

FBM

Insights

FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, CAWANGAN KEDAH

eISSN 2716-599X



772716 599000

e-ISSN 2716-599X

VOLUME 11
2025

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 24 April 2025

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

FBM INSIGHTS EDITORIAL BOARD

Advisor

Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

Chief Editor

Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah

Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah

Managing Editor

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah

Puan Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah

Puan Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Editors

Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah

Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah

Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah

Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah

Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah

Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah

Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah

Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah

Puan Syukriah binti Ali, Universiti Teknologi MARA Cawangan Kedah

Dr. Rabitah binti Harun, Universiti Teknologi MARA Cawangan Kedah

Puan Fatimah Norazami binti Abdullah, Universiti Teknologi MARA Cawangan Kedah

Puan Jamilah binti Laidin, Universiti Teknologi MARA Cawangan Kedah

Dr. Norhafizah binti Abdul Halim, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor

Dr. Siti Norfazlina binti Yusof, Universiti Teknologi MARA Cawangan Kedah

Dr. Berlian Nur binti Morat, Universiti Teknologi MARA Cawangan Kedah

Secretary

Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

Technical Board

Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Graphic Designer

Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

14.	THE RISE OF SOCIAL MEDIA INFLUENCERS: HOW THEY ARE RESHAPING SOCIETY AND YOUTH CULTURE	45
	<i>Etty Harniza Harun, Musdiana Mohamad Salleh & Robekkah Harun</i>	
15.	THE IMPLICATIONS OF TOXIC LEADERSHIP IN ORGANIZATIONS	49
	<i>Norhafiza Hashim, Norafiza Mohd Hardi & Shamsinar Ibrahim</i>	
16.	SUSTAINABLE TOURISM IN MALAYSIA: ECONOMIC IMPACT AND STRATEGIC DEVELOPMENT	51
	<i>Kamarudin Othman</i>	
17.	THE EMERGENCE OF AI IN RETAIL: HOW IT'S CHANGING HOLIDAY SALES	54
	<i>Mohd Fazil Jamaludin, Khairul Azfar Adzahar & Mohd Shafiz Saharan</i>	
18.	DIGITAL NOMADS: BOOSTING PRODUCTIVITY OR HINDERING PERFORMANCE?	58
	<i>Wan Shahrul Aziah Wan Mahamad, Ramli Saad & Yong Azrina Ali Akbar</i>	
19.	SOCIAL MEDIA MARKETING IN MALAYSIA: INSIGHTS, CHALLENGES, AND SOLUTIONS	62
	<i>Shazwani Mohd Salleh, Norhafizah Abdul Halim & Wan 'Aliaa Wan Anis</i>	
20.	CONTEMPORARY TRENDS IN SOCIAL MARKETING CAMPAIGNS	67
	<i>Rabitah Harun, Nurul Hayani Abd Rahman & Abidah Saad</i>	
21.	SUSTAINABLE FINANCE: SUSTAINABILITY-LINKED LOAN	69
	<i>Anita Abu Hassan & Mohd Syazrul Hafizi Husin</i>	
22.	THE IMPACT OF CLASSROOM DESIGN ON LEARNING: STRATEGIES FOR BETTER STUDENT OUTCOMES	72
	<i>Azlyantiny Mohammad & Nur Syazana Mohd Nasir</i>	
23.	THE SYNERGY OF EMOTIONAL INTELLIGENCE AND TRANSFORMATIONAL LEADERSHIP: UNLOCKING LEADERSHIP EFFECTIVENESS	75
	<i>Hanani Hussin & Nurliyana Abas</i>	

SOCIAL MEDIA MARKETING IN MALAYSIA: INSIGHTS, CHALLENGES, AND SOLUTIONS

Shazwani Mohd Salleh

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
shazwani065@uitm.edu.my

Norhafizah Abdul Halim

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
hafizahhalim@uitm.edu.my

Wan 'Aliaa Wan Anis

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Perlis
wanaliaa@uitm.edu.my

INTRODUCTION

In the rapidly changing global digital environment, social media marketing has emerged as a fundamental component of contemporary corporate strategy. Nonetheless, its execution is fraught with difficulties. Globally, firms encounter challenges including managing intricate platform algorithms, ensuring compliance with data protection regulations, and sustaining genuine customer interaction in an oversaturated online landscape. Moreover, enterprises must adjust to varied cultural contexts, consumer habits, and technology innovations to maintain competitiveness. These global difficulties highlight the necessity of customized solutions that consider regional specificities, promoting sustainable growth via strategic digital communication. Malaysia's dynamic digital economy presents distinct opportunities and difficulties for social media marketing. Due to extensive internet penetration and active user participation, platforms like Facebook, Instagram, and TikTok have emerged as vital avenues for businesses aiming to improve brand visibility and customer interaction. Marketers face distinct challenges, such as evolving consumer preferences, regulatory constraints, and the necessity for culturally pertinent content. This study examines the insights and difficulties of social media marketing in Malaysia and provides practical solutions for organizations to efficiently navigate this changing landscape. For instance, a study conducted by Hootsuite in 2022 reported that social media penetration in Malaysia reached 86%, making platforms like Facebook, Instagram, and TikTok critical for business marketing strategies. Shopee's 11.11 Big Sale campaign is an example of a successful initiative, generating over 200 million items sold within 24 hours, highlighting the effectiveness of targeted social media marketing.

Figure 1 indicates that in 2024, Malaysia demonstrates a readiness to adopt digital connectivity, as evidenced by the overall social media numbers from the preceding year. The nation's total population has reached 34.49 million, and internet utilization is experiencing a steady annual rise. Connectivity has become indispensable in Malaysian society, evidenced by a 1.1% increase in online involvement, reaching 97.4% of the population. The quantity of social media user IDs has risen by 20%, totaling 28.68 million individuals actively engaging on social media platforms. The slight increase in cellular mobile connections, presently at 44.55 million, representing 129.2% of the national population, underscores the importance of mobile connectivity in the daily lives of Malaysians. Among internet users aged 16 to 64, 98.5% possess a mobile device, reflecting a 0.9% increase from the prior year, indicating nearly ubiquitous mobile phone ownership. Desktop computers and laptops remain prevalent, with

69.3% of users possessing one or more devices, an increase of 1% over the prior year. The continual gains underscore the importance of popular devices for accessing the internet and social media. A significant trend to note is the swift proliferation of smart devices. Ownership of smartwatches or wristbands rose by 5.1%, utilization of TV streaming devices increased by 15.4%, and adoption of smart home gadgets grew by 8.6%. The growing prevalence of interconnected smart devices in Malaysian households empowers individuals with enhanced convenience, indicating a rising familiarity with advanced technological systems.

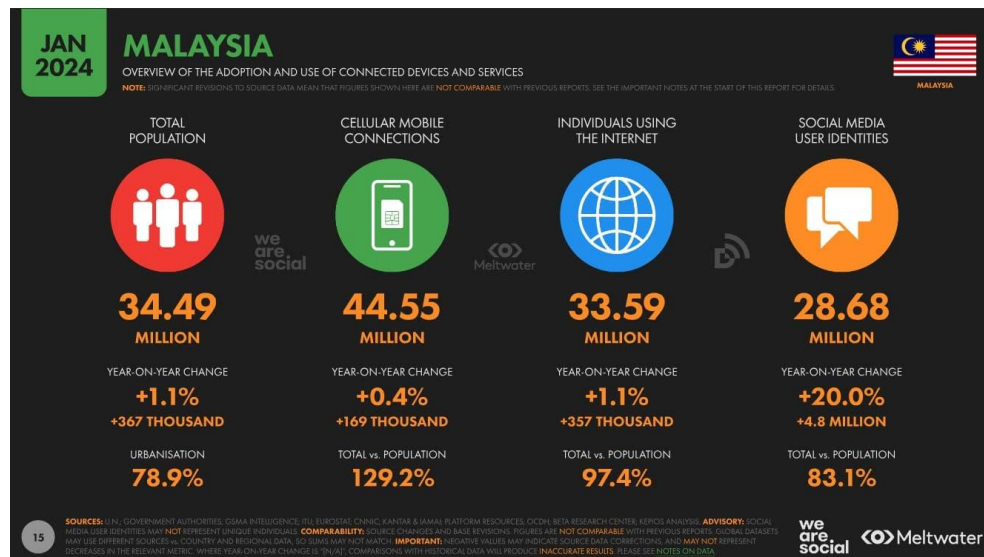


Figure 1: Overview of the Adoption and Use of Connected Devices and Services
Sources: <https://www.meltwater.com/en/blog/social-media-statistics-malaysia>

This article will examine the obstacles of social media marketing in Malaysia, identify successful solutions to address these challenges, and discuss how firms can adhere to relevant rules and regulations.

What are the distinctive challenges that businesses in Malaysia have with social media marketing?

Social media has undeniably become a crucial marketing instrument for businesses to engage with target audiences and promote brands, products, and services. Notwithstanding these advantages, social media marketing in Malaysia that organizations must address to achieve success (Alias et al., 2022); a particularly formidable obstacle is catering to its diverse, multicultural populace. A diverse amalgamation of races, diversity poses a problem for businesses aiming to produce social media content that resonates with their viewers.

Neglecting cultural awareness may result in backlash and tarnish a brand's reputation. A further problem in social media marketing in Malaysia is the constantly changing algorithms of social media platforms. Major platforms like Facebook, Instagram, TikTok, Xiaohongshu, and LinkedIn frequently revise their algorithms, complicating the ability of businesses to stay abreast of current trends and cultural phenomena. Furthermore, enterprises in Malaysia must confront the challenges posed by false information and misinformation on social media platforms. The dissemination of misinformation can damage a business's reputation. Vigilance is essential to guarantee that one's content is correct, truthful, and informative.

The rising usage of ad-blockers and ad-blindness among social media users in Malaysia presents significant challenges. These programs obstruct and disregard advertisements, hindering organizations' ability to effectively engage their target customers. Surmounting this hurdle necessitates the dissemination of engaging, useful, and pertinent information to stimulate audience interest in your enterprise. Malaysian enterprises must consider cultural sensitivity, algorithm changes, content accuracy, and the creation of interesting content when pursuing marketing objectives.

What measures can Malaysian businesses implement to guarantee that their social media marketing practices adhere to applicable laws and regulations?

The law applies universally. Like any nation globally, Malaysian enterprises must adhere to the laws and regulations pertaining to social media marketing. These restrictions guarantee that firms function equitably and ethically, safeguarding customers from deceptive advertising while fostering healthy competition in local marketplaces. Malaysian enterprises must comprehend and comply with these standards to guarantee that their social media marketing initiatives are in accordance with them.

A notable regulation is the Personal Data Protection Act 2010 (PDPA). The legislation governs the acquisition, utilization, and dissemination of personal data. This legislation mandates obtaining user consent prior to the collection of personal information. Businesses must exhibit transparency regarding their methods of collecting and utilizing personal data, thereby granting individual users appropriate access and accurate information.

The Consumer Protection Act of 1999 (CPA) is an additional regulation. The CPA forbids businesses from participating in deceptive or misleading advertising, imposing unethical contractual terms, and engaging in unconscionable behavior. Adhering to CPA necessitates that businesses maintain accuracy and honesty in their social media marketing endeavors regarding promoted products and services.

Malaysian enterprises are required to adhere to the Malaysian Code of Advertising Practice (MCAP), which regulates the content and placement of advertisements in Malaysia. This act mandates that enterprises verify the authenticity and propriety of their advertisements. This legislation ultimately prohibits the advertisement of offensive or discriminating material. Businesses must create policies and procedures to ensure their social marketing initiatives adhere to these regulations.

Compliance with rules and regulations is crucial for businesses in Malaysia to thrive in social media marketing. By comprehending applicable rules and regulations, formulating policies and processes, and assuring compliance of their social media marketing initiatives with these regulations, firms can cultivate consumer trust, avert legal complications, and attain their marketing objectives.

How can enterprises overcome obstacles in the social media marketing domain?

Social media marketing is an essential component of contemporary business strategy. Navigating the complexities of a changing environment can be difficult. Due to algorithm modifications and heightened competition, businesses must identify strategies to surmount challenges in order to maintain relevance and success in their social media marketing initiatives.

Here are few strategies organizations can employ to navigate in the social media marketing domain:

a) Identify and comprehend the obstacles.

Recognizing and comprehending these obstacles is essential. Businesses must undertake research and examine their social media initiatives to identify specific areas necessitating enhancement. This may encompass diminished engagement rates, unproductive content, or insufficient internet presence.

b) Formulate a robust social media strategy

Upon identifying the pertinent difficulties, businesses can then create a robust social media marketing strategy, on target audience engagement, social media channels, and content development. A well-defined plan will guarantee that your marketing initiatives are concentrated and connected with company objectives.

c) Generate captivating content

Social media users are overwhelmed with content. Enterprises must generate captivating and pertinent content to differentiate themselves. This may encompass visual content, like films and photographs, or textual content, such as blog entries or social media updates. The essential task is to produce content that resonates with the intended audience and fosters engagement.

While, to enhance social media marketing strategies tailored for businesses in Malaysia, step-by-step frameworks and strategies can be implemented. For example:

Audience Segmentation Tools

Understanding the target audience is critical. Here's how businesses can utilize segmentation tools:

Step 1: Define Audience Personas

Tools: Google Analytics, Facebook Audience Insights, or HubSpot.

Actions: Segment the audience based on demographics (age, gender, location).

Use psychographics (interests, values, and online behaviors).

Step 2: Leverage Platform-Specific Insights

For Instagram: Use Instagram Insights for follower activity trends.

For TikTok: Explore TikTok Analytics for content-specific audience behaviors.

For Facebook: Use detailed custom audience targeting.

Step 3: A/B Testing for Precision

Use tools like Optimizely to test different campaigns for various segments.

Adjust campaigns based on CTR, engagement, or conversion rates.

CONCLUSION

The most essential thing to keep in mind when it comes to overcoming obstacles in the social media marketing landscape is to keep a flexible mentality and to keep your attention on the audience that you are attempting to reach. Companies have the potential to overcome obstacles and achieve success in social media marketing by developing a comprehensive plan, producing content that is engaging, utilizing influencers, and monitoring and adjusting their methods. These are all ways in which companies can achieve success in social media marketing.

REFERENCES

- Akta Perlindungan Hak Peribadi (2024). Retrieved from <https://www.pdp.gov.my/ppdpv1/en/main-page/>
- Alias, N. A. B., Zi-Hao, Y., Ghazali, M. A. F. B. M., Kang, F. Y., & Kanapathipillai, K. (2022). Factors that impact the effectiveness of social media as a marketing tool in small and medium-sized enterprises in Selangor, Malaysia. *European Journal of Management and Marketing Studies*, 7(4).
- Social Media Statistics for Malaysia (2024). Retrieved from <https://www.meltwater.com/en/blog/social-media-statistics-malaysia>