

THE IMPACT OF INTERNET MARKETING AND GOVERNMENT SUPPORT
ON SMALL FOOD BUSINESS PERFORMANCE IN MELAKA.

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

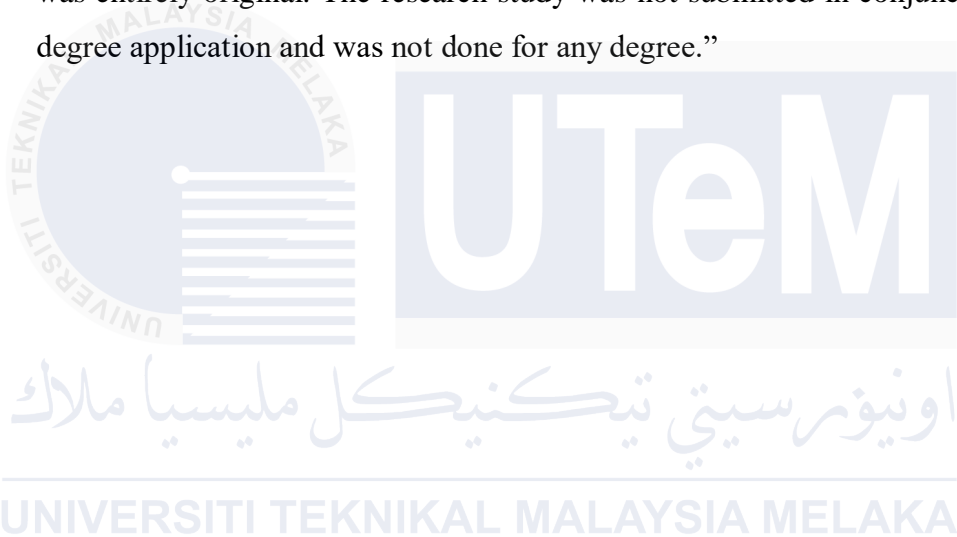
Faculty of Technology Management and Technopreneurship

University Technical Malaysia Melaka

FEBRUARY 2025

DECLARATION

“Except as noted in the sources, I declare that the research I used to create this project was entirely original. The research study was not submitted in conjunction with any degree application and was not done for any degree.”



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APPROVAL

I have reviewed the report "The impact of internet marketing and government support on small food business performance in Melaka, A quantitative approach" and believe it partially fulfils the requirements for the bachelor of technology management (high technology marketing) with honours degree.

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DEDICATION

First, I'd want to express my gratitude to my family and close friends, especially to my father Ravi A/L Malasamy and my mother Kala A/P Renon who helped me out financially and spiritually and supported me in my studies till I was able to finish my final year project. Second, I would want to express my deepest gratitude to my mentor, Dr. Mohd Amin Bin Mohamad, and my panellist, who have supported and directed me during the entire process of doing this research. In addition, I want to express my gratitude to all of my understanding friends who helped me stay motivated to finish my project.

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ABSTRACT

As a result of small food business response plans were created to provide guidelines for ensuring the continuity of operations in food processing facilities and controlling coronavirus in the food industry, particularly for small food enterprises. Their sales will surely be in danger during a crisis, which could lead to losses or perhaps insolvency. There aren't many comprehensive studies on the small food business, therefore it's important to investigate how using digital technologies and government support affects how well it performs. Therefore, the purpose of this study is to examine how government support for small food businesses and digital marketing affect their performance. This study is significant because it offers a fresh perspective on business performance in relation to the usage of digital marketing and government assistance. Therefore, the purpose of this study was to ascertain how government support and digital marketing affected the success of small food businesses in Melaka. Through random sampling, a total of 150 Melaka small food business respondents were included. One of the main tools used in research to gather data was the questionnaire. Descriptive analysis, Pearson Correlation, and multiple linear regression analysis were the types of analysis carried out using the Statistical Package for the Social Sciences (SPSS) for this study. The research demonstrates that internet marketing and government support have an impact on how small food businesses perform. It is anticipated that this research will serve as a resource for future studies for academics and professionals in the business.

Keywords : Digital Marketing , Government Assistance, Performance Small Food Business

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I certify that the work I am submitting for evaluation does not contain any passages that have been entirely or partially taken from any other source unless they are specifically cited in quotation marks and with complete, accurate, and precise referencing.

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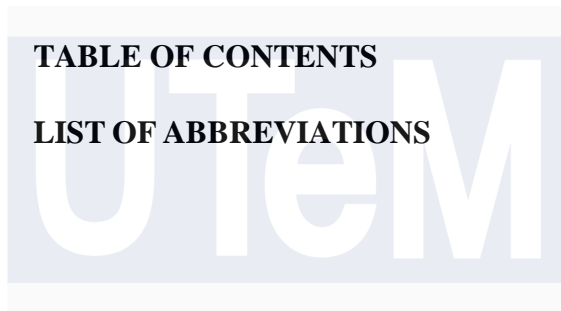
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ABSTRACT

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LIST OF ABBREVIATIONS

DM Digital Marketing

ECM E-Commerce

SMM Social Media Marketing

GA Government Assistance

GFA Government Financial Assistance

GNFA Government Non-Financial Assistance

SFB Small Food Business

PSFB Performance Small Food Business

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CHAPTER 1

1.0 Introduction

An overview of the effects of internet marketing and government support on the performance of small food businesses will be given in this first chapter. The purpose of this study is to investigate the effects of government support and digital marketing on small food businesses' performance. Examples of digital marketing used in this study are social media marketing and E-commerce platform marketing. In the interim, the government provides both non-financial and financial support. After the researcher has explained the introduction, this chapter, which is divided into numerous sections, will clarify the background and outlook of the research study. Furthermore, this first chapter will cover conceptual and operational definitions in addition to the issue statement, research question, research purpose, scope, limitation, and importance of this study.

1.1 Background of Study

Small food businesses created reaction plans that set guidelines in the food industry and guaranteeing the uninterrupted operations of food processing facilities, particularly for smaller food enterprises. Businesses that process meat and poultry in particular are vital components of the food and agricultural industries' infrastructure. The plan comprises worker and supervisor education programmes, screening and monitoring of workers, and a hierarchy of control requirements for cleaning, sanitation, and disinfection of facilities (CDC, 2020).

The small food industry, however, differs from other businesses in that it produces necessities for daily living. Everyone is aware that some people would go hungry if a manufacturing facility closed, but that everyone would be at risk if processors and distributors were impacted (Staniforth, 2020). It is comparable to the small food business that is presently attempting to survive. In addition, the food sector is a significant economic actor. In contrast to sectors like tourism and aviation that are not necessary for day-to-day operations, the food industry is particularly vulnerable to difficulties. While some small food businesses are struggling to meet store demand,

others are doing a great job of keeping up with sales declines. A number of challenging decisions, including the temporary closure of several businesses, had to be made during the current outbreak. The truth is that revealed the global interdependence of countless businesses from diverse industries (Sebastian, 2020; Shahidi, 2020).

For all small food businesses, maintaining employee health and having a sufficient workforce in light of those who are unable to work because of illness fear is a top priority. Nonetheless, in order to satisfy customer demands, supply management systems need to maintain the distribution network (De Sousa Jabbour , 2020). Most customers don't give a damn about how the food on their tables is produced. On the other hand, worries about food safety have redirected attention towards the massive labour and infrastructure needed to ensure a steady and secure global food supply. Food demand has increased dramatically, especially since the start of this global crisis, and some food stands have been temporarily abandoned, leading to an excess of sales of necessities. Thanks to the efforts of a range of supply chain operators, including farmers, producers, distributors, and retailers, to restock shelves, the food supply chain has remained stable despite the high demand (Nicola, 2020; Watts, 2020).

For this study, the researcher selected Melaka's small food businesses, including restaurants and food stands, as a private industry sector. There are numerous restaurants in Melaka, both old and new, that are opening up all over the city. Everything adds to Melaka's current selection of excellent and intriguing dining establishments. There are lots of interesting places to eat, serving both western and rural cuisine. Undoubtedly, a crisis will put their sales at risk, which could lead to losses or even insolvency. A study of how government support and the use of digital technology affect the small food industry's performance is required because there aren't many comprehensive studies on this sector. It is anticipated that this study will assist the government and offer a fresh perspective on corporate performance in relation to the use of digital marketing.

1.2 Problem Statement

The increased use of new marketing strategies by manufacturers is causing a rapid evolution in the small food industry. The emergence of Industry 4.0 and digital marketing have presented a plethora of opportunities and challenges for the food and beverage industries. Advanced data analytics, the cloud, the Internet of Things (IoT), and smart sensors can all help modernise food and beverage manufacturing processes in a way that is sustainable. Utilising them is becoming more and more important if you want to remain competitive and satisfy customers' shifting needs. There is a digital revolution happening in the small food and beverage sector. An increasing number of businesses in the sector are using technology to gather more information about their facilities, ranging from large corporations to smaller, more nimble enterprises. They reimagine the production environment and how their assets, personnel, and procedures function within it using this information. The food industry is not an exception, as the fallout from this socioeconomic "Black Swan" event (Reid, 2020) has accelerated pre-existing innovation trends (Askew, 2020), resulting in a "before" and "after" phase in consumer perception, purchasing, and consumption patterns.

The data revolution is centred on this. Smart sensors can be used by manufacturers to gather data in real time about the energy consumption, performance, and other metrics of their equipment. These intelligent sensors transmit data to an IT system, which analyses and integrates it with historical data using analytics techniques. Significant insights into optimising operations, ranging from energy data management to overall equipment effectiveness (OEE), are offered by these studies. Changes will be much simpler because all of this data can be saved to the cloud and accessed from anywhere. Therefore, the goal of this study is to gain more insight into how digital marketing affects the performance of small businesses in the food industry. It is clear that demand varies depending on food price, income level, sociodemographic status, consumption, shopping preferences, and time constraints affects consumer food demand. Furthermore, there were changes in the frequency of visits to the grocery store and the amount of money spent on food each time (Bakalis, 2020; Cranfield, 2020).

The Ministry of Finance (MoF) will persist in ensuring assistance and benefits are provided to individuals and businesses impacted. It aligns with the company's emphasis on the health of its workforce, business continuity, and economic resiliency. Finance Minister Tengku Datuk Seri Zafrul Tengku Abdul Aziz stated that his ministry was continuously monitoring the 2021 Budget's implementation as well as the stimulus

and support package (LAKSANA) through the National Economic Execution and Strategic Coordination Agency. He said that economic resilience, corporate sustainability, and the welfare of the public remained the Ministry of Finance's top priorities. This will support the resurgence of small food businesses in the context. In the first two months of 2020, the Malaysian government lost up to RM 3.37 billion (Dzulkifly, 2020).

This study examines how government support and digital marketing affect small food businesses' performance. Examples of digital marketing used in this study include social media marketing and marketing on e-commerce platforms. Government assistance, both non-financial and financial, is provided in the interim. Additionally, research has been conducted in a number of industries regarding the effects of social media marketing and E-commerce platform marketing on the performance of small food businesses. This also applies to government assistance, both monetary and non-monetary.

The problem statement that arose served as the foundation for the research study question for this investigation. The answer to the research question may be found in the goal of this study. The next section goes into detail about the study's purpose and research question.

1.3 Research Question

The problem statement served as the basis for the research question, which the study aim may be able to address. Here are some research questions to consider:

1. What impact does social media marketing have on small food businesses' performance?
2. What effect does marketing on e-commerce platforms have on small-scale food businesses?
3. What relationship does government funding have on small food businesses' performance?
4. What influence does the government's non-financial assistance have on small food businesses' performance?

1.4 Research Objective

To accomplish the aim of the study, the research objectives were developed in response to the research question. The goals of the research are as follows:

1. To research how social media marketing affects small food businesses' performance.
2. To examine how small food businesses performed as a result of marketing on e-commerce platforms.
3. To study how government funding affects small food businesses' performance.
4. To analyze how government non-financial aid affected small food businesses' performance.

1.5 Scope of Study

This study looks at how government support and digital marketing affect small food businesses' ability to function. The majority of this research is being done in Melaka. Researchers are focusing their attention on Melaka's small-scale food industry, including food booths and restaurants. On the basis of this, researchers are urged to look into the causes of the crisis and how government assistance for digital marketing may help.

1.6 Limitations of Study

There are several issues with this study that could have affected the results. The first problem with the research is the sample population. Because the research was restricted to small food businesses, the conclusions can only be applied to comparable agriculture and food businesses in Melaka. The second limitation is that rather than actual business owners or entrepreneurs, the data collection represents the perceptions of small business owners about their business behaviour. Because of this, this study is restricted to Melaka, and its conclusions might not hold true in other states.

1.6.1 Significance of Study

The purpose of this study is to offer a new viewpoint on digital marketing and the government's support in obtaining results based on the performance of small food businesses. Given that the nation previously experienced a total decline in sales, this study should improve our understanding of how digital marketing and government support affect small food businesses. The literature contains a wealth of previous studies on a variety of topics regarding the effects of digital marketing and government assistance on business performance. Still, not much research has been done on the small food industry. The results of this study will therefore provide light on how digital marketing and government support affect small food businesses' ability to function.

1.6.2 Contribution of Knowledge

The results of this study might be useful to other researchers who wish to investigate how government support and digital marketing affect the performance of small food businesses. It is important to identify the unique context of the study so that future researchers can learn more about the effectiveness of small food businesses that use government assistance and digital marketing. In order to enhance business performance and provide new insights and information for future research studies, the researcher will also compile a thesis and new information that could be used by other researchers and small food businesses.

1.6.3 Contribution to Practice

The purpose of this study is to shed light on how government support and digital marketing affect small food businesses' ability to operate. In addition, researchers need more data and knowledge to comprehend the strategies small food businesses use in digital marketing to accomplish their objectives, in addition to the government's initiatives to support them. Small food businesses and other related industries can also use this research as a guide to decide which digital marketing strategies and government assistance are best to implement in their operations. The researcher's goals for this study were to gather more new data for the thesis, add to the body of knowledge for future research, and serve as a reference.

1.7 Definition of Terms

In this section, each of the study's keywords will be conceptually and practically defined. The conceptual meanings of digital marketing, social media, e-commerce, government financial assistance, government non-financial assistance, and small food businesses will all be made clearer in this context. Prior to delving deeper into any given keyword, the intention is for the reader to grasp it.

1.7.1 Digital Marketing

According to Investopedia, digital marketing is the process of using digital channels to advertise goods and services to consumers. This kind of marketing makes use of websites, mobile devices, social media, search engines, and other similar channels. Digital marketing gained popularity in the 1990s with the advent of the internet. Digital marketing is often considered a novel approach for businesses to engage with their customers and gain insight into their habits, as it shares some concepts with traditional marketing. In business endeavours, traditional and digital marketing strategies are commonly employed. Lin (2009) first used the term "e-marketing" to characterise marketing practices in the digital age. Marketing is the term used to describe any activity a business engages in to advertise its goods and services and grow its market share. To be effective, marketing requires a combination of sales skills, advertising savvy, and the ability to deliver goods to end users. Typically, marketers or other specialised experts who work for businesses or other marketing firms accomplish this. Print, radio, and television were the traditional means by which businesses advertised themselves. These options are still available today, but the way businesses interact with their customers has changed as a result of the internet. At that point, digital marketing became relevant. This kind of marketing includes anything that blends advertising with user reviews or a two-way dialogue between the business and the client, such as websites, social media, search engines, and apps. According to Huang (2009), digital marketing is a non-traditional marketing model. Businesses changed their marketing strategies in response to emerging trends and advancements in

technology. Email marketing was a popular tactic in the early days of digital marketing. This focus shifted to search engines like Netscape, which made it possible for companies to rise to prominence by stuffing keywords and tags. The rise of social media platforms like Facebook has made it possible for businesses to monitor data and react to changing consumer preferences. Businesses now find it simpler to market to consumers both themselves and their goods and services thanks to smartphones and other digital gadgets. Studies show that people prefer to use their phones to access the internet. It follows that many consumers make decisions about what to buy (usually on their phones) before actually making a purchase. According to Business Next (2011), that evolution started when a company used digital media channels for the majority of its marketing. Because it relates to the research topic, researchers often select this concept.

1.7.2 Social Media

According to Dictionary Cambridge, social media are websites and computer programmes that let users of computers and mobile devices communicate and share information online. Aside from that, social media encompasses any platform that enables people to interact and exchange information via mobile devices or the internet. When it comes to finding and taking action on issues and causes that interest and affect young people, social networking services can be a helpful and accessible resource. Social networking sites can be used to plan gatherings, events, or groups aimed at drawing attention to particular problems and concepts among a wider audience. For instance, planning concerts for bands, collecting money, and spreading awareness of different causes. Social networking sites can be used to develop debating and discussion skills in a local, national, or worldwide setting. This helps users create personas that they present to the public. Personal skills are necessary for establishing, growing, and preserving friendships as well as for being regarded as a reliable connection within a network. Social networking services can help young people develop social norms and skills as members of peer groups, as well as teach them how to navigate public social spaces and operate well in communities. This idea is usually chosen by researchers because it is pertinent to their area of study.

1.7.3 E-commerce

The purchasing and selling of goods and services through the internet is known as e-commerce, according to Oxford Reference. E-commerce also includes the buying and selling of goods and services through the internet, as well as the data transfer and payment needed to complete the transaction. Another term for it is online or electronic commerce. The following is a list of the most popular E-commerce model types. Business-to-Consumer (B2C) e-commerce is the most popular model. Purchasing a rug from an online retailer involves engaging in a business-to-consumer transaction. B2B e-commerce is the sale of goods or services by a company to another company, such as a manufacturer and wholesaler or a wholesaler and retailer. From one business to another E-commerce typically includes items like software, combination products, and raw materials and isn't targeted at consumers. Manufacturers can sell directly to retailers through business-to-business e-commerce. C2C e-commerce is the term used to describe the sale of a good or service to another customer. Platforms that enable consumer-to-consumer transactions include eBay, Etsy, Fivver, and others. Because it relates to the research topic, researchers often select this concept.

1.7.4 Government Financial Assistance

The financial assistance provided by the government demonstrates Malaysia's commitment to helping its underprivileged citizens. The money that this government disburses is not repaid. To address these needs, numerous initiatives and policies have been implemented. This government assistance includes financial support for individuals as well as families. Because of their low income and high risk of becoming part of the financially vulnerable group, the B40 group needs special attention, according to Associate Professor Dr. Mohamad Fazli Sabri, a consumer finance expert. According to (Mohamad Fazli), Malaysian household income categories are established using data from the Department of Statistics' 2016 Household Income and Basic Amenities Survey. A household falls into the B40 category if its annual income is less than RM 4,360. If an individual meets the eligibility requirements because of low wages, these programmes offer benefits in the form of ringgit, goods, or services to help with essential living expenses. The RM 150 billion plan calls for raising the nation's immunisation rate in addition to providing financial support for companies,

especially those in the food sector. Several organisations, including MARA, TEKUN, SME Bank, CGC, and others, offer loans to support the growth of businesses. Eight assistance and economic stimulus packages totaling RM530 billion have been implemented by the government to date; each was created to meet the specific needs and developments of the time it was introduced, as well as to complement one another. Because of this, it is better to think of the economy and each aid package as a whole rather than as discrete entities. In the meanwhile, the government would have to provide loans to over 2 million micro-traders who are anticipated to be impacted, as medium-term assistance. Many businesses are worried that the government's assistance won't be enough, even though they haven't gotten much (Lee, 2020).

1.7.5 Government Non-financial Assistance

In the first quarter of 2020, the Malaysian economy grew by 0.7 percent, which was slower than the 3.6 percent growth in the fourth quarter of 2019. (2020, Hamdan). Government assistance that is not provided in the form of loans or money is known as non-financial assistance. Non-financial support is when the government helps a company set up its infrastructure. This includes, but is not limited to, creating an accounting system, management guidelines, and marketing strategy. Donations of equipment are also considered non-financial aid. An illustration of this non-financial support would be offering a three-month exemption from housing rent payments, a discount of up to 30% for the six-month rental of company premises, and a discount of up to 30% for land rentals. Additionally, a six-month deferral of financing/repayment of the business loan (microcredit) and a three-month deferral of rental payment or house hire purchase were approved. The goal of government assistance is to lighten the load on retailers, especially small food enterprises. This idea is usually chosen by researchers because it is pertinent to their area of study.

1.7.6 Small Food Business

A small business is defined as a tiny business or a network of small businesses by the Cambridge Dictionary. A small business typically has a small workforce, is privately held, and generates little revenue. Thus, a small company with few employees and low

sales volume is referred to as a small food business. Because it relates to the research topic, researchers often select this concept.

1.8 Organization of Theses

This chapter gave a brief synopsis of the main points of the thesis, covering well-known subjects like social media, digital marketing, e-commerce, government financial assistance, government non-financial assistance, and small food businesses. Included were the problem statement, research objectives, significance of the study, and key concept list for the investigation. Because it includes essential information about the topic, this chapter is a significant component of the research.

The remainder of the book is arranged using the subsequent subsequence. The literature on the impact of government support and the use of digital marketing on the performance of small food businesses and related fields will be reviewed and expanded upon in the second chapter. Chapter 3 will cover the purpose of the study, its setting, the research topic, the tool used, and the process of data analysis. The statistical findings and descriptive analysis for the small food business will be provided in Chapter 4. The results will be discussed in Chapter 5, along with a conclusion and suggestions for more study.

1.9 Summary

This chapter serves as the study's base. In order to clearly explain the concept of this study on the effects of digital marketing usage and government assistance towards small food business performance, the study will first analyse the literature found in previous studies.

CHAPTER 2

2.0 Introduction

This chapter will discuss the significance of digital marketing and government help, as well as their influence on the success of small food enterprises, in light of past results. The literature investigates the use of digital marketing and government aid, including social media marketing and E-commerce platform marketing. The implications of government aid on small food business success will be addressed in greater depth.

2.1 Small Food Business

Malaysian SMEs continue to play a significant part in the country's economy and their importance is expanding as the government works toward realising its goal of becoming a developed country by 2020. (SMIDEC, 2008). Small food enterprises have played a vital role in the Malaysian economy, notably in terms of providing jobs, increasing income distribution, and serving as a training ground for entrepreneurs before they engage in bigger firms. Small food enterprises are often tied to associated sectors such as machinery manufacture, food packaging materials and food ingredient providers. Small food enterprises are likely to increase in response to government rules and incentives.

Malaysia has roughly 9000 food processing plants, with 95 percent of them designated as small-scale. Food processing firms are often thought of as agro-based industries with a strong backward link. This is not the situation in Malaysia, where over 70% of the raw materials used in food processing are estimated to be imported (Ministry of International Trade and Industry 1993). This is notably true in the making of animal feed and things derived from wheat. Small food processing enterprises have different qualities that distinguish them apart from their bigger counterparts (Chee, 1986). Small food business have a close contact with the food processing industries to flourish in the business.

The Malaysian economy is anticipated to continue to rely significantly on small food companies. Malaysia's government has a variety of rules and incentives in place to

keep the country's industrial boom rolling, which apply not only to food processing but also to other businesses. Many government organisations help small food enterprises thrive by giving technical aid, as well as financial and marketing support. Malaysian SMEs continue to play an essential part in the nation's economy, and their importance is expanding as the country attempts to attain the status of developed country by 2020. (SMIDEC, 2008).

2.2 Small Food Business in Malaysia

In Malaysia, enterprises are grouped into four categories: micro, small, medium and huge. In 2016, Malaysia had 920,624 business establishments, with 693,670 (75.4 percent) being micro-companies, followed by 192,783 (20.9 percent) small, 20,612 (2.2 percent) medium and 13,559 (1.5 percent) big corporations (SME Corp, 2019). As a result, micro and small firms account for 96.3 percent of all business establishments in Malaysia, highlighting their importance in the country's economic development. In Malaysia, micro and small enterprises are classed based on the number of workers or yearly sales turnover, whichever is smaller.

A micro business is defined as any firm with less than five full-time workers and an annual sales turnover of less than RM300,000. A small firm in the manufacturing industry, on the other hand, is defined as a company that employs between 5 and 75 full-time people or has an annual sales turnover of between RM300,000 and RM15 million. The number of full-time employees employed by a small firm in the service or other sectors is between 5 and 30, and the yearly sales turnover is between RM300,000 and RM3 million. In Malaysia, the service industry accounts for over 90% of micro, small, and medium firms (89.2%) with wholesale and retail trade services (51.2%) and food and beverage services (20.4%) accounting for the bulk of them (SME Corp, 2017).

It was reported in 2018 that Malaysian SMEs, especially micro-businesses, had made a considerable contribution to the country's economic development by providing more employment opportunities (66.2%) and expanding GDP from 37 percent in 2015 to 38.3 percent in 2018. (SME Corp, 2019). Micro firms, on the other hand, rely mostly on internal finances (76.1%), while just 47.6% of small businesses were able to get external funding, according to the report. Furthermore, 83.6 percent of SMEs said that

they did not engage in any promotional or marketing activities for their businesses. The over-reliance on internal finance and limited involvement in business-related programmes by micro and small enterprises demand further investigation, especially in light of the numerous business support initiatives for micro and small firms that have been created in Malaysia. This research will focus on the digital marketing influence and government help towards small food business success. The performance of small food businesses in this research will be covered in the next section.

Performance of Small Food Business

It was decided to remove the build effort expectation since it could not endure at the own group factor. It's possible for someone to believe that this system is easy to use, and SMEs themselves could be hesitant to hire more people and boost output. It is unlikely that some Malaysian SMEs will survive in the current environment unless they take prompt action to boost productivity and comply with international standards, train and hire skill management and professional staff, and compete. This is because some of their cultures are less able to adapt to the pressures of globalisation (Samad, 2007). This suggests that there's a possibility SME failed to try to adopt and employ technology within their company.

Digital Marketing

Digital marketing strategies and tactics can be influenced by a variety of things. For instance, some studies examined how new regulations will affect digital marketing (Hemsley, 2018; Sposit, 2018). These technologies have therefore led to the advancement of digital marketing activities like search engine marketing, affiliate marketing, display advertising, email marketing, social media marketing, and mobile marketing (Dwivedi et al., 2015, 2017; Kapoor et al., 2016; Shareef et al., 2016, 2017, 2018, 2019). Businesses may suffer as a result of digital marketing (Aswani et al., 2018). Therefore, developing social media competence is essential for enterprises (Braojos-Gomez et al., 2015). Businesses must to concentrate on tying their digital marketing strategy into their overarching company objectives (Tafesse & Wien, 2018; Thorpe, 2018).

2.3.1 Digital Marketing For Business

Kotamena et al. (2020); Novitasari et al. (2021) define digital marketing as the promotion of products using online-connected digital media. These days, one may use the internet to link customers as well as people with digital content. Through commercial advertisements, this encourages contact over the internet. Digital marketing's accessibility also makes it easier for customers, marketers, and manufacturers to communicate with one another. Moreover, digital marketing facilitates business owners' ability to stay abreast of and provide everything that prospective customers need.

To ease the search for these items, Purwanto et al. (2020); Suryani et al. (2020) obtain product information with ease by surfing the internet. Prospective buyers are becoming increasingly astute at basing judgements on what to buy on the internet. All internet users may be reached via digital marketing, regardless of their location or time zone.

Twitter, Instagram, Facebook, Telegram, Spotify, Youtube, and Tiktok are just a few of the well-known online platforms that are utilised for marketing. Product merchants may additionally utilise other personal websites or online media, per (Zanjabila & Hidayat, 2017). Business actors need to use the internet as a marketing tool if they want to keep one step ahead of their rivals. This chapter's following topic, social media marketing, offers a more thorough explanation of this digital marketing example.

Social Media marketing

Studies have discovered and assessed social media advertising-related factors that predict purchase intent (Alalwan, 2018; Singh & Swait, 2017). Determining how to evaluate the value and effect of social media marketing initiatives is also gaining traction. In this regard, a number of social media initiatives have been put out (Arora et al., 2019; Misirlis & Vlachopoulou, 2018). The way firms market themselves is evolving due to social media, which presents both new challenges and possibilities (Arora & Sanni, 2019; Dwivedi et al., 2015, 2017; Hossain et al., 2019; Nisar et al., 2018; Wang & Herrando, 2019). Businesses may suffer when digital marketing is implemented improperly or by specialists lacking sufficient experience (Aswani et al., 2018). Therefore, developing social media competence is essential for enterprises

(Braojos-Gomez et al., 2015). Businesses must to concentrate on tying their digital marketing strategy into their overarching company objectives (Tafesse & Wien, 2018; Thorpe, 2018). With strategic application, social media marketing can boost brand loyalty (Laroche et al., 2013; Shanahan et al., 2019), co-creation (Kamboj et al., 2018; Rathore et al., 2016; Zhanget al., 2017), customer satisfaction and perceived value (Chen et al., 2019; Pacauskas et al., 2018), and positive attitude (Laroche et al (Shareef et al., 2018). Additionally, by analysing online user produced content, eWOM conversations, and online communities, social media has given businesses new ways to get insight into their customers (Chang et al., 2017; Liu et al., 2019; Xu et al., 2017). Liu et al. (2018); Habibi et al. (2014). A significant component of social media are user reviews, which raise concerns regarding the reliability, usefulness, authenticity, and quality of the material (Ismagilova et al., 2017; Kapoor et al., 2018; Singh et al., 2017). Online reviews can effect a company's success by influencing consumer attitudes and buying habits (Ismagilova et al., 2019b; Kawaf & Istanbuluoglu, 2019; Yerazani et al., 2019).

2.3.2 Social Media Marketing for Business

Social media can be categorised into three categories, according to Putra et al. (2021); Praditya, R. A. (2020). The first category is Online Communities and Forums, which are communities or groups created by customers or a group of customers independent of company advertising or requiring official company support. Maledaily.com is an example of an online community where users interact with the business and other users directly by posting content, sending instant messages, and having chat conversations about particular topics related to the brand and product they want to evaluate.

The second reason bloggers are important for the Word of Mouth strategy is that they are online diaries that are regularly updated and searchable by internet users. Third, social networks dominate both business-to-business (B2B) and business-to-customer (B2C) marketing. Social networks include websites and applications like Facebook, Instagram, Twitter, and LinkedIn. According to Weinberg (2009), social media marketing is the process of enabling people to advertise their websites, goods, or services on online social networks, which enables them to connect with a far wider audience than they could have with conventional methods. Contributing to different

social media networks in order to accomplish business goals is the basis of social media marketing, an online marketing technique. Running a business on social media increases consumer engagement and interest in buying the products.

A product's look has the power to attract people's attention to the content it offers. 2014 (Zhu, Mao, and Sang) There are five, based on social media marketing indicators. First, online communities: Kotamena et al. (2020); Novitasari et al. (2021) state that a company may use social media to create a group or community of individuals who share interests or are likely to purchase the product you wish to market. Members of this group help the business expand by sharing information on a regular basis. Collaboration comes in second. Communication is greatly impacted by social media activity. Businesses may use this interaction to monitor product enthusiasts' passion.

Content Sharing comes in third. Social media users may share images, movies, data, and the newest news with ease thanks to content sharing. Here is Forth The simplicity of use and affordability of social media access are the main points of accessibility. Fifth, credibility is the ability to communicate with consumers in a way that is appropriate to win their trust in whatever is said and done—as long as it is emotionally connected to the needs of the target audience or customer. The experts mentioned above define social media marketing as a marketing strategy wherein a company uses social media to promote goods or services by making use of the users who use it for marketing. According to Weinberg (2009), social media marketing is the process of enabling people to advertise their websites, goods, or services on online social networks, which enables them to connect with a far wider audience than they could have with conventional methods.

According to Suryoko and Pangestu's (2016) research, a buy decision is the choosing of an action or alternative from a multitude of options. That is what Schiffman and Kanuk (2007: 485) pointed out. When it comes to making a selection, consumers need to have a minimum of one or more options. Putra et al. (2021); Praditya, R. A. (2020) define a purchase choice as a dominant sort of consumer self-confidence in the form of believing that the product purchase they make is the right option. Once consumers are aware that decisions they make are impacted by both internal and external variables, they will look for information to study and assess different sorts of things to purchase.

The Influence of Instagram Social Media Marketing on Purchasing Decisions for Fashion Products, a study by Funselul Muslihah on the effect of social media marketing on decisions to buy, lends credence to the above theory by arguing that social media marketing influences decisions to buy in a favourable way (Funselul Muslimah, 2019). In this study, the researcher will look at how internet marketing affects small food enterprises' success. The E-commerce platform marketing case study in digital marketing will be covered in more detail in the upcoming chapter.

E-commerce platform marketing

According to Devendra et al. (2012), electronic commerce, commonly abbreviated as ecommerce or eCommerce, is the buying and selling of goods and services over an electronic system like the internet or another computer network. With the use of intent, an e-commerce technology, daily business transactions may be carried out more easily and affordably by connecting with businesses and individuals. Businesses utilise search engine results pages (SERPs) to advertise their goods and services through search engine marketing, or SEM. The effective use of search engine advertisements, commonly referred to as sponsored links or results, that show up on the search engine results page (SERP) is the focus of search engine marketing (SEM). Search engine marketing (SEM) has shown to be an effective strategy for attracting new clients as it enables companies to target consumers by posting advertisements on search engines. Businesses only pay when users click on an advertisement, in contrast to typical online advertising. When implemented properly, SEM may result in a high ROI and steady traffic.

2.3.3 E-commerce Platform Marketing for Business

Technology, in the opinion of Khan and Mahapatra (2009), is essential to raising the level of services that business units provide. Internet technology is rightly considered the third wave of revolution after the industrial and agricultural revolutions, since it is one of the technologies that has really ushered in the information revolution in society. Today's business cutting edge is e-commerce. E-commerce is already having an impact on every aspect of business, from new product development to customer service.

It makes possible brand-new information-based business practices for connecting and engaging with clients, including online marketing, ordering, and customer service. Additionally, it can reduce expenses in areas that often contribute a large amount of overhead to the cost of products and services, such as order administration and interacting with a variety of suppliers and trade partners [Rajiv Rastogi]. Companies are using the Internet to transact business more and more. Due to its widespread use and accessibility from anywhere in the globe, the Internet is a very powerful tool for consumer and corporate communication (Rowley, 2001). Thompson (2005) asserts that the development of Internet technology holds great potential for lowering costs associated with the supply of goods and services and expanding geographic boundaries through the connection of customers and sellers.

According to Devendra et al. (2012), electronic commerce, commonly abbreviated as ecommerce or eCommerce, is the buying and selling of goods and services over an electronic system like the internet or another computer network. Intent is an e-commerce platform that facilitates low-cost connections with businesses and individuals to carry out routine business activities. Businesses utilise search engine results pages (SERPs) to advertise their goods and services through search engine marketing, or SEM. Making the most of search engine adverts, also referred to as sponsored links or results, that appear on the SERP is the focus of search engine marketing (SEM). Search engine marketing (SEM) has shown to be an effective strategy for attracting new clients as it enables companies to target consumers by posting advertisements on search engines. Businesses only pay when users click on an advertisement, in contrast to typical online advertising. When implemented properly, SEM may result in a high ROI and steady traffic.

The majority of internet advertising campaigns aim to achieve two main objectives, according to Boughton (2005): direct response and brand expansion. Which strategies yield the most return on investment will eventually determine which marketing channel is optimal. Companies that offer goods and services online clearly profit from Internet advertising since their potential clients are already online. Online marketing may be used by non-web-based firms to promote their goods and increase brand awareness. SEM gives companies real-time audience acquisition ROI tracking. SEM makes sure that advertisers are only getting qualified traffic by focusing on consumers who are already seeking for the goods or services they are advertising. Unlike

traditional banner advertising, which is based on the number of times an ad shows, advertisers get paid based on the number of clicks they receive. Moreover, a lot of marketing strategies place a strong focus on branding. PPC advertising may be highly effective at establishing a brand because it appears next to search results for thousands of distinct search queries. [Search Engine Land, 2007] SEM is a kind of online advertising that promotes websites by making them more visible in search engine results pages (SERPs) through on-page and off-page optimisation as well as sponsored inclusions, contextual advertising, and paid placements.

This research looks at how search engine marketing, or e-commerce, is conceptualised. It also reviews the literature and looks at the current and potential future aspects of e-commerce in India. This article examined the main factors that drive internet buying. In addition to being a useful contribution for scholars and researchers, the new development would be advantageous for practitioners, advertising, and business owners. Among the other research categories are the quality of sponsored ad content, ad location, PageRank, Yellow Pages, Search Engine Optimisation (SEO), bid management, and others. According to Limayem et al. (2000), this is a strong predictor of customers' propensity to make purchases online. A more thorough discussion of government financial support will be provided in the section that follows.

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Government Financial and Non-financial Assistance

The business climate is typically unfavourable to SMEs, especially those who are just getting started. They thus need government assistance in the form of the GBSS. Based on prior research and documentation, the GBSS has been crucial in fostering entrepreneurship and offering robust operational assistance. Malaysia is today regarded as a new, developing industrial nation due to its successful transition from an agricultural to an industrial nation. According to Alias (2007), Lim (1986), Moha Asri (1997), Salleh & Ndubisi (2006), Sekretariat Majlis Pembangunan PKS (2008), and SMIDEC (2008), the GBSS appears to have contributed to the success.

Government assistance to small and medium-sized enterprises (SMEs) is growing in affluent nations due to the perception that SMEs are particularly creative and help create high-quality jobs (Parker, 2000). It's also believed that small companies are more flexible and sensitive to the needs of their clients. Given the substantial influence

that government policies have on the prosperity of private enterprises, entrepreneurs need to be ready to react appropriately. The political demands and strategies that corporations need to deal with governments have been the subject of recent studies (e.g., Bonardi, Hillman and Kiem, 2005; Hoskisson et. Al., 2000). These studies collectively demonstrate that government interactions and corporate politics affect the success of firms.

A range of initiatives, including the introduction of political reforms, programmes for economic growth and entrepreneurship, training, and educational activities, have been developed by various governments and government agencies to support small food enterprises (Morrison et al., 2006; Manyara and Jones, 2007). Aside from that, the programmes have benefited from the creation of government agencies, training facilities, and private consulting firms—all of which have a positive impact on the expansion of entrepreneurship and human resource management.

2.4 Government Financial Assistance to Business

Small and medium-sized enterprises (SMEs) have the potential to significantly contribute to the growth of entrepreneurship and future economic stimulation in a nation (UN, 2013). By fostering an environment that is supportive, the government encourages the expansion and development of resilient, internationally competitive SMEs. The efforts and projects of the government are intended to alleviate the financial constraints faced by SMEs and enhance their capabilities in areas like as marketing, technology, ICT, and consulting services. Grants and soft loans are two ways that the Ministry of International Trade and Industry (MITI) and its affiliates offer financial help. Funding is channelled through commercial financial entities in addition to the government.

Owing to the adverse effects, the IMF has revised down its forecast for Malaysia's GDP in 2020, bringing it in line with prior estimates at -3.8 percent on an annual basis (The Edge Markets, 2020). To restore and maintain the nation's economy, the Malaysian government introduced a number of economic stimulus programmes, such as the Short-term Economic Recovery Plan (PENJANA) and the Prihatin Rakyat Economic Stimulus Package (PRIHATIN). Since its February 27, 2020 introduction, the PRIHATIN package has undergone revisions and enhancements, bringing its total

worth to RM250 billion (US\$58 billion). Owing to the severity of the economic crisis in Malaysia, the PENJANA was put into effect simultaneously. In an effort to assist its suffering economy recover, Malaysia has offered incentives totaling over RM290 billion (US\$67 billion) since February 2020. The primary objective of these efforts is to provide urgent relief to the country's citizens, especially those who are affected. Small and medium-sized enterprises (SMEs) have the potential to significantly contribute to the growth of entrepreneurship and future economic stimulation in a nation (UN, 2013).

Small and medium-sized businesses (SMEs) suffered more than others because they lacked the cash reserves needed to withstand the storm. In response to input from chambers of commerce and SMEs' associations, the Malaysian government revised its package to increase support for SMEs. specialised stimulus plans designed to help Malaysian SMEs struggling with financial flow get through this trying time. The SMEs are the target audience for the wage subsidy programme (WSP), the delay of monthly income tax instalment payments, and the prohibition on loan instalment payments. The WSP was provided and managed by the Social Security Organisation (SOCSO), a government agency housed within the Ministry of Human Resources. This WSP aims to keep employees from losing their jobs while also providing financial support to businesses. 281,469 applicants benefitted from the WSP programme between April 1 and May 20, 2020, according to the SOCSO website, with 94 percent of applications approved. Failure was attributed to a multitude of factors, including inactive businesses, erroneous business registration numbers, incorrect account numbers, and non-compliance with rules. Another way to support SMEs is to postpone paying monthly income tax installments. Small and medium-sized enterprises (SMEs) have the potential to significantly contribute to the growth of entrepreneurship and future economic stimulation in a nation (UN, 2013).

Businesses impacted by the crisis may change their profit projections for 2020 in terms of monthly income tax instalment payments without incurring penalties, in addition to the tax installment delay. Financial institutions contributed as well by offering a penalty-free six-month moratorium on loan installments from April to September. SMEs have benefited from this support in their challenging circumstances. Since SME is the preferred company form, its significance to the Malaysian economy cannot be disputed. Two-thirds of the employment market was made up of SMEs in 2017, which

accounted for 98.5 percent of all businesses. SMEs make up 38.5 percent of Malaysia's GDP in 2019, which makes their contribution to the country's economy quite important. Since the majority of SMEs rely on their ongoing operations to provide working capital, the viability and survival of businesses—especially those started by young entrepreneurs—depend on how well government aid works to alleviate the financial crisis that these companies are facing. A nation's future economic stimulus and a significant driver of entrepreneurial growth can come from small and medium-sized enterprises (SMEs) (UN, 2013).

The government has persisted in putting strategic initiatives into place, such as financial facilities, to support and enable micro- and small-scale enterprises (MSMEs) and SMEs in their struggle to survive in the marketplace in 2021. Several stimulus packages, including as the National People's Well-Being and Economic Recovery Package (PEMULIH), PEMERKASA Plus, and the Strategic Programme to Empower the People and Economy (PEMERKASA), were presented this year in an effort to lessen the burden on SMEs and revitalise the nation's economy. The GDP (gross domestic product) growth of SMEs decreased by 7.3% in the previous year. Small and medium-sized enterprises (SMEs) have the potential to significantly contribute to the growth of entrepreneurship and future economic stimulation in a nation (UN, 2013).

The Department of Statistics Malaysia reports that this was the first time in 17 years when their growth was less than the -5.6% growth of Malaysia's GDP as a whole. Under the RM20 billion PEMERKASA plan, which was introduced in March, RM500 million was approved for SME financing facilities under Bank Simpanan Nasional (BSN), TEKUN Nasional, Majlis Amanah Rakyat, and SME Corporation, with a reduced interest rate of 3%. 200 million ringgit (US\$46 million) has been handed to TEKUN Nasional, a ministry of entrepreneurial and cooperative development institution that finances SMEs. Under this programme, SMEs can qualify for zero-interest loans up to 10,000 ringgit (US\$2,304). The government announced a one-time Prihatin Special Grant (GKP) 3.0 assistance of RM1,000 for qualified micro SMEs, as well as an additional RM700 million for the SME Automation and Digitalization Facility, bringing the total financing facility for SMEs to RM6 billion. The government announced in May the RM40 billion PEMERKASA Plus package, which included an extra RM500 for GKP 3.0 beneficiaries in July 2021, increasing the total compensation to RM1,500, and a three-month restriction on micro-enterprises and SMEs

functioning. Agrobank (RM500 million), TEKUN Nasional (RM100 million), and BSN (RM500 million) jointly managed a RM1.1 billion microcredit payment system as part of the RM150 billion PEMULIH package, which was unveiled in late June.

A further RM100 million in matching grants of up to RM5,000 were awarded to SMEs and MSMEs under the SME Digitalization Grant for SMEs and MSMEs for the purchase or subscription of digital systems. Under PEMULIH, microentrepreneurs were given an unrestricted moratorium. With authorization and bank checks, this possibility was also extended to SME operations impacted by the pandemic. The fourth cycle of GKP payments for SMEs (GKP 4.0) was also included in the package; SMEs would get RM 500 in September 2021 and an additional RM 500 the following month. Assist in enhancing cash flow and reviving enterprises, the Prime Minister (Datuk Seri Ismail Sabri Yaakob) announced that RM6.08 billion had been distributed to over a million MSMEs under the GKP. The focus of this research will be on government non-financial support, and this topic will give a broad summary of it. It covers the effects on small food enterprises of non-financial government aid. Small and medium-sized enterprises (SMEs) have the potential to significantly contribute to the growth of entrepreneurship and future economic stimulation in a nation (UN, 2013).

2.4.1 Government Non-financial Assistance to Business

As disclosed on March 27, 2020, the Malaysian government has been aggressively focused on providing non-financial assistance to micro-SMEs to help them maintain their enterprises (Government of Malaysia, 2020). To lessen the impact on Malaysian individuals and companies, PRIHATIN (the Economic Stimulus Package Prihatin Rakyat) offers three different types of stimulus programmes at a total cost of RM260 billion (USD64.6 billion). Among the stimulus packages available are salary subsidies, cash giveaways, deferments on loan repayment, and free Internet access for a few months. SME financial burdens would be lessened with the aid of PRIHATIN Plus, an additional RM10 billion package that was unveiled on April 6, 2020.

Ensuring the survival of enterprises and maintaining the employability of the workers is the top objective. For eligible microbusinesses, an RM2.1 billion Special PRIHATIN Grant has been established (Government of Malaysia, 2020). Each company received an RM3,000 subsidy, helping over 700,000 small enterprises.

However, tiny SMEs need to register with the Lembaga Hasil Dalam Negeri Malaysia (LHDN) in order to receive this assistance. A list of eligible microbusinesses will be provided to the government by Suruhanjaya Syarikat Malaysia (SSM) and local governments. It's interesting to note that PRIHATIN Plus provided RM13.8 billion to all businesses that employed domestic workers making RM4,000 or less per month for a wage subsidy plan.

Each retained employee would get a salary subsidy of RM600 per month for businesses employing more than 200 people. The cap on the number of workers a company may submit a claim for will rise from 100 to 200. For businesses with 75 to 200 employees, a salary subsidy of RM800 per month would be provided for each employee. Lastly, a wage subsidy of RM1,200 per month is provided for companies with less than 75 employees. This upgrade will result in more advantages and assistance for companies. Only employers who registered with the Suruhanjaya Syarikat Malaysia (SSM) or local governments before January 1, 2020 and are registered with the Social Security Organisation (SOCSO) are eligible for this three-month subsidy. Estimates indicate that 4.8 million employees will benefit from this scheme. Employers who take financial assistance are required to retain their employees for a minimum of six months, with three months required during the subsidy period and an additional three months following (Prime Minister Office, Government of Malaysia, 2020).

Annuar (2020) estimates that SMEs contribute significantly to our economy, making up about 37% of the GDP of our nation. Since implementing the Wage Subsidy Programme, or PSU, the government has spent more than 15 billion ringgit to help businesses pay salaries to almost 2.7 million employees. Over 2.5 million workers will benefit from PSU 4.0, which will be implemented with a 3.8 billion ringgit budget by the government due to the positive response to this project. Under the PSU 4.0 initiative, the government will provide accommodations for up to 500 employees per employer for a maximum of four months, with two months allocated for all sectors in the second phase of VAT and the remaining two months reserved specifically for sectors classified in the negative list during the third phase period. Each employee will be paid 600 ringgit. Furthermore, employers will automatically receive a two-month exemption from the HRD Corp levy if they are currently unable to function. Additionally, employers in newly established industries would receive a prolongation of the levy exemption until December 31, 2021 (Perbadanan Sumber Manusia Berhad

Act 2001). It is anticipated that this project will cost 425 million ringgit. Through the SOCSO's Career Generator project, the government has offered financial incentives to businesses that create new employment possibilities. To date, 170 million ringgit have been allocated to around 10,600 businesses and 75,800 individuals. The first half of this year has effectively created over 243 thousand job possibilities. Through the National job Council, or NEC, a strategic collaboration between government agencies and industry stakeholders will be used by the government to provide job opportunities and placements for skills training.

Annuar (2020) estimates that SMEs contribute significantly to our economy, making up about 37% of the GDP of our nation. With transactions reaching 1.8 billion ringgit, the Shop Malaysia Online program—which was part of the PENJANA package—has assisted over 200,000 local business owners in increasing their sales through e-commerce platforms. In order to support the digitization goal and promote cashless transactions, the government has created the Programme Empowerment of Small Entrepreneur Digitization, or PUPUK. It has also decided to provide 200 million ringgit for PMKS and 100 million ringgit for SMEs. With the aim of converting over 300,000 micro merchants, including bazaar dealers, farmers markets, night markets, and stalls, as well as handicraft entrepreneurs, to online commerce and the e-cash system, start by carrying out the Shop Malaysia Online and Go-eCommerce Onboarding campaigns.

Second, increase the 100 million ringgit SME Digitalization Grant allocation so that small and medium-sized business owners can obtain a matching grant of up to 5,000 ringgit when they buy subscriptions to digital platforms or systems. Third, the SKMM-coordinated Small Entrepreneur Digitization Empowerment project ought to encourage tiny SMEs to take part in trade platforms. In order to help rural enterprises join the digital economy, strategic cooperation between digital platform providers, telecom companies, and Community Internet Centres will be strengthened. Fourth, enabling agri-entrepreneurs to exploit cutting-edge technology through the Digitization Programme and Agricultural Sector Transformation, especially in rural regions. Farmers who are interested in converting to the new platform technology will be identified through this initiative, which will be carried out in cooperation with MDEC and the Area Farmers Organisation. But many SMEs are finding it challenging to acquire the technical and management skills required for expansion (Rahman and

Ramos 2010, Hossain, 2015). The subsequent segment will showcase pertinent past research conducted by the prior investigator, which can serve as a point of reference for this investigation.

2.5 Previous Researches

Past research on the researcher's particular problems, theory, or study topic is included in this section from books, journals, and other sources. This part will provide a description, synopsis, and critical assessment of any prior research that is relevant to the research subject under investigation. Reviews of the literature are meant to provide a summary of the sources that researchers have examined when investigating a particular topic and to clarify how the findings relate to the broader area of study.

2.5.1 The Effects Of Digital Marketing, Social Media Marketing and E-commerce Platform Marketing Towards The Performance Of Small Food Business

One of the most affected sectors in Malaysia is the small company sector. This is because many small firms experienced significant difficulties in their daily operations, leading to a loss of revenue, as a result of the transportation and retail sectors closing (Abdul Rashid, Hassan, & Ahmad, 2020). The majority of small company owners started to lose their sources of income during that period due to supply shortages, the closure of support industries, job losses, and a lack of savings (Kawi 2020; Muhammad Nasir 2020). The majority of companies, especially those in rural areas, are having financial difficulties and many are barely getting by. Different approaches are needed to mitigate the issues faced by small-scale rural business owners. Entrepreneurs may benefit from the situation by making the most of ICT through digital apps and by looking for further opportunities to integrate technology into their businesses (Sharples 2020).

This is due to the requirement for the development of digital capabilities, proving that any business may prosper (Millhisier 2020). By advancing their knowledge and proficiency in digital technologies, small rural business owners may profit from the implications and repercussions in remote places. Gardner and Blondeau (2020) found

that it helps to dispose of fresh goods and perishable commodities with a limited shelf life in rural locations by using digital services and information to ease limits (Fabiell et al. 2020). Apart from that, there are other methods for raising small-scale rural entrepreneurs' digital literacy. To put the aforementioned ideas into practice, rural business owners can make use of insurance policies, pension plans, rental agreements, agricultural financing, low-value equity investments, e-payment options, and digitally facilitated cash transfers.

Digital-based engagement in business operations is essential during the social prison period because it enables rural communities to perform financial transactions from the comfort of their homes, without needing to go outside of their community or utilise any corporate facilities (Hayter, 2020). ICT is a great platform for community development because of its significant social impact, which makes it a source of income for business owners. The most recent revolution to improve the use of the Internet and information and communication technology (ICT) across many societal sectors is known as the Fourth Industrial Revolution (IR 4.0). Numerous aspects of society were impacted by this revolution, most notably the dependence on the Internet, which changed the ways in which information is acquired and shared (Nagamani & Veni, 2016; Ibrahim Abu Ahmad, 2016).

Information and communication technology (ICT) has a more significant role in economic growth, job creation, organisational restructuring, productivity maintenance, and the elimination of poverty when IR 4.0 is implemented (Palvial, Baqirb & Nematia, 2017). To empower the community, there has to be a greater uptake of ICT. ICT is essential to society because it gives rural residents—especially rural entrepreneurs—a strong platform on which to develop. Therefore, the purpose of this study is to determine what additional factors might support small rural entrepreneurs in growing their digital enterprises, as well as how much ICT can contribute to their empowerment. The potential and capabilities of ICT to ensure small business digital marketing success will be examined in this study. Small business owners using the quantitative research technique from Penang, Malaysia's Tasek Gelugor and Balik Pulau regions made up the study's population. These small company proprietors conduct online business operations using social media as a commercial platform.

A new business phenomenon has been brought about by the Internet. The corporate structure has been completely transformed, and via these economic activities, society

is able to learn and investigate new things in order to preserve itself. This implies that the current state of affairs acknowledges the community's widespread use of digital technology to enhance dealer-consumer business. Digital marketing is the process of using technology to support marketing initiatives and increase consumer understanding by satisfying their demands (Chaffey, 2013). The results of the survey also demonstrate that the participants employed a range of strategies to enhance their business operations. They recognise that the reality of a future company standard and a crucial shift in a basic business strategy is digital business. It appears from this survey, which was conducted over a brief period of time and with a small sample size of traders, that small company owners are starting to recognise the benefits of conducting their operations on a digital platform. This is due to the fact that commercial activity on the internet is still possible at all times.

In fact, after deploying the digital platform, several dealers have witnessed an exponential growth in their businesses. Local governments must thus act proactively to support the government in overseeing the economy under the current crisis. Making the most of digital technology is one of the roles society must play in order to diversify its revenue streams. The best time for small merchants to turn an existing firm into a digital operation is during this crisis. Digital marketing is the process of using technology to support marketing initiatives and increase consumer understanding by satisfying their demands (Chaffey, 2013). Additionally, this is the perfect moment for every trader to seize the chance to showcase their abilities in business operations in order to make the most of the digital business platform and recognise its importance for the long-term viability of their enterprise.

Almost all businesses are using social media marketing, a new strategy, to connect with consumers on social media platforms. Social media is your only choice if you have an idea and want to quickly and inexpensively get it in front of millions of people. Among the earliest industries to adopt social media as a marketing tool was entertainment. Weinberg (2009) defines social media marketing as the process of enabling people to advertise their websites, goods, or services via online social networks, so expanding their audience reach beyond what would have been possible with more conventional approaches. Stated differently, social media marketing refers to the strategy used by companies to drive customers to their official websites using social media networks. It doesn't end there; businesses also utilise social media

platforms to inform prospective clients about corporate news, new model or product launches, and other company developments.

Gordhamer (2009) compares relationship marketing, which requires companies to go from "trying to sell" to "building connections" with clients, to social media marketing. This social media marketing explanation takes us to the other side of marketing, where building connections with prospective clients is essential to boosting brand loyalty and repeat business. Through virtual networks, social media is a cutting-edge tool used by enterprises to establish strong public connections with their clientele (Jan & Khan, 2014). Because so many prospective clients are accessible via virtual networks, social media has made it easier to manage public relations. Additionally, establishing a social media connection with clients only takes a few clicks. Businesses should always be approachable and available through social media communication channels like Facebook, Twitter, blogs, and forums because today's customers are more powerful and busy (Gordhaner, 2009). Every business should utilise the opportunities provided by social media platforms for communication.

This is predicated on the results of more research. The limitations imposed meant that this research had to be finished quickly. Significant social and economic upheavals have resulted from it, and public anxiety on the duration of the socioeconomic and health-related consequences is growing (Ratnasingam 2020). Examining the relationship between e-marketing orientation, perceived relative advantage, customer pressure, and degree of competition and firm success is the aim of this research. Only two of the four assumptions put out in this study are accepted and have been shown to positively affect company performance.

This outcome shows that organisations may still succeed with their own marketing strategies in addition to e-marketing orientation, which involves implementing e-marketing within an organisation. Moreover, a few of them still lack familiarity with digital innovation and e-marketing in companies, especially small ones.

In 2011, Turban, Bolloju, and Peng Liang created the terms "social commerce" and "social enterprise." They decided to use conventional marketing strategies instead, such word-of-mouth marketing, direct selling, and television. Next is the effect of perceived relative advantage on the performance of strategic business operations. This is because small and medium-sized enterprises (SMEs) choose face-to-face

communication over technology and the internet. If they think e-marketing will yield a better return on investment than their present strategies, they are more likely to employ it. What follows is the effect of consumer demand on strategic company performance.

While conventional trade and electronic commerce (E-commerce) operate similarly, the former may directly benefit a business by increasing sales and profits. Because of its flexibility, electronic commerce may save marketing costs by providing consumers with information about products and services directly to their location. Because they don't have to display their items in big windows with plenty of foot traffic, firms that exclusively sell electronics can save money on shop running costs. Tenacity in business is associated with dedication to goods or services, competitiveness, entrepreneurship, and opportunity. Those that are passionate about their business continue to operate it. In 2011, Turban, Bolloju, and Peng Liang created the terms "social commerce" and "social enterprise."

Small and medium-sized enterprises (SMEs) are important to the country's economy. Small and medium-sized enterprises (SMEs) carry out a wide range of tasks and responsibilities, such as supplying goods and services, hiring workers, producing fair income, enhancing the quality of local products, and improving living conditions. Due to their proximity to the public and high labour absorption rate, small and medium-sized enterprises (Supardi, 2009; Kowo et al., 2019). Marketing is the main problem that SMEs have (Supardi, 2009). Traditional marketing techniques cost a lot of money, including making and distributing brochures, participating in events, and opening new branches. The development of the internet has proven to be a successful strategy for increasing the number of product marketing channels. In addition to SMEs' cheap costs, information will travel more quickly and widely online, necessitating the creation of e-commerce marketing and sales methods to handle these problems (Supardi, 2009). For an organisation to expand and be viable over the long run, information systems-driven, technology-oriented business procedures must be adopted.

SMEs may increase their competitiveness and seize prospects for export and other economic growth by using the advancements in Information and Communication Technology (ICT), especially e-commerce (Jauhari, 2010). To increase sales volume and income, company items should be promoted and marketed through website and e-

commerce development. The rise in revenue will ultimately lead to the development of these small and medium-sized enterprises (Jauhari, 2010). SMEs need to focus more on expanding their worldwide markets and creating value via R&D investments as part of their long-term growth and survival plans (Nino-Amézquita, Legotin & Oleg Barbakov, 2017). The perception of business risk, which affects SMEs' involvement in cluster collaboration and competitiveness risk, is the most significant risk indicator.

The study's conclusions imply that client demand has little bearing on SMEs. Nonetheless, customers do influence company advancement. A business strategy is the result of choices made to align company capabilities and resources with external opportunities and challenges (Andrews 1980; Bourgeois 1985). It is widely acknowledged that customers who possess impartial, current, and reliable information are highly valuable to companies that use the internet and related technologies. Lastly, there is a strong positive association between strategic business performance and the degree of competition. This is a high correlation between the level of competition and business performance, since the degree of rivalry across firms poses a risk to the organisation. SMEs must always keep up with technological advancements if they are to preserve their competitive edge in a highly competitive environment.

HI: Digital marketing has significant effects towards the business performance

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Author (YEAR)	Research Title	Sample	Research Design & Method	IV	DV	MV	Important Findings	Journal	Future Research Suggestion
Anis Hanani Abdul Jamil, Muhammad Shahar Jusoh, Dayang Hasliza	The Impact of E- Marketing on Business	Companies and entrepreneurs with companies . 30 set of questionnaires were	This research will be analysed by using Statistical Package for Social	Digital Marketing	Business performance	IR 4.0	The e- marketing and technology innovation in a company	International Journal of Business Management 4	Expand the target respondent other than northern Malaysia .

Muhd Yusuf and Mohd Rosli Abdul Ghani (Oct,2020)	Performance in Northern Malaysia	collected to see whether all the impact of e marketing on business performance.	Science (SPSS) version 25.SPSS will be using to conduct descriptive analysis, frequency analysis, correlation analysis, reliability test and multiple regression analysis.				y especially small companies are still new to some of them. Therefore, they choose to stick to traditional marketing which is through television, direct selling and word of mouth.	(5): 55-61,2020	Secondly, the researcher to study the e marketing toward business performance research as the previous research are mostly from differed countries and limited
Siti Masayu Rosliah Abdul Rashid, Fatimah Hassan, Norhafiza Md.Sharif,	The Role of Digital Marketing in Assist	The study design consisted of a quantitative form for each research	The data were analysed using Statistical Package for Social Science	Digital Marketing	Assisting small rural entrepreneurs	Information and Communication Technology	Small traders are beginning to realize the importance	Academic Journal of Interdisciplinary Studies	

Azimah Abd Rahman and Mohd Amirul Mahamud (July,2021)	ing Small Rural Entre prene urs : A Case Study In Penin sular Malay sia	instrument using the Google Form online survey. This study's sample was selected using a particular sampling method (purposive sampling) and (snowballs sampling) involving 158 small rural entreprene urs	(SPSS) version 27.0 software.				nce of adoptin g the digital platfor m to carry out their business activitie s	Vol 10 No 4	
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Table 2.0 : The Effects Or Digital Marketing,Social Media Marketing and E-commerce platform marketing towards the performance of small food business

2.5.2. The Effects Of Government Assistance, Financial Assistance and Non-Financial Assistance Towards The Performance Of Small Food Business

In Malaysia, the bulk of business entities are micro and small businesses. According to Surendran (2020), peer-to-peer financing platforms have also been used by micro

SMEs to maintain the viability of their businesses. Even though they make a substantial contribution to the nation's economic growth, micro and small businesses are quickly impacted by shifts in the business environment. Because of this, the Malaysian government has put in place a number of business assistance initiatives to ensure the continued existence of micro and small businesses. It is believed that a supportive intervention strategy is critical to the survival, expansion, and competitiveness of micro and small businesses. It has been questioned, meanwhile, whether business assistance schemes are indeed helpful in helping micro and small businesses survive. The subject of programme efficacy has gained even greater significance in light of the current issue. Based on a review of the literature, this study investigates the issues and limitations related to the availability, application, and implementation of micro and small company assistance programmes.

The New Economic Policy, 1957-1970 (NEP) was the first public push for entrepreneurial growth in Malaysia after the nation gained independence in 1957, and the Fifth Malaysia Plan (1986-1990) marked the conclusion of these efforts. The New Development Policy (NDP) (1991-2000) was put into effect in 1991. Following the conclusion of the NDP, the government supported the growth of entrepreneurship through the Malaysia Plan. To further boost Malaysia's entrepreneurial landscape, the government released the Shared Prosperity Vision 2030 in October 2019 and the National entrepreneurial Policy 2030 in July 2019 (SME Corp, 2019). The six main pillars of the programme were designed to increase the nation's entrepreneurial competitiveness by strengthening capacities and raising the proportion of resilient entrepreneurs.

Micro and small businesses have been significantly impacted by the crisis. In response to the present situation, the Malaysian government unveiled the PRIHATIN Economic Stimulus Package, which includes specific assistance packages designed to help micro, small, and medium-sized enterprises weather the crisis. The Special Relief Facility, a reduction in interest rates from 3.75 percent to 3.5 percent, and the provision of RM500 million under the micro-credit scheme are just a few of the initiatives that make up the government's RM100 billion support programme. The total fund for the programme is RM700 million, with no collateral required and an interest rate of 2% (Berita Harian, 2020). These are a few of the five main initiatives the administration introduced during the crisis. It is unclear how much these schemes, like other government business

assistance measures, may help micro and small businesses get through the crisis and remain accessible, thus further research is required. The Malaysian government provides many programmes for the promotion of entrepreneurship.

This study's main objective is to get a better understanding of how government initiatives to foster entrepreneurship affect the survival of small and micro businesses in Sabah during times of crisis. The growth of micro and small enterprises depends on government engagement (Tambunan, 2019; Zainol et al., 2017). That being said, further research is needed to determine if government initiatives for entrepreneurial support can effectively address the challenges these firms encountered during the crisis. Studies conducted in this context may be considered innovative, requiring an explanation that takes into account the recent crisis occurrence. In-depth interviews and documentary analysis will be used in this study's qualitative research style (Creswell, 2014), which highlights an interpretivist approach (Mason, 2018). (Patton, 2014). Interviews will be conducted with micro and small company owners and government officials that collaborate with government groups that support entrepreneurship growth in Sabah.

The examined literature indicates that government business assistance programmes significantly influence the survival and growth of micro and small businesses.

According to Surendran (2020), peer-to-peer financing platforms have also been used by micro SMEs to maintain the viability of their businesses. Micro and small businesses in Malaysia are not fully utilising the numerous business assistance initiatives that have been put in place. The low level of involvement in government business assistance initiatives by micro and small businesses can be attributed to business owners' ignorance of the resources at their disposal. Based on the reviewed literature, micro and small company owners' low engagement in the assistance programmes was caused by the poor marketing strategies used to advertise them. To stay relevant in today's business climate, policymakers need to expand access to government business support programmes and the system for disseminating information. Furthermore, the examined literature indicates that previous studies on the efficacy of government business assistance schemes have received less attention. One common way to evaluate the success of a government business aid initiative is by participation.

For example, it is generally considered that participation in government support initiatives has a favourable correlation with the participants' company performance, reflecting the success of the programmes. Many businesses are worried that the government's support won't be enough, even if they haven't gotten much (Lee, 2020). This approach does not facilitate participant sharing of programme experiences or make the program's content more understandable. It is not possible to disclose any challenges associated with carrying out government aid projects in this way. Investigating the management of government business assistance programmes would therefore contribute to the nation's entrepreneurship development efforts and increase the likelihood that micro and small businesses would survive in the cutthroat business world of today.

This is founded on what researchers have discovered via prior investigations. In the face of this uncertainty, many Small and Medium-Sized Enterprises (SMEs) are finding it difficult to maintain financial stability. There are up to 50% decreases in income for certain SMEs. The fact that most firms are experiencing turmoil has caused the global economy to slow down. While it impacts everyone, small and medium-sized businesses (SME) and individuals who get daily compensation are disproportionately affected (Mahendhiran, 2020).

In a survey conducted by the online home services platform Recommend.my, 68.9% of local SMEs reported a 50% drop in business in less than a week. Nearly all local businesses have a dismal prognosis for the remainder of the year, with more than half having a negative view on their own operations, according to a poll that examined SMEs' opinions one week before and one week after the closure (Azril Anuar, 2020). Because of this, a number of regions, including Selangor, Kuala Lumpur, and Johor, have been classified as red zones. Many SMEs are present in these regions, as shown below: With 19.8%, Selangor has the highest percentage of SMEs, followed by Johor (13.7%) and Kuala Lumpur (14.7%). SMEs in these regions will therefore sustain large losses (Shahidan Shaari, 2020). As everyone is aware, billions of people have been impacted by this worldwide calamity.

The global economy, industries, organisations, and small and medium-sized enterprises (SMEs) have all been significantly impacted by the crisis (Segal & Gerstel, 2020). The most financial issues that SMEs faced during this epidemic, according to EY (2020), were cash flow, liquidity, delays in collections, and revenue losses. Some

suggested cost-cutting strategies for SMEs include cash flow management, reprioritizing investments and business operations, changing compensation or looking for labour subsidies. The goal of this endeavour is to maintain SMEs' resilience in the face of economic challenges. With the help of this package, SMEs will be able to lessen their financial burden and two-thirds of Malaysian workers would be able to continue working. Therefore, the objective of this study is to create a model to assess how well the PRIHATIN SME Economic Stimulus Package helps SMEs who are having financial difficulties.

This study aims to provide SMEs with a research technique that will help them harmonise their national SMEs perspective. A review of the accomplishments and efficacy of the Additional PRIHATIN SME Economic Stimulus Package (PRIHATIN SME+) in aiding SMEs in their recovery, as well as the introduction of a new objective tool for SMEs to monitor their performance based on the incentives received, are just a few of the ways in which stakeholders may benefit from this research model, as illustrated in Figure 3. Many businesses are worried that the government's support won't be enough, even if they haven't gotten much (Lee, 2020).

H2: Government assistance has significant effects towards the business performance

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Author (YEAR)	Research Title	Sample	Research Design & Method	IV	DV	MV	Important Findings	Journal	Future Research Suggestion
Salmah Topimin and Siti Rahayu Mohd Hashim (2021)	An Overview Of Government Business	Micro and small enterprise owners and government officials who work	This study will adopt a qualitative research	Government Business Support Programs	Micro And Small Businesses survival In	Utilization and delivery of micro and small business support	The low take-up of government business support program	MBJE Vol.8 (December, No. 2), 2021.	Accessibility to the stimulus package to business owners is

	Support Programs For Micro And Small Businesses In Malaysia	with government organizations will be interviewed	strategy (Creswell, 2014) that focuses on an interpretivist approach (Mason, 2018) and capitalizes on in-depth interviews and documentary analysis		Malaysia	program s.	s by micro and small businesses is caused by the lack of awareness of the business owners pertaining to the support available.		also a topic of concern that requires further investigation (Raflis et al,2020).
Nurul Nadiah Ahmad, Wan Noordina Wan Hanafi, Wan Mohamad Taufik Wan Abdullah, Salina Daud and Siti	The Effectiveness of Additional PRIH ATIN SME Economic	This study will adopt the definition of SMEs used by the National SME Development Council	Proposed model will be assessed through the accounting based measures of	SME Economic Stimulus Package	Ensuring the SMEs to remain resilient	Government stimulus	Research benefit the stakeholders, in term of monitoring the growth of SMEs	Global Business and Management Research: An International Journal	Further study shall be conducted in future by using the proposed research model to

Norhidayah Toolib (2020)	mic Stimulus Package (PRIHATIN SME+) in Malaysia: A Conceptual Paper	as the sample of the study and this study will include the three main sectors that have been identified by the Council of SMEs	perform				during recovery period, guiding SMEs during recovery period, guiding SMEs to be on the right track, assessing the achievement and effectiveness of the Additional PRIHATIN SME Economic Stimulus Package in assisting SMEs	Vol.12, no.4 (2020)	see the effectiveness of the PRIHATIN SME Economic Stimulus Package in assisting SMEs facing the financial burden
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Table 2.1 : The Effects Of Government Assistance, Financial Assistance and Non-financial Assistance towards the performance of small food business.

2.6 Conceptual Framework

In order to comprehend how both digital marketing and government support affect the performance of small food businesses, the conceptual framework for this research was based on the effects of digital marketing, social media marketing, and E-commerce platform marketing as well as government assistance, financial assistance, and non-financial assistance. By making the most of ICT through digital applications and seeking for new chances to integrate technology into their operations, entrepreneurs may profit from the current circumstances (Sharples, 2020). This demonstrates that tiny businesses may succeed or survive by implementing digital marketing strategies. In addition, small businesses need to stay abreast of technical developments in order to maintain their competitive edge in a highly competitive market.

Additionally, looking into the way government business assistance programmes are run might help the nation's efforts to foster entrepreneurship by raising the likelihood that micro and small firms will survive in the cutthroat economy of today. According to EY, the main financial concerns for SMEs during this epidemic were cash flow, liquidity, delays in receivables, and revenue losses (2020). This demonstrates how crucial government assistance is to small businesses' ability to thrive once more. The relationship between the dependent variable (small food business performance) and the independent variable (digital marketing) is depicted in Figure 1.

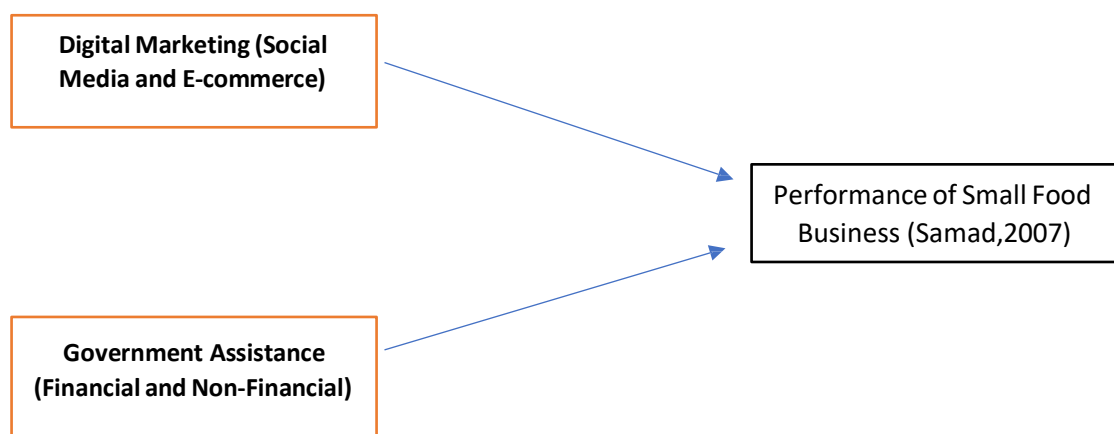


FIGURE 1: CONCEPTUAL FRAMEWORK

2.7 Summary

The impact of government assistance and internet marketing on the operations of small food enterprises is covered in this chapter. There were few gaps in the literature between the well-researched topics of government assistance and digital marketing. The effects of internet marketing and government assistance for small enterprises were not well-documented. This chapter also provided an overview of the research, including a review of the literature and earlier investigations.



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CHAPTER 3

3.0 Introduction

This chapter discusses the research methodology or approach employed for this investigation. Research methodology is the process that will be utilised to get insightful data from the respondents. A few methods that might be used are an experiment, survey, questionnaire, and interview. The researchers decided to use a quantitative study using a correlation research design to look at how government assistance and internet marketing affect small food enterprises. This chapter covers several key topics, including research design, research instrument, subject research, research site, pilot testing, and data processing technique.

3.1 Research Design

A researcher's skill set and approach for integrating various study components in a way that is both effective and feasible in solving the research challenge is known as research design. It may also be a comprehensive plan outlining the strategy or methodology that will be used to address the research issue. Effective study designs often lessen data bias and increase trust in the information gathered and examined.

Additionally, the study design ought to make sense for the topic being studied. Research projects might employ blended methods, qualitative, or quantitative approaches. A survey-based quantitative research technique is utilised to build digital marketing and government support and how they link to a small food business's decision to survive or not. Establishing, validating, or confirming the effects is the aim of quantitative research.

Quantitative research design is a process or strategy for obtaining, evaluating, interpreting, and presenting numerical data (Teddle, 2009). A quantitative correlation approach was employed in this study to explain the relationships between the given variables. The current study examined how government support and internet marketing affected small food firms' success.

Another method that academics employ to ascertain the significance of the two variables is explanatory research. The performance of small food enterprises is the dependent variable in this study, while digital marketing and government assistance are the independent factors. The study concluded that there was a relationship between the two factors. Because of its extensive application, ease of use, quick data collection, big sample size engagement, direct information, natural phenomena, description, and extensive research capabilities, the design of this study is deemed acceptable.

3.2 Research Method

One of three methodology selection strategies—qualitative, mixed, or quantitative—can be used to carry out this investigation. The impacts of government assistance and digital marketing on the success of small food businesses were examined by the researcher using a quantitative methodology. Unlike qualitative research, which aims to fully understand the individual factors associated with behaviours, judgements, and individual constructions of lived experiences, the primary objective of quantitative research design is to define and isolate specific variables within the study's environment (Berg 2012).

3.3 Data Collection

The process of gathering data involves obtaining information from all reliable sources, addressing the main research questions, testing the hypothesis, and evaluating the results (Dudovskiy, 2018). Main data and secondary data are the two categories of data. Primary data refers to information that a researcher has collected by methods like surveys, interviews and close ended questions. On the other side, information obtained through analysis, surveys, and experiments is either used by other researchers or is gathered by others.

3.3.1 Primary Data

Primary data may be categorised in two ways: qualitatively and quantitatively. To collect qualitative data, methods including focus groups, observations, and interviews are employed. Questionnaire surveys are used to collect quantitative data in the interim. For this study, the researchers employed a questionnaire survey to gather quantitative data. This study examined the impact of government assistance and digital marketing on the success of small food enterprises by using a Multiple Choice Question (MCQ) to gather data from respondents. The performance was assessed using the small food business performance scale. The next part will go into more depth about both instruments.

3.3.2 Secondary Data

Both qualitative and quantitative information may be found in secondary data. Surveys, financial records, and statistics can be used to obtain quantitative data, whereas newspapers, earlier articles and journals, interviews, transcripts, and other publications can all be utilised to gather qualitative data. In order to gain understanding and suggestions on the connection between digital marketing, government assistance, and the success of small food enterprises, the researcher employed a quantitative approach in this study.

3.4 Data Collection Technique

The sample techniques, analytical units, and relevant factors for this inquiry are covered in the subsections that follow.

3.4.1 Simple Random Sampling

Sampling is the process of choosing portions or segments that fairly reflect the population. This is a crucial stage in the design process since it helps assess the value of the researcher's formula by taking into account the fundamental discoveries. The researcher will specify how many replies she receives from owners and staff of small food enterprises. That will be decided upon for the sample size and selection process.

3.4.2 Population

A study population comprises a sizable number of students in UTeM, individuals, families, groups, communities, organisations, occasions, or objects that are being studied scientifically. The public at large is the intended beneficiary of this study. On the other hand, every person is referred to as a part of this population. The Department of Statistics (2016) estimates that 31,361 SME in Melaka Small and Medium Enterprise make up the study's population.

3.4.3 Sample Size

The size of the representative population sample that will be used to gather the needed data is 151 respondents referred to as the sample methodology. In order to enhance the sampling and decide which sampling technique to use based on the constraints of the research paper, sample theory is a crucial tool. Probability sampling and non-probability sampling are the two categories of sampling techniques.

The goals of the research have a big impact on the method chosen. Because random sampling is often costly and commonly used, it does not require a large population, thus the researcher will utilise it to limit or cut sample costs. The researcher will find it easier to locate respondents using this sample strategy.

The small food enterprises in Melaka will get questionnaires as part of the project. The purpose of the study paper was to obtain input on how small food businesses operate in relation to government assistance and digital marketing. To that end, a questionnaire would be sent out. From a total population of 31,361, 380 samples make up the required sample size. According to the chart, the number of responders in theory satisfied the sample survey (Krejeie & Morgan, 1970).

Table 3.0: Sample Size from a Given Population by Krejeie & Morgan (1970)

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	86	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	103	750	254	15000	375

160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
210	136	1100	285	100000	384

N = Population

S = Sample Size

3.5 Research Location

The major focus of the study is Melaka's small food companies. The researchers selected this state due to its significance and role in Melaka's development. This was chosen since it satisfies the research study's standards and is acceptable.

3.6 Research Subject

The focus of the study was on Melaka's small food enterprises, including restaurants and food stalls. The researchers chose to investigate this issue using the whole workforce rather than just a sample.

3.7 Research Instrument

This study was conducted using the Multiple Choice Question (MCQ) quantitative research approach. Multiple-choice survey questions are the most popular type. They let responders select one or more alternatives from a pre-arranged list of possible responses. There will be three sections to the distribution of this questionnaire collection. Section A will deal with digital marketing, Section B will deal with government assistance, and Section C will deal with the performance of small food businesses.

Moreover, the MCQ evaluates characteristics and actions that are objectively connected to those effect categories. Digital marketing and government assistance are separated into subcategories. Potential participants used a five- and four-point Likert

scale to score the behaviour of their impacts. The principal (more often utilised) influence of the academic staff was evaluated and obtained the highest total score.

Section A : Digital Marketing, Social Media Marketing and E-commerce Platform Marketing

There are 20 items in the questionnaire of digital marketing, social media marketing and E-commerce platform marketing to be test. This item consist of 4 scales of score (0=Not at all), 1=Once in a while, 2=Sometimes, 3=Fairly often, 4=Frequently, if not always) used to reveal whether digital marketing are useful or not.

Table 3.1 : Table of Variable Digital Marketing

Independent Variables	Quantity Of Item
Digital Marketing for Small Food Business	20

Table 3.2 : Table of Digital Marketing, E-commerce platform marketing and Social media marketing Questionnaire

No. Item	Statement
DM 1	Company awareness to the digital marketing existing
DM 2	Business realising digital marketing may help them perform better
DM 3	Business using digital marketing in running a business before
DM 4	Prompted firms to resort to digital marketing as a means of increasing sales
DM 5	Businesses awareness of the benefits when using digital marketing in business

DM 6	Businesses want to keep employing digital marketing even they've already done so
DM 7	Usage of digital marketing in business more effective than previous approaches employed by businesses
DM 8	Digital marketing help business make the most of digitalization in order to stay in business
DM 9	Digital marketing become the primary driver of business strategy in the future
DM 10	Usage of digital marketing still relevant
ECM 11	E-commerce need to be used in business nowadays
ECM 12	E-commerce marketing able to grow your business
ECM 13	The functions and advantages of using E-commerce
ECM 14	E-commerce able to change business methods compared to before
ECM 15	Business will not grow when there is no E-commerce
SMM 16	Business need social media nowadays
SMM 17	Social media boost business
SMM 18	Function of social media and its benefits
SMM 19	Social media add to the shortcomings of business
SMM 20	Business will not thrive when not use social media

SECTION B: Government Assistance, Financial Assistance and Non-financial

Assistance

This section consist of 16 items that will used to test government assistance, government financial assistance and government non-financial assistance. This item also same as digital marketing, social media marketing and E-commerce platform marketing item which consist of 4 scales of score (0=Not at all), 1=Once in a

while, 2=Sometimes, 3=Fairly often, 4=Frequently, if not always) used to reveal whether government assistance are useful or not to the small food business.

Table 3.3 : Table of Variable Government Assistance

Independent variables	Quantity of Item
Government Assistance for Small Food Business	16

Table 3.4 : Table of Government Assistance Questionnaire

No.Item	Statement
GA 1	Aid offered will enable the business to stay in operation
GA 2	There enough support for business traders
GA 3	Important to continue providing this support in the future
GA 4	Aid supplied to business extremely important
GA 5	Business in jeopardy when no assistance is provided
GA 6	Necessary to provide future promises to the aid provided
GA 7	Possible to grow the number of customer after with the assistance provided
GFA 8	Financial assistance should be given to traders
GFA 9	Financial help revive business
GFA 10	Know the existence of this financial assistance
GFA 11	Financial assistance able to overcome loss problem
GFA 12	Business collapse without this financial help
GNFA 13	Know about this non-financial aid like digitization aid from the government

GNFA 14	Non-financial assistance improve business
GNFA 15	Non-financial assistance able to solve bankruptcy problem
GNFA 16	Business collapse without this non-financial help

SECTION C: Performance of Small Food Business

This section consist of 8 item or question to be test regarding small food business performance. The item consist of 5 scales score (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4= Agree, 5=Strongly agree) that used to identify the performance of small food business.

Table 3.5 : Table of Variable Performance of Small Food Business Performance

Dependent variables	Quantity of Item
Performance of Small Food Business for Business	8

Table 3.6 : Table of Performance of Small Food Business Questionnaire

No. Item	Statement
PSFB 1	Possible for a company to survive during a crisis
PSFB 2	Business in need of assistance to stay afloat
PSFB 3	Businesses expanded faster before the outbreak than they do now
PSFB 4	Business convinced that with the old methods before digitization, they would be able to continue doing business in the event of a crisis
PSFB 5	During a crisis, dealer's business on the point of bankruptcy

PSFB 6	Possible that the company is in a position to make money
PSFB 7	Company optimistic that once the crisis has passed, business will resume its normal place
PSFB 8	Business optimistic that old customers will continue to buy their product after the crisis

3.8 Pilot Test

The transparency of the MCQ instrument was evaluated in a pilot research, and a questionnaire on the performance of small food businesses and other demographic parameters was also conducted. A selection of participants was made from small food firms. No findings from the pilot research could be applied to other situations. The short study looked at the format, content, and distribution strategies for survey questionnaires that were filled out by hand. Consequently, there was no need for alterations or changes to the methods, tools, or supplies used in the primary study. The current inquiry did not employ the pilot study's sample ($n = 30$) or data. The description of the data analysis will be covered in more detail in the section that follows.

3.9 Data analysis

Large volumes of numerical data may be analysed using statistical analysis, also referred to as scientific approach, which summarises the key components and relationships in order to generalise the behaviour of the analytical pattern and specific results of long-term trends. Two distinct instruments will be used in this study: multi-linear regression analysis and descriptive analysis.

The two primary characteristics of tendency and dispersion were the subject of descriptive analysis, which was utilised to statistically identify and contrast the indicators. There are three methods to identify the fundamental trend: mode, mean, and mean. On the other hand, there are three methods to identify the way the data values are distributed throughout the centre pattern. This methodology is employed in

this investigation to ascertain the impacts of digital marketing and government assistance, both of which function as independent variables.

A statistical method called multiple linear regression, or MLR for short, makes predictions about a variable's response based on a number of independent factors. The study of multiple linear regression can also yield point estimates. The principal objective of the entire paper was achieved by the researcher in this study by using this strategy to look into the impacts of both independent and dependent factors.

No	Objectives	Analysis	
1	To study the effect of social media marketing towards the performance of small food business	Multiple Regression	Linear
2	To study the effect of E-commerce platform marketing towards the performance of small food business	Multiple Regression	Linear
3	To study the effect of financial assistance from government to the performance of small food business	Multiple Regression	Linear
4	To study the effect of non-financial assistance from government to the performance of small food business	Multiple Regression	Linear

Table 3.7 : Table of Data Analysis Method

3.10 Summary

At the end of this chapter, all of the research methods employed to achieve the study's objectives were fully discussed. This chapter's measurement and scale were used to assess the operational model and research goals. Two of the analyses that are employed are multiple linear regression and descriptive analysis. The results of the pilot test for this research will be presented in Chapter 4.

CHAPTER 4

4.0 INTRODUCTION

This chapter analyses quantitative research on the impact of internet marketing and government support on small food business performance in Melaka. Data was collected to meet the study's objectives, and the analysis was carried out using the Statistical Package for the Social Sciences (SPSS) version 29. In this chapter, 4.2 Descriptive Analysis: This section provides an overview of the data, starting with respondent demographic analysis (4.2.1), which examines the characteristics of the participants, and research question analysis (4.2.2), which addresses the specific inquiries guiding the study. 4.3 Reliability Analysis: This evaluates the consistency and reliability of the survey or measurement tools, ensuring that the data collected is dependable. 4.4 Pearson Correlation Analysis: This determines the strength and direction of linear relationships between variables, offering insights into their associations. 4.5 Multiple Regression Analysis: This examines how multiple independent variables predict a dependent variable, assessing their combined and individual contributions. 4.6 Hypothesis Testing: This tests the study's proposed hypotheses to determine if they are supported by the data. 4.7 Summary: A concise recap of the analyses and findings presented in the chapter.

Pilot testing was conducted prior to data collection and questionnaire distribution to the target respondents. The purpose of the pilot test was to evaluate the validity of the questionnaire design, minimize potential issues for respondents when answering, and address data screening challenges. Conducting a pilot test is essential to ensure that the research process runs smoothly. Therefore, the researcher selected 30 respondents to participate in the pilot test.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

- a. Listwise deletion based on all variables in the procedure.

TABLE 4.1 CASE PROCESSING SUMMARY

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.869	15

Table: 4.2 Reliability Statistics (Pilot Test)

Source: SPSS Output

The questionnaire contained 15 items, and all 30 respondents provided complete information. Cronbach's Alpha must be greater than 0.7 before the research data can be considered reliable. As shown in the table above, the Cronbach's Alpha value for all items in this study is 0.86, which exceeds the 0.7 threshold, indicating that the data is reliable and has excellent internal consistency. (Forero, C. G. (2024).)

4.1 DESCRIPTIVE STATISTICS

4.1.1 Respondent Demographic Analysis

Descriptive statistics on demographic background is the summary and presentation of data about the characteristics of study participants. According to the table, respondents' demographic profiles are divided into four categories age, gender, race, and district in Melaka. The questionnaire was distributed through Google Forms to the target respondents, and the total number of respondents was 151.

SECTION A DEMOGRAPHIC INFORMATION	
AGE	<ul style="list-style-type: none"> - 17-22 years old - 22-27 years old - 22-27 years old
GENDER	<ul style="list-style-type: none"> - Male - Female
RACES	<ul style="list-style-type: none"> - Malay - Chinese - Indian - Other
DISTRICT	<ul style="list-style-type: none"> - Alor Gajah - Jasin - Melaka Tengah

Table 4.2.1: Respondent Demographic

4.1.1.1 AGE

AGE / UMUR		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22 years old	5	3.3	3.3	3.3
	22-27 years old	36	23.8	23.8	27.2
	27-37 years old	110	72.8	72.8	100.0
	Total	151	100.0	100.0	

Table 4.2.1: Age of Respondent

Source: SPSS Output

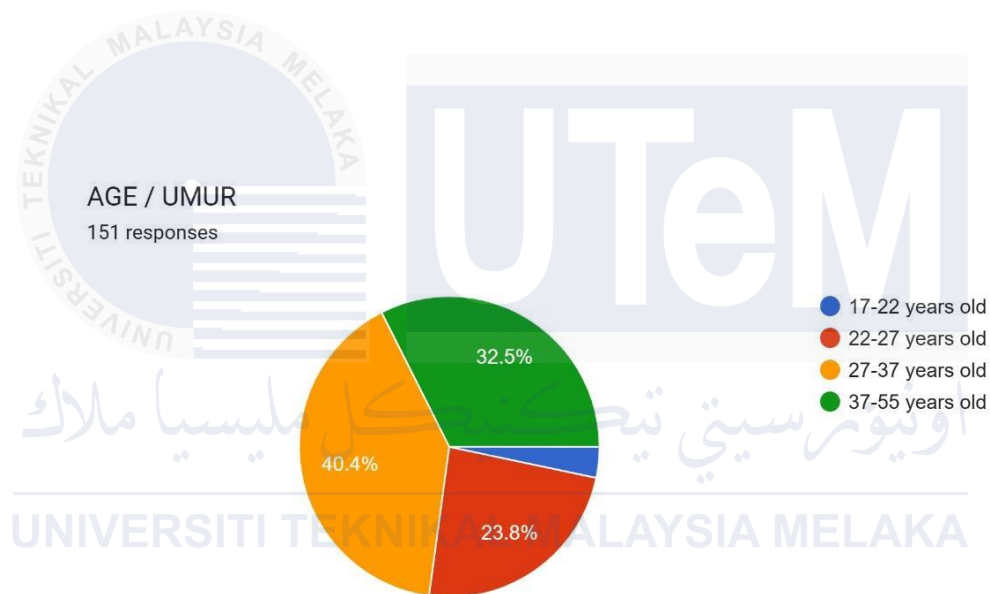


Figure 4.1: Age Pie Chart

Source: Google Form Output

Table 4.1 depicts the age distribution of respondents using a pie chart. The majority of participants, aged 27 to 37, account for 40.4% (61 responses). This is followed by those aged 37 to 55 years, who account for 32.5% (49 responses). Meanwhile, the smallest group, aged 17 to 22 years, accounts for only 3.3% (5 respondent).

4.1.1.2 GENDER

GENDER / JANTINA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	97	64.2	64.2	64.2
	Female	54	35.8	35.8	100.0
	Total	151	100.0	100.0	

Table 4.2.2 : Gender of Respondent

Source: SPSS Output

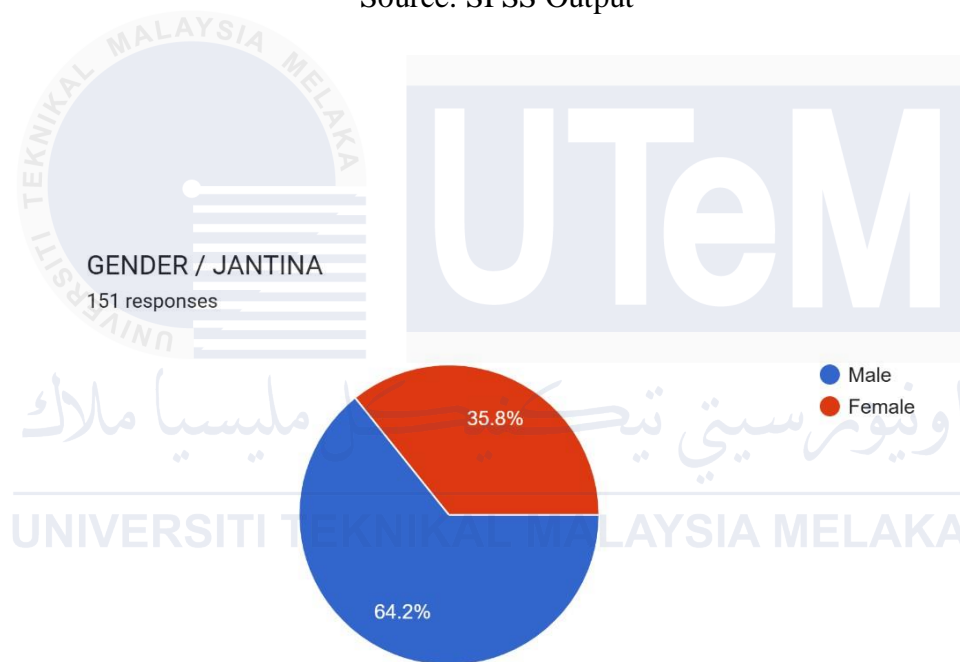


Figure 4.2: Gender Pie Chart

Source: Google Form Output

Table 4.2 displays the gender distribution of respondents using a pie chart. The majority of respondents are male, with 97 individuals accounting for 64.2% of the total, while females account for 35.8%, or 5 individuals. This indicates that males participated significantly more than females in the study.

4.1.1.3 RACES

RACES / KETURUNAN					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	43	28.5	28.5	28.5
	Chinese	20	13.2	13.2	41.7
	Indian	79	52.3	52.3	94.0
	Other	9	6.0	6.0	100.0
	Total	151	100.0	100.0	

Table 4.2.3: Races of Respondent

Respondent Source: Spss Output

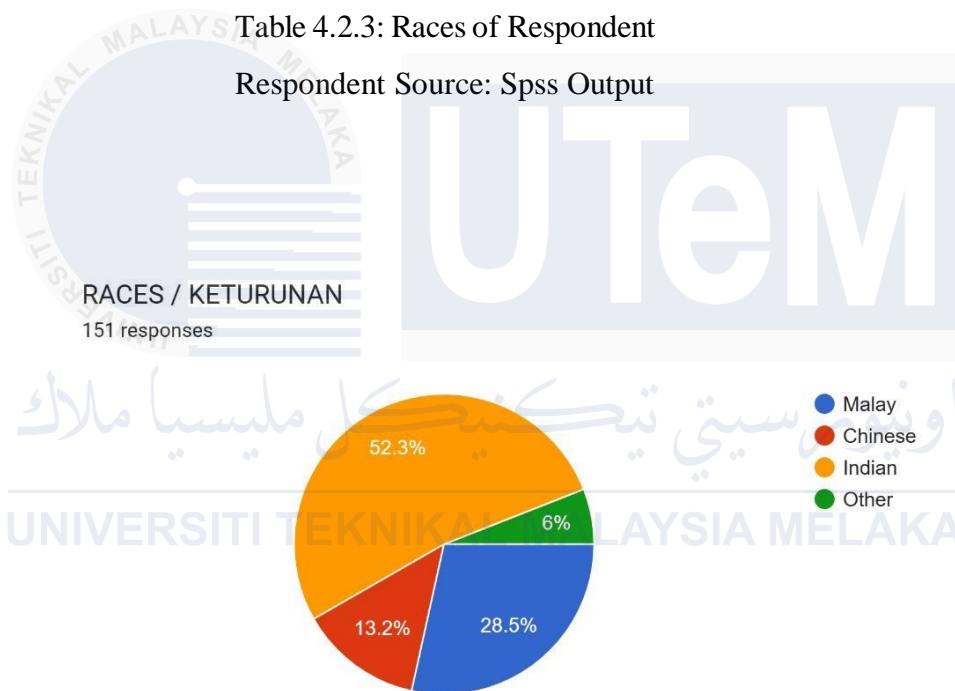


Figure 4.3 : Races Pie Chart

Source: Google Form Output

Table 4.3 shows the demographic distribution of respondents by ethnicity. The majority are Indian, comprising 79 respondents (52.3%), followed by Malay with 43 respondents (28.5%). Chinese make up 20 respondents (13.2%), while the remaining 9 respondents (6%) fall under the "Other" category.

4.1.1.4 DISTRICT

DISTRICT

DISTRICT / DAERAH					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alor Gajah	58	38.4	38.4	38.4
	Jasin	41	27.2	27.2	65.6
	Melaka Tengah	52	34.4	34.4	100.0
	Total	151	100.0	100.0	

Table: 4.2.4: District of Respondent

Respondent Source: SPSS Output

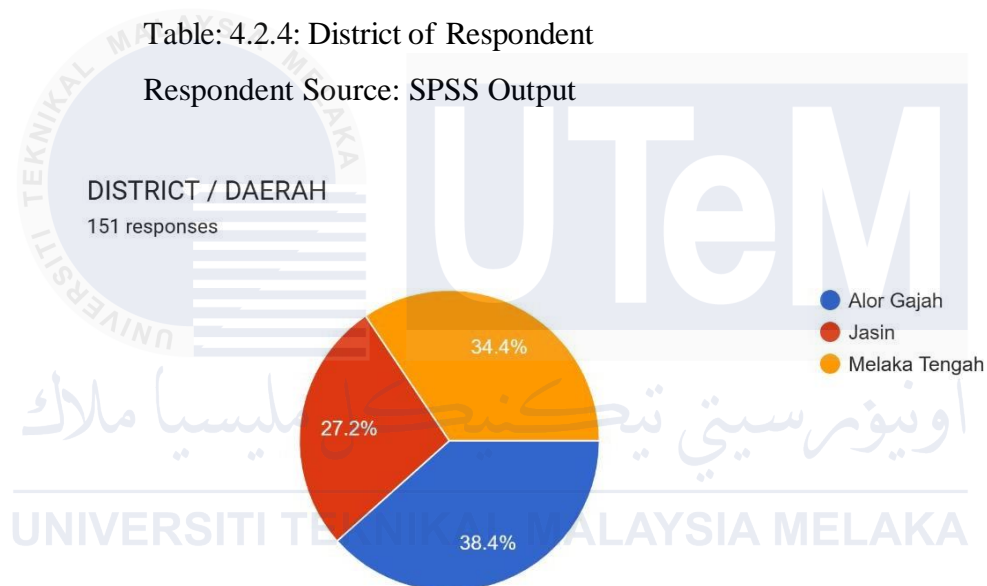


Figure 4.4: District Pie Chart

Source: Google Form Output

Table 4.4 shows the distribution of respondents based on their location. The majority of respondents are from Alor Gajah, with 58 people representing 38.4% of the sample. Melaka Tengah follows with 52 people, accounting for 34.4%, while Jasin has the smallest group, with 41 people making up 27.2% of the total respondents.

4.1.2 DESCRIPTIVE STATISTICS ON RESEARCH QUESTION

4.1.2.1 INDEPENDENT VARIABLE 1: DIGITAL MARKETING (SOCIAL MEDIA AND E-COMMERCE)

	N	Minimum	Maximum	Mean	Std. Deviation
Business realising digital marketing may help them perform better / Perniagaan merealisasikan pemasaran digital boleh membantu mereka berprestasi lebih baik	151	1	4	3.25	.666
Businesses awareness of the benefits when using digital marketing in business / Kesedaran perniagaan tentang faedah apabila menggunakan pemasaran digital dalam perniagaan	151	1	3	2.38	.598
Business need social media nowadays / Perniagaan memerlukan media sosial pada masa kini	151	1	3	2.36	.571
E-commerce marketing able to grow your business / Pemasaran e-dagang mampu mengembangkan perniagaan anda	151	1	3	2.43	.583
Social media boost business / Media sosial meningkatkan perniagaan	151	1	4	3.42	.706
Valid N (listwise)	151				

Table 4.3.1 Descriptive Statistics on Independent Variable Brand Awareness

(Source: from SPSS output)

The descriptive statistics provide insights into 151 respondents perspectives on the

role of digital marketing (social media and e-commerce) in business performance and growth. The mean ratings for each statement range from 2.36 to 3.42, indicating a generally good attitude towards the digital marketing. With a mean score of 3.25, respondents think of business depend on digital marketing perform better. This statement received one of the highest mean scores, indicating that respondents generally agree that businesses understand the potential of digital marketing in improving their performance. The standard deviation suggests a moderate level of consensus among respondents. Business awareness is also acknowledged, with a mean score of 2.38 for benefits using digital marketing in business. Respondents showed moderate agreement on businesses' awareness of digital marketing benefits. The relatively low mean suggests a potential gap in awareness or understanding of how digital marketing adds value to businesses. Respondents also recall business need social media nowadays, with a mean score of 2.36. This statement had the lowest mean score, reflecting that while respondents acknowledge the importance of social media, it may not be universally seen as a necessity for businesses. There is also a consistent response pattern, as evidenced by the low standard deviation. The mean scores of 2.43 for e-commerce able to grow business, respectively, indicate that Respondents moderately agree with the potential of e-commerce marketing in driving business growth. This indicates that e-commerce is recognized as valuable but may not be fully leveraged or understood by businesses. Furthermore, respondents have a good level of understanding about Social media boost business, with an average score of 3.42. This statement has the highest mean score, showing strong agreement that social media positively impacts business growth. The relatively higher standard deviation suggests some variation in how strongly respondents feel about this.

Respondents generally view digital marketing, especially social media, as beneficial for business growth, with social media being the most favorably rated aspect. The low mean scores for statements related to awareness and necessity of digital marketing and social media suggest opportunities for businesses to educate stakeholders about these tool benefits

4.1.2.2 INDEPENDENT VARIABLE 2: GOVERNMENT ASSISTANCE (FINANCIAL AND NON-FINANCIAL)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Financial help revive business / Bantuan kewangan memulihkan perniagaan	151	1	4	2.46	.597
Financial assistance able to overcome loss problem / Bantuan kewangan mampu mengatasi masalah kerugian	151	1	5	3.66	.729
Non-financial assistance improve business / Bantuan bukan kewangan meningkatkan perniagaan	151	1	5	2.90	.790
Non-financial assistance able to solve bankruptcy problem / Bantuan bukan kewangan mampu menyelesaikan masalah muflis	151	1	5	2.76	.885

Possible to grow the number of customer after with the assistance provided / Kemungkinan untuk menambah bilangan pelanggan selepas dengan bantuan yang diberikan	151	1	5	3.39	.938
Valid N (listwise)	151				

Table 4.3.2 Descriptive Statistics on Independent Variable GOVERNMENT ASSISTANCE (FINANCIAL AND NON-FINANCIAL)

(Source: from SPSS output)

The table presents the descriptive statistics for five variables related to the perception and effectiveness of government assistance among 151 respondents. The variables measure the extent to which respondents believe that financial and non-financial assistance from the government can revive businesses, overcome loss problems, improve business performance, solve bankruptcy issues, and increase customer numbers.

The mean scores for these variables range from 2.46 to 3.66 on a scale of 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree. The mean score for "Financial Assistance Able to Overcome Loss Problem" is the highest at 3.66, suggesting that respondents generally believe financial assistance is effective in addressing financial losses. Conversely, the mean score for "Financial Help Revive Business" is the lowest at 2.46, indicating a lower perception of financial assistance's effectiveness in reviving businesses.

The standard deviations for all variables range from 0.597 to 0.938, indicating moderate variability in responses. This suggests that while there is a general trend in the perceived effectiveness of government assistance, there is also a degree of individual variation in opinions among the respondents.

Overall, the descriptive statistics suggest that respondents have a generally positive but nuanced perception of the effectiveness of government assistance in supporting businesses. While they believe financial assistance can be helpful in overcoming

losses, there is less confidence in its ability to revive businesses. Non-financial assistance is also perceived as somewhat effective in improving business performance and solving bankruptcy issues.

4.1.2.3 DEPENDENT VARIABLE : PERFORMANCE OF SMALL FOOD BUSINESS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The company has increased on growth in sales revenue. / Syarikat telah meningkat pada pertumbuhan dalam hasil jualan.	151	1	4	3.26	.709
The company has increased on level of customer loyalty. / Syarikat telah meningkat pada tahap kesetiaan pelanggan.	151	1	4	3.37	.639
The company has increased on overall financial performance. / Syarikat telah meningkat pada prestasi kewangan keseluruhan.	151	1	4	3.33	.709

The company has increased on level of customer satisfaction. / Syarikat telah meningkat pada tahap kepuasan pelanggan.	151	1	4	3.32	.752
The company has increased on return on sales. / Syarikat telah meningkat pada pulangan jualan.	151	1	4	3.54	.719
Valid N (listwise)	151				

Table 4.3.4 Descriptive Statistics on Dv Performance Of Small Food Business
(Source: from SPSS output)

The table presents the descriptive statistics for five variables related to the perceived performance of small food businesses among 151 respondents. The variables measure the extent to which respondents believe the company has increased in sales revenue, customer loyalty, overall financial performance, customer satisfaction, and return on sales.

The mean scores for these variables range from 3.26 to 3.54 on a scale of 1 to 4, where 1 represents strongly disagree and 4 represents strongly agree. The mean score for "The company has increased on return on sales" is the highest at 3.54, suggesting that respondents generally believe small food businesses have increased their return on sales. Conversely, the mean score for "The company has increased on growth in sales revenue" is the lowest at 3.26, indicating a lower perception of increased sales revenue. The standard deviations for all variables range from 0.639 to 0.752, indicating moderate variability in responses. This suggests that while there is a general trend in the perceived performance of small food businesses, there is also a degree of individual variation in opinions among the respondents.

Overall, the descriptive statistics suggest that respondents have a generally positive perception of the performance of small food businesses across various dimensions.

While there is room for improvement in certain areas like sales revenue growth, respondents believe these businesses have shown progress in terms of customer loyalty, financial performance, customer satisfaction, and return on sales.

4.3 RELIABILITY ANALYSIS

A reliability test assesses the consistency and stability of a research tool questionnaire over time or under various settings. It assures that the instrument generates consistent findings under the same conditions, which increases the trustworthiness of the data acquired.

Cronbach's alpha, test-retest, and split-half reliability are examples of commonly used procedures. (Liang, X. (2022).)

Case Processing Summary			
		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.4: Case Processing
Summary Source: SPSS Output

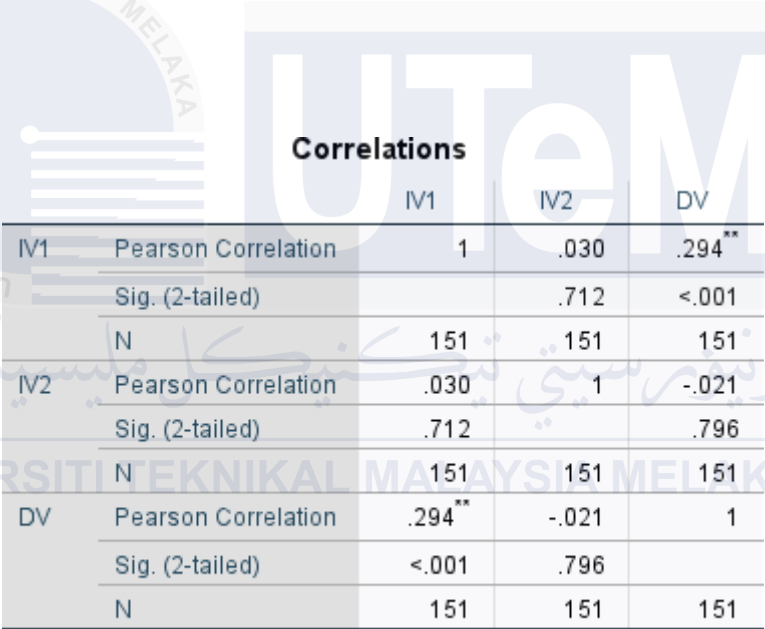
Reliability Statistics

Cronbach's Alpha	N of Items
.963	15

Table 4.4.1: Reliability
Statistics

This questionnaire consists of 19 items, comprising 4 demographic questions, 10 independent variable questions, and 5 dependent variable questions. There were 151 samples taken in all, and no data was missed. Cronbach's Alpha score of more than 0.7 is required for study findings to be regarded credible. According to Table 4.3.1.1, the Cronbach's Alpha for all items in this study is 0.963, which is greater than 0.7, indicating that the sample data is credible and has excellent internal consistency. Cronbach's Alpha is more than 0.9, which indicates that all of the survey items are quite reliable. All variables in the analysis are credible.

4.4 PEARSON CORRELATION ANALYSIS



		IV1	IV2	DV
IV1	Pearson Correlation	1	.030	.294**
	Sig. (2-tailed)		.712	<.001
	N	151	151	151
IV2	Pearson Correlation	.030	1	-.021
	Sig. (2-tailed)	.712		.796
	N	151	151	151
DV	Pearson Correlation	.294**	-.021	1
	Sig. (2-tailed)	<.001	.796	
	N	151	151	151

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

Table 4.6: Correlation
Analysis Source: SPSS
Output

This matrix shows the correlation coefficients for several factors. The variables are identified as IV1, IV2, and DV. The Pearson correlation coefficient evaluates the linear relationship between two variables. A value of one represents a perfect positive correlation, -1 shows a perfect negative correlation, and zero indicates no correlation. Significant (2-tailed), this column provides the p-value for each correlation coefficient. A p-value of less than 0.05 (typically represented by) implies that the association is statistically significant at the 0.01 level (2-tailed). This suggests that the

observed correlation was unlikely to arise by chance. N, this column represents the sample size, which in this case is 151 for each variable.

Interpretation of Correlation, IV1 and IV2: The Pearson correlation coefficient is 0.30, indicating not statistical significance at the 0.01 level. This points to a not significant linear association between IV1 and IV2.

IV1 and DV have a Pearson correlation coefficient of 0.294, which is statistically significant at the 0.01 level. This points to a strong positive linear association between IV1 and DV. As IV1 grows, so does DV. IV1 and IV2: The Pearson correlation coefficient is 0.30, indicating statistical significance at the 0.01 level. This shows a moderately favourable linear association between IV1 and IV2. IV2 and DV show a Pearson correlation coefficient of -0.021, which is not statistically significant at the 0.01 level. This suggests that there is no significant linear relationship between IV2 and DV.

Overall, the table suggests that IV1 is significantly positively correlated with DV, while IV2 is not significantly correlated with either DV or IV1.

4.5 REGRESSION ANALYSIS

Regression analysis in SPSS examines the relationship between a dependent variable and one or more independent variables. Regression analysis assesses the causal link between independent variables and dependent variables. As a result, the goal of doing regression The purpose of this study is to determine the significant link between the independent variables (digital marketing, government assistance), and the dependent variable (performance of small food business).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295 ^a	.087	.075	.67587

a. Predictors: (Constant), IV2, IV1

Table 4.5: Model Summary Regression

This statistical model summary examines the link between a dependent variable (Performance of small food business) and three independent variables, (Digital Marketing, Government Assistance) denoted as IIV2, and IIV1. The Pearson correlation value (R) of 0.879 indicates a significant positive linear association between the dependent variable and the predictors. The R Square score of 0.087 indicates that the independent factors account for 8.7% of the variance in the dependent variable. This high R Square indicates that the model accounts for a significant percentage of the variability in the outcome.

To improve the model's accuracy, the Adjusted R Square, which takes into account the number of predictors, is significantly lower, at 0.075. This little discrepancy suggests that the model may suffer from overfitting, in which it catches some noise in the data rather than the genuine underlying correlations. Additionally, the estimate's standard error, which represents the average forecast error, is 0.40563. This result indicates that, on average, the model's predictions differ from the actual values by about 0.67587 units.

The model has a significant predictive capacity, as evidenced by a high R and R Square, but the modest reduction in Adjusted R Square suggests possible overfitting. The moderate standard error indicates that, while the forecasts are relatively accurate, there is space for increase in precision. The independent variables IIV2, and IIV1 contribute significantly to the model's performance, emphasising their importance in predicting the dependent variable

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.468	2	3.234	7.080	.001 ^b
	Residual	67.607	148	.457		
	Total	74.075	150			

a. Dependent Variable: DV

b. Predictors: (Constant), IV2, IV1

Table 4.6: ANOVA

Source: SPSS Output

From table 4.6, result of the F-test value is 7.080 with a significant level of 0.001 which is lower than 0.05. Therefore, the result shows that the regression model is a fit and there is a significant relationship between , Digital Marketing ,Government Assistance with Performance Of Small Food Business. Moreover, the null hypothesis would be rejected because the significant level of the regression model is less than 0.05.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-1.173E-16	.055	.000	1.000
	IV1	.305	.081	.295	<.001
	IV2	-.036	.093	-.030	.702

a. Dependent Variable: DV

This is the p-value, which reflects the likelihood of seeing a t-value as extreme or more extreme than the observed value, given the null hypothesis is true (i.e., the regression coefficient is zero). A regression coefficient is statistically significant if the p-value is less than 0.05 (" $<.001$ ").

IIV1 (Digital Marketing): The unstandardised coefficient (0.305) indicates that a one-unit increase in Digital Marketing corresponds to a 0.305 unit increase in DW, assuming all other variables remain constant. The p-value ($<.001$) shows a statistically significant link.

IIV2 (Government Assistance): The unstandardised coefficient (0.036) indicates that a one-unit increase in Government Assistance corresponds to a 0.036 unit increase in DW, assuming all other variables remain constant. However, the p-value (0.0702) above 0.05, indicating that this association is not statistically significant.

In conclusion, the regression model indicates that Digital Marketing and Government Assistance have a substantial positive effect on the dependent variable (DW).

4.6 HYPOTHESIS TESTING

The table regression analysis yielded the following multiple regression equation:

$$Y = b_0 + b_1x_1 + b_2x_2$$

Where: Y = Performance Of Small Food Business

b_0 = Regression Constant

X_1 = Digital Marketing

X_2 = Government Assistance

$$Y = -1.173 + 0.305(X_1) + -0.036(X_2)$$

According to the linear equation above, there was a positive and negative relationship between the independent variable and purchasing decision.

1. Digital Marketing:

H_0 = There is no relationship between Digital Marketing and Performance Of Small Food Business.

H_1 = There is a significant relationship between Digital Marketing and Performance Of Small Food Business.

The p-value for Digital Marketing (IIV1) is less than 0.001, which falls below the significance level of 0.05. This suggests that the link between digital marketing and performance of small food business is statistically significant. As a result, the null hypothesis (H_0) is rejected, whereas the alternative hypothesis (H_1) is accepted. The data indicate that there is a considerable positive association between digital marketing and performance of small food business. This means that as digital marketing grows, so does the possibility of making a purchase.

2. Government Assistance

H_0 = There is no relationship between Government Assistance and Performance Of Small Food Business.

H1 = There is a significant relationship between Government Assistance and Performance Of Small Food Business.

The p-value for Government Assistance (IIV2) is 0.080, which exceeds the significance level of 0.05. This shows that the association between Government Assistance and performance of small food business is not statistically significant. As a result, the null hypothesis (H0) is neither rejected, nor is the alternative hypothesis (H1) accepted. Based on the findings, there is insufficient evidence to suggest that government assistance has a major impact on performance of small food business. This implies that while government assistance may influence performance of small food business, other factors may play a more substantial impact.

HYPOTHESIS	SIGNIFICANT VALUE	RESULT
H1: There is a significant relationship between Digital Marketing and Performance Of Small Food Business	P<0.001 (P<0.05)	Support
H2: There is no significant relationship between Government Assistance and Performance Of Small Food Business.	P<0.001 (P>0.05)	Rejected

4.7 SUMMARY

This chapter covers the study's findings and knowledge analysis. The researchers conducted nine types of tests, descriptive analysis, correlation analysis, reliability analysis, and multiple regression analysis. After analysing the data with SPSS, the researchers were able to identify the relationship between the dependent and independent variables, as well as test hypotheses from the previous chapter. However, Chapter 5 will include suggestions and conclusions. One theory has been rejected, while the other two are accepted. One hypothesis was rejected due to significant findings with p-values higher than 0.05.

CHAPTER 5

5.0 Introduction

This chapter explains the results of this research. This study has produced a series of findings as an overview on the research question. A review will be presented on the significance and relation of existing knowledge and practice. This summary provides some guidance and recommendation for future research. Finally, this chapter summarizes the key findings and the conclusion of the research.

5.1 Summary of Descriptive Analysis

The 151 target companies for Small Food Business received the questionnaire. The majority of the firms were willing to participate on a voluntary basis. Out of 151 respondents, 151 were willing to participate, or 100 percent. The researcher can draw conclusions based on the distribution of personnel by gender, age, races and district.

Male respondents make up the majority of the sample, accounting for 97 respondents (64.2%) while just 54 respondents (35.8%) are female. The majority of the 61 respondents, or 49 respondents (32.4%), are between the ages of 27 and 55. The majority of the races, or 52.3 percent, is Indian; there were 79 respondents. Consequently, of the 58 responders, 38.4 percent are from Alor Gajah.

5.2 Discussion of Findings

The researcher sets forward four objectives in order to address the study questions. This section will also succinctly discuss and explain the findings in light of the study's goals. Therefore, this chapter will be divided into two sub-sections to study the effects of (digital marketing) social media marketing, e-commerce platform marketing and (government assistance) government financial assistance and non- financial assistance on the performance of small food businesses.

5.2.1 Objective 1 and 2: To Study The Effect of Social Media Marketing/E-Commerce Platform Marketing Towards The Performance of Small Food Business.

All the descriptive statistic's variables are displayed in Table 4.3.1. Digital marketing has the greatest mean of these two factors. The mean of 3.42, indicates that the respondents are more likely to be affected by this effect. In comparison to government assistance, it demonstrates that digital marketing is more involved with small food businesses in Melaka.

Digital marketing is typically seen as a cutting-edge approach for business to connect with customer and understand their habits. It has some of the same principles as traditional marketing. In commercial ventures, traditional and digital marketing strategies are regularly employed. Lin (2009) coined the term "e-marketing" to describe marketing practises in the digital age.

Finally, compared to government assistance, which has the low level, digital marketing has a higher level.

5.2.2 Objective 1 and 2: To Study The Effect of Social Media Marketing/ E-Commerce Platform Marketing Towards The Performance of Small Food Business During Pandemic

The Influence of Instagram Social Media Marketing on Purchasing Decisions for Fashion Products is a study on the effect of social media marketing on consumer choices that contends that social media marketing influences consumer choices favourably (Funselul Muslimah, 2019),

HI: There is direct effect between digital marketing and performance small food business

Significantly, these digital marketing factors are only valuable when the p value is less than 0.05. Regarding the first study question, the findings showed that there was a statistically significant association between the independent and dependent variables. It should be highlighted that the social media component is the strongest contributor to performance, with a B value of -0.695, and that the R² value of these variables is

(0.37). H1 is therefore approved because it has a clear correlation to the performance of small food businesses.

This conclusion is reinforced by the same finding made by Funselul Muslimah (2019), who discovered that there was statistically significant correlation between digital marketing and performance business metrics. Additionally, it demonstrates that the results of this study and previous research are consistent, which strengthens the choice.

There are various explanations for the factors that affected this study's findings. The conclusions can only be applicable to businesses like those in Melaka because the research was limited to a single state in the nation. However, this limitation limits the generalizability of the results to Malaysian small food businesses. Small food businesses in Melaka, Malaysia, are the sole state that the researcher used for this study.

The 151 respondents who participated in the study as a whole may have influenced the results because the response rate was 100.0%. A decent rule of thumb for variable analysis, according to Tabachnick (1996), is 150 examples, with 100 cases being deemed fair and 100 cases being considered subpar. The total of 151 cases in the current study fell short of these benchmarks and were closer to the poor measure, demonstrating that the sample size was insufficient for the researcher to successfully conduct an analysis of the primary component relative to the total number of small food businesses in Malaysia.

However, the H1 of this study are approved. It has been discovered that digital marketing directly impacts the performance of small food businesses.

5.2.3 Objective 3 and 4: To Study The Effect of Financial Assistance/ Non-Financial Assistance from Government to The Performance of Small Food Business.

In this research, the relationship between government support and performance of small food businesses was also investigated using linear regression. Additionally, smaller companies are perceived as being more flexible and sensitive to consumer needs. Entrepreneurs need to be ready to respond appropriately because they must understand how government policies affect the success of private enterprises

significantly. The political imperatives and strategies that corporations need to deal with governments have been the subject of recent research (Bonardi, Hillman and Kiem, 2005). This research demonstrates a positive correlation between government support and small-business performance in the food industry.

H2: There is direct effect between government assistance and performance small food business

The p-value of the government support variable is significantly less than 0.001. Regarding the first study question, the findings generally support the hypothesis that there was a statistically significant relationship between the independent and dependent variables of government assistance and performance of small food businesses. The non-financial support component provided the largest contribution to the performance of the small food business, with a B value of 0.353, and the resulting R² value was (0.106). This result demonstrates the clear relationship between government support and the performance of small food businesses in this study. The findings are corroborated by a similar finding by Bonardi, Hillman, and Kiem (2005), who found a significant association between government assistance and company.

Some circumstances that occur in this research could have an impact on the conclusion.

As long as they can increase customer purchases while also maintaining their business, small businesses tend to be content with government aid.

As a result, the H2 of this study is accepted. Government support and small food business performance are directly related.

5.3 Recommendation

This section offers some tips for small food businesses looking to enhance operations. Additionally, it will offer some suggestions to help future researchers conduct better study.

5.3.1 Recommendation for Small Food Business

The advice is given in light of the study's findings. A smart marketing strategy should be used by small food businesses. A successful marketing strategy can increase client

interest and foster a positive work environment for businesses. Additionally, a strong marketing approach will support the development of the customer-business connection. From the level of the firm owner to that of the lowest employee, this kind of interaction should be developed.

As a reputable small food business, they should never take into account the unique demands and skills of each employee. In order to prevent the employees from feeling burdened by the workload they are confronting, a good understanding should be created. As a result, there can be good employee cooperation. This will motivate them to support one another and find effective, efficient solutions to any issues that arise.

In order for employees to perform effectively and efficiently, it should also seek to acquire the ability to gather and handle business data on a subsidiary level. The owner can also do this by raising staff morale. A training programme will unquestionably be advantageous to the firm as well as the personnel, as it will aid in the development of abilities and boost consumer motivation.

5.3.2 Recommendation for Future Research

There are additional areas that could be investigated and strengthened to support this research. The first recommendation is to urge that this experiment be carried out once more utilising the results of this study as a standard for gauging changes over time. In order to ascertain whether similar results are reached in relation to the impact of digital marketing and government aid towards the performance of small food businesses, it is suggested that this study be carried out in another state within the same business sector in Malaysia. In a subsequent study, using more than three states with a sufficient response might increase the generalizability of the results. Future study may add more weight to the results, either supporting or disputing them, and it is likely that it will link certain parts of digital marketing to the success of small food businesses.

The second proposal is to conduct the same study with a larger sample size than this one in order to provide results that are more trustworthy and compelling. This could be accomplished by having both full-time and part-time people work for the business to assist the researcher in achieving the goal of the study. When a much bigger sample is employed in this research, one goal of the study should be to run a major component

analysis on the results to determine how many variables are contained in the MLQ's section.

5.4 Implication

Based on the performance of the small food businesses in Melaka, various conclusions can be drawn. First, the contributions of this research study to science are described.

5.4.1 Theoretical Implications

A few research gaps mentioned in this thesis' introduction are filled by the current research. It first enhances expertise based on digital marketing and government support for successful small food businesses. As a result, it can provide academics with valuable new information and direction as they develop thorough theoretical models of the mechanisms by which effect effects performance, both inside and outside the small food business.

Additionally, it should be remembered that the absence of evidence does not prove its presence. For example, just because a study did not discover any significant impacts does not prove the existence of the association (Alltman, 1995). Consequently, even if some impacts were not determined to be significant in this study, everything here actually suggests that these interactions were not relevant in this situation.

In conclusion, the findings of this study provide a clear, good overall understanding of the interactions between small food businesses, government support, and digital marketing.

5.4.2 Practical Implications

The upshot is affected small food businesses can greatly benefit from digital marketing and government aid to improve staff retention and, consequently, to increase favourable business results. A great business owner may inspire their staff to work as a cohesive team and achieve extraordinarily fantastic things for the company. In order to develop a favourable environment that can aid in motivating the employee's

performances while also increasing customer, a good business that meets customer demand is required.

5.5 Summary

This essay supports the contribution of government support and internet marketing to the success of small food businesses in Melaka. Each of the research's goals has been identified, and there is a positive relationship between the variables.

The results of the entire study are mostly focused on Melaka's small food business. The professionalism of working with small businesses in Melaka is quite different. Although initially accessing the company may be challenging for the researcher, it finally produces results. According to the study's findings, there is a direct correlation between government support for small food businesses and the effectiveness of internet marketing. This effect, nevertheless, was based on Melaka alone, depending on its surroundings, it might differ in other states. As a result, other researchers may conduct additional research on these variables in order to produce more trustworthy findings that will aid more businesses.

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