**	1	.762**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	267	267	267	267	267	267
Potential_entrepreneurs	Pearson Correlation	.522**	-.636**	-.635**	.661**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	267	267	267	267	267	267

Table 10

4.3.3 Correlations analysis of Social media skills

		Social_media_skills	Potential entrepreneurs
Social_media_skills	Pearson Correlation	1	.522**
	Sig. (2-tailed)		.000
	N	267	267
Potential entrepreneurs	Pearson Correlation	.522**	1
	Sig. (2-tailed)	.000	
	N	267	267

Table 11

The analysis result is correlation relation between an independent variable which is social media skills towards dependent variable which is potential entrepreneurs. Table 11 above shows the test is significant, $r = 0.522$, $n = 267$, and the value of sig (2-tailed) is 0.000. There was a significantly correlation between the two variable which are social media skills and potential entrepreneurs in positive correlation and these two variables have a moderate positive relationship.

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4.3.4 Correlations analysis of Advertising skills

		advertising_skills	Potential entrepreneurs
Advertising_skills	Pearson Correlation	1	-.636**
	Sig. (2-tailed)		.000
	N	267	267
Potential entrepreneurs	Pearson Correlation	-.636**	1
	Sig. (2-tailed)	.000	
	N	267	267

Table 12

The analysis result is correlation relation between an independent variable which is advertising skills towards dependent variable which is potential entrepreneurs. Table 12 above shows the test is significant, $r = -0.636$, $n = 267$, and the value of sig (2-tailed) is 0.000. There was a significantly correlation between the two variable which are advertising skills and potential entrepreneurs in negative correlation and these two variables have a moderate negative relationship

4.3.5 Correlations analysis of Communication skills

		communication _skills	Potential entrepreneurs
Communication_skills	Pearson Correlation	1	-.635**
	Sig. (2-tailed)		.000
	N	267	267
Potential entrepreneurs	Pearson Correlation	-.635**	1
	Sig. (2-tailed)	.000	
	N	267	267

Table 13

The analysis result is correlation relation between an independent variable which is communication skills towards dependent variable which is potential entrepreneurs. Table 13 above shows the test is significant, $r = -0.635$, $n = 267$, and the value of sig (2-tailed) is 0.000. There was a significantly correlation between the two variable which are communication skills and potential entrepreneurs in negative correlation and these two variables have a moderate negative relationship

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4.3.6 Correlations analysis of Customer Service skills

		Customer service_skills	Potential entrepreneurs
Customer service_skills	Pearson Correlation	1	.661**
	Sig. (2-tailed)		.000
	N	267	267
Potential entrepreneurs	Pearson Correlation	.661**	1
	Sig. (2-tailed)	.000	
	N	267	267

Table 14

The analysis result is correlation relation between an independent variable which is social media skills towards dependent variable which is potential entrepreneurs. Table 14 above shows the test is significant, $r = 0.661$, $n = 267$, and the value of sig (2-tailed) is 0.000. There was a significant correlation between the two variables which are customer service skills and potential entrepreneurs in positive correlation and these two variables have a moderate positive relationship

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4.3.7 Correlations analysis of Digital Marketing

		Digital marketing	Potential entrepreneurs
Digital marketing	Pearson Correlation	1	.762**
	Sig. (2-tailed)		.000
	N	267	267
Potential entrepreneurs	Pearson Correlation	.762**	1
	Sig. (2-tailed)	.000	
	N	267	267

Table 15

The analysis result is correlation relation between an independent variable which is social media skills towards dependent variable which is potential entrepreneurs. Table 11 above shows the test is significant, $r = 0.762$, $n = 267$, and the value of sig (2-tailed) is 0.000. There was a significantly correlation between the two variable which are digital marketing and potential entrepreneurs in positive correlation and these two variables have a moderate positive relationship

4.4 HYPOTHESIS TEST

In Chapter 3 stated that the hypothesis is using significant value for interpreting hypothesis testing. The researcher use a hypothesis test is to determine the probability that a given hypothesis was true. The result showed in Table 10 will be tested by comparing the significant value whether smaller or larger than 0.05.

Hypothesis 1 :

H1: social media skills has a positive effect on potential entrepreneurs.

Accepted H1

From Table 10 shows the relationship between social media skills and potential entrepreneurs. The result indicated significant value of social media skills, $I = 0.522$ and the value significant is 0.000. It means that there is a strong positive relationship between social media skills towards potential entrepreneurs. Therefore, H1 is accepted in this study. Social media skills has positively effect on potential entrepreneurs.

Hypothesis 2 :

H2 : advertising skills has a positive effect on potential entrepreneurs

Rejected H2

From Table 10 shows the relationship between advertising skills and potential entrepreneurs. The result indicated significant value of advertising skills, $I = -0.636$ and the value significant is 0.000. It means that there is a negative relationship between advertising skills towards potential entrepreneurs. Therefore, H2 is rejected in this study. advertising has negatively effect on potential entrepreneurs.

Hypothesis 3 :

H3 : communication skills has a positive effect on potential entrepreneurs

Rejected H3

From Table 10 shows the relationship between communication skills and potential entrepreneurs. The result indicated significant value of advertising skills, $I = -0.635$ and the value significant is 0.000. It means that there is a negative relationship between

communication skills towards potential entrepreneurs. Therefore, H1 is rejected in this study. communication has negatively effect on potential entrepreneurs.

Hypothesis 4 :

H4 : customer service skills has a positive effect on potential entrepreneurs

Accepted H4

From Table 10 shows the relationship between customer service skills and potential entrepreneurs. The result indicated significant value of advertising skills, $I = 0.661$ and the value significant is 0.000. It means that there is a strong positive relationship between customer service skills towards potential entrepreneurs. Therefore, H1 is accepted in this study. Customer service has positively effect on potential entrepreneurs.

Hypothesis 5

H5 : digital marketing has a positive effect on potential entrepreneurs

Accepted H5

From Table 10 shows the relationship between digital marketing and potential entrepreneurs. The result indicated significant value of advertising skills, $I = 0.762$ and the value significant is 0.000. It means that there is a negative relationship between digital marketing towards potential entrepreneurs. Therefore, H1 is accepted in this study. Digital marketing has positively effect on potential entrepreneurs.

	Hypothesis	Result
H1	Social media has a positive effect on potential entrepreneurs	Accepted
H2	Advertising has a positive effect on potential entrepreneurs	Rejected
H3	Communication skills has a positive effect on potential entrepreneurs	Rejected
H4	Customer service has a positive effect on potential entrepreneurs	Accepted
H5	Digital marketing has a positive effect on potential entrepreneurs	Accepted

4.5 Inferential Statistics Analysis

This part will indicated the result and finding from independent variable and dependent variable through multiple linear regression analysis method. Besides that, this part in order to analyse the developed hypothesis whether to be accepted or to be rejected in this research. It also to investigate questions, model and hypothesis. Hypothesis testing is used.

4.5.1 Regression Analysis

The reason of regression analysis is explain the value of a dependent variable based on the value of independent variables. Multiple linear regression is based on the one dependent variable and two or more independent variables which are linearly correlated. The amount of regression analysis is an equation which signifies the best calculation for the value of a dependent variable based on the value of independent variables. In this part, it will explain the relationship between the independent variable (social media skills, advertising skills, communication skills, customer service skills and digital marketing) and the dependent variable (potential entrepreneurs).

4.5.2 Regression of total variables

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
SM	.522 ^a	.273	.270	.56318
AS	.636 ^a	.404	.402	.50972
CS	.635 ^a	.403	.401	.51025
CSS	.661 ^a	.437	.434	.49565
DM	.762 ^a	.581	.580	.42730

a. Predictors : SM,AS,CS,CSS,DM

b. Dependent variable : potential entrepreneurs

Table 16

The model summary of result regression on total showed the positive number of the R value. Multiple regression coefficients, $r = 0.522$ for social media skills, $r = 0.636$ for advertising skills, $r = 0.635$ for communication skills, $r = 0.661$ for customer service skills and $r = 0.762$ for digital marketing illustrates that have degree of correlation. Therefore the R values is more than ± 0.50 which mean it has a relationship and has a positive relationship. R squared show the value of 0.271,0.404,0.403,0.437,0.581. this suggests that potential entrepreneurs (dependent variable) is influenced 27.1% for social media skills, 40.4% for advertising skills, 40.3% for communication skills, 43.7% for customer service skills and 58.1% for digital marketing.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.013	.092		10.996	.000
	Social_media_skills	.482	.048	.522	9.963	.000
	(Constant)	3.137	.100		31.405	.000
	Advertising skills	-.371	.028	-.636	-13.404	.000
	(Constant)	3.136	.100		31.344	.000
	Communication_skills	-.353	.026	-.635	-13.370	.000
	(Constant)	.769	.082		9.346	.000
	Customer_service_skills	.585	.041	.661	14.328	.000
	(Constant)	.391	.081		4.821	.000
	Digital_marketing	.861	.045	.762	19.177	.000

a. Dependent variable : potential entrepreneurs

Table 17

Table 17 indicates that mean individual independent variables affecting on dependent variables on Beta values. The findings showed that B1= 0.482, B2 = -0.371, B3 = -0.353, B4 =0.585 and B5 0.861 respectively to all independent variables. It shows that digital marketing has the highest B value among other variables and strong influences on the potential entrepreneurs with B value 0.861. It described that 86.1% variation in potential entrepreneurs on digital marketing. Whereas, customer service skills indicates the B value 0.585 with the variation of 58.5%, social media skills indicates the B value 0.482 with the variation of 48.2% and advertising skills the B value -0.371 with the variation of -37.1%.

4.6 SUMMARY

This chapter aims at present the findings and analysis of the research data. The completed research instrument already collected, presented and analysed quantitatively using computer software, SPSS through questionnaires from 267 potential entrepreneurs in Melaka.



CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.0 CHAPTER OVERVIEW

This chapter discusses the results of a study which is the important of skills in marketing and promotion. A primarily objective of this research was to identify the skills needed in marketing and promotion for potential entrepreneurs and to investigate the challenges faced by potential entrepreneurs.

5.1 DISCUSSION

5.1.1 Gender

In terms of the fraction of respondents by gender, male namely totalled 60.7% with 162 respondents is more than female student that only as much as 39.3% with 104 respondents. The total respondents for this research were 267 respondents from Melaka. This might due majority of male is more than female.

5.1.2 Age

In terms of the fraction of respondents by age group, that there are 71.5% (191 respondents) of respondents ages are between 21-30 years old. It shows the highest number of respondent ages between 21 - 30 years old. While respondent's age 41-50 and between 31 - 40 years old indicates 6.7% (18 respondents) and 9.4% (25 respondents) respectively. The smallest portion of respondent's is from age below 20 years old which is 6.7% with 18 respondents. In a nutshell, respondent in age between 21-30 years old have the highest percentage in this study cause mostly of the potential entrepreneur had a potential to be entrepreneurs.

5.1.3 Level of Education

The educational backgrounds of potential entrepreneurs had different levels. While 43.1% boast university degrees, likely equipping them with critical thinking, analytical skills, and broad knowledge, a significant 17.2% hold diplomas, potentially providing them with specialized technical expertise and practical know-how. Interestingly, SPM and STPM qualifications, representing recent graduates or young professionals, are equally present at 13.5%, highlighting the entrepreneurial spirit blooming early. Master's degrees, at 12.7%, may be less prevalent due to the researcher's random sampling or the smaller pool of post-graduate entrepreneurs. This variety suggests that no single educational path leads to entrepreneurial success, with valuable skills and knowledge emerging from diverse academic backgrounds. Ultimately, passion, drive, and the ability to learn and adapt may be the true cornerstones of successful entrepreneurship, regardless of the formal education behind them.

5.1.4 Occupation

The researcher found that most of the non-government (40%) have regular jobs and possible to be a entrepreneurs. Many students (36%) interested to be entrepreneurs that wanting too build something new. Some people already have their own businesses (18%) but not as many. From the government doesn't many interested with the entrepreneurs and also freelance. Maybe the survey conducted is not for them or maybe they already done their own way.

5.1.5 Applications that have the capacity to be used consistently for potential entrepreneurs

The findings indicate that about the respondent (68.2%) have experience used tiktok for marketing and promotion that demonstrated their familiarity with these platforms as marketing tools. With 27,3% usage, Instagram emerges as the platform of choice many potential entrepreneurs. Its focus on short, engaging videos could be well-suited for capturing attention and promoting products or services. At 55.10% respectively, whatsapp represent other popular choices. Whatsapp's strong communication channels cater to different marketing needs.

5.1.6 The frequently using the social media

The researcher found that most respondents (47.9%) use social media "too often," indicating its significant role in their lives. This could reflect a reliance on social media for information, connection, or even potential marketing and promotion. A sizable group (40.8%) falls under the "often" category, suggesting a balanced approach to social media usage. Meanwhile, These individuals likely integrate social media into their lives without letting it dominate their time. Only 10.1% and 1.1% of respondents, respectively, identify as neutral or infrequent users. This suggests that most potential entrepreneurs see social media as valuable in some capacity.

5.1.7 The daily usage of social media

The finding indicate that about nearly half of the respondents (48.7%) spend more than 5 hours daily on social media. This highlights its significant presence in their lives, potentially for information, connection, or even marketing and promotion for their ventures. A considerable group (39.3%) dedicates 2 to 5 hours per day to social media, suggesting a balanced approach. These individuals likely integrate social media into their routine without letting it consume excessive time. Meanwhile, only 12.0% of respondents spend less than 2 hours daily on social media. This suggests that most potential entrepreneurs find value in some level of social media engagement.

5.2 FINDING OF THE SUDY

5.2.1 Relationship between social media skills and potential entrepreneurs

H1 : social media skills has a positive effect on potential entrepreneurs

The results of the analysis show a strong and positive correlation, indicating that social media proficiency does matter for aspiring potential entrepreneurs. This is in complete accordance with previous research. The compelling conclusion drawn from studies conducted by Kumar et al. (2018), Hmidet et al. (2015), and De Vries & Ponnet (2012) is that successful use of social media promotes increased customer engagement, brand growth, and ultimately, entrepreneurial success.

The reason for social media is becoming a powerful tool for focused advertising. Through the extraction of insightful data regarding the characteristics, passions, and online activities of their intended clientele, potential entrepreneurs are able to create

highly effective marketing campaigns that are laser-focused. Unlike traditional marketing, which frequently takes a scattershot approach, this pinpoint accuracy enables cost-effective outreach and brand-building.

Social media expertise enables potential entrepreneurs to keep up with news, trends, and possible disruptions in their industry. Agility in a dynamic market is ensured by this real-time access to information, which enables quick adaptation and strategic adjustments. Additionally, entrepreneurs can develop their personal brands and position themselves as reliable authorities in their industry by actively sharing insightful information and exercising thought leadership. This will draw in more beneficial contacts and business opportunities.

5.2.2 Relationship between advertising skills and potential entrepreneurs

H2 : advertising skills has a positive effect on potential entrepreneurs

In this study, it was found that advertising skills has weakly significant impact on potential entrepreneurs, which caused H2 to be rejected. The result is corresponding to previous related studies by Audretsch, D. B. (2014), Bosma, N., Levie, J., & De Kort, P. P. (2010), Eckhardt, G. M., & Shane, S. A. (2002).

One of the potential reason why advertising skills does not significantly impact potential entrepreneurs is because the stage of the entrepreneur, advertising expertise may or may not be important. While established companies might place a greater emphasis on advertising campaigns, early-stage ventures might give priority to product development or market research. Analysing the relationship at various phases may provide fresh perspectives.

Hence, advertising abilities by themselves might not have a direct impact on entrepreneurial success, they might work in concert with other essential abilities like branding, marketing, or communication. Acknowledging their combined impact is essential to a thorough comprehension.

5.2.3 Relationship between communication skills and potential entrepreneurs

H3 : Communication skills has a positive effect on potential entrepreneurs

From the hypothesis testing, it reveals that there is weakly significant and negative relationship between communication skills and potential entrepreneurs, causing H3 is rejected. This outcome is consistent with the findings of previous research by by Audretsch, D. B. (2014), Bosma, N., Levie, J., & De Kort, P. P. (2010), Eckhardt, G. M., & Shane, S. A. (2002).

According to the data, communication abilities play a non-inhibitive, neutral role in the entrepreneurial process. This is a helpful lesson that emphasises that effective communication is not a prerequisite for success. It is still imperative to distinguish neutrality from a direct causal relationship, though. Due to other strengths, market conditions, or outside factors, potential entrepreneurs with poor communication skills may still succeed.

5.2.4 Relationship between customer service skills and potential entrepreneurs

H4 : Customer service skills has a positive effect on potential entrepreneurs

Based on the hypothesis testing result, H4 is accepted which shows that customer service is having a significantly positive relationship with potential entrepreneurs. The outcomes is compatible with prior studies by Berry, L. L., & Parasuraman, A. (2002), Edvardsson, B., & Strandvik, T. (2000), Grönroos, C. (2001)

The findings demonstrated that customer service skills are one of the key components that contribute for potential entrepreneurs possess strong customer service skills that are able to comprehend and address the needs of their customers, establishing rapport and trust that encourages loyalty and repeat business. This is particularly important when starting a business because building a clientele is the first priority. Excellent customer service experiences increase brand loyalty and perception. Entrepreneurs who excel in customer service can use this to set themselves apart from rivals and obtain a competitive advantage.

5.2.5 Relationship between digital marketing and potential entrepreneurs

H5 : Digital marketing has a positive effect on potential entrepreneurs

The findings resulted that H5 is supported as digital marketing is significantly related to operational performance. The result is supported by several previous findings by Chaffey, D., & Smith, P. R. (2017), Kumar, K., & Venkatesan, R. (2018), Verhoef, P. C., & Leeflang, P. (2009).

Digital marketing has a significant impact on potential entrepreneurs because digital platforms offer diverse channels for sharing engaging content, like blog posts, video tutorials, and social media updates. This allows entrepreneurs to establish themselves as thought leaders in their field, build brand trust, and attract potential customers and investors. Hence, Automation tools and digital marketing platforms can streamline marketing tasks, saving time and resources for entrepreneurs to focus on other aspects of their businesses.



5.3 IMPLICATIONS OF RESEARCH

The main implication of this study is to show the importance of marketing skills in marketing and promotion for the potential entrepreneurs. The researchers want to prove this research have a solution about the problem statement of this study where there are shortcomings in previous research studies which focuses on the potential entrepreneurs. Skills in marketing and promotion use should be pointed out and discussed more detailed which aims to provide more information to improve the ways and solutions to problems experienced for potential entrepreneurs. With this study, it can help potential entrepreneurs more effectively in solving statement about skills in marketing and promotion. Hence, with a strong skills make it easier for potential entrepreneurs to improve their business activities.

In this study, the theoretical framework of this research provides a deeper understanding of independent variables of this research. By using a theoretical framework, the importance of skills in marketing and promotion can be explained more easily and clearly. Then, this study explains the skills needed in marketing and promoting for the potential entrepreneurs by using the theoretical framework as the first answer research questions that have been stated in Chapter 1 of this study. Based on the data analysis of Chapter 4, all four skills are strong that potential entrepreneurs can use in the success of their business. Potential entrepreneurs can learn and understand more easily about the skills in marketing and promotion which significantly affects their business.

5.4 LIMITATIONS OF STUDY

The results in this study show certain limitations. Such limitations must be considered when evaluating this study's findings, while at the same time acknowledging the possibilities it provides for further analysis. Below are the limitations discussed. The present study was conducted in Melaka Tengah. Researcher also collect data in another state and researchers were still able to complete the data process of collecting and completing this research study by distribute the questionnaire to the respondent using google form.

Using a series of questionnaires, the technique used was the survey process. Through this approach, the study tries to predict potential entrepreneurs by asking what they are going to do or what conclusions they are going to make about their future behaviour based on how they reacted to the questionnaires. Therefore, restricting the interpretation of the findings is limited only to the process of examining the study.

5.5 RECOMMENDATIONS FOR FUTURE RESEARCH

Future research expand the sample selection to other Malaysian state. This enables the researchers to obtain more responses and be able to further the important of skills in marketing and promotion for the potential entrepreneurs in a bigger context with the considerations of different background industry.

Moreover, future study may also use qualitative data collection methods by having interviews with experts to obtain in-depth understanding on the related research topic. Researcher may also conduct both quantitative and qualitative data collection methods, it allows the researcher to receive different perspectives and be able to compare the data collected. The researcher can also design the questionnaire items with a combination of open-ended questions and rating-scale questions. This enables the researchers to have a more in-depth understanding compared to only scale type questionnaires.

Besides, further studies can include other skills such as skills in financial, logistic and product development. This allow the researchers to further examine how other skills can be importance for the potential entrepreneurs and provide a comprehensive study to the readers.

Lastly, it is encouraged that the researchers make sure he or she has adequate time to conduct the research, to achieve higher response rate and better data analysis result.

5.6 CONCLUSION

This research aims to analyse the importance of skills in marketing and promotion for the potential entrepreneurs. The results of this study can be used to gain a deeper understanding of how skills in marketing and promotion can support potential entrepreneurs in growing their businesses.



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APPENDIX C



**THE IMPORTANCE OF SKILL IN MARKETING AND PROMOTION FOR
POTENTIAL ENTREPRENEURS**

Dear Mr./ Ms.,

My name is NORA AFIDAH BINTI ABDUL RAHMAN, a final year student that are currently undertaking Bachelor of Technopreneurship with Honours at Universiti Teknikal Malaysia Melaka (UTeM). Currently, I am conducting a research which entitled 'THE IMPORTANCE OF SKILLS IN MARKETING AND PROMOTION FOR THE POTENTIAL ENTREPRENEURS'.

This questionnaire is divided into four parts: Section A is respondent's demographic profile; Section B is the skills needed in marketing and promotion and Section C is benefit of skills that highly importance for potential entrepreneurs and Section D is challenges faced by potential entrepreneurs. All the information provided by respondents will be strictly confidential and just used for academic research purpose. Your willingness and cooperation to complete this survey is highly appreciated.

Thank you.

Any question as regards to this survey, please do not hesitate to contact:

Nora Afidah Binti Abdul Rahman

Faculty of Technology Management and Technopreneurship

Email: b062010023@student.utm.edu.my

Section A: Demographic Profile.

Bahagian A: Profil Demografik.

This section consists of questions regarding your background information and general information.. Please tick (✓) the appropriate answer in the box provided.

Bahagian ini mengandungi soalan mengenai maklumat latar belakang anda. Sila tandakan (✓) jawapan yang sesuai di petak yang disediakan.

1. Gender / Jantina

Male / *Lelaki*

Female / *Perempuan*

2. Age / Umur

Below 20 / *20 ke bawah*

41-50

21-30

51 and above / *51 ke atas*

31-40

3. Level of education / *tahap pendidikan*

PMR

Others / *Lainlain:* _____

SPM

STPM/DIPLOMA/MATRIK

DEGREE

MASTER/PHD

4. Occupation / *pekerjaan*

Government

Non-Government

Own business

Student

Freelance

5. What application do you always use to do marketing and promotion for your business. Choose only 2 / *aplikasi apa yang selalu anda gunakan untuk membuat pemasaran dan promosi untuk bisnes anda. Pilih dua sahaja.*

Facebook

Instagram

Tiktok

Whatsapp

Twitter

Lazada

Shopee

6. How frequently do you use the selected social media app? / *berapa kerap anda menggunakan aplikasi media social yang dipilih?*

Several times a day

Once a day

A few times a week

A few times a month

Rarely or never

7. How frequently do you use social media as your business channel with your consumers per a day? / *Berapa kerap anda menggunakan media sosial sebagai saluran bisnes anda kepada pengguna setiap hari?*

Less than 2 hours / *Kurang daripada 2 jam*

2 to 5 hours / *2 hingga 5 jam*

More than 5 hours / *Lebih daripada 5 jam*

Section B: The skills needed in marketing and promotion for the potential entrepreneurs

Section B : kemahiran yang diperlukan dalam pemasaran dan promosi untuk bakal usahawan

This section aims to gather the opinions of respondents regarding the skills needed in marketing and promotion for the potential entrepreneurs. Please indicate your level of agreement using a Likert scale and mark (√) the appropriate answer.

Bahagian ini bertujuan untuk mengumpul pendapat responden mengenai kemahiran yang diperlukan di dalam pemasaran dan promosi untuk bakal usahawan. Sila nyatakan tahap persetujuan anda dengan menggunakan skala Likert dan tanda (√) jawapan yang sesuai.

Strongly Disagree / Sangat Tidak Bersetuju	Disagree / Tidak Bersetuju	Neutral / Neutral	Agree / Bersetuju	Strongly Agree / Sangat Bersetuju		
1	2	3	4	ker5		
A. Social media skills/ kemahiran media sosial (Hawkins, 2013)						
No	Content	1	2	3	4	5
1	I am proficient in using social media for marketing purposes. <i>Saya mahir menggunakan media sosial untuk tujuan pemasaran.</i>					
2	I am skilled at creating, curating, and optimizing content for social media marketing. <i>Saya mahir mencipta dan menyusun kandungan untuk pemasaran media sosial</i>					
3	I effectively engage with the target audience on social media to build brand awareness and customer loyalty. <i>Saya melibatkan diri dengan pengguna di dalam media sosial untuk membina kesedaran jenama dan kesetiaan pelanggan</i>					
4	I stay updated on the latest trends and emerging platforms in the social media marketing. <i>Saya sentiasa kemaskini dengan trend terkini dan platform yang muncul dalam pemasaran media sosial</i>					

B. Advertising skills/ kemahiran pengiklanan (Hudder, 2017)						
No	Content	1	2	3	4	5
1	I am proficient in developing advertising strategies that align with the brand's goals and target audience. <i>Saya mahir dalam membangunkan strategi pengiklanan yang sejajar dengan matlamat jenama dan sasaran pengguna</i>					
2	I can create effective advertising campaigns that take into account market trends and consumer behavior. <i>Saya boleh mencipta kempen pengiklanan yang berkesan yang mengambil kira kearah trend pasaran dan tingkah laku pengguna</i>					
3	I am skilled at creating compelling ad copy and visual content. <i>Saya mahir mencipta iklan dan kandungan visual yang menarik.</i>					
4	I am proficient in incorporating storytelling and emotional appeal in advertising content. <i>Saya mahir dalam menggabungkan penceritaan dan daya tarikan emosi kandungan pengiklanan</i>					
C. Communication skills/ kemahiran komunikasi (El-Bachir, 2014)						
No	Content	1	2	3	4	5
1	I can effectively adapt my language and communication style to suit the needs and preferences of my audience. <i>Saya boleh menyesuaikan Bahasa dan gaya komunikasi saya dengan berkesan agar pelanggan berasa selesa.</i>					
2	I am skilled at engaging and maintaining the interest of potential customers during interactions. <i>Saya mahir dalam melibatkan dan mengekalkan minat bakal pelanggan semasa berinteraksi</i>					
3	I am aware of my facial expressions and tone of voice when communicating. <i>Saya menyedari akan ekspresi muka dan nada muka saya apabila berkomunikasi</i>					
D. Customer service skills/kemahiran khidmat pelanggan (Elsamen, 2011)						

No	Content	1	2	3	4	5
1	I am skilled at summarizing customer comments to ensure mutual understanding. <i>Saya mahir dalam meringkaskan komen dari pelanggan bagi memastikan persefahaman bersama</i>					
2	I actively listen to customer feedback and concerns, demonstrating that I value their input. <i>Saya secara aktif mendengar maklum balas dan kebimbangan pelanggan, menunjukkan bahawa saya menghargai input mereka</i>					
3	I am adept at establishing a positive and friendly rapport with customers during promotional activities. <i>Saya mahir menjalin hubungan yang positif dan mesra dengan pelanggan semasa melakukan promosi</i>					



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Section C: potential entrepreneurs in skills marketing and promotion

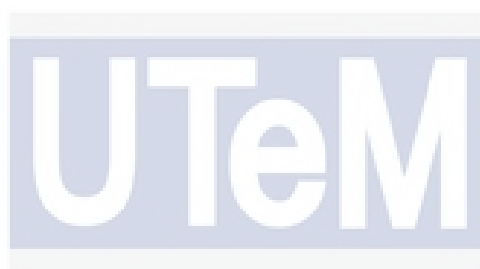
Bahagian C: usahawan yang berpotensi dalam kemahiran pemasaran dan promosi

This section aims to potential entrepreneurs. Please indicate your level of agreement using a Likert scale and mark (√) the appropriate response.

Bahagian ini bertujuan untuk bakal usahawan. Sila nyatakan tahap persetujuan anda dengan menggunakan skala Likert dan tandakan (√) jawapan yang sesuai.

Strongly Disagree <i>/ Sangat Tidak Bersetuju</i>	Disagree / <i>Tidak Bersetuju</i>	Neutral / <i>Neutral</i>	Agree / <i>Bersetuju</i>	Strongly Agree <i>/ Sangat Bersetuju</i>					
1	2	3	4	5					
No	Content				1	2	3	4	5
1	I proficiency in utilizing digital channels./Saya mahir menggunakan saluran digital								
2	I actively work on creating a unique and memorable brand identity that sets my business apart from competitors./Saya secara aktif berusaha untuk mencipta identiti jenama yang unik dan tidak dapat dilupakan yang membezakan perniagaan saya daripada pesaing.								
3	I actively seek opportunities to enhance my marketing and promotional skills./ Saya secara aktif mencari peluang untuk meningkatkan kemahiran pemasaran dan promosi saya.								
4	I have clear long-term marketing and promotional goals for my business./ Saya mempunyai matlamat								

	pemasaran dan promosi jangka panjang yang jelas untuk perniagaan saya.					
5	I actively adapt marketing strategies based on changing market trends and consumer behavior./Saya secara aktif menyesuaikan strategi pemasaran berdasarkan perubahan trend pasaran dan tingkah laku pengguna.					
6	I actively engage in networking activities to build relationships beneficial for marketing my business./ Saya terlibat secara aktif dalam aktiviti rangkaian untuk membina hubungan yang bermanfaat untuk memasarkan perniagaan saya.					



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Section D: The challenges faced by potential entrepreneurs

Bahagian D: cabaran yang dihadapi oleh bakal usahawan

This section aims to investigate the challenges faced by the potential entrepreneurs. Please indicate your level of agreement using a Likert scale and mark (✓) the appropriate response.

Bahagian ini bertujuan untuk mengkaji cabaran yang dihadapi oleh bakal usahawan. Sila nyatakan tahap persetujuan anda dengan menggunakan skala Likert dan tandakan (✓) jawapan yang sesuai.

Strongly Disagree <i>/ Sangat Tidak Bersetuju</i>	Disagree / <i>Tidak Bersetuju</i>	Neutral / <i>Neutral</i>	Agree / <i>Bersetuju</i>	Strongly Agree <i>/ Sangat Bersetuju</i>		
1	2	3	4	5		
A. Digital marketing/pemasaran digital (Sasidharan Nair, 2022)						
No	Content	1	2	3	4	5
1	I find it challenging to create and manage an effective online presence for my business. <i>Saya mendapati sukar untuk mencipta dan mengurus kehadiran dalam talian yang berkesan untuk perniagaan saya</i>					
2	I struggle with understanding and utilizing various digital marketing tools and platforms. <i>Saya sukar untuk memahami dan menggunakan pelbagai alat dan platform pemasaran digital</i>					
3	The constantly evolving digital marketing landscape makes it challenging for me to keep up with new trends and technologies. <i>Landskap pemasaran digital yang sentiasa berkembang menjadikan saya terasa cabarannya untuk mengikuti aliran dan teknologi baharu</i>					

4	I find it hard to allocate an appropriate budget for digital marketing that yields significant results. <i>Saya merasa sukar untuk memperolehi peruntukkan modal awal yang sesuai untuk pemasaran digital yang membuahkan hasil</i>					
5	I actively seek information and training to enhance my digital marketing skills. <i>Saya secara aktif mencari maklumat dan latihan untuk meningkatkan kemahiran pemasaran digital saya</i>					
6	Overall, I believe that overcoming digital marketing challenges is essential for the success of my business. <i>Secara keseluruhannya, saya percaya bahawa mengatasi cabaran pemasaran digital adalah penting untuk kejayaan perniagaan saya</i>					



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