

**AWARENESS OF DIGITAL MARKETING STRATEGIES: IMPROVING  
BUSINESS PERFORMANCE OF MALAYSIAN FOOD AND BEVERAGES  
SMEs.**

**NURSUHADA BINTI SUHAINI**



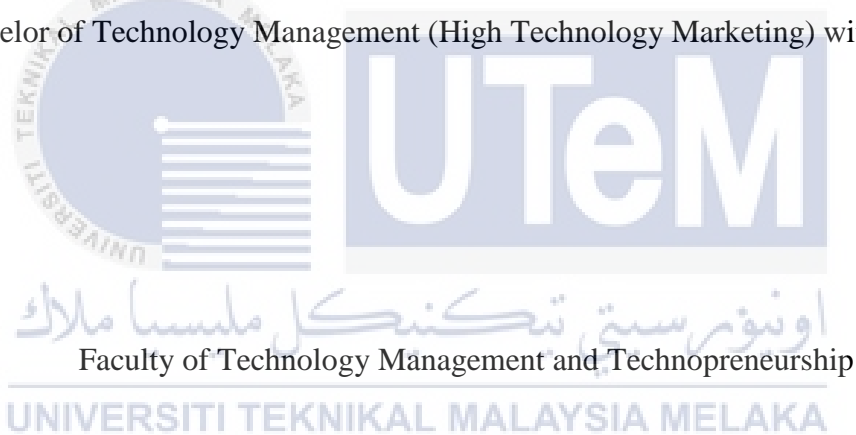
**UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)**

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BUSINESS PERFORMANCE OF MALAYSIAN FOOD AND BEVERAGES  
SMEs.**

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A report submitted in partial fulfillment of the requirements for the degree of  
Bachelor of Technology Management (High Technology Marketing) with Honours



UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)

## DECLARATION

I declare that this thesis entitled “Awareness of Digital Marketing Strategies: Improving Business Performance of Malaysian 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 candidature of any other degree.

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## APPROVAL

I hereby declare that I have checked this report entitled “Awareness of Digital Marketing Strategies: Improving Business Performance of Malaysian Food and Beverages SMEs” and in my opinion, this thesis it complies the partial fulfillment for awarding the award of the degree of Bachelor of Technology Management (High Technology Marketing) with Honours.

  
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## DEDICATION

This research paper is fully dedicated to my dear parents, En. Suhaini Bin Sulaiman and Pn. Haridah Binti Ali, as well as my dear brother Muhammad Safiq Hizami Bin Suhaini, who have been my primary source of motivation, strength and care.

They never fail to supply their moral, emotional and financial support, yet they are the ones who always give us the strength to carry on when we have considered giving up.

To my supervisors, my family and my friends who offered words of guidance, encouragement and support while I worked on this research paper. Thank you for giving me your time, effort and financial assistance. Without each and every one of you, this research just cannot be completed.



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## ABSTRACT

Social media, influencer marketing, content marketing, email marketing, search engine optimization, pay-per-click, affiliate marketing, and mobile marketing are the most common categories of digital marketing platforms. The subject of the study was a business that operated in the food and beverage industry utilizing digital marketing techniques such as content marketing, video marketing, influencer marketing, and social media marketing. In chapter 2, the researcher discussed the concept of digital marketing, digital marketing strategies, the awareness of digital marketing strategies on food and beverage SME's, the significance of digital marketing strategies for food and beverage SME's, and food and beverage SME's. Digital marketing is a form of direct marketing in which consumers and vendors are electronically connected via email, websites, online forums, interactive television, and mobile communications. If digital marketing is extremely broad and social media marketing is a subset of digital marketing, then the precise focus of inbound marketing is content marketing. Social media marketing refers to activities conducted via socially interactive platforms like Facebook, Twitter, TikTok and Instagram. There are several different forms of mobile marketing, including in-app marketing, social media marketing, and location-based marketing.

Findings show that majority of SMEs are highly aware of digital marketing strategies especially social media marketing. Most of the SMEs use TikTok as their platform to do marketing. As for the consequence, it can be applied to digital marketing students, academic institutions and other SMEs businesses.

## ABSTRAK

Media sosial, pemasaran mempengaruhi, pemasaran kandungan, pemasaran e-mel, pengoptimuman enjin carian (SEO), bayar setiap klik, pemasaran ahli gabungan dan pemasaran mudah alih ialah kategori yang paling biasa bagi platform pemasaran digital. Subjek kajian adalah perniagaan yang beroperasi dalam industri makanan dan minuman menggunakan teknik pemasaran digital seperti pemasaran kandungan, pemasaran video, pemasaran pengaruh dan pemasaran media sosial. Dalam bab 2, penyelidik membincangkan konsep pemasaran digital, strategi pemasaran digital, kesedaran strategi pemasaran digital mengenai PKS makanan dan minuman, kepentingan strategi pemasaran digital untuk PKS makanan dan minuman, dan PKS makanan dan minuman. Pemasaran digital ialah satu bentuk pemasaran langsung di mana pengguna dan vendor disambungkan secara elektronik melalui e-mel, tapak web, forum dalam talian, televisyen interaktif dan komunikasi mudah alih. Jika pemasaran digital adalah sangat luas dan pemasaran media sosial adalah subset pemasaran digital, maka fokus tepat pemasaran masuk ialah pemasaran kandungan. Pemasaran media sosial merujuk kepada aktiviti yang dijalankan melalui platform interaktif sosial seperti Facebook, Twitter, TikTok dan Instagram. Terdapat beberapa bentuk pemasaran mudah alih yang berbeza, termasuk pemasaran dalam apl, pemasaran media sosial dan pemasaran berasaskan lokasi.

Penemuan menunjukkan bahawa majoriti PKS sangat mengetahui strategi pemasaran digital terutamanya pemasaran media sosial. Kebanyakan PKS menggunakan TikTok sebagai platform mereka untuk melakukan pemasaran. Kesannya, ia boleh digunakan untuk pelajar pemasaran digital, institusi akademik dan perniagaan PKS lain.

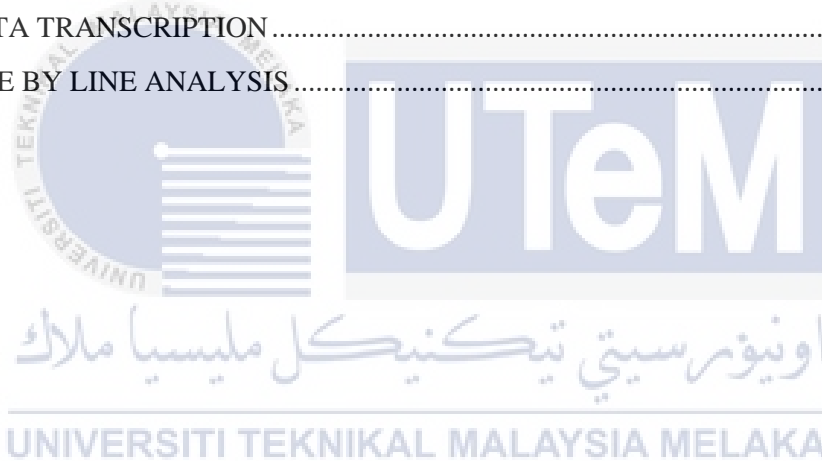


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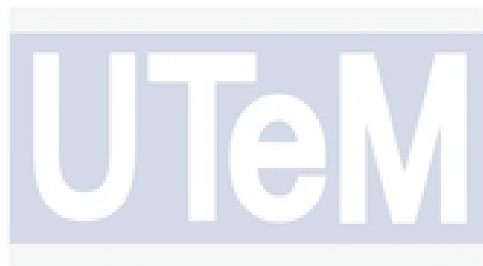
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# CHAPTER 1

## INTRODUCTION



### 1.0 INTRODUCTION

Regarding of this chapter, the researcher had been discussing in general about the awareness of digital marketing strategies which can improve business performance of small and medium enterprises (SMEs) especially on Malaysian food and beverages industry. The purpose of this research is to define digital marketing strategies on behalf of food and beverages SMEs, to identify the level of awareness of digital marketing among food and beverages SMEs and to examine the importance of digital marketing towards food and beverages SMEs. In addition, this chapter includes a problem statement, three research questions, three research objectives, the scopes of study, the significance of the study, limitation of study and a summary of the chapter.

## 1.1 BACKGROUND OF STUDY

The background of this study discusses in depth about the awareness of digital marketing strategies in improving the business performance of Malaysian food and beverages SMEs, whereas the introduction provides only an overview. This research is essential for the food and beverages industry, which are continuously seeking faster and more efficient ways to meet consumer demands in order to remain competitive, and are moving towards more automated, flexible and efficient business practices. In addition, the government encourages industry participants to innovate and implement more advanced technologies for business operations.

In recent years, digital marketing has completely transformed how businesses compete for audience attention (Medeiros, N., & Rezende, G., 2022). Digital marketing is when a company promotes their services, brands or products on online platforms in order to communicate with the prospective clients or target market. Currently, nearly all small and medium enterprises (SMEs) have access to valuable online tool, therefore, it is questionable whether websites contribute directly to relative competitiveness. Online presence generates value through increased engagement and raises awareness of the particular characteristics of SME's customer base. This valuable information and market knowledge contribute to the firm's competitive advantage by enhancing its reputation and fostering trust among its business partners (Beatrix Lanyi, 2022).

A digital marketing platform is a solution that supports a multitude of functions related to internet marketing. Digital marketing can also be defined as any marketing initiative that utilizes online media and the internet through connected devices such as mobile phones, desktop computers and the Internet of Things (IoT). Common digital marketing strategies involve the distribution of brand messages through search engines, social media, applications, email and websites. As a result of the increased use of technology, digital marketing platforms have become crucial in the digital marketing industry. The most common types of digital marketing platforms are social media, influencer, content marketing, email marketing, search engine optimization (SEO), pay-per-

click (PPC), affiliate marketing and mobile marketing. In today's world of rapid technological change, small and medium enterprises (SMEs) are adapting their operations through physical modification, technological innovation and digital media in order to establish a global presence (Jadhav, G. G., Gaikwad, S. V. & Bapat, D., 2023). Research have been done (Chaffey, D. 2023) and found out that businesses without digital strategy do not have a clear strategic objective for what they hope to accomplish online in terms of acquiring new consumers or strengthening relationships with existing ones.

According to SME Corporation Malaysia, for the manufacturing sector, SMEs are firms with a sales turnover of less than RM50 million or fewer than 200 full-time employees. For the services and other sectors, SMEs are defined as businesses with a sales turnover of less than RM20 million or fewer than 75 full-time employees. The precise definition of a small medium enterprise (SME) can vary from country to country, but in general, SMEs are characterized by their modest scale of operations, limited resources and fewer employees than larger corporations. SMEs play an important role in the economy because they contribute to employment creation, innovation and economic expansion. In numerous countries including Malaysia, small and medium enterprises (SMEs) are regarded as the economic backbone and are frequently the focus of support and development initiatives. Malaysian food and beverage SMEs encounter unique obstacles in their digital marketing efforts. To begin with, the industry is extremely competitive, with numerous competitors contending for market share. Small and medium-sized enterprises must differentiate themselves and attract consumers in an increasingly competitive market. Second, limited financial resources and a lack of digital marketing expertise may prevent SMEs from utilising digital channels effectively. SMEs may be unaware of the available digital marketing tools and techniques, resulting in suboptimal or even non-existent use of digital platforms.

Understanding the level of digital marketing awareness among food and beverage SMEs is crucial for multiple reasons. First, it offers insights into the current status of digital adoption in the industry, highlighting

improvement opportunities and potential gaps. Second, it assists in identifying the obstacles and difficulties encountered by SMEs when implementing digital marketing initiatives. This information can inform the creation of individualised solutions and support mechanisms to resolve these challenges. Examining the effect of digital marketing awareness and adoption on the business performance of small and medium food and beverage industry can provide valuable insight into the benefits and prospective returns on investment associated with digital marketing strategies. By investigating the awareness of digital marketing strategies among Malaysian food and beverage SMEs, this study aims to contribute to the existing body of knowledge in a number of ways. It will provide empirical evidence on the current level of awareness, utilisation, and perceived effectiveness of digital marketing strategies within the sector. Additionally, it will shed light on the specific challenges faced by SMEs in adopting digital marketing practises and identify potential solutions.

## 1.2 PROBLEM STATEMENT

The rapid expansion of digital technologies and online platforms has transformed how business operates and interacts with their customers. In the Malaysian food and beverage industry, small and medium enterprises (SMEs) encounter unique obstacles when adopting and leveraging digital marketing strategies to improve business performance (Angell, 2018). This research's problem statement focuses on the awareness of digital marketing strategies among Malaysian small and medium enterprises (SMEs) food and beverage business and its effect on their business performance. When it comes to employing digital marketing strategies, Malaysian food and beverage SMEs face a number of obstacles. First, there is a lack of knowledge and awareness among SME owners and managers about the potential benefits and efficacy of digital marketing in reaching their target audience and generating business growth. There are a variety of digital marketing tools and techniques, such as social media

marketing, search engine optimisation, content marketing, and online advertising that many SMEs may not fully comprehend.

Additionally, limited financial resources make it difficult for small and medium enterprises to engage in digital marketing activities. Small and medium enterprises may view digital marketing as expensive and hesitate to allocate funds to it. In addition, the rapid evolution of digital technologies necessitates continuous learning and adaptation, which can be overwhelming for small and medium enterprises with limited resources and time. The limited awareness and adoption of digital marketing strategies by Malaysian food and beverage SMEs have significant effects on their business performance. Initially, it may be difficult for SMEs to compete with larger rivals who have embraced digital marketing and acquired a competitive advantage. This lack of visibility and online presence may reduce brand recognition and customer reaches.

In addition, a lack of digital marketing knowledge can prevent SMBs from leveraging valuable customer insights and data. Digital marketing tools provide analytics and tracking capabilities that enable businesses to collect information on consumer preferences, behaviour, and trends. This data can aid in strategic decision-making, product development, and marketing initiatives. Without an understanding of these tools, small and medium-sized enterprises may lose out on valuable consumer insights, impeding their capacity to adapt and innovate. SMEs may also miss out on opportunities to engage their target audience, develop customer relationships, and increase sales. Digital marketing channels enable SMEs to target specific consumer segments, personalise marketing messages, and assess the efficacy of campaigns. Without knowledge of these strategies, SME performance may stagnate or decline.

Several initiatives can be implemented to address the problem of limited awareness of digital marketing strategies among Malaysian food and beverage SMBs. First, SME-specific educational and training programmes can be designed to increase knowledge and comprehension of digital marketing concepts, tools, and best practises. Government agencies, industry associations, or digital marketing specialists can organise these programmes to equip SME proprietors and managers with



the necessary knowledge and skills. In addition, partnerships between SMEs and digital marketing agencies or consultants can be fostered. Such partnerships can assist SMEs in overcoming resource limitations and benefiting from the knowledge and experience of professionals in designing and executing digital marketing campaigns. These partnerships can be facilitated by networking events, industry forums, and government-backed initiatives.

Moreover, government and industry associations can play a role in promoting the benefits of digital marketing and providing small and medium enterprises (SMEs) with access to funding or grants allocated specifically for digital marketing initiatives (Telukdarie, 2023). This financial assistance can encourage SMEs to invest in digital marketing and help them surmount financial obstacles. Malaysian food and beverage SME's business performance and competitiveness are significantly hindered by their limited understanding of digital marketing strategies. Multiple stakeholders, including SMEs themselves, government agencies, industry associations, and digital marketing specialists, must collaborate to solve this issue. By raising awareness, providing instruction, and facilitating collaborations, Malaysian food and beverage SMEs can harness the power of digital marketing to improve their business performance, reach a wider audience, and thrive in the digital era.

### **1.3 RESEARCH QUESTION**

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

1. How food and beverages SMEs define digital marketing strategies?
2. What are the level of awareness of digital marketing among food and beverages SMEs?
3. What are the importance of digital marketing strategies towards food and beverages SMEs?

#### 1.4 RESEARCH OBJECTIVE

These were the overall question that needed to be studied by the research, defined by these objectives:

1. To define digital marketing strategies from food and beverages SMEs perspective.
2. To identify the level of awareness of digital marketing among food and beverages SMEs.
3. To examine the importance of digital marketing strategies towards food and beverages SMEs.



## **1.5 SCOPE OF STUDY**

In this research, it examines the awareness of digital marketing strategies and their impact on the business performance of Malaysian food and beverages SMEs. Only SMEs are assisted out on this research. The research topic was a company who ran a food and beverages industry using digital marketing such as content marketing, video marketing, influencer and social media marketing. This decision was made out of consideration of gender, age and culture of the respondents.

## **1.6 SIGNIFICANT OF STUDY**

The study is carried out in the city of Melaka. The primary objective of this study is to investigate the various forms of digital marketing that are utilised by the majority of the SMEs in Melaka. In addition to this, it offers details on the impact that implementing digital marketing tactics can have on the overall performance of Malaysian small and medium-sized businesses. The findings of this study have the potential to contribute to the expansion of small and medium enterprises (SMEs), as well as to their increased competitiveness and overall success in the digital era.

## **1.7 LIMITATION OF STUDIES**

Due to the study's limitations, it is essential to note that the study's scope is limited to the awareness of digital marketing strategies and their impact on business performance among Malaysian food and beverage SME's. The purpose of the study is not to investigate additional factors that may affect business performance, such as market trends, competitive dynamics, or operational strategies. In addition, the study does not cover the entire food and beverage industry in Malaysia; rather, it concentrates specifically on small and medium enterprises (SMEs) within this industry. The researcher was unable to independently verify the respondents' claim of being truthful in their replies.

## 1.8 SUMMARY

In the introduction, the purpose of this research for Malaysian food and beverage SME's, the identified research problem, the research question, and the research objectives are discussed. This study also examines the dependability of these findings.



## CHAPTER 2

### LITERATURE REVIEW



#### 2.0 INTRODUCTION

In this chapter, researcher had been discussing in general about the concept of digital marketing, digital marketing strategies, the awareness of digital marketing strategies on food and beverages SMEs, importance of digital marketing strategies towards food and beverages SMEs and food and beverages SMEs. Digital marketing, also known as online marketing, refers to all internet-based marketing endeavours. In order to communicate with current and prospective customers, businesses utilise digital channels such as search engines, social media, email, and other websites. This also includes text and multimedia message communication. In this era, company should aware about digital marketing to improve the business.

## **2.1 DIGITAL MARKETING**

Digital marketing is a form of direct marketing that electronically connects consumers and sellers via email, websites, online forums, interactive television and mobile communications. According to Dr. Madhu and Mr. Deepak (2018), marketing is an ever-changing, dynamic and agitated business activity. Due to various crises – material and energy shortages, inflation, economic downturns, high unemployment, dying industries, dying companies, terrorism and war and the effects of rapid technological change in certain industries – the function of marketing has changed dramatically. Digital marketing is essential for business and brand awareness at this time. It appears that every other brand has a website, and those that do not at least have a social media presence or digital advertising strategy. Consumers now anticipate and rely on digital content and marketing as a means to learn about brands. Because digital marketing offers so many options, businesses can experiment with a variety of marketing strategies on a limited budget.

## **2.2 DIGITAL MARKETING STRATEGY**

Digital marketing strategy is frequently integrated with other concepts; a true marketing strategy is a comprehensive game plan that outlines how a company will reach its target audience and convert them into paying customers. It functions as a guide to achieving the organization's unique marketing objectives.

### **2.2.1 SEARCH ENGINE OPTIMIZATION (SEO)**

Search engine optimization (SEO) is the process of enhancing a website's visibility when users conduct product or service-related searches. The greater a website's visibility on search engines, the greater the likelihood that a brand will capture business. A brand's SEO marketing strategy is its comprehensive approach to increasing organic traffic by boosting search engine rankings. When most people think of

SEO, they think of keywords and backlinks, both of which are essential components of an effective SEO strategy.

Search Engine Optimisation (SEO) plays a crucial role in digital marketing by increasing the visibility of a website, generating organic traffic, and enhancing its overall online presence. SEO focuses on optimising the content, structure, and technical elements of a website to achieve a higher ranking in search engine results. By increasing search engine visibility, SEO assists in attracting organic traffic from users actively seeking relevant products, services, or information. SEO can be utilised as an instrument for customer acquisition. By conducting effective SEO, business will be able to increase website's visibility on search engines, or index position. This traffic can then be converted into customers, subscribers, or followers.

### 2.2.2 CONTENT CREATION

If digital marketing is extremely broad and social media marketing is a subset of digital marketing, then content marketing is the precise focus of inbound marketing. Content marketing is best characterised as the creation of customer-focused informational and interactive content. It utilises the created consumer persona to answer the customer's queries and offer a solution to their problems (Lehnert, Goupil and Brand, 2020).

According to Elsayed (2022), content has become intertwined with marketing because it is an effective strategy that a large number of companies employ. The primary objective of this strategy is to attract and acquire customers through the creation of informative content that persuades consumers, piques their interest in the offered products, and ultimately leads to a purchase decision.

### **2.2.3 SOCIAL MEDIA MARKETING (SMM)**

According to Lehnert, Goupil and Brand, 2020, the social media marketing is a subset of digital marketing. While digital marketing incorporates all forms of marketing that occur on a digital platform, social media marketing refers to activities conducted through socially interactive platforms such as Facebook, Twitter, and Instagram. This can have various effects on a business; customers can express their opinions, discuss their concerns, and request support and information to solve their issues faster than ever before.

Social media facilitates the feedback giving and receiving process. If consumers have concerns or issues with the company's products or services, they can notify the business promptly. Social media provides consumers with an easy and accessible channel for expressing their opinions and gives businesses the opportunity to respond. With such platforms, businesses can view consumer complaints and assure them that their issues will be resolved. In the competitive business world, an increasing number of businesses are capitalising on the benefits of social media. In order to boost online traffic to a business's website and increase sales, a company must remain ahead of the competition while offering the best products and services to consumers.

### **2.2.4 MOBILE MARKETING**

Mobile marketing presents new opportunities for marketers because it fosters a sense of proximity and trust in consumers. In turn, this may lead users to believe they are exchanging promotional messages with peers rather than being subjected to intrusive advertisements. In addition, there is a wealth of information on each mobile subscriber that can be



used to target and personalise a marketing strategy. Creating a unified experience for the client requires first connecting with them through their mobile devices. Due to the fact that the overwhelming majority of people always carry their phones, businesses can now communicate with customers in real time.

There are many types of mobile marketing such as in-app marketing, social media marketing and location-based marketing (Optimove, 2023). According to Calvello, (2023), businesses use mobile marketing software to plan, execute, and manage a variety of marketing campaigns that target mobile devices, such as smartphones and tablets, through mobile web browsers and applications. These advertising campaigns are accessible via mobile web browsers and apps. Access to these marketing initiatives is possible through both mobile web browsers and applications.

### **2.3 ROLES OF DIGITAL MARKETING STRATEGIES**

Digital marketing's purpose is to aid small and medium-sized enterprises (SMEs) in generating new traffic, leads, and revenues by connecting them with individuals searching for their products or services.

Web marketing is the process of marketing a company's products or services online to prospective prospects and high-value customers. Online marketing is crucial to the growth of a business. There are numerous opportunities to reach people who are interested in the business, given that more than 4.3 billion people are online and 2 billion of them are online consumers (Macy Storm, 2021). Small and Medium-Sized Enterprises (SMEs) serve a crucial role in driving global economic growth and innovation. In an increasingly digital era, the adoption of effective digital marketing strategies has become crucial for small and medium-sized enterprises (SMEs) to compete and prosper in the marketplace.

Digital marketing strategies enable SMBs to establish a strong online presence, thereby expanding their visibility and access to a larger target

audience. Through techniques such as search engine optimisation (SEO), content creation, social media marketing, and mobile marketing, SME websites and content can be optimised to make it simpler for potential customers to locate the business. Digital marketing provides SMBs with strategies for promoting their products or services that are economical. Traditional advertising channels such as print, radio, and television can be costly and may not produce the desired results for small and medium-sized enterprises with limited marketing budgets.

#### **2.4 AWARENESS OF DIGITAL MARKETING STRATEGIES ON FOOD AND BEVERAGES SMES**

According to Business Today, 2022, there have been numerous government initiatives in the past to promote digital transformation, but adoption has been slower than anticipated, especially among SMEs, with only a third of Malaysian businesses going digital and less than a quarter having a digital team, according to a report published by the World Bank in June 2021. If digital marketing is put into practise, it is anticipated that the use of the internet in the process of promotion will result in an increase in the sales volume of SME perpetrators (Febriyantoro and Arisandi, 2019).

Understanding digital marketing strategies is crucial for the success of food and beverage SMEs in the current business environment. By recognising the benefits of market reach, cost-effectiveness, consumer engagement, data-driven decision making, and competitiveness, SMEs are able to leverage the power of digital marketing to fuel growth and success. As awareness increases, an increasing number of food and beverage SMEs will realise the potential of digital marketing strategies, effectively reaching their target audiences and establishing strong brand identities. By raising awareness about the benefits and significance of digital marketing strategies, food and beverage SMEs can unlock new growth, visibility, and consumer engagement opportunities.

## **2.5 IMPORTANCE OF DIGITAL MARKETING STRATEGIES TOWARDS FOOD AND BEVERAGES SMES**

According to Simsek (2023), SMEs in the food and beverage industry can benefit from implementing a comprehensive digital marketing plan in multiple ways, including increased visibility and brand awareness, enhanced customer engagement, and improved customer experience. Small and medium-sized enterprises (SMEs) are able to reach a larger audience through the use of digital marketing strategies, which improve the likelihood of acquiring new clients and raise the level of brand recognition. In order to be successful in the modern digital world, small and medium-sized enterprises (SMEs) in the food and beverage industry need to develop efficient marketing tactics and have a digital strategy that is both effective and efficient.

Digital marketing has revolutionised how businesses promote their products and interact with their target audience. Digital marketing strategies enable small and medium-sized enterprises (SMEs) to increase brand awareness, gain exposure, and reach consumers who may not have otherwise discovered their products. Digital marketing strategies are critical for the success of food and beverage SMEs. These strategies increase visibility, permit targeted advertising, cultivate consumer engagement, provide valuable data, and create expansion opportunities. By implementing digital marketing, SMEs can level the playing field, compete effectively, and establish a strong presence in the online marketplace. Using the power of digital marketing, food and beverage SMEs can effectively reach their target audience, create brand loyalty, and drive business growth in today's competitive environment.

## **2.6 FOOD AND BEVERAGES SMES**

The Food and Beverage Industry is comprised of all of the businesses that are responsible for transforming agricultural goods into food for consumers. The supply chain is comprised of the stages of food preparation, packaging, and distribution. According to Pratt, the food and beverage sector, sometimes known as the F&B industry, includes all

companies that are involved in the processing of fresh food components, as well as firms that are responsible for packaging and distributing those products.

Restaurants, food carts, bakeries, breweries, speciality food producers, and many other types of businesses can all fall under the category of small and medium-sized enterprises (SMEs) in the food and beverage industry. These businesses place a premium on quality, creativity, and innovation while also putting an emphasis on the delivery of distinctive and specialist goods and services. Food and beverages SMEs typically maintain close connections with their local communities. The company may acquire ingredients from local producers and suppliers, collaborate with other local companies, and actively participate in community initiatives and events.

## **2.7 SUMMARY**

This chapter is derived primarily from secondary sources including online articles, journals, books, and dissertations. Awareness of digital marketing strategies: enhancing the business performance of Malaysian food and beverage SME's was also discussed in this chapter. Moreover, for SMEs to thrive in the current technologically-driven and dynamic market environment, they must embrace digitalization.

## CHAPTER 3

### RESEARCH METHODOLOGY



#### 3.0 INTRODUCTION

In Chapter 2, the researcher has already defined the concept of each component that makes up the subject of this investigation. After examining all of the topics presented in Chapter 2, this chapter will provide clarity regarding the research methodologies that should be used. The research method as well as the research strategy that was employed to carry out the overall investigation will be discussed in this chapter.

### 3.1 RESEARCH DESIGN

Decisions about research objectives, research questions or hypotheses, data collection methods, sample methodologies, and data analysis procedures are all part of a research design. The research design acts as a road map for researcher to guarantee that the study is systematic, strict, and capable of efficiently addressing research questions or testing hypotheses.

The research design is the overall strategy or framework that governs the systematic investigation of a research problem or question. It includes the strategies and methodologies used to collect, analyse, and interpret data in order to effectively achieve the research objectives. A well-designed research study guarantees that the collected data is valid, reliable, and pertinent to the research question at hand. In this study, the researcher employs explanatory research to collect preliminary data or to describe phenomena without emphasising on causes.

#### 3.1.1 EXPLANATORY

According to Edu in 2023, explanatory research is a method developed to investigate phenomena that have not been adequately researched or explained previously. Explanatory design uses a researcher's perspectives and thoughts about a topic to study their theories further (Bhat, 2023). The study explains previously unknown features of a subject and goes into detail into the what, how, and why of the research questions.

By utilising this method, the researcher is able to gain a comprehensive comprehension of this research topic at hand and utilise research as a tool to more quickly identify future concerns. Its purpose is to determine the why and what of an issue at the centre of the investigation. In a summary, it is a type of research design that attempts to determine the causes of events by analysing the correlations between their causes

and their effects. This study seeks to provide insights that can inform the decision-making process regarding the use of digitalization.

### **3.2 METHODOLOGY CHOICE**

The methodological choice enables the researcher to develop an appropriate research strategy for the problems to be addressed and the aims and objectives assumed for the research. Research validity is directly proportional to the research process, which yields scientifically valid findings. In addition, it provides a detailed plan that helps researchers remain on track, thereby making the process more streamlined, efficient, and manageable. For this research, the researcher use qualitative method to understand the respondents which is food and beverages SMEs experiences that associated with digital marketing strategies.

#### **3.2.1 QUALITATIVE RESEARCH**

Qualitative research makes use of non-numerical data.

In other words, qualitative research is primarily concerned with words, descriptions, concepts, and ideas. In qualitative research, the relationship between collected data and observations that conclude "why" particular theories exist and "what" respondents say is also determined (Jansen, 2023).

In addition, qualitative research methods are often used to study and obtain a deeper grasp of the complexities of a scenario in order to present a realistic picture of what the situation is like. Researcher can obtain a thorough review of the experiences, challenges, and awareness of food and beverage SME's regarding digitalization. Researcher is able to investigate the actual user experiences and practises related to digital technologies in food and beverage SME through qualitative methods.

### **3.3 DATA COLLECTION METHOD**

According to Bhat in the year 2023, data collection methods are defined as the strategies and processes that are utilised to gather information for the objectives of research. A data collection method is the procedure or strategy utilised in the gaining of information or data for the purposes of study or analysis. It involves methodically accumulating information from a variety of sources or individuals in order to obtain relevant and accurate data, which can then be used to address specific research questions or objectives.

#### **3.3.1 PRIMARY DATA**

In the context of research, "primary data" refers to information collected by the researcher through interview questions, interviews, and experiments in order to better understand and address the issue at hand. Various techniques, such as surveys, interviews, observations, experiments, and focus groups, are used to collect primary data.

Primary research is data collected directly from the source. This means that the researcher is responsible for conducting the research. Primary research involves going directly to the source, as opposed to relying on previously collected data samples. This research will utilise primary data. Researchers conduct interviews with food and beverage SME owners in Melaka, Malaysia.

#### **3.3.2 SECONDARY DATA**

Secondary data utilise previously collected information, such as that generated by large government agencies, healthcare facilities, and other types of organisations for the purpose of record keeping. The data is then extracted from a larger diversity of data files.



For this research, researcher uses many resources such as online articles, online journals and thesis. Secondary data may be important because it allows researcher to save time because of its readily available information.

### **3.4 RESEARCH STRATEGY**

A research strategy is a step-by-step plan of action that provides direction to the researcher's ideas and efforts, allowing the researcher to conduct research methodically and on schedule to produce high-quality results and detailed reporting (Jenny, 2023). A research strategy is a plan of action that guides the thoughts and efforts of the researcher.

#### **3.4.1 ACTION RESEARCH**

Action research is a form of research methodology that examines a problem while simultaneously seeking a solution. In other words, action research, as suggested by its name, integrates study with actual participation in the field. Professor Kurt Lewin of the MIT is credited with having coined this term in 1944 (George, 2023).

For the purpose of this study, the researcher identified the problems as a lack of knowledge and awareness about digital marketing strategies among food and beverage SMEs, limited financial resources and time to adopt digitalization, which will make it difficult for businesses to compete with their rivals.

### **3.5 SAMPLING TECHNIQUES**

Sampling is a technique that enables researchers to infer information about a population based on results from a subset of the population, rather than examining each individual. There are numerous available sampling techniques, which can be divided into two categories: probability sampling and non-probability sampling. For this research topic,

researcher focuses on non-probability sampling: purposive sampling techniques.

### **3.5.1 NON-PROBABILITY SAMPLING**

According to research published in 2019 by McCombes, non-probability sampling entails making selections based on convenience or other criteria rather than at random. This makes data collection simpler for researchers. In exploratory and qualitative research, non-probability sampling techniques are commonly used. In these types of research, the objective is not to test a hypothesis about a large population, but rather to establish a foundational understanding of a population that has not been extensively studied.

#### **3.5.1.1 PURPOSIVE SAMPLING**

Purposive sample, also known as judgement sampling, requires the researcher to utilise their knowledge to select a sample that will be most advantageous to the research objectives. Purposive sampling has the advantages of being efficient in terms of both time and money, while yielding a variety of responses.

It is commonly employed in qualitative research when the researcher desires in-depth knowledge about a phenomenon rather than statistical inferences, or when the population under study is small and specific. Effective stratified sampling necessitates transparent inclusion criteria and justifications. The researcher chose 6 food and beverages SMEs according to knowledge about the least participant for qualitative research.

### **3.5.1.2 TARGET POPULATION**

Given that the target population represents the entire population that a particular study intends to investigate, it is essential to define this group, also known as the theoretical population (Whaley, 2022).

In this research, researcher uses small and medium enterprises (SME) in Malaysia that involved in food and beverages sector. This research only focuses on food and beverages SMEs so that this research can accurately represent the intended group of food and beverages SMEs.

### **3.6 RESEARCH LOCATION**

This study seeks to determine the extent to which food and beverages SME marketing digitalization awareness in Melaka, Malaysia. In this study, therefore, interviews are conducted with food and beverages SME representatives in Melaka, Malaysia. In addition, data was collected from Melaka's well-known food centres, night markets, and districts with a high concentration of food and beverage SMEs.

### **3.7 TIME HORIZON**

In futures studies, time horizons typically refer to the study period or the chronological horizon. As an element, time enables a researcher to observe growth and development or breakdown and degradation over time.

#### **3.7.1 CROSS SECTIONAL**

In order to address a research question, a study in which data are collected just once, perhaps over a period of days, weeks, or months, can be conducted, according to Le Chat (2016). Such studies are known as cross-sectional or one-time investigations. According to Thomas in 2020, a cross-

sectional study is a form of research design in which data is collected from numerous individuals at a single time point. In cross-sectional research, variables are observed without being manipulated.

### **3.8 DATA ANALYSIS**

Researchers use research data analysis to reduce data to a narrative and interpret it to derive insights. It makes sense that the data analysis procedure helps reduce a large data set into smaller fragments. Data analysis is the process of collecting, modelling, and analysing data using statistical and logical techniques and methodologies (Calzon, 2023). Businesses rely on analytics processes and tools to extract insights that facilitate strategic and operational decision-making.

Regarding this research, the researcher employs the thematic method, which analyses significant amounts of text data, such as focus group transcripts or interviews, and groups them into recurring themes or categories. It is an excellent method for determining people's views and opinions on a particular topic.

### **3.9 SUMMARY**

The conclusion of chapter 3 is that the researcher has already defined research methodology, including research design, methodology selection, data collection method, research strategy, and sampling techniques. In chapter 3, the researcher employs qualitative and interview research methods to maintain an in-depth comprehension of the digital marketing strategies employed by food and beverage SME's.

## CHAPTER 4

### DATA ANALYSIS AND DISCUSSION

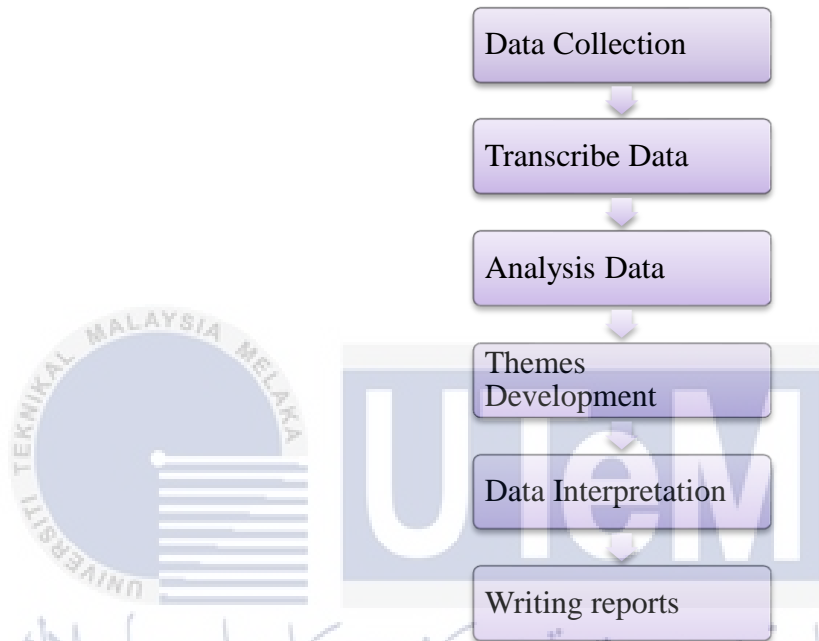


#### 4.0 INTRODUCTION

In this chapter, the researcher will present the data collected from this study, interpretation of the results from the interviews. As been mentioned in previous chapters, the data will be collected from representatives of food and beverages SMEs in Melaka. The researcher collected data from 6 food and beverages SMEs which is Crispy Bread, Cendol Kampung Melaka, Nasi Lemak Banda Viral, Onion Café, Kedai Dessert Bersaka and Nasi Ayam Sedap. For the interview, the researcher collected about more than an hour conversations whereas the entire information has been recorded and transcribed as a raw data. The interview question consists of 3 sections according to the research objectives.

## 4.1 DATA ANALYSIS PROCEDURE

Data analysis procedure is a methodical process that involves a series of procedures and strategies to examine, purify, modify, and structure data in order to uncover valuable insights, make informed judgements, and facilitate decision-making. The sequence of actions in a data analysis operation can differ based on the characteristics of the data and the goals of the study. The stages are as following:



*Figure 1 Stages of Data Analysis Procedure*

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### 4.1.1 DATA COLLECTION

Data collecting is an essential and crucial step in the process of analysing data. It is the basis for extracting significant insights and drawing conclusions. The selected data collection methods are comprehensively outlined, including researcher-conducted interviews, with a focus on their alignment with the research objectives.

### 4.1.2 TRANSCRIBE DATA

Transcribing data is a crucial stage in qualitative research, which entails converting recorded conversations into

written text. Researcher begins by documenting these exchanges utilizing audio devices. Next, the researcher selects a transcription method, which involves deciding the necessary level of detail, ranging from an entirely transcription to more simplified versions.

#### **4.1.3 ANALYSIS DATA**

The analysis of interview data is a systematic procedure intended to derive significant insights from the responses provided by participants. Researcher initiates the process by transcribing recorded interviews, engaging themselves in the data to become acquainted with its content and context. The researcher integrates the results into a coherent narrative, offering a thorough depiction of the identified themes, patterns and significant findings, accompanied by illustrative quotes.

#### **4.1.4 THEMES DEVELOPMENT**

Developing themes is an essential step in qualitative research. It involves systematically identifying, analysing and presenting frequent trends or concepts found in the collected data. By employing categorization and grouping techniques, codes that share similarities are consolidated, serving as the basis for the creation of more comprehensive themes. Themes are subsequently demonstrated by the utilization of quotations extracted from the primary material in the research, providing validation and context for readers.

#### **4.1.5 DATA INTERPRETATION**

Data interpretation is a crucial stage that involves the thorough analysis and explanation of research findings, converting unprocessed data into significant understandings.

Researcher begins the process by developing a deep understanding of the data, clearly stating the research objectives and explaining the methodology used. Thematic analysis in qualitative research uncovers recurring themes that are in line with the research questions.

#### **4.1.6 WRITING REPORTS**

Researcher then evaluates their data using statistical or thematic analysis to explain their findings. Researcher acknowledges limitation and advises future research. The conclusion highlights major findings and consequences. Clarity, precision, and academic traditions are crucial throughout the research. Tables and graphs can improve data presentation. Research papers explain the study's purpose, methods, and results so others can understand, critique, and build on it.

#### **4.2 PARTICIPANTS PROFILE**

For participants profile, the researcher create a Google Form which includes the detail of the participants and they need to fill it in. the researcher gives the form to participants through Whatsapp. These are their profiles:

##### **4.2.1 PARTICIPANT 1 (P1)**

For Participant 1 (P1), the researcher interviewed Crispy Bread's sales and marketing staff. She is a female and her range of age is between 18-23 years old. She has 3 months of working experience in this business. Her former institution is at UiTM Bandaraya Melaka. Her education level is at Bachelor Degree.



#### **4.2.2 PARTICIPANT 2 (P2)**

Next, for Participant 2 (P2), the researcher interviewed Cendol Kampung Melaka's marketing executive. She is a female and her range of age is between 24-29 years old. She has 2 years and 6 months of working experience in Cendol Kampung Melaka. She is a Bachelor Degree's holder from Universiti Teknikal Malaysia Melaka (UTeM).

#### **4.2.3 PARTICIPANT 3 (P3)**

For Participant 3 (P3), the researcher interviewed Nasi Lemak Banda Viral's business owner. She is a female with 20 years of working experience. Her range of age is between 36 and above. Her education level is Bachelor Degree at Universiti Kebangsaan Malaysia (UKM).

#### **4.2.4 PARTICIPANT 4 (P4)**

For Participant 4 (P4), the researcher interviewed Onion Café's business owner. He is a male with the age range between 36 and above. He has 15 years of working experience at Onion Café. He is a Bachelor Degree holder at Multimedia University Melaka (MMU).

#### **4.2.5 PARTICIPANT 5 (P5)**

For Participant 5 (P5), the researcher interviewed Kedai Dessert Bersaka's business owner. She is a female with the age range between 30-35 years old. She has 10 years of working experience at Kedai Dessert Bersaka. She is a Bachelor Degree holder at Universiti Tun Hussein Onn Malaysia (UTHM).

#### 4.2.6 PARTICIPANT 6 (P6)

For Participant 6 (P6), the researcher interviewed Nasi Ayam Sedap's content creator. He is a male with the age range between 30-35 years old. He has 17 years of working experience at Nasi Ayam Sedap. He is a SPM holder from Institut Latihan Perindustrian.



Name of Business	Age	Gender	Position	Years of working	Educational level	Former institution
Crispy Bread	18-23	Female	Sales and Marketing	3 months	Bachelor Degree	UiTM Bandaraya Melaka
Cendol Kampung Melaka	14-29	Female	Marketing Executive	2 years, 6 months	Bachelor Degree	Universiti Teknikal Malaysia Melaka (UteM)
Nasi Lemak Banda Viral	36 and above	Female	Business owner	20 years	Bachelor Degree	Universiti Kebangsaan Malaysia (UKM)
Onion Café	36 and above	Male	Business owner	15 years	Bachelor Degree	Multimedia University Melaka (MMU)
Kedai Dessert Bersaka	30-35	Female	Business owner	10 years	Bachelor Degree	Universiti Tun Hussein Onn Malaysia (UTHM)
Nasi Ayam Sedap	30-35	Male	Content creator	17 years	SPM	Institut Latihan Perindustrian

Figure 2 Summary of Participant's Profile

### 4.3 HOW FOOD AND BEVERAGES SMEs DEFINE DIGITAL MARKETING STRATEGIES?

“How food and beverages SMEs define digital marketing strategies?” is the research question for this research which aims to fulfil the first objective which is to define digital marketing strategies from food and beverages SMEs perspective. This research question needs an investigation into the particular methodologies those small and medium-sized enterprises (SMEs) operating in the food and beverages industry employs to define and express their strategies regarding digital marketing. The objective is to obtain a deeper understanding of the distinctive approaches utilised by these companies to promote their products and services via digital platforms and tools.

Participants	Statements
P1	<p>“we use Instagram for us to raise awareness and promoting about agent and dropship application with us”</p> <p>“We actively using TikTok in the moment, we do live streaming and then we do content regarding event, promotion and also pay ads in TikTok.”</p> <ul style="list-style-type: none"> <li>- <b>Instagram</b></li> <li>- <b>TikTok</b></li> </ul>
P2	<p>“we are using right now is social media platform, search engine optimization (SEO), also advertising marketing.”</p> <p>“we actively use Facebook, Instagram and TikTok. We also do commercial video on YouTube Shorts. If there is any product launch</p>

	<p>we usually use Google Updates.”</p> <ul style="list-style-type: none"> <li>- <b>Social media platform</b></li> <li>- <b>Search engine optimization (SEO)</b></li> <li>- <b>Advertising marketing</b></li> <li>- <b>Facebook</b></li> <li>- <b>Instagram</b></li> <li>- <b>TikTok</b></li> <li>- <b>SEO</b></li> </ul>
P3	<p>“Currently we are using Facebook, specifically their ads, TikTok.”</p> <p>“...review our food on YouTube as content”</p> <ul style="list-style-type: none"> <li>- <b>Facebook</b></li> <li>- <b>TikTok</b></li> <li>- <b>YouTube</b></li> </ul>
P4	<p>“Facebook ads.”</p> <p>“we benefited from their review content on TikTok.”</p> <p>“Instagram because it linked with Facebook.”</p> <ul style="list-style-type: none"> <li>- <b>Facebook ads</b></li> <li>- <b>TikTok</b></li> <li>- <b>Instagram</b></li> </ul>
P5	<p>“...I use is Facebook, TikTok, Instagram and Google.”</p> <ul style="list-style-type: none"> <li>- <b>Facebook ads</b></li> <li>- <b>TikTok</b></li> <li>- <b>Instagram</b></li> </ul>

	- <b>SEO</b>
P6	<p>“use social media, focus on Instagram and TikTok. We focus on marketing content regarding our foods and review on the food.”</p> <p>- <b>Instagram</b></p> <p>- <b>TikTok</b></p>

*Figure 3.1 Participant’s Digital Marketing Types*

Figure 3.1 shows about digital marketing types that are used by participants. For P1, they say that “we use Instagram for us to raise awareness and promoting about agent and dropship application with us.” They additionally communicate, “We actively using TikTok in the moment, we do live streaming and then we do content regarding event, promotion and also pay ads in TikTok.” This indicates that they employ marketing strategies on both Instagram and TikTok, wherein TikTok is utilised for paid advertisements, live broadcast, event content, and promotions.

P2 states that “we are using right now is social media platform, search engine optimisation (SEO), also advertising marketing.” The company maintains an active social media presence on Facebook, Instagram, and TikTok, produces commercial videos on YouTube Shorts, and employs Google Updates to announce new products. This demonstrates a multifaceted digital marketing approach encompassing social media, search engine optimisation, and advertising on various platforms.

As of now, P3 states, “Currently we are using Facebook, specifically their ads, TikTok” For marketing purposes, they are actively utilising both Facebook and TikTok. Furthermore, they state, “...review our food on YouTube as content,” which suggests that they utilise the platform to make food reviews.

P4 clearly mentions “Facebook ads.” Additionally, they state, “we benefited from their review content on TikTok” suggesting that TikTok reviews produced a favourable result. Furthermore, P4 establishes a

connection with Instagram by asserting, “Instagram because it linked with Facebook.” This indicates that social media platforms, specifically Facebook, TikTok, and Instagram, were utilised strategically.

Additionally, P5 provides the following statement: “...I use is Facebook, TikTok, Instagram, and Google.” This indicates that they are constantly using social media platforms such as Facebook, TikTok, and Instagram, and that they also make use of Google, most likely for the sake of search engine optimisation (SEO).

P6 states, “use social media, focus on Instagram and TikTok. We focus on marketing content regarding our foods and review on the food.” This demonstrates a distinct emphasis on social media platforms Instagram and TikTok in the context of marketing, with a particular focus on content that pertains to their culinary products and reviews.

Types of Digital Marketing Strategies						
	P1	P2	P3	P4	P5	P6
<b>TikTok</b>	/	/	/	/	/	/
<b>Instagram</b>	/	/	-	/	/	/
<b>YouTube</b>	-	-	/	-	-	-
<b>SEO</b>	-	/	-	/	/	-
<b>Facebook ads</b>	-	/	/	/	/	-
<b>Biz App</b>	/	-	-	-	-	-

Figure 3.2 The Usage of Digital Marketing Types

Figure 3.2 shows that digital marketing type that has been utilized by all of the participants. From this figure, TikTok is the most used by all of the participants and the least utilized by these participants is Biz App and YouTube. P3 was the only one who refrained from utilising Instagram for marketing objectives. Facebook ads are not utilised by P1 and P6, whereas P2 and P5 employ SEO. Both the Biz App and YouTube are utilised exclusively by one participant, P3 and P1.

#### 4.4 WHAT IS THE LEVEL OF AWARENESS OF DIGITAL MARKETING AMONG FOOD AND BEVERAGES SMEs?

The research question is “What is the level of awareness of digital marketing among food and beverages SMEs?” This corresponds to the second objective, which is to identify the level of awareness of digital marketing among food and beverages SMEs. The objective of this research is to evaluate the extent to which these participants are knowledgeable and acquainted with the various elements of digital marketing, encompassing search engine optimisation (SEO), online advertising, social media and other relevant strategies. This evaluation is of utmost importance in determining the extent to which these companies are prepared to utilise digital platforms efficiently for promotional endeavours.

Below are the scales of determining the level of awareness of digital marketing for food and beverages SMEs:

Scale:

<b>None</b>	Does not have any account and did not use any digital marketing strategies.
<b>Low</b>	Have an account but rarely logged in. Just use it to read news rarely.
<b>Intermediate</b>	Have an account for digital marketing but rarely apply the digital marketing strategies.
<b>High</b>	Use the account frequently to make sure the business is following the trend. Keep on updating daily or weekly.

*Figure 4.1 Scale for Level of Awareness*

The above scale states four levels of awareness for digital marketing. The first one is none which means, participants in this category do not have any digital marketing accounts and they do not actively use any digital marketing strategies. These participants are not currently leveraging digital marketing for their business.

Next is low level. Participants at this level have digital marketing accounts but rarely log in. their usage is minimal, perhaps limited to



occasional reading of news. While they have accounts, their engagement with digital marketing is infrequent or minimal.

For intermediate level, participants at this level have digital marketing accounts, but they rarely apply digital marketing strategies. The level of application is moderate. While participants are active to some extent, the application of digital marketing strategies is not a regular or significant aspect of their approach.

Participants that are in high level category actively use their digital marketing accounts frequently. They make efforts to ensure their business follows current trends and update their accounts daily or weekly. These participants are deeply engaged in digital marketing, consistently updating their accounts to stay relevant and aligned with current trends.

Participants	Statements
P1	<p>“we do live streaming and then we do content regarding event, promotion and also pay ads in TikTok.”</p> <p>“intermediate”</p> <p style="text-align: center;">- <b>Intermediate</b></p>
P2	<p>“we are using right now is social media platform, search engine optimization (SEO), also advertising marketing.”</p> <p>“we actively use Facebook, Instagram and TikTok. We also do commercial video on YouTube Shorts. If there is any product launch we usually use Google Updates.”</p> <p>“high”</p> <p style="text-align: center;">- <b>High</b></p>
P3	<p>“Currently we are using Facebook,</p>

	<p>specifically their ads, TikTok.”</p> <p>“benefited from influencer’s TikTok accounts”</p> <p>“review our food on YouTube as content”</p> <p>“high”</p> <p>- <b>High</b></p>
P4	<p>“Facebook Ads.”</p> <p>“We have our own TikTok account but rarely post anything.”</p> <p>“low”</p> <p>- <b>Low</b></p>
P5	<p>“The medium I use is Facebook, TikTok, Instagram and Google.”</p> <p>“We do live streaming regularly in Facebook”</p> <p>“high”</p> <p>- <b>High</b></p>
P6	<p>“use social media, focus on Instagram and TikTok.”</p> <p>“intermediate”</p> <p>- <b>High</b></p>

*Figure 4.2 Current Awareness of Digital Marketing*

Figure 4.1 shows that current awareness of digital marketing for participants that have been interviewed. P1 describes their digital marketing activities on TikTok, stating, “we do live streaming and then we do content regarding event, promotion and also pay ads in TikTok.” The term “intermediate” applied to describe their skill level implies an average level of expertise or experience in performing these functions on

TikTok. This suggests that although P1 actively engages in diverse marketing strategies on the platform, they may view their level of expertise as moderate to advance.

For P2, they state “we actively use Facebook, Instagram and TikTok. We also do commercial videos on YouTube Shorts. If there is any product launch, we usually use Google Updates.” This indicates a multi-channel strategy, actively utilising major social media platforms such as Facebook, Instagram, TikTok, YouTube and Google Updates. The word “high” used to describe their standing indicates a self-assessed high level of expertise or experience in the field of digital marketing.

P3 mentions that, “benefited from influencer’s TikTok accounts” suggesting that they leverage the influence of TikTok’s content creators to enhance the reach and impact of their marketing. They also focus on utilizing Facebook for targeted advertising and incorporating TikTok into their marketing strategy. The term “high” means that P3 considers their proficiency in utilising Facebook and TikTok advertisements, engaging in partnerships with influencers, and producing content for YouTube to be at an advanced level. This signifies a profound comprehension and successful implementation of these tactics.

In addition, P4 outlines their digital marketing practices, stating, “Facebook ads.” This implies a focus on utilising Facebook’s advertising platform for their marketing. Furthermore, they mention, “We have our own TikTok account but rarely post anything” indicating ownership of a TikTok account but limited activity on this platform. The term “low” indicates that P4 considers their proficiency in utilising social media platforms, specifically TikTok, to be minimal or infrequent.

Next, for P5, they describe their digital marketing channels, stating, “The medium I use are Facebook, TikTok, Instagram and Google.” The term “high” suggests that P5 believes that their proficiency with Facebook, TikTok, Instagram, and Google, in addition to their consistent utilisation of live streaming on Facebook, to be at an advanced level. This signifies a profound comprehension and effectiveness in implementing these tactics.

P6 outlines their digital marketing approach by stating “use social media, focus on Instagram and TikTok.” The term that P6 states as "intermediate" suggests that they perceive their proficiency in social media utilisation, particularly on Instagram and TikTok, as ranging from basic to advanced levels.

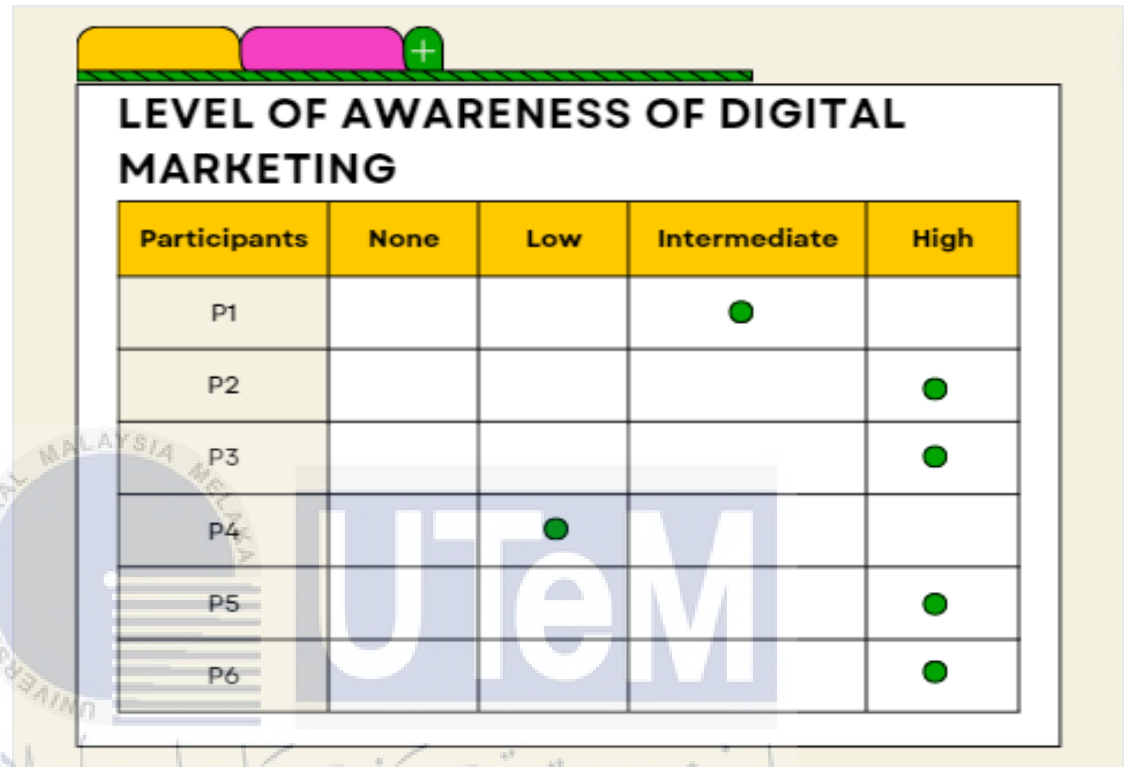


Figure 4.3 Level of Awareness of Participants

Figure 4.3 shows the level of awareness for participants that have been interviewed. Majority of the participants are highly aware of digital marketing except for P1 and P4. P1 is in intermediate level of awareness meanwhile P4 is in low level of awareness in digital marketing for their businesses.

#### 4.5 WHAT IS THE IMPORTANCE OF DIGITAL MARKETING STRATEGIES TOWARDS FOOD AND BEVERAGES SMEs?

The research question, "What is the importance of digital marketing strategies towards food and beverages SMEs?" serves as the focal point for the study's final objective, which is to examine the importance of digital marketing strategies towards food and beverages SMEs. Through an investigation of this research question, the study aims to reveal the precise methods in which digital marketing strategies enhance the sustainability and competitiveness of SMEs operating in the food and beverages sector. This research question is also needed to know in what terms digital marketing helps food and beverages SMEs. The assessment may encompass an evaluation of the effectiveness of digital marketing in relation to its ability to engage customers, raise brand visibility, and effectively reach its target audiences.

Participant	Statements
P1	<p>“we don’t need to spend more costs, the content is free.”</p> <p>- <b>Reduce cost</b></p>
P2	<p>“from the uniqueness, we use the platform and we deliver.”</p> <p>- <b>Increase customer engagement</b></p>
P3	<p>“...help us in terms of our income”</p> <p>- <b>Increase income</b></p>
P4	<p>“If the place is far, they need to do marketing like this to let people know”</p> <p>- <b>Increase brand awareness</b></p>

P5	<p>“creating brand awareness for Kedai Dessert Bersaka”</p> <p>- <b>Increase brand awareness</b></p>
P6	<p>“We will do more promotion.”</p> <p>- <b>Increase customer engagement</b></p>

*Figure 5.1 Importance of Digital Marketing Strategies*

Figure 5.1 shows that all participants statement for the importance of digital marketing strategies. P1 expresses a cost-saving approach to digital marketing, stating, “we don’t need to spend more costs, the content is free.” This quote indicates a strategy focused on reducing costs associated with digital marketing. P1 emphasizes the use of free content, implying that they rely on non-paid methods for creating and sharing content online. This approach aligns with a cost-effective mind set, emphasizing the potential of leveraging free digital marketing channels and methods to achieve marketing objectives without incurring additional expenses.

In addition, P2 conveys a strategy for increasing customer engagement with the statement, “from the uniqueness, we use the platform and we deliver.” This quote suggests that the participant emphasizes the uniqueness of their offerings and uses a specific platform to effectively deliver their message or products to the audience. The use of the term “uniqueness” implies a focus on distinctive qualities that set their business apart. By utilizing a specific platform strategically, the participant aims to enhance customer engagement, suggesting an emphasis on delivering content or products in a way that captures attention and stands out from the competitors.

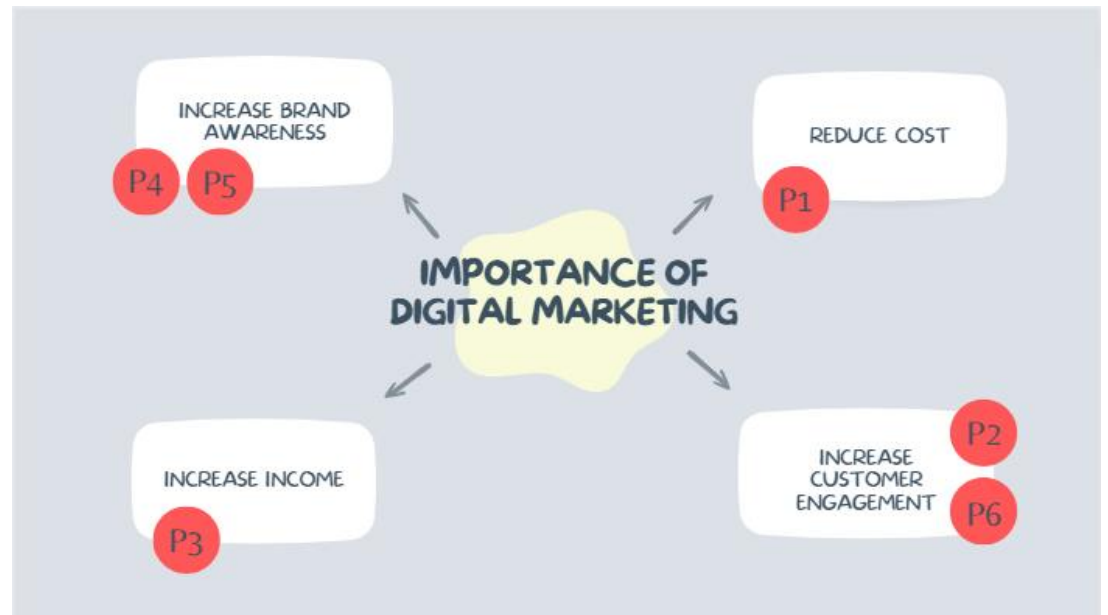
P3 links their digital marketing efforts with a financial outcome by stating, “...help us in terms of our income.” This quote indicates that the participant perceives digital marketing as a means to contribute positively to their income. The emphasis on “help us” define that P3 views digital

marketing as a valuable strategy that can directly impact and potentially increase their overall revenue or financial outcomes. This aligns with a business-oriented perspective, where digital marketing is seen as a definition to generate income.

P4 highlights the importance of marketing in situations where the location is distant, stating, "If the place is far, they need to do marketing like this to let people know." This statement suggests that the participant recognizes the role of marketing, particularly digital marketing, in increasing brand awareness. The phrase "let people know" implies a focus on informing and reaching potential customers about the business, products or services. In this context, P4 emphasizes the need for marketing efforts, especially in scenarios where the physical location may pose challenges, reinforcing the idea that digital marketing can play a crucial role in extending the reach of the business.

P5 explicitly states their intention with the quote, "creating brand awareness for Kedai Dessert Bersaka." This quote succinctly indicates the participant's digital marketing objective, which is to increase brand awareness for their business, "Kedai Dessert Bersaka." The focus on "creating brand awareness" implies a strategic effort to make their brand more recognizable and known to a broader audience. This aligns with a common goal in digital marketing, emphasizing the importance of building a strong brand presence to attract and retain customers.

P6 expresses an intention to increase customer engagement with the quote, "We will do more promotion." This quote suggests that the participant recognizes the role of promotions in fostering engagement with their audience. The emphasis on "more promotion" indicates an active strategy to communicate with and involve customers through promotional activities. By planning to do more promotions, the participant aims to not only attract new customers but also retain and engage with existing ones, contributing to a higher level of customer engagement.



*Figure 5.2 Importance of Digital Marketing*

Figure 5.2 shows that the importance of digital marketing for SMEs that have been interviewed by the researcher. The first importance that can be conclude is digital marketing can increase brand awareness and increase customer engagement. These two importance are stated by P4 and P5, and also the second one is stated by P2 and P6. The next importance is reducing cost which is said by P1. Lastly, digital marketing can increase income which had been said by P3.



#### 4.6 SUMMARY OF FINAL FINDINGS

The summary of final findings of the research reveals an understanding of how participants, primarily from the food and beverages SME sector, approach and perceive digital marketing.

	Participants	P1	P2	P3	P4	P5	P6
Types of digital marketing	TikTok	/	/	/	/	/	/
	Instagram	/	/	-	/	/	/
	YouTube	-	-	/	-	-	-
	SEO	-	/	-	-	/	-
	Facebook ads	-	/	/	/	/	-
	Biz App	/	-	-	-	-	-
Level of awareness digital marketing	None	-	-	-	-	-	-
	Low	-	-	-	/	-	-
	Intermediate	/	-	-	-	-	-
	High	-	/	/	-	/	/
Importance of digital marketing	Reduce cost	/	-	-	-	-	-
	Increase customer engagement	-	/	-	-	-	/
	Increase income	-	-	/	-	-	-
	Increase brand awareness	-	-	-	/	/	-

Figure 6 Summary of Final Findings

#### 4.7 SUMMARY

In conclusion, the findings depict a diverse landscape of digital marketing practices among food and beverages SMEs. The participants exhibit varying levels of expertise, engage in a spectrum of strategies and align their digital marketing efforts with specific business goals, such as cost reduction, increased customer engagement, income generation and brand awareness. These insights contribute to a comprehensive understanding of the digital marketing landscape within the context of SMEs in the food and beverages industry.



## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS



#### 5.0 INTRODUCTION

In this chapter, the researcher will present the conclusion of this research as well as its implications. Lastly, limitations of the study and suggestions for future research are illustrated.

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## 5.1 SUMMARY OF THIS RESEARCH

At first, in introduction, the research is discussing in general about the awareness of digital marketing strategies which can improve business performance of SMEs especially on food and beverages sector. This include background of study, problem statement, research question, research objective, scope of study, significant of study, limitation of studies and summary.

Next, the researcher do the literature review which discussed in general about the concept of digital marketing, digital marketing strategies on food and beverages SMEs, importance of digital marketing strategies towards food and beverages SMEs. The researcher define digital marketing, digital marketing strategy, roles of digital marketing strategies, awareness of digital marketing strategies on food and beverages SMEs, importance of digital marketing strategies towards food and beverages SMEs and food and beverages SMEs.

Furthermore, in research methodology shows that the researcher present the research method as well as the research strategy that was employed to carry out this overall research. In this research, it uses explanatory research design. Qualitative research is taken as the methodology choice which is the researcher did the interview with six food and beverages SMEs in Melaka, Malaysia.

In chapter 4, the researcher started to collect and analysed data. The researcher collect the data from the six food and beverages SMEs. Then, the data were recorded with the consent of participants for the researcher to transcribe the data and analyse the data. The researcher also did the themes development, data interpretation and lastly, the researcher writes the reports.

Based on the findings, the researcher makes an implications of this research, limitations of this research and suggestions on future research.

## **5.2 IMPLICATIONS OF THIS RESEARCH**

The research findings offer significant insights to Malaysian food and beverages SMEs, empowering them to improve their digital marketing strategy. Businesses can utilise the identified differences and opportunities to enhance their online visibility, successfully interact with their intended audience, and consequently enhance their overall business efficacy.

### **5.2.1 DIGITAL MARKETING STUDENTS**

Digital marketing students are those who are actively engaged in acquiring knowledge and skills in the domain of digital marketing. Through this academic and professional path, individuals acquire a wide range of skills and information essential for effectively navigating the ever-changing digital environment.

The research emphasises the significance of obtaining skills that are relevant to the sector. Students studying digital marketing have the opportunity to personalise their education to concentrate on practical proficiencies, like social media marketing, search engine optimisation (SEO), content generation, and data analysis. This ensures that they are well-prepared to tackle real-life obstacles.

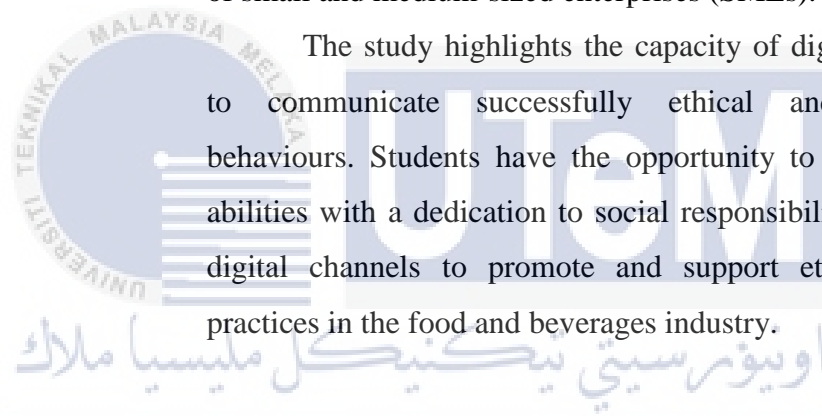
The implications for digital marketing students include adopting a proactive and strategic approach to their education, prioritising practical experience, flexibility, and a dedication to continuous learning. By acknowledging and accepting these consequences, students can strategically position themselves for achievement in the always changing domain of digital marketing, specifically in the context of assisting small and medium-sized enterprises (SMEs) in the food and beverages industry.

## 5.2.2 ACADEMIC INSTITUTIONS

The research on the awareness of digital marketing strategies among Malaysian food and beverages has significant implications for students studying digital marketing. SMEs provide unique insights and possibilities that might influence their education, skills, and future professional paths.

The research highlights the significance of utilising theoretical knowledge in practical situations. Aspiring digital marketing students have the opportunity to pursue internships, do practical projects, or participate in case studies. These experiences enable them to immediately apply their talents and make valuable contributions to the digital marketing strategies of small and medium-sized enterprises (SMEs).

The study highlights the capacity of digital marketing to communicate successfully ethical and sustainable behaviours. Students have the opportunity to combine their abilities with a dedication to social responsibility by utilising digital channels to promote and support ethical business practices in the food and beverages industry.



## 5.2.3 SMALL MEDIUM-ENTERPRISE (SME) BUSINESSES

The research on the comprehension of digital marketing strategies has significant consequences for business owners and managers in the Malaysian food and beverages Small and Medium Enterprises (SMEs) sector. It provides valuable insights and opportunities that can directly influence their operations.

Enhanced awareness enables small and medium-sized enterprises (SMEs) to cultivate stronger connections with their customers. SMEs have the opportunity to employ digital platforms to interact with customers, collect input, and cultivate a feeling of cooperation, resulting in enhanced customer loyalty and endorsement.

Gaining a comprehensive understanding of the significance of digital marketing might result in the implementation of cost-effective advertising strategies. Entrepreneurs can utilise digital platforms, such as social media and content marketing, to effectively reach their desired demographic without incurring the significant expenses typically associated with traditional marketing strategies.

### **5.3 LIMITATIONS OF THE RESEARCH**

The research focusing on the awareness of digital marketing strategies for enhancing the business performance of small and medium-sized enterprises (SMEs) in the Malaysian food and beverages industry may encounter several limitations. The research is only limited to social media marketing and SEO. The purpose of this study is to identify the level of awareness of digital marketing for food and beverages SMEs and not more than that. The sample size for this study is only limited to six food and beverages SMEs. This research does not cover the entire food and beverages in Malaysia and it is only limited in Melaka, Malaysia only.

### **5.4 SUGGESTIONS ON FUTURE RESEARCH**

The researcher suggests that for future research is about factors that influencing digital marketing awareness. The possible areas for future research seek to enhance comprehension of the complex correlation between digital marketing strategies and the commercial performance of small and medium-sized enterprises (SMEs) in the Malaysian food and beverages industry.

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# APPENDICES

## CONSENT FORM FROM INSTITUTION



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### FAKULTI PENGURUSAN TEKNOLOGI DAN TEKNOUSAHAWANAN

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Rujukan Kami (Our Ref): UTeM.700-2/2/8 ( )  
Rujukan Tuan (Your Ref):  
Tarikh (Date): 02 November 2023 /18 Rabiulakhir 1445H

#### KEPADA PIHAK YANG BERKENAAN

أَسْأَلُكُمْ عَلَيْهِمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Dan Salam Sejahtera,

Tuan/Puan,

#### MEMOHON MENDAPATKAN MAKLUMAT DAN KAJIAN KES UNTUK MENYIAPKAN TUGASAN PROJEK

Dengan segala hormatnya perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pelajar berikut adalah merupakan pelajar Program Ijazah Sarjana Muda Fakulti Pengurusan Teknologi dan Teknousahawanan (FPTT), Universiti Teknikal Malaysia Melaka (UTeM):

No	Nama	No. Matrik	Kursus
1	NURSUHADA BINTI SUHAINI	B062010382	Ijazah Sarjana Muda Pengurusan Teknologi Dengan Kepujian (Pemasaran Teknologi Tinggi) – BTMM

3. Pelajar tersebut perlu menyiapkan satu tugas bagi Projek Sarjana Muda (PSM II)-BTMU 4084, untuk tahun akhir pengajian. Sehubungan dengan ini pihak kami amat berbesar hati sekiranya pihak tuan dapat memberi peluang kepada pelajar berikut untuk menyempurnakan tugas tersebut di organisasi tuan.

"MALAYSIA MADANI"  
"BERKHIDMAT UNTUK NEGARA"  
"KOMPETENSI TERAS KEGEMILANGAN"

Saya yang menjalankan amanah,

AIDA BINTI SALLEH  
Penolong Pendaftar Kanan  
b.p : Dekan  
Fakulti Pengurusan Teknologi dan Teknousahawanan  
☎06 - 270 1326

SEBUAH UNIVERSITI TEKNIKAL AWAM



**CONSENT FORM**

**INTERVIEW ON AWARENESS OF DIGITAL MARKETING STRATEGIES:  
IMPROVING BUSINESS PERFORMANCE OF MALAYSIAN FOOD AND  
BEVERAGES SMEs.**

You are being asked to participate in an interview in connection with the research on Awareness of Digital Marketing Strategies : Improving Business Performance of Malaysian Food and Beverages SMEs for Projek Sarjana Muda in Universiti Teknikal Malaysia, Melaka (UTeM). You are being asked to participate because you are one of the SMEs in Malaysian food and beverages industry.

The interview will be recorded and transcribed.

The interview will take approximately 20 – 30 minutes. You may withdraw from the interview at any time.

If you have questions about the research project or procedures, you can contact Nursuhada Binti Suhaini at 0136207130 or e-mail at B062010382@student.utem.edu.my.

**COMPLETE THIS FORM**

I, ..... (NAME OF INTERVIEWEE), knowingly and voluntarily permit this student, Nursuhada Binti Suhaini of Universiti Teknikal Malaysia, Melaka the full use of this information for educational purposes.

Signature

.....

Name

.....

Interview Date

.....

## **INTERVIEW QUESTIONS**

### **OPENING QUESTIONS**

- Experience of applying digital marketing strategies.

### **DIGITAL MARKETING STRATEGIES**

1. What digital marketing strategies have you used in your SME, and what has been your experience with them?
2. How do you allocate your budget for digital marketing that you use?
3. How do you identify and target your audience in your digital marketing campaigns?
4. Can you share examples of successful digital marketing campaigns you've run in your SME business?
5. Which digital marketing channels have proven to be the most effective to your business?

### **LEVEL OF AWARENESS**

1. How would you rate your current awareness of digital marketing strategies in the food and beverages SMEs?
2. How do you keep up with the latest digital marketing trends and updates relevant to your business?
3. In your opinion, what is the importance of mobile marketing and SEO for SME businesses?
4. Are there any specific platforms that you rely on to enhance your awareness on digital marketing strategies?
5. Do you encounter any challenges in applying digital marketing strategies in your business? If yes, what are the challenges?

### **IMPORTANCE OF DIGITAL MARKETING STRATEGIES**

1. How do you think digital marketing is important for the success of food and beverages SMEs?
2. In your opinion, how can digital marketing strategies help food and beverages SMEs reach and engage your target audience?

3. How digital marketing can helps your business to reach and engage with your customer?
4. Do you think social media marketing is very important to your business? Why is that?



## DATA TRANSCRIPTION

This is one of the examples of data transcription from the interview:

### Participant 1 (P1)

Interviewer 1	:	<p>Salam, 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?</p>	
Participant 1	:	<p>Okay, for now we have various kind of platform because actually this Crispy Bread company just started around two years since we start in 2021. So, we use Instagram for us to raise awareness and promoting about agent and dropship application with us, to promote product on festive season such as Hari Raya promotion and many more, and then we actually we also sell cakes but only during Hari Raya Aidilfitri and Hari Raya Haji. Later on you can visit our Instagram account and see our postings there, but no live streaming there. Then, TikTok. We actively using TikTok in the moment, we do live streaming, and then we do content regarding event, promotion and also pay ads in TikTok. During live streaming, we gave out vouchers, so if customers buy on TikTok they can get more discount and can buy on cheaper price since TikTok have Crazy Friday event, new customer promotion for RM20 spending or buying in</p>	<p>RQ1 Q1</p> <p>RQ1 Q1</p>



		bundle also get more discount. That is how we do our marketing. Then, on Facebook also have but less active, same as Instagram usage.. just more to normal postings like banner since we have our own graphic designer. But our main focus platform is only TikTok.	RQ1 Q1
Interviewer 1	:	Do your company have website?	
Participant 1	:	Yes, we do. (.....) (respondent state the website)	RQ1 Q1
Interviewer 1	:	Then, can you tell any campaign you've been doing recently?	
Participant 1	:	Um.. what kind of marketing campaign ya?	
Interviewer 1	:	Just any type of latest campaign if there is any.	
Participant 1	:	For now, we don't do any campaign because we currently focus on looking for agent and dropship. Um.. maybe the campaign you asked for like CSR campaign or something like that?	RQ1 Q4
Interviewer 1	:	Yes, sort of for marketing purpose.	
Participant 1	:	For now, not yet. We focus on looking for agent, dropship and also TikTok affiliates.	
Interviewer 1	:	So you basically focus on marketing that will generates sales?	
Participant 1	:	Yes.	
Interviewer 1	:	Then, do this company use any technology or application to monitor the success of the marketing strategy the company has been used?	
Participant 1	:	Yes, we use BizApp application. As you know if the business have agents, there must be stockist and else right? But we	

		<p>don't do that way, we just use BizApp. Our agent will download that apps, sign up and when they want to order they just make the order in that apps, directly to company without any middleman. So we calculate and subtract their profit beforehand so they just pay exact amount of capital. Then, for agent when they buy one carton which have twenty four packs, they just have to pay for twenty two packs. The other two packs we give free for them to use as tester. Or maybe four packs depends on the amount they buy. That's how we monitor our sales, order, and agents.</p>	
Interviewer 1	:	<p>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.</p> <p>So the first question, as you said you currently focus and active in using TikTok as digital marketing platform, can you explain the factor influence you to choose and adopt TikTok as part of your marketing strategy?</p>	
Participant 1	:	<p>Um.. because it is what <b>trending and highly used now, the algorithm is good, and TikTok engaged better</b> as when user join our live or watch our content, potentially our other contents will show up on their feeds. They usually like and share which help a lot to attract other crowd.</p>	RQ2 Q9
Interviewer 1	:	<p>Alright. Next, can you explain if there is any changes you want to make or hope for</p>	

		when you are using the platform, what it is?	
Participant 1	:	TikTok is very strict. We as seller cannot say some of the words while promoting such as cheap, cannot mention any other platform like Shopee or we will face violation for three months. Also if we use the same video for different content, also our content will be unavailable. Because of the violation period, our content rarely appear on user feeds unless we paid for ads. That's what we hope to change like for it to not be so strict because its hard for us seller. The rules itself is so hard.	
Interviewer 1	:	I see. Then, can you explain what do you think is worth spending for on marketing your product and will keep doing it?	
Participant 1	:	Worth spending on.. um.. 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. As our marketing strategy now only depends on TikTok and agents. And we also been joining some event, and store our product at some vendors, Petronas, ST Rosyam and we currently trying to enter Lotus and other supermarket.	
Interviewer 1	:	Do you ever hire influencer?	
Participant 1	:	Yes, but long time ago. We decided to stop as its only one-off marketing with high cost. Its only one time viral and for short term only.	
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 1	:	I think.. scale 3.	
Interviewer 1	:	Next, choose what digital marketing you've utilized.	
Participant 1	:	Social media, content marketing, advertising.	RQ1 Q1
Interviewer 1	:	How well do you think your digital marketing?	
Participant 1	:	Scale 3.	
Interviewer 1	:	Have you incorporated marketing technology in your digital marketing?	
Participant 1	:	Scale 3.	
Interviewer 1	:	Alright, that's all from me. Thank you so much.	
Participant 1	:	You are most welcome.	
<b>(Transcription from Interviewer 2 is not written because of data saturation)</b>			
Interviewer 3	:	Just now, we have the same questions. So, I would like to ask, um.. how did you .. allocate budget in doing this marketing strategies?	
Participant 1	:	Wow, this is finance right? (Laugh) What topic is this?	
Interviewer 3	:	Same topic, digital marketing strategies. How you allocate the budget for this digital	

		marketing?	
Participant 1	:	<p>Budget?... Actually, another people did the budget, not me... so... I'm not sure... but... what I can say is... what I've heard, <b>finance said</b></p> <p><b>we spent RM50 per day at TikTok only..</b></p> <p>yes..</p> <p>like that. If we join TikTok's event, it's free, we just need to pay RM50 per day for the ads in</p> <p>Increasing views. So, it means 30 days multiples 50... how much?... 1 000 and more like that.</p>	RQ 1 Q2
Interviewer 3	:	<p>Then, how did you identify your target audience? You use TikTok right? So, how did you want to identify the target audience?</p>	
Participant 1	:	<p>Target audience?... Target audience... we need to see who's our niche right? Who's our market niche right? So, our market niche is <b>the people</b></p> <p><b>um...that have interest in food.</b> If we don't carefully target our market niche, there's no use in doing ads because our market niche will scatter. Because everyone have their own Interest right? So, we will target.. food and beverages...market niche like that.</p>	RQ1 Q3

Interviewer 3	:	And then, is there...any other platform besides TikTok that counted as a successful platform to market this business?	
Participant 1	:	Um..successful? For the time being, there's none. Ha none (Laugh).	
Interviewer 3	:	Now, you only use TikTok?	
Participant 1	:	Yep, we only focus on TikTok.	
Interviewer 3	:	... Next, um how did you rate your current awareness in using digital marketing strategies um.. for this business? Whether none or low... intermediate or high?	
Participant 1	:	I can say it's intermediate.	RQ2 Q6
Interviewer 3	:	... Then, how to keep up ... how did you keep up with the latest trend?	
Participant 1	:	Keep up with the latest trend? What do you mean? How I follow...	
Interviewer 3	:	Yes, how you follow the trend to market this business?	
Participant 1	:	Um.. for the trend, like I said earlier, we will see...because this is digital right? We will see um.. things that many people use right now... where are people focusing on.. like that...for example, TikTok.	RQ2 Q7

Interviewer 3	:	Um.. so, just now, the specific platform, you use TikTok only right?	
Participant 1	:	Yes	
Interviewer 3	:	Why?	
Participant 1	:	Because... because we feel like many people watch TikTok. Yes, from other platform. Because like Instagram, it's more to personal. It has business page, but maybe we need to push more, like that. Maybe we need to do more on reels, like that.	RQ2 Q7
Interviewer 3	:	So, did you think that digital marketing is important for business?	
Participant 1	:	Eh.. very important. Digital marketing.. because we're living in... this era right. Digital marketing is very important.	
Interviewer 3	:	How digital marketing... can help... to market the product?	
Participant 1	:	Digital marketing? Because who wants to sell product outside, go one-by-one right? Digital marketing is the best because we don't need to spend more costs, the content is free. If we want to do...sales outside, fuel, we need to rent	RQ3 Q12

		<p>a place, so there're a lot of costs. So, our own live is free um...so, digital market.. digital marketing... so far okay for this business. Very helpful.</p>	
Interviewer 3	:	<p>Okay, that's all because there's enough data for me, thank you.</p>	





## LINE BY LINE ANALYSIS

Number	Quotes	Location	Themes	RQ
1	we use Instagram for us to raise awareness and promoting about agent and dropship application with us	P1,L11	Types of digital marketing	1
2	We actively using TikTok in the moment, we do live streaming and then we do content regarding event, promotion and also pay ads in TikTok.	P1,L19	Types of digital marketing	1
3	our main focus platform is only TikTok.	P1,L32	Types of digital marketing	1
4	(respondent state the website)	P1,L35	Types of digital marketing	1
5	we don't do any campaigns because we currently focus on looking for agent and dropship.	P1,L40	Digital marketing campaign	1
6	trending and highly used now, the algorithm is good, and TikTok engaged better	P1,L77	Importance of digital marketing	2
7	Social media, content marketing, advertising.	P1,L126	Types of digital marketing	1
8	finance said we spent RM50 per day at TikTok only.	P1,L144	Budget for digital marketing	1
9	the people um...that have interest in food.	P1,L155	Target audience	1
10	intermediate	P1,L173	Level of awareness	2
11	We will see um...things that	P1,L181	Level of	2

	many people use right now		awareness	
12	because we feel like many people watch TikTok	P1,L189	Importance of digital marketing	2
13	we don't need to spend more costs, the content is free.	P1,L204	Importance of digital marketing	3
14	we are using right now is social media platform, search engine optimization (SEO), also advertising marketing.	P2,L14	Types of digital marketing	1
15	we actively use Facebook, Instagram and TikTok. We also do commercial video on YouTube Shorts. If there is any product launch we usually use Google Updates.	P2,L20	Types of digital marketing	1
16	We have plan to do a campaign regarding our new product launch later	P2,L25	Digital marketing campaign	1
17	70% of our target market actually are outsiders, tourists, not Malacca local people. We use Facebook because it's in top 5 of highly used platform in world, and also Instagram.	P2,L45	Target audience	2
18	Annual budget usually almost 20% from sales for all marketing tools.	P2,L52	Budget for digital marketing	1
19	most challenging is in creating the content, to catch up with latest trend of content	P2,L57	Challenges in digital marketing	2

	for high engagement. But the time frame is short for us to film, edit before posting it.			
20	Social media, content marketing, ads, SEO.	P2,L74	Types of digital marketing	1
21	people that walk here are tourists.	P2,L88	Target audience	1
22	Malacca is one of the state that are famous with viral foods.	P2,L100	Target audience	1
23	Effective...I can say it's TikTok	P2,L105	Types of digital marketing	1
24	high	P2,L114	Level of awareness	2
25	find...what's trending	P2,L119	Level of awareness	2
26	educate customer with the trend	P2,L129	Level of awareness	2
27	users are having no idea to search on TikTok, could not find videos, (Laugh) they will Google it	P2,L137	Importance of digital marketing	2
28	identify the direction straight away	P2, L144	Level of awareness	2
29	social media	P2,L151	Level of awareness	2
30	from the uniqueness, we use the platform and we deliver.	P2,L164	Importance of digital marketing	3
31	Currently we are using Facebook, specifically their ads, TikTok	P3,L8	Types of digital marketing	1
32	use Grab Food as one of our	P3,L10	Types of digital	1

	platform		marketing	
33	benefited from influencer's TikTok accounts	P3,L11	Types of digital marketing	1
34	review our food on YouTube as content	P3,L14	Types of digital marketing	1
35	TikTok for now	P3,L16	Types of digital marketing	1
36	we are having collaboration with homestays around Malacca	P3,L20	Digital marketing campaign	1
37	As for TikTok, there are many youngsters user, while Facebook are usually used by adults.	P3,L43	Factors in choosing digital marketing	2
38	Annually around RM1000	P3,L48	Budget for digital marketing	1
39	So far not so hard and we can adapt to it quite okay.	P3,L55	Challenges of digital marketing	2
40	Social media, content marketing, ads, collaboration	P3,L72	Types of digital marketing	1
41	go random	P3,L86	Target audience	1
42	TikTok and influencer.	P3,L95	Types of digital marketing	1
43	high	P3,L104	Level of awareness	2
44	Use their trending songs	P3,L110	Level of awareness	2
45	use viral songs.	P3,L121	Level of awareness	2
46	add more customers.	P3,L129	Factors in choosing digital	2

			marketing	
47	we want people to aware of our business	P3,L130	Factors in choosing digital marketing	2
48	we need to tell the location, the...menu...	P3,L134	Factors in choosing digital marketing	2
49	help us in terms of our income	P3,L151	Importance of digital marketing	3
50	Facebook Ads.	P4,L9	Types of digital marketing	1
51	we benefited from their review content on TikTok.	P4,L14	Types of digital marketing	1
52	We have our own TikTok account but rarely post anything. Just Facebook Ads.	P4,L15	Types of digital marketing	1
53	Instagram because it linked with Facebook.	P4,L17	Types of digital marketing	1
54	For student. We provide student discount price.	P4,L19	Digital marketing campaign	1
55	before TikTok appear, Facebook are most famous	P4, L22	Factors in choosing digital marketing	2
56	Around RM100 – RM200	P4,L25	Budget for digital marketing	1
57	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,L34	Challenges of digital marketing	2

58	Facebook Ads.	P4,L51	Types of digital marketing	1
59	Our location is at centre.	P4,L66	Target audience	1
60	marketing from TikTok.	P4,L76	Types of digital marketing	1
61	low	P4,L80	Level of awareness	2
62	customers did the review on TikTok.	P4,L87	Follow trend	2
63	I don't plan on doing that.	P4,L96	Follow trend	2
64	both of it are okay	P4,L102	Factors in choosing digital marketing	2
65	If the place is far, they need to do marketing like this to let people know	P4,L131	Importance of digital marketing	3
66	misunderstanding from customer.	P4,L50	Challenges of digital marketing	2
67	I use is Facebook, TikTok, Instagram and Google.	P5,L8	Types of digital marketing	1
68	Facebook. We do live streaming regularly in Facebook.	P5,L11	Types of digital marketing	1
69	last October, 3 <sup>rd</sup> Anniversary Sales for our customers.	P5,L14	Digital marketing campaign	1
70	RM400 per months for ads.	P5,L33	Budget for digital marketing	1
71	challenges on how to attract and how to make sure the content is good. Also its hard	P5,L39	Challenges of digital marketing	2

	to follow latest trend.			
72	Social media, content marketing, advertising	P5,L55	Types of digital marketing	1
73	people who come here...are women. If weekdays, people who are working, but still, more women. If weekend, family person, who comes with family, with kids.	P5,L68	Target audience	1
74	Facebook and TikTok	P5,L76	Types of digital marketing	1
75	create the video, edit like that	P5,L83	Follow trend	2
76	I'm more to protect...our name, our brand image from all of that.	P5,L90	Follow trend	2
77	when we click, for example, I do..."Kedai Bersaka Melaka", our business will appear. Or "Kedai Viral di Melaka", Kedai Dessert Bersaka will appear.	P5,L96	Factors in choosing digital marketing	2
78	Bad reviews for customer service.	P5,L103	Challenges on digital marketing	2
79	high	P5,L113	Level of awareness	2
80	creating brand awareness for Kedai Dessert Bersaka	P5,117	Importance of digital marketing	3
81	use social media, focus on Instagram and TikTok. We focus on marketing content regarding our foods and	P6,L9	Types of digital marketing	1

	review on the food.			
82	not yet. Maybe next year on new menu launching day.	P6,L18	Digital marketing campaign	1
83	Instagram is the platform we used back then and we are known from there. While TikTok is use to attract new customer, as the audience is bigger there nowadays.	P6,L34	Factors in choosing digital marketing	2
84	spend on the content creator we hired which is his salary around RM2000 – RM3000.	P6,L39	Budget on digital marketing	1
85	challenges is to maintain the high engagement. We have to study what content to release in order to attract the audience.	P6,L46	Challenges on digital marketing	2
86	Social media, content marketing.	P6,L62	Types of digital marketing	1
87	family who comes, they target for the heavy meals.	P6,L76	Target audience	1
88	TikTok is in number one ranking.	P6,L88	Types of digital marketing	1
89	intermediate	P6,L92	Level of awareness	2
90	I will make a difference for my video	P6,L96	Follow trend	2
91	I will always use that sound, the viral sound.	P6,L101	Follow trend	2
92	market this business, to create awareness for our product to public.	P6,L111	Factors in choosing digital marketing	2



93	we are still searching what do viewers want from our content.	P6,L121	Challenges on digital marketing	2
94	We will do more promotion.	P6,L128	Importance of digital marketing	3





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