



**THE EFFECTS OF BRAND VISIBILITY, CUSTOMER ENGAGEMENT,
MARKETING INFLUENCER AND ONLINE PRESENCE TOWARDS
BUSINESS PERFORMANCE OF LOCAL BRAND PRODUCT BUSINESSES**



**Bachelor of Technology Management (High Technology Marketing) with
Honours
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

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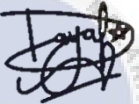
NURHIDAYAH BINTI USKAR

**A thesis submitted in fulfilment of the requirements for the degree of Bachelor
of Technology Management (High Technology Marketing) with Honours**



DECLARATION


I declare that this thesis entitles “The Effects of Brand Visibility, Customer Engagement, Marketing Influencer and Online Presence Towards Business Performance of Local Brand Product Businesses” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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APPROVAL

I hereby declare that I have read and understood this thesis is sufficient in term of scope and quality of the requirement for Bachelor of Technology Management (High Technology Marketing) in Honour.

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DEDICATION

I would like to dedicate my appreciation to my beloved family and parents, for the immense support of me spiritually, financially and motivation throughout the whole process.

A special thanks to my supervisor Dr Mohd Amin Bin Mohamad who guided me throughout this research.

Even thanks to my friends that helped and assisted me through the journey of completing this research.

Finally, I want to express my gratitude to myself for being able to endure all the hardships and sacrifices in terms of eating, sleeping, and time management. Without all these hardships I will not be able to complete this thesis successfully.



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“In the name of Allah, the Merciful, the Most Beneficent”

First, thank to Allah S.W.T. for the blessing and empowering me to the success of completion of this project paper. Without His Gracious and Mercifulness, this project may not have been completed on time.

I would like to thank my respectable advisor, Dr. Mohd Amin bin Mohamad for his guidance, helpful comments, continuous support, and general supervision in preparing this whole project paper.

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Thank you.

ABSTRACT

Customer satisfaction is paramount for businesses aiming to foster long-term relationships and secure repeat visits and sales. This study investigates the impact of brand visibility, customer engagement, marketing influencer, and online presence on the business performance of local brand product businesses in Malacca. A sample of 120 respondents involved in selling local products participated in the research. The study utilizes descriptive statistics, correlation analysis, and other quantitative techniques to analyse the relationships between these social media elements and overall business performance. The findings reveal that brand visibility, customer engagement, marketing influencer, and online presence significantly influence the business performance of local brand product businesses. Descriptive statistics indicate high levels of agreement among respondents regarding the positive impact of each element. Correlation analysis underscores the interconnected nature of these variables, with strong positive relationships observed. The study affirms that maintaining a robust online presence and utilizing social media strategies contribute positively to the overall business performance of local brands in Malacca. As businesses continue to navigate the competitive landscape, understanding the intricate relationships among brand visibility, customer engagement, marketing influencer, and online presence becomes crucial for crafting effective social media strategies. This research provides valuable insights into optimizing these elements for enhanced business performance, with implications for marketing and management practices in the context of local brand product businesses in Malacca. Further studies may explore variations in sample size or population across different regions, offering a more comprehensive understanding of the factors influencing customer satisfaction and business performance in the evolving landscape of social media marketing.

ABSTRAK

Kepuasan pelanggan adalah sangat penting bagi perniagaan yang bertujuan untuk mewujudkan hubungan jangka panjang dan mengamankan lawatan dan jualan berulang. Kajian ini menyiasat kesan kebolehlihatan jenama, penglibatan pelanggan, pengaruh pemasaran, dan kehadiran dalam talian terhadap prestasi perniagaan perniagaan produk jenama tempatan di Melaka. Sampel 120 responden yang terlibat dalam menjual produk tempatan telah menyertai kajian ini. Kajian ini menggunakan statistik deskriptif, analisis korelasi, dan teknik kuantitatif lain untuk menganalisis hubungan antara elemen media sosial ini dan prestasi perniagaan secara keseluruhan. Penemuan menunjukkan bahawa kebolehlihatan jenama, penglibatan pelanggan, pengaruh pemasaran, dan kehadiran dalam talian memberi pengaruh yang signifikan terhadap prestasi perniagaan perniagaan produk jenama tempatan. Statistik deskriptif menunjukkan tahap persetujuan yang tinggi di kalangan responden mengenai kesan positif setiap elemen. Analisis korelasi menekankan sifat saling berkaitan antara pemboleh ubah ini, dengan hubungan positif yang kuat diperhatikan. Kajian ini mengesahkan bahawa mengekalkan kehadiran dalam talian yang kukuh dan menggunakan strategi media sosial memberi sumbangan positif kepada prestasi perniagaan secara keseluruhan jenama tempatan di Melaka. Seiring perniagaan terus melayari landskap yang kompetitif, memahami hubungan rumit antara kebolehlihatan jenama, penglibatan pelanggan, pengaruh pemasaran, dan kehadiran dalam talian menjadi penting untuk merancang strategi media sosial yang berkesan. Penyelidikan ini memberikan pandangan bernilai dalam mengoptimumkan elemen-elemen ini untuk prestasi perniagaan yang lebih baik, dengan implikasi untuk amalan pemasaran dan pengurusan dalam konteks perniagaan produk jenama tempatan di Melaka. Kajian lanjutan mungkin meneroka variasi dalam saiz sampel atau populasi di seluruh wilayah yang berbeza, menawarkan pemahaman yang lebih komprehensif tentang faktor-faktor yang mempengaruhi kepuasan pelanggan dan prestasi perniagaan dalam landskap pemasaran media sosial yang berkembang.

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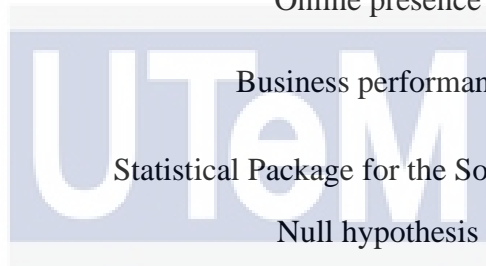
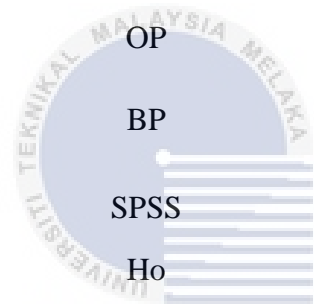
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LIST OF ABBREVIATIONS AND SYMBOL

| ABBREVIATIONS | MEANING |
|---------------|--|
| IV | Independent Variable |
| DV | Dependent Variable |
| BV | Brand visibility |
| CE | Customer engagement |
| MI | Marketing influencer |
| OP | Online presence |
| BP | Business performance |
| SPSS | Statistical Package for the Social Science |
| Ho | Null hypothesis |
| H1,H2,H3,H4 | Alternatives hypothesis |
| ANOVA | Analysis of Variance |



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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter examines how brand visibility and customer engagement affect local brand product businesses. The goal of the study is to determine whether using social media effectively can improve these companies' performance. This chapter presents the goals and hypotheses of the study by addressing the main problem statement. The identified problem statement is used to generate additional research questions. In addition to discussing the study's significance and limitations, key terms related to the research are defined. Finally, a brief synopsis that gives a rundown of the subjects covered in this research project wraps up the chapter.

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1.1 Background of Study

In today's highly competitive market, local brand product businesses face numerous challenges in achieving business performance and staying ahead of their competitors. The Effects of Brand Visibility, Customer Engagement, Marketing Influencer, and online Presence towards Business Performance of Local Brand Product Businesses explores the interplay between these crucial factors and their impact on the success of local brand product.

Customer attraction and retention are greatly influenced by brand presence. Increased brand recognition, recall, and overall brand equity result from local brand products being prominently displayed to the target market (Toni Matthews-El, 2022). Through a variety of marketing strategies, including public relations, social media, product placement, and advertising, brands can increase their visibility (coursera, 2023). The effect on overall income and leads can be used to gauge the success of your brand visibility initiatives. In addition, research have demonstrated that increased brand awareness effects consumer views and purchase intentions favourably, improving business performance (India, 2021).

Customer engagement is another essential aspect of business success. Engaged customers are more likely to develop a strong emotional connection with the brand, resulting in increased loyalty, positive word-of-mouth, and repeat purchases (Hyken, 2021). Effective customer engagement strategies involve interactive and personalized communication, providing relevant and valuable content, and delivering exceptional customer experiences. Local brand product businesses can leverage customer engagement to build lasting relationships, gain valuable insights, and drive business growth (Briglia, 2020).

Influential figures in marketing have become increasingly important in determining consumer preferences and purchasing decisions. Collaboration with relevant influencers who share the values of and are appealing to the target market of the local brand can have a big impact on company performance (chopra, 2020). Influencers may improve brand awareness, boost credibility, and win over customers through their social media platforms and online personas. Their recommendations, testimonies, and endorsements have the power to influence consumer perceptions, leading to brand preference and eventually influencing the success of the company. (Ooi, 2023).

For local brand product firms in the modern digital age, having a strong online presence is essential. A well-designed and user-friendly website can work as a company's virtual shop, allowing it to display its items, give thorough information, and enable online transactions. Local brands may reach a wider audience thanks to a strong online presence, which also improves their legitimacy, accessibility, and consumer convenience. A website that has been optimised can also increase its search engine ranks, bringing in more free traffic and new clients (Abbasi, 2022)

This study, titled "The Effects of Brand Visibility, Customer Engagement, Marketing Influencer, and Online Presence towards Business Performance of Local Brand Product Businesses" aims to understand how these elements interact with one another and how they all work together to make local brand product businesses successful (marketing, 2023). Local brand product companies can improve their operational efficiency, establish a competitive edge, and promote sustainable growth in the vibrant market by comprehending and efficiently using these factors (chopra, 2020).

1.2 Problem Statement

The effect of utilizing brand visibility and customer engagement strategies in enhancing the business performance of local brand product businesses is encountering a multitude of complex challenges. These issues have a significant impact on the success and expansion of these companies as they struggle with the decline in organic reach on social media platforms, the rise in competition, and the misalignment of social media strategies. To achieve lasting success in the competitive market, local firms must address these issues if they are to fully realize the benefits of brand visibility and consumer engagement on their entire business performance. The increase in competition for audience attention and engagement poses a challenge to smaller or newer businesses. There is also a risk of businesses focusing too much on the number of likes, shares, and followers instead of how social media can contribute to overall business goals.

The sharp reduction in organic reach on social media platforms is one of the biggest issues local brand goods firms are currently dealing with. Businesses find it increasingly difficult to retain their organic reach as these platforms' methods are always changing. As a result, their exposure is lowered, and they have less opportunities to interact with their target audience. This situation calls for a more strategic approach to social media marketing, forcing companies to look for alternate methods, like spending money on paid advertising, to make sure their message reaches

the target demographic and keeps their competitive edge. The local brand product must develop efficient social media strategies that optimise their content and make sure that it is incredibly fascinating, timely, and pertinent for their target audience. Businesses can increase their organic reach and better their overall social media platform performance by doing this (venders, 2023).

The rise in competition also presents a significant barrier when attempting to use consumer interaction and brand awareness to improve business performance. The potential of social media marketing has been recognised, and this has led to a saturated and very competitive sector, as highlighted by (Ghazanfar Ali Abbasi, 2022). Smaller or newer firms may find it difficult to develop a strong presence, draw in customers, and engage successfully considering the increased competition, which may have a negative influence on their overall performance. SMEs may still encounter challenges when attempting to employ social media marketing, particularly in non-competitive areas like monopolies, even with the proper resources. To identify potential obstacles and develop solutions, it is crucial to understand the factors that affect the adoption and the effects of brand visibility, customer engagement, marketing influencer and online presence towards business performance of local brand product businesses.

Another challenge arises from the misalignment of social media strategies with business goals. Oftentimes, businesses tend to focus on vanity metrics such as likes, shares, and follower counts, rather than aligning their social media efforts with their overarching business objectives. This misalignment, as pointed out by (marketing, 2023), can lead to a lack of clarity and direction in social media strategies, resulting in suboptimal utilization of Band customer engagement to drive business performance. The ineffective use of social media platforms to improve the performance of local brand product businesses is hampered by the lack of clarity and direction in social media strategies. Therefore, it is imperative to investigate and comprehend the extent of this misalignment and how it affects the efficacy of social media strategies to create plans that link social media activities to corporate objectives and produce measurable business results.

1.3 Research Objective

1. To identify the effect of brand visibility using social media toward business performance of local brand product businesses.
2. To determine the effect of customer engagement using social media toward business performance of local brand product businesses.
3. To understand the effect of Marketing influencer using social media toward business performance of local brand product businesses.
4. To recognise the effect of online presence using social media toward business performance of local brand product businesses.
5. To analyse the most popular social media strategy used by the local brand product.



1.4 Research Question

1. What is the effect of brand visibility through social media toward business performance of local brand product businesses?
2. What is the effect of customer engagement through social media toward business performance of local brand product businesses?
3. What is the effect of Marketing influencer through social media toward business performance of local brand product businesses?
4. What is the effect of online presence through social media toward business performance of local brand product businesses?
5. What are the most popular social media strategies used by local brand product businesses.

1.5 Scope of Study

This study aims to investigate how local brand product perform in terms of brand visibility, customer interaction, marketing influencers, and internet presence. The study will concentrate on looking at how these variables affect crucial performance measures including sales, profit, and growth. Surveys will be given to clients of local brand goods enterprises as part of a quantitative research method. Data on brand awareness, consumer engagement, marketing influencer actions, internet presence, and company performance measures will be gathered through the survey. To establish the linkages between these variables and how they affect business performance, the study will use statistical analysis and empirical data to support its findings. This study aims to advance our knowledge of efficient marketing tactics for regional brand product firms by highlighting the importance of brand exposure, consumer engagement, marketing influencer actions, and internet presence.



1.6 Limitation of Study

This study on the impact of brand recognition, consumer involvement, marketing influencers, and internet presence on the performance of local brand product enterprises has some limitations, despite its insightful findings. First, the results might not be very generalizable outside of the environment. The specific market dynamics, consumer behaviours, and cultural aspects of this region may be different from those of other parts of or Malaysia, limiting the study's findings' potential for wider application. The size of the sample and the representation of the firms included in the study may also have an impact on how broadly applicable the results are. The range of local brand product enterprises may not be accurately reflected by the sample if it is small or concentrates on a single industry. Additionally, relying on self-reported data from companies involves the risk of bias or mistakes in the data collected. If respondents don't have a thorough understanding of how social media strategy and

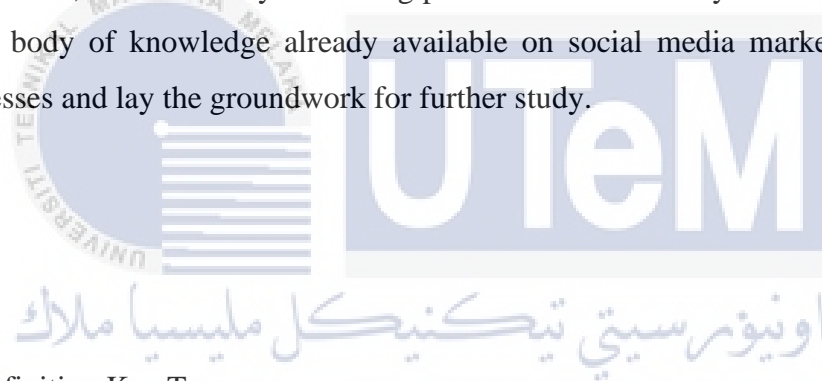
implementation are done, the depth and quality of the data may be limited. Finally, the study's cross-sectional methodology and one point of focus may have missed long-term trends and variations in the efficacy of social media techniques. To improve the generalizability and applicability of the findings, additional study with bigger and more varied populations is required.

1.7 Significance of The Study

Both academics and practitioners will benefit greatly from the study on the effects of brand visibility, consumer engagement, marketing influencer, and online presence on the business performance of local brand product enterprises. Understanding the impact of these elements on their business success will help local brand product enterprises make wise decisions about their marketing strategy. This study adds to the body of knowledge on social media marketing by throwing light on how various techniques might improve brand exposure, consumer engagement, and eventually, sales by concentrating on the unique dynamics of Melaka. The results of this study can help small local brands of consumer goods maximise their social media efforts, resulting in better performance, increased competitiveness, and long-term growth. The study also advances our knowledge of efficient local marketing strategies by serving as a basis for future research on social media marketing and its effects on small companies in comparable situations. The importance of this study ultimately resides in its capacity to offer useful information and takeable advice that can help local brand product firms grow and thrive.

1.8 Synopsis

This study examines the effects of brand visibility, customer engagement, marketing influencer and online presence towards business performance of local brand product businesses. The goal of the study is to determine which of these companies' most successful social media strategies are employed, how they affect business performance, and what changes should be made. The study notes difficulties like declining organic reach, heightened competition, misalignment of business goals with strategies, ineffective content, and a dearth of measurement and analysis. Understanding the distinctive dynamics of that place will help this research provide insightful and useful recommendations to local businesses, assisting them in maximising their social media initiatives, raising brand awareness, boosting customer engagement, and ultimately enhancing performance. The study's conclusions can add to the body of knowledge already available on social media marketing for small businesses and lay the groundwork for further study.



1.9 Definition Key Terms

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Brand Visibility: According to (Bhasin, 2022) defines brand visibility as the rate at which a brand is visible to its target audience via various traditional and digital marketing channels. In another sense, it is an act of creating brand awareness for your brand to have maximum visibility.

Customer Engagement: According to Serena (Miller, 2021) engagement is the continuing development of a connection between a business and its customers that extends well beyond the transaction. When a business intentionally and consistently adds value to every client interaction, it fosters customer loyalty.

Business Performance: A company's ability to generate a profit from its resources and accomplish its objectives is often referred to as its business performance. Business performance is the total effectiveness, efficiency, and achievement of a

company's aims and objectives. It can be assessed using several metrics, including sales volume, market share, profitability, client satisfaction, and brand equity. A company's ability to create value and gain a competitive advantage is shown by strong business performance (Terpiłowski, 2022)

Local Brand Product Businesses: Local brand product businesses refer to companies that operate at a regional or local level and offer products or services specific to a particular geographical area. These businesses are typically deeply rooted in the local culture and community, often emphasizing authenticity, local sourcing, and supporting the local economy. Local brands play a crucial role in promoting local identity and contributing to the economic development of the region.

Melaka is a district located in the state of Melaka, Malaysia. Situated on the southwest coast of the Malay Peninsula, Melaka is known for its rich historical heritage, cultural diversity, and thriving local economy. The region is home to a wide array of local brand product businesses that serve both residents and tourists. Investigating the factors that impact business performance can offer valuable insights into the operations of local brand product businesses in this unique setting (Mohamed Zainuddin, 2021).



1.10 Summary

This chapter has informed the background of the study and problem statement. The problem statement in this study was determined to identify research questions and research objectives. Furthermore, in this chapter also explained about the scope, significance, and limitations of this study.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This literature review chapter provides a comprehensive analysis of the key variables involved in the study titled "The Effects of Brand Visibility, Customer Engagement, Marketing Influencer, and online Presence on the Business Performance of Local Brand Product Businesses. It examines the theoretical foundations of the dependent variable, which is the business performance of local brand product businesses, and the independent variables, namely brand visibility, customer engagement, marketing influencer, and online presence. The study framework aims to uncover the interrelationships between these factors and their influence on enhancing the performance of local brand product businesses in the specific context. The chapter also includes hypothesis testing to anticipate the expected outcomes. Through a comprehensive exploration of these variables, this chapter aims to provide valuable insights for developing effective strategies in areas such as social media, which are aligned with the business goals of local brand product businesses. The ultimate objective is to improve their overall business performance and contribute to the growth and success of these businesses.

2.1 Enhancing Performance of Local Brand Product

Enhancing performance of local brand product businesses involves a comprehensive approach to improving and optimizing multiple facets of a business. This process encompasses various aspects, including enhancing brand visibility, fostering meaningful customer engagement, driving sales growth, and boosting overall competitiveness (Chang, 2018). By strategically focusing on these elements, businesses aim to achieve higher levels of success and profitability. The objective is to create a strong presence in the market, establish a positive reputation, and effectively meet the evolving needs and preferences of customers (Gerard, 2021).

Enhancing performance of local brand product businesses is a critical aspect of achieving sustainable growth and success in the competitive marketplace. It requires a comprehensive understanding of the factors that contribute to business performance and the effective implementation of strategies to optimize those factors.

One key element in enhancing performance is brand visibility. By effectively promoting and showcasing their brand, businesses can increase their visibility and reach a larger target audience (Keller, 2021). This can be achieved through various marketing and advertising channels, including social media, online platforms, and traditional marketing methods.

Meaningful customer engagement is another crucial aspect of enhancing performance. Building strong relationships with customers, understanding their needs and preferences, and providing personalized experiences can lead to increased customer loyalty and satisfaction (Hennig-Thurau et al., 2020). This can be achieved through active communication, excellent customer service, and the use of customer feedback to drive improvements. Driving sales growth is a fundamental objective of enhancing performance. Businesses need to implement effective sales strategies, such as targeted marketing campaigns, promotional offers, and strategic pricing strategies, to stimulate demand and generate revenue (Lamb et al., 2022). This requires a deep understanding of the market, customer behavior, and competitive landscape.

Overall competitiveness is also crucial in enhancing performance. Businesses need to continually assess and improve their competitive position by monitoring market trends, benchmarking against competitors, and innovating to stay ahead

(Porter, 1985). This involves a constant focus on product differentiation, operational efficiency, and continuous improvement.

2.2 Social Media Strategies

According to (Silva, 2018), A social media strategy is a detailed action plan created to accomplish goals and objectives through the efficient use of social media platforms. It entails the creation and application of strategies and methods to increase the influence of social media initiatives and target audience participation. Due to the massive growth of social media platforms like TikTok, Instagram, Facebook, and Shopee, the use of social media for business has significantly increased. By enabling them to access a larger audience and increase their market presence with unmatched ease and convenience, these platforms have transformed the way entrepreneurs grow their businesses. Focus on developing a distinctive and recognisable visual identity, providing exceptional customer service, being on the cutting edge of social media and new technologies to replicate this kind of success.

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2.2.1 Brand Visibility

According to (Bhasin, 2022) defines brand visibility as the rate at which a brand is visible to its target audience via various traditional and digital marketing channels. In a different meaning, it is an action that raises brand awareness to give your company's name as much exposure as possible. Brand exposure is essential in influencing the performance of local businesses selling brand-name goods. It describes how widely a brand is exposed to and recognised by the target market through various marketing channels. Increased brand awareness, consumer recognition, and market

reach are all related to high brand exposure. This section investigates how local brand product companies are performing in respect to brand visibility and company performance.

Brand visibility is a key driver of business success. According to (Wong, 2023), Brand awareness and trust are aided by brand visibility. A company's visibility makes it simpler for customers to recognise and remember it. A brand establishes a strong market presence when it is continuously visible to its target audience through social media, search results, and other marketing channels. Local brand product companies can strengthen brand loyalty, acquire a competitive advantage, and draw new clients thanks to this increased visibility.

One effective strategy to enhance brand visibility is through social media platforms. Social media provides a powerful medium for local brand product businesses to engage with their target audience and increase brand visibility. According to (Kane, 2015) Facebook Ads, Twitter promoted tweets and LinkedIn advertising are all great examples of social platforms with targeted advertising channels. By actively leveraging social media channels, businesses can effectively amplify their brand visibility and connect with a larger customer base.

Moreover, strategic partnerships and collaborations can significantly enhance brand visibility. According to (Vrajlal, 2023) to partnerships and sponsorships can help increase visibility for a brand, especially when the other organisation has a large and engaged audience. Collaborative efforts, such as co-branded campaigns or joint promotional activities, can generate greater exposure for local brand product businesses leading to improved business performance.

2.2.2 Customer Engagement

Customer engagement is the term used to describe the relationships and interactions that companies develop with their clients, fostering loyalty and sentimental attachment. According to research, satisfied customers are more likely to make purchases and refer the company's goods or services to others, which helps the company succeed (Fatima, 2021). Customer involvement is a key factor in determining how well local brand product firms perform. It emphasises on creating deep connections with clients rather than just maintaining transactional interactions.

Customer satisfaction is a critical aspect in business success. Customers who are engaged are more likely to engage in advantageous behaviours such as repeat business, brand advocacy, and higher levels of customer satisfaction, according to Kumar and Reinartz (2016). When customers are actively connected with a brand, they become more loyal and have a stronger emotional connection. Local brand product firms expect improved business performance and long-term growth as a result of increasing consumer interaction.

One effective strategy to enhance customer engagement is through personalized communication and interaction. According to Verhoef et al. (2017), personalized marketing initiatives that cater to the unique needs and preferences of individual customers can significantly enhance customer engagement. By leveraging customer data and employing targeted marketing campaigns, local brand product businesses can create personalized experiences that resonate with their customers, leading to increased engagement and loyalty.

Moreover, social media platforms provide a powerful avenue for customer engagement. As highlighted by Liang and Turban (2017), social media platforms such as Facebook, Instagram, and Twitter offer opportunities for two-way communication and interaction between brands and customers. By actively engaging with customers through social media channels, businesses can build stronger relationships, address customer concerns, and gain valuable insights, ultimately driving business performance.

Furthermore, fostering a sense of community and promoting user-generated content can enhance customer engagement. According to Bhattacharya et al. (2016),

creating a community around the brand and encouraging customers to share their experiences and opinions can deepen their engagement. Local brand product businesses can leverage techniques such as brand ambassadors, customer reviews, and user-generated content contests to stimulate customer engagement and foster a sense of belonging.

2.2.3 Marketing Influencer

People with a substantial online following who can alter the attitudes and behaviours of their followers are known as marketers' influencers. In the area of digital marketing, they have grown to be formidable forces, especially when it comes to increasing brand awareness and customer contact. According to study, influencer marketing can have a substantial impact on business performance, particularly for local brand product firms. This section looks at how marketing influencers affect customer engagement, brand identification, and ultimately business performance.

Numerous studies have highlighted the positive relationship between marketing influencers and brand visibility. When influencers endorse a brand or product on their social media platforms, they expose it to their extensive follower base (Abbasi, 2022). Influencers' credibility and reach can help a company reach new audiences and grow its online presence, which will help it become more visible. Local brand product companies can effectively increase their brand visibility in the digital world by strategically collaborating with influencers.

In addition to brand visibility, marketing influencers also play a crucial role in driving customer engagement. Influencers could create authentic and relatable content that resonates with their followers. By engaging with influencers' content, customers feel a sense of connection and involvement with the brand, leading to increased engagement levels (Jin et al., 2020). Collaborating with influencers enables local brand product businesses to tap into the influencers' engaged audience, fostering meaningful interactions and building a community around their brand.

The impact of marketing influencers on business performance goes beyond brand visibility and customer engagement. Research suggests that influencer marketing can lead to higher sales and revenue for (venders, 2023). When influencers recommend or endorse products, their followers perceive them as trusted sources of information, leading to increased purchase intent and conversion rates (Liang et al., 2020). By leveraging the influence of marketing influencers, local brand product businesses can drive business performance and achieve growth in their target market.

In summary, marketing influencers have a significant impact on brand visibility, customer engagement, and ultimately, business performance. Through strategic collaborations with influencers, local brand product businesses can enhance their brand visibility, foster customer engagement, and achieve improved business outcomes. Harnessing the power of marketing influencers can be a valuable marketing strategy for local businesses to thrive in the competitive marketplace.



2.2.4 Online Presence

The term "online presence" describes a company's online representation and visibility on its internet channels. Regarding the study "The Effect of Using Brand Visibility and Customer Engagement, marketing influencer and online presence towards Business Performance of Local Brand Product Businesses having a strong online presence would entail having a well-designed and educational website that successfully showcases the local brand products provided by businesses.

Due to its ability to introduce local brand products to potential buyers, this online presence is essential for increasing brand visibility. Businesses can display their product line, offer thorough descriptions, photos, and pricing details by creating an online platform. Furthermore, a well-optimized online platform can raise its position in search results, making it simpler for potential clients to identify local brand product businesses online.

A robust internet presence also makes it possible for efficient consumer engagement. Businesses can use a variety of engagement technologies, like contact forms, live chats, and social media integration, on their online platform to enable direct client conversation. As customers can quickly ask questions about items, offer comments, or request support, this contact develops a sense of trust, loyalty, and customer pleasure.

The effect of internet presence on brand exposure and consumer interaction should be considered in the study on the business performance of local brand product firms. It can investigate how a stronger online presence raises the visibility of regional brand products and draws in a larger customer base. It may also measure how a well-designed online presence and successful customer engagement methods lead to higher sales, customer loyalty, and overall business success. It can also analyse the relationship between online presence, customer engagement, and business performance.



2.3 Brand Visibility in Increasing Business Performance

Brand recognition is essential for enhancing business performance. According to Keller's (2009) research, customer behaviour and purchase decisions are positively impacted by brand presence. High visibility makes a brand stand out in the marketplace and draw in new customers. As a result of this improved brand visibility, customer engagement, marketing influencer and online presence ultimately increases (Marques, 2021). Thus, it is anticipated that brand visibility will have a favourable impact on the financial performance of local firms selling brand-name products.

2.4 Customer Engagement in Increasing Business Performance

A key factor in determining how well a corporation performs is customer involvement. It speaks to the extent of consumer engagement, emotional connection, and interaction with a brand. The study by (Zekos, 2020) demonstrates the beneficial link between sales success and customer involvement. Customers who are actively engaged are more likely to make repeat purchases, support brands, and favourably affect the opinions and choices of others. Businesses selling local brand products see better sales, profitability, and long-term growth because of increased customer interaction.

2.5 Marketing Influencer in Increasing Business Performance

Utilising marketing influencers has emerged as a powerful marketing tactic. For local brand goods firms, working with influencers can have a major impact on sales performance. Influencers can sway consumers' opinions and purchase decisions because they have a strong following, credibility, and domain knowledge. According to (Cheng, 2022) research, influencer marketing has a favourable impact on sales. Local brand product companies may raise their brand visibility and reach a wider audience by utilising marketing influencers, which will boost sales and company performance.

2.6 Online Presence in Increasing Business Performance

Modern firms need to have a strong online presence. It includes a range of digital platforms, such as websites, social media networks, and online marketing initiatives. Local brand product companies may interact with clients, advertise their services, and tap into a larger market thanks to a strong online presence. According to (Matusse, 2022) research, a stronger online presence has a positive effect on growth and profitability. Improved brand awareness, consumer engagement, and eventually higher sales and profitability are all benefits of an optimised website, a social media presence that is active, and successful online marketing methods.

2.7 Underpinning Theories

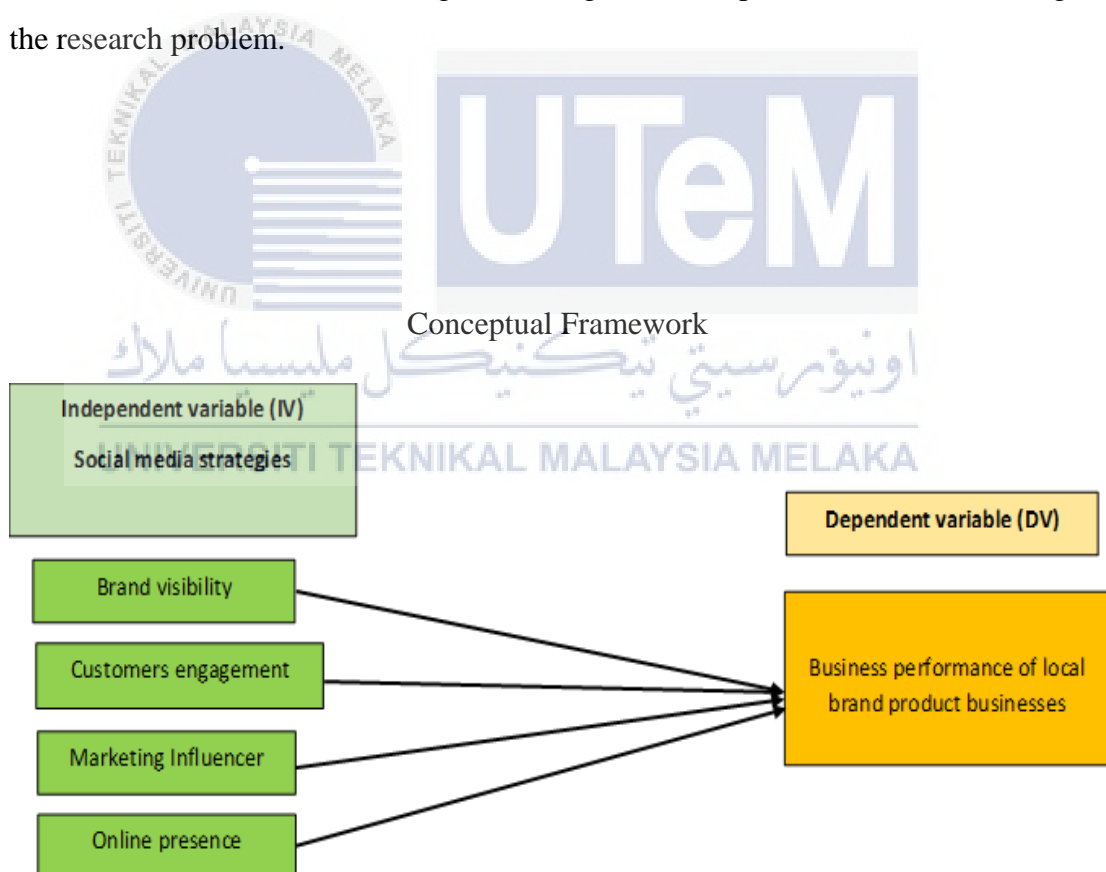
Chaffey's Theory

Chaffey's social media theory was used in the current investigation. The concept, first proposed by Chaffey in 2012, regards social media marketing as an unstructured marketing strategy (Gonzalez-Lafaysse and Lapassouse-Madrid, 2016). The relationship between a company and its customers, which has a significant impact on customer conduct, is said to influence human behaviour. As a result, businesses used social media marketing to inspire people to buy, persuade them to buy, and even keep them loyal to a specific brand of goods or services (Wang and Kim, 2017). Social media marketing, according to Chaffey's hypothesis, can considerably increase a company's performance by creating long-term relationships with its clients (Wang et al., 2016). The influence of social media marketing.

2.8 Proposed Research Framework

The objective of the proposed research framework is to examine and test the relationships between the independent and dependent variables in relation to "The Effects of Brand Visibility, Customer Engagement, Marketing Influencer, and online Presence on the Business Performance of Local Brand Product Businesses. Theoretical concepts relating to brand recognition, customer involvement, marketing influencers, online presence, and business performance are integrated into this study framework.

This study framework uses the most recent academic research as a starting point to evaluate the effects of these independent variables on the financial performance of local brand product firms. By fusing relevant theories and concepts, the framework directs the investigation and gives a comprehensive understanding of the research problem.



2.9 Hypothesis Development

Hypothesis 1:

H1: There is a significant positive relationship between brand visibility and business performance (sales, profit, and growth) of local brands product.

Hypothesis 2:

H2: There is a significant positive relationship between customer engagement and business performance (sales, profit, and growth) of local brands product.

Hypothesis 3:

H3: There is a significant positive relationship between marketing influencer and business performance (sales, profit, and growth) of local brands product.

Hypothesis 4:

H4: There is a significant positive relationship between increased online presence and business performance (sales, profit, and growth) of local product.

2.10 Summary

In this chapter presented a comprehensive literature review that examined the relationships between brand visibility, customer engagement, marketing influencer, increased online presence, and business performance of local brands product. The review highlighted the significance of brand visibility in driving sales, profit, and growth, along with the importance of customer engagement in fostering customer loyalty and advocacy. The use of marketing influencers and an increased online presence were identified as additional factors influencing business performance. The chapter provided a theoretical foundation for understanding these variables and their impact on local brands, setting the stage for further empirical research to validate and explore these relationships in the context of local business.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

The research approach used by the researcher to carry out the investigation and compile the required data is presented in this chapter. Any research project must include the careful selection, gathering, and analysis of information relevant to the topic under study. According to (Mohajan, 2017), research methodology outlines the logical progression of the procedure required to construct the theoretical framework in which the study is carried out. Additionally, according to (Gaete, 2015), the research methodology comprises the theoretical fusion of multiple approaches and procedures that are customised to a particular environment. As a result, the methodological section of this chapter places a strong emphasis on the selection of study design, methodology, data sources, research strategy, data analysis tools, and time horizon. To accomplish the goals of the research, it is crucial to use the right research approach.

3.1 Research Design

The general strategy or blueprint outlining the framework and structure of a research study is known as the research design. It helps researchers choose the procedures and methods that will be used to gather and evaluate data to answer the research questions or objectives (Thakur, 2021). The reliability, validity, and generalizability of a study's conclusions are all dependent on its design.

Cross-sectional research design was selected for this study. Data from many sources are gathered at a particular time point using a cross-sectional approach to evaluate the relationship between the variables of interest. In this instance, information on local brand product companies' brand presence, customer engagement strategies, and company performance will be gathered. This design facilitates the examination of potential links between brand exposure, consumer engagement, and business performance and permits a snapshot view of the current condition of these factors. The cross-sectional method is appropriate for this study because it offers a reasonably priced and effective way to collect information from a variety of local brand product firms throughout a set period, enabling a thorough investigation of the research issue (Setia, 2016).

Additionally, the cross-sectional design permits the analysis of online presence as a factor affecting business performance. Businesses can determine how much having an online platform will affect their overall success by providing data from local brands of products for the study. As a result of the design, it is possible to compare companies with and without websites and to analyse the relationship between an online presence and company success measures like sales growth, customer satisfaction, and market share. This design decision offers insightful information about the function of online presence in boosting business performance in the context of local brand goods firms.

3.1.1 Explanatory Research

This study employs explanatory research as its research approach to examine and comprehend the links between variables by examining the underlying causes and consequences (Abbasi, 2022). In the context of this study, explanatory research enables the researcher to look into the variables that affect how well local brand product enterprises, can use customer engagement and brand exposure tactics to improve business performance. The study aims to provide useful insights into the dynamics of social media marketing strategies in a particular local context by

exploring the mechanisms and processes that underlie the observed relationship between brand visibility, customer engagement, and business performance. Through this method, it will be possible to gain a deeper knowledge of how and why brand recognition and consumer involvement affect business success, with practical ramifications for, -based local brand product firms. Explanatory research looks at the causes of events using the limited knowledge that is currently accessible. It can help you better comprehend a particular topic, determine how or why a particular phenomenon is occurring, and make future forecasts. An alternate definition of explanatory research is a "cause and effect" strategy that scans current data for previously undetected patterns and trends. As a result, it is generally viewed as a type of causal investigation (Merkus, 2021)

3.2 Methodology Choices

A quantitative research methodology was selected for this study, which entails the systematic collecting and analysis of numerical data using statistical methods (Abbasi, 2022). The researcher can assess and quantify the factors that affect brand recognition, consumer engagement, and business performance thanks to the quantitative methodology. The study uses a quantitative method to provide objective and generalizable data that can help us better understand how customer engagement and brand awareness initiatives might improve business performance. The identification of significant links, patterns, and trends in the data will be made possible by the application of statistical analysis techniques, such as regression analysis, providing empirical support for the research goals. According to (Taylor, 2020) a collection of Regression analysis is a statistical method for estimating the relationships between a dependent variable and one or more independent variables. It is a useful tool for simulating the long-term relationship between variables and determining how strongly they are related. The quantitative methodology also makes it possible for the study to be replicated in a variety of contexts, increasing the generalizability of the

results, and adding to the body of knowledge in the field of social media marketing research.

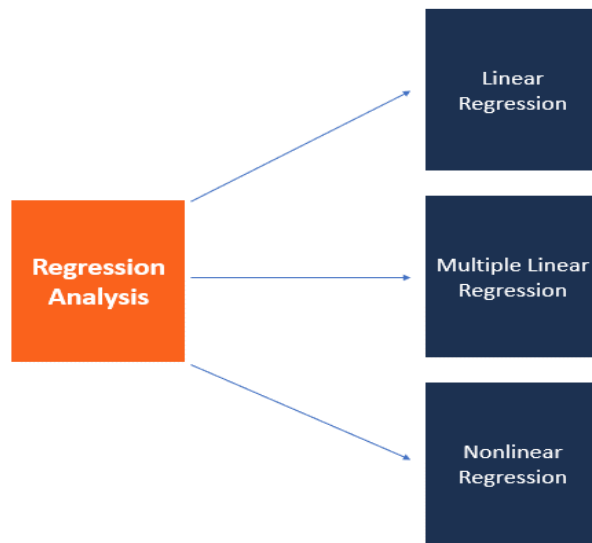


Figure 3.1: Variation in Regression analysis

(Sources by Sebastian Taylor 2015)

3.3 Data Source

To acquire pertinent data for the study on the impact of brand visibility and customer interaction on the financial performance of local brand product enterprises both primary and secondary data sources will be used. Even the most specialised data could serve as a source if another process can access and use it. A data source could be the location where data first appears or the location where physical information is first converted to digital form (Bhandari, 2021). Primary data is defined as information gathered directly from sources for the investigation. The target population, which includes local brand product firms and their customers, will be directly gathered information from using primary data gathering techniques such surveys, interviews, and observations. The specific tactics, experiences, and views relating to brand recognition, consumer engagement, and business performance in the local environment will be usefully revealed by this primary data.

3.3.1 Primary Data

Primary data is information that a researcher or research team has independently collected for a particular study topic or objective. It is gathered either directly from the source or through procedures like surveys, interviews, observations, and experiments that acquire data. The material is original and has never been published or researched previously (Hassan, 2022). Surveys and interviews will be two of the key data collection techniques used. To collect quantitative information about local brand product firms' social media strategies, brand visibility, customer interaction techniques, and performance metrics, questionnaires will be distributed to them. The establishment of a survey to gather pertinent data, including usage patterns and social media platform types, content creation and distribution methods, metrics for gauging customer involvement, and key performance indicators (KPIs) for company performance. To understand the experiences, difficulties, and tactics of selected business owners and managers about brand visibility and consumer engagement, interviews with them will also be performed. The crucial information gleaned from surveys and interviews will offer firsthand experiences of the approaches and viewpoints of local brand goods companies.



3.3.2 Secondary Data

The term "secondary data" refers to information gathered for purposes other than the current task, as was previously stated. Secondary data often comes from an outside source, though it may come from within an organisation. If that makes sense, secondary data basically refers to the core information of one organisation (Hillier, 2022). Secondary data sources, including industry reports, scholarly journals, and related publications, will be used in this study to compile the most recent data on social media marketing, brand visibility, consumer involvement, and business performance. Thanks to these secondary data sources, the study will have a stronger theoretical

foundation and background, enabling a thorough investigation of current knowledge, market trends, and industry best practises. Finding any knowledge gaps or areas that require further research will also be made easier with the help of secondary data analysis. The study seeks to provide a full and comprehensive evaluation of the effects of leveraging brand visibility and customer engagement on the financial performance of local brand product enterprises in using a combination of primary and secondary data sources.

3.4 Research Strategy

According to (Bell, 2019) The survey method comprises employing a questionnaire to collect information while examining the opinions of a sample group. It makes it easier to get quantitative data from respondents, enabling analysis and result generalisation. The survey approach's use of a uniform format makes it simple to compare and analyse the information gathered. Additionally, the survey method is advised since it is efficient and successful at gathering a large amount of data from the target demographic (Bhandari, 2021)

As a result, the research methodology used for this study is survey-based. Because it makes it possible to get data from a lot of respondents, the survey approach is frequently used in marketing research (McCombes, 2019). The survey approach is employed in this study to collect participant opinions and experiences on brand visibility, customer engagement, marketing influencer, online presence, and their impact on business performance (Bhandari, 2021). The study uses the survey approach to collect quantitative data that can be analysed to learn more about the correlations and impacts between the variables being studied (Bell, 2019).

3.4.1 Questionnaire Design

Quantitative research will be used to examine the effects of brand visibility, customer engagement, marketing influencer, and online presence on this title (Bhandari, 2020). These conclusions will be drawn using statistical, computational, and mathematical techniques. Data will be gathered and evaluated through surveys, polls, and questionnaires. To encourage respondents to give more passionate answers, scale-response questions will be used in the questionnaire (Nikolopoulou P. B., 2020). There will be three sections on the questionnaire: Section A, Section B, and Section C. The purpose of Section A is to collect demographic and confidential information from respondents. To determine the factors that influence customers' satisfaction with local brand product firms' services, Section B will give the independent variables. The dependent variable, the respondents' satisfaction with the services provided by the local brand product firms, will be measured via the questions in Section C. Questionnaires should be designed in accordance with best practises to reduce response errors (Presser, 2010)

SECTION A: DEMOGRAPHIC PROFILE

The questions in this part cover topics including gender, age group, race, marital status, employment status, and income level. Basic questions were positioned at the beginning of the questionnaire at the researcher's discretion. To attract respondents' interest in answering more questions in the following section, the questionnaire's foundational questions are placed at the top.

SECTION B: Independent Variable

Questions about independent variables that will increasing business performance. These elements include the brand visibility, customer engagement, marketing influencer and online presence. All the questions were generated using a Likert scale, and respondents were required to react by assigning ratings, 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree and 5: Strongly agree.

I. Brand Visibility

| No item | Statement |
|---------|---|
| Q1 | Brand visibility has a significant impact on increasing business performance. |
| Q2 | A strong brand presence is essential for attracting new customers and improving business performance. |
| Q3 | Increasing brand visibility through effective marketing strategies can positively influence business performance. |
| Q4 | Brand visibility plays a crucial role in expanding customer reach and driving business growth. |
| Q5 | The level of brand visibility directly contributes to the success and performance of a business. |

II. Customer engagement:

| No item | Statement |
|---------|---|
| Q1 | Customer engagement significantly contributes to improving business performance. |
| Q2 | Businesses that actively engage with their customers are more likely to achieve higher levels of success. |
| Q3 | Customer engagement plays a vital role in driving business growth and profitability. |
| Q4 | The level of customer engagement directly impacts the overall performance and success of a business. |
| Q5 | Increasing customer engagement leads to increased sales and overall business performance. |

II. Marketing Influencers

| No item | Statement |
|---------|--|
| Q1 | Marketing influencers have a minimal impact on enhancing business performance. |
| Q2 | Engaging marketing influencers can somewhat contribute to improving business performance. |
| Q3 | The influence of marketing influencers has a neutral effect on business performance. |
| Q4 | Collaborating with marketing influencers can somewhat positively influence business performance. |
| Q5 | Marketing influencers play a significant role in strongly boosting business performance. |

IV. Online Presence

| No item | Statement |
|---------|---|
| Q1 | The presence of a well-designed and user-friendly online platform significantly contributes to improving business performance. |
| Q2 | A strong online presence through a well-maintained online platform helps attract more customers and enhances business performance. |
| Q3 | Investing in a professionally developed online platform positively impacts the overall success and performance of a business. |
| Q4 | A visually appealing and easily navigable online platform is crucial for increasing brand visibility and driving business performance. |
| Q5 | Having an optimized online platform that ranks well in search engine results is vital for achieving higher business performance levels. |

SECTION C: The questions is about the dependent variable which is in this section are related to analysing the most popular social media strategy used by the local brand product. There are five statements that describe respondents' perception of the social media strategy, and they are asked to select a rating as their response to the questions.

V. Business performance

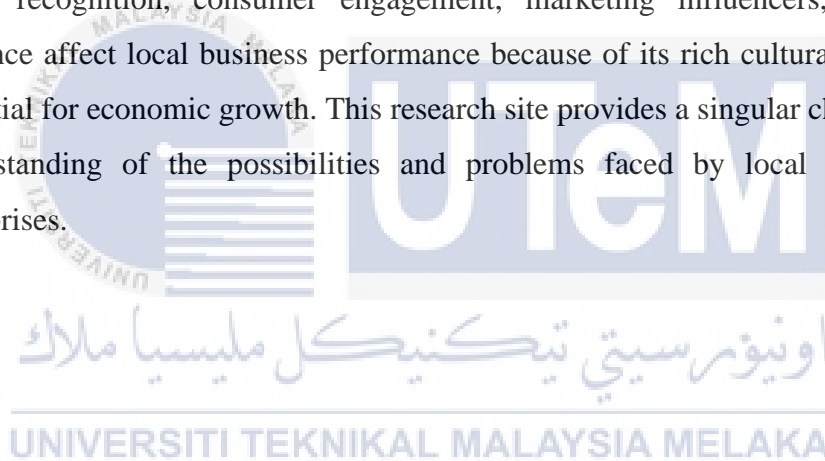
| No item | Statement |
|---------|---|
| Q1 | The local brand product effectively utilizes social media platforms to engage with its target customers. |
| Q2 | The social media strategy implemented by the local brand product has helped increase brand awareness among its followers. |
| Q3 | The content shared by the local brand product on social media is relevant and valuable to its audience. |
| Q4 | The social media strategy effectively encourages user interaction and engagement. |
| Q5 | The social media strategy has positively influenced my perception and likelihood of purchasing their products. |

3.4.2 Research Location

The study will be conducted in Melaka, Malaysia, which is situated on the southwest coast of the Malay Peninsula. Melaka, a UNESCO World Heritage site, is celebrated for its picturesque landscapes, rich cultural history, and a growing local business community. It serves as a significant regional economic centre for local businesses specializing in branded products (Mohamed Zainuddin, 2021). By selecting Melaka as the research site, this study focuses on a specific geographical area with

unique market dynamics and consumer behaviours. It aims to provide valuable insights into how brand visibility, customer engagement, marketing influencers, and online presence impact the financial performance of local brand product businesses in this specific local context.

Melaka, with its emerging market, offers an intriguing research environment. Many local companies are just beginning to adopt cutting-edge technological methods, as highlighted by Mohamed Zainuddin (2021). Understanding the dynamics of local economies and generating insights for business growth and development in such settings are critical (Terpiłowski, 2022). Additionally, by focusing on Melaka, the study addresses the distinct needs and challenges encountered by local brand product enterprises in a rapidly evolving market's importance as a research location is further influenced by its geographical position in, Malaysia. is a great place to study how brand recognition, consumer engagement, marketing influencers, and website presence affect local business performance because of its rich cultural diversity and potential for economic growth. This research site provides a singular chance to obtain understanding of the possibilities and problems faced by local brand product enterprises.



3.4.3 Sampling Technique

In this study, two distinct sampling strategies will be employed to gather data from respondents in Melaka who sell local products. The chosen methods are convenience sampling and purposeful sampling, each serving specific purposes.

Convenience sampling will be utilized to select survey participants who are easily reachable and readily available within the geographical area of Melaka, in line with the recommendations of (Nikolopoulou K. , 2022). This approach is particularly useful for collecting data from individuals conveniently positioned or readily accessible (McCombes, 2019). However, it is important to acknowledge that the non-

random selection of participants in convenience sampling may introduce biases into the study (Khalifa, 2020).

To address this limitation and ensure the inclusion of respondents with pertinent experiences and interactions related to the variables under investigation, purposive sampling will also be employed (Lauren Romansky, 2021). This technique involves selecting participants with specified traits or in-depth knowledge of the research topic (Nikolopoulou, 2022). Preference will be given to respondents in Melaka who have expertise and knowledge in areas such as brand visibility, customer engagement, marketing influence, and online presence, specifically within the context of local product enterprises (George, 2023).

To enhance diversity and representativeness, participants will be selected from varied demographic backgrounds, including distinct age groups and genders. This approach aims to capture a wide range of perspectives and experiences on the effects of the factors under study. The combination of convenience sampling and purposive sampling is intended to strike a balance between practicality and relevance to the research setting.



3.5 Data Analysis Tools

Three main goals inform the data analysis method in this study, following the guidelines provided by (Kpolovie, 2017): gathering data, evaluating its importance, and verifying the research hypotheses. A 5-point Likert scale, a commonly used rating method for assessing respondents' intentions or attitudes towards the research objectives, is used to analyse the study's outcomes. The Likert scale was selected because it works well for assessing the traits and attributes of respondents (Virkar, 2020). Recognised as one of the most widely used survey research tools, the Likert Scale increases respondents' involvement in answering the questionnaire because of its ease of use and simplicity.

3.5.1 Statistical Package for The Social Sciences (Spss)

The Statistical Package for the Social Sciences (SPSS) stands as a sophisticated tool for data analysis, offering a versatile platform for handling complex data transformations and analyses with minimal effort through a set of simple commands. This software serves both interactive and passive purposes, accommodating various analytical needs efficiently (Rahman, 2021). With its practical and straightforward interface, SPSS proves instrumental in transforming raw data into meaningful insights. In this study, the SPSS system plays a pivotal role in processing and analysing the data gathered through the questionnaire survey. Leveraging SPSS allows for a meticulous examination of relationships between variables, aiding in hypothesis testing and validation. The interactive features of SPSS enable researchers to explore and visualize data trends, enhancing the depth of interpretation and contributing to the overall robustness of the research outcomes.



3.5.2 Descriptive Statistics

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Descriptive statistics, as elucidated by (Yellapu, 2018) serve as a pivotal tool in rendering a clear and accessible depiction of the collected data through both statistical and graphical techniques. In this study, the application of descriptive statistics proves invaluable for simplifying and presenting large volumes of data in an easily interpretable manner. The statistical measures include the mean, median, and mode of the variable, providing a central tendency, while dispersion measurements such as range, standard deviation, and variance offer insights into the variability of customers' happiness (Sharma, 2019). Beyond data simplification, descriptive statistics play an additional role in analysing respondents' demographic information, adding depth to the understanding of the research context. Through these techniques, the study gains a comprehensive overview of the data, ensuring transparency and aiding in the interpretation of key variables and their associated characteristics.

3.5.3 Pearson's Correlation Coefficient

The Pearson Product Moment Correlation (PPMC), commonly referred to as Pearson's Correlation Coefficient (r), plays a prominent role in contemporary data analysis frameworks, as noted by (Schober, 2018). This statistical test is extensively utilized for data representation and trend implementation. It facilitates drawing conclusions about the relationship between two variables when these variables are typically assessed in each sample element. Pearson's Correlation Coefficient is frequently employed to determine the presence and strength of a correlation between two variables. The three fundamental forms of correlation it helps identify are positive correlation, negative correlation, and no correlation. Subsequently, the data obtained is subjected to evaluation using the mean, a fundamental statistical calculation that involves dividing the total sum of scores by the number of scores, providing a measure of central tendency. This statistical approach is crucial for discerning patterns and relationships within the dataset, contributing to a more nuanced understanding of the variables under investigation.

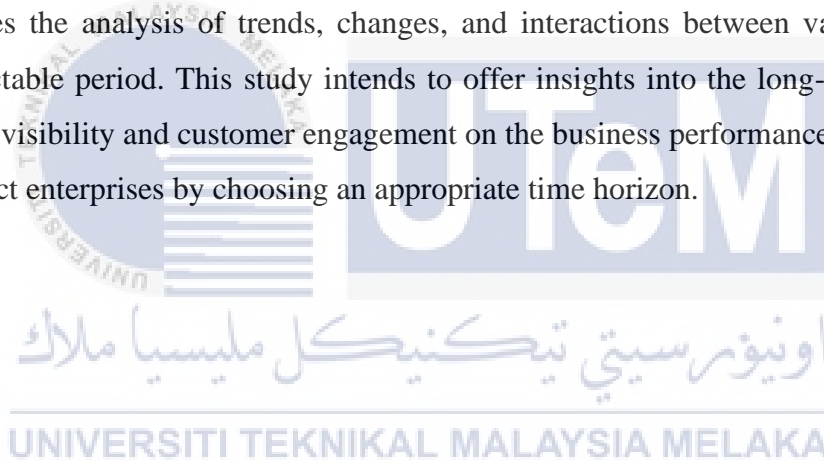
3.5.4 Multiple Regression Analysis

Multiple regression analysis serves as a crucial statistical method employed to evaluate the intricate connections between numerous independent variables and a dependent variable, ultimately quantifying the study's objectives and hypotheses. As outlined by (Sarstedt, 2017), regression analysis finds its utility in scenarios where one independent variable is hypothesized to influence a single dependent variable. In the context of this study, multiple regression analysis assumes a pivotal role in scrutinizing whether the relationship between the independent factors and the dependent variable is weak, neutral, or strong. By employing this analytical technique, the study aims to discern the collective impact of multiple variables on the outcome of interest,

providing a nuanced understanding of the interplay between various factors within the research framework.

3.6 Time Horizon

The duration of this study's time horizon refers to the period over which data will be gathered and examined. The time horizon for this study will cover a specified time and examine how brand awareness and customer engagement affect the financial performance of local brand product firms, According to (Kim, 2017), the time picked enables the analysis of trends, changes, and interactions between variables over a respectable period. This study intends to offer insights into the long-term effects of brand visibility and customer engagement on the business performance of local brand product enterprises by choosing an appropriate time horizon.



3.7 Summary

In conclusion, this quantitative research approach will use a variety of tools and techniques to examine the impact of brand visibility and consumer interaction on the financial performance of local brand product enterprises. The study plan will adopt an explanatory strategy with the goal of establishing causal links between variables. While secondary data will be gathered from already published sources, primary data will be gathered through a survey questionnaire. The questionnaire will be given to a sample based local brand product enterprises as part of the study approach. To evaluate the gathered data and come to relevant conclusions, several statistical techniques, and analyses, such as descriptive statistics, Pearson's correlation coefficient, and multiple regression analysis, will be used. The study's time frame will be chosen to analyse the

effects of brand visibility and consumer engagement over a certain period. The overall goal of this research is to advance knowledge on how local brand product firms can improve their business performance by increasing brand visibility and customer engagement.



CHAPTER 4

ANALYSIS AND DISCUSSION

4.0 Introduction

The result of the survey about the effects of brand visibility, customer engagement, marketing influencer and online presence towards business performance of local brand product businesses. The data collected from 120 people in Malacca which provided the data for the survey. Version 27.0 of the Social Science Statistical Package (SPSS) is used in this instance to evaluate the data collected. The questionnaire is divided into five sections: Section A, which consist of four questions about demographic information and the collection of respondents' personal information; Section B which consist of 20 questions about the IV and section C which consists of a question about DV that is business performance of local brand product businesses.

Table 4.1: Guideline for Cronbach's Alpha

| Range | Association Strength |
|--------------|-----------------------------|
| 0.9 | Excellent |
| 0.8 to < 0.9 | Good |
| 0.7 to < 0.8 | Acceptable |
| 0.6 to < 0.7 | Questionable |
| 0.5 to < 0.6 | Poor |
| < 0.5 | Unacceptable |

(Source: George & Malley, 2003)

4.1 Demographic Analysis

Table 4.2: Summary of the Demographic Details of the Respondents

| Demographic | Demographic details | Frequency | Percent |
|---|---------------------|-----------|---------|
| Gender | Male | 50 | 41.7 |
| | Female | 70 | 58.3 |
| Age | 18-24 years | 82 | 68.3 |
| | 25-34 years | 30 | 25.0 |
| | 35-44 years | 6 | 5.0 |
| | 45-54 years | 1 | 0.8 |
| | 55 and above | 1 | 0.8 |
| Do you own a business that selling local product? | Yes | 120 | 100.0 |
| Platform Tiktok | No | 67 | 55.8 |
| | Yes | 53 | 44.2 |
| Platform Facebook | No | 47 | 39.2 |
| | Yes | 73 | 60.8 |
| Platform Instagram | No | 63 | 52.5 |
| | Yes | 57 | 47.5 |
| Platform Shopee | No | 67 | 55.8 |
| | Yes | 53 | 44.2 |
| Others Platform | No | 78 | 65.0 |
| | Yes | 42 | 35.0 |

(Source: Output of SPSS)

4.1.1 Gender

Table 4.3: Respondents gender

| Gender | | | | | |
|--------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 50 | 41.7 | 41.7 | 41.7 |
| | Female | 70 | 58.3 | 58.3 | 100 |
| | Total | 120 | 100 | 100 | |

(Source: Output of SPSS)

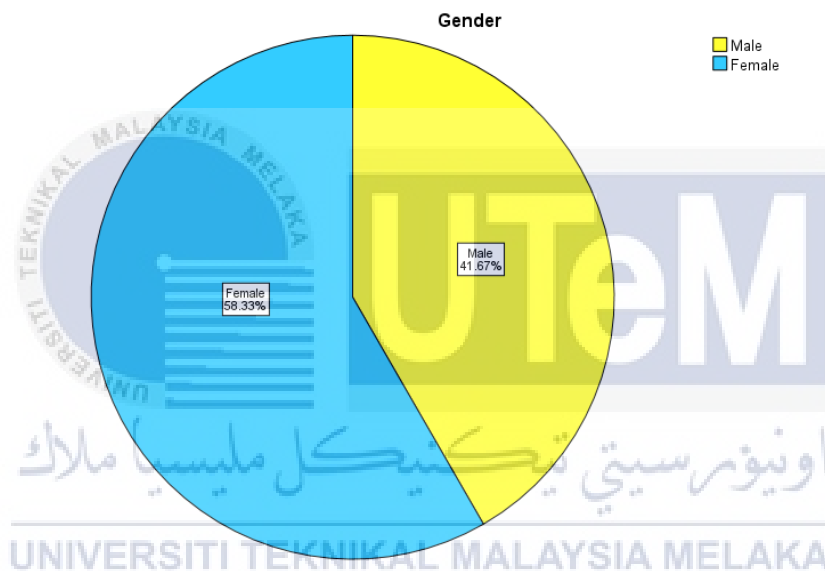


Figure 4.2: Respondent gender

(Source: Output of SPSS)

The distribution of respondents by gender is shown by the statistics in Table 4.4. Out of the 120 respondents in the sample, 50 individuals (41.7%) identified as male and 70 individuals (56.3%) as female. To summarise, the distribution of respondents by gender shows that there are more female respondents (58.3%) than male respondents (41.7%). The data indicates that a greater proportion of the population examined in this research area is female.

4.1.2 Age

Table 4.4: Respondents Age

| | Age | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | 18-24 years | 82 | 68.3 | 68.3 | 68.3 |
| | 25-34 years | 30 | 25.0 | 25.0 | 93.3 |
| | 35-44 years | 6 | 5.0 | 5.0 | 98.3 |
| | 45-54 years | 1 | 0.8 | 0.8 | 99.2 |
| | 55 and above | 1 | 0.8 | 0.8 | 100.0 |
| | Total | | 120 | 100.0 | 100.0 |

(Source: Output of SPSS)

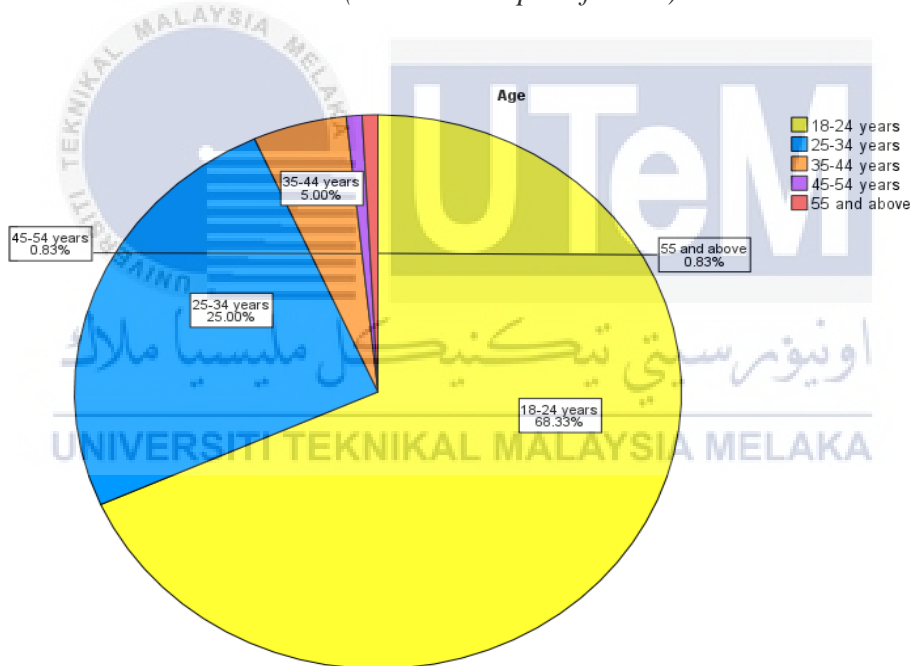


Figure 4.3: Respondent age

(Source: Output of SPSS)

The respondents' age group distribution is shown in Table 4.5. The age group of 18 to 24 years old comprises 68.3% (82 persons) of the total respondents. After that, with 30 respondents, the age group of 25 to 34 years old accounts for 25.0% of all respondents. With 6 (5.0%), 1 (0.8%), and 1 (0.8%) respondent, respectively, the age

groups of 35–44, 45–54, and 55 and beyond make up a smaller percentage of the sample. In conclusion, a concentration of responses in the younger age groups, especially the 18–24-year-old category, is indicated by the age distribution. Because younger people's viewpoints and preferences may have a greater influence on the outcomes, this demographic makeup may have consequences for how the study's conclusions should be interpreted.

4.1.3 Do you own a business that selling local product?

Table 4.5: Do You Own a Business That Selling Local Product?

| Do you own a business that selling local product? | | | | | |
|---|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 120 | 100.0 | 100.0 | 100.0 |

(Source: Output of SPSS)

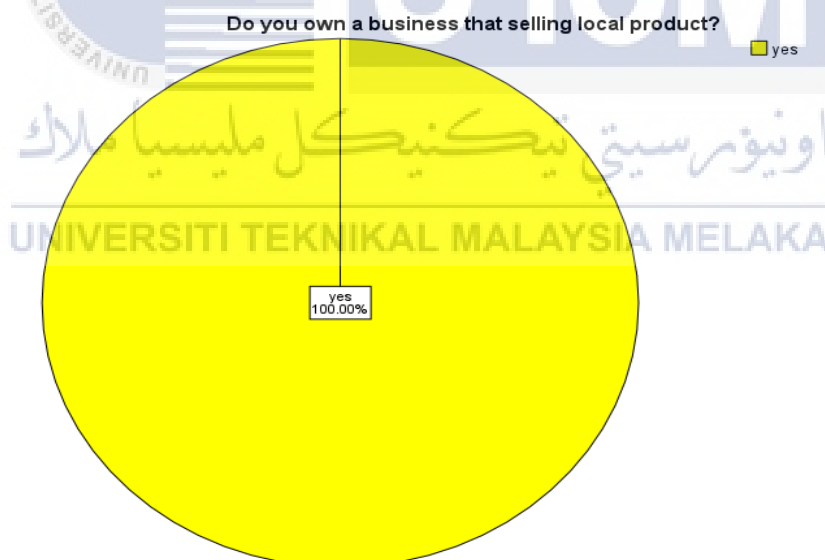


Figure 4.4: Do you own a business that selling local product?

(Source: Output of SPSS)

According to the statistics provided in Table 4.6, 100.0% of respondents are business owners who sell locally produced goods. This indicates that every research participant owns a company that sells regional goods. This data indicates a unanimous response from the polled participants, in contrast to the instances with race distribution,

which provide multiple categories. Given that all of the respondents in this instance support owning a business that specialises in local goods, there appears to be a uniformity of business practices among the research group.

4.1.4 What platform do you use in promoting your business?

Table 4.6: Platform Tiktok

| Platform tiktok | | | | | |
|-----------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 67 | 55.8 | 55.8 | 55.8 |
| | Yes | 53 | 44.2 | 44.2 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

(Source: Output of SPSS)

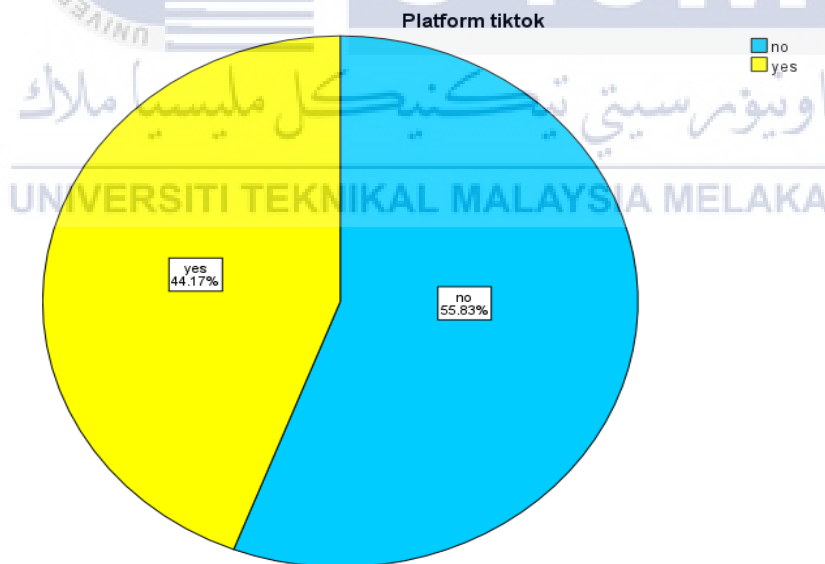


Figure 4.5: Platform Tiktok

(Source: Output of SPSS)

With a focus on TikTok in particular, Table 4.7 offers insights into the platforms utilised by respondents to promote their businesses. The information shows that 44.2% of respondents (53 respondents) actively use TikTok for promotional

efforts, compared to 55.8% of respondents (67 respondents) who do not use the site for business promotion. To sum up, most participants, or 55.8%, do not use TikTok as a platform for business promotion. On the other hand, 44.2% of those polled admit using TikTok to advertise their enterprises. This data illuminates the many strategies used by entrepreneurs to make the most of social media platforms, with TikTok emerging as a noteworthy—if not always widely accepted—tool for study participants to promote their businesses.

Table 4.7: Platform Facebook

| Platform Facebook | | | | | |
|-------------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 47 | 39.2 | 39.2 | 39.2 |
| | Yes | 73 | 60.8 | 60.8 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

(Source: Output of SPSS)

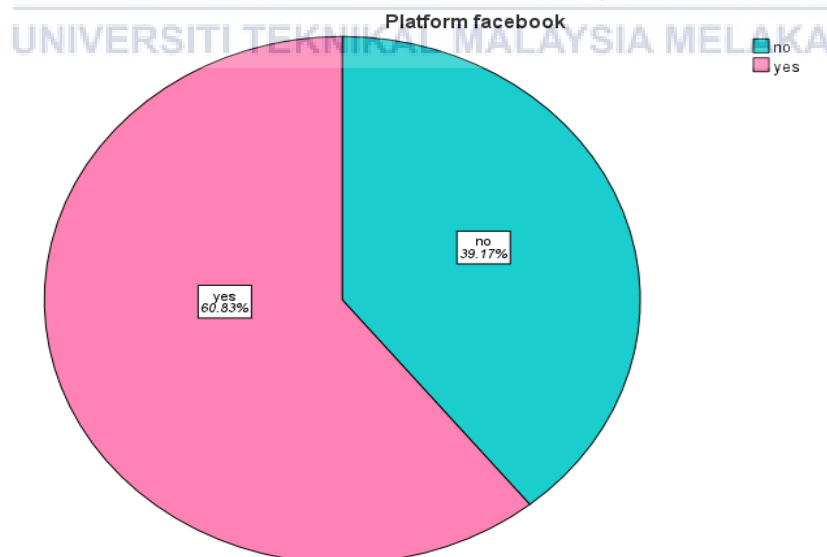


Figure 4.6: Platform Facebook

(Source: Output of SPSS)

Table 4.8 offers information on how respondents used Facebook as a tool for business promotion. According to the research, 60.8% of people (73 people) actively use Facebook for business marketing, whilst 39.2% of people (47 people) do not use the network at all. In conclusion, a sizable majority of participants—60.8%—use Facebook as a platform for business marketing. However, 39.2% of those polled said they don't use Facebook to advertise their businesses. This data demonstrates the important role that Facebook plays in the research participants' promotional efforts and shows how widely used it is as a medium for audience engagement and reach in the context of business promotion.

Table 4.8: Platform Instagram

| Platform Instagram | | | | | |
|--------------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 63 | 52.5 | 52.5 | 52.5 |
| | Yes | 57 | 47.5 | 47.5 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

(Source: Output of SPSS)

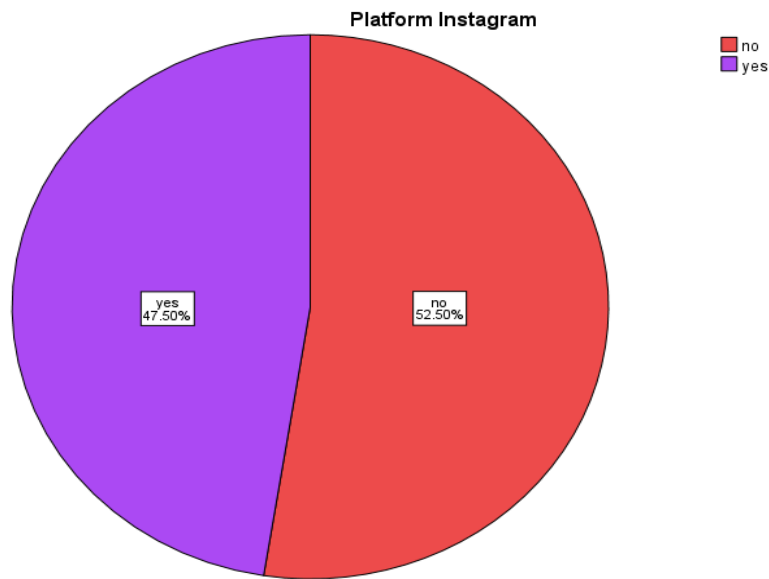


Figure 4.7: Platform Instagram

(Source: Output of SPSS)

Table 4.8 offers information on how the respondents used Instagram as a medium for business marketing. 52.5% of respondents (63 people) do not use Instagram to promote their businesses, whilst 47.5% of respondents (57 people) regularly use the platform. In conclusion, 52.5% of respondents, or most respondents, stated that they do not use Instagram to promote their businesses. On the other hand, 47.5% of respondents said they have used Instagram to advertise their businesses. The data highlights the variety of tactics utilised by entrepreneurs, suggesting that although Instagram is a legitimate venue for marketing endeavours, research participants do not always utilise it. The results provide insight into the various strategies used by companies to leverage social media.

Table 4.9: Platform Shopee

| Platform Shopee | | | | | |
|-----------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 67 | 55.8 | 55.8 | 55.8 |
| | Yes | 53 | 44.2 | 44.2 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

(Source: Output of SPSS)

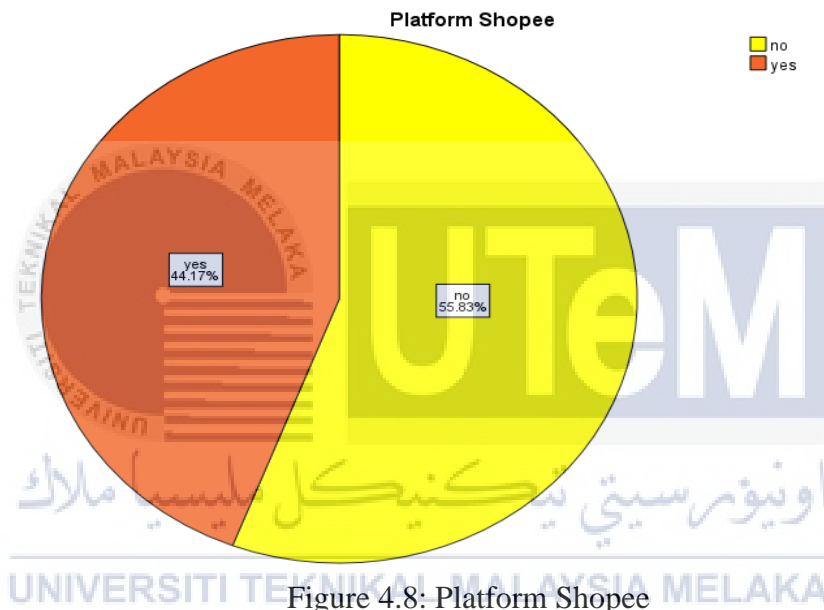


Figure 4.8: Platform Shopee

(Source: Output of SPSS)

Table 4.9 offers information on how respondents use Shopee as a platform to promote their businesses. According to the research, Shopee is not actively used by 55.8% of users (67 people) for business promotion, whereas 44.2% of users (53 people) do so. In conclusion, most participants, or 55.8%, do not use Shopee as a platform for business promotion. On the other hand, 44.2% of respondents admit to utilising Shopee to advertise their companies. According to this data, entrepreneurs employ a wide variety of tactics, and a significant proportion of them use Shopee as a platform for their marketing initiatives. The results highlight the many strategies used by companies to use e-commerce sites like Shopee to promote their brands.

Table 4.10: Others Platform

| Others Platform | | | | | |
|-----------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 78 | 65.0 | 65.0 | 65.0 |
| | Yes | 42 | 35.0 | 35.0 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

(Source: Output of SPSS)

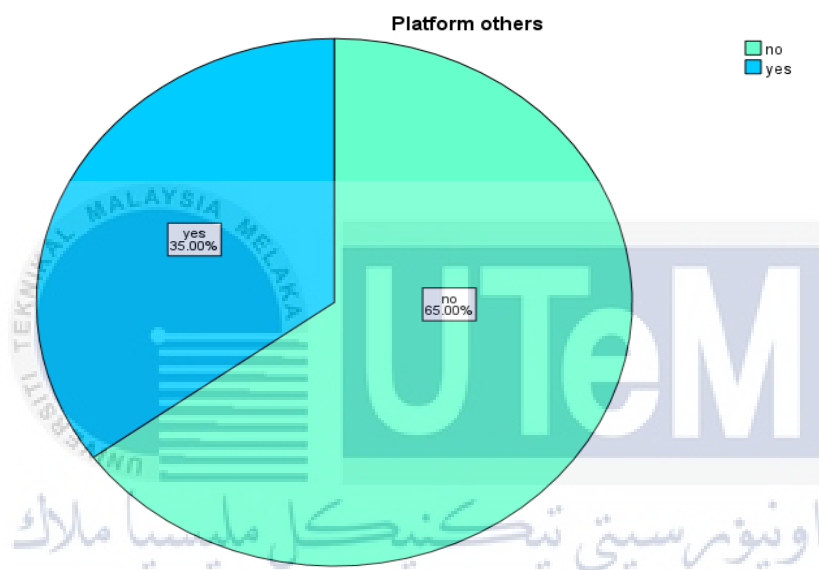


Figure 4.9: Others Platform

(Source: Output of SPSS)

Table 4.10 offers information on the respondents' use of other platforms (not defined) for business marketing. According to the research, 35.0% (42 people) actively use other platforms (not defined) for promotional objectives, whilst 65.0% (78 people) do not use other platforms for business promotion. To summarise, 65.0% of respondents, or a sizable majority, said they do not promote their businesses on any other unidentified site. Conversely, 35.0% of those polled admit to using other platforms—which aren't mentioned in the data—to advertise their companies. This data indicates that entrepreneurs use a range of promotional tactics, and a significant percentage of them make use of platforms that aren't specifically listed in the dataset.

4.2 Descriptive Analysis

4.2.1 Descriptive Statistics

Table 11: Descriptive Statistics

| Descriptive Statistics | | | | | |
|------------------------|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Brand visibility | 120 | 1 | 5 | 4.25 | .702 |
| Customer engagement | 120 | 2 | 5 | 4.39 | .662 |
| Marketing influencer | 120 | 2 | 5 | 4.34 | .619 |
| Online presence | 120 | 2 | 5 | 4.39 | .599 |
| Valid N (listwise) | 120 | | | | |

(Source: Output of SPSS)

Descriptive statistics are shown for four factors in the data provided: online presence (OP), marketing influencer (MI), customer engagement (CE), and brand visibility (BV). The average scores provided by respondents on a scale from 1 to 5 are represented by the mean values. With a mean score of 4.25 for brand visibility, it appears that respondents are typically well-informed about the brand. With a marginally higher mean of 4.34, marketing influencers show a favourable reaction and consumer involvement. The highest mean of 4.39 is shared by Customer Engagement and Online Presence, indicating a significant online presence in the respondents' promotional activities. Put more simply, the data shows favourable opinions on these features overall, with high online visibility and engagement.

Independent variables

4.2.2 Brand Visibility

Table 4.12: Brand Visibility

| Descriptive Statistics | | | | | |
|--|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| 1. Brand visibility has a significant impact on increasing business performance. | 120 | 1 | 5 | 4.30 | .795 |
| 2. A strong brand presence is essential for attracting new customers and improving business performance. | 120 | 1 | 5 | 4.29 | .965 |

| | | | | | |
|--|-----|---|---|------|-------|
| 3. Increasing brand visibility through effective marketing strategies can positively influence business performance. | 120 | 1 | 5 | 4.13 | 1.025 |
| 4. Brand visibility plays a crucial role in expanding customer reach and driving business growth. | 120 | 1 | 5 | 4.14 | 1.079 |
| 5. The level of brand visibility directly contributes to the success and performance of a business. | 120 | 1 | 5 | 4.39 | .910 |
| Valid N (listwise) | 120 | | | | |

(Source: Output of SPSS)

Table 4.12 presents descriptive statistics for five items related to the impact of brand visibility on business performance. For the first statement, which asserts that brand visibility significantly influences business performance, the data indicates that the 120 respondents, the mean rated for this statement is 4.30, with a standard deviation of 0.795. Similarly, the second statement that received an average mean rating of 4.29, with a slightly higher standard deviation of 0.965. The third statement suggests that increasing brand visibility through effective marketing positively influences business performance, with a mean rating of 4.13 and a standard deviation of 1.025. Moving on to the fourth statement, which highlights the crucial role of brand visibility, the respondents, on average, rated it at 4.14, with a standard deviation of 1.079. Lastly, the fifth statement, received the highest mean rating of 4.39, with a standard deviation of 0.910. These statistics provide a quantitative overview of how respondents perceive the relationship between brand visibility and business performance.

4.2.3 Customer Engagement

Table 4.13: Customer Engagement

| Descriptive Statistics | | | | | |
|--|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| 1. Customer engagement significantly contributes to improving business performance. | 120 | 2 | 5 | 4.27 | .827 |
| 2. Businesses that actively engage with their customers are more likely to achieve higher levels of success. | 120 | 2 | 5 | 4.45 | .915 |
| 3. Customer engagement plays a vital role in driving business growth and profitability. | 120 | 2 | 5 | 4.38 | .871 |
| 4. The level of customer engagement directly impacts the overall performance and success of a business. | 120 | 1 | 5 | 4.43 | .886 |

| | | | | | |
|--|-----|---|---|------|------|
| 5. Increasing customer engagement leads to increased sales and overall business performance. | 120 | 2 | 5 | 4.39 | .882 |
| Valid N (listwise) | 120 | | | | |

(Source: Output of SPSS)

Table 4.13 presents descriptive statistics for five items related to customer engagement and its impact on business performance. In the first statement, the mean rated was 4.27, with a standard deviation of 0.827. The second statement receiving an average rating of 4.45 and a standard deviation of 0.915. Moving on to the third statement respondents provided an average rating of 4.38, with a standard deviation of 0.871. For the fourth statement, stating the mean rating of 4.43, with a standard deviation of 0.886. Finally, the fifth statement that has an average rating of 4.39 and a standard deviation of 0.882. These statistics offer insights into how respondents perceive the relationship between customer engagement and business success.

4.2.4 Marketing Influencer

Table 4.14: Marketing influencer

| Descriptive Statistics | | | | | |
|---|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| 1. Marketing influencers have a minimal impact on enhancing business performance. | 120 | 1 | 5 | 4.17 | 1.001 |

| | | | | | |
|---|-----|---|---|------|-------|
| 2. Engaging marketing influencers can somewhat contribute to improving business performance. | 120 | 2 | 5 | 4.58 | .752 |
| 3. The influence of marketing influencers has a neutral effect on business performance. | 120 | 2 | 5 | 4.43 | .914 |
| 4. Collaborating with marketing influencers can somewhat positively influence business performance. | 120 | 1 | 5 | 4.39 | .813 |
| 5. Marketing influencers play a significant role in strongly boosting business performance. | 120 | 1 | 5 | 4.12 | 1.073 |
| Valid N (listwise) | 120 | | | | |

(Source: Output of SPSS)

Table 4.14 presents descriptive statistics for five items related to the impact of marketing influencers on business performance. The first statement got a mean rating of 4.17 and a standard deviation of 1.001. In contrast, the second statement receiving a higher average rating of 4.58 and a lower standard deviation of 0.752. The third

statement indicates an average rating of 4.43 and a standard deviation of 0.914. Moving on to the fourth statement, gave it mean rating of 4.39, with a standard deviation of 0.813. Lastly, the fifth statement, emphasizing that marketing influencers play a significant role in strongly boosting business performance, received an average rating of 4.12, with the highest standard deviation of 1.073. These statistics provide insights into the varying perceptions regarding the impact of marketing influencers on business performance among the respondents.

4.2.5 Online Presence

Table 4.15: Online presence

| Descriptive Statistics | | | | | |
|--|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| 1. The local brand product effectively utilizes social media platforms to engage with its target customers. | 120 | 1 | 5 | 4.24 | .850 |
| 2. The social media strategy implemented by the local brand product has helped increase brand awareness among its followers. | 120 | 2 | 5 | 4.61 | .690 |

| | | | | | |
|---|-----|---|---|------|------|
| 3. The content shared by the local brand product on social media is relevant and valuable to its customers. | 120 | 1 | 5 | 4.28 | .916 |
| 4. The social media strategy effectively encourages user interaction and engagement. | 120 | 1 | 5 | 4.40 | .902 |
| 5. The social media strategy has positively influenced my perception and likelihood of purchasing their products. | 120 | 1 | 5 | 4.41 | .761 |
| Valid N (listwise) | 120 | | | | |

(Source: Output of SPSS)

Table 4.15 provides descriptive statistics for five items related to the online presence of a local brand product. According to the first statement, which got a mean rating of 4.24 and a standard deviation of 0.850. The second receiving a higher average rating of 4.61 and a lower standard deviation of 0.690. Moving on to the third statement, which provided an average rating of 4.28, with a standard deviation of 0.916, indicating that the content is perceived as relevant and valuable to customers. For the fourth statement, has a mean rated at 4.40, with a standard deviation of 0.902. Lastly, the fifth statement receiving an average rating of 4.41 and a standard deviation of 0.761. These statistics offer insights into how respondents perceive the online presence and effectiveness of the local brand product's social media strategy in engaging with and influencing its target audience.

Dependent Variables

4.2.6 Business Performance of Local Brand Product Businesses

Table 4.16: Business performance

| Descriptive Statistics | | | | | |
|---|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| The local brand product effectively utilizes social media platforms to engage with its target customers. | 120 | 2 | 5 | 4.25 | .812 |
| The social media strategy implemented by the local brand product has helped increase brand awareness among its followers. | 120 | 2 | 5 | 4.43 | .914 |
| The content shared by the local brand product on social media is relevant and valuable to its audience. | 120 | 1 | 5 | 4.37 | .755 |
| The social media strategy effectively encourages user interaction and engagement. | 120 | 1 | 5 | 4.41 | .884 |

| | | | | | |
|--|-----|---|---|------|-------|
| The social media strategy has positively influenced my perception and likelihood of purchasing their products. | 120 | 1 | 5 | 4.12 | 1.073 |
| Valid N (listwise) | 120 | | | | |

(Source: Output of SPSS)

Table 4.16 outlines descriptive statistics for five items related to the effectively utilizes social media platforms. The data indicates that, on average, respondents believe that local brand products consistently meet or exceed their expectations in terms of choosing their target customer, with a mean rating of 4.25 and a standard deviation of 0.812. The second statement suggests that respondents are receiving an average rating of 4.43 and a standard deviation of 0.914. For the third statement, with a mean rating of 4.37 and a standard deviation of 0.755. Moving on to the fourth statement, with a mean rating of 4.41, with a standard deviation of 0.884. Lastly, the fifth statement has an average rating of 4.12, with the highest standard deviation of 1.073. These statistics offer insights into how respondents perceive the business performance and various aspects of local brand products.

4.2.7 Summary of Descriptive Statistics

Table 4.17: Descriptive Statistics

| Descriptive Statistics | | | | | | | |
|------------------------|-----------|-----------|----------------|-----------|------------|-----------|------------|
| | N | Mean | Std. Deviation | Skewness | | Kurtosis | |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Brand visibility | 120 | 4.25 | .702 | -1.427 | .221 | 3.536 | .438 |
| Customer engagement | 120 | 4.39 | .662 | -1.182 | .221 | 1.492 | .438 |
| Marketing influencer | 120 | 4.34 | .619 | -1.121 | .221 | 1.160 | .438 |
| Online presence | 120 | 4.39 | .599 | -1.137 | .221 | 1.574 | .438 |
| Business Performance | 120 | 4.31 | .632 | -1.109 | .221 | 1.454 | .438 |
| Valid N (listwise) | 120 | | | | | | |

(Source: Output of SPSS)

Table 4.17 presents the findings of the descriptive analysis. According to Table 4.17, all four independent variables—Brand visibility, customer engagement, marketing influencer and online presence had means greater than 4.0, indicating that most respondents concur that these four factors have an impact on business performance of local brand product businesses. Not only that, but the dependent variable (business performance) also had a mean value of more than 4.0, which is 4.31, which indicated that the respondents also agreed with the assertions. Business performance has the lowest standard deviation (0.632), indicating that respondent responses are very distinct from one another. Skewness and Kurtosis values are also used to classify the normality of the variables. The Kurtosis value needs to be between -7 and 7, and the Skewness value needs to be between -2 and 2, according to West et al. (1995). A variable's value is deemed abnormal if it falls outside of the allowed

range. Since the values of Kurtosis and Skewness are within the range, the variables are therefore under normal distribution.

4.3 Reliability Analysis

The reliability test included the observation, test, consistency of the questionnaire, and all other methods of assessment. There should be no bias in the analysis that would lead respondents to choose a specific answer. Cronbach's Alpha can be used by the reliability test device. If the instrument is highly reliable, the Cronbach's Alpha value should be as follows:

- If Cronbach's Alpha > 0.90 = Very High Reliability
- If Cronbach's Alpha 0.70 to 0.90 = High Reliability
- If Cronbach's Alpha 0.50 to 0.70 = Reliability is Quite High
- If Cronbach's Alpha < 0.50 = Low Reliability

The following table 4.18 shows the study's Cronbach's Alpha

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4.3.1 Reliability Analysis for Brand Visibility

| Case Processing Summary | | | |
|---|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .783 | .791 | 5 |

Table 4.18: Case Processing Summary and Reliability Statistics For brand visibility

(Source: Output of SPSS)

From The table 4.18 above presents the reliability statistics for the variable 'Brand Visibility'. The Cronbach's Alpha value is 0.783, and the Cronbach's Alpha based on standardized items is 0.791. Both these values are greater than 0.70, indicating a strong level of internal consistency for the scale with this dataset. This means that the items in the scale are closely related as a group, and are likely measuring the same underlying concept, which is 'Brand Visibility' in this case. The scale used for measuring 'Brand Visibility' demonstrates high reliability, as the Cronbach's Alpha values are within the range of 0.70 to 0.90. This suggests that the scale is consistently measuring the 'Brand Visibility' and is therefore reliable.

4.3.2 Reliability Analysis for Customer Engagement

| Case Processing Summary | | | |
|---|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .811 | .813 | 5 |

Table 4.19: Case Processing Summary and Reliability Statistics For Customer engagement

(Source: Output of SPSS)

The table 4.19 above presents the reliability statistics for the variable 'Customer Engagement'. The Cronbach's Alpha value is 0.811, and the Cronbach's Alpha based on standardized items is 0.813. Both these values are greater than 0.70, indicating a strong level of internal consistency for the scale with this dataset. This means that the items in the scale are closely related as a group, and are likely measuring the same underlying concept, which is 'Customer Engagement' in this case. This shows the scale used for measuring 'Customer Engagement' demonstrates high reliability, as the Cronbach's Alpha values are within the range of 0.70 to 0.90. This suggests that the scale is consistently measuring the 'Customer Engagement' and is therefore reliable. However, it's important to note that while Cronbach's alpha can indicate if items are measuring the same construct (reliability).

4.3.3 Reliability Analysis for Marketing Influencer

| Case Processing Summary | | | |
|---|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .700 | .707 | 5 |

Table 4.20: Case Processing Summary and Reliability Statistics for Marketing influencer

(Source: Output of SPSS)

The table 4.20 above presents the reliability statistics for the variable 'Marketing Influencer'. The Cronbach's Alpha value is 0.700, and the Cronbach's Alpha based on standardized items is 0.707. Both these values are exactly at the threshold of 0.70, indicating an acceptable level of internal consistency for the scale with this dataset. This means that the items in the scale are closely related as a group, and are likely measuring the same underlying concept, which is 'Marketing Influencer' in this case. In conclusion, the scale used for measuring 'Marketing Influencer' demonstrates acceptable reliability, as the Cronbach's Alpha values are at the threshold of 0.70. This suggests that the scale is consistently measuring the 'Marketing Influencer' and is therefore reliable.

4.3.4 Reliability Analysis for Online Presence

| Case Processing Summary | | | |
|---|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .772 | .775 | 5 |

Table 4.21: Case Processing Summary and Reliability Statistics for Online presence

(Source: Output of SPSS)

The table 4.21 above presents the reliability statistics for the variable 'Online Presence'. The Cronbach's Alpha value is 0.772, and the Cronbach's Alpha based on standardized items is 0.775. Both these values are greater than 0.70, indicating a strong level of internal consistency for the scale with this dataset. This means that the items in the scale are closely related as a group, and are likely measuring the same underlying concept, which is 'Online Presence' in this case. In conclusion, the scale used for measuring 'Online Presence' demonstrates high reliability, as the Cronbach's Alpha values are within the range of 0.70 to 0.90. This suggests that the scale is consistently measuring the 'Online Presence' and is therefore reliable. However, it's important to note that while Cronbach's alpha can indicate if items are measuring the same

construct (reliability), it does not provide information about whether the scale is measuring the construct it is intended to measure (validity).

4.3.5 Reliability Analysis for Business Performance

| Case Processing Summary | | | |
|---|-----------------------|-----|-------|
| | | N | % |
| Cases | Valid | 120 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 120 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .749 | .752 | 5 |

Table 4.22: Case Processing Summary and Reliability Statistics for Business performance

(Source: Output of SPSS)

From the table 4.22 above, the Cronbach's alpha result for Business Performance is 0.749 (based on the items) and 0.752 (based on standardized items). These values indicate that the scale used to measure Business Performance is reliable, as they are greater than 0.70, which is often considered the threshold for acceptable reliability. These results provide evidence that the scale used to measure Business

Performance in this study is both valid and reliable. This means that the scale is accurately measuring what it is intended to measure (validity), and that it does so consistently (reliability). This suggests that the items used to measure Business Performance are consistently measuring the same underlying construct, and that respondents are interpreting and responding to the items in a consistent manner.

4.4 Pearson Correlation Analysis

The strength of the association between the independent and dependent variables is determined by using Pearson Correlation Coefficient analysis.

| Correlation Coefficient | Correlation Strength |
|-------------------------------|-----------------------------|
| 0.71 to 1 (-0.71 to -1) | Perfect positive (Negative) |
| 0.31 to 0.71 (-0.31 to -0.70) | Strong positive (Negative) |
| 0.10 to 0.30 (-0.1 to -0.30) | Weak positive (Negative) |
| 0 | Perfect independence |

Table 23: Pearson Correlation Coefficient analysis.

| Correlations | | | | | | |
|-------------------------|------------------------|---------------------|------------------------|---------------------------------|--------------------|-----------------------------|
| | | Brand visibility | Customer engagement | Marketi ng influen cer | Online presence | Business performa nce |
| Brand visibility | Pearson Correlation | 1 | .793** | .800** | .718** | .849** |
| | Sig. (2- tailed) | | .000 | .000 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 |
| Customer engagement | Pearson Correlation | .793** | 1 | .807** | .727** | .911** |
| | Sig. (2- tailed) | .000 | | .000 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 |
| Marketing influencer | Pearson Correlation | .800** | .807** | 1 | .678** | .838** |
| | Sig. (2- tailed) | .000 | .000 | | .000 | .000 |
| | N | 120 | 120 | 120 | 120 | 120 |
| Online presence | Pearson Correlation | .718** | .727** | .678** | 1 | .769** |
| | Sig. (2- tailed) | .000 | .000 | .000 | | .000 |
| | N | 120 | 120 | 120 | 120 | 120 |
| Business performance | Pearson Correlation | .849** | .911** | .838** | .769** | 1 |
| | Sig. (2- tailed) | .000 | .000 | .000 | .000 | |
| | N | 120 | 120 | 120 | 120 | 120 |

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.24: Pearson correlation

(Source: Output of SPSS)

Table 4.24 shows the correlation between the dependent variable (Business Performance) and the four independent variables: Brand Visibility, Customer Engagement, Marketing Influencer, and Online Presence. All four independent variables are positively correlated with each other and with Business Performance. Brand Visibility has a strong positive relationship with Business Performance, as the correlation value of 0.849 falls within the range of 0.71 to 1.00. The significance value is 0.000, which is less than 0.01, indicating a statistically significant correlation. Customer Engagement has the strongest association with Business Performance, with a correlation value of 0.911. This falls within the range of 0.71 to 1.00, indicating a strong positive relationship. The significance value is 0.000, which is less than 0.01, indicating a statistically significant correlation. Marketing Influencer also has a strong positive relationship with Business Performance, with a correlation value of 0.838. This falls within the range of 0.71 to 1.00, indicating a strong positive relationship. The significance value is 0.000, which is less than 0.01, indicating a statistically significant correlation. Online Presence has a positive relationship with Business Performance, with a correlation value of 0.769. This falls within the range of 0.71 to 1.00, indicating a strong positive relationship. The significance value is 0.000, which is less than 0.01, indicating a statistically significant correlation. From this analysis, it is evident that all these variables are correlated with Business Performance. Hence, these variables are supported. This means that improving these factors could potentially lead to better business performance. However, correlation does not imply causation, and further research would be needed to determine the causal relationships between these variables.

4.5 Multilinear Regression

A statistical technique called multiple linear regression, or multilinear regression, is used to describe the relationship between two or more independent variables and a dependent variable. It is a more complex version of the single-variable simple linear regression. Fitting a linear equation to the observed data so that the model may predict values for the dependent variable based on the values of the independent variables is the aim of multilinear regression.

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .942 ^a | .887 | .883 | .21574 |
| a. Predictors: (Constant), online presence, Marketing influencer, Brand visibility, Customer engagement | | | | |

Table 4.25: Model summary

(Source: Output of SPSS)

Table 4.25 presents the results of a multiple regression analysis model summary conducted in SPSS. The correlation coefficient (R) for the model is 0.942, suggesting a high level of correlation between the dependent variable (Business performance of local brand product businesses) and the independent variables (online presence, marketing influencer, brand visibility, and customer engagement). The R Square value of 0.887 indicates that approximately 88.7% of the variability in the dependent variable can be explained by the independent variables included in the model. The Adjusted R Square, slightly lower at 0.883, accounts for potential overfitting and is a more conservative estimate of the model's explanatory power. The Standard Error of the Estimate, with a value of 0.21574, represents the average difference between the observed and predicted values, providing a measure of the model's accuracy. Overall, these statistics suggest that the included independent variables collectively contribute significantly to explaining the variance in the dependent variable, as indicated by the high R Square value.

| ANOVA ^a | | | | | | |
|---|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 42.140 | 4 | 10.535 | 226.342 | .000 ^b |
| | Residual | 5.353 | 115 | .047 | | |
| | Total | 47.493 | 119 | | | |
| a. Dependent Variable: Business PERFORMANCE | | | | | | |
| b. Predictors: (Constant), Online presence, Marketing influencer, Brand visibility, Customer engagement | | | | | | |

Table 4.26: Anova

(Source: Output of SPSS)

The table 4.26 above shows the results of an Analysis of Variance (ANOVA) for a regression model with Business Performance as the dependent variable and Online Presence, Marketing Influencer, Brand Visibility, and Customer Engagement as predictors. The ANOVA test is used to determine whether there are any statistically significant differences between the means of three or more independent groups. In the context of regression analysis, it is used to determine whether the regression model significantly predicts the dependent variable. From the table, we can see that the F statistic is 226.342 and the associated p-value is 0.000. This indicates that the regression model significantly predicts the dependent variable, Business Performance. In other words, the predictors (Online Presence, Marketing Influencer, Brand Visibility, and Customer Engagement) are statistically significant predictors of Business Performance.

| Coefficients ^a | | | | | | |
|---|----------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .022 | .157 | | .140 | .889 |
| | Brand visibility | .201 | .054 | .223 | 3.744 | .000 |
| | Customer engagement | .488 | .058 | .512 | 8.367 | .000 |
| | Marketing influencer | .162 | .061 | .158 | 2.665 | .009 |
| | online presence | .136 | .051 | .129 | 2.652 | .009 |
| a. Dependent Variable: Business performance | | | | | | |

Table 4.27: Coefficients

(Source: Output of SPSS)

The results of the coefficients enable us to find out which independent variable has the strongest association with the dependent variable, Business Performance. From the table, it shows that the beta value of Customer Engagement is 0.512 and has the strongest relationship with Business Performance. This is because the higher beta value to 1 or -1 indicates a stronger influence of the independent variable on the dependent variable. Thus, Customer Engagement is the most significant factor that influences Business Performance. Referring to the table, there is a positive relationship between Brand Visibility, Customer Engagement, Marketing Influencer, and Online Presence towards Business Performance. The equation of multiple regressions is formed and shown as below:

$$\text{Equation: } y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 \quad y = 0.022 + 0.201x_1 + 0.488x_2 + 0.162x_3 + 0.136x_4$$

Where: y = Value of Business Performance
a = constant
b1, b2, b3, b4 = Coefficient values
x1 = Brand Visibility
x2 = Customer Engagement
x3 = Marketing Influencer
x4 = Online Presence

This equation can be used to predict the value of Business Performance based on the values of Brand Visibility, Customer Engagement, Marketing Influencer, and Online Presence. However, it's important to remember that correlation does not imply causation, and further research would be needed to determine the causal relationships between these variables.

4.6 Hypothesis Testing

Hypothesis 1 (Brand Visibility)

(H0): There is no significant relationship between brand visibility and business performance (sales, profit, and growth) of local brands' products.

(H1): There is a significant positive relationship between brand visibility and business performance (sales, profit, and growth) of local brands' products.

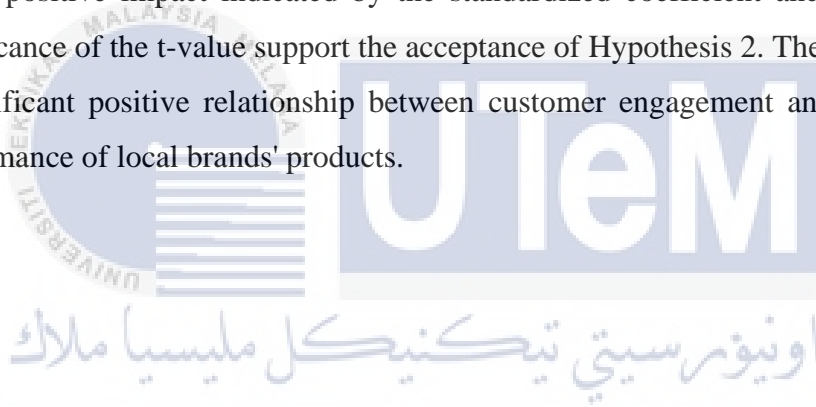
The regression results indicate a significant positive relationship between brand visibility and business performance. The coefficient for brand visibility is 0.201, with a standardized coefficient (Beta) of 0.223. The t-value is 3.744, and the p-value is less than 0.001 (Sig. = .000). This implies that as brand visibility increases, business performance is expected to increase. The standardized coefficient of 0.223 suggests a moderate positive impact, and the statistical significance of the t-value supports the rejection of the null hypothesis. Therefore, Hypothesis 1 is accepted, indicating a significant positive relationship between brand visibility and the business performance of local brands' products.

Hypothesis 2 (Customer Engagement)

H0: There is no significant relationship between customer engagement and business performance (sales, profit, and growth) of local brands' products.

(H2): There is a significant positive relationship between customer engagement and business performance (sales, profit, and growth) of local brands' products.

The regression results show a significant positive relationship between customer engagement and business performance. The coefficient for customer engagement is 0.488, with a standardized coefficient (Beta) of 0.512. The t-value is 8.367, and the p-value is less than 0.001 (Sig. = .000). This suggests that an increase in customer engagement is associated with an increase in business performance. The strong positive impact indicated by the standardized coefficient and the statistical significance of the t-value support the acceptance of Hypothesis 2. Therefore, there is a significant positive relationship between customer engagement and the business performance of local brands' products.



Hypothesis 3 (Marketing Influencer)

(H0): There is no significant relationship between marketing influencer and business performance (sales, profit, and growth) of local brands' products.

(H3): There is a significant positive relationship between marketing influencer and business performance (sales, profit, and growth) of local brands' products.

The regression results indicate a significant positive relationship between marketing influencer and business performance. The coefficient for marketing influencer is 0.162, with a standardized coefficient (Beta) of 0.158. The t-value is 2.665, and the p-value is 0.009 (Sig. = .009). While the impact is relatively weaker compared to other factors, the statistical significance of the t-value supports the

acceptance of Hypothesis 3. Therefore, there is a significant positive relationship between marketing influencer and the business performance of local brands' products.

Hypothesis 4 (Online Presence)

(H0): There is no significant relationship between increased online presence and business performance (sales, profit, and growth) of local brands' products.

(H4): There is a significant positive relationship between increased online presence and business performance (sales, profit, and growth) of local brands' products.

The regression results show a significant positive relationship between increased online presence and business performance. The coefficient for online presence is 0.136, with a standardized coefficient (Beta) of 0.129. The t-value is 2.652, and the p-value is 0.009 (Sig. = .009). This implies that an increase in online presence is associated with an increase in business performance. The moderate positive impact indicated by the standardized coefficient and the statistical significance of the t-value support the acceptance of Hypothesis 4. Therefore, there is a significant positive relationship between increased online presence and the business performance of local brands' products.

| Independent variables | P-VALUE | RESULT |
|-----------------------|---------|----------------------|
| Brand visibility | < 0.001 | Reject H0, Accept H1 |
| Customer engagement | < 0.001 | Reject H0, Accept H2 |
| Marketing influencer | 0.009 | Reject H0, Accept H3 |
| Online presence | 0.009 | Reject H0, Accept H4 |

Table 4.28: Independent Variable

(Source: Output of SPSS)

4.7 Summary

The researcher utilized the SPSS software to examine the whole data that collected from 120 respondents. Reliability analysis, multiple regression analysis, descriptive analysis and Pearson's Correlation Coefficient analysis are conducted to interpret the data to examine the relationship between independent variables and dependent variables. Besides the researcher also determined the significance of hypothesis that previously mentioned in Chapter Two. In this research, all the four hypotheses are accepted.



CHAPTER 5

RECOMMENDATIONS AND CONCLUSION

5.0 Introduction

The findings from the analysis in the previous chapter are unveiled in this chapter, which also examines the complex relationships between brand visibility customer engagement, marketing influencers, and online presence and local brand product businesses. This study aims to clarify how these important factors affect important performance metrics like growth, profit, and sales when taken as a whole. Building upon the data presented in the preceding chapters, this section elucidates key findings that shed light on the intricate interplay of these factors in shaping the success trajectory of businesses in the local market. The chapter commences with a comprehensive exploration of the study's objectives and research questions formulated in the inaugural chapter, providing a cohesive framework for the subsequent analyses.

5.1 Summary of Finding

5.1.1 Objective 1: To Identify the Effect of Brand Visibility Using social media Toward Business Performance Of Local Brand Product Businesses.

In this research, to achieve research objective 1, the study focused on brand visibility through social media and its impact on the business performance of local brand product businesses. Descriptive statistics, including the mean and standard deviation, were utilized to gauge respondents' perceptions. According to the findings (refer to Table 4.11), the mean value for brand visibility is 4.25, indicating a relatively high degree of agreement among respondents.

The standard deviation of 0.702 suggests a moderate level of variability in responses. A higher mean signifies that respondent, on average, acknowledge the positive influence of brand visibility through social media on the business performance of local brand product businesses. Therefore, research objective 1 is considered achieved, as the data indicates a significant relationship between brand visibility and business performance.

5.1.2 Objective 2: To Determine the Effect Of Customer Engagement Using Social Media Toward Business Performance Of Local Brand Product Businesses.

For research objective 2, which focuses on customer engagement via social media and its impact on business performance, descriptive statistics were employed. The mean for customer engagement is 4.39, indicating a high level of agreement among respondents. The standard deviation of 0.662 suggests relatively consistent responses.

This data implies that customers recognize the positive influence of engagement through social media on the business performance of local brand product businesses. Thus, research objective 2 is achieved based on the descriptive statistics, supporting the significance of customer engagement for business performance.

5.1.3 Objective 3: To Understand the Effect Of Marketing Influencer Using Social Media Toward Business Performance Of Local Brand Product Businesses.

In addressing research objective 3, which investigates the impact of marketing influencers through social media on business performance, descriptive statistics were employed. The mean for marketing influencer is 4.34, indicating a high level of agreement among respondents, while the standard deviation of 0.619 suggests relatively consistent responses.

This data suggests that respondents perceive marketing influencers on social media positively affecting the business performance of local brand product businesses. Therefore, research objective 3 is considered achieved based on the descriptive statistics.

5.1.4 Objective 4: To Recognise The Effect Of Online Presence Using Social Media Toward Business Performance Of Local Brand Product Businesses.

In addressing the impact of online presence through social media, the mean value of 4.39 indicates a high level of agreement among the 120 respondents. This suggests that respondents perceive online presence through social media as positively influencing the business performance of local brand product businesses. The standard deviation of 0.599 indicates a moderate level of consistency in responses.

In summary, the findings support the idea that maintaining a strong online presence on social media platforms contributes positively to the overall business performance of local brands. Therefore, research objective 4 is considered achieved based on the descriptive statistics.

5.1.5 Objective 5: To Analyse the Most Popular Social Media Strategy Used By The Local Brand Product.

The correlation analysis highlights strong positive relationships among key social media strategy elements for local product businesses. Brand visibility exhibits significant correlations with customer engagement, marketing influencer impact, online presence, and overall business performance. Similarly, customer engagement demonstrates positive associations with brand visibility, marketing influencer, online presence, and business performance, emphasizing the interconnected nature of these variables. Marketing influencer presence positively correlates with brand visibility, customer engagement, online presence, and business performance, suggesting the influential role of marketing influencers in the overall social media strategy. Online presence, too, shows positive correlations with brand visibility, customer engagement, marketing influencer, and business performance, underlining the importance of a robust online presence. The strongest correlations are observed between business performance and brand visibility, customer engagement, marketing influencer, and online presence. These findings collectively affirm the intricate relationships among these social media elements, supporting the research objective of determining the connections between local product businesses and their overall social media strategies.

5.2 Limitation of The Study

Several restrictions came up while doing this study. First, limited access to paid periodicals and journals made it difficult to find thorough secondary sources about the particulars of local brand goods businesses and their social media strategy. Due to this constraint, the literature review's depth and scope may have been impacted by the increased dependence on publicly available sources.

Second, the study's focus on local brand goods enterprises was limited to a certain geographic area. Due to time constraints, this restriction was placed in place, which could affect how broadly the results can be applied outside of the study area. In this instance, the results' relevance to a wider context may be limited by their reliance on a particular place.

In addition, the problem of time limits continued to arise when collecting data from respondents. The study concentrated on social media tactics and how they affect company performance, but one challenge was getting answers from many participants in a short amount of time. It's possible that some respondents chose not to participate, necessitating further work to guarantee a sufficient sample size.

Moreover, guaranteeing the precision of the gathered data was a noteworthy obstacle. When filling out the survey, respondents might not have been totally honest or patient, which could have an impact on how reliable the data was collected. Survey questions that are incomplete or quickly completed may add a degree of ambiguity to the dataset, underscoring the need to proceed with caution when interpreting the research findings.

5.3 Significance of Study

The significance of this research lies in its contribution to understanding the dynamics of social media strategies for local brand product businesses. By investigating the relationships between brand visibility, customer engagement, marketing influencer impact, online presence, and overall business performance, the study provides valuable insights into the factors that can drive success in the digital era. The identified correlations offer practical implications for businesses seeking to enhance their social media strategies, guiding them in optimizing brand visibility, engaging with customers effectively, leveraging marketing influencers, and maintaining a strong online presence. Moreover, the research addresses a gap in the literature by focusing on local brand product businesses, offering specific insights tailored to this sector. This knowledge is particularly relevant in a globalized market where local brands often compete against larger, more established entities. The findings of this research can inform strategic decision-making, helping businesses tailor their social media efforts for maximum impact and fostering the growth of local brands in the digital landscape.

5.4 Recommendation

5.4.1 Recommendation to This Research

Based on the findings and limitations of this research, several recommendations can be proposed for future studies and practical applications. Firstly, considering the limitation related to the availability of secondary sources, future research could benefit from collaborations with academic institutions or industry partners to access a broader range of paid publications and journals. This would enrich the literature review and provide a more comprehensive understanding of the subject matter. Additionally, expanding the geographical scope beyond a specific region, as seen in this study, would enhance the generalizability of the results. Future researchers may consider conducting multi-location studies or cross-cultural analyses to capture diverse perspectives and potential variations in the impact of social media strategies on local brand product businesses.

Furthermore, given the time constraints and challenges in data collection, employing innovative and efficient survey techniques could be beneficial. Leveraging advanced data collection methods, such as online surveys or utilizing social media platforms for data gathering, could potentially overcome some of the challenges related to respondent recruitment and time limitations. This approach may also provide a more real-time reflection of the current sentiments and behaviours of the target audience.

To address the concern regarding the accuracy of data, future studies could incorporate validation measures, such as follow-up interviews or cross-verification methods, to ensure the reliability of responses. Additionally, employing techniques like data triangulation, which involves using multiple sources or methods to validate findings, could enhance the robustness of the research outcomes.

Practically, businesses in the local brand product sector can leverage the study's insights by incorporating a holistic social media strategy that encompasses brand visibility, customer engagement, marketing influencer collaborations, and an active online presence. Tailoring these strategies to the specific preferences and behaviours of their target audience, as revealed by the research, can enhance the effectiveness of their digital marketing efforts, and contribute to improved business performance.

Regular monitoring and adaptation of social media strategies based on emerging trends and consumer feedback will be crucial for sustaining success in the dynamic digital landscape.

5.4.2 Recommendation for Future Research

Geographical Expansion and Comparative Analysis: Future research could benefit from extending the study to include different states in Malaysia or even diverse countries. Examining the local nuances and variations in consumer behaviour, preferences, and satisfaction levels across various regions would provide a more comprehensive understanding of the factors influencing customers' satisfaction with Online Food Delivery (OFD) services. This approach could reveal region-specific insights and help businesses tailor their services and digital strategies according to distinct cultural or demographic characteristics.

The second recommendation which is by giving an exploration when evolving a factor in customer satisfaction. Given the dynamic nature of technology and changing consumer preferences, future researchers could explore additional variables beyond website, service, and food quality that contribute to customers' satisfaction with OFD services. As technology continues to evolve, factors like app interface design, delivery time accuracy, and sustainability practices may become increasingly relevant to consumer satisfaction. Staying attuned to emerging trends and incorporating new variables into the research framework will ensure a more forward-looking and adaptable understanding of the factors influencing customer satisfaction in the rapidly evolving landscape of online food delivery services.

5.5 Conclusion

In conclusion, this research has offered a comprehensive exploration of the relationships between various social media elements and the business performance of local brand product businesses. The study utilized SPSS version 26.0 to analyse data collected from 120 respondents. Descriptive analysis, descriptive statistics, and Pearson's Correlation Coefficient analysis were employed to achieve the research objectives. The findings revealed significant positive correlations among brand visibility, customer engagement, marketing influencer impact, online presence, and business performance. Particularly noteworthy is the strong correlation between these elements and overall business performance, emphasizing their collective importance in the context of social media strategies for local brand product businesses. Notably, all correlations were statistically significant at the 0.01 level, affirming the robustness of the relationships. The results underscore the pivotal role of an integrated and strategic approach to social media in enhancing the overall performance of local brand product businesses.

5.6 Summary

Summarizing the key findings, this research successfully achieved its objectives of determining relationships between local product businesses and their overall social media strategies. The correlations revealed strong connections among brand visibility, customer engagement, marketing influencer impact, online presence, and business performance. These findings contribute valuable insights for businesses aiming to optimize their social media strategies and enhance their competitiveness. The limitations, such as constraints in accessing secondary sources and time limitations in data collection, were acknowledged. Recommendations for future research include expanding the study to different geographical areas and exploring additional variables in the context of local brand product businesses. Despite these limitations, the research's significance lies in its practical implications for businesses aiming to harness the power of social media for improved performance in the digital age.

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APPENDIX

APPENDICES 1: SURVEY QUESTION

"The Effects Of Brand Visibility, Customer Engagement, Marketing Influencer, And Online Presence Towards Business Performance Of Local Brand Product Businesses"

Dear respondent's,

Hi everyone, my name is Nurhidayah binti Uskar a fourth-year student of Bachelor of Technology Management (High Technology Marketing) with Honours (BTMM) from Universiti Teknikal Malaysia Melaka (UTeM).

In this research survey, which aims to explore "The Effects Of Brand Visibility, Customer Engagement, Marketing Influencer, And Online Presence Towards Business Performance Of Local Brand Product Businesses." Your valuable insights will contribute to a deeper understanding of how these key factors influence the success of local brand product businesses in our region.

Your opinions and experiences are essential in shedding light on the challenges and opportunities that local brand product businesses. Your responses will be kept confidential and will only be used for research purposes.

Please take a few minutes to complete this survey by providing honest and thoughtful responses to the questions presented. Your feedback is valuable to us, and it will contribute to the growth and development of local brand product businesses in our community.

Thank you for your participation in this important research study.

Kepada para responden yang dihormati,

Hai semua, nama saya Nurhidayah binti Uskar, seorang pelajar tahun ketiga dalam program Ijazah Pengurusan Teknologi (Pemasaran Teknologi Tinggi) dengan Kepujian (BTMM) dari Universiti Teknikal Malaysia Melaka (UTeM).

Dalam kajian penyelidikan ini, yang bertujuan untuk meneroka "Kesan Penglihatan Jenama, Penglibatan Pelanggan, Pengaruh Pemasaran, Dan Kepresensian Dalam Talian Terhadap Prestasi Perniagaan Produk Jenama Tempatan." Pandangan berharga anda akan menyumbang kepada pemahaman yang lebih mendalam tentang bagaimana faktor-faktor utama ini mempengaruhi kejayaan perniagaan produk jenama tempatan di kawasan kami.

Pendapat dan pengalaman anda adalah penting dalam menerangkan cabaran dan peluang yang dihadapi oleh perniagaan produk jenama tempatan.

Respons anda akan dirahsiakan dan hanya akan digunakan untuk tujuan penyelidikan.

Sila luangkan beberapa minit untuk mengisi kaji selidik ini dengan memberikan respons yang jujur dan berfikir. Maklum balas anda sangat berharga bagi kami, dan ia akan menyumbang kepada pertumbuhan dan pembangunan perniagaan produk jenama tempatan dalam komuniti kami.

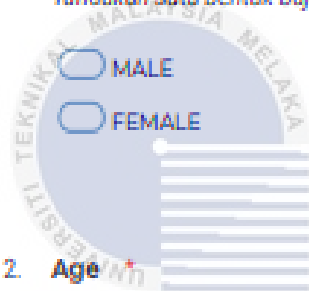
Terima kasih atas penyertaan anda dalam kajian penyelidikan penting ini.

* Menunjukkan soalan yang perlu dijawab

1. **Gender ***

Jantina

Tandakan satu bentuk bujur sahaja.



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MALE
 FEMALE

UTeM

2. **Age ***

Umur

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Tandakan satu bentuk bujur sahaja.

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- 18 - 24 years
 25 - 34 years
 35 - 44 years
 45 - 54 years
 55 and above

3. **Do you own a business that selling local product? ***

Adakah anda memiliki perniagaan yang menjual produk tempatan?

Tandakan satu bentuk bujur sahaja.

- Yes
 No

4. **What platform do you use in promoting your business? (You can choose more than one answer)** *

Platform apa yang anda gunakan dalam mempromosikan perniagaan anda? (Anda boleh memilih lebih dari satu jawapan)

Tandakan semua yang berkaitan.

- Tiktok
- Facebook
- Instagram
- Shopee
- Lain-lain

SECTION B (IV): I) BRAND VISIBILITY

In this pages you will be ask about the effect of brand visibility using social media toward business performance of local brand product businesses.

Please answer based on the likert scale given:

- 1: Strongly disagree
- 2: Somewhat disagree
- 3: Neither agree nor disagree
- 4: Somewhat agree and
- 5: Strongly agree

Dalam halaman ini, anda akan ditanya mengenai kesan keterlihatan jenama menggunakan media sosial terhadap prestasi perniagaan perniagaan produk jenama tempatan.

Sila jawab berdasarkan skala likert yang diberikan:

- 1: Sangat tidak bersetuju
- 2: Agak tidak bersetuju
- 3: Tidak bersetuju atau tidak bersetuju
- 4: Agak bersetuju dan
- 5: Sangat bersetuju

5. **1. Brand visibility has a significant impact on increasing business performance.** *

Keterlihatan jenama mempunyai kesan yang signifikan terhadap peningkatan prestasi perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

6. **2. A strong brand presence is essential for attracting new customers and improving business performance.** *

Kehadiran jenama yang kuat adalah penting untuk menarik pelanggan baru dan meningkatkan prestasi perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

7. **3. Increasing brand visibility through effective marketing strategies can positively influence business performance.**

Meningkatkan keterlihatan jenama melalui strategi pemasaran yang berkesan dapat mempengaruhi prestasi perniagaan secara positif.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

8. **4. Brand visibility plays a crucial role in expanding customer reach and driving business growth.** *

Keterlihatan jenama memainkan peranan penting dalam memperluas jangkauan pelanggan dan memacu pertumbuhan perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strongly Strongly agree

9. **5. The level of brand visibility directly contributes to the success and performance of a business.** *

Tahap keterlihatan jenama secara langsung menyumbang kepada kejayaan dan prestasi perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strongly Strongly agree

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ii) CUSTOMER ENGAGEMENT

In this pages you will be ask about the effect of customer engagement using social media toward business performance of local brand product businesses.

Please answer based on the likert scale given:

- 1: Strongly disagree
- 2: Somewhat disagree
- 3: Neither agree nor disagree
- 4: Somewhat agree and
- 5: Strongly agree

Dalam halaman ini, anda akan ditanya mengenai kesan penglibatan pelanggan menggunakan media sosial terhadap prestasi perniagaan perniagaan produk jenama tempatan.

Sila jawab berdasarkan skala likert yang diberikan:

- 1: Sangat tidak bersetuju
- 2: Agak tidak bersetuju
- 3: Tidak bersetuju atau tidak bersetuju
- 4: Agak bersetuju dan
- 5: Sangat bersetuju

UTeM

10. **1. Customer engagement significantly contributes to improving business performance.**

Penglibatan pelanggan dengan ketara menyumbang kepada peningkatan prestasi perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strongly disagree Strongly agree

11. **2. Businesses that actively engage with their customers are more likely to achieve higher levels of success.** *

Perniagaan yang terlibat secara aktif dengan pelanggan mereka lebih cenderung untuk mencapai tahap kejayaan yang lebih tinggi.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

12. **3. Customer engagement plays a vital role in driving business growth and profitability.** *

Penglibatan pelanggan memainkan peranan penting dalam memacu pertumbuhan dan keuntungan perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

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13. **4. The level of customer engagement directly impacts the overall performance and success of a business.** *

Tahap penglibatan pelanggan secara langsung memberi kesan kepada prestasi dan kejayaan keseluruhan perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

14. **5. Increasing customer engagement leads to increased sales and overall business performance.** *

Peningkatan penglibatan pelanggan membawa kepada peningkatan jualan dan prestasi perniagaan keseluruhan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strongly disagree Strongly agree

iii) MARKETING INFLUENCE

In this pages you will be ask about the effect of marketing influence using social media toward business performance of local brand product businesses.

Please answer based on the likert scale given:

- 1: Strongly disagree
- 2: Somewhat disagree
- 3: Neither agree nor disagree
- 4: Somewhat agree and
- 5: Strongly agree



Dalam halaman ini, anda akan ditanya mengenai kesan pengaruh pemasaran menggunakan media sosial terhadap prestasi perniagaan produk jenama tempatan.

Sila jawab berdasarkan skala likert yang diberikan.

- 1: Sangat tidak bersetuju
- 2: Agak tidak bersetuju
- 3: Tidak bersetuju atau tidak bersetuju
- 4: Agak bersetuju dan
- 5: Sangat bersetuju

15. **1. Marketing influencers have a minimal impact on enhancing business performance.** *

Pengaruh pemasaran mempunyai kesan minimum untuk meningkatkan prestasi perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

16. **2. Engaging marketing influencers can somewhat contribute to improving business performance.** *

Pengaruh pemasaran yang menarik boleh menyumbang kepada peningkatan prestasi perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

17. **3. The influence of marketing influencers has a neutral effect on business performance.** *

Pengaruh pengaruh pemasaran mempunyai kesan neutral terhadap prestasi perniagaan.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

SECTION iv) : ONLINE PRESENCE

In this pages you will be ask about the effect of online presence using social media toward business performance of local brand product businesses.

Please answer based on the likert scale given:

- 1: Strongly disagree
- 2: Somewhat disagree
- 3: Neither agree nor disagree
- 4: Somewhat agree and
- 5: Strongly agree

Dalam halaman ini, anda akan ditanya mengenai kesan kehadiran dalam talian menggunakan media sosial terhadap prestasi perniagaan perniagaan produk jenama tempatan.

Sila jawab berdasarkan skala likert yang diberikan:

- 1: Sangat tidak bersetuju
- 2: Agak tidak bersetuju
- 3: Tidak bersetuju atau tidak bersetuju
- 4: Agak bersetuju dan
- 5: Sangat bersetuju

20. **1. The local brand product effectively utilizes social media platforms to engage with its target customers.**

Produk jenama tempatan menggunakan platform media sosial secara berkesan untuk berinteraksi dengan pelanggan sasaran.

Tandakan satu bentuk bujur sahaja.

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1 2 3 4 5

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Strongly agree

18. **4. Collaborating with marketing influencers can somewhat positively influence business performance.** *

Bekerjasama dengan pengaruh pemasaran agak positif dapat mempengaruhi prestasi perniagaan

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

19. **5. Marketing influencers play a significant role in strongly boosting business performance.** *

Pengaruh pemasaran memainkan peranan penting dalam meningkatkan prestasi perniagaan dengan kuat.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree



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21. **2. The social media strategy implemented by the local brand product has helped increase brand awareness among its followers.** *

Strategi media sosial yang dilaksanakan oleh produk jenama tempatan telah membantu meningkatkan kesedaran jenama di kalangan pengikutnya

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

22. **3. The content shared by the local brand product on social media is relevant and valuable to its customers.** *

Kandungan yang dikongsi oleh produk jenama tempatan di media sosial adalah relevan dan bernilai kepada pelangganya.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

23. **4. The social media strategy effectively encourages user interaction and engagement.** *

Strategi media sosial berkesan menggalakkan interaksi dan penglibatan pengguna.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

24. **5. The social media strategy has positively influenced my perception and likelihood of purchasing their products.** *

Strategi media sosial telah mempengaruhi persepsi saya secara positif dan kemungkinan membeli produk mereka.

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

SECTION C (DV) : BUSINESS PERFORMANCE OF LOCAL BRAND PRODUCT

In this pages you will be ask about the Business performance of local brand product.

Please answer based on the likert scale given:

1: Strongly disagree

2: Somewhat disagree

3: Neither agree nor disagree

4: Somewhat agree and

5: Strongly agree

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Dalam halaman ini, anda akan ditanya mengenai kesan kehadiran dalam talian menggunakan media sosial terhadap prestasi perniagaan perniagaan produk jenama tempatan.

Sila jawab berdasarkan skala likert yang diberikan:

1: Sangat tidak bersetuju

2: Agak tidak bersetuju

3: Tidak bersetuju atau tidak bersetuju

4: Agak bersetuju dan

5: Sangat bersetuju

25. 1. The local brand product effectively utilizes social media platforms to engage with its target customers. *Produk jenama tempatan secara efektif menggunakan platform media sosial untuk berinteraksi dengan pelanggan sasarannya.* *

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

26. 2. The social media strategy implemented by the local brand product has helped increase brand awareness among its followers. *Strategi media sosial yang dilaksanakan oleh produk jenama tempatan telah membantu meningkatkan kesedaran jenama di kalangan pengikutnya.* *

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

27. 3. The content shared by the local brand product on social media is relevant and valuable to its audience. *Kandungan yang dikongsi oleh produk jenama tempatan di media sosial adalah relevan dan bernilai kepada audiensnya.* *

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

28. 4. The social media strategy effectively encourages user interaction and engagement. *Strategi media sosial dengan berkesan merangsang interaksi dan penglibatan pengguna.* *

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

29. 5. The social media strategy has positively influenced my perception and likelihood of purchasing their products. *Strategi media sosial telah memberi impak positif terhadap persepsi saya dan kemungkinan untuk membeli produk mereka.* *

Tandakan satu bentuk bujur sahaja.

1 2 3 4 5

Strc Strongly agree

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APPENDICES 2: GANTT CHART FOR PSM

| No | Activity | Week | | | | | | | | | | | | | | |
|----|---|------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 1 | Identify the Research Title | ■ | ■ | ■ | | | | | | | | | | | | |
| 2 | Identify Problem Statement | | | ■ | ■ | ■ | | | | | | | | | | |
| 3 | Determine the Research Objective and Research Question | | | | ■ | ■ | ■ | | | | | | | | | |
| 4 | Find the previous research that are related to this study | | | | | ■ | ■ | ■ | ■ | | | | | | | |
| 5 | Writing the proposal | | | | | | | ■ | ■ | ■ | ■ | ■ | | | | |
| 6 | Preparation for PSM 1 presentation | | | | | | | | | | | | | ■ | | |
| 7 | Presentation of PSM 1 | | | | | | | | | | | | | | ■ | |
| 8 | Make a correction and submission of PSM 1 | | | | | | | | | | | | | | | ■ |

APPENDICES 3: GANTT CHART FOR PSM 2

| No | Activity | Week | | | | | | | | | | | | | | |
|----|--|------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 1 | Questionnaire Development | ■ | ■ | | | | | | | | | | | | | |
| 2 | Data collection | | | ■ | ■ | ■ | ■ | | | | | | | | | |
| 3 | Data Analyze | | | | ■ | ■ | ■ | ■ | ■ | | | | | | | |
| 4 | Construct Chapter 4 | | | | | | | | ■ | ■ | ■ | ■ | | | | |
| 5 | Revise Chapter 4 | | | | | | | | | | | ■ | ■ | ■ | | |
| 6 | Construct Chapter 5 | | | | | | | | | | | | ■ | ■ | ■ | |
| 7 | Revise Chapter 5 | | | | | | | | | | | | | | | ■ |
| 8 | Submission of Draft (Final report) | | | | | | | | | | | | | | | ■ |
| 9 | Finalize report | | | | | | | | | | | | | | | ■ |
| 10 | Viva presentation and submission of final report | | | | | | | | | | | | | | | ■ |