

**THE IMPACT OF DIGITAL MARKETING STRATEGIES ON
FOOD AND BEVERAGES SMEs**

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**THE IMPACT OF DIGITAL MARKETING STRATEGIES ON
FOOD AND BEVERGAGES SME.**

This thesis is submitted in partial fulfilment of the requirements for
the award of Bachelor of Technology Management (High
Technology Marketing) with Honors.



Faculty of Technology Management and Technopreneurship Universiti


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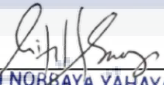
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APPROVAL

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DECLARATION

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

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DEDICATIONS

This research is dedicated to my family, siblings and also friends who has been support me through the making of it. They have been the source of inspirations, guide and provide a moral, emotional, and financial support. When the thought of giving up appears, those people who encourage to proceed the research and finish them.

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ABSTRACT

Digital marketing has become popular method of marketing among the companies. The technology that has been expand help the business to reach the customers widely. However, there are still business especially small and medium enterprise (SME) company that are not familiar with this technology. This study being conducted to identify the type of digital marketing that been use by the small and medium enterprise and find out about the impact of digital marketing to small and medium enterprise (SME) companies. For this study, the researcher uses qualitative approach and use in-depth interview with the respondent as the method to collect primary data. The information from secondary data be used to help in understand more about the topic which are digital marketing and food and beverages SMEs. The information from six owner of SMEs be used to reach the research objective in the end of this research. The research location that been choose is Malaysia, however the researcher us to small the scope and only conduct the research in Melaka. This research uses purposive sampling as non-probability sampling which the respondent being choose by the researcher. The findings of this study have gone through several data analysis procedures and the data results have been included in the table. The results of this study will encourage a lot of SMEs owners to use the digital marketing strategies to conduct the marketing plans for business in future.

ABSTRAKS

Pemasaran digital telah menjadi kaedah pemasaran yang popular di kalangan syarikat. Teknologi yang telah diperkembangkan membantu perniagaan menjangkau pelanggan secara meluas. Namun begitu, masih terdapat perniagaan terutamanya syarikat perusahaan kecil dan sederhana (PKS) yang tidak biasa dengan teknologi ini. Kajian ini dijalankan untuk mengenal pasti jenis pemasaran digital yang telah digunakan oleh perusahaan kecil dan sederhana serta mengetahui kesan pemasaran digital kepada syarikat perusahaan kecil dan sederhana (PKS). Bagi kajian ini, pengkaji menggunakan pendekatan kualitatif dan menggunakan temu bual mendalam dengan responden sebagai kaedah mengumpul data primer. Maklumat daripada data sekunder digunakan untuk membantu memahami lebih lanjut mengenai topik iaitu pemasaran digital dan PKS makanan dan minuman. Maklumat daripada enam pemilik PKS digunakan untuk mencapai objektif penyelidikan di akhir penyelidikan ini. Lokasi kajian yang dipilih adalah Malaysia, namun pengkaji kami mengecilkan skop dan hanya menjalankan kajian di Melaka. Penyelidikan ini menggunakan persampelan bertujuan sebagai persampelan bukan kebarangkalian yang mana responden dipilih oleh penyelidik. Dapatan kajian ini telah melalui beberapa prosedur analisis data dan keputusan data telah dimasukkan dalam jadual. Hasil kajian ini akan menggalakkan ramai pemilik PKS menggunakan strategi pemasaran digital untuk menjalankan pelan pemasaran perniagaan mereka pada masa hadapan.

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CHAPTER 1

INTRODUCTION



1.0 INTRODUCTION

Regarding of this chapter, the researcher been discussing the impact of digital marketing strategies in food and beverages SMEs generally. The specific problem was identified, and research question has been developed as the research objective was stated in this chapter. The main topic of the research and the contribution of this research will be explored.

1.1 Background of study

Small and Medium sized enterprise (SMEs) growth in Malaysia is important as it has been recognized as the backbone of the economy since long ago. There also has been an increasing number of SMEs around the world. In 2016,36.6% of Malaysia's GDP came from 907,065 small and medium-sized enterprises (SMEs) with less than a

certain number of employees. While in 2019, the performance of SMEs in Malaysia was decreased to 5.8% rather than 6.2% in 2018 according to the Department of Statistic Malaysia. The performance or other may be the benchmarks regarding the element that required for the business to keep competitive and efficient in the market. SMEs is a company that has a business with fewer employee and need less capital for build the business. SMEs can be established in variety type of business such as restaurants, bars, and law firm. SMEs in Malaysia can be qualified if the company has sales turnover that does not exceed RM 50 million and have around 200 full time employees. Their financial statement needs to be submitted to the government as the company's performance can easily be detected by investor and public. There are some of well-known SMEs companies in Malaysia that came from Food and Beverage industry. These able to successful as they are known for the tasty food and drinks. A digital marketing strategy is a methodical plan detailing how the company will use digital marketing channels like search engines and social media platforms to reach its marketing goals and objectives. A well-thought-out digital marketing plan will help to determine which digital channels are most appropriate for your business, which digital marketing strategies will provide the greatest results, and how much it will all cost. Recently, most of business focus on social media which is one of the digital marketing strategies tools as the platform to connect with customers. Even this platform is being use for social networking. It's matured into a platform for companies to have near-instantaneous conversations with customers and collect their input on anything from product design to marketing strategies (Cham et al. 2021; Iankova et al. 2019).

Due to the rise of digital marketing, organizational structures, including enterprises, are being disrupted, which presents several chances to enhance established modes of operation while

simultaneously fostering more genuine interactions with clients and consumers. Addition, the search efficiency, and performance improvements offered by digital marketing make it a compelling option to more conventional methods for small and medium-sized businesses. There is a statistic that shows traditional marketing generates less than 50% interaction with customers than digital marketing.

There are still many SMEs company that relying on traditional marketing in their operations business. According to Datuk Sulaiman, the Chief Executive Officer of the AmBank group, just twenty percent of the total small and medium-sized enterprises (SMEs) in Malaysia have used digital marketing to expand their customer base. As digital marketing use the digital platform, the chance for a success are high. This is because the percentage of people in Malaysia using internet is 98.8%. Almost all people in Malaysia use internet in their daily life and the chance for customer to acknowledge about the business are high. Finding information become the highest reasons for people use internet which is 76.2%. This shows that mostly customer will search out for information before making a decision and this can help if customer search the information about the SMEs company before reach the company.

1.2 Problem statement

Small and Medium sized enterprises (SME) have made major contribution to the country's economy since the early dependency period. SMEs have a crucial role as an engine of growth by providing job opportunities, essential sources of technology and product innovation, and poverty reduction by providing training jobs for low-income employees, particularly in disadvantaged regions and rural areas. According to the Department of Statistics, SMEs contributed 38.2% of Malaysia's GDP, and 48.0% of national employment as of

2020. This statistic shown that SMEs helps a lot in Malaysia's economy.

Technology has changed the way business operated especially in terms of marketing activities. Due to the transformation, businesses more use digital marketing than the traditional marketing for operated their business. Digital marketing is essential for small businesses to remain competitive in the current market. With the shift toward online purchasing and the increased use of technology, small businesses must have a robust digital presence to reach and engage their target audience. The introduction of new technologies like artificial intelligence, big data, blockchain, virtual reality, and robotics has generated a new and encouraged paradigm shift innovation in the field of marketing research and practice. This innovation has been encouraged by the fact that these technologies have caused a paradigm shift. (Grewal et al. 2020; Lim et al. 2020; Steinhof and Palmatier 2021). This kind of transition has turned into a marketing catalyst, allowing businesses to stay up with the latest marketing trends and patterns in digital marketing and marketing analysis.

The marketing industry has been profoundly transformed by the digital revolution. Customers in the modern day want more than simply things that can fulfill their basic needs (Caliskan et al., 2021). Customers also love to give the feedback and opinions about the brand on the digital networking platform. These actions can give the business to study the trend and customers preferences. For example, in terms of food and beverage SMEs, mostly food is the sensitive things for customers and its important to keep the business go on. The feedback and opinions can help in improve the taste of the food and services. Due to the technology, this SMEs may no left behind in the food and beverage industry. The focus of this study is to acknowledge the digital marketing that has been use by the SMEs companies.

The first step in keep the small and medium business stay in the market is keep in track with the technology that has been established to help the business during this modern time. The second method is learning the activities that can be used to improve the brand knowledge and brand awareness among the customers. The competitor advance can be as the pressure for develop the marketing strategies for the SMEs company.

1.3 Research question

To analyses the implementation, the researcher developed two major questions:

- i) What are the digital marketing strategies that has been used by the Small and Medium sized enterprise (SMEs) company?
- ii) How digital marketing enhances SMEs performance?

1.4 Research objectives

These were the questions that need to be answer by the study:

- i) To identify the type of digital marketing strategies that has been use by SMEs company.
- ii) To examine ways that digital marketing strategies impact SMEs performance.

1.5 Scope of study

In this research, the scope of studies is the discuss about the topic with around six or seven small and medium sized enterprise (SMEs) company. People who are runs the SMEs in food and beverage are included in this research. The research topic is condition of a company who use digital marketing. The research was made without consider any gender, age, the culture and customer but the digital marketing of the management is being considered.

1.6 Limitations

Due to the limitations of this study, finding material that is both comprehensive and relevant can be challenging for the researcher. This research needs to be done in a limited amount of time. The researcher needs to conduct the study well-versed throughout the process of doing research, researchers do not possess the requisite abilities and knowledge in this area. This shows that the study has a weakness in the accuracy of the result at the end. The limitation of the size of the interview location because the interview been made around city of Melaka.

1.7 Significance of study

This research is being conducted in Melaka. The purpose of doing this research is to ensure the impact of the digital marketing on every different company that has been use this digital marketing strategies on their operations. In addition, it also provides the type or marketing tools that has been use by the company to become productive. In conclusion, the implementing of digital marketing in SMEs company has further benefits.

1.8 Summary

The introduction focuses primarily on discussing the background of this study, its difficulties, the research issues encountered, and the objectives of this investigation. In the subsequent chapter, particular questions with the trustworthiness of the findings are addressed. This chapter has shown most of the general things about the topics which is digital marketing and small and medium sized enterprise (SMEs).

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

In this chapter, the discussion of the research will be conducted by reviewed the secondary data that related to the digital marketing strategies and food and beverages SMEs. The literature review will begin with the definition and concept of digital marketing and continued with the theory that related with this research. This chapter explained the keywords that will be used during this research and there will be a proposition statement in the end of this chapter.

2.1 Traditional marketing to Digital Marketing

According to Mailchimp website, traditional marketing is a form of marketing that uses offline media to reach the customers. While Codedesign website, state that traditional marketing uses conventional mediums to promote the business or product. Some of traditional marketing types are Television ads, Billboards, Radios etc. The term "digital marketing" refers to the use of any digital medium, by an organization or enterprise, to market or promote goods and services to end users.

As the innovation of technology keep growth, the things that related to technology changes the world. The expansion of the technology has made the consumers to spend their times with internet more by using the gadget. According to Communications Watchdog Ofcom' research, young people between the ages of 16 and 24 spend more than 27 hours per week online, whereas the average adult spends more than 20 hours per week online. Therefore, the companies start to make investment to digital marketing for their promotional.

The fall of traditional marketing shown when the company aware that traditional marketing only can access limited people while digital marketing can reach to many levels of people, country, or age. Other than that, in terms of cost, traditional marketing such as advertisement in newspaper need a high cost and some company unable to pay this amount of cost. This can be seen as the reason for the fall of traditional marketing.

Traditional marketing has started to be faded when the covid-19 virus attacked globally. As the pandemic that happen back then increased the competitive pressures among the business, this lead for many businesses to invest in online platform marketing or known as digital marketing.

Other than that, all businesses that want to establish and keep a competitive advantage in the market must prioritise digitalization and customer satisfaction (Sundararajan et al., 2022). To attain these objectives, businesses must quickly integrate new digital technology into traditional business strategies (Ardito et al., 2019). During the Covid-19 pandemic, most of the businesses have moved to the digital platform of marketing to keep their business survive and maintain in the market.

2.2 The role of digital marketing

2.2.1 Definition and concept

According to the MBA: Theory and Application of Business and Management Principle book, the original approach to digital marketing defines it as the projection of traditional marketing, along with its tools and techniques, onto the Internet. This is known as "digital marketing." It shows that digital marketing still develop the same purpose which is to promote the product or brand to target audience same as traditional marketing but by using the help of technology that is the internet. Digital marketing also been described as apply the digital media, data and technology to achieve the marketing objectives (Chaffey & Ellis-Chadwick, 2019).

Other than that, digital marketing is any kind of marketing that uses online media and the internet through connected devices like smartphones, home computers, and the Internet of Things (IoT) (MarketingEvolution,2022). Digital marketing providing a more effective way to reach a wider audience and grow the customer base by involving existing and potential customers (Rosario and Dias, 2022). The concept of digital marketing gives chance for the company to reach a larger range of customers and brand recognition. Furthermore, the characteristics of the digital world and the opportunities it presents for marketing have led to the development of channels, forms, and languages that would have been impossible offline.

2.2.2Type of digital marketing strategy

There are few types of popular digital marketing strategies that can be used by the company to do their marketing activities. This are the list of digital marketing strategies.

1) Content marketing

According to Engaiodigital website, the company can tell the audience or target customers about their businesses, product, and service through content. Other than that, Content Marketing Institute stated that content marketing is a strategy for marketing that focuses on making and sharing valuable, relevant, and consistent content to attract and keep a specific audience and, eventually, to get customers to do something that generates profit for the business. Content marketing is known good for the business bottom line and attract customers.

2) Search Engine Optimization (SEO)

It is a set of techniques designed to increase the visibility of your website in search engines (Pavlik, 2022). Search engine optimization plays a crucial function in boosting your ranking. Higher rank shows that there is more traffic, and more traffic translates to new customers and the increased of brand awareness.

3) Social Media Marketing

According to Investopedia (2023), Social media marketing (SMM), also known as digital marketing and e-marketing, is the use of social media platforms where users create social networks and share information in order to build a company's brand, increase sales, and generate website traffic. Social Media Marketing works by using the social media platform such as Twitter, Instagram, and Facebook. Social media not only for personal activities but also for expand the business across the region by promoting the

content.

There are more digital marketing strategies that available to use by the business. The digital marketing strategies need to be choose based on the suitability of the company or business.

2.3 Impact of Digital Marketing/ Digital Marketing Adoption

2.3.1 Business and Customer Growth

Digital marketing known that the promotion of the business and connection with the customer been built through the digital platforms which using internet. The change of technology in global has encourage businesses to use digital marketing strategies in their business. According to statistics, assumption has been made that 1\$ of spend for digital marketing, the expected return can be made around 44\$ (Etelligens Technologies,2022). The value stated shown that digital marketing impacts the business growth.

According to the article in LinkedIn (2022), the engage that has been made while using the digital marketing strategies helps to build the brand value on the market. this brand value can be done as digital marketing can reach a large number of customers for marketing. Other than that, brand value, the new customer also can be aware about the business as they see the company feedback from old customer from the digital marketing platform. In this situation, the customers can start to know about the company and brand awareness start to be expand. This impact can be seen after the usage of digital marketing strategies by the business. The significance of digital advertising to the rapid expansion of small businesses cannot be denied. Digital marketing is an art form that enables businesses to increase their sales, revenue, and expansion by converting their viewers into customers (Ertuğrul, 2021b). Emarsys reports that 42% of

people around the world utilize some form of social media.

Customers can find you no matter where they are in the world thanks to the internet. Social media platforms offer a level playing field for small businesses that give great content and outstanding communication and actively engage a wide range of consumers. Digital marketing has an effect on company growth since it fosters interaction between brands and consumers.

2.4 Food and Beverages SMEs

2.4.1 Definition and concept

Regarding SME CORP website, SMEs are defined as sale if the sales turnover does not exceed RM 50 million or number of full-time employees do not exceed 200 for manufacturing sector. While for services and other sector. Firms with sales turnover not exceeding RM 20 million or number of full-time employees not exceeding 75. This definition has been endorsed at the 14th NSDC meeting July 2013. Other than that, all SMEs must be registered with organizations authorized by SSM or their equivalents.

2.4.2 Importance for economy

Most firms in most nations (on average, 95%) and the vast majority of employment are comprised of micro and small businesses. Despite their predominance in terms of sheer quantity, the significance of small and medium-sized enterprises lies in their role as primary drivers of employment, economic development, and innovation. According to the World Trade Organization, more than 90 percent of businesses, 60 to 70 percent of employment, and 55 percent of GDP are comprised of SMBs in developed economies.

For developing countries, Small and medium-sized businesses serve a crucial role in the majority of economies. They account for

more than half of all workers and 90% of all enterprises. In emerging economies, formal SMEs can account for as much as 40 percent of GDP. When you include in the unofficial SMEs, you get a much bigger picture. Governments around the world are prioritizing SME growth because, by our calculations, 600 million new jobs will be required by 2030 to accommodate the world's expanding labor force. Small and medium- sized enterprises (SMEs) are responsible for creating seven out of every ten new jobs in developing economies (The World Bank, 2021).

Other than that, in 2019, SMEs in Malaysia has hired around 73 million employees. The service industry, specifically the subsectors of wholesale and retail trade, food and beverage, and accommodation, accounts for as much as 63.2% of the overall employment of SMEs. In this terms shows that SMEs helps in order to increase the number of employment rate in the country.

2.4.3 Challenges face by F&B SMEs

Every business whether big or small must have its own obstacles. Same goes to SMEs businesses, they have been through challenges in order to remain relevant in the food and beverage industry even though the company only has a few employees, and the monthly income is not too much.

For example, lack of competition and marketing effectiveness were cited as problems faced by small and medium-sized food and beverage enterprises (SMEs) in a survey conducted in Dungun, Terengganu. There are still many problems in the sector, particularly with regards to sanitation, packaging, labeling, and promotion of food products (Zakaria et al., 2022).

In addition, there are articles stating that Malaysian SME businesses continue to lag behind their regional counterparts, who are

primarily located in Thailand, the Philippines, Vietnam, and Singapore, in their digitization efforts. 77% of SMEs in Malaysia continues to use only basic digital technologies. Other than that, SMEs find it difficult to change to digital marketing as they take care of the financing. This can be seen from the article which says that low levels of cognizance and understanding of finance and technology also play a significant role in the digital transformation of businesses.

A survey conducted by SME Corp and Huawei reveals that sixty percent of business proprietors are unaware of financing options and thirty-four percent believe that cloud computing is expensive. This shows that businesses think that digital marketing or any related technology to improve business is expensive.

2.5 Summary

This chapter is an overview of the impact of digital marketing to F&B SMEs. This chapter take the secondary data from the previous study and also from articles that related to the main points of the research. The main points of the research also have been explained more deeply in this chapter. The methodology of research such as research design, sampling method etc. will be done in the next chapter.

2.6 Proposition

The impact of digital marketing found has not been ascertained yet because the study has not yet been carried out and only used previous studies and other secondary data as reference for this chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 INTRODUCTION

Regarding of this chapter, researcher is look for specific and suitable techniques or method to gather the data for this research. As in chapter 2, researcher focus on the review by various journal and past research that related with the topic, on chapter 3 it will be focus on the method of research. This research methodology will describe overall approach that will be take by researcher in order to conduct this research. The identifying of research method and research design will be discussed in this chapter.

3.1 Research design

A research design is the ‘procedures for collecting, analyzing, interpreting, and reporting data in research studies’ (Creswell & Plano Clark 2007, p.58). It is a strategy for bridging the gap between theoretical questions and achievable practical studies. Other than that, the study design determines the order in which data collection, data analysis, and interpretation will occur in order to provide a response to the research question (Grey, 2014). There are three forms of

research design which are exploratory, descriptive, and explanatory. These three-design approach different end purpose. In this research, researchers use explanatory research.

3.1.1 Explanatory approach

Explanatory research is a research method that investigates why something occurs when there is insufficient information. It can assist in gaining a deeper comprehension of specific topics, determining how or why certain phenomena occur, and predicting the future (George & Merkus, 2021). Explanatory research that uses qualitative approach can conducted the research through variety of method such as case studies, focus group, in-dept interview and literature research.

3.2 Methodological choice

The method will be used in the research is qualitative. The qualitative approach that used in this study is in-depth interviews with the food and beverages SMEs and collect data about the impact of digital marketing strategies on their business.

3.2.1 Qualitative

Qualitative research methods are structured to explain the audience's actions and thoughts in relation to a certain issue. Participant observation, in-depth interviews, and focus groups are the three most frequent qualitative approaches, each of which is covered in fully in its own module. Data can be obtained in a variety of ways, and each technique has its own strengths (Mack et al., 2005). For this research, the finding of data is based on the data obtained by qualitative method. The qualitative method that be used is in-depth interviews. The

qualitative research technique of in- depth interviewing entails conducting in-depth individual interviews with a small number of respondents to investigate their perspectives on a specific concept, program, or circumstance (Boyce et al., 2006). The researchers approach the food and beverages SMEs owner for a one-to-one interview and collect data by the interview session. The topics of the interview are related to the research objective of this topic and the data that obtained by the observation at the location or any digital marketing platform that has been use by the SMEs business can be collected.

3.3 Data collection

This research focus to use both primary and secondary sources of data as the data collection sources. Primary data is the information that researcher gain from the interview with the SMEs owner as they ask some question related to the topic. It also will be support with the secondary data sources to make this research more compact.

Secondary data sources consist of website, journals, articles, books, news' publication and statistical information that has content related to this topic.

3.3.1 Primary data

Primary data can be referring as the data that being collected by the researcher in the first-hand. This means the data is collected for the first time. Primary data being collected directly from main sources such as interview, survey, experiment, etc. In this research, interviews be used as the ways to collect primary data for the topic purpose There are two common methods for conducting interviews: in-person and over the phone. For in-person interviews, there are some tools that required during the interview such as the recording device

and notepad to record the related information regarding the topic. However, the recording device needs a ask for permission from the interviewee either they comfortable to be record. Other than that, telephonic interview can be carried out through ordinary calls. As internet has widely use, there also an interview by online platform such as Google Meet. As for this research, there will be a in-person interviews with the F&B SMEs owner business.

3.3.2 Secondary data

To be more precise, secondary data is "the analysis of data gathered by someone else" (Boslaugh, 2007: IX). In simplest terms, secondary data is any dataset that was not collected by the author. Data collected in the past but not with the specific goal of answering the research issue at hand is an example of secondary data (Vartanian, 2010). This secondary data being collected as the support of the primary data in order to conduct this research. Books, personal sources, journals, newspapers, websites, and government documents are examples of secondary data sources. It is known that secondary data is simpler to locate than primary data. This resource requires investigation and manpower in order to be utilized. For this research, the secondary data will be collected by the researcher using the online platform such as google, and searching for past studies or book from google scholar and library UTeM website. This platform can help the researcher to get the related data of the topic.

3.4 Research strategy

A research strategy is a comprehensive plan for conducting a research investigation. There are three phases where research strategy will guide the researcher. It will guide in planning, executing, and monitoring the study. Despite the research strategy's value in providing broad support, it is insufficient without the research methodologies that may direct the research itself at a deeper level. Due to the various number of research strategies, the researcher need to determine which one to choose for the study.

3.4.1 Action research

The following is a general definition of action research: "Action research combines action and reflection, as well as theory and practice, in collaboration with others, in pursuit of practical solutions to pressing problems" (Bradbury, 2015, p. 1). Most of the time, action research employs natural language rather than statistics; the use of natural language is consistent with the paradigms of participation and situational responsiveness. People naturally communicate through language. Communication is an integral component of action research, particularly the participatory varieties. This shows that action research suitable for this topic as this topic will be used interview as the method to gain the information. For example, in this topic action research can be used to examine, implement, and learn the impact of digital marketing interventions on enhancing the performance and outcomes of SMEs.

3.5 Sampling technique

Sampling, which essentially consists of sample size and sampling design considerations, is extremely crucial in all qualitative research. Such considerations would aid qualitative researchers in choosing sample sizes and designs that are most compatible with their research objectives (Onwuegbuzie & Leech, 2007). The researcher also performs a study that calls for sample selection, and in order to draw reliable results, they must pick a sample that is representative of a population that is relevant to the study's focus. There are two sampling methods that can be used which are probability sampling and non-probability sampling.

3.5.1 Non-probability sampling

The non-probability sampling technique employs non-random methods to draw samples. Non-probability sampling methods rely heavily on subjective evaluation. Instead of random selection, participants are chosen based on their convenience of access (Showkat & Parveen, 2017). Researchers using a non-probability sampling method make their sample selections based on their own expert opinion rather than a random number generator. This approach is more relaxed. Researchers' skill is crucial to the success of this sampling strategy. Non-probability sampling includes convenience sampling, purposive sampling, snowball sampling and quota sampling.

3.5.2 Purposive sampling

In the purposive sampling technique, researchers select samples based solely on their own expertise and credibility.

In other words, only those individuals deemed suitable for participation in the research study are selected (Fleetwood, 2018). The respondent will be chosen if they can provide the best information to achieve the research objectives. In this research, the participants that chosen must be align with the goals of the research. For example, Food and beverage SMEs specifically being choose as the participants because goals are related to the F&B SMEs digital marketing strategies. This sampling methods help researcher to get plenty of information as the participants expertise in this topic.

3.5.3 Target population

Target population can define as the intended research participants or the people who will be the focus of the intervention. In this research, the target population is the food and beverages SMEs. The food and beverage SMEs that have use digital marketing as their marketing strategies.

From the target population, the researcher can collect the information from the owner or related staff of the SMEs that come from different types of food and beverage business.

Researchers can learn more about digital marketing and business from a wider range of people and viewpoints by conducting studies among SMEs businesses.

3.6 Research location

Malaysia is the country where this research is conduct, however the researcher determines to small the scope and choose Melaka as the location to conduct the research. The researcher will make an interview with the owner of the Small and Medium Enterprise (SME) companies to collect information about the impact of digital marketing

strategies to food and beverage SMEs.

3.7 Pilot Testing

The term pilot test can be also defined as the pre-testing or 'proving out' of a specific research instrument (Baker 1994:182-3). Regarding to Tashakkori & Teddlie (2003), this pilot test can be useful as the preparation of full-scale study.

Pilot test mainly operated is to determine the questions that has been made by the researcher for interview are understandable by the people being interview. In order for researcher to confirm the question that they will ask during the interview, the questionnaire must be distributed to a group of industry experts and other individuals with pertinent work experience. The researcher can learn whether or not the participants' understanding of the questionnaire matches what they understand through this pilot test. This will give the researcher opportunities to identify the problems in the questionnaire and make an adjustment based on the feedback. In this research, the researcher decides to spread the questionnaire to several respondent that related to this industry. Regarding the feedback that have been receive by the participants, will helps the researcher to adjust the questionnaire and make an improvement about it. After the adjustment, the question can be used for the interview with the SME's owner. However, there are several analyses that suitable to be use by the researcher for this research.

3.8 Data analysis

The analysis of data is the most important aspect of any research. Data analysis summarizes gathered information. It involves the interpretation of data collected through the application of analytical

and logical reasoning to identify patterns, relationships, or trends. This can help the researcher to analyze the information data to reach the objective which is the impact of digital marketing strategies to F&B SMEs.

The framework analysis also can be use in this research to analyze the data. It uses the goals of your research to generate categories or themes to apply to your data. Using this method, the researcher can examine qualitative data in a disciplined and systematic fashion, increasing the likelihood that you will catch all the details that are important to your research (Srivastava & Thomson, 2008). This analytical approach can facilitate the systematic and clear organization and analysis of data for researchers.

3.9 Summary

In Chapter 3, the researcher specifies the research methodology by selecting the research design, research strategy, sampling method, and data analysis technique. In this study, qualitative research is used as a data and information collection method. In addition, a qualitative study was chosen as the method for collecting data and information for this study because it allows the researcher to conduct an in-depth analysis while avoiding neutral bias in data collection.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

This chapter explores the diverse tapestry of qualitative data collected during this research. As outlined in Chapter 3, the data collection process involves interviews with the person that is in-charge of marketing management in F&B SMEs in Malacca. The primary data that has been collected by the researcher will be analyzed in this chapter. A detailed analysis be conducted based on the objective and scope of the research topic.

The participants for this interview were selected by the researcher based on their social media usage. The researchers concentrated on fundamental Social Media metrics, including the quantity of followers, likes, and published content. Additionally, the researcher contemplated contacting SME F&B businesses that specialize in the sale of comprehensive meals and have developed their own products. Additionally, SME selection is influenced by viral content on TikTok and social media in general.

The respondents consisted of four women and two men aged between eighteen and 30 years. There is a marketing manager, SME's owner, hired content creator and staff that are involved during the interviews as they are involved in the marketing management activities of the SMEs. Interviews were

acquired with the consent of the respondents, and all data was treated confidential and applied strictly for the purposes of this research.

The purpose of this research is to knowledge the impact of digital marketing strategies on Food & Beverage SMEs' performance. There are three main sections that describe the findings of this research. The first section is the respondent's profile and the following two are the findings for the impact of digital marketing strategies on F&B SMEs' performance.

4.1 Data Analysis Procedure

In the illustration below show the procedure of data analysis by the researcher during the research.

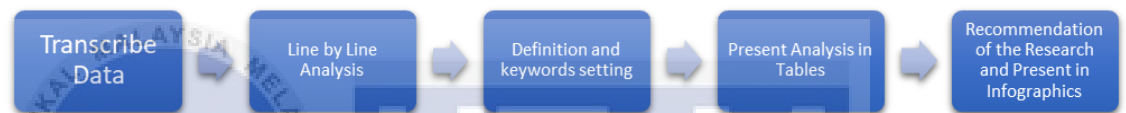


Figure 1 The procedure for data analysis of the research

After the participants have completed the interview and provided responses to the questions, data analysis can begin with a few straightforward procedures. The process that the researchers used to examine the interview data is illustrated in figure 1. Approximately five steps are taken by the researcher.

Transcribe Data

In this step, researcher must convert the data that has been collected during the interview. The data that has collected such as audio recording, handwritten or spoken records need to be convert to digital text. As for this research, the data has been saved in an audio format and the audio will be converted to digital text. The conversation between researcher and participants be written in the transcript regarding to the audio recordings.

Line by Line Analysis

Qualitative data analysis required to use this method as the researcher can separated each data information based on the themes, patterns or for references guide. Each line or unit of data be examined individually by the researcher and be put in the table. In this step, researcher make the data line by line analysis for selected data interview that related to the research objective.

Definition and keywords setting

Establishing the parameters and criteria for analysis is of utmost importance. The process entails establishing precise keywords, concepts, or criteria to classify, sort, or recognize pertinent information within the dataset. This stage facilitates the organization of the analysis process. The related keywords explained in this stage before present the analysis that has been written in the tables.

Present analysis in tables

This table being used to present the analyzed data in a proper way. Tables can show the relevant information derived from the analysis. The step provides a straightforward and short format of explanation to understand the data. As for this step, the researchers use to shows the data in quotes and stated the keywords that they have been found.

Recommendation of the research and Present in Infographics

Evaluate the analyzed data, interpreting the findings and drawing conclusion at the end of the research. The researcher presents the recommendation for the future research, people that can gain the benefit or others that related. The information be presenting in an infographic format as it an effective way to communicate the key findings visually. The infographics use variety elements such as chart, visual or graphs to represents the information.

4.2 Respondent's Profile

Regarding this research, the researcher has contacted around ten food and beverages SMEs in Malacca to be part of the interview. However, only six of them were willing to cooperate in research and conduct interviews. All these respondents were reached via phone and WhatsApp. Those food and beverage SMEs are Crispy Bread, Cendol Kampung Melaka, Nasi Lemak Banda Viral, Onion Café, Kedai Dessert Bersaka and Nasi Ayam Sedap. The following is information about the respondents who were interviewed.

4.2.1 Participant 1

Participant 1 (P1) is a sales and marketing staff of Crispy Bread company. A female worker at age of 18 – 23 years old and has been experiences in working for 3 months. She holds a bachelor's degree in marketing from Universiti Teknologi Mara (UiTM) Bandaraya Melaka and possesses a wide range of expertise in the fields of marketing and business.

4.2.2 Participant 2

Participant 2 (P2) is a marketing executive in Cendol Kampung Melaka and has works experiences for 2 years and 6 months. A female worker at age of 24 to 29 years old with a bachelor's in technology management (High Technology Marketing). As a graduate student from Universiti Teknikal Malaysia Melaka (UTeM), she has ability to understand more about the digital marketing and knowledge about the business marketing activities.

4.2.3 Participant 3

Participant 3 (P3) is the owner of Nasi Lemak Banda Viral. A woman aged around 36 years and above who has 20 years of work

experience. She has been graduates from Universiti Kebangsaan Malaysia (UKM) with the bachelor's degree. The experiences have taught her to conduct the family-based business and manage the marketing activities of her SME.

4.2.4 Participant 4

Participant 4 (P4) is the owner of Onion Café and has been running the business with his wife. The owner is a male at the age of 36 and above with 15 years experiences of working. He graduated from Multimedia University (MMU) with master's that related to information technology (IT). The experience in managing the restaurant has required him to acknowledge the marketing management well.

4.2.5 Participant 5

Participant 5 (P5) is the owner of Kedai Dessert Bersaka in Malacca. She is a businesswoman who has around 10 years working experiences. A graduate from Universiti Tun Hussein Onn Malaysia (UTHM) with bachelor's degree. She manages to conduct the business and the marketing activities of the store.

4.2.6 Participant 6

Participant 6 (P6) is a hired marketing and content creator for Nasi Ayam Sedap. A male worker that age around 30 to 35 years old and a graduate from Institut Latihan Perindustrian (ILP). He has around 17 years of work experience and his latest education certificate is the Sijil Pelajaran Malaysia (SPM). He can understand and create quality marketing content for the restaurant.

| | Gender | Age (years old) | Position | Work Experiences | Education Level | Institution |
|----|--------|-----------------------|---|-------------------------|----------------------|--|
| P1 | Female | 18 – 23 | Marketing staff | 3 months | Bachelor's degree | Universiti Teknologi Mara Bandaraya Melaka (UiTM) |
| P2 | Female | 24 – 29 | Marketing executive | 2 years and 6 months | Bachelor's degree | Universiti Teknikal Malaysia Melaka (UTeM) |
| P3 | Female | 36 and above | Owner | 20 years | Bachelor's degree | Universiti Kebangsaan Malaysia (UKM) |
| P4 | Male | 36 and above | Owner | 15 years | Master | Multimedia University (MMU) |
| P5 | Female | 30 – 35 | Owner | 10 years | Bachelor's degree | Universiti Tun Hussein Onn (UTHM) |
| P6 | Male | 30 – 35 | Hired marketing and content creator | 17 years | SPM | Institut Latihan Perindustrian (ILP) |

Figure 2 Summary of Participant's Profile

4.3 Research Question 1

In the research, the first objective or research question is to identify the type of digital marketing strategies that have been used by Food and Beverages SME company. There are few interviews question asked to the SMEs to reach the research objective. There are four interviews questions for this first objective.

1. Can you explain the digital marketing strategies that your SME business has employed in the past and currently using?
2. What the specific digital marketing channel that SME use?
3. Which platform of the social media that give positive impact to reach customers?
4. What differentiates your marketing content with the competitor of your business?



| Type of Digital Marketing Strategies | | | | | | | | |
|--------------------------------------|--|---|---------|---|-----|---|--|--|
| | Tik Tok | Instagram | YouTube | Facebook/ Ads | SEO | BizApp | Influencer marketing | Affiliate marketing |
| P1 | <p>“We actively using Tik Tok in the moment, we do live streaming, and then we do content regarding event, promotion and also pay aids in Tik Tok.”</p> <p>- Live streaming, content marketing and promotion</p> | <p>“So we use Instagram for us to raise awareness and promoting about agent and dropship application with us”</p> <p>-Raise brand awareness, promote for agent and dropship</p> | - | <p>“Then, on Facebook also have but less active”</p> <p>-Least active</p> | - | <p>“Yes, we use BizApp application.”</p> <p>-For the agents and dropship stock management</p> | <p>“we use influencers to collaborate in the marketing content”</p> <p>- Marketing content</p> | <p>“Once the affiliate has signed up to our Tik Tok, they have become our Tik Tok affiliate, they have to make content, you know”</p> <p>-Content to promote product</p> |

| | | | | | | | | |
|----|--|---|---|---|--|---|---|---|
| | | | | | | | | |
| P2 | <p>“For now we actively use Facebook, Instagram and TikTok”</p> <p>“Mostly, Tiktok.”</p> <p>-Content marketing</p> | <p>“For now we actively use Facebook, Instagram and TikTok”</p> <p>-Content marketing</p> | <p>“commer cial video on YouTube Shorts”</p> <p>- Commer cial ads</p> | <p>“For now we actively use Facebook, Instagram and TikTok”</p> <p>-Facebook ads</p> <p>- Marketing content</p> | <p>“using right now is social media platform, search engine optimizati on (SEO), also advertisin g marketing”</p> <p>-Update Google for company informatio n</p> | - | <p>“Annual budget usually almost 20% from sales for all marketing tools.</p> <p>Social media, ads, influencer especially when launching new menu.”</p> <p>-Paid</p> | - |

| | | | | | | | | |
|----|--|---------------------------------|---|---|---|---|--|---|
| | | | | | | | influencer | |
| P3 | <p>“TikTok as it is what people mostly use now”</p> <p>-Follow trend by using TikTok</p> | - | <p>“we used to review our food on Youtube as content.”</p> <p>-Product review content</p> | <p>“we are using Facebook, specificall y their ads,”</p> <p>-Facebook ads</p> | - | - | <p>“Yes we do but most of the time the influencer s themselve s come and review our food.”</p> <p>-Paid influencer and free influencer marketing</p> | - |
| P4 | <p>“we benefited from their</p> | <p>“Just Facebook Ads. Also</p> | - | <p>“For now, Facebook Ads.”</p> | - | - | - | - |

| | | | | | | | | |
|----|--|---|---|--|---|---|----------------------------|---|
| | <p>review content on TikTok. We have our own TikTok account but rarely post”</p> <p>-Rarely post content</p> <p>-Rely to customer’s review</p> | <p>Instagram because it linked with Facebook this restaurant also have TikTok and Instagram account.”</p> <p>-Facebook ads related to Instagram</p> | | <p>“Facebook platform most of the time.”</p> <p>-Paid Facebook ads</p> <p>-Mostly used</p> | | | | |
| P5 | <p>“the medium I use is</p> | <p>“the medium I use is</p> | - | <p>“Facebook We do live streaming</p> | <p>“Yes we use SEO”</p> <p>“Lariz has</p> | - | <p>“Yes, we hire them”</p> | - |

| | | | | | | | | |
|----|---|---|---|---|--|---|------------------|---|
| | Facebook, TikTok, Instagram, and Google.” - Marketing content | Facebook, TikTok, Instagram, and Google.” - Marketing content | | regularly in Facebook.” -Facebook live streaming | been known as “Kedai Bersaka” - Keywords on SEO “Kedai Bersaka” | | -Paid influencer | |
| P6 | “We focus on marketing content regarding our foods and review on the food.” -Product content | “We focus on marketing content regarding our foods and review on the food.” -Product content | - | - | “Most in Google are based on the customer review in the Google business.” -Focus customer | - | - | - |

| | | | | | | | | |
|--|--|---|--|--|--------|--|--|--|
| | and review post | and review post | | | review | | | |
| | “TikTok get the positive impact from the youngsters ” -Positive response by young people | “for Instagram get from both age generation s.” -Good response by both age stage | | | | | | |
| | “we also making content such as video that | | | | | | | |

| | | | | | | | |
|---|--|--|--|--|--|--|--|
| react the situation of the restaurant' | | | | | | | |
| -Making video content | | | | | | | |

Figure 3 Types of digital marketing strategies by SMEs

The table above, referred to as Figure 3, contains the analysis statement and specific data that can be defined as the findings of the research.

Regarding P1, the results indicate that the participants have employed a limited range of digital marketing tactics for their businesses. P1 has utilized influencer, affiliate, search engine optimization (SEO) and social media marketing as most of its channels for marketing purposes. P1 said that it employed TikTok, Instagram and Facebook for their social media marketing. The claim that "We actively use TikTok in the moment" can serve as proof. Additionally, P1's utilization of influencer marketing in their marketing efforts is demonstrated by the statement, "We use influencers to collaborate in the marketing content." Nevertheless, there is proof that P1 employs affiliate marketing for marketing purposes even when it wouldn't be directly tied to the TikTok platform, as evidenced by the statement, "Once the affiliate has signed up to our TikTok, they have become our TikTok affiliate." P1 is used by the agents on the BizApp platform, and they dropship products for their brands while using it to manage their inventories.

The finding reveals that P2 utilized social media platforms such as TikTok, Instagram, Facebook, and YouTube, as well as influencer marketing, as part of their digital marketing efforts. The utilization of Facebook, Instagram, and TikTok, as well as the creation of commercial videos on YouTube Shorts, serve as substantiating evidence for the conclusions drawn in the social media marketing area. In addition, P2 did not specifically address influencer marketing. However, she did indicate that the annual budget allocated for marketing tools typically amounts to approximately 20% of sales and continued with the statement that "Social media, ads, influencer especially when launching new menu".

For P3, the findings show that P3 use TikTok, Facebook, YouTube and influencer marketing for their digital marketing activities. The interviewer that is P3 is actively talking about TikTok, which can be

proved by one of the statements saying, "TikTok because it is what most people use now". However, for influencer marketing, P3 stated they use this strategy but also benefit from people using this strategy. For evidence when P3 answered the interview questions, he answered "Yes, we do but most of the time the influencers themselves come and check our food."

According to the P4 findings, it primarily depends on Facebook and Instagram. Nevertheless, Instagram is solely utilized because of its automatic interaction with Facebook. This can be substantiated by the declaration, "Facebook platform is frequently the case." Moreover, P4 continues to utilize TikTok and Instagram as essential components of its digital marketing efforts. This claim can be supported by the evidence, "Also, Instagram because it linked with Facebook this restaurant also have TikTok and Instagram account".

P5 implements a strategic blend of social media marketing, search engine optimization (SEO), and influencer marketing to drive its business's marketing initiatives. Regarding SEO, P5 made the decision to invest a certain amount of money in it, and they have a keyword that is specific to their brands in search engine listings; this is supported by the claim that "Lariz has been known as "Kedai Bersaka." Other than that, P5 conducts its digital marketing through Facebook, TikTok, and Instagram. However, among all of these social media platforms, P5 is the most active on Facebook, stating, "We do live streaming regularly in Facebook".

According to the findings, P6 is putting their efforts into social media marketing in the hopes of receiving positive feedback from consumers. "For Instagram get from both age generations" and "TikTok get the positive impact from the youngsters" provide validity to the statement. On top of that, the business's products are showcased on these two platforms to provide clients with extra information. Additionally, "Most in Google are based on the customer review in the Google business" was another statement made by P6. It is clear from this

remark that P6 employs search engine optimization, also known as SEO, for their company.



| Types of digital marketing strategies | | | | | | |
|---------------------------------------|----|----|----|----|----|----|
| | P1 | P2 | P3 | P4 | P5 | P6 |
| TikTok | / | / | / | / | / | / |
| Instagram | / | / | / | / | / | / |
| YouTube | | / | | | | |
| Facebook/Ads | / | / | / | / | | |
| SEO | | / | | | / | / |
| BizApp | / | | | | | |
| Influencer Marketing | / | / | / | | / | |
| Affiliate Marketing | / | | | | | |

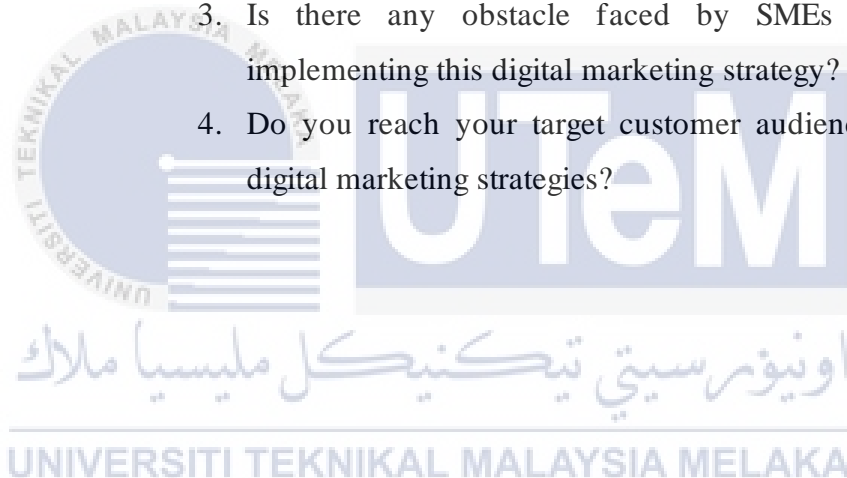
Figure 4 Summary for Types of Digital Marketing Strategies

Table in Figure 4 shows that majority of participants employ TikTok and Instagram as their digital marketing strategies platform. As for BizApp and affiliate marketing, there is only one participant who use this platform, and both being used by P1. Nevertheless, P2 is the only participant out of the six who utilize YouTube. Four of the participants are active users of Facebook and influencer marketing. P1, P2, P3, and P4 conduct their digital marketing via Facebook or Facebook Ads, whereas P1, P2, P3, and P5 employ influencer marketing. Regarding SEO, three participants are actively engaged: P2, P5, and P6. In conclusion, the majority of small and medium-sized enterprises (SMEs) in Malaysia implement digital marketing strategies utilizing TikTok and Instagram.

4.4 Research Question 2

In the research, the first objective or research question is to examine ways that digital marketing strategies impact SMEs' performance. The researcher asked the questions to the participants to gain the related information. There are four questions for this second objective.

1. Can you share is there any improvement in terms of cost management, customer engagement and brand awareness after use the digital marketing strategies?
2. How do you measure the success of the digital marketing strategy? Is there any measurement tools such as KPI for the product?
3. Is there any obstacle faced by SMEs owner during implementing this digital marketing strategy?
4. Do you reach your target customer audience through this digital marketing strategies?


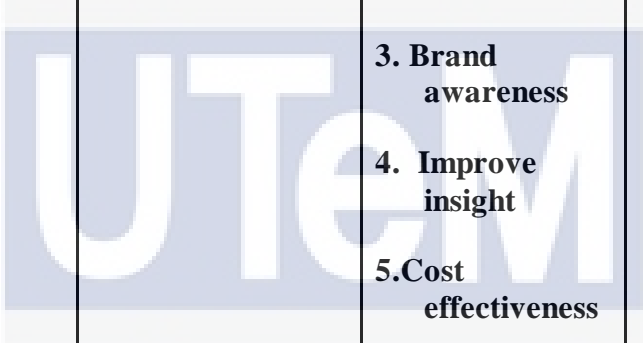


Impact of Digital Marketing Strategies to SMEs performance

| P1 | P2 | P3 | P4 | P5 | P6 |
|---|--|--|--|---|--|
| <p>“Our agent will download that apps, sign up and when they want to order they just make the order in that apps, directly to company without any middleman.”</p> <p>“TikTok is very strict...cannot say some of the words while promoting..., cannot mention any other platform like Shopee or we will face violation for three months.”</p> | <p>“What we use so far is META. But as we know every social media platform has it own statistic information or analytics”</p> <p>“most challenging is in creating the content, to catch up with latest trend of content for high engagement.”</p> <p>“ on TikTok many people start to save the video when the content approach the customers”</p> <p>“ for the Google business platform some customers</p> | <p>“most social media platform there are analytics for us to look on”</p> <p>“ We explore various kind of social media platform so if we feel not okay with it, we will try other platform too.”</p> <p>“ the cost were not too much as people start sharing the content in the social media</p> | <p>“We only monitor through Facebook analytics”</p> <p>“ challenges like to learn to use and adapt to it because there are things we do not familiar with”</p> <p>“ For cost, its effective... As for customers, there are customers outside of Malacca acknowledge about the restaurant from this platform”</p> <p>“As using this, we just want the customers to be our repeated customers”</p> | <p>“we just observe through analytics”</p> <p>“ challenges on how to attract and how to make sure the content is good.”</p> <p>“ customers engagement as there are customers from in and outside the state of Malacca... The cost</p> | <p>“ we observe on engagement on TikTok. Around five thousands views is good enough for us to know the marketing content is working”</p> <p>“ the challenges is to maintain the high engagement.”</p> <p>“ improvement regarding to customers because there are more customers come to the restaurant...Costing for the digital marketing are still in the beginning,”</p> |

| | | | | | |
|--|---|---|--|--|--|
| <p>“ Worth spending on.. um.. I think .. TikTok. Because that’s our main focus”</p> <p>“consistency doing live in TikTok.....target customers and customers acknowledge more about the product and it create more brand awareness.”</p> <p>“So we use Instagram for us to raise awareness...”</p> <p>“The target audience now is mostly people in their 20s. That has been achieve using</p> | <p>give comments with pictures of the product”</p> <p>“ target audience for this store are tourist and people outside of Malacca...we reach the target as the customers who came are from out from Malacca.”</p> <p>-Use digital analytics to tracking</p> <p>-Catch up with the trend</p> <p>-Customer recognize and save the content</p> <p>-Gain customer feedback</p> <p>-Target customers reached</p> <p>Impact: 1. Improve insight 2. Customer</p> | <p>such as TikTok”</p> <p>“ ask them to tell us if there anythings we need to improve for the restaurants or the menu.”</p> <p>-keep in track with the analytics</p> <p>-Various platform to use</p> <p>-Cost not to much as shared content in social media</p> <p>-Customer feedback</p> <p>Impact:</p> | <p>-Use Facebook analytics only</p> <p>-Learn and adapt to digital marketing</p> <p>-Customers aware about restaurant</p> <p>-Cost effective</p> <p>-Focus on loyal customer</p> <p>Impact: 1. Improve insight 2. Customer loyalty 3. Cost effectiveness 4. Audience growth</p> | <p>increase but it balance with the profit that we get.. doing live on Facebook everyday since 2018.”</p> <p>“ I focus on the number of viewers that reach the target customers of the store... Using this platform, we can set the target audience that we want.”</p> <p>“ there are some review that we gain from the customer</p> | <p>“ We will looks at the feedback and comments from the customers. The reviews from the Google business platform and Tiktok.”</p> <p>-Focus on the engagement</p> <p>-Keep the high engagement</p> <p>-Increase various location of customers</p> <p>-Cost still acceptable</p> <p>-Customer reviews</p> <p>Impact: 1. Brand awareness 2. Expansion opportunities in terms of platform and audience location 3. Cost effectiveness</p> |
|--|---|---|--|--|--|

| | | | | | |
|---|---|---|--|---|----------------------------------|
| <p>the digital marketing.”</p> <p>“Of course there are some customers who are suggest to us to make new flavors of our product.”</p> <ul style="list-style-type: none"> -Help in manage agents and dropship -Strict policies -Increase the customers engagement and brand awareness -Achieve the target customers -Receive customers feedback <p>Impact:</p> <ol style="list-style-type: none"> 1. Efficiency in operation 2. Brand awareness | <p>loyalty</p> <ol style="list-style-type: none"> 3. Customers-centric approach 4. Audience growth | <ol style="list-style-type: none"> 1. Improve insight 2. Expansion opportunities in terms of platform and audience location 3. Brand awareness 4. Customers-centric approach 5. Cost effectiveness | | <p>in the social media platform.”</p> <ul style="list-style-type: none"> -Track by analytics -Attractive content to gain customer -local and outside customers -Cost is balanced -Awareness by do live streaming -Setting the target to reach -Customers feedback <p>Impact:</p> <ol style="list-style-type: none"> 1. Audience growth | <p>4. Audience growth</p> |
|---|---|---|--|---|----------------------------------|

| | | | | |
|--|---|--|---|--|
| <p>3. Cost effectiveness 4. Audience growth 5. Customers-centric approach</p> |  |  | <p>2. Expansion opportunities in terms of platform and audience location</p> <p>3. Brand awareness</p> <p>4. Improve insight</p> <p>5. Cost effectiveness</p> <p>6. Customers-centric approach</p> | |
|--|---|--|---|--|

— *Figure 5 The Impact of Digital Marketing Strategies to SMEs Performance* —
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Efficiency in operation

Efficiency in operation pertains to the optimalization and efficacy of procedures, assets, and undertakings within an establishment with the aim of reaching optimal results with minimal investment, diminishing wastage, time, and expenses, all the while upholding quality standards and accomplishing goals.

P1 claims that "Our agents will download the app, register and when they want to order, they just place the order in the app, directly to the company without any middlemen". This statement shows that the company has streamlined its operations. This approach may benefit the company as it saves more time, and the possibility of errors may be low. So, it has a positive effect on the occurrence of efficiency in operations.

Audience growth

The number of customers who engage with and follow a brand, content producer, or platform over time is called audience growth. A larger audience, such as followers, consumers, viewers, or users on social media, websites, or other platforms, usually indicates this expansion. An entity's engagement, content relevancy, and attractiveness techniques to attract and keep new users often lead to audience growth.

This impact can be seen in P2 statement that says, "target audience for this store are tourist and people outside of Malacca...we reach the target as the customers who came are from out from Malacca". The participants use digital marketing strategies to reach their target audience. This alignment boosts the store's target demographic audience. Visitors from outside the region show that the store's digital marketing have captured the intended audience's attention and interest, resulting to actual movement and interaction with the store's product. Therefore, the alignment between the definition of the target audience and the actual customers shows the growth of the audience in line with the objectives of the store.

Brand awareness

Brand awareness is related to the extent to which consumers in the intended market recognize, recall, and are acquainted with a particular brand. The statement: “customers engagement as there are customers from in and outside the state of Malacca... The cost increase but it balances with the profit that we get... doing live on Facebook every day since 2018.” That has been said by P5 shows that the impact of digital marketing strategies is increase the brands awareness.

This shows how the engagement strategy, including Facebook live sessions, increased brand visibility and strengthened relationships with its target population. Engagement strategies can increase brand awareness and draw customers from far more distant. The ability to attract clients outside the state indicates market penetration and increased demographic awareness. Increased customer involvement, a bigger customer base, and balancing costs with profits boost brand awareness and market visibility.

Customers-centric approach

A business strategy that focuses on prioritizing customer needs, preferences and experiences in all decision-making processes and also, in terms of understanding customer behavior. This practice not only acknowledges the importance of customer opinion but also illustrates a willingness to adapt and evolve based on customer feedback, ultimately aiming to deliver better products or services that align with customer needs.

For P3, there is a statement related to this approach which is "ask them to tell us if there is anything we need to improve for the restaurant or the menu". Feedback whether on online or physical platform has been taken care of by the company and they will try to improve it. This shows the dedication to meeting This approach encourages brands to create long-term relationships with customers through consistently providing excellent value and customized experiences, ultimately resulting in loyal

and happy customers. This shows the impact of using digital marketing strategies to customer's approach.

Customer loyalty

Customer loyalty pertains to the enduring and faithful devotion, confidence, and repetitive usage of a specific brand, product, or service by customers. By targeting loyal consumers to a company or brand, this personalized content can assist in making an impact, given that digital marketing strategies can concentrate on existing clients.

There is a statement by P4 stated "As using this, we just want the customers to be our repeated customers" which can be concluded that P4 wants a loyal customer by using this digital marketing strategy. By aiming to create a repeat customer base, businesses realize the importance of not only attracting new customers but also retaining and nurturing existing customers. This approach aligns closely with the concept of customer loyalty, emphasizing the importance of building strong relationships and relationships with customers to encourage continued patronage. The statement shows that the participants believe that digital marketing strategies are useful in gaining loyal customers.

Expansion opportunities

Potential avenues or possibilities for a business to expand, increase its market presence, or diversify its operations are referred to as expansion opportunities. Typically, a rising number of customers or increased market potential appear when a company observes a rise in customer numbers. A chance for growth arises in this context due to the increasing number of clients visiting the restaurant.

P6 said "improvement regarding to customers because there are more customers come to the restaurant...Costing for the digital marketing are still in the beginning". The statement goes on to state that digital marketing investments are still in their beginnings, which could mean that digital introduction campaigns are only getting started. The company

could reach a broader audience and attract more customers in future as they use the digital marketing strategy.

Improve insight

Improving insights often entails refining data collection, analysis, and interpretation procedures to get more relevant and actionable findings. It involves understanding data patterns, trends, behaviors, and relationships. By refining insights, people and businesses can make better judgments, find ways to improve, and create plans based on a deeper understanding of the topic.

Regarding the statement by P2 that stated “What we use so far is META. But as we know every social media platform has its own statistic information or analytics” and P3 stated “most social media platform there are analytics for us to look on” has shown that by studying and capitalizing on these platform-specific analytics in addition to META, companies can acquire more extensive and intricate understandings regarding the performance of their content, audience engagement, and potential optimal strategies for each platform. A more complex knowledge of audience behavior across several platforms can be achieved using this method. The knowledge that they have gained can be used to improve the insight of the audience.

Cost effectiveness

There is a statement from P5 that stated, “The cost increase but it balances with the profit that we get...” and this shows the digital marketing strategies make a positive impact on the cost management of this company. When the statement indicates that the rise in marketing costs is compensated for the profit, it means that the investment in marketing activities is cost-effective. Despite increased expenses, the growth in income demonstrates that the marketing strategy is producing excellent effects.

The relationship between increased marketing expenses and following profits suggests that marketing initiatives are efficacious in producing revenue that surpasses the supplementary expenses accrued. This illustrates the efficacy and economical nature of marketing tactics employed by enterprises, as the resulting returns validate the financial commitment allocated to marketing activities.

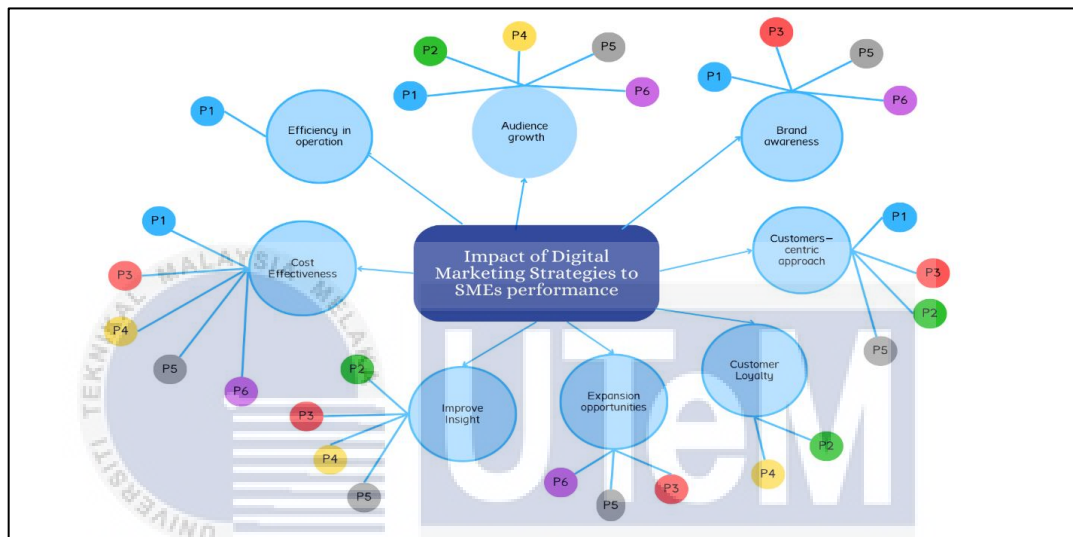


Figure 6 Summary for The Impact of Digital marketing Strategies to SMEs Performance

Figure 6 shows the impact of digital marketing strategies to SMEs performance elements and the participants that involved with the impact. The illustration shows that cost effectiveness and audience growth have been felt by five participants. For cost effectiveness P2 is not involved while for audience growth P3 is not involved. Next, there are four participants who are impacted by elements that increase insight, a customer-centric approach and brand awareness. The two participants who are not involved in improving insight are P1 and P6, customer-centric approach is P4 and P6 while brand awareness is P2 and P4. Customer loyalty only has P2 and P4 while expansion opportunities have the remaining participants. Finally, efficiency in operation is only involved by P1.

4.5 Summary of Findings

| Research Question | Research objective | Findings |
|---|---|---|
| What are the digital marketing strategies that has been used by the Small and Medium sized enterprise (SMEs) company? | To identify the type of digital marketing strategies that has been use by SMEs company. | <ul style="list-style-type: none"> • TikTok • Instagram • Facebook • YouTube • SEO • BizApp • Influencer marketing • Affiliate marketing |
| How digital marketing enhances SMEs performance? | To examine ways that digital marketing strategies impact SMEs performance. | <ul style="list-style-type: none"> • Audience growth • Brand awareness • Customers-centric approach • Customer loyalty • Expansion opportunities • Improve insight • Cost effectiveness • Efficiency in operation |

Figure 7 Summary of Findings

4.6 Conclusion

Finally, this chapter concludes with a thorough examination of the diverse landscape of digital marketing tactics employed by small and medium-sized enterprises (SMEs) and their impact on SME performance. A structured analysis of interview-derived data revealed the existence of eight distinct digital marketing strategies, each of which is influenced by eight factors that significantly impact its efficacy. The findings presented in Figure 7 provide a comprehensive overview of the intricate correlation between tactics and performance influences, illuminating the multifaceted interactions that dictate the success of small and medium-sized

enterprises (SMEs) in the digital domain. The results of this study provide valuable insights for policymakers, practitioners, and academics seeking to enhance their knowledge of successful digital marketing tactics, which are critical for the long-term expansion and prosperity of small and medium-sized enterprises (SMEs) in modern markets.



CHAPTER 5

RECOMMENDATION

5.0 Introduction

In this chapter, conclusions are drawn from the findings obtained in the previous chapter by analyzing the data. The researcher makes a conclusion based on the research question, the purpose, and the results of the study. There will be an explanation of the limitations of the study, implications for practice and suggestions for future research. The recommendations that will be taken by the researcher are based on the researcher's experience while conducting this research and the practical implications are for those who need this research.

5.1 Limitation of study

The limitation of study that presented regarding to the findings of this research. Firstly, the research focuses on specific industry of SMEs company which is the food and beverage industry. Secondly, the interview has a limited sample size in terms of respondent and location, which there only six participants and only focus on Malacca food and beverage SMEs. Thirdly, this research generally accepts the digital marketing strategies that are mostly related to social media marketing and not exposed to the more technological digital marketing tools in the industry. Lastly, this study focused on the type of digital marketing

strategies and impact to the SMEs especially food and beverage SMEs.

5.2 Implication for practice

5.2.1 Food and Beverages Small and Medium Enterprise (SMEs)

Food and Beverages SME categories encompass a broad range of establishments, including but not limited to family-owned restaurants, local cafés, food trucks, artisanal bakeries, and specialty food suppliers and producers. These establishments frequently prosper due to their distinctive menu items, unique flavors, and customized customer experiences, all of which set them apart from larger franchises or chains. Due to their remarkable agility and adaptability, they are capable of immediately adapting to dynamic culinary trends and their local tastes. This cultivates a feeling of community and genuineness that deeply resonates with astute consumers.

Additionally, there are a few obstacles that are specific to the food and beverage sector that SMEs must contend with. High levels of competition, fluctuating customer expectations, increasing ingredient costs, stringent health and safety standards, and the necessity to strike a balance between pricing and quality are common examples of such obstacles. As the technological landscape evolves at a dizzying rate, small and medium-sized enterprises (SMEs) face new challenges in establishing and maintaining a strong online presence, engaging with customers on social media, leveraging e-commerce platforms, and effectively using digital marketing tools.

In the end, these obstacles don't diminish the enormous development and innovation potential of F&B SMEs. They are quick to try out new ideas in their culinary department, change their menu items to meet the tastes of their customers, and use

sustainable techniques like local sourcing to bring people together in the neighborhood. Small and medium-sized enterprises (SMEs) can carve out a special place for themselves in the dynamic food and beverage industry by embracing digital marketing strategies that enable them to connect with more people online, increase their exposure, and profit from the rising popularity of online meal ordering and delivery services. intensely competitive.

5.2.2 Digital Marketing Agencies and Consultant

Food and Beverage (F&B) Small and Medium Enterprises (SMEs) rely on the guidance and support of digital marketing agencies and consultants to assist them in navigating the complexities of the digital environment. Considering industry-specific opportunities and challenges, this organization specializes in developing digital marketing strategies that are specifically designed for F&B SMBs. They can devise all-encompassing strategies that enhance the online presence and interaction of F&B SME's, thereby fostering conversions and business expansion, on account of their profound comprehension of diverse digital platforms, such as search engines, content marketing, and social media.

Furthermore, these experts contribute significantly to the execution of digital marketing initiatives for F&B SME's. They oversee the execution of campaigns across various digital platforms, managing the technical details and creative elements to guarantee an identifiable and influential brand identity. Furthermore, they leverage the capabilities of data analytics tools in order to monitor the effectiveness of campaigns, assess metrics, and interpret data in order to optimize outcomes and refine strategies for F&B SME clients. By utilizing a data-driven approach, small and medium-sized enterprises (SMEs) are

empowered to make well-informed decisions that direct them towards more efficacious and streamlined marketing endeavors in the age of digital.

Also, digital marketing firms and consultants do more than just set up campaigns; they teach their clients how to do it too. They give F&B SMEs information and insights through training sessions and consulting services, which helps them understand the digital world better. Small and medium-sized businesses can use this guide to be more involved in their marketing plan and learn more about digital marketing trends, tools, and best practices. Small and medium-sized food and beverage businesses can gain a competitive edge, the ability to adapt to changes in the market, and a plan for how to handle the constantly changing digital world by using the professionals' knowledge and advice.

5.3 Recommendations

The researcher makes the following recommendations for the future study of digital marketing strategies and SMEs.

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5.3.1 Customer-centric approach

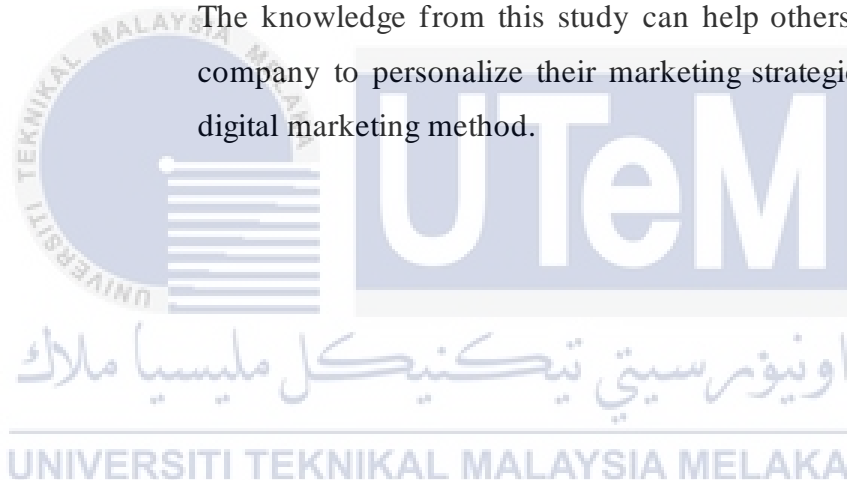
Future researchers have the opportunity to investigate studies that deepen the understanding of customer behavior and preferences within the framework of digital marketing techniques. By conducting this research, small and medium enterprises (SMEs) can gain an understanding of their customers' behavior and use this information to create business target audiences. This strategy can be derived from comments and suggestions made by customers, and digital marketing tools can be used in terms of obtaining information about this. This research can assist small and medium-sized enterprises (SMEs) in customizing their plans

to better align with their customers' digital needs and preferences.

5.3.2 Various industry research

Future researchers can focus on conduct research with others industry other than food and beverage industry and wide the number of the SMEs involved to gain more accurate results. It is recommended to conduct in-depth studies that focus on specific industries within the SME ecosystem. Research how various businesses, such as retail, technology, or service-based industries, use and benefit from individual digital marketing techniques, taking into account the specifics found in each separate industry.

The knowledge from this study can help others start up SMEs company to personalize their marketing strategies by using the digital marketing method.



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APPENDICES

APPENDIX A : TRANSCRIPT INTERVIEW

PARTICIPANT 1

| | | |
|---------------|--|-----------|
| Interviewer 1 | Salam, so this interview is focus on adoption of digital marketing by this company and based on specific objective. So the first objective is types of digital marketing adopted by this company. First question is can you explain what type or what kind of digital marketing you are using right now? | |
| Participant 1 | Okay, for now we have various kind of platform because actually this Crispy Toast company just started around two years since we start in 2021. So we use Instagram for us to raise awareness and promoting about agent and dropship application with us, to promote product on festive season such as Hari Raya promotion and many more, and then we actually we also sell cakes but only during Hari Raya Aidilfitri and Hari Raya Haji. Later on you can visit our Instagram account and see our postings there, but no live streaming there. Then, TikTok. We actively using TikTok in the moment, we do live streaming, and then we do content regarding event, promotion and also pay aids in TikTok. During live streaming, we gave out vouchers, so if customers buy on TikTok they can get more discount and can buy on cheaper price since TikTok have Crazy Friday event, new customer promotion for RM20 spending or buying in bundle also get more discount. That is how we do our marketing. Then, on Facebook also have but less active, same as Instagram usage.. just more to normal postings like banner since we have our own graphic designer. But our main focus platform is only TikTok. | RQ1,Q1,Q2 |
| Interviewer 1 | Do your company have website? | |
| Participant 1 | Yes, we do. (.....) (respondent state the website) | RQ1,Q1,Q2 |
| Interviewer 1 | Then, can you tell any campaign you've been doing recently? | |
| Participant 1 | Um.. what kind of marketing campaign ya? | |
| Interviewer 1 | Just any type of latest campaign if there is any | |
| Participant 1 | For now we don't do any campaign because we currently focus on looking for agent and dropship. Um.. maybe the campaign you asked for like CSR campaign or something like that? | |
| Interviewer 1 | Yes, sort of for marketing purpose | |
| Participant 1 | For now, not yet. We focus on looking for agent, dropship and also TikTok affiliates. | |

| | | |
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| Interviewer 1 | So you basically focus on marketing that will generates sales? | |
| Participant 1 | Yes. | |
| Interviewer 1 | Then, do this company use any technology or application to monitor the success of the marketing strategy the company has been used? | |
| Participant 1 | Yes, we use BizApp application . As you know if the business have agents, there must be stockist and else right? But we don't do that way, we just use BizApp. Our agent will download that apps, sign up and when they want to order they just make the order in that apps, directly to company without any middleman . So we calculate and subtract their profit beforehand so they just pay exact amount of capital. Then, for agent when they buy one carton which have twenty four packs, they just have to pay for twenty two packs. The other two packs we give free for them to use as tester. Or maybe four packs depends on the amount they buy. That's how we monitor our sales, order, and agents. | RQ1,Q1,Q2 |
| Interviewer 1 | Alright. Now we are going to talk about objective 2 which is factors that influence the company to adopt those digital marketing strategies you explain just now. So the first question, as you said you currently focus and active in using TikTok as digital marketing platform, can you explain the factor influence you to choose and adopt TikTok as part of your marketing strategy? | |
| Participant 1 | Um.. because it is what trending and highly used now, the algorithm is good, and TikTok engaged better as when user join our live or watch our content, potentially our other contents will show up on their feeds. They usually like and share which help a lot to attract other crowd. | |
| Interviewer 1 | Alright. Next, can you explain if there is any changes you want to make or hope for when you are using the platform, what it is? | |
| Participant 1 | TikTok is very strict. We as seller cannot say some of the words while promoting such as cheap, cannot mention any other platform like Shopee or we will face violation for three months. Also if we use the same video for different content, also our content will be unavailable. Because of the violation period, our content rarely appear on user feeds unless we paid for ads. That's what we hope to change like for it to not be so strict because its hard for us seller. The rules itself is so hard. | RQ2,Q3 |

| | | |
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| Interviewer 1 | I see. Then, can you explain what do you think is worth spending for on marketing your product and will keep doing it? | |
| Participant 1 | Worth spending on.. um.. I think .. TikTok. Because that's our main focus and even right now we have been spending RM50 per day for the TikTok ads. Everyday. As our marketing strategy now only depends on TikTok and agents. And we also been joining some event, and store our product at some vendors, Petronas, ST Rosyam and we currently trying to enter Lotus and other supermarket. | RQ1,Q4 |
| Interviewer 1 | Do you ever hire influencer? | |
| Participant 1 | Yes, but long time ago. We decided to stop as its only one-off marketing with high cost. Its only one time viral and for short term only. | |
| Interviewer 1 | Okay, for the last part is only a short survey or question regarding level of digital marketing adoption in your company. There are five scale for this level question. I will explain one by one ya. 1 – None. 2 – Have awareness but not done yet. 3 – Just get into it, implement one or two types of it. 4 – Basic, implement four to five types of it 5 – Advance. So the first question is can you rate your current digital marketing level? | |
| Participant 1 | I think.. scale 3 | |
| Interviewer 1 | Next, choose what digital marketing you've utilized | |
| Participant 1 | Social media, content marketing, advertising | |
| Interviewer 1 | How well do you think your digital marketing? | |
| Participant 1 | Scale 3 | |
| Interviewer 1 | Have you incorporated marketing technology in your digital marketing? | |
| Participant 1 | Scale 3 | |
| Interviewer 1 | Alright, that's all from me. Thank you so much. | |
| Participant 1 | You are most welcome. | |
| Interviewer 2 | Hi I am Shafikah, My topic is The impact of digital marketing strategies on food and beverages SMEs. My first objective is to identify the type of digital marketing strategies that has been use by SMEs company. | |
| Interviewer 2 | What differentiate your marketing content with others competitor? | |
| Participant 1 | There's not much difference. Because the products are different. But the content is like, sometimes we just look at the viral content, people always follow the trend But we still put product placement. I will filter first the content that will be published and don't follow the trend that will damage the company image. I need to | RQ1, Q4 |

| | | |
|---------------|---|--------|
| | protect the company image too. However, every content I will put the product in the content. | |
| Interviewer 2 | What type of content the company use for their digital marketing strategies? Is there any influencers being used? | |
| Participant 1 | Like before I have said we use influencers to collaborate in the marketing content. | RQ1,Q4 |
| Interviewer 2 | Maybe there are other things being used such as affiliate in TikTok? | |
| Participant 1 | Oh yeah, affiliate. So like TikTok, right? Once the affiliate has signed up to our TikTok, they have become our TikTok affiliate, they have to make content, you know. Otherwise, they will be terminated because they don't make any content about the product. There are many affiliate being under our TikTok product but not all of them promote the product. The benefit is that the affiliate system is like a dropship. They still get their profits. So we give them RM2 more, we will reject them in 20%. 20% is their profit, the affiliate's. | RQ1,Q4 |
| Interviewer 2 | Do you use digital marketing tools such as SEO or PPC advertising? For example, Google ads. | |
| Participant 1 | For now, we didn't use any of this advertising tools. We just focus on TikTok ads only. | RQ1,Q4 |
| Interviewer 2 | So we proceed to objective number two. Objective two is to examine ways that digital marketing strategies impact SMEs performance. | |
| Interviewer 2 | Can you share, is there any improvement in terms of customer engagement and brand awareness of the use of digital marketing strategies? | |
| Participant 1 | Like, our products, not many people do acknowledge about it. People just thought that Crispy Toast just a normal dried bread with butter sugar. When people has taste our product, they will set in their memories that crispy toast is a product that come in various flavour and more premium taste than the normal product of dried toast bread. Due to this, customer will repeat order even the price for one product is RM 12. The HALAL seal, MESTI and the packaging have encourage the customer to buy from us. Live for a day are around 5 times for Shoppee and TikTok. The employee will be rotate to conduct the live streaming. From the consistency doing live in TikTo and Shoppee, target customers and customers acknowledge more about the product and it create more brand awareness. | RQ2,Q1 |
| Interviewer 2 | How do you measure the success of digital marketing strategy? | |

| | | |
|---------------|---|--------|
| Participant 1 | Actually to measure the success in the digital marketing are quite hard. So for me, crispy toast still not achieve the success in using this platform. Especially in TikTok, its quite hard to compete with others. | RQ2,Q2 |
| Interviewer 2 | How about your target audience? Do you reach them? | |
| Participant 1 | The target audience now is mostly people in their 20s. That has been achieve using the digital marketing. For online, around 20 to 30st will buy as we highlight that this product easy to bring anywhere. We also target people who are working. Actually, overall from any age are our target audience. | RQ2,Q4 |
| Interviewer 2 | Did you get to collect more information about your customer once through their review on the digital marketing channel? | |
| Participant 1 | Of course there are some customers who are suggest to us to make new flavors of our product. There are people who suggest to make a fruit flavour. However, we already have many flavours for now and focus on this things first. Other than that, to make a new flavour or product need to go through the R&D process first. Maybe there will be a new product soon, next year maybe. Recently, around two weeks ago we has launched new product called as Kriko. Its like chocojar but with the mini dry bread. | RQ2,Q4 |

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APPENDIX B : LINE BY LINE ANALYSIS

| | | | |
|----|--|-----------|--|
| 1. | So we use Instagram for us to raise awareness and promoting about agent and dropship application with us, | P1,T1,L2 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 2. | We actively using TikTok in the moment, we do live streaming, and then we do content regarding event, promotion and also pay ads in TikTok. | P1,T1,L2 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 3. | Then, on Facebook also have but less active, same as Instagram usage | P1,T1,L2 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 4. | Yes, we do. (...) (respondent state the website) | P1,T1,L4 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 5. | Yes, we use BizApp application. | P1,T1,L14 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 6. | we just use BizApp. Our agent will download that apps, sign up and when they want to order they just make the order in that apps, directly to company without any middleman. | P1,T1,L18 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 7. | TikTok is very strict. We as seller cannot say some of the words while promoting such as cheap, cannot mention any other platform like Shopee or we will face violation for three months | P1,T1,L18 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 8. | Worth spending on.. um.. I think .. TikTok. Because that's our main focus and even right now we have been spending RM50 per | P1,T1,L20 | TYPES OF DIGITAL MARKETING STRATEGIES |

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| | day for the TikTok ads. | | |
| 9. | the content is like, sometimes we just look at the viral content, people always follow the trend But we still put product placement. | P1,T1,L35 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 10. | we use influencers to collaborate in the marketing content. | P1,T1,L37 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 11. | affiliate. So like TikTok, right? Once the affiliate has signed up to our TikTok, they have become our TikTok affiliate, they have to make content, you know. Otherwise, they will be terminated because they don't make any content about the product. | P1,T1,L39 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 12. | For now, we didn't use any of this advertising tools. | P1,T1,L42 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 13. | Live for a day are around 5 times for Shopee and TikTok...From the consistency doing live in TikTok and Shopee, target customers and customers acknowledge more about the product and it create more brand awareness. | P1,T1,L45 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 14. | Actually to measure the success in the digital marketing are quite hard. So for me, crispy toast still not achieve the success in using this platform | P1,T1,L47 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 15. | The target audience now is mostly people in their 20s. That has been achieve using the digital marketing. For online, around 20 to 30st will buy as we highlight that this product easy to bring anywhere. | P1,T1,L49 | IMPACT OF DIGITAL MARKETING STRATEGIES |

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| 16. | Of course there are some customers who are suggest to us to make new flavors of our product. | P1,T1,L51 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 17. | So the digital marketing we are using right now is social media platform, search engine optimization (SEO), also advertising marketing. Email we usually use for client and works. | P2,T2,L53 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 18. | For now we actively use Facebook, Instagram and TikTok...commercial video on YouTube Shorts...we usually use Google Updates. | P2,T2,L55 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 19. | What we use so far is META. But as we know every social media platform has it own statistic information or analytics | P2,T2,L59 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 20. | Annual budget usually almost 20% from sales for all marketing tools. Social media, ads, influencer especially when launching new menu. | P2,T2,L63 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 21. | most challenging is in creating the content, to catch up with latest trend of content for high engagement. | P2,T2,L65 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 22. | SEO and social media such as Youtube, TikTok, Facebook and Instagram. | P2,T2,L78 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 23. | Mostly, Tiktok. | P2,T2,L80 | TYPES OF DIGITAL MARKETING STRATEGIES |

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| 24. | For our company, we have a marketing teams to conduct the marketing activities. So the result of the marketing activities are more quality and orderly. | P2,T2,L82 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 25. | As for the content, we keep up with the trend...keep doing the research as we want to keep making a relevant content for the company | P2,T2,L84 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 26. | Yes we use SEO for our business. | P2,T2,L86 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 27. | on TikTok many people start to save the video when the content approach the customers... when the customers started to comment on the content video especially on TikTok to talk about the product and for the Google business platform some customers give comments with pictures of the product... all the marketing things has been allocated the budget | P2,T2,L89 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 28. | Every content that has been launched will be conduct the after result using META | P2,T2,L91 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 29. | target audience for this store are tourist and people outside of Malacca...we reach the target as the customers who came are from out from Malacca. | P2,T2,L93 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 30. | we are using Facebook... TikTok as it is what people mostly use now, and then we use Grab Food...we also benefited from | P3,T3,L95 | TYPES OF DIGITAL MARKETING STRATEGIES |

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| | influencer's TikTok accounts..we used to review our food on Youtube as content. | | |
| 31. | TikTok for now | P3,T3,L97 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 32. | most social media platform there are analytics for us to look on | P3,T3,L101 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 33. | Yes we do but most of the time the influencers themselves come and review our food. | P3,T3,L107 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 34. | So far not so hard and we can adapt to it quite okay. We explore various kind of social media platform so if we feel not okay with it, we will try other platform too. | P3,T3,L109 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 35. | customers who comes tell they know about this restaurant from TikTok. | P3,T3,L122 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 36. | The content usually more in video. For example, the video that shows the situation in the restaurant | P3,T3,L124 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 37. | Actually, the cost were not too much as people start sharing the content in the social media such as TikTok...Spreads of words by the customers are very helpful. | P3,T3,L127 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 38. | There are certain viewers numbers that we want to reach. | P3,T3,L129 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 39. | ask them to tell us if there anythings we | P3,T3,L130 | IMPACT OF |

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| | need to improve for the restaurants or the menu. | | DIGITAL MARKETING STRATEGIES |
| 40. | For now, Facebook Ads. | P4,T4,L132 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 41. | And most of the time, we benefited from their review content on TikTok. We have our own TikTok account but rarely post anything. Just Facebook Ads. Also Instagram because it linked with Facebook. | P4,T4,L134 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 42. | We only monitor through Facebook analytics | P4,T4,L138 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 43. | Because before TikTok appear, Facebook are most famous so we use it to promote | P4,T4,L140 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 44. | Plan to hire one but not yet because the cost is high and the return of it is unpredictable. | P4,T4,L144 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 45. | challenges like to learn to use and adapt to it because there are things we do not familiar with | P4,T4,L146 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 46. | Facebook platform most of the time. Other than that, this restaurant also have TikTok and Instagram account. | P4,T4,L160 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 47. | TikTok. The view on the TikTok are more than the Facebook ads | P4,T4,L162 | TYPES OF DIGITAL MARKETING STRATEGIES |

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| 48. | There are no any special content. It just that the quality of the food that makes the store popular. | P4,T4,L164 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 49. | For now, we don't have any plan yet now to approach any influencer | P4,T4,L166 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 50. | As for now, I do not plan to use it. As for Google ads, I thinks this can be use for the global market while in Malaysia more focusing on TikTok marketing. | P4,T4,L168 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 51. | For cost, its effective... As for customers, there are customers outside of Malacca acknowledge about the restaurant from this platform. | P4,T4,L171 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 52. | We don set any KPI for our content in each platforms. | P4,T4,L173 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 53. | As using this, we just want the 'customers' to be our repeated customers | P4,T4,L175 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 54. | Before this we focus on this review, but due to the busyness almost a year we did not take a look at the customer review. | P4,T4,L177 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 55. | the medium I use is Facebook, TikTok, Instagram, and Google. | P5,T5,L179 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 56. | Facebook. We do live streaming regularly in Facebook | P5,T5,L181 | TYPES OF DIGITAL MARKETING |

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| 57. | we just observe through analytics | P5,T5,L185 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 58. | Yes, we hire them | P5,T5,L191 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 59. | challenges on how to attract and how to make sure the content is good. | P5,T5,L193 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 60. | platform that I am using Facebook, TikTok, Instagram and Google. | P5,T5,L206 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 61. | Absolutely Facebook. | P5,T5,L210 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 62. | Lariz has been known as “Kedai Bersaka” and they have over 300 products. | P5,T5,L212 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 63. | content about the crowd in the store and products that being display in the store. | P5,T5,L214 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 64. | Yes we use SEO | P5,T5,216 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 65. | customers engagement as there are customers from in and outside the state of Malacca... The cost increase but it balance with the profit that we get.. doing live on | P5,T5,L219 | IMPACT OF DIGITAL MARKETING STRATEGIES |

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| | Facebook everyday since 2018. | | |
| 66. | There is no KPI been stated but I focus on the number of viewers that reach the target customers of the store. | P5,T5,L222 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 67. | Using this platform, we can set the target audience that we want. | P5,T5,L224 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 68. | there are some review that we gain from the customer in the social media platform. | P5,T5,L226 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 69. | use social media, focus on Instagram and TikTok. We focus on marketing content regarding our foods and review on the food. | P6T6,L228 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 70. | we observe on engagement on TikTok. Around five thousands views is good enough for us to know the marketing content is working | P6,T6,L234 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 71. | the challenges is to maintain the high engagement. | P6,T6,L240 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 72. | we focus on TikTok and Instagram. As for Google ads, will be use for certain content | P6,T6,L253 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 73. | TikTok get the positive impact from the youngsters while for Instagram get from both age generations. | P6,T6,L255 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 74. | what differentiate is that we more focus on | P6,T6,L257 | TYPES OF DIGITAL |

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| | the introduction of the product and introduce the restaurant to customers. | | MARKETING STRATEGIES |
| 75. | we also making content such as video that react the situation of the restaurant. | P6,T6,L259 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 76. | As for now, did'nt use any of this. Most in Google are based on the customer review in the Google business. | P6,T6,L261 | TYPES OF DIGITAL MARKETING STRATEGIES |
| 77. | improvement regarding to customers because there are more customers come to the restaurant...Costing for the digital marketing are still in the beginning, so it did not affect the profit of the company. | P6,T6,L264 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 78. | For TikTok we will conduct the views and for 5000 views | P6,T6,L266 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 79. | Customers that want a fast serve food with good quality type of food. | P6,T6,L268 | IMPACT OF DIGITAL MARKETING STRATEGIES |
| 80. | We will looks at the feedback and comments from the customers. The reviews from the Google business platform and Tiktok. | P6,T6,L270 | IMPACT OF DIGITAL MARKETING STRATEGIES |