

**EFFECTIVENESS OF DIGITAL MARKETING ON FOOD AND BEVERAGES
SMES SALES PERFORMANCE**

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EFFECTIVENESS OF DIGITAL MARKETING ON FOOD AND BEVERAGES
SMES SALES PERFORMANCE

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**Report submitted in fulfilment of the requirement for the degree of Bachelor of
Technology Management (High Tech Marketing) with Honours (BTMM)**



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I hereby declare that this thesis project of title “*EFFECTIVENESS OF DIGITAL MARKETING ON FOOD AND BEVERAGES SMES SALES PERFORMANCE*”. The work on this project is my own work except for quotations and summaries which have been duly acknowledged. This research paper has not been accepted for any degree and is not concurrently for award of other degree.

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DEDICATIONS

This research paper is dedicated from the bottom of my heart to my parents, En. Mohd Mua'at Bin Ahmad Zahari and Pn. Saiyah Binti Abdul Rashid, my sisters Nur Atikah Binti Mohd Mua'at and Nurin Jazlina Binti Mohd Mua'at, and my brother Muhammad Arif Bin Mohd Mua'at, who are my primary source of inspiration, strength, and care. They continually provide them with moral, spiritual, emotional, and financial support by giving us fortitude whenever we consider giving up.

To my supervisors, family, sisters, brothers, and friends who provided advice, encouragement, and support for me to complete this research endeavour. We appreciate your time, money, and support. I cannot finish this investigation without your help.



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ABSTRACT

The study examines the impact of digital marketing on the sales performance of small and medium-sized food and beverage companies. The study investigated the correlation between digital marketing efforts and sales growth in food and beverage SMEs. It also analysed the strategies used by these businesses and sought to gain insight into the factors that enhance their effectiveness. SMEs can monitor posting frequency to gain insights into user engagement, behaviour, and purchasing patterns. Small and medium-sized enterprises must assess the profitability of their digital marketing strategies. The study will explore the correlation between food and drink and digital marketing. The study investigated the correlation between digital marketing efforts and sales expansion. The study aimed to identify approaches used by small and medium-sized food and beverage enterprises. In this qualitative study, face-to-face interviews and website and journal data were used to collect information. Six small and medium-sized food and beverage companies were selected using non-probability, non-probabilistic sampling, and data were analysed using thematic analysis. Research techniques aimed at enhancing the digital marketing strategies and sales performance of small and medium-sized food and beverage companies. The study found that food and beverage digital marketing tactics are challenging. These techniques leverage several platforms and require a strong understanding of how to connect customers, keep prices low, and use flexible approaches for certain groups. These ideas assist small firms produce more money by combining many strategies. This is because food and beverage digital marketing is continually changing.

ABSTRAK

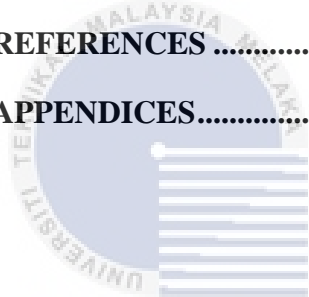
Kajian ini mengkaji kesan pemasaran digital terhadap prestasi jualan syarikat makanan dan minuman kecil dan sederhana. Kajian ini menyiasat hubungan antara usaha pemasaran digital dan pertumbuhan jualan dalam PKS makanan dan minuman. Ia juga menganalisis strategi yang digunakan oleh perniagaan ini dan berusaha untuk mendapatkan gambaran tentang faktor-faktor yang meningkatkan keberkesannya. PKS boleh memantau kekerapan penyiaran untuk mendapatkan pandangan tentang penglibatan, tingkah laku dan corak pembelian pengguna. Perusahaan kecil dan sederhana mesti menilai keuntungan strategi pemasaran digital mereka. Kajian ini akan meneroka korelasi antara makanan dan minuman dan pemasaran digital. Kajian ini menyiasat korelasi antara usaha pemasaran digital dan pengembangan jualan. Kajian ini bertujuan untuk mengenal pasti pendekatan yang digunakan oleh perusahaan makanan dan minuman kecil dan sederhana. Dalam kajian kualitatif ini, wawancara bersemuka dan data laman web dan jurnal digunakan untuk mengumpul maklumat. Enam syarikat makanan dan minuman kecil dan sederhana dipilih menggunakan bukan kebarangkalian, pensampelan bukan probabilistik, dan data dianalisis menggunakan analisis tematik. Teknik penyelidikan yang bertujuan untuk meningkatkan strategi pemasaran digital dan prestasi jualan syarikat makanan dan minuman kecil dan sederhana. Kajian mendapati taktik pemasaran digital makanan dan minuman adalah mencabar. Teknik-teknik ini menggunakan pelbagai platform dan memerlukan pemahaman yang kukuh tentang bagaimana untuk menyambungkan pelanggan, mengekalkan harga yang rendah, dan menggunakan pendekatan yang fleksibel bagi kumpulan tertentu. Idea-idea ini membantu firma-firma kecil menghasilkan lebih banyak wang dengan menggabungkan pelbagai strategi. Ini kerana pemasaran digital makanan dan minuman sentiasa berubah.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The beginnings of the investigation will be summarised in this chapter for your convenience. A particular issue was recognised, and research questions were formulated, based on the study objectives that have been laid out so explicitly in this chapter. Exploration will be given to both the primary focus of the study as well as the contribution that this research makes to the field.

1.1 Background of study

This study's context provides an in-depth discussion on the effectiveness of digital marketing on the sales performance of small and medium-size companies that deal in food and beverages. This preliminary investigation is a condensed explanation of the most significant study that has been carried out to present the information in reverse chronological order. In addition, a brief discussion of significant theories and models that are connected to the issue being investigated should be included in the backdrop of the prior investigations. The question at the heart of this investigation is, first, what kind of digital marketing strategy food and beverage companies use, and second, what kind of

connection exists between that kind of digital marketing strategy and product sales success.

Small and medium-sized businesses can benefit greatly from using digital marketing in today's current period because it provides an efficient platform for them to employ. Small and medium-sized enterprises (SMEs) have a variety of marketing options available to them to choose from when utilising digital marketing to promote their goods or services. In this study, we will determine whether digital marketing methods that small and medium-sized businesses use have a good impact on their businesses. It is becoming increasingly common knowledge that digital marketing may assist small and medium-sized firms (SMEs) in this sector in improving their sales performance, accelerating their growth, and creating a competitive advantage in the market.

The importance of this study can be partially attributed to several aspects of the effectiveness of sales performance. First, it must be determined whether the first financial investment in a digital platform will be profitable in the long run. Now, small and medium-sized enterprises (SME) have the ability to ensure that postings are made within a given amount of time in order to learn about user engagement, user behaviour, and purchases made. When analysing their sales performance, SMEs have a responsibility to determine whether the digital marketing techniques they use will result in profits for the company.

The use of the internet in the marketing of food and drink Due to the rapidly expanding food and beverage industry, this research focused on small and medium-sized enterprises (SME). Food and beverage businesses that adopt digital marketing strategies will find it simpler and more effective to promote their products in the marketplace in terms of both speed and clarity. This study will demonstrate how food and drink are strongly tied to digital marketing and how that connection came about.

1.2 Problem statement

According to Chaffey and Ellis-Chadwick (2019) assert that the utilisation of digital marketing tactics is imperative for small and medium enterprises operating in the food and beverage industry to effectively stimulate sales growth.

The present-day efficacy of Digital Marketing Strategies is noteworthy; however, the identification of channels that aid Small and Medium Enterprises (SMEs) in enhancing their sales performance remains a crucial concern. The focus of this study was to investigate the efficacy of Digital Marketing Strategies in driving sales performance growth.

According to Mahmutovic (2021) asserts that the utilisation of digital marketing strategies has a significant and advantageous effect on the sales performance of businesses operating within the food and beverage industry. The present study was undertaken to assess the potential of digital marketing in enabling small and medium-sized enterprises (SMEs) operating in the food and beverage industry to augment their sales and sustain their competitive edge. This study examines the impact of digital marketing factors on the performance of food and beverage sales. Specifically, the study focuses on the influence of targeting appropriate viewers, utilising appropriate marketing platforms, creating attractive content, optimising conversion rates, and measuring digital marketing effectiveness.

The lack of sources from other studies presents a challenge for the researchers doing this study as they attempt to learn more about this topic. However, the challenge that was encountered by the researcher and it made the researcher interested in carrying out this study since the researcher wanted to know who would make up the ultimate staff for this study.

1.3 Research question

The researchers developed two primary questions to analyse the implementation, which are as follows:

1. What are the digital marketing strategies implemented by food and beverages?
2. How effective are the digital marketing strategies in enhancing SMEs sales performance?

1.4 Research objective

These were the overarching questions that needed to be answered by the current study, as outlined by its two primary objectives, which are as follows:

1. To identify the digital marketing strategies implemented by food and beverages.
2. To examine the relations of the digital marketing strategies with sales performance.

1.5 Scope of study

The outcome of the study, which has a term that roughly translates to "effectiveness of digital marketing on food and beverages SMEs sales performance," is presented and contested in this piece of research. SME are the individuals who contribute to this research. The research will focus on businesses in the food and beverage sector that use digital marketing to run their day-to-day operations. This choice was chosen without considering the gender of the company's clients, their ages, their cultures, or the fact that a significant number of them are small and medium-sized businesses in the food and beverage industry.

1.6 Significant of study

This investigation is now being carried out in Malacca. The findings of this study will be used to identify effective digital marketing strategies that can be used by companies of a smaller or medium size that are in the food and beverage industry. In addition, it describes the element of digital marketing that contribute to its effectiveness in enhancing sales performance in the food and beverage industry, as well as how these aspects might be enhanced in the future. The sales performance that their participation in digital marketing efforts produced.

1.7 Limitation of studies

Due to the limitations of this study, it is challenging for researchers to acquire comprehensive and relevant data. This research has limited time to conduct analyses for this investigation, including sample size and representativeness, reliance on self-reported data, data access, and the dynamic digital marketing landscape. Even if they have a limited amount of time, researchers who conduct research must be adept at the implementation procedure. Researchers lack the necessary skills and knowledge because they lack sufficient experience conducting research. In terms of the veracity of the results it discovers, it also reveals that this study has certain flaws. In general, they do not answer the queries comprehensively, and other issues stem from the fact that they are dishonest about certain matters. The researcher cannot independently confirm the veracity of the claims made by respondents in their responses.

1.8 Summary

In the introduction, much of the time is spent outlining the background of the current study, the obstacles that have been posed, the research problems that have been discovered, and the research aims that this inquiry intends to accomplish. In this chapter, we address some of the concerns that have been raised regarding the findings' dependability. The objectives of the survey are included in the scope of the study, and the meanings of various important key phrases are also provided in their entire

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

In relation to this chapter, we have had conversations on the review of secondary data and aspects that pertain to the effectiveness of digital marketing on sales performance. The report kicks off with a concise introduction that covers digital marketing, the impact of digital marketing on sales growth, small and medium-sized enterprises in the food and beverage industry, and the effectiveness of digital marketing on sales performance.

2.1 Digital marketing strategies

2.1.1 Definition

According to Mailchimp (2023), traditional marketing refers to all marketing techniques that existed before the advent of digital marketing. Traditional marketing refers to any marketing strategy that employs offline media to reach an audience. Standard examples of traditional marketing include newspaper and other print advertisements, as well as billboards, mail, and television and radio advertisements.

According to Emeritus (2022), utilising online resources to reach prospective customers is what digital marketing strategy is defined as by experts. One of the fundamentals of a digital marketing strategy is determining where, why, and how a company generates a profit. It facilitates the development of a marketing plan that aligns with business objectives and customer requirements. When formulating a digital marketing strategy, brands must consider owned, paid, and earned media. While owned media are internal communication channels, earned media and paid media are external channels. According to sendpulse (2022) , a digital marketing strategy is a plan that outlines a series of steps to be done across various digital platforms with the end goal of accomplishing particular company objectives. To put it more succinctly, it refers to taking consistent action at the right time through the internet channels that are the most suited for the purpose of improving engagement with your audience and increasing revenue.

2.1.2 Roles

According to Simplilearn (2020), a digital Marketer, also known as a Digital Marketing Specialist, is responsible for developing brand-maintenance marketing campaigns. Marketing professionals conduct market research, collaborate with other marketing professionals on campaign strategies, and develop content for marketing campaigns to maximise their efficacy. According to Investopedia (2023), refers to a company's efforts to promote its products and services and increase its market share. It requires advertising expertise, sales skills, and the ability to deliver products to end-users to be successful. These responsibilities are handled by professionals known as marketers, either internally at businesses or externally at marketing firms. According to Storm (2021), digital marketing's purpose is to help you generate new traffic, leads, and revenue for your business by connecting you with individuals searching for your products or services. Web marketing is the process of promoting your business online to prospective leads and valuable customers. Online marketing is crucial to the growth of your business. Given that more than 4.3 billion people are online and 2 billion of them are online consumers,

there are numerous opportunities to reach individuals who are interested in your business.

2.2 Effectiveness of digital marketing on sales performance

2.2.1 Times

According to xactlycorp (2022), the time of sales increase is the most crucial factor to consider when attempting to comprehend the efficiency of your sales. When it comes to sales ramps and on-boarding, the length of time it takes for ramps to be completed might be an indicator of how well your training is working. Is there a discernible rise in the amount of time required for investment for a specific collection of materials? Are you seeing no result from any of the other resources or coaching efforts? Because time is money, it is essential that they not only spend time working to increase sales but also use that time working in the areas that would yield the most return on their investment. According to McComas (2020), assess the average time users spend on your website to determine how engaging your content is. In conjunction with this metric, you can also examine the average number of pages per visit to gain a deeper comprehension of the engagement with the content. The longer they remain and the more pages they view, the more likely it is that they enjoy your site's content and overall experience.

2.2.2 Cost

According to chron. (2017), a marketing plan's cost details must be specific and must reflect the company's clearly stated sales performance objectives. Most marketing departments request funding for the following marketing tools: advertisements for print, television, and the Internet; design and development for the advertisements; a company website; trade shows for the company to present its products; publicity for the company to develop its public and customer image; and promotional items and events to highlight new products. The marketing department must justify the cost of each of these instruments considering projected sales. The evaluation of the cost that was used is a crucial consideration to consider

since it can determine whether or not the cost that was utilised was worth it. Cost is a significant factor because any trading strategy will include the individual trader's financial resources in some way. According to LinkedIn (2023), the use of digital channels for advertisement and promotion helps keep costs low while simultaneously increasing revenue from digital marketing. As a result, it is suitable for use by new ventures and companies operating on a smaller scale. The cost of reaching a substantial proportion of the audience through digital media is significantly reduced.

2.2.3 Sales

According to xactlycorp (2022), to be productive in sales and to achieve your goals, you need to close deals, which is a very straightforward idea to understand. However, the most successful sales representatives and managers are aware that in order to accomplish goals in a realistic manner, they require a pipeline of opportunities and various deals. It is a foolish strategy to "put too many eggs in one basket" and rely largely on the completion of a single significant transaction. According to Becker (2020), numerous strategies are employed by marketers to increase revenues. We can increase your company's brand value and revenue if we invest in an effective digital marketing strategy. Each available digital marketing strategy is also simple to follow and monitor, allowing us to measure your actual sales results. We can generate a consistent flow of high-quality traffic that can be converted into leads if you have access to this type of information.

2.3 SME's Food and beverages

According to SME Corp (2015), a review of the definition was conducted in 2013 and a new SME definition was approved at the 14th NSDC Meeting in July 2013 considering the many economic developments that have occurred since 2005, such as price inflation, structural changes, and changes in business trends. The definition encompasses all industries, including services, manufacturing, agriculture, construction, mining & quarrying, and agriculture. Food and Beverage means all food and beverage (alcoholic and non-alcoholic)

owned by Seller and on hand on the date hereof, subject to such depletion and including such resupplies as shall occur and be made in the normal course of business, whether issued to the food and beverage department or held in reserve storage and is in unopened boxes (but including opened alcoholic beverage containers and wine bottles) or is located in reserve storage.

2.4 Impact of digital marketing on sales growth

According to Launched (2023), studies demonstrate that digital marketing can improve sales performance. According to a Statista report, organisations who adopt digital marketing methods enjoy an average 24% gain in revenue. Furthermore, according to a Content Marketing Institute survey, organisations who adopt digital marketing methods receive an average 20% increase in sales. Aside from enhancing sales performance, digital marketing may assist firms in reaching out to new clients and expanding their customer base. According to a Content Marketing Institute report, organisations who use a digital marketing plan see a 30% boost in new clients. Furthermore, according to an Adobe survey, firms who adopt a digital marketing strategy enjoy a 40% boost in new clients. There are numerous case studies that indicate the usefulness of digital marketing in enhancing sales performance, in addition to anecdotal and statistical data. According to an Adobe research, organisations that followed a digital marketing strategy saw a 50% rise in revenue. Furthermore, according to research conducted by the Content Marketing Institute, organisations who apply a digital marketing strategy enjoy a 60% rise in sales.

2.5 Proposition

The implementation of efficient marketing strategies will result in maximum sales performance, which traders can use to their advantage to increase their sales.

2.6 Summary

This chapter is generally derived from secondary data, with the researcher obtaining all information from online articles, journals, books, and theses. This chapter has also discussed the various definitions and roles associated with the research title, which is effectiveness of digital marketing on the sales performance of food and beverage small and medium-sized entities. In addition, the impact of digital marketing on sales growth is impacted by digitization.



CHAPTER 3

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter presents a summary of the research methodology employed in the study. It describes the respondents to be included in the study, namely food and beverage SMEs, and how they will be sampled. This study will clarify the research design selected for the intended purpose and the rationale behind this decision. Also included are an explanation of the instrument that will be used for data collection and the procedure that will be followed to conduct this study. This study also addresses the methodologies that will be utilised to analyse the collected data.

3.1 Research design

A researcher's research design is the framework of research methods and techniques selected to investigate (Bhat, 2018). The research design enables a researcher to venture into the unknown while maintaining a systematic approach (Edu, 2023). The research design procedure is a strategic and organised method for conducting research that considers the objectives and methods in selecting the appropriate research design and specifies the population and sampling techniques, the selection of data collection techniques, the planning of data collection methods, and data analysis techniques. (Bhat, 2018). The research

design is divided into quantitative and qualitative research designs. The objective of quantitative research design is to answer who, what, where, and when through the research process. The objective of qualitative research design is to address the questions of how and why. It employs open-ended questions and encourages respondents to convey their opinions clearly (Emeritus, 2022).

3.1.1 Explanatory

Explanatory research is a research method that investigates why something occurs when only a limited amount of information is available; it can be used to enhance understanding of a topic, determine how or why certain phenomena occur, and predict future events (George, 2021). To achieve their primary research objectives and provide answers to queries such as what, how, and why, researchers investigate a subject's concepts and ideas (Emeritus, 2022). Explanatory research assists scholars in better understanding a certain problem by providing more knowledge on a specific topic (Indeed Editorial Team, 2022). There are numerous options available for research and data collection methodologies. Literature reviews, interviews and focus groups, pilot studies, observations, and experiments are some of the most prevalent research techniques (George, 2021).

3.2 Methodology choices

The researcher decided to employ a qualitative research strategy for this study because the purpose of this research is to investigate the experiences, opinions, and behaviours of small and medium-sized food and beverage businesses (SMEs).

3.2.1 Qualitative

This study employs a qualitative research design to evaluate the effectiveness of digital marketing on the sales performance of small and medium-sized enterprises (SMEs) operating in the food and beverage industry. The study endeavours to offer a comprehensive comprehension to SMEs regarding this phenomenon. The present study endeavours to collect comprehensive data from owners of small and medium-sized enterprises (SMEs) in the food and beverages industry through the utilization of qualitative

techniques, specifically face-to-face interviews. The present study aims to conduct an analysis that will discern the crucial variables, patterns, and themes that account for the influence of digital marketing strategies on sales performance, both pre- and post-implementation. The objective of this research is to provide actionable insights and suggestions to small and medium-sized enterprises in the food and beverage industry, with the aim of enhancing their digital marketing strategies and improving their sales outcomes.

3.3 Data collection

The researcher has proposed to employ a combination of primary and secondary sources of information for the purpose of this study. Primary data refers to the information pertaining to the research topic that is obtained through the process of posing questions to interviewees and subsequently providing answers to these questions. The study will utilise secondary data sources, including websites, journals, articles, books, news publications, and statistical information, to provide additional support for the research and to contribute relevant information to the study.

3.3.1 Primary data

Interviews were chosen as the primary method of data acquisition for the investigation into the impact of digital marketing on the sales performance of small and medium-sized food and beverage businesses. The decision has been made to obtain in-depth insights and perspectives from respondents directly. Conversational and interactive, interviews encourage respondents to share their experiences and perspectives. Additionally, interviews facilitate a more in-depth investigation of specific areas of interest and establish rapport with respondents, allowing them to disclose sensitive information. This methodology acknowledges the diversity of viewpoints and enables a comprehensive understanding of how digital marketing strategies affect sales performance in various contexts.

3.3.2 Secondary data

Secondary data refers to information that is already in existence and has been compiled by researchers, organisations, or other sources for reasons

unrelated to the goal of the present investigation. In this investigation, secondary data offers significant insights, context, and background material pertaining to issues such as published sources, journals, websites, blogs, and online platforms. This data was collected through online platforms. Secondary data assists in supporting or testing existing theories and provides a full examination of the effectiveness of digital marketing on the sales performance of food and beverage SMEs. This data can also be helpful in determining which theories are more likely to be correct.

3.4 Research strategy

A research strategy refers to a comprehensive approach for carrying out a research investigation. The formulation of a research strategy serves as a framework for the researcher to effectively plan, execute, and oversee the study. This study employs a mixed-methods approach, utilising qualitative techniques and primary data gathering via interviews, as well as the incorporation of secondary data resources.

3.4.1 Action research

Action research is a suitable methodology for this investigation because it concentrates on addressing practical issues and leads to improvement (George, 2023). This investigation is a collaboration between researchers and SME proprietors. This partnership will involve optimising digital marketing strategies, refining targeting approaches, and enhancing marketing and sales integration. The researcher will identify issues concerning the efficacy of digital marketing on the sales performance of small and medium-sized food and beverage companies. Methods of data acquisition include interviews and sales and marketing data analysis. Efficacy is continuously evaluated and monitored using measurable outcomes, such as changes in sales performance. This iterative process permits continuous learning, refinement, and development in digital marketing to enhance sales performance.

3.5 Sampling technique

Sampling is a methodological approach that involves the deliberate selection of specific individuals or a subset of a larger population for the purpose of making statistical inferences and estimating the characteristics of the entire population (Fleetwood, 2018). In addition to being time- and cost-efficient, it forms the basis of any research design. There are two varieties of sampling in market action research: probability sampling and non-probability sampling.

3.5.1 Non-probability sampling

The non-probability sampling method is a sampling technique that involves the researcher's subjective judgement in selecting the sample, as opposed to random selection. This approach involves a non-random selection of participants, whereby certain members of the population are excluded from the study (Admin, 2019). Non-probability Sampling methods can be categorised into various types, including convenience sampling, purposive sampling, quota sampling, and snowball sampling.

3.5.1.1 Purposive sampling technique

Purposive sampling is a method of selecting research study respondents based on their relevant characteristics or experiences. The present investigation employed purposive sampling to select small and medium-sized enterprises (SMEs) in the food and beverage industry that have either implemented digital marketing strategies or observed notable variations in their sales performance. The process of selection is contingent upon various criteria, including but not limited to the degree of employment of digital marketing, the breadth of marketing channels utilised, and the magnitude of sales expansion attained. The utilisation of purposive sampling enables the acquisition of concentrated and specific data from participants, which can yield significant contributions to the research investigation.

3.5.2 Target population

Target population in this study examines the impact of digital marketing on the sales performance of food and beverage SMEs. This population comprises modest and medium-sized businesses in the food and beverage industry. This population will consist of diverse food and beverage producers, distributors, and retailers. It includes restaurants, cafés, food trucks, catering services, beverage producers, and grocery stores. The target population may be limited to a specific region, category of food and beverage SME, or level of digital marketing involvement.

3.5.3 Sample size

This study will conduct interviews with minimum six respondents from six Melaka-based food and beverage SMEs.

3.6 Research location

This research will be conducted in Melaka, Malaysia, where the researcher will conduct interviews and data analysis. Participating in this survey are food and beverage entrepreneurs who own SMEs as respondents. The researcher can collect sufficient data and formulate a concise research objective. This study seeks to provide pertinent insights and recommendations for digital marketing strategies that contribute to the growth and development of small and medium-sized food and beverage businesses in Melaka, Malaysia.

3.7 Data analysis

Data Analysis is the systematic application of statistical and/or logical techniques for the purpose of describing and illustrating, condensing, and summarising, and evaluating data (“Data Analysis,” 2023). You will need to comb through the data in detail, interpret its meanings, identify patterns, and extract the portions that are most pertinent to your research query, as opposed to simply adding up the numbers. Thematic analysis and discourse analysis are two of the most common methods for achieving this goal.

This study employs a thematic analysis approach to examine qualitative data, specifically interview transcripts obtained from small and medium-sized enterprises (SMEs) operating in the food and beverage industry. The investigator intends to discern prevalent themes, patterns, and categories that arise from the data concerning the efficacy of digital marketing tactics on sales outcomes. Thematic analysis is a systematic methodology that facilitates the exploration of qualitative data and the derivation of insights and comprehension pertinent to the present study.

3.8 Pilot test

In this study, a pilot test was conducted to determine the effectiveness of digital marketing on the sales performance of small and medium-sized food and beverage companies. Before executing a full-scale study, this method permits researchers to evaluate and refine their research methods, instruments, and procedures. Pilot tests aid in testing research instruments, determining the viability of data collection techniques, refining sampling strategies, validating data analysis techniques, and enhancing the overall design of the research. By conducting pilot tests, researchers can identify and resolve any problems or obstacles, ensuring that the main study is conducted with greater precision and dependability.

3.9 Summary

The researcher defined the research methodology by choosing the research design, research strategy, sampling procedure, and data analysis. In this investigation, qualitative research was used to gather data and information. In addition, qualitative research was chosen as the method for collecting data and information for this study because it allows for in-depth analysis and eliminates neutral bias during data collection.

CHAPTER 4

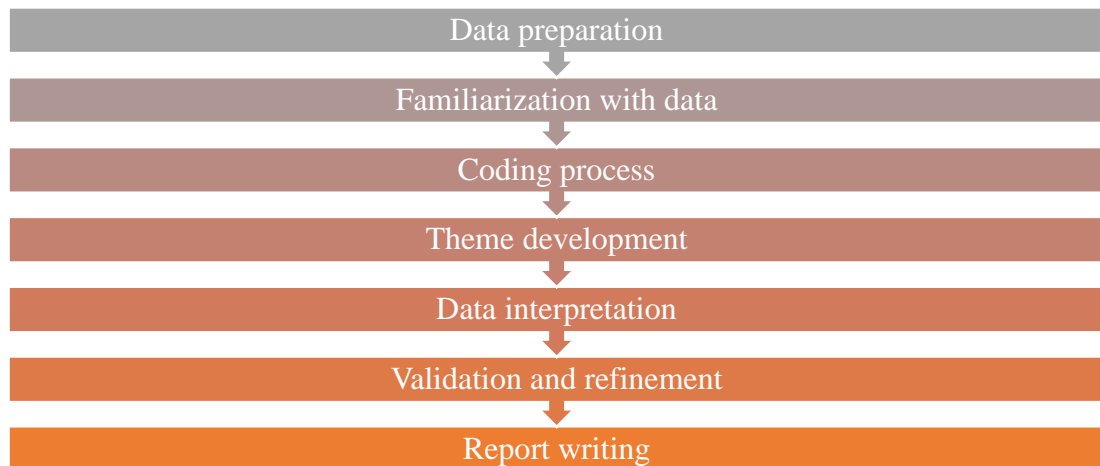
DATA ANALYSIS

4.0 INTRODUCTION

This chapter explores into the results and provides a comprehensive analysis and clarification of the subjects that were investigated. Considering the aim and extent of the investigation conducted by the scholar, the outcomes are calculated to provide insights into its efficacy or pertinence. Considering the qualitative research approach selected for this investigation, primary data were gathered via structured in-person interviews with participants specialising in the domain of food and beverages. This investigation gathered responses from six distinct types of stores. Every piece of information gathered during in-person interview sessions is utilised exclusively for the purpose of research. These results were corroborated with secondary data obtained from a library study. Thematic analysis is employed to examine the findings, thereby ensuring that the data can be utilised to derive unbiased conclusions.

Since, identifying the digital marketing strategies employed by food and beverage companies and analysing the correlation between digital marketing strategies and sales performance are the objectives of this study. The initial section introduced the respondents' profiles. Then, the subsequent two sections discuss the identification of marketing strategy factors and the strategy's efficacy in boosting sales.

4.1 Data analysis procedure



4.1.2 Figure 1 Flow chart of data analysis procedure

i. Data preparation

The first step is to prepare the data. This is done by having the researcher transcribe the conversation word-for-word and organise it by labelling the transcripts in a certain way.

ii. Familiarity with data

The second step is getting to know the data. To do this, the researcher carefully reads the transcript to understand what it says and then starts with open coding to find and name ideas or themes.

iii. Coding process

The next step is coding, in which the researcher creates a code based on the key phrases, sentences, or ideas that were extracted and then makes a list of codes with their meanings to make sure they are all consistent. Next, researchers use codes in a planned way on important parts of transcripts.

iv. Theme development

The fourth step is theme development. This is where the researcher groups codes that are similar into bigger groups, or themes, and looks for trends to find connections and themes that came up repeatedly in the interviews.

v. Data interpretation

In the fifth step is data interpretation. The researcher looks at how the themes and subthemes relate to each other and how the answers fit into the bigger picture. The researcher will also pick out important results and passages that stand out.

vi. Validation and refinement

In the sixth step is verification and improvement. The researcher asks the supervisor to look over the code and theme to make sure they are reliable. Based on feedback and more research, the code and theme are then looked over and made better.

vii. Report writing

The last step is to write a report. In this report, the researcher will summarise the results into a logical story, back up the conclusion with quotes from the interviews, and explain what the results mean.

4.2 Participant profile

One of the earliest participants is Crispy Bread, which is not the actual name of the business and has a location in Ayer Keroh, Melaka. An individual who falls within the age range of 18 to 23 years old is a participant. She is currently employed in the field of sales and marketing, where she has been working for a cumulative total of three months. She obtained her bachelor's degree from UiTM Melaka city, where she studied.

Cendol Kampung Melaka is the name of the second participant. However, this is not the actual name of the individual, who resides in the Melaka neighbourhood of Kampung Hulu. This participant consists of people who are between the ages of 24 and 29 years old. She has been employed in this industry for a period of two years and six months, and she is currently serving in the capacity of Marketing Executive employee. UTeM, which is an abbreviation for Universiti Teknikal Malaysia Melaka, is the institution from where she received his bachelor's degree.

The third participant is a Nasi Lemak Banda Viral, and there is no true name associated with them. They are in Kampung Banda Kaba. Participants are required to be at least 36 years old, and this person is one of them. Currently, she is in charge of the position because she is the proprietor of a shop that has been in business for twenty years. Her academic background includes a bachelor's degree from Universiti Kebangsaan Malaysia (UKM), which is a Malaysian university.

Not the genuine name of the establishment, Onion Café, which is in Melaka between Bunga Raya and Pengkalan Rama, is the fourth participant. The age of this person is approximately equivalent to or greater than 36 years of age. Not only does he have fifteen years of expertise, but he is also the proprietor of the shop now. Having completed his studies at Multimedia University, Melaka. He holds a bachelor's degree.

A participant with the name Kedai Dessert Bersaka not the real name, who is between the ages of 30 and 35, is the fifth participant. Her ten years of work have earned her the position of owner of the company. Universiti Tun Hussein Onn Malaysia (UTHM) awarded her a bachelor's degree after she completed her formal education there.

The participant number six is a Nasi Ayam Sedap, which is not his real name. He is between the ages of 30 and 35. He is currently working as a content creator and has seventeen years of expertise in the field. A graduate of the Institut Latihan Perindustrian (ILP), he also holds a secondary school diploma (SPM).

	SHOP NAME	GENDER	AGE	EXPERIENCE	LOCATION	POSITION	INSTITUTION	EDUCATION
P1	Crispy Bread	Female	18-23 years old	3 months	Ayer Keroh	Sales and marketing	UiTM Melaka	Bachelor's degree
P2	Cendol Kampung Melaka	Female	24-29 years old	2 years 6 month	Kampung Hulu	Marketing executive	Universiti Teknikal Malaysia Melaka (UTeM)	Bachelor's degree
P3	Nasi Lemak Banda Viral	Female	36 years old or older	20 years	Kampung Banda Kaba	Owners	Universiti Kebangsaan Malaysia (UKM)	Bachelor's degree
P4	Onion café	Male	36 years old or older	15 years	Bunga Raya	Owners	Multimedia University, Melaka	Bachelor's degree
P5	Kedai Dessert Bersaka	Female	30-35 years old	10 years	Ayer Keroh	Owners	Universiti Tun Hussein Onn Malaysia (UTHM)	Bachelor's degree
P6	Nasi Ayam Sedap	Male	30-35 years old	17 years	Ayer Keroh	Content creators	Institut Latihan Perindustrian	SPM

4.2.1 Figure 2 Participant's profile

4.3 Research question 1: What are the digital marketing strategies implemented by food and beverages?

The study's main goal is to investigate the digital marketing tactics used in the food and drink business. The study aims to find these methods and find out what effect they have. The interview questions were designed to get information from pros in the field. The questions go into specifics, like finding effective digital marketing strategies, understanding overall marketing plans, listing preferred social media platforms, making sure content is relevant to the audience, listing ways to find the ideal customer on different social media platforms, and listing the types of digital content (like videos, blogs, or social media posts) that are most appealing and useful in the food and drink industry. These questions should give us a lot of information about the complex and useful digital marketing tactics used in the food and drink industry.



The Digital Marketing Strategies Implemented

	TikTok	Instagram	Facebook/ Ads	YouTube	Search engine optimization (SEO)	BizApp	META
P1	<p>“We actively using TikTok in the moment, we do live streaming, and then we do content regarding event, promotion and also pay aids in TikTok.</p> <ul style="list-style-type: none"> • Live streaming • Content videos • Promotion • Advertising 	<p>“We use Instagram for us to raise awareness and promoting”</p> <ul style="list-style-type: none"> • Awareness • Promoting 	<p>“On Facebook also have but less active. Just more to normal postings like banner since we have our own graphic designer.”</p> <ul style="list-style-type: none"> • Less active • Normal postings 	-	-	<p>“We use BizApp application.”</p> <ul style="list-style-type: none"> • Our agent use for direct-to-company ordering 	-

P2	<p>“We are using right now is social media platform. We actively use TikTok. We also keep doing the research as we want to keep making a relevant content for the company.”</p> <ul style="list-style-type: none"> • Social Media Strategy 	<p>“We are using right now is social media platform. We actively use Instagram”</p> <ul style="list-style-type: none"> • Social media marketing 	<p>“We are using right now is social media platform. We actively use Facebook.”</p> <p>“70% of our target market actually are outsiders, tourists, not Malacca local people. We use Facebook because its in top 5 of highly used platform in world.”</p> <ul style="list-style-type: none"> • Audience reach 	<p>“We also do some commercial video on YouTube Shorts.”</p> <ul style="list-style-type: none"> • Short videos content 	<p>“We are using right now is search engine optimization (SEO)”</p> <p>“When users are having no idea to search on TikTok, could not find videos, they will Google it straight away. So, they will Google what they want.”</p> <ul style="list-style-type: none"> • Search behavior 	-	<p>“What we use so far is META. But as we know every social media platform has its own statistic information or analytics, so we monitor from there either our content reach the audience and valid or not.”</p> <ul style="list-style-type: none"> • Platform-specific analytics • Reach audience
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			<ul style="list-style-type: none"> • Social media platform 				
P3	<p>“TikTok as it is what people mostly use now. Mostly, customers who comes tell they know about this restaurant from TikTok. The content usually more in video.”</p> <p>“For TikTok we are targeting the youngsters which age are around 20s</p>	-	<p>“Currently we are using Facebook, specifically their ads.”</p> <p>“As for Facebook, we target people who are age around 40s”</p> <p>“Facebook we can monitor how much reach Audience.”</p>	<p>“Back then we used to review our food on YouTube as content.”</p> <ul style="list-style-type: none"> • Food review vlogging 	-	-	-

	<p>and above. TikTok we see a lot of views of him.”</p> <ul style="list-style-type: none"> • Viral video marketing • Customer engagement strategy 		<ul style="list-style-type: none"> • Monitoring audience reach • Advertising 				
P4	<p>“Most of the time, we benefited from their review content on TikTok.”</p> <p>“I think he'll come back. TikTok, there are more of a view. How many viewers, he's not like</p>	<p>“Also Instagram because it linked with Facebook.”</p> <ul style="list-style-type: none"> • Integration 	<p>“For now, Facebook Ads.”</p> <p>“We just want the customers to be our repeated customers and focus on customers from</p>	-	-	-	-

	<p>anyone's commenting. Just found out how many people are interacting with that thing.”</p> <ul style="list-style-type: none"> • Tiktok reviews 		<p>Malacca to be our customers.”</p> <p>“Every day how many people interact with that thing. In terms of Facebook.”</p> <ul style="list-style-type: none"> • Targeted Advertising Strategy. 				
P5	<p>“So far the medium I use is TikTok.”</p> <p>“TikTok is not as great as Facebook. There are people who come from TikTok”</p>	<p>“So far the medium I use is Instagram.”</p> <ul style="list-style-type: none"> • Social media platform 	<p>“So far the medium I use is Facebook. We do live streaming regularly in Facebook.”</p> <ul style="list-style-type: none"> • Live streaming 	-	<p>“We use SEO as one of the digital marketing strategies. When we click, for example, I do... “Kedai Bersaka Melaka”, our</p>	-	-

	<ul style="list-style-type: none"> Social media platforms 				<p>business will appear Or “Kedai Viral di Melaka.”</p> <ul style="list-style-type: none"> local SEO Melaka 		
P6	<p>“We currently use social media, focus on TikTok. We focus on marketing content regarding our foods and review on the food.”</p> <p>“TikTok get the positive impact from the youngsters.”</p>	<p>“We currently use social media, focus on Instagram. We focus on marketing content regarding our foods and review on the food. Instagram get from both age generations.”</p> <ul style="list-style-type: none"> Foodstagram 	-	-	<p>“We also use Google to update new menus”</p> <ul style="list-style-type: none"> Latest product launch 	-	-

	<ul style="list-style-type: none"> Tiktok foodie engagement 						
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4.3.1 Figure 3 The digital marketing strategies implemented



Participant 1 actively participates in TikTok by utilising live streaming, creating content for events and promotions, and running paid advertisements. They also leverage Instagram to raise awareness and promote their activities. On Facebook, their activity is less frequent, primarily consisting of posting banners and occasional updates, as they have an in-house graphic designer. Additionally, they use the BizApp to directly place orders with companies through their agents. The determination based on the participant's statements supported by evidence, "We are actively using TikTok at the moment," and "We use Instagram for us to raise awareness and promote."

Participant 2's main objective seems to be effectively utilising TikTok for creating content, performing research to ensure its relevance, monitoring social media analytics to validate the content, and recognising the connection between TikTok usage and subsequent Google searches for information. The determination based on the participant's statements supported by evidence, "We are using right now is social media platform. We actively use TikTok," and "When users are having no idea to search on TikTok, could not find videos, they will Google."

Participant 3 strategically utilises TikTok to maximise viral video marketing and engage with a younger demographic, specifically those in their 20s. Additionally, they employ Facebook for advertising purposes, targeting an older audience in their 40s, and closely monitor the reach of their content. It is worth noting that they have also previously engaged in food review vlogging on YouTube. The determination based on the participant's statements supported by evidence, "Mostly, customers who comes tell they know about this restaurant from TikTok," and "Facebook we can monitor how much reach Audience."

Participant 4 derived the most advantage from TikTok review content, highlighting the platform's audience size, engagement, and absence of comments. They also took into account Instagram's connection with Facebook and utilised targeted advertising techniques to attract returning clients from Malacca. The determination based on the participant's statements supported by evidence, "Most of the time, we benefited from their review content on TikTok," and "For now, Facebook Ads."

Participant 5 mostly uses TikTok as their preferred social media platform for engagement, even though they know it has some problems compared to Facebook and

that a lot of users are moving from TikTok to other platforms. The other statements are about using Instagram only as a social media platform, doing live streams on Facebook on a regular basis, and using local SEO strategies to make their business visible in Melaka. The determination based on the participant's statements supported by evidence, “So far the medium I use is TikTok,” and “We use SEO as one of the digital marketing strategies.”

Participant 6 uses TikTok to connect with food-loving crowds and benefits from the positive impact among youngsters. They also use Instagram to reach people of all ages with food-related marketing content and Google to keep their customers up to date on their newest products. The determination based on the participant's statements supported by evidence, “We currently use social media, focus on TikTok,” and “We focus on marketing content regarding our foods and review on the food.”

The Digital Marketing Strategies Implemented						
	P1	P2	P3	P4	P5	P6
TikTok	/	/	/	/	/	/
Instagram	/	/	-	/	/	/
Facebook/ Ads	/	/	/	/	/	-
Youtube	-	/	/	-	-	-
SEO	-	/	-	-	/	/
BizApp	/	/	-	-	-	-
META	-	/	-	-	-	-

4.3.2 Figure 4 The digital marketing strategies implemented

The figure shows the digital marketing technique that most participants used with TikTok. However, when it came to Instagram, only participants 3 chose not to use it. Furthermore, just participants 6 refrained from utilising Facebook and advertisements. After that, it is exclusively done by Participants 2 and 3 on YouTube. Participants 2, 5, and 6 were the only ones who completed it. Furthermore, only participants 1 and 2 use BizApp. At long last, participant 2 completed the META

4.4 Research question 2: How effective are the digital marketing strategies in enhancing SMEs sales performance?

The study's goal is to find out how digital marketing tactics affect the sales of small and medium-sized businesses (SMEs). The study uses specific interview questions to try to find out if there is a link between these methods and how well they work in terms of sales. The interview questions were meant to find out specific things, like which social media platforms are best for making sales, what metrics are needed to measure digital marketing success in the food and beverage SME sector, how well the platforms work after three months, how to measure the effectiveness of chosen platforms and ads, problems that came up during the implementation of digital marketing and how they were fixed to boost sales, and what could be seen. The purpose of these questions is to find out more about how well digital marketing tactics work to boost sales in small businesses, especially those in the food and drink industry.

Participants	Effectiveness Digital Marketing Strategies On Sales Performance	Keyword
P1	<p>“We promote our after that if you buy online he get the cheap price.</p> <p>Sometimes we make a promotion like this month cheese aaa... November was last month we did a campaign.”</p> <p>“When doing live on TikTok, customer comments say our products are delicious because they have bought them before. we spent RM50 per day at TikTok only.”</p> <p>“Now we're in the middle of a TikTok Violation. So, our staff will</p>	<ul style="list-style-type: none"> • Customers engagement • Staff-generated Content • Social media strategy • Cost effective

	<p>make his own TikTok. So, from your own TikTok again a lot of views. We just gained a lot of views.”</p> <p>“if it's live aaa... We've started having an engagement with our viewers.”</p> <p>“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”</p>	
<p>P2</p>	<p>“Effective...I can say it's TikTok because if we see, TikTok followers are people that love to eat. Then, one more, engagement from TikTok are the highest. Because, the content is video, the delivered messages are clear, people will see it as real.”</p> <p>“20% from sales for all marketing tools.”</p> <p>“From the uniqueness, we use the platform, and we deliver. When it is delivered successfully, people will say, “Oh, Cendol Kampung Melaka is like this, so we should go”.</p>	<ul style="list-style-type: none"> • Social media strategy • Competitive advantage • Target Audience • Customer engagement • Cost effective

	<p>“I come here because I see there's a Facebook then so, from there we know it's actually effective. Then another thing I can say about is why we have a target audience of 70% sometimes we see that conversation we know it's not that person that's why I said.”</p> <p>“I think what most challenging is in creating the content, to catch up with latest trend of content for high engagement.”</p> <p>“TikTok followers...some followers are people that love to eat. Then, one more, engagement from TikTok are the highest. Because, the content is video, the delivered messages are clear, people will see it as real.”</p> <p>“Get a comment people say this isn't a normal cendol. negative comment because sometimes if once people don't like. We educate back this thing educate back aa then ask what the question.”</p>	
P3	<p>“TikTok for now as there are where most people look for food now.”</p> <p>“As for TikTok, there are many youngster's user. Our stores are</p>	<ul style="list-style-type: none"> • Social media strategy • Target Audience • Cost effective

	<p>becoming more and more familiar with”</p> <p>“For the cost of digital marketing. Actually, the cost was not too much as people start sharing the content in the social media such as TikTok. The viral power has reduce the digital marketing cost and the cost only being use in the begining of marketing.”</p> <p>“Annually around RM1000”</p> <p>“While Facebook are usually used by adults. when people already know the location Bad reviews usually we would if we could contact directly to customer apologies. We'll do this example if he has to facebook, we will private chat with him..”</p> <p>“So far, TikTok and influencer. Yes, influencer, once they share, there will be more people”</p> <p>“People will come so we've got a sale up.” when people already know the location.”</p>	<ul style="list-style-type: none"> • Customers engagement
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	<p>“Bad reviews usually we would if we could contact directly to customer apologies.”</p> <p>“Our stores are becoming more and more familiar with.”</p>	
P4	<p>“For now...marketing from TikTok.”</p> <p>“to learn to use and adapt to it because there are things we do not familiar with and either the ads working and reach the audiences or not”</p> <p>“The view on the TikTok are more than the Facebook ads that we have subscribes before. Most in the TikTok are review from the customers.”</p> <p>“Maybe misunderstanding from customer. There are also...people post and other customers misunderstand that.”</p> <p>“Around RM100 – RM200”</p> <p>“Let’s look at our sales. We focus on regular customers rather than outsiders.”</p> <p>“We got a new customer”</p>	<ul style="list-style-type: none"> • Customers engagement • Social Media strategy • Sales Performance improvement • Customer Acquisition • Cost effective

<p>P5</p>	<p>“We do live streaming regularly in Facebook.”</p> <p>“Facebook and TikTok...but TikTok is not as great as Facebook. There are people who come from TikTok and there are people who come from Facebook too.”</p> <p>“The effective which means they found out near MITC this Kedai Dessert Bersaka shop. If they gets to the point wi'll be effective for him.”</p> <p>“Its hard to follow latest trend”</p> <p>“RM400 per months for ads”</p> <p>“we get many feedback about customer service, then...there's many feedback about customer service that time. There are many customers that time, but we don't have enough team. But, for now, Alhamdulillah, it's okay.”</p> <p>“First impression at look. It means when we share a picture of what, in terms of food presentation. The Haa that... Because that is the taste that's number two”</p>	<ul style="list-style-type: none"> • Social media strategy • Times to follow trends • Customer engagement • Sales performance improvement • Cost effective
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	<p>“Sales went up. Haa.. store performance. Uh Sales up. Haa the shop more is known”</p>	
P6	<p>“For me, for now, TikTok is in number one ranking.”</p> <p>“So far we just spend on the content creator we hired which is his salary around RM2000 – RM3000.”</p> <p>“to maintain the high engagement. We have to study what content to release in order to attract the audience.”</p> <p>“For TikTok get the positive impact from the youngsters while for Instagram get from both age generations”</p> <p>“For TikTok we will conduct the views and for 5000 views we target for each videos that has been launched in the platform.”</p> <p>“After we hardworking people update. People say the request for the menu is growing. Haa.. It's often like.. We're going to make videos from starting to making it into the food.”</p>	<ul style="list-style-type: none"> • Cost effective • Customer engagement • Social media strategy • Target audience

	<p>“The food that gets on the customer is often not the same as in the video. Make sure the customer gets the same as in the video.”</p> <p>“More people know from all the way. In terms of age, Alhamdulillah many are receiving it now. There's a lot of acceptance from there.”</p>	
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4.4.1 Figure 5 Effectiveness digital marketing strategies on sales performance



Participant 1 is effectively engaging customers through low-cost online promotions, using live TikTok sessions to get real customer testimonials, putting in place a staff-generated content strategy despite platform limitations, and using a direct-ordering app to get customers more involved and speed up the sales process. The determination based on the participant's statements supported by evidence, “We promote our after that if you buy online he get the cheap price. Sometimes we make a promotion,” and “When doing live on TikTok, customer comments say our products are delicious.”

As part of their social media strategy, Participant 2 talks about how effective TikTok is because it has food-loving followers and high engagement through video content. They also say that 20% of their sales go to marketing tools, that they use the uniqueness of their platform to help people recognise their brand, that they measure how effective they are through Facebook conversations, that they have to deal with challenges when making content to match high-engagement trends, and that they use negative comments as a way to teach others. The determination based on the participant's statements supported by evidence, “Effective...I can say it’s TikTok,” “20% from sales for all marketing tools,” and “Then, one more, engagement from TikTok are the highest.”

Participant 3 plan is based on a social media strategy that uses TikTok, which is popular for food searches, to target a younger audience and effectively engage customers at a cost-effective rate of about RM1000 per year, while managing customer interactions and reputation through platforms like Facebook, which will ultimately make customers more familiar with the store and more interested in it. The determination based on the participant's statements supported by evidence, “TikTok for now as there are where most people look for food now,” and “Annually around RM1000.”

Participant 4 is focusing on marketing on TikTok and wants to learn and adapt to the app's new features while testing how well ads reach audiences. They are aware that TikTok has a higher viewership, mostly made up of customer reviews, even though there are times when they don't understand what's being said. They have a budget of RM100 to RM200 and want to focus on sales from current customers and

welcome new ones. They also want to find cost-effective ways to engage customers through social media strategies. The determination based on the participant's statements supported by evidence, “The view on the TikTok are more than the Facebook ads,” and “Around RM100 – RM200.”

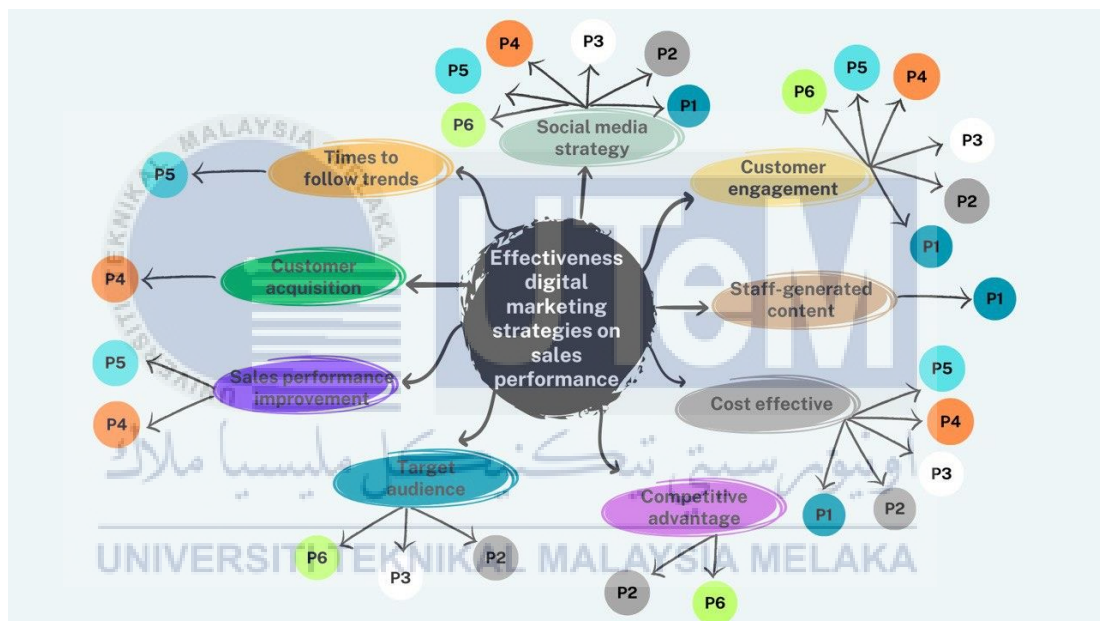
Participant 5 social media strategy includes regular live streams on Facebook. They are aware that Facebook and TikTok are not as effective as each other, they struggle to keep up with the latest trends, they spend RM400 a month on ads, they have trouble with customer service because of high demand but have gotten better over time, they stress how important first impressions are when it comes to food presentation, and their sales and shop recognition have both gone up. Their problems include not having enough time to keep up with trends, keeping customers interested, and making sure that strategies for improving sales success are cost-effective. The determination based on the participant's statements supported by evidence, “Its hard to follow latest trend,” “RM400 per months for ads,” and “Store performance. Uh Sales up. Haa the shop more is known”

Participant 6 says that TikTok is their favourite platform right now and that they have set aside RM2000 to RM3000 for a content creator's salary. They plan to track views and aim for 5,000 views per video, keep engagement high by planning content releases for different age groups, and make sure that cost-effective strategies are in line with audience preferences while addressing differences between food items shown and delivered to keep customers interested. The determination based on the participant's statements supported by evidence, “For now, TikTok is in number one ranking,” and “we just spend on the content creator we hired which is his salary around RM2000 – RM3000.”

	P1	P2	P3	P4	P5	P6	Total
Social media strategy	19 statements	17 statements	17 statements	12 statements	15 statements	15 statements	95 statements
Customer engagement	8 statements	8 statements	7 statements	14 statements	10 statements	10 statements	57 statements
Staff-generated content	2 statements	-	-	-	-	-	2 statements
Cost effective	3 statements	3 statements	4 statements	4 statements	1 statement	-	15 statements
Competitive advantage	-	2 statements	-	-	-	1 statement	3 statements
Target audience	-	3 statements	3 statements	-	-	3 statements	9 statements
Sales performance improvement	-	-	-	1 statement	2 statements	-	3 statements
Customer acquisition	-	-	-	3 statements	-	-	3 statements
Times to follow the trends	-	-	-	-	2 statements	-	2 statements

4.4.2 Figure 6 Statements of effectiveness digital marketing strategies on sales performance

Upon conducting an analysis of the data, it becomes apparent that social media strategy, customer engagement, staff-generated content, cost-effectiveness, competitive advantage, target audience, sales performance improvement, customer acquisition, and timely trend following all contribute to the effectiveness of digital marketing strategies on sales performance. It is noteworthy that staff-generated content was only mentioned by one participant, which diminishes the significance of its relevance in digital marketing strategies. In general, the amalgamation of data provided by the majority of respondents suggests that implementing a social media strategy and engaging with customers are efficacious approaches to augmenting sales.



4.4.3 Figure 7 Effectiveness digital marketing strategies on sales performance

The figure above shows that participants 1, 2, 3, 4, 5, and 6's main areas of focus in their digital marketing strategies that have a big impact on their sales success are social media strategy and customer engagement. Furthermore, cost-effectiveness is the second most important factor that improves sales success among participants 1, 2, 3, 4, and 5. Also, among participants 2, 3, and 6, targeting the right group is the third most important thing that affects sales performance. Also, only participants 4 and 5 stress the importance of improving sales success. Only participants 2 and 6 talk about competitive edge. Participant 1 is the only one who can use staff-generated material.

Also, member 4 is the only one who is trying to get new customers. Lastly, participant 5 is the only one who can focus on current trends.

4.5 Summary of final findings

Research Questions	Research Objectives	Findings
What are the digital marketing strategies implemented by food and beverages?	To identify the digital marketing strategies implemented by food and beverages.	<ul style="list-style-type: none"> • TikTok • Instagram • Facebook/ Ads • YouTube • Search engine optimization (SEO) • BizApp • META
How effective are the digital marketing strategies in enhancing SMEs sales performance?	To examine the relations of the digital marketing strategies with sales performance.	<ul style="list-style-type: none"> • Social media marketing • Customer engagement • Staff-generated content • Cost effective • Competitive advantage • Target audience • Sales performance improvement • Customer acquisition • Times to follow trends

4.5.1 Figure 8 Findings

4.6 Summary

The study results show that digital marketing strategies in the food and beverage sector are very complex. These strategies include a lot of different platforms and need a deep understanding of how to connect customers, keep costs low, and use flexible methods that are suited to specific groups. The success of these strategies in helping small businesses make more money depends on combining a lot of different strategies. This is because digital marketing in the food and beverage sector is always changing.



CHAPTER 5

CONCLUSIUN AND RECOMMENDATION

5.0 INTRODUCTION

The conclusions of this study highlight the complexity of digital marketing strategies in food and beverage SME sectors. The qualitative data collection method revealed the efficacy of SMEs' platforms and methodologies. Key findings showed that social media participation and customer-centric approaches are crucial to sales effectiveness. These findings enhance our understanding of digital marketing's impact and emphasise the necessity for specialised tactics, resource optimisation, and agility in this ever-changing digital ecosystem. Although the study's scope and scale are limited, these findings establish the groundwork for future research and guide SMEs' strategic decisions for more effective and focused digital marketing.

5.1 Summary findings and conclusions of the research

The researcher started by deciding on a good research topic, and then they picked a methodology to apply. This study used a qualitative approach. In order to collect data pertaining to SMEs in the food and beverage sector, the researcher decided to hold interview sessions. For this round of interviews, six participants were chosen. The researcher reached out to these individuals in order to arrange for in-person interviews. The researcher went to the homes of six respondents in

Melaka after they gave their consent. The 30-minute interviews were carried out in a group setting with five other co-workers.

After the interview sessions, the researcher would analyse the data that had been collected. After completing each step of the analysis, the researcher would assemble the results into a report. In order to get feedback on each chapter, the researcher met with their supervisor once a week. After the meeting ended, the necessary adjustments were implemented.

At last, the researcher got results showing that the study accomplished its research goals after analysing the data. The study went off without a hitch and finished on schedule.

5.2 Rationales

Melaka was picked for this study because it has a lot of history and culture in food. People all over the world know the city for its rich cultural past, and its food scene is a big part of that. By focusing on small and medium-sized businesses (SMEs) in the food and drink industry, researchers can look into how digital marketing strategies can help keep and promote local food customs, which can bring in both locals and tourists. The study also stresses the importance of helping small businesses, recognising them as important to the local economy. Additionally, the study shows how digital marketing programmes can help these smaller businesses become more competitive and make important impacts to Melaka's economy.

5.3 Implication of the research

The study "The Effectiveness of Digital Marketing on the Sales Performance of Food and Beverage SMEs" has implications for people who work in the food and beverage industry, especially small and medium-sized businesses (SMEs). These include Business Owners, Marketing and Sales Teams, Analysts, and Industry Consultants.

People who own small businesses that serve food and drinks can use this study because it is important for them. It gives information about effective digital

marketing strategies that can have a direct effect on sales performance. This information can help you make better choices about budgeting, allocating resources, and planning strategically.

The Marketing and Sales team as well. Small businesses that sell food and drinks can improve their marketing and sales by learning about the best digital marketing techniques. It helps them make campaigns, material, and interactions with customers more effective so that they can make more sales.

Finally, there are consultants and industry analysts. These effects can help people who do industry research or coaching help small and medium-sized businesses in the food and drink industry improve their digital marketing. They can help you come up with a plan, choose a platform, and measure your performance.

5.4 Limitations

Size of respondents. Only six people from Melaka were asked to take part in this study. Because the sample size is so small, it's hard to say what the results mean for the food and drink business as a whole. Also, responders don't know enough about the questions that will be asked.

5.5 Future research suggestions

First, expanded sample and different demographics so future research can target a larger and more diverse food and beverage SME sample from various geographic and demographic areas. This broader view may help explain digital marketing efficacy across regions, corporate sizes, and customer segments.

Working with food and beverage SMEs or doing in-depth case studies can boost future research. This method allows a complete analysis of a business's digital marketing strategy, revealing effective strategies and obstacles in numerous circumstances.

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APPENDICES

APPENDIX A: Transcript Interview

Participant 6

Interviewer 1	:	Salam and good day. I will start ya. So this interview is focus on adoption of digital marketing by this company and based on specific objective. So the first objective is types of digital marketing adopted by this company. First question is can you explain what type or what kind of digital marketing you are using right now for Dap O'?	
Participant 6	:	We currently use social media, focus on Instagram and TikTok. We focus on marketing content regarding our foods and review on the food. Next year maybe we will be hiring influencer for our new menu launch.	RQ1, Q2, L1661 RQ1, Q3, L1661
Interviewer 1	:	Do you use any ads?	
Participant 6	:	Yes when we want to launch any new products only	
Interviewer 1	:	Do you have any campaign so far?	
Participant 6	:	So far, not yet. Maybe next year on new menu launching day.	
Interviewer 1	:	Do you adopt any technology to monitor your digital marketing success?	
Participant 6	:	Usually we observe on engagement on TikTok. Around five thousands views is good enough for us to know the marketing content is working	
Interviewer 1	:	Alright. Now we are going to talk about objective 2 which is factors that influence the company to adopt those digital marketing strategies you explain just now. So the first	

		question, as you said you are active in using TikTok and Instagram as digital marketing platform, can you explain the factor influence you to choose and adopt Facebook as part of your marketing strategy?	
Participant 6	:	Firstly because Instagram is the platform we used back then and we are known from there. While TikTok is use to attract new customer, as the audiences is bigger in there nowadays	
Interviewer 1	:	Do you allocate budget for marketing tools?	
Participant 6	:	So far we just spend on the content creator we hired which is his salary around RM2000 – RM3000. Next year will be increase as our plan to hire some influencers to promote our new menus.	RQ2, Q4, L1692
Interviewer 1	:	Do you face any challenges while adopting this digital marketing strategy?	
Participant 6	:	Um.. the challenges is to maintain the high engagement . We have to study what content to release in order to attract the audience.	RQ2, Q5, L1699
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. 5 – Advance. So the first question is can you rate your current digital marketing level?	
Participant 6	:	Scale 3	
Interviewer 1	:	Next, choose what digital marketing you've utilized	
Participant 6	:	Social media, content marketing	RQ1, Q2, L1714

Interviewer 1	:	How well do you think your digital marketing?	
Participant 6	:	Scale 3	
Interviewer 1	:	Have you incorporated marketing technology in your digital marketing?	
Participant 6	:	Scale 3	
Interviewer 1	:	Alright that's all from me, thank you.	
Participant 6	:	You are welcome.	
Interviewer 2		Hi, I am Shafikah, My topic is The impact of digital marketing strategies on food and beverages SMEs. My first objective is to identify the type of digital marketing strategies that has been use by SMEs company.	
Interviewer 2		Digital marketing strategies that has been used?	
Participant 6		As for now, we focus on TikTok and Instagram. As for Google ads, will be use for certain content but for now we did not use it yet maybe soon.	RQ1, Q2, L1731
Interviewer 2		Between TikTok and Instagram, which of them get positive impact from customers?	
Participant 6		For TikTok get the positive impact from the youngsters while for Instagram get from both age generations. So those two have positive impact.	RQ2. Q1, L1737
Interviewer 2		What differentiate your marketing content with other?	
Participant 6		For content, what differentiate is that we more focus on the introduction of the product and introduce the restaurant to customers. This two I will emphasized in the marketing content.	

Interviewer 2		Type of content that you are making?	
Participant 6		As for now, others than that two, we also making content such as video that react the situation of the restaurant.	RQ1, Q6, L1750
Interviewer 2		Do you use any SEO or PPC advertising?	
Participant 6		As for now, didn't use any of this. Most in Google are based on the customer review in the Google business. As for Google Ads, we have a plan for it in future.	
Interviewer 2		So, we proceed to objective number two. Objective two is to examine ways that digital marketing strategies impact SMEs performance.	
Interviewer 2		Can you share any improvement from cost management, customer engagement and brand awareness?	
Participant 6		There are improvement regarding to customers because there are more customers come to the restaurant. The introduction of the restaurant also improve as many customers comes and shows the video of the menu they want to the employee. Costing for the digital marketing are still in the beginning, so it did not affect the profit of the company.	
Interviewer 2		How u measure the content success?	
Participant 6		For TikTok we will conduct the views and for 5000 views we target for each videos that has been launched in the platform.	RQ2, Q4, L1774
Interviewer 2		Target customers of the restaurant?	
Participant 6		Customers that want a fast serve food with good quality type of food. Usually during night, the customers that comes are family	

		while on afternoon customers that are working in this area.	
Interviewer 2		Is your company acknowledge about the customers review in these paltform?	
Participant 6		We will looks at the feedback and comments from the customers. The reviews from the Google business platform and Tiktok. We also get the bad review in TikTok comments that says the grill place are not clean. So we take it seriously to avoid any bad comments in future.	
Interviewer 3		Um...your target audience and target customer, when night, normally, family, and when it is afternoon, it is office workers right?	
Participant 6	:	Yes.	
Interviewer 3	:	So, how did you...identify your target audience?	
Participant 6	:	Normally, if night, we...will prepare more food for family. Normally, family who comes, they target for the heavy meals. For example, for us, we will sell more to Ayam Percik Kelantan, lamb and so on. But, if afternoon, the food is very simple. Normally, office people will order grilled meat with grilled chicken only. Because, that is he fast and express one. That is the target.	RQ1, Q5, L1800
Interviewer 3	:	You said that you use...right now, you only use social media only?	
Participant 6	:	Yes.	
Interviewer 3	:	...Between ig and TikTok, which one is the most effective?	

Participant 6	:	For me, for now, TikTok is in number one ranking.	RQ2, Q3, L1814
Interviewer 3	:	Then, if TikTok, how did you keep up with the trend?	
Participant 6	:	Normally, I will more study to viral videos. So, from that, I will make a difference for my video. For example, if that video is not talking, then I will create it as a talking video. If the video didn't show foods, I will show foods.	
Interviewer 3	:	So, did you use viral sounds?	
Participant 6	:	Yes...I will always use that sound, the viral sound. Because it is one of...way to increase view right?	
Interviewer 3	:	So, you didn't use SEO right? The Google one?	
Participant 6	:	Yes, I didn't use it.	
Interviewer 3	:	So, what do you think the importance...of social media for this business?	
Participant 6	:	Because, for me, right now, we're at the age of anything is on our fingertip. So, anything, people will just click. So, I will use it properly to market this business, to create awareness for our product to public. So, I need to always...study on this in stages, increasing from time to time. So, I need to catch up with those things.	
Interviewer 3	:	So, in terms of challenges, from the beginning of Using Instagram and TikTok, is there...anything like bad reviews?	

Participant 6	:	There's no bad reviews, just we give up in terms ...of what customers actually...what viewers want. We are still wondering about that. So, until now, we are still searching what do viewers want from our content. So far, the feedback is in the middle. I can't say that it is good nor bad.	
Interviewer 3	:	Okay, lastly, how...Instagram and TikTok can help in improving sales for Nasi Ayam sedap?	
Participant 6	:	How can improve...Okay, one of it...we plan to do marketing in terms of promotion to improve our sale. We will do more to promotion. But In Sha Allah if Nasi Ayam sedap's owner are agree, we will proceed with the plan next year.	
Interviewer 3	:	That's all, thank you.	
Interviewer 4	:	Next I'm about effectiveness. First I want to ask how does this digital marketing work so close to one of you have a customer?	
Participant 6	:	It means the effect on our customer is the digital marketing person. One of them is ok.. The example is that this one customer never knew about our store. End up he's a Chinese and he saw on TikTok video I was delivering food but couldn't find a table. Haa.. so.. Haa.. So he came here he wanted to know what I was selling. Haa.. So that's one of them he wants to know a lot of people want to know what things we're selling products that we people sell. Haa.. Tu.	RQ1, Q1, L1865
Interviewer 4	:	Okay. Next how do you know that this ad is reaching the audience?	

Participant 6	:	Most of the time we're people like TikTok we'll see on the view. Ok. If the view is over at 5K. One of them I've targeted like that thing has arrived. Haa.. It's until he has it. If it's 10K that means extra it's 10K. So, but the evidence was in one day after that 1000 view. Haa.. It is always going to get from the videos we people make.	RQ1, Q4, L1876
Interviewer 4	:	Next what is the important factor aa.. To see how much digital marketing, you make tub by increase sales?	
Participant 6	:	Which side? Can you explain this detail a little bit?	
Interviewer 3	:	Which factors do you see? The one you saw. Like you're wearing Instagram and tiktok? What factors did you see that worked?	
Participant 6	:	Use that marketing? Ok. One of them aa.. Our menu is that the Kelantanese chicken is not a lot of people who are interested. But after we hardworking people update aa.. Update AA.. His recipe, the ways to make him what it all is. So far Alhamdulillah aa.. People say the request for the menu is growing. Haa.. It's often like.. We're going to make videos from starting to making it into the food. Just now people come, do I want food like this, do you? Often a customer who doesn't know his order will review, eh. refer to the video they are looking at.	RQ2, Q2, L1894
Interviewer 4	:	Haa.. Ok. Next, after you've used digital marketing what's the problem you're facing? And how do you solve it?	

Participant 6	:	Okay, often that gets in trouble. It's like I said aa. The food that gets on the customer is often not the same as in the video. Haa.. So that's the thing that I usually point weight to I have staff. If.. Make sure the customer gets the same as in the video. Haa.. I never did. There's not a little less. Often that's a bad review that I usually get from customers. So often the food in videos like this, what do I get like this? Haa.. It's like that. It's always like that.	RQ2, L1909	Q5,
Interviewer 4	:	Ok, last time aa.. What changes did you get after you used Digital Marketing?		
Participant 6	:	Changes? Changes.. Alhamdulillah.. It's not even more and more people know from all the way. In terms of age, Alhamdulillah many are receiving it now. Maybe one of the reasons I've introduced a menu for kids, a menu for adults. So, Alhamdulillah. Haa.. There's a lot of acceptance from there.	RQ2, L1922	Q6,
Interviewer 4	:	That's it from me. Thank you.		

APPENDIX B: Line by Line Analysis

1.	When doing live on TikTok, customer comments say our products are delicious.	RQ1, Q1, L317	Digital Marketing Strategies Implemented
2.	When the customer has seen it, so there is this customer are really hunting for viral food	RQ1, Q1, L682	Digital Marketing Strategies Implemented
3.	They give a good review customer share with people for extra point to us.	RQ1, Q1, L1034	Digital Marketing Strategies Implemented
4.	I think he'll come back. . They going to show me the menu. I want to be like this. From other people's reviews.	RQ1, Q1, L1350	Digital Marketing Strategies Implemented
5.	They found out near MITC this Kedai Dessert Bersaka shop.	RQ1, Q1, L1620	Digital Marketing Strategies Implemented
6.	One customer never knew about our store. End up he's a Chinese and he saw on TikTok video I was delivering food but couldn't find a table. Haa.. so.. Haa.. So he came here he wanted to know what I was selling.	RQ1, Q1, L1865	Digital Marketing Strategies Implemented
7.	We use Instagram for us to raise awareness and promoting	RQ1, Q2, L11	Digital Marketing Strategies Implemented
8.	Social media, content marketing, advertising	RQ1, Q2, L29	Digital Marketing Strategies Implemented
9.	Social media platform, search engine optimization (SEO),	RQ1, Q2, L451	Digital Marketing Strategies Implemented

10	Social media, content marketing, ads, SEO	RQ1, Q2, L509	Digital Marketing Strategies Implemented
11	SEO and social media such as Youtube, TikTok, Facebook and Instagram.	RQ1, Q2, L524	Digital Marketing Strategies Implemented
12	Facebook, specifically their ads, TikTok as it is what people mostly use now, and then we use Grab Food as one of our platform	RQ1, Q2, L794	Digital Marketing Strategies Implemented
13	Social media, content marketing, ads, collaboration	RQ1, Q2, L868	Digital Marketing Strategies Implemented
14	Food Panda and Grab Food	RQ1, Q2, L1129	Digital Marketing Strategies Implemented
15	Facebook Ads	RQ1, Q2, L1182	Digital Marketing Strategies Implemented
16	Facebook, TikTok, Instagram, and Google.	RQ1, Q2, L1425	Digital Marketing Strategies Implemented
17	Facebook, TikTok, Instagram Google	RQ1, Q2, L1490	Digital Marketing Strategies Implemented
18	Social media	RQ1, Q2, L1661	Digital Marketing Strategies Implemented
19	Social media, content marketing	RQ1, Q2, L1714	Digital Marketing Strategies Implemented

20	TikTok and Instagram. As for Google ads,	RQ1, Q2, L1731	Digital Marketing Strategies Implemented
21	We use Instagram for us to raise awareness and promoting	RQ1, Q3, L20	Digital Marketing Strategies Implemented
22	Facebook, Instagram and TikTok	RQ1, Q3, L456	Digital Marketing Strategies Implemented
23	Facebook Ads	RQ1, Q3, L1127	Digital Marketing Strategies Implemented
24	Facebook platform most of the time. Also have TikTok and Instagram account.	RQ1, Q3, L1201	Digital Marketing Strategies Implemented
25	Social media, content marketing, advertising, flyers	RQ1, Q3, L1471	Digital Marketing Strategies Implemented
26	We currently use social media, focus on Instagram and TikTok.	RQ1, Q3, L1661	Digital Marketing Strategies Implemented
27	That view goes up to hundreds of thousands. We're now in 200k which means until then. If customer has started commenting,	RQ1, Q4, L322	Digital Marketing Strategies Implemented
28	We do it we'll specify, set I'm not mistaken, no more than 5km from the place.	RQ1, Q4, L692	Digital Marketing Strategies Implemented
29	It's like Facebook we can monitor how much reach Audience is that. like TikTok we see a lot of views.	RQ1, Q4, L1065	Digital Marketing Strategies Implemented

30	Close to the insight. We're going to set things up. Got what location. Every day how many people interact with that thing. In terms of Facebook. If it's like TikTok, there are more of a view.	RQ1, Q4, L1360	Digital Marketing Strategies Implemented
31	TikTok we'll see on the view. Ok. If the view is over at 5K. One of them I've targeted like that thing has arrived.	RQ1, Q4, L1876	Digital Marketing Strategies Implemented
32	The target audience now is mostly people in their 20s.	RQ1, Q5, L212	Digital Marketing Strategies Implemented
33	That have interest in food. we will target. food and beverages...market niche like that.	RQ1, Q5, L257	Digital Marketing Strategies Implemented
34	Targeting tourists. We are targeting Malaysian and...outside Malacca. when we target outsiders, so, people come here, of course they will search for something new.	RQ1, Q5, L592	Digital Marketing Strategies Implemented
35	For Facebook, we target people who are age around 40s and for TikTok we are targeting the youngsters which age are around 20s and above.	RQ1, Q5, L929	Digital Marketing Strategies Implemented
36	We just want the customers to be our repeated customers and focus on customers from Malacca to be our customers.	RQ1, Q5, L1233	Digital Marketing Strategies Implemented

37	Mostly, 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.	RQ1, Q5, L1557	Digital Marketing Strategies Implemented
38	If night, we...will prepare more food for family. Family who comes, they target for the heavy meals. If afternoon, the food is very simple and normally worker people.	RQ1, Q5, L1800	Digital Marketing Strategies Implemented
39	We also have content on customer reviews near TikTok because we want to share.	RQ1, Q6, L338	Digital Marketing Strategies Implemented
40	The content usually more in video. For example, the video that shows the situation in the restaurant and usually the employee will become the actor of the video	RQ1, Q6, L892	Digital Marketing Strategies Implemented
41	Haah video.	RQ1, Q6, L1071	Digital Marketing Strategies Implemented
42	Yes, customers did the videos	RQ1, Q6, L1314	Digital Marketing Strategies Implemented
43	Usually wear a picture. We're not good at making videos.	RQ1, Q6, L1372	Digital Marketing Strategies Implemented
44	Yes, maybe it will look boring, but...because right now, the	RQ1, Q6, L1575	Digital Marketing Strategies Implemented

	trend is doing something bad, it went viral.		
45	Yes, did live. Mostly Kedai Dessert Bersaka do live on Facebook	RQ1, Q6, L1635	Digital Marketing Strategies Implemented
46	We also making content such as video that react the situation of the restaurant.	RQ1, Q6, L1750	Digital Marketing Strategies Implemented
47	we only focus on TikTok.	RQ2, Q1, L266	Effectiveness Digital Marketing Strategies On Sales Performance
48	I can say it's TikTok	RQ2, Q1, L612	Effectiveness Digital Marketing Strategies On Sales Performance
49	TikTok.	RQ2, Q1, L803	Effectiveness Digital Marketing Strategies On Sales Performance
50	TikTok.	RQ2, Q1, L1206	Effectiveness Digital Marketing Strategies On Sales Performance
51	Facebook.	RQ2, Q1, L1428	Effectiveness Digital Marketing Strategies On Sales Performance
52	For now, TikTok is in number one ranking.	RQ2, Q1, L1814	Effectiveness Digital Marketing Strategies On Sales Performance

53	Promote our after that if you buy online he people get a little cheap	RQ2, Q2, L372	Effectiveness Digital Marketing Strategies On Sales Performance
54	“From the uniqueness, we use the platform, and we deliver. When it is delivered successfully, people will say, “Oh, Cendol Kampung Melaka is like this, so we should go”.	RQ2, Q2, L671	Effectiveness Digital Marketing Strategies On Sales Performance
55	I see there's a Facebook then so, from there we know it's actually effective. why we have a target audience of 70% sometimes we see that conversation we know it's not that person that's why I said.	RQ2, Q2, L707	Effectiveness Digital Marketing Strategies On Sales Performance
56	People will come so we've got a sale up. Haa when people already know the location, do you know what the food is good.	RQ2, Q2, L1086	Effectiveness Digital Marketing Strategies On Sales Performance
57	Let's look at our sales. We focus on regular customers rather than outsiders.	RQ2, Q2, L1377	Effectiveness Digital Marketing Strategies On Sales Performance
58	First impression coat look. It means when we share a picture of what, in terms of food presentation.	RQ2, Q2, L1635	Effectiveness Digital Marketing Strategies On Sales Performance
59	We hardworking people update aa.. Update aaa.. His recipe, the ways to make him. make videos	RQ2, Q2, L1894	Effectiveness Digital Marketing Strategies On Sales Performance

	from starting to making it into the food.		
60	Effective...I can say it's TikTok because... because if we see, TikTok followers...some followers are people that love to eat. Engagement from TikTok is the highest.	RQ2, Q3, L612	Effectiveness Digital Marketing Strategies On Sales Performance
61	As for TikTok, there are many youngster's user, while Facebook are usually used by adults.	RQ2, Q3, L839	Effectiveness Digital Marketing Strategies On Sales Performance
62	TikTok and influencer.	RQ2, Q3, L956	Effectiveness Digital Marketing Strategies On Sales Performance
63	For now...marketing from TikTok.	RQ2, Q3, L1263	Effectiveness Digital Marketing Strategies On Sales Performance
64	Absolutely Facebook	RQ2, Q3, L1498	Effectiveness Digital Marketing Strategies On Sales Performance
65	Facebook and TikTok	RQ2, Q3, L1565	Effectiveness Digital Marketing Strategies On Sales Performance
66	For me, for now, TikTok is in number one ranking.	RQ2, Q3, L1814	Effectiveness Digital Marketing Strategies On Sales Performance

67	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.	RQ2, Q4, L104	Effectiveness Digital Marketing Strategies On Sales Performance
68	We spent RM50 per day at TikTok only. yes. Like that. If we join TikTok's event, it's free, we just need to pay RM50 per day for the ads in Increasing views.	RQ2, Q4, L244	Effectiveness Digital Marketing Strategies On Sales Performance
69	If we came out with amount of cost for digital marketing but still get profit that might be okay for us. Actually, the cost was not too much as people start sharing the content in the social media such as TikTok.	RQ2, Q4, L906	Effectiveness Digital Marketing Strategies On Sales Performance
70	We just spend on the content creator we hired which is his salary around RM2000 – RM3000.	RQ2, Q4, L1692	Effectiveness Digital Marketing Strategies On Sales Performance
71	For TikTok we will conduct the views and for 5000 views we target for each videos.	RQ2, Q4, L1774	Effectiveness Digital Marketing Strategies On Sales Performance
72	TikTok there is violation. I'll tell him to do live aaa... under TikTok itself. Our staff will make his own TikTok.	RQ2, Q5, L397	Effectiveness Digital Marketing Strategies On Sales Performance
73	I think what most challenging is in creating the content, to catch	RQ2, Q5, L491	Effectiveness Digital Marketing

	up with latest trend of content for high engagement.		Strategies On Sales Performance
74	“get a comment people say this isn't a normal cendol. negative comment because sometimes if once people don't like. We educate back this thing educate back aa then ask what the question.”	RQ2, Q5, L731	Effectiveness Digital Marketing Strategies On Sales Performance
75	Bad reviews usually we would if we could contact directly to customer apologies. We'll do this example if he has to facebook, we will private chat with him. Educate customer	RQ2, Q5, L1906	Effectiveness Digital Marketing Strategies On Sales Performance
76	Like to learn to use and adapt to it because there are things we do not familiar.	RQ2, Q5, L1166	Effectiveness Digital Marketing Strategies On Sales Performance
77	Yes, sometimes from...maybe misunderstanding from customer. There are also...people post and other customers misunderstand that.	RQ2, Q5, L1344	Effectiveness Digital Marketing Strategies On Sales Performance
78	Bad reviews for customer service. We've got many bad reviews before this. When our opening for first outlet...we get many feedback about customer service. We improve our service as soon as possible.	RQ2, Q5, L1592	Effectiveness Digital Marketing Strategies On Sales Performance
79	The food that gets on the customer is often not the same as	RQ2, Q5, L1909	Effectiveness Digital Marketing

	in the video. Make sure the customer gets the same as in the video.		Strategies On Sales Performance
80	We've started having an engagement with our viewers.	RQ2, Q6, L423	Effectiveness Digital Marketing Strategies On Sales Performance
81	We've hired which team. we have a design then we have people say management themselves.	RQ2, Q6, L761	Effectiveness Digital Marketing Strategies On Sales Performance
82	Our stores are becoming more and more familiar with	RQ2, Q6, L1106	Effectiveness Digital Marketing Strategies On Sales Performance
83	The outside customers who come and everything we want to introduce. We got a new customer.	RQ2, Q6, L1410	Effectiveness Digital Marketing Strategies On Sales Performance
84	Sales went up. Haa.. store performance. Uh Sales up. Haa the shop more is known.	RQ2, Q6, L1648	Effectiveness Digital Marketing Strategies On Sales Performance
85	More people know from all the way. In terms of age, Alhamdulillah many are receiving it now.	RQ2, Q6, L1922	Effectiveness Digital Marketing Strategies On Sales Performance