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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and abstracted in Asian Digital Library (ADL). Moreover, it is also an international refereed journal with many international reviewers from prestigious universities appointed as

its editorial review board members.

This Volume 6 is the second special issue for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, this volume focuses mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROFESSOR DR. SAUNAH ZAINON
Deputy Rector of Research, Industrial Linkages & Alumni
Editor-in-Chief for INSIGHT Journal
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Beneficial Usage of Social Marketing for Small and Medium-Sized Enterprise (SME) in Johor

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Abstract

The study that was carried out by the researchers is to find out the beneficial usage of social marketing for small-and medium-sized enterprises (SMEs) in Johor. A total of 100 sets of questionnaires have been distributed to the respondents at Nusajaya Johor. The respondents who were given the questionnaires were chosen using convenience sampling in order to get the data. It is a convenience kind of sampling which has been chosen by the researcher (repetition) The questionnaires are the primary data regarding the antecedents of social media usage and performance that benefit small-and medium-sized enterprises (SMEs). The independent variables obtained from the past research and modified for this research are interactivity, cost effectiveness and compatibility. The dependent variable which can be obviously seen is the performance benefits using social media for the private company. The data collected were then analysed by the researchers to get the final result that supports and answers the research objective. A few tests conducted in order to get the final result which can support the most suitable variable. The researchers found that only Interactivity strategy influencing the performance benefit of using social marketing as it is acceptable, the cost effectiveness is still in a questionable

state which still can be accepted, and compatibility is unacceptable since it is less than 0.3.

Keywords: social marketing, benefit of social marketing and small-and medium-sized enterprises (SMEs).

1. Introduction

Advance technology helps most companies, clients and consumers to elicit more knowledge, information and updates in all aspects including the economies, products and services. This study is to portray that by using social marketing, it is able to provide many advantages and give a good impact to the companies. Therefore, social marketing will help the small-and medium-sized enterprises (SMEs) to improve its business.

Social marketing has many methods which are payable and free for every business company that enable them to use internet for business acute networking, socialize and create or give information.

According to Ostrom et al. (2015), (Citation) when information technology is getting more advanced, the result dramatically increases in the revolutionary business. The implementation of technology can contribute to brand awareness and sustain a long-term relationship with the customer, increase networking among clients and partnerships, and gain more beneficial information regarding products and services.

Social media like Facebook, Instagram, YouTube and other websites are the platforms for SMEs companies to promote their clients' products to the customers in order to offer their services. Social media is the tool that the company should consider to use because it can help to create the brand awareness and retain sustainable relationship with the customers. Having a proper social media medium can help companies increase their popularity and also helps to reduce their expenses for promotion activity. Lastly, social marketing can act productively as it can be.

2. Problem Statement

Based on the researchers' observation, the service of small-and medium-sized enterprises (SMEs) mainly depends on mutual channel networking that they have developed for years. With the traditional networking through Whatsapp and email helps the company to focus more with their clients and the target market. Most of the small-and medium-sized enterprises (SMEs) are not known by many people even when they operate without having any strong attachment with social media. According to the article, having social media is very suitable and convenient as demands minimal cost, low barriers to participation, mobility and low level of IT skills required.

Other than that, this problem also occurs when there is no feedback on website or social media to show that small-and medium-sized enterprises (SMEs) have this service to public or anyone. People need to know more about the small-and medium-sized enterprises (SMEs) for future purposes and increase the number of clients. This problem also has shown that social media is a very important key for upgrading their marketing technique.

Among all competitors, we can see that they have strong base due to the social marketing and they have engaged more with photos, past events and future banner events to attract more customers. They are connected through the information and photos about the clients' product and announcement about any information. Therefore, this will be so hard for small-and medium-sized enterprises (SMEs) if they do not have variety of photos and any information their products except getting information through word-of-mouth (WOM) and customer loyalty. Having social media post or any comment about small-and medium-sized enterprises (SMEs) can increase the potential to have an impact on their services and rating profile.

3. Beneficial Usage of Social Marketing for the small-and medium-sized enterprises (SMEs)

According to Raphael et. Al. (2017), social media and social networking sites have become a leading platform for managing and communicating activity with people as one of the main activities in their firms. (Kaplan and Haenlein, 2010; Kumaret al., 2016), (Ashley and Tuten, 2015).

Nowadays marketing will drive emerging markets in future, or the future of marketing practices will be driven by firm activities from emerging markets (Guet al., 2008; Sheth, 2011). Gross domestic products of most emerging markets are driven by the economic activities through Facebook and Twitter for instance enables interactivity among its publics by offering a relationship-building kind of communication that is often lacking from websites (Safferet al., 2013).

3.1 Performance Benefits of Using Social Marketing

Social media usage has shown positive and significant influence on performance benefits obtained by business companies for instance increased sales. In this article, they have evidenced the benefits by using social media provided by other scholars (Wamba and Carter, 2014; Aladwani, 2015).

However, user behaviours vary on social media sites such as Instagram, Facebook (Hugheset al., 2012), that signifies any possible differences in outcomes across the enterprises. Nevertheless, by manufacturing these usage outcomes, it is evident that the principal goal of social media usage is to enhance organizational performance, in both financial and non-financial terms (Aininet al., 2015). Increase in sales transactions, number of customers and brand visibility of the products and services. With regards to performance benefits of using social marketing, a big positive impact is experienced by the business companies. In order to increase brand awareness and profits, the concept of social media is consequently defined in this study following the description by Safko (2010), as an extension of traditional media which employs a more sophisticated set of tools, techniques and technologies for connecting, building relationships and social interactions.

3.2 Factors that Impact the Benefits of Using Social Marketing

3.2.1 Interactive

Fisher (2009) highlighted that among the numerous decisions for marketing managers most of the time is the pressure to justify preferences for online communications over the use of traditional advertising tools. (Weinberg and Pehlivan, 2011). However, a variety of free or low-cost solutions are currently available that can be effectively used. As compared to the typical traditional media, social media strategy may not require any forms of budgeting (Hanna et al., 2011). Scholars have recommended social media outlets as cost-effective and efficient platforms available to marketers and granted that such outlets have become relatively free in terms of accessibility for both company and consumers. (Aininet al., 2015) (Hanna et al., 2011).

3.2.2 Cost effectiveness

It is compatible when an innovation fits a potential adopter's existing values, previous uses and current needs stated (Severin and Tankard, 2001; Chong and Chan, 2012) which meets consumer's preferences and market needs. By integrating social media activities in business operations in a manner consistent with organizational values and objectives, company durable to niche their target customers effectively and efficiently via sharing their product or service contents almost instantly (Derhamet al., 2011). The social media platform may save cost relating to time and effort in marketing, branding and customer service effectively rather than using traditional media.

3.2.3 Compatibility

According to the theory, users of social media are active, as well as goal-oriented, and are usually motivated to choose a medium that best gratifies their needs (Roy, 2009). Notable uses of social media are the quests to attract new customers, cultivate relationships, increase awareness, communicate the brand online, as well as receive feedback from customers and business partners (Michaelidou et al., 2011). The usage also benefits in increasing movement of their websites, in quest of identifying new business opportunities and building direct relationships with existing and prospective clients (Breslauer et al., 2009; eMarketer, 2013). By doing so, social media is compatible and easy for the business process and operations. It is also easy to use as transactional medium and any integration.

4. Methodology

Researchers used the quantitative method to understand the relationship between the independent variable and also the dependent variable. The researchers also used the convenience/accidental sampling for 100 respondents among Malaysian and Singaporean who live at Nusajaya, Johor. Questionnaire was selected as a survey method that consisted of two sections that used scale method and also the multiple choices. The questionnaires were distributed at the area of Nusajaya however, only 100 respondents answered the questionnaires and returned to the researchers.

5. Findings

Category	Items	Percentage
Gender	Male	30 %
	Female	70%
Age	20-30 years	35%
	31-40 years	5%
	42-50 years	31%
	52-60 years	25%
	61 years and above	4%
Occupation	Student	24%
	Business	9%
	Engineer	4%
	Housewives	5%
	Others	58%

Figure 1: Demographic data

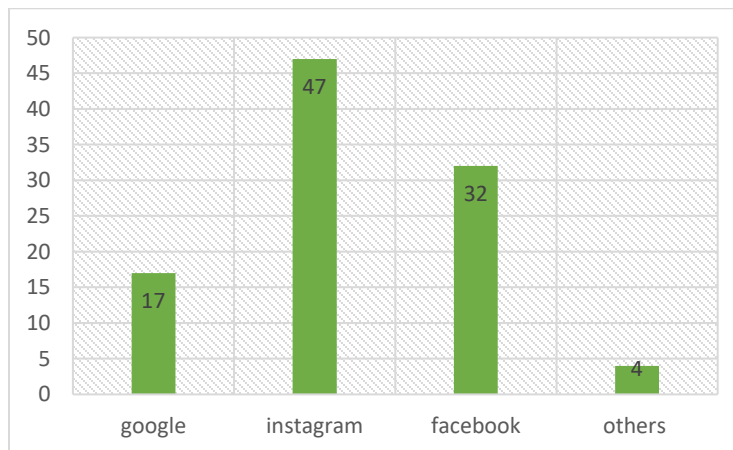


Figure 2: Social Media that suitable for Social Marketing

		Interactivit y	Cost Effectiveness	Compatibili ty	Performance Benefits
Interactivity	Pearson Correlation	1	-.225*	.128	-.206*
	Sig. (2-tailed)		.024	.204	.040
	N	100	100	100	100
Cost Effectiveness	Pearson Correlation	-.225*	1	.295**	.366**
	Sig. (2-tailed)	.024		.003	.000
	N	100	100	100	100
Compatibility	Pearson Correlation	.128	.295**	1	-.031
	Sig. (2-tailed)	.204	.003		.757
	N	100	100	100	100
Performance Benefits	Pearson Correlation	-.206*	.366**	-.031	1
	Sig. (2-tailed)	.040	.000	.757	
	N	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

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

Figure 3: Correlation analysis

Based on figure 3, it shows the correlations between the dependent variables performance benefits and the strategy that creates benefits of using social marketing for a company. This indicates the result from the correlation test to determine the size of correlation between the interactivity, cost effectiveness and compatibility on the performance benefits of using social marketing in a company. From the test that has been analysed, it shows that the correlation between the performance benefits and the cost effectiveness has the highest value which is $n=0.366$ but the result showed low correlation. The next result of the correlation between performance benefits and interactivity, compatibility shows little if any correlation result based on table 6 which is value $n=-0.206$ and $n=-0.031$.

The result that has been analysed shows that the performance benefits of using social marketing in a company can be improved with the strategy of social marketing in interactivity, cost effectiveness and compatibility regardless they have negative relationship between the negative result of Independent variable Interactivity, Compatibility and dependent variable, Performance Benefits. The results shows that the performance benefits of using social marketing was dependent towards its independent variables which are the interactivity, cost effectiveness and compatibility. The correlation

data based in Figure 3 shows a low correlation between the dependent variable and independent variable.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406 ^a	.165	.139	.4207

Figure 4: Regression Analysis

Conferring to the rule of thumb, it has stated that the R² that is more than 0.85 (85%) can be considered as good and also acceptable which can also be used for the forecasting purposes. Besides that, the R² shows the percentage of the variance in the dependent variable that can be explained by the variation of the independent variables.

Based on the results in table 10, the value is R²=0.165. It means that only 20.0 percent of changes in the dependent variable can eventually be explained by all the independent variables while the other remaining 80.0 percent cannot be explained due to some other variables.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1						
	(Constant)	3.746	.740		5.062	.000
	Interactivity	-.103	.097	-.103	-1.055	.294
	Cost Effectiveness	.299	.080	.381	3.749	.000
	Compatibility	-.176	.135	-.130	-1.306	.195

Figure 5: Coefficients Analysis

Figure 5 indicates overview of coefficients resulted from SPSS. Overall, the content of this particular table shows the value of the unstandardized coefficient (B and Standard Error), standardized coefficients (Beta), T-value and also p-value the significant value for answering the only research objective.

A low p-value which is less than 0.05 ($p < 0.05$) indicates that the significant addition to the model as of the changes in the predictor's value that are related to the changes in the response variable.

Based on Figure 5, the interactivity seems to be an insignificant variable towards the performance benefits as the amount of the p-value is 0.294 which is higher than 0.05. The amount should be less than 0.05 ($p < 0.05$) for it to be significant. Nevertheless, the value of Beta for Interactivity is Beta= -0.103, it shows negative relationship between the

performance benefits and the interactivity. Therefore, this Interactivity should be removed from this model.

In Figure 5, the cost effectiveness seems to be significant variable towards the performance benefits as the amount of p-value is 0.000 which is lower than 0.05. The cost effectiveness Beta also shows positive relationship between the performance benefits and cost effectiveness which the value is $B = 0.299$.

According to Figure 5, the compatibility strategy is not a significant variable to the performance benefits as the amount of p-value is 0.195 which is higher than 0.05. The amount should actually be less than 0.05 ($p < 0.05$) in order for it to be a significant value. Regardless of its insignificant value, it also shows negative relationship with $Beta = -0.1761$. Since the p-value and Beta value for this variable is not significant, the compatibility should be removed from this model.

Therefore, from this research it shows that only one variable indicates a significant p-value with the performance benefits. The cost effectiveness only shows a significant p-value which is 0.000. The other two variables which are the interactivity and compatibility are insignificant since their p-values are 0.294 and 0.195 which is higher than ($p\text{-value} < 0.05$). This concludes that the two variables cannot be considered as the factors and strategy that influence the performance benefits of using social marketing in the company since the p-value is more than 0.05.

6. Conclusions

Based on the findings, this concludes that the demographic, gender, age and occupation are parallel to their perceptions of social marketing for a company. Most of them have similar use of social media regardless of their gender, age and occupation such as Instagram, Facebook and others. Most of them also use Google+ as another search engine to find products and services, so they are required to advertise at Google+ too.

The scale showed in Figure 3 indicates the result from the correlation test to determine the size of correlation between the interactivity, cost effectiveness and compatibility on the performance benefits of using social marketing in a company. From the test that has been analysed, it shows that the correlation between the performance benefit and the cost effectiveness has the highest value which is $r = 0.366$ but the result shows low correlation. The next result of the correlation between performance benefits and interactivity, compatibility shows little if any correlation result based on table 6 which is value $r = -0.206$ and $r = -0.031$. It has no significance in the correlation analysis.

The result that has been analysed shows that the performance benefit of using social marketing in a company can be improved with the strategy of social marketing in interactivity, cost effectiveness and compatibility can be improved. The result shows that the performance benefits of using social marketing are dependent towards its independent variables which are the interactivity, cost effectiveness and compatibility. The correlation data based on table 6 shows a low correlation between the dependent variable and independent variable.

Lastly, the researcher concludes that R^2 is more than 0.85 (85%) can be considered as good and also acceptable which can also be used for the forecasting purposes. In this research, researcher analysed the R^2 shows value of $R^2=0.165$. It means that only 20.0 percent of changes in the dependent variable can eventually be explained by all the independent variables while the other remaining 80.0 percent cannot be explained due to other variables. Regardless, it is still acceptable.

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