

**DIGITAL MARKETING ADOPTION AMONG FOOD AND BEVERAGES**

**SMEs**



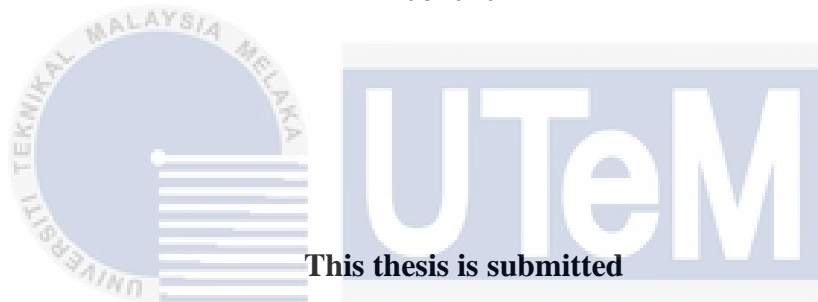
**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**2024**

**DIGITAL MARKETING ADOPTION AMONG FOOD AND BEVERAGES  
SMEs**

**NORSYAMILA SYAZLIN BINTI ABD WAHAB**

**B062010412**



**This thesis is submitted**

**in partial fulfilment of the requirements for the award of  
Bachelor of Technology Management (High Technology Marketing) with Honours**


**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**Faculty of Technology Management and Technopreneurship**


**2024**

## APPROVAL

I hereby declare that I have read this report “DIGITAL MARKETING ADOPTION AMONG FOOD AND BEVERAGES SMEs” and in my opinion, this report is sufficient in terms of scope and quality as a partial fulfilment the requirements for the award of Bachelor of Technology Management (High Technology Marketing) with Honours

SIGNATURE :   
**Prof. Madya DR. JUHAINI BINTI JABAR**  
*Profesor Madya*  
Fakulti Pengurusan Teknologi dan Teknososokawanan  
Universiti Teknikal Malaysia Melaka


SUPERVISOR : **PROF. MADYA DR. JUHAINI BINTI**  
NAME : **JABAR**  
DATE : **29<sup>th</sup> JANUARY 2024**

SIGNATURE :   
**DR. SITI NORBAYA YAHAYA**  
SENIOR LECTURER  
FACULTY OF TECHNOLOGY MANAGEMENT  
AND TECHNOPRENEURSHIP  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

PANEL NAME : **DR. SITI NORBAYA BINTI YAHAYA**  
DATE : **29<sup>th</sup> JANUARY 2024**

## DECLARATION

I hereby declared that this thesis entitled “DIGITAL MARKETING ADOPTION AMONG FOOD AND BEVERAGES SMEs” is the result of my own research except as cited in the references The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

SIGNATURE :   
NAME : NORSYAMILA SYAZLIN BINTI  
ABD WAHAB  
DATE : 21<sup>st</sup> JANUARY 2024



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## DEDICATION

My hard work on this research paper is dedicated to my beloved parents, En. Abd Wahab bin Che Azmi and Pn. Noramiza binti Yahaya and my one and only sister Nur Alifah Ilyana binti Abd Wahab,

who are my all time source of strength.

Their presence, their words of affirmation always be the one that I hold on to when there are obstacles, along the journey.

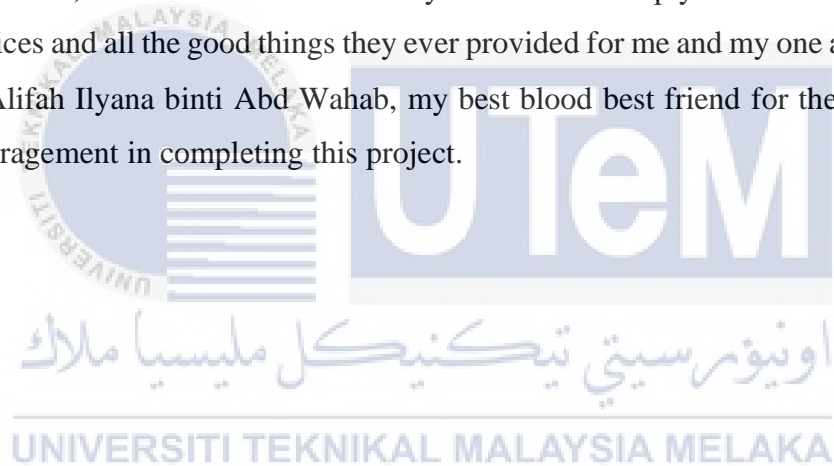
To my supervisor, Prof. Madya Dr. Juhaini binti Jabar who generously guiding me throughout this Final Year Project, family, close friends who always there through the ups and downs. Thank you for the unconditional love.

## ACKNOWLEDGEMENT

First, I would like to express my deepest appreciation to my supervisor, Prof. Madya Dr. Juhaini binti Jabar for her significant support and insights that helped me all this while, finishing my Final Year Project this semester.

In addition, I would like to thank UTeM for the unforgettable experience and memories, for the comfortable learning environment and also my panel Dr. Siti Norbaya binti Yahaya who I am grateful for her words and guidance on this project.

Finally, I would like to thank my parents, En. Abd Wahab bin Che Azmi and my lovely late mother, Pn. Noramiza binti Yahaya who I am deeply indebted to for all their sacrifices and all the good things they ever provided for me and my one and only sister, Nur Alifah Ilyana binti Abd Wahab, my best blood best friend for their support and encouragement in completing this project.



## ABSTRACT

This study investigates the adoption of digital marketing among food and beverage SMEs. Acceptance of technology product and application is significantly influenced by readiness for technology adoption. Digital media use electronic media to promote products or services in order to attract customers' attention and provide customers with access to more information about the business via a digital platform. Therefore, SMEs must be able to switch from traditional marketing systems to digital marketing systems and be prepared to operate its businesses with the latter. According to this study, the majority of small and medium-sized enterprises (SMEs) are prepared to implement digital marketing in order to expand its businesses through digital platforms. This is because the majority of anticipated participants have already begun digitalising its businesses by implementing and utilising an online platform. A session of interviews was conducted in order to acquire primary data from the six SMEs companies serving as proposed participants in this study. Data collected and analysed through data analysis procedure by data transcribe, line by line analysis, definition, and keyword setting, create analysis table and generating the infographic. Therefore, it is hoped that this research will contribute to many parties especially academic sector, SMEs new entrants and digital marketing training businesses in order for this research to be beneficial in future.

## **ABSTRAK**

Kajian ini menyiasat kesediaan penggunaan pemasaran digital dalam kalangan PKS sektor makanan dan minuman. Penerimaan produk dan aplikasi teknologi sangat dipengaruhi oleh kesediaan untuk menerima pakai teknologi. Media digital menggunakan media elektronik untuk mempromosikan produk atau perkhidmatan bagi menarik perhatian pelanggan dan menyediakan pelanggan akses kepada lebih banyak maklumat tentang perniagaan melalui platform digital. Oleh itu, PKS mesti bersedia beralih daripada sistem pemasaran tradisional kepada sistem pemasaran digital dan bersedia untuk mengendalikan perniagaan mereka dengan sistem pemasaran digital. Menurut kajian ini, majoriti perusahaan kecil dan sederhana (PKS) bersedia untuk melaksanakan pemasaran digital bagi mengembangkan perniagaan mereka melalui platform digital. Ini kerana majoriti responden yang dijangkakan telah mula mendigitalkan perniagaan mereka dengan melaksanakan dan menggunakan platform dalam talian. Satu sesi temu bual telah dijalankan bagi mendapatkan data utama daripada enam syarikat PKS yang bertindak sebagai responden dalam kajian ini. Data dikumpul dan dianalisis melalui prosedur analisis data oleh transkripsi data, analisis baris demi baris, definisi dan penetapan kata kunci, mencipta jadual analisis dan menjana maklumat grafik. Diharapkan, kajian ini akan memberi sumbangan kepada banyak pihak terutama sektor academic, pemula PKS dan pemilik perniagaan latihan pemasaran digital agar kajian ini memberi manfaat di masa akan datang



## TABLE OF CONTENTS

APPROVAL.....	I
DECLARATION .....	II
DEDICATION .....	III
ACKNOWLEDGEMENT .....	IV
ABSTRACT.....	V
LIST OF FIGURES .....	X
CHAPTER 1 .....	1
INTRODUCTION .....	1
1.0 INTRODUCTION .....	1
1.1 BACKGROUND OF STUDY .....	2
1.2 PROBLEM STATEMENT .....	4
1.3 RESEARCH QUESTION .....	6
1.4 RESEARCH OBJECTIVE .....	6
1.5 SCOPE OF STUDY .....	6
1.6 SIGNIFICANT OF STUDY .....	6
1.7 LIMITATION OF STUDY .....	7
1.8 CONCLUSION .....	7
CHAPTER 2 .....	8
LITERATURE REVIEW .....	8
2.0 INTRODUCTION .....	8
2.1 TRADITIONAL MARKETING .....	9
2.2 DIGITAL MARKETING .....	10
2.3 DIFFUSION OF INNOVATION (DOI).....	11
2.3.1 Knowledge .....	13
2.3.2 Persuasion .....	14
2.3.3 Decision .....	15
2.3.4 Implementation .....	15

2.3.5 Confirmation.....	16
2.4 SMEs .....	16
2.5 DIGITAL MARKETING ADOPTION.....	18
2.6 CONCLUSION .....	19
CHAPTER 3 .....	20
RESEARCH METHODOLOGY.....	20
3.0 INTRODUCTION .....	20
3.1 RESEARCH DESIGN .....	20
3.2 METHODOLOGICAL CHOICE.....	21
3.2.1 Qualitative .....	21
3.3 DATA COLLECTION.....	21
3.3.1 Primary Data .....	22
3.3.2 Secondary Data .....	22
3.4 RESEARCH STRATEGY .....	22
3.5 SAMPLING TECHNIQUES .....	22
3.5.1 Convenience sampling .....	23
3.6 RESEARCH LOCATION.....	23
3.7 PILOT TESTING .....	23
3.8 SAMPLING SIZE.....	23
3.9 DATA ANALYSIS.....	24
3.10 TIME HORIZON .....	24
3.11 RESEARCH FRAMEWORK .....	24
3.11.1 Problem formulation.....	24
3.11.2 Develop Research Questions and Objectives .....	24
3.11.3 Literature Review of Past Study .....	24
3.11.4 Research Proposal.....	25
3.11.5 Data Collection Process (Sampling, Interview Session) .....	25
3.11.6 Data Analysis.....	25
3.11.7 Report Write Up.....	25
3.12 CONCLUSION .....	25
CHAPTER 4 .....	26
DATA ANALYSIS AND DISCUSSION.....	26

4.0 INTRODUCTION .....	26
4.1 DATA ANALYSIS PROCEDURE.....	27
4.2 PARTICIPANT PROFILE .....	28
4.2.1 Participant 1 .....	28
4.2.2 Participant 2 .....	28
4.2.3 Participant 3 .....	29
4.2.4 Participant 4 .....	29
4.2.5 Participant 5 .....	29
4.2.6 Participant 6 .....	29
4.3 RESEARCH QUESTION 1 .....	31
4.4 RESEARCH QUESTION 2 .....	39
4.5 RESEARCH QUESTION 3 .....	50
4.6 SUMMARY OF FINAL FINDINGS .....	55
4.7 CONCLUSION .....	56
CHAPTER 5 .....	57
CONCLUSION AND RECOMMENDATION.....	57
5.0 INTRODUCTION .....	57
5.1 SUMMARY AND CONCLUSION OF THE RESEARCH.....	57
5.2 IMPLICATIONS OF RESEARCH .....	58
5.2.1 Academic ( <i>Digital Marketing Students</i> ) .....	58
5.2.2 SMEs New Entrants .....	59
5.2.3 Digital Marketing Training Businesses .....	60
5.3 LIMITATION .....	61
5.4 FUTURE RESEARCH SUGGESTION .....	61
REFERENCES.....	62
APPENDICES .....	64

## LIST OF FIGURES

TABLE	TITLE	PAGES
1	A Model of Five Stages in the Innovation-Decision Process (Source: Diffusion of Innovations, Fifth Edition by Everett M. Rogers. Copyright (c) 2003 by The Free Press. Reprinted with permission of the Free Press: A Division of Simon & Schuster.)	12
2	Data Analysis Procedure	27
3	Summary of Participant Profile	30
4	Types of digital marketing adopted by the SMEs	31
5	List of digital marketing adopted by each SMEs	37
6	Factors influenced SMEs to adopt digital marketing	39
7	List of factors influenced to adopt digital marketing for each SMEs	48
8	Summary of factors influenced SMEs to adopt digital marketing	49
9	Level of SMEs digital marketing strategy	51
10	Level of SMEs for each digital marketing strategy	53
11	Summary of Level of SMEs digital marketing strategy	54
12	Summary of Final Findings	55

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

In this chapter, the researcher who choose to study about digital marketing adoption among food and beverages SMEs to complete a Bachelor Degree Dissertation (Projek Sarjana Muda PSM) in Faculty of Technology Management and Technopreneurship in Bachelor of Technology Management (High Technology Marketing), explain in general about the digital marketing adoption among food and beverages SMEs. This chapter specifically explain regarding background of the study, state the problem statement, research questions and objectives, scope and limitation of the study. Lastly, a summary that conclude this chapter as a whole.

## 1.1 Background Of Study

Digital marketing is the process of promoting a product or service using digital mediums and tools. Search engines, social media, e-mail, websites, and mobile applications are just few of the online mediums that can be leveraged in this way. Online marketing strategies include search engine optimisation (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, affiliate marketing, and web analytics. Using these strategies, businesses can boost their reputation, attract more customers, and boost their bottom line.

It has been established that online marketing is the use of the internet and all associated digital electronic technologies to achieve marketing goals (Chaffey et al., 2009) since it allows businesses to contact a wide variety of users whenever and wherever they may be. In contrast to the claim that it does, this definition is a streamlined word that has no bearing on the most crucial facets of the relationship with the consumer.

Any business that wants to succeed in the long run should make improving digitalization and customer happiness top priorities (Sundararajan et al., 2022). Businesses need to quickly adopt new digital technologies and incorporate them into their established business strategies if they want to reach these objectives (Ardito et al., 2019). The marketing industry has been profoundly altered by the advent of digital technology. It is no secret that modern consumers use the Internet and social media to voice their thoughts and recommendations about products and businesses (Rosário and Dias 2022). (Caliskan et al., 2021). The marketing approach needs to take this response into account. Also, according to (Kotler & Armstrong, 2012), digital marketing is the strategic use of digital technologies for the purpose of promoting a company's goods or services to a specific audience in the hope of establishing a long-term relationship with that audience (Alvermann & Sanders, 2019). According to Chaffey (2007), digital technology for online channels (television, mobile phone, digital internet or wireless, e-mail, databases, etc.) is the most detailed demonstrated concept that contributes to marketing, efforts aimed at

achieving profitable consumer acquisition and retention in a multi-channel purchasing and consumer lifestyle process.

In order to increase product awareness, build brand reputation, and position the brand in the minds of prospective buyers, businesses should take advantage of digital media (Holliman & Rowley, 2014). The precise consumer profile that results from using interactive platforms paves the way for economic targeting of consumers. Using cutting-edge technological tools on the advertiser's unique requirements is an excellent way to keep the communication open with the target audience. As a result of the crucial knowledge gathered from digital platforms about target clients, businesses can maintain a competitive advantage through increased consumer attention and customer engagement (Adobe, 2014).

Increasing numbers of companies across a wide range of sectors are incorporating digital marketing into their overall approach to advertising. This is due to the fact that consumer's buying habits all across the world are profoundly influenced by the unavoidable advancements in technology. There was a push to make consumers smarter, more sociable, better educated, more current, more compatible, faster, and more tech savvy (Prachanda and Ramaswamy 2004; Miller and Michalski 1998). Customers have developed into prosumers, who take part in the design, personalization, and enthusiastic promotion of socially-connected marketing products (Bollier, 2007; Gerhardt, 2008). The profound effect that technology change has had on customers is something that marketers have realised and embraced.

Ho (2017) has also discussed the elements in digital marketing adoption, expanding on the advantages that small and medium-sized enterprises (SMEs) in Vietnam can have. Through a combination of one case study, literature, and qualitative interviews, the author has identified the environmental factors, knowledge factors, characteristics of managers, organisational factors, technological factors, and characteristics of innovation as factors that are

influencing digital marketing adoption in SMEs in developing countries like Vietnam.

Therefore, a company must be willing to adapt any new marketing technology in order to guarantee the most efficient promotion of its goods and services. Researcher develop a scale of readiness as assessment tools to assess the state of readiness in digital marketing adoption among the food and beverage industry among small and medium-sized enterprises (SMEs).

## 1.2 Problem Statement

As the backbone of the Malaysian economy, SMEs make up 98.5% of the total businesses, or approximately 907,065, SMEs provide 66% of employment, contribute 37.1% of Malaysia's GDP, and 17.3% of the total export (Department of Statistics, Malaysia). Undoubtedly, SMEs are contributing significantly to the wealth of the nation. Therefore, as a key economic contributor, the government and its agencies have been implementing various initiatives, such as soft loans, guarantee scheme, advisory, technical support, grants, training, commercialization, technology acquisition fund, e-commerce assistance, and many more.

Despite the various programs and grants that have been implemented by the government and its agencies to boost its performance, the report reveals that SMEs in Malaysia are generally still underperforming (SME Corporation, 2016). A survey by Bank Negara reveals that most SMEs encountered numerous constraints, which restricted its ability to perform better.

The estimated failure rate of SMEs in Malaysia is 60%, indicating that they are facing serious problems with many barriers in order to stay competitive in the market (Ahmad & Seet, 2009; Khalique, 2011). The study noted that the major barriers for SMEs' growth are financial difficulties, labor shortage, lack of technological adoption, high turnover, and difficulty in expanding the market (Hu, 2017, SME Association of Malaysia, 2019). These



hiccups impede the growth of the SMEs, and to date, there has been no concrete solution suggested by the government to solve these problems (Tan, 2018).

According to the findings of the recently held DATA Asia Virtual Tech Conference and Expo, which was organised by Virtualtech Frontier Sdn Bhd (VTF), the most significant obstacle for local small and medium-sized enterprises (SMEs) to overcome in order to be successful when the Full Movement Control Order (FMCO) is applied is a lack of expertise in digital marketing and e-commerce. "Digital marketing is essential to the digital transformation of businesses, particularly during the FMCO, when corporate operations and consumer movements are restricted. According to Jason Low, creator and VTF digital enablement specialist, "when a company lacks digital marketing resources, they would not be able to reach out to their customer base effectively given the present pandemic situation."

Retail (21%), services (18%), and manufacturing (18%) were identified as the industries that had the most need for e-commerce solutions based on the responses of the participants questioned. Concerning the absence of an e-commerce solution, the businesses most prevalent complaint was that the businesses were unable to locate credible and appropriate mentors in their particular fields of work.

Even though the Full Movement Control Order (FMCO) ended, digital marketing still and forever relevant to be part of the marketing strategy as it was widely use before and after the pandemic. For example, the usage of search engine marketing is ubiquitous. According to Statista (2021), search engines have a sizable portion of the global market in 2021, making them appealing to businesses and consumers alike. Google dominated the search engine marketing industry, taking up more than 85% of the total. Bing and Yahoo! came after the business.

For this reason, digital marketing should be considered crucial and significant for the growth of enterprises, and small and medium-sized businesses should be ready to accept and utilise it.

### **1.3 Research Question**

To analyse the implementation, the researcher developed three major questions :

- 1) What type of digital marketing strategy currently adopted by the SMEs?
- 2) Why the SMEs choose to adopt the current digital marketing strategy?
- 3) What is the SMEs level of marketing strategy adoption?

### **1.4 Research Objective**

- 1) To identify the type of digital marketing strategy currently adopted by the SMEs
- 2) To distinguish the factor SMEs choose to adopt the current digital marketing strategy
- 3) To categorise the SMEs level of marketing strategy adoption

### **1.5 Scope of Study**

This research focuses on identifying the type and the level of digital marketing strategy adoption among food and beverages SMEs. This research also will concentrate on diffusion of innovation theory, specifically the five stages of the adoption process which are knowledge or awareness, persuasion, decision, implementation and lastly confirmation or continuation.

### **1.6 Significant of Study**

Digital marketing plays a massive role in business these days. This study hope to be significant and enable SMEs in Melaka to determine its digital marketing strategy adoption in future, also benefit its business in a long term.

### **1.7 Limitation Of Study**

The limitation of this investigation is its challenging for researchers to collect complete and relevant data. There is a time limit on finishing the analysis for this research. Due to this, even if researchers are pressed for time, they must become proficient in the implementation procedure. Since researcher have not had enough practise conducting studies, researchers lack the necessary skills and knowledge. It also suggests some limitations in the reliability of the results obtained in this investigation. In most cases, they provided only part of the requested information, and their dishonesty in other areas only made matters worse. The researcher had no way of knowing whether or not the participants were telling the truth.

### **1.8 Conclusion**

The introduction mainly consists of a discussion of the background of the current study, the posing of obstacles, the discovered research problems, and the research objectives of the investigation. Some concerns regarding the validity of the results are addressed in this section. The objectives of the research are included in the scope of the study, and significant terms are defined in the full context.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

Marketing, as defined by Kotler and Keller (2016), is the "process of identifying and satisfying the human and social needs of customers while maintaining the profitability of the company" (Rajagopal, 2020). Marketers do this by developing, promoting, selling, and exchanging goods and services that meet the unique requirements of their target audiences. However, digital marketing has become the attention of the market as it more effective which lead to businesses adopting the digital marketing strategy in its business. According to (Kotler & Armstrong, 2012), digital marketing is the strategic use of digital technologies for the purpose of promoting a company's goods or services to a specific audience in the hope of establishing a long-term relationship with that audience (Alvermann & Sanders, 2019).

Digital marketing is a technology application that helps businesses, large and small, advertise its products online and reach potential customers at all times and places (Shankar and Balasubramanian, 2009; Madukua, 2016; Samoilenko and Osei-Bryson, 2018; Agostini and Nosella, 2020). These applications allow organisations to share and communicate with customers efficiently (Eze, 2014; Arghya, 2020). Digital marketing helps micro and small enterprises attract customers, raise visibility, and flourish (Franco and Garcia, 2018; Eze, 2019; Agostini and Nosella, 2020). Despite advances in digital marketing devices in developed nations, micro and small scale enterprises

(SMEs) in developing nations still have low digital marketing adoption rate (Okundaye, 2019; Napitupulu, 2018; Yunis, 2017).

SMEs industry, are the foundation of most economies. Micro and small enterprises (SMEs) provide jobs and are numerous, proving this. SMEs are the only feasible employment option for low-income people, especially women in developing countries (Garga and Bagga, 2009; Mbugua, 2013). SMEs perform an important role in Malaysia's economic growth and development. According to the (Malaysian Standard of Industrial Classification, 2008) the food and beverage industry is a sub-sector of the manufacturing sector, which has the second highest concentration of small and medium-sized enterprises (SMEs). Still, micro and small scale companies (SMEs) have faced several challenges, and many have failed (Okundaye, 2019). Female-owned micro and small scale companies (SMEs), especially those in urban developing nations, face intrinsic challenges (Abebe, 2014).

## **2.1 Traditional Marketing**

Marketing or traditional marketing, is a standard method and one of the first forms of marketing that have been utilised from the beginning of marketing and advertisements is known as traditional marketing. Traditional marketing is also known as old school marketing. Anything that is not digital that the corporation can use to sell its products. Traditional marketing refers to the practise of bringing in customers through channels such as word of mouth, personal connections, and established business relationships. Everyone is exposed to some form of traditional marketing in their day-to-day life, whether it is through the viewing of advertisements displayed in public spaces or through the reading of newspapers on a regular basis, etc. The term traditional marketing refers to any form of marketing that makes use of offline modes of promotion to communicate with potential customers. The term conventional marketing can refer to a variety of different approaches, such as advertising in print and broadcast media, telemarketing, outdoor advertising, and so on.

## 2.2 Digital Marketing

All promotional activities that make use of digital technology or the World Wide Web are categorised under digital marketing. In order to reach out to customers and attract new ones, businesses use online mediums including search engines, social media, email, and its own websites. Web marketing, internet marketing, or online marketing are all acceptable synonyms. The term digital marketing refers to the practise of reaching out to consumers in preferred digital environment. Digital advertising, email marketing, online brochures, and more are all examples of online branding assets that can supplement a company website.

According to (Saura, Palacios-Marques, and Ribeiro-Soriano, 2021) the development of the internet and the application of traditional marketing techniques have led to the birth of digital marketing strategies, which are exploited by both SMEs and major organisations. (Saura, Palacios-Marques, and Ribeiro-Soriano, 2021) believe that this phenomenon was caused by the combination of the two factors. In addition, (Kotler, Kartajaya, and Setiawan, 2016) made it clear that digital marketing is not intended to take the role of conventional marketing. Instead, the two should coexist with overlapping and alternating functions over the journey of the client. Furthermore, according to (Asensio, 2017) digital marketing is not merely traditional marketing with a new spin on it. While, according to (Mishra, 2020) the most important thing for a brand in terms of digital marketing is to have a website that is easily searchable in order to attract the greatest possible amount of people online.

According to (Wheres, Kotler, Kartajaya, and Setiawan, 2016), when it comes to adapting to new, disruptive technology, the majority of customers are both excited and scared. In addition, (Rindfleisch and Malter, 2019) stated that the capacity of digital machines to use algorithms to communicate with other digital machines and engage in deep learning has changed the market by modifying the information that is helpful to marketers. This change has occurred as a result of the ability of digital machines to communicate with other digital machines and engage in deep learning.

To continue, according to (Korhanet, 2014) one of the reasons small businesses do not get social media is the businesses see and hear so much about the technology, yet still miss the global understanding of how it works to accomplish practical business objectives. Supported by (Marc & Vecchia, 2020) stating that SMEs are lagging behind large enterprise and generally do not use digital marketing tools, channels and platforms. Furthermore, (Dahnil, 2014) stated that most SMEs perceived the barriers of implanting IT into business operations as expensive initiative.

Despite of it, (Charlesworth 2017; Kotler, Kartiaya, and Setiawan, 2016) said in recent years, content marketing has become something of a buzzword in the context of the digital economy. According to (Moroever, Pandey, Nayal, and Rathore, 2020) the various aspects of technology adaptation that have been highlighted including adaptation to social media, adaptation to mobile technology, adaptation to technological readiness, and so on. Therefore, despite the difficulties the businesses face, marketers acknowledge the significance of adopting it in business marketing strategy.

### **2.3 Diffusion of Innovation (DOI)**

Research on the process of implementing new innovations has been going on for more than 30 years. Rogers's description of the diffusion model, which is one of the most well-known adoption models, may be found in his book, Diffusion of Innovations (Sherry & Gibson, 2002). The model has served as a conceptual foundation for a significant amount of research coming from a wide range of fields. (Dooley, 1999) and (Stuart, 2000) characterised Rogers's theory as a widely utilised theoretical framework in the field of technology diffusion and adoption. Some of these fields include political science, public health, communications, history, economics, technology, and education.

(Medlin, 2001; Parisot, 1995) It has been determined that Rogers's theory of the spread of innovations is the one that is best suited to the investigation of the adoption of technology in educational environments and in

higher education. In point of fact, a significant portion of research on diffusion focuses on technological discoveries, hence, (Rogers, 2003) frequently used the terms "technology" and "innovation" interchangeably.

Rogers (2003) characterised the innovation-decision process as an information-seeking and information-processing activity in which a person is motivated to reduce uncertainty regarding the benefits and drawbacks of an innovation. The innovation-decision process, according to (Rogers, 2003), consists of five steps: (1) knowledge, (2) persuasion, (3) decision, (4) implementation, and (5) confirmation. These stages typically follow one another in chronological sequence. This procedure is illustrated in Figure 1.

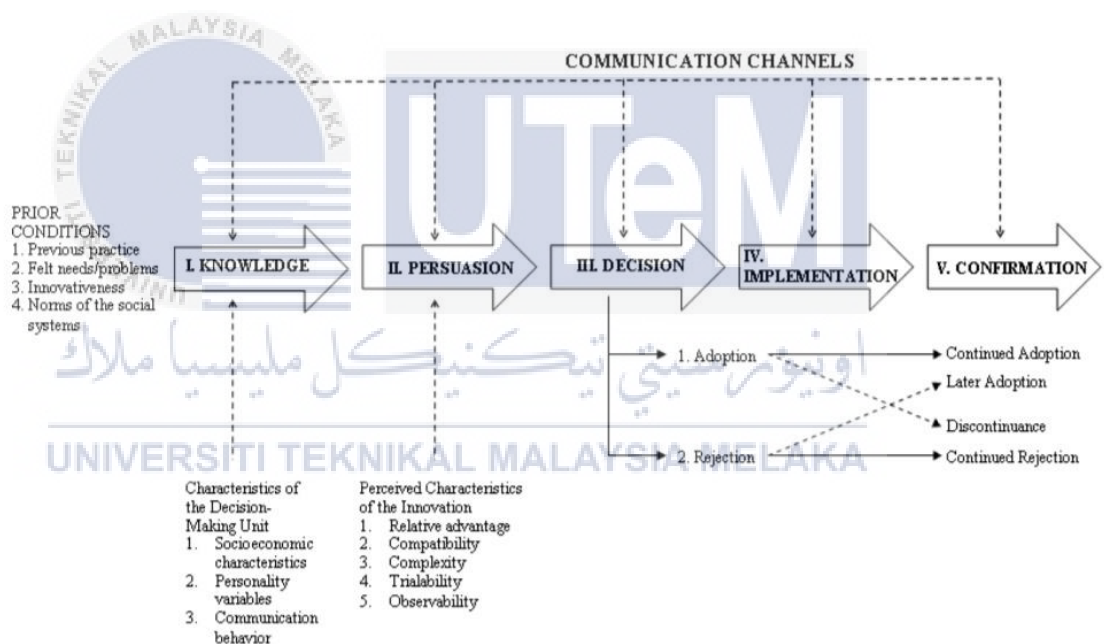


Figure 1. A Model of Five Stages in the Innovation-Decision Process

(Source: *Diffusion of Innovations, Fifth Edition* by Everett M. Rogers. Copyright (c) 2003 by The Free Press. Reprinted with permission of the Free Press: A Division of Simon & Schuster.)



### 2.3.1 Knowledge

The knowledge phase of the innovation-decision process is the first step in the process. In this phase, a person becomes aware of the innovation and begins to research it. The key questions in the knowledge phase are what, how, and why. In this step, the innovator seeks to define the innovation and understand its functioning (Rogers, 2003). There are three sorts of knowledge that Rogers identifies, and the questions for each are as follows: (1) awareness-knowledge; (2) how-to-knowledge, (3) principles-knowledge. This is where the SMEs start to have an idea about the technology, without any further intention.

- a) Awareness-knowledge: Knowledge about the presence of the innovation. Having this kind of information may spark a person's interest in the idea and lead to its eventual adoption. The motivation to learn about the other two forms of information may also be increased. This usually when the SMEs start to have awareness on digital marketing strategy.
- b) How-to knowledge: Information about the proper use of an innovation is found in how-to knowledge. Wetzel (1993) found that even teachers with technical backgrounds did not always feel comfortable incorporating technology into the lessons if they are not familiar with the proper application of use it. Therefore, technology is not exploited to its full potential because teachers lack the necessary skills to effectively include it into their lessons Spotts (1999). Rogers considered this information a crucial factor in the choice to innovate. Knowing the ins and outs of an idea before giving it a try can raise the likelihood that it will be adopted. Therefore, this information is especially vital for relatively sophisticated technologies. In SMEs scenario, once the business start to have awareness, an idea of the digital marketing strategy adoption, it will spark the business to start learning how-to of the digital marketing strategy available and effective to use.

c) Principles-knowledge: The hows and whys of an innovation's efficacy are part of this body of knowledge. Even if this information is lacking, an innovation can still be adopted. However, its misuse could lead to its eventual demise. According to Sprague (1999), teacher's lack of understanding of the benefits of and strategies for incorporating technology into the classroom is the primary reason why so few do so. This is where the digital marketing strategy is explain how it works.

### 2.3.2 Persuasion

If the target has preexisting feelings about the innovation, good or negative, the persuasion phase might begin. There is no guarantee that forming a positive or negative opinion of an innovation will lead to its eventual acceptance or rejection (Rogers, 2003). Knowing about the innovation is the first step in shaping the SMEs attitude toward it, and the persuasive stage of the innovation-decision process follows. In addition, according to Rogers, although the knowledge stage is more focused on facts and logic, the persuasive stage is more focused on emotions and convictions. Therefore, at the persuasive stage, SMEs is more emotionally invested in the innovation. SMEs thoughts and views regarding an innovation are influenced by their level of uncertainty about its functioning and by the social reinforcement they receive from others (competitor, peers, etc.). Subjective evaluations of the invention by close party are typically more credible to the SMEs since it help eliminate confusion regarding the innovation's outcomes. Experts and scientific reviews of new innovations are a common source of knowledge for educators, but they often turn to their networks of trusted peers for advice (Sherry, 1997). Until a final choice is made, business will keep looking for signals and information on evaluating innovations.

### 2.3.3 Decision

Since most people or SMEs prefer to try an invention out in its own situation before deciding whether or not to adopt it, a partial trial basis can help speed up the adoption process. The innovation-decision process can be sped up with the help of the vicarious trial. Rejection, however, is a possibility at any point in the innovation-decision procedure. Rogers distinguished between active and passive rejection. Active rejection occurs when someone or the business tries an invention and gives it some serious consideration before ultimately deciding against adopting it. One form of active rejection may be the choice to abandon an innovation after having adopted it. When business takes a passive rejection (or non-adoption) stance, it do not actively reject the innovation or try to convince itself not to accept it. According to (Rogers, 2003) the distinction between the two types of rejection has not been thoroughly explored in previous studies on diffusion. Knowledge, persuasion, and decision can occur in any order, depending on the circumstances. However, after a decision has been made, the next step is implementation.

### 2.3.4 Implementation

The final step in the invention process is implementation. However, because of the novelty of an innovation, there is always some degree of risk associated with its spread. At this point, it is still possible for uncertainty about the innovation's results to be an issue. To lessen the impact of unpredictability, the implementer may require technical assistance from change agents and others. As the uniqueness of the new idea fades away, the innovation-decision process will come to an end as well (Rogers, 2003).

Implementation is where most innovations take place, making it a crucial phase. The extent to which an idea gets reinvented by its adopters and users as it is put into practice is known as reinvention (Rogers, 2003). Additionally, Rogers (2003) distinguished between

innovation and invention. Adopting an innovation is the process of making use of an existing concept, while invention is the process of discovering or creating a new idea (Rogers, 2003). Further, Rogers argued that the frequency with which an innovation is reinvented predicts how quickly it would be embraced and institutionalised. Since computers are the source of so many new possibilities and uses, computer technology is more amenable to being reimagined.

### 2.3.5 Confirmation

At this stage, SMEs may have already decided to innovate, but is looking for validation of that choice. If there is a party is shown contradictory information about the invention, Rogers (2003) argues, it may change its minds. These signals are avoided in favour of those that provide reinforcement for the business current position. As a result, the confirmation phase is where attitude really matters. Attitude and the availability of resources influence whether or not the business chooses to adopt an invention later on.

There are currently two possible discontinuation routes at this time. To replace it with something better, the business initially rejects the innovation. Replacement discontinuation describes this choice to end service. Disenchantment discontinuation is the opposite kind of choice to end a relationship. In the latter, the user chooses not to adopt the innovation because of its poor functionality. The business may decide to stop using a new innovation if it find that it does not cater to its specific requirements. That means it lacks novelty, the first characteristic of innovations that influences its uptake.

## 2.4 SMEs

SMEs industry are the foundation of most economies. Micro and small enterprises (SMEs) provide jobs and are numerous, proving this. SMEs are the only feasible employment option for low-income people, especially women in developing countries (Garga and Bagga, 2009; Mbugua, 2013). SMEs perform

an important role in Malaysia's economic growth and development. According to (Chen, 2009) and (Ghobadian and Gallear, 1996), small and medium-sized-enterprises (SMEs) play an important part in the economic growth and development of a country by producing high quality goods. There is no denying the significance that small and medium-sized enterprises (SMEs) play in Malaysia's overall economic expansion (Chelliah, 2010; Hashim, 2007; Othman, 2008) (Chelliah, 2010; Hashim, 2007; Othman, 2008). In recent years, small and medium-sized enterprise owners have been working toward the goal of developing and exploring chances to promote their food and beverage items in the hypermarkets and supermarkets of Malaysia by manufacturing products of a high quality. The official website of the SME Corporation of Malaysia states that as of the first of the year 2014, small and medium-sized enterprises (SMEs) in Malaysia were divided into two distinct categories: manufacturing (firms with sales turnover not exceeding RM50 million or full-time employees of 200 workers) and services and other sectors (firms with sales turnover not exceeding RM20 million or full-time employees of 75 workers). According to the Third Malaysian Industrial Master Plan (IMP3), the food and beverage manufacturing industry is comparatively less susceptible in the changes of the world economy. As a result of this, it has been estimated that the current worth of US\$3.5 trillion of the global retail sales in food and beverage products is expected to grow further at an annual rate of 4.8 percent to US\$6.4 trillion in 2020 (MITI, 2006).

According to the (Malaysian Standard of Industrial Classification, 2008) the food and beverage industry is a sub-sector of the manufacturing sector. This industry is responsible for around 10% of Malaysia's total manufacturing production (DOS, 2011). According to the (Department of Statistics, 2011), out of the total 37861 SMEs that are found in the manufacturing sector, 6016 SMEs are involved in the processing of food and beverage goods. This places them in the position of having the second biggest concentration of SMEs.

## 2.5 Digital Marketing Adoption

Depending on the context and study purpose of the author, various definitions of digital marketing have been proposed above. Digital marketing involves the dissemination of commercial messages to target audiences online. Marketing via electronic mail, search engine optimisation, social media, various forms of display advertising (including web banner ads), and mobile devices all fall under this category (Pawar, 2014). According to (Icha, 2016), organisations have found that connecting with its consumers through social media is one of the quickest ways to attract the attention of consumers at a wide range.

Small and medium-sized enterprises (SMEs) usage of the internet has boosted productivity and allowed for the early identification and resolution of issues (Marjolein, 2014). There are several ways in which social media can benefit a company, in example, it can help cut down on expensive marketing expenses and strengthen connections with loyal customers (Mokhtar, 2016). Also, (Salehi, Aghaei, 2012) compares both internets based as well as traditional marketing, internet marketing is more economical and faster way to reach out to buyer directly and is the ideal way for business to advertise locally or internationally. As the result in case of comparison, both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. Approximately, the advantages of internet marketing are much more than advantages of traditional marketing.

Plus, most of the studies that have been done on how people accept new technologies have found that there are three main types of pressure from the outside: competition, supplier pressure, and consumer pressure (Ifinedo, 2011; Iddris & Ibrahim, 2015). Competitive pressure has been shown to work and be useful in how firms use technology (Ramdani, 2009; Huy, 2012). The environmental context (Rahayu & Day, 2015) is made up of all the outside factors that affect how SMEs use technology. (Hameed, Counsell, and Swift, 2012) say that government support and outside pressure are the most important factors in getting people to use new technologies. The study (Huy, 2012;

Ghobakhloo, 2011) says that the environment has the most impact on how firms use new ideas.

## 2.6 Conclusion

In this chapter, researcher will locate the connected issue and provide a brief explanation regarding the meaning of traditional marketing, digital marketing, SMEs, and digital marketing adoption. No conceptual framework included.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.0 Introduction

After evaluating things in Chapter 2, researcher will explain the methodology of this research. This chapter will explain overall of the methodology approach, as in research design and research method.

#### 3.1 Research Design

According to McCombes (2019), a research design is a plan that aims to answer a collection of questions. This plan is also known as a research strategy. It is a structure that contains the methods and procedures that are used to collect data, analyse that data, and interpret that data. To put it another way, the research design is an element of the research proposal because it details the method that will be utilised by the researcher to investigate the primary issue that will be addressed by the study.

The features of the research design have an impact on the kinds of data that will be collected and, as a result, the findings that will be obtained. Research design also specifies the other constituent parts of a study, such as the methodological choice, the kind of research design, data collecting, sampling strategies, and many more (Creswell, 2018). This definition is dependent on the type of research design, which will be explained in more detail below.



### **3.2 Methodological Choice**

In the section, researcher will talk about the one from the three distinct schools of thought that can be used to construct the study which is the qualitative method. Observation and interviews are just two examples of how qualitative researchers engage with the real world (Amaratunga, 2002). This methodological choice was chosen to have an in-depth interview session with the SMEs companies.

#### **3.2.1 Qualitative**

This study will be using qualitative method. Qualitative method is use when researcher wants to know more, in-depth understanding of particular information needed by the researcher in this study. Face-to-face interview session will be done with the SMEs companies, which will be discussing about the main point of this study, which is regarding level of digital marketing strategy currently adopted, the reason of choosing current digital marketing strategy and the level of marketing strategy adoption in the business.

### **3.3 Data Collection**

According to Collis and Hussey (2009), there are two primary data and secondary data sources. Below, researcher break down the differences between these two data sets. Primary data will be collected through interview method. Secondary data refers to information that researcher read from previous research which are article, statistics and journal. Primary and secondary data are often used together in research, in order trying to gain more information to this research problems.

### 3.3.1 Primary Data

In this study, the interview would be conducted with representatives from minimum six SMEs, and it would take place during an event as according to (Creswell, 2018) six to ten companies is an appropriate sample size. So, 6 small and medium-sized businesses, SMEs in Melaka will participate in the interview session. The researcher will select several small and medium-sized businesses (SMEs) to interview using a series of questions that they have prepared in advance.

### 3.3.2 Secondary Data

As a student of Universiti Teknikal Melaka Malaysia, one can use their identification to access the relevant information that is available on the website of the institution as well as in the books and periodicals that can be checked out from the university library for article, journal, database, and report. This material was obtained both online and in hard copies. In addition, researcher also look at any and all pertinent statistics and databases by using the Google scholar and Emerald websites, as well as the Google search engine.

## 3.4 Research Strategy

A research strategy is the preparation a researcher makes to determine how the researcher want participants to respond to the interview query which is basically based on the researcher's aim and questions, time and available resource.

## 3.5 Sampling Techniques

Sampling method refers to statistical methodology use in choosing participants or population with a review of its background in order to choose suitable sample (Gulzar, 2013)

### 3.5.1 Convenience sampling

Convenience sampling techniques is chosen by the researcher. It is a non-probability sampling method and will be done with the participant's convenience, and free time in order to get the reliable feedback.

### 3.6 Research Location

Malaysia is the country and Melaka is the states where this research will be carry out. Researcher will conduct the interview session one-to-one in order to collect the information regarding the digital marketing strategy adoption among the SMEs.

### 3.7 Pilot Testing

A digital marketing seminar aimed at encouraging small and medium-sized enterprises to adopt such a strategy would be a fantastic pilot project. The primary goals of the pilot study are to evaluate the effectiveness of the seminar's major components and to gather feedback on how to improve future sessions. Selecting a subset of subject matter experts (SMEs) from among Universiti Teknikal Malaysia Melaka (UTeM) students who could represent the full sample population is one strategy for carrying out a pilot test. After identifying this cohort, the program can be rolled out to them and data collected on the SMEs digitization progress over time. The program collects this information, and it can be analysed to find flaws. A pilot test run may prove to be crucial. Developers of the program can find the best methods for accomplishing the study's aims and objectives by meticulously planning and carrying out a pilot test.

### 3.8 Sampling Size

The sample size decided by the researcher in this research is minimum six SMEs companies around Ayer Keroh, Melaka as according to (Creswell, 2018) six to ten companies is an appropriate sample size.

### 3.9 Data Analysis

The process of collecting, modelling, and analysing data using a variety of statistical and logical methodologies and techniques is referred to as data analysis. The goal of data analysis is to provide helpful information that can be used by the SMEs themselves. Before doing an analysis on the data, it is absolutely necessary for the researcher to first prepare and organize the data.

As a potential data analysis method, narrative analysis may be suggested, and study could attempt to comprehend the factors that led to the selection of a certain digital marketing plan.

### 3.10 Time Horizon

The study project has a four-month timeline, which one semester period. Its progress so far has been tracked using a Gantt chart that provides an overview of the many tasks involved.

### 3.11 Research Framework

#### 3.11.1 Problem formulation

Researcher think on the problem that evolves in the market.

Problem formulation will lead to conceptual model, new improvement or ideas in future.

#### 3.11.2 Develop Research Questions and Objectives

Research questions and objectives listed out, in order to get the study aim's right.

#### 3.11.3 Literature Review of Past Study

This is important in order to prove a continuous study is needed regarding this main title, digital marketing strategy adoption among SMEs to understand better the certain part of it.

#### 3.11.4 Research Proposal

Researcher come up with research proposal to study on ‘Digital Marketing Strategy Adoption among Food and Beverages SMEs’

#### 3.11.5 Data Collection Process (Sampling, Interview Session)

Data collection process suggested is one-to-one interview session with minimum six SMEs companies.

#### 3.11.6 Data Analysis

Data analysis method suggested is narrative analysis method in order to understand better the reason SMEs chose current digital marketing strategy.

#### 3.11.7 Report Write Up

Report writes up accordingly, to present the aim and outcome of the study.

### 3.12 Conclusion

In Chapter 3, the researcher established the methodology by deciding on the study's design, strategy, sampling method, and analysis. The data and material for this study came from a qualitative study. Additionally, qualitative research was selected as the approach for data and information collection for this study due to its ability to enable in-depth analysis and minimize neutral bias during data collection.

## CHAPTER 4

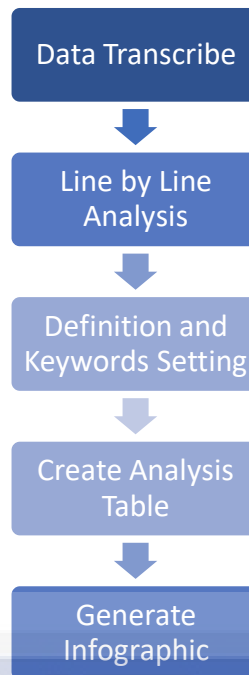
### DATA ANALYSIS AND DISCUSSION

#### 4.0 Introduction

This chapter delves into the findings and provides a detailed analysis and explanation of the research issues. The researcher's study aimed to provide us with insights on the significance or relevance, based on its objectives and scope. Given the use of the qualitative research technique in this study, primary data was gathered by conducting interviews with individuals associated with food and beverage SMEs, including the owner, digital marketing manager, hired content developer, and staff. The participants were four women and two men, aged between eighteen and thirty-six or older, who are directly or indirectly involved in the management of the digital marketing department of SMEs.

The information obtained during the interview sessions was treated as confidential and exclusively used for research purposes. The aim of this research was to determine the elements that impact the adoption of digital marketing. The findings in this chapter were organised and presented in four primary sections. The profiles of the participants were introduced in the initial part. Subsequently, the analysis technique, analysis of research questions, and research findings were presented in the following three sections.

#### 4.1 Data Analysis Procedure



*Figure 2. Data Analysis Procedure use for this research*

According to Figure 2 above, the first stage involves converting information from one format to another. Within the context of data analysis, the phrase frequently refers to the act of converting unprocessed data, which may exist in many formats such as text, audio, or video, into an ordered structure suitable for analysis. In this research, the audio from interview session with six participants from SMEs company were convert into words table which is more suitable for this research analysis. Next, line by line analysis is a thorough examination of the data that is normally carried out by reviewing each line separately. Each line or entry in the data is reviewed individually. In this research, researcher separate the data line by line, according to the suitable research objective and research question to make it easier for the researcher to read the data. Then, discovery of specific words or phrases that are necessary for analysis and can be used to filter or classify data is referred to as keyword setting. So in this research, researcher has defined the necessary keywords that related to this research such as TikTok, Facebook and others which represent one of the research question which is types of digital marketing adopted by the SMEs. Analysis table is process of constructing an analysis table consists of

organised the data. This is where researcher present the data analysis. Lastly, infographic was generated in order to finalize the findings of this research.

## 4.2 Participant Profile

In this research, researcher approach six to ten food and beverages SMEs in order to collect data for this research through phone call and WhatsApp medium. After a while, researcher received a feedback and approval from six food and beverages SMEs around Melaka. Those companies are of Crispy Bread, Cendol Kampung Melaka, Nasi Lemak Banda Viral, Onion Café, Nasi Ayam Sedap Restaurant and Kedai Dessert Bersaka. Here researcher will include the basic background of the SMEs representatives.

### 4.2.1 Participant 1

Participant 1 (P1) is a marketing manager of Crispy Bread of company. A female worker, in the age range of 18 – 23 years old with three months experience with the company. As a graduates from UiTM Bandaraya Melaka with Bachelor of Marketing, she has the capability and knowledge in the marketing field.

### 4.2.2 Participant 2

Participant 2 (P2) is a marketing manager of Cendol Kampung Melaka. A female worker, in the age range of 24 – 29 years old with two years and six months experience with the company. Started with regular staff, she managed to be a branch manager and latest as a marketing manager of the company. As a graduates from Universiti Teknikal Malaysia Melaka (UTeM) with Bachelor of Technology Management (High Technology Marketing), she has the capability and knowledge in the marketing field.



#### 4.2.3 Participant 3

Participant 3 (P3) is an owner of Onion Café. A male owner, in the age range of 36 years and above with 15 years experience in working and with the company. As a graduate from MMU University Melaka with Bachelor of Information Technology (Security) and experience in managing restaurant he has the knowledge in marketing its business.

#### 4.2.4 Participant 4

Participant 4 (P4) is an owner of Nasi Lemak Banda Viral. A female owner in the age range of 36 years old and above with 20 years experience in the business. As a graduates with bachelor from Universiti Kebangsaan Malaysia and experience in family business, she managed to manage her marketing strategy well as the business, Nasi Lemak Banda Viral is well-known dine in place in Melaka.

#### 4.2.5 Participant 5

Participant 5 (P5) is an owner of Kedai Dessert Bersaka. A female owner in the age range of 30 – 35 years old and above with 10 years experience in the business. As a graduates with bachelor from Universiti Tun Hussein Onn Malaysia and experience in the business, she managed to manage her marketing strategy well as the business, Kedai Dessert Bersaka is quite well-known around MITC, Melaka.

#### 4.2.6 Participant 6

Participant 6 (P6) is a content creator of Nasi Ayam Sedap. A female owner in the age range of 30 – 35 years old and above with 17 years experience in the business. As a graduates from Institut Latihan Perindustrian with experience in creating marketing content, he managed to manage its marketing strategy quite well.

	Gender	Age (years)	Position	Experience	Education Level	Institution
P1	Female	18 - 23	Marketing Manager	3 months	Bachelor Degree	Universiti Teknologi Mara (UiTM)
P2	Female	24 - 29	Marketing Manager	2 years 6 months	Bachelor Degree	Universiti Teknikal Malaysia Melaka (UTeM)
P3	Male	36 and above	Owner	15 years	Bachelor Degree	Multimedia University (MMU)
P4	Female	36 and above	Owner	20 years	Bachelor Degree	Universiti Kebangsaan Malaysia (UKM)
P5	Female	30 – 35	Owner	10 years	Bachelor Degree	Universiti Tun Hussein Onn Malaysia (UTHM)
P6	Male	30 – 35	Content Creator	17 years	SPM	Institut Latihan Perindustrian (ILP)

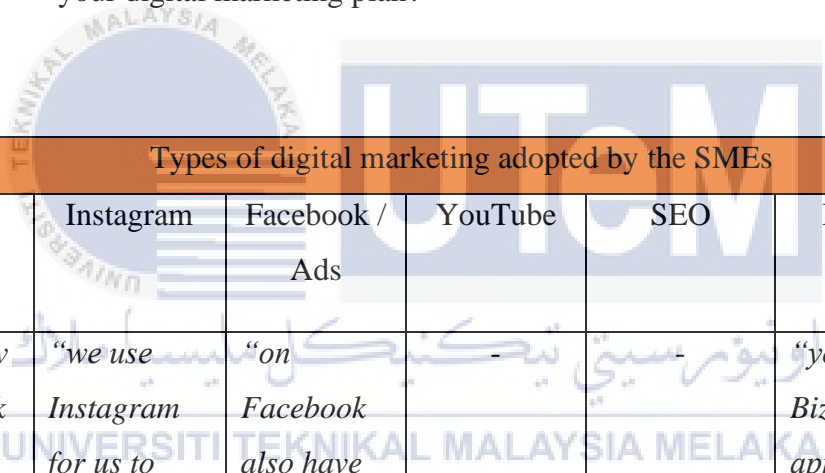
*Figure 3 Summary of Participant Profile*

Figure 3 is the summary of participant profile, which researcher stated the participant gender, age range, position, experience years in conducting the business or in the position along with the education level and the institution.

### 4.3 Research Question 1

First research objective or research question for this research is to identify types of digital marketing strategy currently adopted by the SMEs. In this research objective, researcher asked three questions in order to identify the first objective in this research. The questions are:

1. Could you explain the digital marketing strategies your company uses right now?
2. Could you give me some examples of digital marketing campaigns or actions your company has done recently?
3. Do you use any specific technologies or tools to carry out and supervise your digital marketing plan?



Types of digital marketing adopted by the SMEs							
	TikTok	Instagram	Facebook / Ads	YouTube	SEO	BizApp	META
P1	<p><i>“ we actively using TikTok in the moment, we do live streaming, content for promotion and also pay ads in TikTok”</i></p> <p>- Live streaming</p>	<p><i>“we use Instagram for us to raise awareness and promoting agent and dropship application”</i></p> <p>- Use to raise awareness</p>	<p><i>“on Facebook also have but less active.. just normal postings”</i></p> <p>- Marketing posting</p>			<p><i>“yes, we use BizApp application”</i></p> <p>- Monitor sales, agent and dropship orders</p>	-

	<ul style="list-style-type: none"> <li>- Content marketing</li> <li>- Paid for advertisement</li> <li>- Give vouchers</li> </ul>	<ul style="list-style-type: none"> <li>- Promote and look for agent and dropship</li> </ul>					
P2	<p><i>“we actively use Facebook, Instagram and TikTok”</i></p> <ul style="list-style-type: none"> <li>- Content marketing</li> </ul>	<p><i>“we actively use Facebook, Instagram and TikTok”</i></p> <ul style="list-style-type: none"> <li>- Marketing posting</li> </ul>	<p><i>“we actively use Facebook, Instagram and TikTok”</i></p> <ul style="list-style-type: none"> <li>- Paid Facebook Ads</li> <li>-Marketing posting</li> </ul>	<p><i>“We also do some commercial video on YouTube Shorts.”</i></p> <ul style="list-style-type: none"> <li>- YouTube shorts and commercial ads</li> </ul>	<p><i>“we use social media platform, search engine optimization (SEO), also advertising marketing.”</i></p> <ul style="list-style-type: none"> <li>- Use Google Updates</li> </ul>	-	<p><i>“what we use so far is META”</i></p> <ul style="list-style-type: none"> <li>- Use to supervise digital marketing performance</li> </ul>
P3	<p><i>“we also use TikTok”</i></p> <ul style="list-style-type: none"> <li>- Content marketing</li> </ul>		<p><i>“currently we are using Facebook, specifically their ads”</i></p> <ul style="list-style-type: none"> <li>- Paid Facebook Ads</li> <li>- Marketing posting</li> </ul>	<p><i>“Back then we used to review our food on YouTube as content”</i></p> <ul style="list-style-type: none"> <li>- Food review content</li> </ul>		-	-

P4	<p>“we benefited from their review content on TikTok”</p> <p>- Benefited from customer’s review</p>	<p>“Also Instagram because it linked with Facebook”</p> <p>- Marketing posting</p>	<p>“for now, Facebook Ads”</p> <p>- Paid Facebook Ads</p>	-	-	-	-
P5	<p>“the medium I use is Facebook, TikTok, Instagram,”</p> <p>- Content marketing</p>	<p>“the medium I use is Facebook, TikTok, Instagram,”</p> <p>- Marketing posting</p>	<p>“we do live streaming regularly in Facebook”</p> <p>- Live streaming</p> <p>- Paid Facebook Ads</p>	-	<p>“Also use SEO ‘kedai bersaka Melaka’ ”</p> <p>- Use ‘kedai bersaka Melaka’</p>	-	-
P6	<p>“We currently use social media, focus on Instagram and TikTok.”</p> <p>- Content marketing</p>	<p>“We currently use social media, focus on Instagram and TikTok.”</p> <p>- Marketing posting</p>	-	-	<p>“We also use Google Updates to update our new menus.”</p> <p>- Use Google Updates</p>	-	-

Figure 4. Types of digital marketing adopted by the SMEs

Based on Figure 4, researcher has listed out the types of digital marketing adopted by the SMEs. Overall, there are seven types of it which are TikTok, Instagram, Facebook, YouTube, Search Engine Optimization (SEO), BizApp and META.

P1 stated in interview session, “*we actively using TikTok in the moment, we do live streaming, content for promotion and also pay ads in TikTok*” which means P1 is employing a multifaceted approach on TikTok, combining live streaming for real-time interaction, content marketing for building a brand presence, paid advertisements for broader reach, and distributing vouchers to incentivize user engagement or purchases. This strategy aims to leverage TikTok's features and user base to achieve various marketing and promotional goals. Next, “*we use Instagram for us to raise awareness and promoting agent and dropship application*” which researcher find P1 is leveraging Instagram as a versatile platform for both awareness campaigns and promotional activities related to recruiting agents and dropshippers. This approach aims to tap into Instagram's extensive user base and visual-centric features to effectively reach and engage potential partners and customers. Then, “*on Facebook also have but less active.. just normal postings*” which means P1 acknowledges a less active presence on Facebook compared to other platforms, with a focus on normal postings. While the level of activity may be lower, the content shared on Facebook likely contributes to maintaining a presence and connecting with a specific audience on this widely used social media platform. Lastly, P1 stated that “*yes, we use BizApp application*” which tell P! actively uses the BizApp application as a comprehensive tool for monitoring various aspects of their business operations, including sales, agent activities, and dropship orders. This integration likely contributes to a more organized and efficient management of key aspects of the business.

Next SMEs, P2 stated in interview session “*we actively use Facebook, Instagram and TikTok*” which researcher interpret as P2 actively employs content marketing strategies on Facebook, Instagram, and TikTok. This involves creating and sharing valuable, engaging content on these platforms to

promote their brand, products, or services, and to connect with their target audience. Next, *“we actively use Facebook, Instagram and TikTok”* which means The statement implies that P2 engages in marketing postings on Facebook, Instagram, and TikTok. This involves sharing promotional content on these platforms to reach and engage with their audience, potentially including updates about products, services, events, or other marketing-related messages. Then, *“we actively use Facebook, Instagram and TikTok”* that P2 actively utilizes Facebook, Instagram, and TikTok for both paid advertising and marketing postings. This involves running targeted paid ads on Facebook, along with creating and sharing promotional content on all three platforms to enhance brand visibility, engage with the audience, and potentially drive business objectives. P2 also stated regarding using YouTube platform and SEO, *“We also do some commercial video on YouTube Shorts.” “we use social media platform, search engine optimization (SEO), also advertising marketing.”* which researcher conclude as it indicates that P2 creates commercial videos specifically designed for YouTube Shorts which is to advertised and actively utilizes Google Updates to keep its business information current. This likely involves updating details such as business hours, contact information, location, and other relevant data on Google My Business. Lastly, *“what we use so far is META”* which indicates that the individual or organization utilizes META to supervise digital marketing performance.

P3, which used and adopted TikTok, Facebook and YouTube said in an interview session, *“we also use TikTok”, “currently we are using Facebook, specifically their ads”, “Back then we used to review our food on YouTube as content”* which researcher conclude as P3 is employs a diverse digital marketing strategy across various platforms. Their presence on TikTok is indicative of a content marketing approach, where they create and share engaging content to connect with their audience on the popular short-form video platform. On Facebook, the SMEs has a dual strategy, utilizing both paid Facebook Ads for targeted promotional campaigns and engaging in marketing postings to maintain an active and organic presence. The specific mention of Facebook Ads implies a strategic investment in paid advertising to reach a

wider audience and achieve specific marketing objectives. Additionally, P3 has a history of food-related content creation, previously focusing on YouTube for food reviews. This suggests a broader content strategy encompassing different platforms over time. Overall, their approach combines diverse content creation, paid advertising, and strategic platform selection to effectively reach and engage with their target audience across various digital channels.

Then, P4 which actually only adopted one to two types of digital marketing strategy said “*we benefited from their review content on TikTok*”, “*Also Instagram because it linked with Facebook*”, and “*for now, Facebook Ads*” which indicates that P4 leverages customer review content on TikTok, indicating that user-generated content plays a significant role in their marketing strategy, contributing positively to brand visibility and credibility. The connection between Instagram and Facebook is acknowledged as a valuable link, suggesting that the organization engages in marketing postings on Instagram as an extension of their Facebook strategy, creating a cohesive online presence. Furthermore, the current focus on Facebook Ads highlights a commitment to paid advertising efforts, emphasizing a targeted approach to reaching a broader audience and achieving specific marketing goals. In summary, P4 strategically utilizes user-generated content, maintains an integrated presence on Instagram and Facebook through marketing postings, and actively invests in paid advertising on Facebook to maximize its online impact.

Moving on to P5, stated several things regarding the digital marketing adopted by the business. For TikTok, “*the medium I use is Facebook, TikTok, Instagram,*” which means employs a multi-platform content marketing strategy, utilizing Facebook, TikTok, and Instagram to create and share engaging content. Next, for Instagram and Facebook, P5 stated that “*the medium I use is Facebook, TikTok, Instagram,*” and “*we do live streaming regularly in Facebook*” which indicates the uses of these platforms involves marketing postings, indicating a focus on maintaining an active and organic presence to connect with their audience. The regular live streaming on



Facebook suggests an interactive approach, fostering direct engagement with the audience, and potentially complemented by paid Facebook Ads for broader reach and visibility. Lastly, “Also use SEO ‘kedai bersaka Melaka’ ” which researcher interpret as signifies effort to enhance online visibility and attract relevant local traffic by using the sentence.

Last participant interviewed, P6 said that “We currently use social media, focus on Instagram and TikTok.” and “We also use Google Updates to update our new menus.” as part of its digital marketing strategy which researcher interpret as the SMEs adopts a targeted approach to online presence, focusing on Instagram and TikTok for marketing postings. This strategy suggests a commitment to visually engaging content and leveraging the popularity of these platforms for brand visibility. Additionally, the use of Google Updates to update new menus emphasizes a proactive approach to maintaining accurate and current business information on Google, ensuring that potential customers searching for menu details receive up-to-date information. In summary, P6 combines marketing postings on Instagram and TikTok with a strategic use of Google Updates to enhance online visibility and provide accurate information to potential customers.

In conclusion, researcher has provide and gather information needed for the first research question which to find types of digital marketing adopted by the SMEs.

Types of digital marketing adopted by the SMEs						
	P1	P2	P3	P4	P5	P6
TikTok	/	/	/	/	/	/
Instagram	/	/		/	/	/
Facebook Ads	/	/	/	/	/	
YouTube		/	/			
SEO		/			/	/
BizApp	/					
META		/				

Figure 5. List of digital marketing adopted by each SMEs

In the conclusion, according to Figure 5 presented by the researcher, types of digital marketing adopted by SMEs are figured out to be TikTok, Instagram, Facebook, YouTube, Search Engine Optimization (SEO) BizApp, and META. Each of the SMEs has listed out the platform been used during the interview session with researcher.



#### 4.4 Research Question 2

Second research objective or research question for this research is to distinguish the factor SMEs choose to adopt the current digital marketing strategy. In this section, researcher asked three questions in order to figured out the second objective of this research:

1. What factors influenced you to decide to use the current digital marketing strategy?
2. How do you decide which digital marketing projects are most important and how you divide up your resources?
3. If you have had any challenges putting your digital marketing plan into action or making changes to it, what were they?

Participant	Types of Digital Marketing	Factors Influenced SMEs to Adopt Digital Marketing Strategy
P1	<p><b>TikTok</b>  <i>“because it is what trending and highly used now, the algorithm is good, and TikTok engaged better”</i></p> <ul style="list-style-type: none"> <li>- Trending and highly used</li> <li>- High engagement on content and live streaming</li> </ul>	<p><b>Factor 1</b> : Follow trend  <b>Factor 2</b> : High engagement with customer</p>
	<p><b>Instagram</b>  <i>“same as Instagram usage.. just more to normal postings”</i></p> <ul style="list-style-type: none"> <li>- Started business and marketing tools by using Instagram before TikTok exist</li> </ul>	<p><b>Factor 4</b> : First marketing tools option</p>
	<p><b>Facebook</b></p>	<p><b>Factor 4</b> : First marketing tools option</p>

	<p><i>“on Facebook also have but less active,”</i></p> <p>- Using Facebook casually at the beginning of business</p>	
	<p><b>BizApp</b></p> <p><i>“As you know if the business have agents, there must be stockist and else right? But we don’t do that way, we just use BizApp”</i></p> <p>- Effective to monitor sales generated and agent and dropship sales and orders</p>	<p><b>Factor 8 :</b> Effective performance monitoring medium</p>
P2	<p><b>TikTok</b></p> <p><i>“The first factor is target audience. 70% of our target market actually are outsiders, tourists, not Melaka local people.”</i></p> <p>- Trending and highly used</p> <p>- High engagement and content reach food hunter, tourists better</p>	<p><b>Factor 1 :</b> Follow trend</p> <p><b>Factor 2 :</b> High engagement with customer</p>
	<p><b>Instagram</b></p> <p><i>“We use Facebook because its in top 5 of highly used platform in world, and also Instagram.”</i></p> <p>- Wider audience</p>	<p><b>Factor 5 :</b> Wider audience</p>
	<p><b>Facebook</b></p> <p><i>“The first factor is target audience.. We use Facebook because its in top</i></p>	<p><b>Factor 5 :</b> Wider audience</p>

	<p><i>five of highly used platform in world,”</i></p> <p>- Wider audience as its target market is not only Melaka locals</p>	
	<p><b>YouTube</b></p> <p><i>“We also do some commercial video on YouTube Shorts.”</i></p> <p>- YouTube shorts and commercial ads reach more audience</p>	<b>Factor 5 :</b> Wider audience
	<p><b>SEO</b></p> <p><i>“If there is any product launch we usually use Google Updates. As people will search on it”</i></p> <p>- Use Google Updates as people usually search on Google</p>	<b>Factor 7 :</b> Medium preferred by most users
	<p><b>META</b></p> <p>- To monitor social media platform performance</p>	<b>Factor 8 :</b> Effective performance monitoring medium
P3	<p><b>TikTok</b></p> <p><i>“TikTok as it is what people mostly use now,”</i></p> <p>- High engagement</p> <p>- Follow the trend and want to penetrate youngsters audience</p>	<p><b>Factor 1 :</b> Follow trend</p> <p><b>Factor 2 :</b> High engagement with customer</p>
	<p><b>Facebook</b></p> <p><i>“while Facebook are usually used by adults”</i></p>	<b>Factor 5 :</b> Wider audience

	<p>- To penetrate adults, as adults and middle age audience often use Facebook</p>	
	<p><b>YouTube</b>  <i>“Back then we used to review our food on YouTube as content”</i></p> <p>- Make food review content to attract people come and dine in as some audience love long videos</p>	<p><b>Factor 6 :</b> Attract customer with personalized content</p>
P4	<p><b>TikTok</b>  <i>“And most of the time, we benefited from their review content on TikTok. We have our own TikTok account but rarely post anything.”</i></p> <p>- Benefited from customer review only</p>	<p><b>Factor 3 :</b> Brand awareness</p>
	<p><b>Instagram</b>  <i>“Also Instagram because it linked with Facebook”</i></p> <p>- Started business and marketing tools by using Instagram before TikTok exist</p>	<p><b>Factor 4 :</b> First marketing tools option</p>
	<p><b>Facebook</b>  <i>“Because before TikTok appear, Facebook are most famous so we use it to promote”</i></p> <p>- Facebook was famous before TikTok exist</p>	<p><b>Factor 4 :</b> First marketing tools option</p>

P5	<p><b>TikTok</b></p> <p><i>“TikTok because its what trendy now”</i></p> <ul style="list-style-type: none"> <li>- High engagement</li> <li>- Increase brand awareness as most people use TikTok</li> </ul>	<p><b>Factor 2:</b> High engagement with customer</p> <p><b>Factor 3:</b> Brand awareness</p>
	<p><b>Instagram</b></p> <p><i>“Because we started our business promote and was known through Facebook and Instagram since 2018”</i></p> <ul style="list-style-type: none"> <li>- Started business and marketing tools by using Instagram before TikTok exist</li> </ul>	<p><b>Factor 4 :</b> First marketing tools option</p>
	<p><b>Facebook</b></p> <p><i>“Because we started our business promote and was known through Facebook and Instagram since 2018, we streams most of the time”</i></p> <ul style="list-style-type: none"> <li>- Use Facebook to live streaming since first started the business and have loyal customer from there</li> </ul>	<p><b>Factor 4 :</b> First marketing tools option</p>
	<p><b>SEO</b></p> <p><i>“Also use SEO “kedai bersaka Melaka” so when people search, they will find our shop.”</i></p> <ul style="list-style-type: none"> <li>- Use Google Updates as people usually search on Google</li> </ul>	<p><b>Factor 7 :</b> Medium preferred by most users</p>
P6	<p><b>TikTok</b></p>	<p><b>Factor 2 :</b> High engagement with customer</p>

	<p><i>“While TikTok is use to attract new customer, as the audiences is bigger in there nowadays”</i></p> <ul style="list-style-type: none"> <li>- High engagement on its food review content</li> <li>- Better exposure for its new menu launched</li> </ul>	<p><b>Factor 3 : Brand awareness</b></p>
	<p><b>Instagram</b></p> <p><i>“Firstly because Instagram is the platform we used back then and we are known from there.”</i></p> <ul style="list-style-type: none"> <li>- Started business and marketing tools by using Instagram before TikTok exist</li> </ul>	<p><b>Factor 4 : First marketing tools option</b></p>
	<p><b>SEO</b></p> <p><i>“We also use Google Updates to update our new menus”</i></p> <ul style="list-style-type: none"> <li>- Use Google Updates as people usually search on Google</li> </ul>	<p><b>Factor 7 : Medium preferred by most users</b></p>

Figure 6. Factors influenced SMEs to adopt digital marketing



In Figure 6, researcher has summarised all the factors influenced SMEs to adopt digital marketing. For P1, factors that influenced to adopt TikTok is *“because it is what trending and highly used now, the algorithm is good, and TikTok engaged better”* which means TikTok is preferred for its trending nature, widespread usage, and strong engagement through its effective algorithm, making it suitable for content creation and live streaming and Instagram, having been utilized from the inception of the business and marketing efforts, is characterized by more conventional postings as P1 said *“same as Instagram usage.. just more to normal postings”*. Next, *“on Facebook also have but less active,”* means though less active, was initially used casually in the early stages of the business. P1 also have adopted BizApp platform, eschewing traditional stockist methods. This choice is driven by the application effectiveness in monitoring sales, as well as agent and dropship activities based on its statement *“As you know if the business have agents, there must be stockist and else right? But we don't do that way, we just use BizApp”*.

As for P2, they have adopted various kind of digital marketing strategy such as TikTok, Instagram, Facebook Ads, YouTube Ads, SEO and also META. Based on the interview session, P2 stated that *“The first factor is target audience. 70% of our target market actually are outsiders, tourists, not Melaka local people.”*, *“We use Facebook because its in top five of highly used platform in world, and also Instagram.”* *“We also do some commercial video on YouTube Shorts.”*, *“If there is any product launch we usually use Google Updates. As people will search on it”* and *“we use so far is META. But as we know every social media platform has it own statistic information or analytics, so we monitor from there”* which conclude P2 strategically selects social media platforms based on the distinct characteristics of each and aligns them with its target audience and marketing objectives. TikTok, being trending and highly used, appeals to a primarily tourist audience, with engaging content reaching food hunters and tourists effectively. Instagram and Facebook are chosen for their wide global audience, with Facebook being among the top five highly used platforms globally. YouTube Shorts is employed for commercial videos, expanding the audience reach through short-form content. In terms of marketing launches, Google Updates and SEO are utilized, recognizing the

prevalence of Google searches. META is employed for monitoring social media platform performance, acknowledging the importance of analytics in optimizing marketing strategies across various platforms. P2 approach involves a nuanced understanding of each platform's strengths and aligning them with specific target audiences and marketing goals.

While participant 3, P3, researcher conclude that they tailors its platform choices based on target demographics and content preferences. TikTok is selected for its high engagement and popularity, with a focus on following trends to reach a younger audience by their statement *“TikTok as it is what people mostly use now,”*. Facebook is chosen to target adults and middle-aged users, recognizing its popularity among these demographics as they said *“while Facebook are usually used by adults”*. YouTube, in the past, was utilized for food review content, indicating a strategy to attract an audience interested in longer videos, potentially influencing people to visit and dine in. This approach reflects the organization's understanding of the diverse user bases and content consumption habits across different platforms.

For P4, from the interview researcher noted that *“And most of the time, we benefited from their review content on TikTok. We have our own TikTok account but rarely post anything.”*, *“Also Instagram because it linked with Facebook”* *“Because before TikTok appear, Facebook are most famous so we use it to promote”* as P4 are new in adopting digital marketing strategy. These statement conclude that P4 strategically leverages customer-generated content on TikTok, benefiting from positive review content even though their own TikTok account sees infrequent posts. For Instagram, the interconnection with Facebook is highlighted, indicating an early adoption of Instagram in their business and marketing tools, preceding the emergence of TikTok. The choice to use Facebook is attributed to its popularity before TikTok's rise, showcasing a strategic approach based on platform prominence during different periods. This demonstrates the SMEs adaptability and the ability to capitalize on customer-generated content on TikTok while maintaining a consistent presence on other platforms based on their historical relevance and connectivity.

Then, researcher gather information on factors influenced P5 in adopting digital marketing strategy based on the information given in an interview which are *“TikTok because its what trendy now”*, *“Because we started our business promote and was known through Facebook and Instagram since 2018”*, *“Because we started our business promote and was known through Facebook and Instagram since 2018, we streams most of the time”*, *“Also use SEO “kedai bersaka Melaka” so when people search, they will find our shop.”*. Researcher interpret that P5 strategically utilizes different platforms and tools to enhance its online presence and reach a broader audience. TikTok is chosen for its trendiness, aiming for high engagement to increase brand awareness. Instagram has been a consistent tool since the business's inception in 2018, and Facebook, integrated with Instagram, is utilized for regular live streaming, fostering a loyal customer base. The use of SEO, specifically targeting "kedai bersaka Melaka," aligns with the strategy to be easily discoverable when people search on Google. This comprehensive approach involves leveraging current trends, maintaining a historical online presence, fostering customer loyalty through live streaming, and optimizing search engine visibility for targeted searches.

Last participant P6, also stated the factors influenced they to adopt digital marketing strategy which are *“While TikTok is use to attract new customer, as the audiences is bigger in there nowadays”*, *“Firstly because Instagram is the platform we used back then and we are known from there.”*, *“We also use Google Updates to update our new menus”* and researcher conclude that as P6 employs different platforms to achieve specific marketing objectives. TikTok is utilized to attract new customers, benefiting from its larger audience and high engagement for food review content, thereby gaining better exposure for newly launched menus. Instagram, chosen initially for business and marketing tools, remains a key platform due to its historical role in establishing the organization's online presence. Additionally, the use of SEO, coupled with Google Updates, emphasizes a proactive approach to keeping menu information current for people who commonly search on Google. This multi-platform strategy reflects the organization's adaptability, leveraging TikTok's audience for customer attraction, Instagram's historical significance,

and Google Updates to maintain accurate and up-to-date information for search visibility.

In conclusion, SMEs smartly uses different platforms like TikTok and Instagram to attract customers and showcase its offerings. They also focus on keeping their information up-to-date with Google Updates for people who search on Google. This well-rounded strategy reflects their adaptability and commitment to reaching a wide audience online.

Factors influenced SMEs to adopt digital marketing							
		P1	P2	P3	P4	P5	P6
1	Follow trend	/	/	/			
2	High engagement with customer	/	/	/		/	/
3	Brand awareness				/	/	/
4	First marketing tools option	/			/	/	/
5	Wider audience		/	/			
6	Attract customer with personalized content			/			
7	Medium preferred by most users		/			/	/
8	Effective performance monitoring medium		/				

Figure 7. List of factors influenced to adopt digital marketing for each SMEs

In conclusion, according to Figure 7, the highest factors on why SMEs adopted the digital marketing strategy is because of the high engagement with customer. The lowest factor why the SMEs adopted the digital marketing strategy is attracting customer with personalized content.

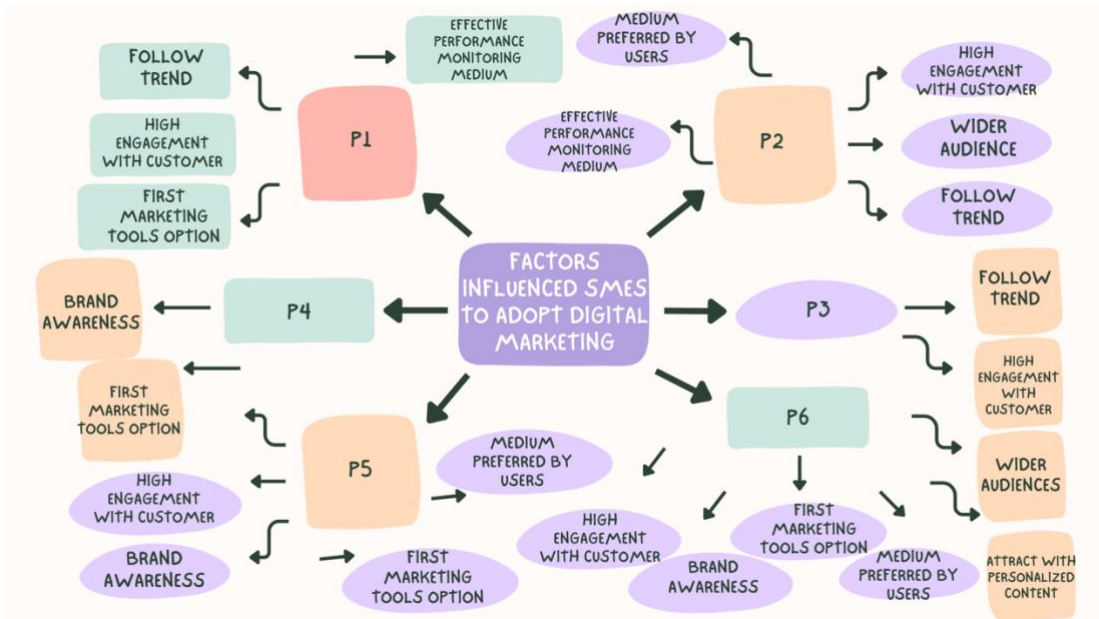


Figure 8 Summary of factors influenced SMEs to adopt digital marketing



### 4.5 Research Question 3

Third research objective or research question for this research is to categorised the SMEs level of marketing strategy adoption. In this section, researcher asked a few questions which the participant just need to choose scale 1 to 5, to evaluate the company digital marketing strategy level. The questions are :

1. Rate your current digital marketing strategy
2. Which digital marketing channels are currently utilized by your company?  
(select all that apply)
3. How well your digital marketing effort integrated across those different channels?
4. Have you incorporated advanced technology in your digital marketing strategy?

Scale :

1	None. (Nothing, have no awareness, knowledge or idea)
2	Have awareness but not done yet. (Have an idea, in planning)
3	Just get into it, only implement 1-2 types of it.
4	Basic. (4-5 types of digital marketing strategies adopted, eg : website, social media, online advertising, sponsorship)
5	Advance. (Own an innovation of digital marketing strategy)

Level of SMEs digital marketing strategy					
	1 None	2 Have awareness	3 Just get into it (Implement 1-2 types)	4 Basic (Implement 4-5 types)	5 Advance
P1			- Implement two types of social media, Facebook and TikTok		
P2				- Implement three types of social media such as Facebook, Instagram and TikTok - Use Google Updates - Use META to monitor digital marketing effectiveness	
P3				- Implement two types of social media, Facebook and TikTok - Paid for advertisement - Collaboration with homestay	
P4			- Implement two types of social media, Facebook		

			and Instagram for marketing posting - Paid for Facebook Ads	
P5			- Implement four types of social media such as Facebook, TikTok, Instagram - Use SEO 'kedai bersaka Melaka' - Paid for Facebook Ads	
P6			- Implement two types of social media, Instagram and TikTok	

Figure 9. Level of SMEs digital marketing strategy

As a result, in the Figure 9, the researcher has classified six SMEs companies into different levels based on the offered scale, as shown in the table. The result is divided into two halves. Half of the SMEs are at Level 3, where the company only implement one to two types of digital marketing strategies. The other half is at Level 4, which is a basic level, where it is already implement four to five types of digital marketing strategies.



Level of SMEs digital marketing strategy																																			
	P1					P2					P3					P4					P5					P6									
TikTok	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
				/					/					/			/					/							/					/	
Instagram	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
				/					/			/						/						/					/					/	
Facebook	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
			/						/					/					/					/					/			/			
YouTube	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
		/							/				/				/					/					/					/			
SEO	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
		/							/			/					/					/					/					/			
BizApp	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
				/		/					/					/					/					/					/				
META	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
		/							/		/					/					/					/					/				

Figure 10. Level of SMEs for each digital marketing strategy

In the end, according to Figure 10 above, the researcher illustrates the extent to which small and medium-sized firms (SMEs) utilise digital marketing strategies for each platform, as seen in the offered table. The purpose of this table is to provide every small and medium-sized firm (SME) with opportunities for enhancement. Furthermore, to enhance its future digital marketing strategy, the digital marketing strategy trainer should engage with suitable small and medium-sized firms (SMEs).

SMES LEVEL OF DIGITAL MARKETING					
	NONE	HAVE AWARENESS	JUST GET INTO IT	BASIC	ADVANCE
P1				✓	
P2					✓
P3					✓
P4				✓	
P5					✓
P6				✓	

Figure 11. Summary of Level of SMEs digital marketing strategy



#### 4.6 Summary of Final Findings

	Participant	P1	P2	P3	P4	P5	P6
Types of Digital Marketing Strategy Adopted by SMEs	TikTok	/	/	/	/	/	/
	Instagram	/	/		/	/	/
	Facebook Ads	/	/	/	/	/	
	YouTube		/	/			
	SEO		/			/	/
	BizApp	/					
	META		/				
Factors Influenced SMEs to Adopt Digital Marketing Strategy	Follow the trend	/	/	/			
	High engagement with customer	/	/	/		/	/
	Brand awareness				/	/	/
	First marketing tools option	/			/	/	/
	Wider audiences		/	/			
	Attract customer with personalized content			/			
	Medium preferred by most users		/			/	/
	Effective performance monitoring medium	/	/				
Level of SMEs Digital Marketing Strategy	None						
	Have awareness						
	Just get into it	/			/		/
	Basic		/	/		/	
	Advance						

Figure 12. Summary of Final Findings

The Figure 12 above provides a concise summary of the conclusive results obtained from this research. Seven digital marketing strategies are utilised by six small and medium-sized enterprises (SMEs) in the food and beverages industry in nearby areas of Melaka. There are eight factors that influence SMEs to adopt digital marketing strategies. These factors include following trend, high engagement with customers, increasing brand awareness, having access to the first choice of marketing tools, reaching wider audiences, attracting customers with personalised content, using a medium preferred by most users, and utilising an effective performance monitoring medium. There are five levels of SMEs digital marketing strategy, with half of SMEs at level 3 and the other half at level 4.

#### **4.7 Conclusion**

As a result, the researcher has precisely defined each research objective and research question. Initially, the study has determined that there are seven types digital marketing strategies adopted by small and medium-sized enterprises (SMEs). These strategies include TikTok, Instagram, Facebook, YouTube, SEO, BizApp, and META. TikTok and Instagram are the most prominent digital marketing strategies adopted by small and medium-sized enterprises (SMEs). Furthermore, researchers identify the subsequent research question, which related to the factors that influence small and medium enterprises (SMEs) in adopting digital marketing strategies. The main driver for SMEs adopting the digital marketing approach is the high engagement it offers. The primary reason why SMEs adopted the digital marketing approach is to attract customers through personalised content. Finally, the researcher levelling the digital marketing strategy of the SMEs by using a short question. Therefore, the researcher has categorised six SMEs companies into distinct tiers according to the provided scale, as illustrated in the table. The outcome is partitioned into two equal parts. 50% of the SMEs operate at level 3, wherein the company adopts only one to two types of digital marketing strategies. The remaining portion belongs at level 4, indicating the basic stage, when four to five types of digital marketing techniques have already been put into practice.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.0 Introduction

In this chapter, researcher will present the summary and conclusion of this research, the implication of this research, limitation, future research suggestion and conclusion of this chapter.

#### 5.1 Summary And Conclusion Of The Research

This research study focus on determining the types, factors influenced and the level of SMEs digital marketing strategy. This study was conducted around Melaka, with six food and beverages SMEs participated. Data is gathered through interview session conducted at its premise, with ten questions asked by the researcher to the owner, digital marketing manager or the content creator the SMEs has hired.

After the analysis of data gathered from the interview, researcher come out with the seven types of digital marketing strategy adopted (RO1) which are TikTok, Instagram, Facebook, Search Engine Optimization (SEO), YouTube, BizApp and META. The most adopted by the SMEs are TikTok and Instagram as each SMEs has adopted the platform into its digital marketing strategy. Next, researcher found out eight factors which influenced the SMEs to adopt the digital marketing strategy (RO2), which are following the trend, high engagement with customers, increasing brand awareness, having access to the

first choice of marketing tools, reaching wider audiences, attracting customers with personalised content, using a medium preferred by most users, and utilising an effective performance monitoring medium. Then, researcher gave out short questions to evaluate the level of SMEs digital marketing strategy based on the scale researcher has provided (RO3). There are five levels of SMEs digital marketing strategy, with half of SMEs at level 3 and the other half at level 4.

## 5.2 Implications Of Research

Research implications refer to the practical consequences or applications that arise from the findings of a research study. These implications go beyond the immediate results and contribute to broader knowledge, decision-making, or actions in a particular field.

In this research, there are three implication of research the researcher would like to contribute to which are digital marketing students, SMEs new entrants and digital marketing training businesses.

### 5.2.1 Academic (Digital Marketing Students)

This research has important implications for digital marketing students, providing vital insights that bridge the gap between theoretical understanding and practical practice. This essay examines the important implications and benefits that students can gain from this research, thereby improving their grasp of the dynamic landscape of digital marketing.

To begin, the research provides light on the real-world problems that SMEs in the food and beverage sector encounter when implementing digital marketing strategies. These issues can teach digital marketing students valuable skills, preparing them to overcome similar obstacles in their future employment. Understanding the hurdles that SMEs confront gives students a more holistic perspective,

emphasising the significance of flexibility and innovation in digital marketing strategies.

Furthermore, the research focuses on successful techniques used by SMEs in the food and beverage business. Students studying digital marketing might obtain insights into effective tactics by learning from the experiences of these organisations. The research case studies provide practical examples of how digital marketing technologies like TikTok, Instagram, and SEO can be effectively used to increase brand visibility and engage target consumers.

Finally, this study provides digital marketing students with a practical insights and lessons. From overcoming obstacles to implementing effective strategies, students can broaden their awareness of digital marketing dynamics in the context of SMEs. This research bridges the gap between academic knowledge and real-world application, providing students with the information and abilities they need to succeed in the dynamic and competitive industry of digital marketing.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

### 5.2.2 SMEs New Entrants

This study has important implications for SMEs that are new to the digital marketing scene. This essay investigates the practical implications of the research findings for these small and medium-sized businesses as they begin their digital marketing journeys.

To begin, the report sheds light on the hurdles that new SMEs may experience while implementing digital marketing tactics. Understanding these problems enables new entrants to foresee future obstacles and devise proactive solutions to overcome them. This knowledge is especially important for SMEs with limited resources, since it enables them to better allocate their efforts and investments.

Furthermore, the research demonstrates successful digital marketing methods used by established SMEs in the food and beverage industry. New entrants can be inspired by these case studies, which provide practical advice on how to use platforms such as TikTok, Instagram, and Facebook to increase brand visibility. Learning from the experiences of others shortens the learning curve for new SMEs, helping them to make more educated decisions about their digital marketing efforts.

Finally, this study provides essential advice for SMEs that are new to the digital marketing field. By addressing problems, demonstrating successful tactics, and emphasising platform selection based on target demographics, the research provides new SMEs with the knowledge and insights they need to effectively navigate the intricacies of digital marketing. This study provides a realistic path for SMEs at the start of their digital marketing journey, allowing them to make informed decisions and develop a robust online presence.

### 5.2.3 Digital Marketing Training Businesses

This study also has important implications for digital marketing training companies. This essay investigates how the findings can influence and shape the tactics of training companies focused on educating professionals and SMEs in the field of digital marketing.

First and foremost, the research is a significant resource for curriculum creation. Businesses offering digital marketing training can address the practical problems that SMEs in the food and beverage sector encounter while adopting digital marketing. This guarantees that the training programmes are not only theoretical, but also provide participants with insights into the realities of implementing digital marketing tactics.



Furthermore, the report includes the level of each SMEs on the platform, it will be a good information and benefited digital marketing training businesses which will lead them to approach the right business. Training companies may educate their clients on the need of including real content and encouraging customer feedback into digital marketing tactics. This practical understanding allows professionals to develop more compelling and effective ads for their clients.

Finally, this study improves the content and delivery of digital marketing training programmes. By incorporating real-world challenges, successful case studies, strategic platform selection, and insights into user-generated content, training companies can ensure that their courses are not only academically effective but also highly applicable to the dynamic and evolving field of digital marketing. This study is a great resource for training firms, allowing them to educate individuals with the skills and knowledge required to flourish in the quickly changing digital economy.

### **5.3 Limitation**

The finding presented in this study must be understood in the context of the following limitation. Firstly, this research focus on food and beverages SMEs and only in Melaka area. Secondly, time constrain in collecting the data, which only one month duration.

### **5.4 Future Research Suggestion**

The result of this research as well as its limitation provide the basis for future research. The present research is focus on digital marketing adopted by SMEs, in food and beverages sector and only around Melaka. In future, researcher can explore more in digital marketing among various kind of sector such as manufacturing sector and wider location.

## REFERENCES

- Ashari Nasution, R., Arnita, D., & Fatimah Azzahra, D. (2021). Digital Readiness and Acceptance of Mobile Advertising. *Australasian Marketing Journal*, 29(1), 95–103. <https://doi.org/10.1177/1839334921998555>
- Interaction Design Foundation. (2018a, June 19). The Diffusion of Innovation – Strategies for Adoption of Products. Retrieved from The Interaction Design Foundation website: <https://www.interaction-design.org/literature/article/the-diffusion-of-innovation-strategies-for-adoption-of-products>
- Kolawole, R. J. (2022). Does digital marketing adoption enhance the performance of micro and small enterprises? Evidence from women entrepreneurs in Ado-Odo Ota Local Government Area, Ogun State, Nigeria. *International Journal of Development and Management Review*, 17(1), 160–173. <https://doi.org/10.4314/ijdmr.v17i1.10>
- Kumar Bharti, P., & Kumar, A. (2020). TRADITIONAL VS. DIGITAL MARKETING: A COMPARATIVE STUDY. *ZENITH International Journal of Multidisciplinary Research*, 10(12). Retrieved from <http://zenithresearch.org.in/images/stories/pdf/2020/DECEMBER/ZIJMR/zijmP3dec20-13797.pdf>
- Nasution, R. A., Rusnandi, L. S. L., Qodariah, E., Arnita, D., & Windasari, N. A. (2018). The Evaluation of Digital Readiness Concept: Existing Models and Future Directions. *The Asian Journal of Technology*

*Management* (AJTM), 11(2), 94–117.  
<https://doi.org/10.12695/ajtm.2018.11.2.3>

P, V., & C, J. A. (2021). Adoption Of Digital Marketing In Agribusiness: A Conceptual Study. *Academy of Marketing Studies Journal*, 25(3), 1–6. Retrieved from <https://www.abacademies.org/articles/adoption-of-digital-marketing-in-agribusiness-a-conceptual-study-10799.html>

Patil, A. S., Navalgund, N. R., & Mahantshetti, S. (2022). Digital Marketing Adoption by Start-Ups and SMEs. *SDMIMD Journal of Management*, 13, 47. <https://doi.org/10.18311/sdmimd/2022/29677>

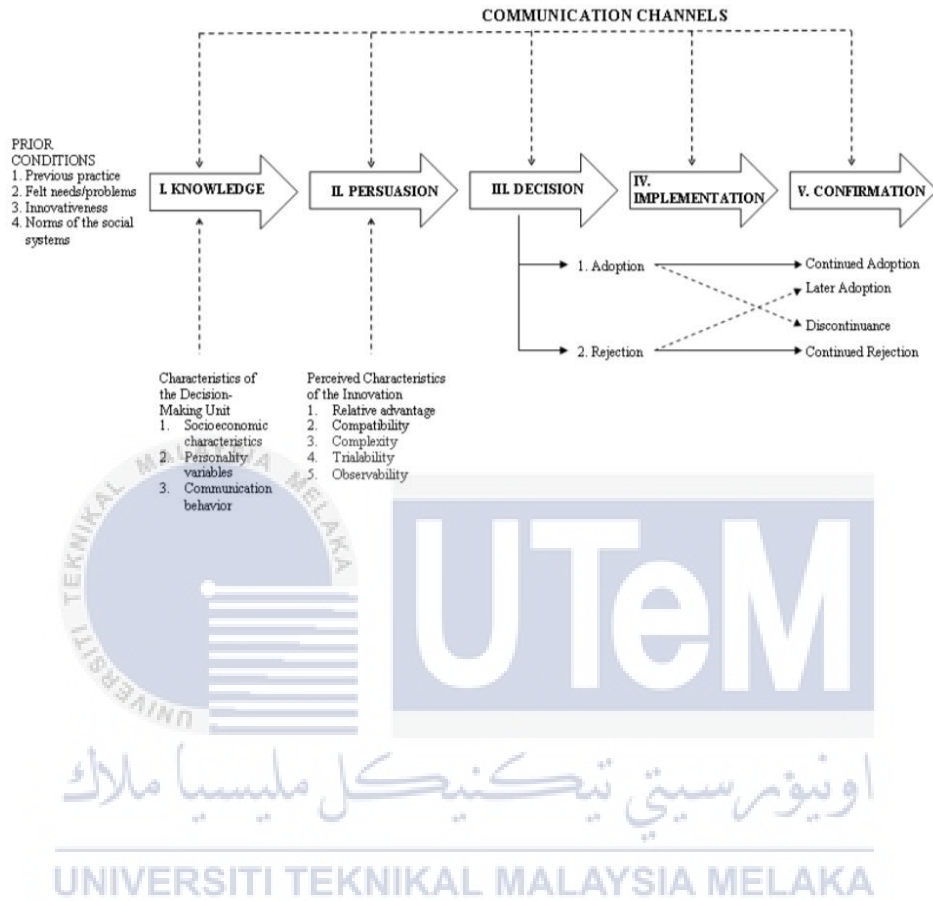
Ritz, W., Wolf, M., & McQuitty, S. (2019). Digital marketing adoption and success for small businesses. *Journal of Research in Interactive Marketing*, 13(2), 179–203. Emerald. <https://doi.org/10.1108/jrim-04-2018-0062>

Tzelidze, L. (2022). *The Significance of Digital Marketing Strategies for Continuity of SMEs* Lasha Tchelidze Georgia. Retrieved from <https://toknowpress.net/ISBN/978-961-6914-29-1/17.pdf>

Wahyudin, M., Muhammad, N. A., Supartono, W., Chen, C. C., & Tsai, K. M. (2022). MSMEs' Technology Readiness: Indicator and Index in Adopting Digital Marketing. *Advances in Biological Sciences Research*. [https://doi.org/10.2991/978-94-6463-086-2\\_70](https://doi.org/10.2991/978-94-6463-086-2_70)

## APPENDICES

### Framework figure



## APPENDICES

Example of transcription

### Participant 2

Interviewer 1 :	Salam and good day. I will start ya. So this interview is focus on adoption of digital marketing by this company and based on specific objective. So the first objective is types of digital marketing adopted by this company. First question is can you explain what type or what kind of digital marketing you are using right now for Cendol Kampung Melaka?	
Participant 2 :	Let me introduce myself first, (participant stated personal information such as name, age, education background). I used to be staff, and then branch manager, and now as marketing manager for this Cendol Kampung Melaka. So the digital marketing we are using right now is social media platform, search engine optimization (SEO), also advertising marketing. Email we usually use for client and works.	RQ1, Q1
Interviewer 1 :	Can you describe which social media platform you actively use now?	
Participant 2 :	For now we actively use Facebook, Instagram and TikTok. We also do some commercial video on YouTube Shorts. If there is any product launch we usually use Google Updates.	RQ1, Q1
Interviewer 1 :	Do you have any campaign recently?	
Participant 2 :	So far not yet. We have plan to do a campaign regarding our new product launch later but its still in planning.	RQ1, Q2
Interviewer 1 :	Then, do you use any specific tools to monitor your success in digital marketing you have been use?	
Participant 2 :	What we use so far is META. But as we know every social media platform has it own statistic information or analytics, so we monitor from there either our content reach the audience and valid or not.	RQ1, Q3
Interviewer 1 :	Alright. Now we are going to talk about objective 2 which is factors that influence the company to adopt those digital marketing strategies you explain just now. So the first question, as you said you are active in using Facebook as digital marketing platform, can you explain the factor influence you to choose and adopt Facebook as part of your marketing strategy?	
Participant 2 :	The first factor is target audience. 70% of our target market actually are outsiders, tourists, not Melaka local people. We use Facebook because its in top 5 of highly used platform in world, and also Instagram.	RQ2, Q1

Interviewer 1	:	Okay next, do you have any budget you specifically put for digital marketing?	
Participant 2	:	Annual budget usually almost 20% from sales for all marketing tools. Social media, ads, influencer especially when launching new menu.	RQ2, Q2
Interviewer 1	:	Then, what challenges you face while using those platforms?	
Participant 2	:	I think what most challenging is in creating the content, to catch up with latest trend of content for high engagement. But the time frame is short for us to film, edit before posting it.	RQ2, Q3
Interviewer 1	:	Okay, for the last part is only a short survey or question regarding level of digital marketing adoption in your company. There are five scale for this level question. I will explain one by one ya. 1 – None. 2 – Have awareness but not done yet. 3 – Just get into it, implement one or two types of it. 4 – Basic, implement four to five types of it 5 – Advance. So the first question is can you rate your current digital marketing level?	
Participant 2	:	I think scale 4	RQ3, Q1
Interviewer 1	:	Next, choose what digital marketing you've utilized	
Participant 2	:	Social media, content marketing, ads, SEO	RQ3, Q2
Interviewer 1	:	How well do you think your digital marketing?	
Participant 2	:	Scale 4	RQ3, Q3
Interviewer 1	:	Have you incorporated marketing technology in your digital marketing?	
Participant 2	:	Scale 4	RQ3, Q4
Interviewer 1	:	Alright, that's all from me. Thank you so much.	
Participant 2	:	You are welcome.	

## Line by Line Analysis

1	So we use Instagram for us to raise awareness and promoting about agent and dropship application with us	P1, T1, L2	TYPES OF DIGITAL MARKETING ADOPTED
2	Then, TikTok. We actively using TikTok in the moment, we do live streaming, and then we do content regarding event, promotion and also pay aids in TikTok	P1, T1, L2	TYPES OF DIGITAL MARKETING ADOPTED
3	Then, on Facebook also have but less active, same as Instagram usage.. just more to normal postings	P1, T1, L2	TYPES OF DIGITAL MARKETING ADOPTED
4	Yes, we do. (.....) (participant state the website)	P1, T1, L4	TYPES OF DIGITAL MARKETING ADOPTED
5	For now we don't do any campaign because we currently focus on looking for agent and dropship	P1, T1, L8	TYPES OF DIGITAL MARKETING ADOPTED
6	Yes, we use BizApp application	P1, T1, L14	TYPES OF DIGITAL MARKETING ADOPTED
7	That's how we monitor our sales, order, and agents.	P1, T1, L14	TYPES OF DIGITAL MARKETING ADOPTED
8	because it is what trending and highly used now, the algorithm is good, and TikTok engaged better	P1, T1, L16	FACTORS INFLUENCED
9	TikTok is very strict.	P1, T1, L18	FACTORS INFLUENCED
10	That's what we hope to change like for it to not be so strict	P1, T1, L18	FACTORS INFLUENCED
11	I think .. TikTok. Because that's our main focus and even right now we have been spending RM50 per day for the TikTok ads. Everyday	P1, T1, L20	FACTORS INFLUENCED
12	joining some event, and store our product at some vendors, Petronas, ST Rosyam and we currently trying to enter Lotus and other supermarket.	P1, T1, L20	TYPES OF DIGITAL MARKETING ADOPTED
13	Yes, but long time ago. We decided to stop as its only one-off marketing with high cost.	P1, T1, L22	FACTORS INFLUENCED

14	Scale 3	P1, T1, L24	LEVEL OF DIGITAL MARKETING
15	Social media, content marketing, advertising	P1, T1, L26	LEVEL OF DIGITAL MARKETING
16	Scale 3	P1, T1, L28	LEVEL OF DIGITAL MARKETING
17	Scale 3	P1, T1, L30	LEVEL OF DIGITAL MARKETING
18	social media platform, search engine optimization (SEO), also advertising marketing.	P2, T2, L34	TYPES OF DIGITAL MARKETING ADOPTED
19	Facebook, Instagram and TikTok. We also do some commercial video on YouTube Shorts. If there is any product launch we usually use Google Updates.	P2, T2, L36	TYPES OF DIGITAL MARKETING ADOPTED
20	We have plan to do a campaign regarding our new product launch later but its still in planning.	P2, T2, L38	TYPES OF DIGITAL MARKETING ADOPTED
21	we use so far is META. But as we know every social media platform has it own statistic information or analytics, so we monitor	P2, T2, L40	TYPES OF DIGITAL MARKETING ADOPTED
22	The first factor is target audience	P2, T2, L42	FACTORS INFLUENCED
23	Annual budget usually almost 20% from sales for all marketing tools.	P2, T2, L44	FACTORS INFLUENCED
24	I think what most challenging is in creating the content, to catch up with latest trend of content for high engagement. But the time frame is short for us to film, edit before posting it.	P2, T2, L46	FACTORS INFLUENCED
25	I think scale 4	P2, T2, L48	LEVEL OF DIGITAL MARKETING
26	Social media, content marketing, ads, SEO	P2, T2, L50	LEVEL OF DIGITAL MARKETING
27	Scale 4	P2, T2, L52	LEVEL OF DIGITAL MARKETING
28	Scale 4	P2, T2, L54	LEVEL OF DIGITAL MARKETING



29	Currently we are using Facebook, specifically their ads, TikTok	P3, T3, L58	TYPES OF DIGITAL MARKETING
30	use Grab Food as one of our platform	P3, T3, L58	TYPES OF DIGITAL MARKETING
31	benefited from influencer's TikTok accounts	P3, T3, L58	TYPES OF DIGITAL MARKETING
32	having a collaboration with homestays around Melaka	P3, T3, L62	TYPES OF DIGITAL MARKETING
33	they will get 10% discount voucher when they come dine in with us	P3, T3, L62	TYPES OF DIGITAL MARKETING
34	most social media platform there are analytics for us to look on, so we usually observe from there	P3, T3, L64	TYPES OF DIGITAL MARKETING
35	As for TikTok, there are many youngsters user, while Facebook are usually used by adults	P3, T3, L66	FACTORS INFLUENCED
36	Annually around RM1000, basically	P3, T3, L68	FACTORS INFLUENCED
37	Yes we do but most of the time the influencers themselves come and review our food.	P3,T3, L70	FACTORS INFLUENCED
38	So far not so hard and we can adapt to it quite okay	P3, T3, L72	FACTORS INFLUENCED
39	Scale 4	P3, T3, L74	LEVEL OF DIGITAL MARKETING
40	Social media, content marketing, ads, collaboration	P3, T3, L76	LEVEL OF DIGITAL MARKETING
41	Scale 4	P3, T3, L78	LEVEL OF DIGITAL MARKETING
42	Scale 4	P3, T3, L80	LEVEL OF DIGITAL MARKETING
43	For now, Facebook Ads.	P4, T4, L84	TYPES OF DIGITAL MARKETING ADOPTED
44	we use Food Panda and Grab Food platform.	P4, T4, L84	TYPES OF DIGITAL MARKETING ADOPTED

45	we benefited from their review content on TikTok.	P4, T4, L84	TYPES OF DIGITAL MARKETING ADOPTED
46	We provide student discount price.	P4, T4, L86	TYPES OF DIGITAL MARKETING ADOPTED
47	monitor through Facebook analytics, so far as we only use it	P4, T4, L88	TYPES OF DIGITAL MARKETING ADOPTED
48	Because before TikTok appear, Facebook are most famous so we use it to promote	P4, T4, L90	FACTORS INFLUENCED
49	Around RM100 – RM200	P4, T4, L92	FACTORS INFLUENCED
50	Plan to hire one but not yet because the cost is high and the return of it is unpredictable	P4, T4, L94	FACTORS INFLUENCED
51	challenges like to learn to use and adapt to it because there are things we do not familiar with and either the ads working and reach the audiences or not	P4, T4, L96	FACTORS INFLUENCED
52	Scale 3	P4, T4, L98	LEVEL OF DIGITAL MARKETING
53	Facebook Ads	P4, T4, L100	LEVEL OF DIGITAL MARKETING
54	Scale 3	P4, T4, L102	LEVEL OF DIGITAL MARKETING
55	Scale 3	P4, T4, L104	LEVEL OF DIGITAL MARKETING
56	the medium I use is Facebook, TikTok, Instagram, and Google	P5, T5, L108	TYPES OF DIGITAL MARKETING ADOPTED
57	live streaming regularly in Facebook	P5, T5, L110	TYPES OF DIGITAL MARKETING ADOPTED
58	latest one is last October, 3 <sup>rd</sup> Anniversary Sales for our customers	P5, T5, L112	TYPES OF DIGITAL MARKETING ADOPTED
59	just observe through analytics, and engagement of the content,	P5, T5, L114	TYPES OF DIGITAL

			MARKETING ADOPTED
60	Because we started our business promote and was known through Facebook since 2018, we streams most of the time	P5, T5, L116	FACTORS INFLUENCED
61	RM400 per months for ads	P5, T5, L118	FACTORS INFLUENCED
62	we hire them like um.. three to four times per year. So around Rm10,000 per year	P5, T5, L120	FACTORS INFLUENCED
63	challenges on how to attract and how to make sure the content is good.	P5, T5, L122	FACTORS INFLUENCED
64	Also its hard to follow latest trend	P5, T5, L122	FACTORS INFLUENCED
65	Scale 4	P5, T5, L124	LEVEL OF DIGITAL MARKETING
66	Social media, content marketing, advertising, flyers	P5, T5, L126	LEVEL OF DIGITAL MARKETING
67	Scale 4	P5, T5, L128	LEVEL OF DIGITAL MARKETING
68	Scale 4	P5, T5, L130	LEVEL OF DIGITAL MARKETING
69	currently use social media, focus on Instagram and TikTok.	P6, T6, L136	TYPES OF DIGITAL MARKETING ADOPTED
70	Next year maybe we will be hiring influencer for our new menu launch.	P6, T6, L136	TYPES OF DIGITAL MARKETING ADOPTED
71	Yes we use ads when we want to launch any new products only	P6, T6, L138	TYPES OF DIGITAL MARKETING ADOPTED
72	Campaign.. so far, not yet. Maybe next year on new menu launching day.	P6, T6, L140	TYPES OF DIGITAL MARKETING ADOPTED
73	we observe on engagement on TikTok.`	P6, T6, L142	TYPES OF DIGITAL MARKETING ADOPTED
74	Firstly because Instagram is the platform we used back then and we are known from there.	P6, T6, L144	FACTORS INFLUENCED

75	While TikTok is use to attract new customer	P6, T6, L144	FACTORS INFLUENCED
76	content creator we hired which is his salary around RM2000 – RM3000.	P6, T6, L146	FACTORS INFLUENCED
77	the challenges is to maintain the high engagement.	P6, T6, L148	FACTORS INFLUENCED
78	Scale 3	P6, T6, L150	LEVEL OF DIGITAL MARKETING
79	Social media, content marketing	P6, T6, L152	LEVEL OF DIGITAL MARKETING
80	Scale 3	P6, T6, L154	LEVEL OF DIGITAL MARKETING
81	Scale 3	P6, T6, L156	LEVEL OF DIGITAL MARKETING

