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### THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

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#### Abstract

*It has been established that social media helps a lot of businesses sell their products and services on the internet these days. It is also well known that companies can use a variety of social media platforms to apply for and advertise their products and services. People nowadays, for example, utilize Instagram, Facebook, Tiktok, and Twitter to market and advertise their items to locals. This study is about the activeness of social media in helping business. This study involves 260 respondents selected from a variegated race in Malaysia. A cross sectional survey and structured questionnaire were used for data collection. All variables measured through scale previously used by researchers. Result for the survey show Issues of social media towards business in Malaysia is high and People acceptance towards social media on helping businesses to grow in Malaysia is also high (M=4.43)*

Keywords: social media, effectiveness, businesses

#### INTRODUCTION:

The way companies find and communicate with customers has changed dramatically as a result of social media. Due to the coming of social media, companies used to attend live shows in order to find a specific group of prospects. Unfortunately, attending such a small business conference costs about \$1,000, making it extremely difficult for start-ups to reach their target audience. Social networking has changed that by allowing start-ups to instant reach a targeted audience of individuals. Changing how companies deal with their customers, Using the audience's feed to replace business cards (which sometimes end up in the trash), Making it simple for companies to have demand before approaching a prospect for something.

Thankfully, with the advent of internet networking, keeping in touch with loved ones, engaging with friends, learning about the current news, and contacting customer support has never been easier. As of January 2018, there were 4.02 billion internet users worldwide, accounting for 53% of the global population. Active social media users account for 3.2 billion people, or 42% of the global population. These figures alone demonstrate that social media is here to remain, if not to thrive much more.

With such a high level of exposure, its importance to society especially in the marketing environment cannot be overestimated. In the industry and trading markets, where the need to communicate and convince the public is a high priority, social media's influence and popularity are a great source. With the steady extinction of print and radio, social media has risen to become one of the most important advertisement and advertisement platforms. According to We Are Social's Global Overview of Digital in 2018, Facebook is the world's second most visited website, followed by YouTube, with Google at the top. Facebook was also the most searched term on Google, closely followed by YouTube, a video-sharing site. These statistics show that the four billion active internet users use social media sites on a daily basis. As people spend more time on social media, it's becoming the go-to place for product and brand updates. Brands will attract millions of people on Facebook thanks to the platform's more than 60 million Pages. According to Shaw (2018), updates on a brand's Facebook Page hit 10.7% more users than the current number of fans. It was also discovered that 4.2 percent of all Facebook users who see a Facebook Page's post interact with it in any way, whether it's by reading a status, liking a post, watching a video, or clicking a connection.

Twitter seems to have a similar impact on a company that use the website. The top reason users come to Twitter, according to Twitter, is to "discover something fresh and exciting." The website is now five times more likely than any other site to provide new videos to viewers. Users' desire to learn something new, combined with the platform's architecture to facilitate new discoveries, results in increased brand recognition and understanding. According to Social's Digital in 2018 Global Overview, 17% of the world's population makes internet payments and pays bills online. Strong economies, such as the United Kingdom (78%), South Korea (74%), Germany (74%), Sweden (70%), and the United States (69%), have the largest e-commerce penetration, or the majority of the population who has made an online purchase.

Surprisingly, since the largest number of consumers those aged 18 to 34 have the most purchasing power, they are most interested in making a purchase influenced by social networking.

According to Shaw (2018) conducted by Twitter, one out of every four new car buyers in the United States used Twitter to help them make their choice. In a survey of more than 600 senior marketers, 39% said sustainable social media posts provided a medium return on investment (ROI), while 20% said this type of marketing platform provided the highest ROI. Furthermore, 36% said paid social media advertising offered a medium return on investment, while 17% said the system provided a strong return on investment. For all of these numbers, figures, and estimates, it's hard to ignore the impact of social media on consumers. Social networking has a huge effect, whether it's by basic brand recognition or brand loyalty that leads to revenue. Now is the perfect time to think about your social media marketing plan if you haven't already.

Let's start with a basic fact: the company needs to be on social media. It makes no difference whether you own a small local business or a large national business. Social networking should be an important component of the company's communications policy. Social media platforms allow you to interact with your customers, improve brand recognition, and generate more leads and sales. Every month, more than three billion people use social media around the world, and the number of users and activity on major networks continues to rise. Since people use social media on a regular basis and are exposed to businesses, it has enormous potential for businesses. Businesses, on the other hand, face significant obstacles as a result of it.

It can be difficult to keep up with changing social media trends, so business to business reviews and ratings firm Clutch teamed up with marketing agency Smart Insights to study the current state of social media marketing. They questioned 344 social media marketers from around the world to decide the worth of social media, the best entertaining content to post, popular issues, and accessible social media services. Facebook (89 percent), Linked In (83 percent), YouTube (81 percent), Twitter (80 percent), and Instagram (80 percent) are the five most valuable social media platforms (56 percent), Nearly 80% of businesses use social media to post mostly original content, and don't forget about creating a network of fans and influence (24 percent). Social networking strengthens your reputation with potential customers by helping you to reach a larger audience with less time and effort. You have nothing to lose from creating a company profile on one of the main social media platforms. However, on Facebook,

Twitter, Instagram, and other social media platforms, it's really possible for a customer to get distracted.

Due to the extreme high brand visibility and high return on investment, social media has become a successful marketing medium. When more than 3 billion users are browsing social media content, advertisers and businesses have an endless chance to market their goods and services via social media. Your company would benefit from social media ads. It allows the general public to locate you on social media. Many individuals spend a large amount of time on social media. Globally, there are expected to be about 2.77 billion social media users by 2019, up from 2.46 billion in 2017. As a result, it's an excellent way to direct traffic to your website. When used effectively, social media has the power to become a potential source of traffic for your website. Since social media embraces a variety of formats, you can attract a larger audience to your website by posting text, photos, videos, podcasts, and other content. Social media is a fantastic tool since posts can be quickly posted, allowing the company to attract a large number of people in various time zones. Build brand recognition takes consistent work over time, and you must consistently demonstrate to your consumers that they can put their trust in your brand.

Being accessible on several social media sites would enable you to engage with a larger social media community and remain relevant. The content you generate will help you project the picture of a professional. Be sure to include educational material, imaginative infographics, insightful maps, and eye-catching images in your posts. Educational content positions the brand as an expert. When you concentrate on educating rather than marketing on social media, your brand recognition can multiply several times over.

## **PROBLEM STATEMENT**

According to Enderson (2021) Unemployment is a problem that happens in every country in the world. As long as an individual participates in the job market, he or she will become unemployed during that phase. If the unemployment crisis is not solved, issues for unemployed graduates, countries, societies, and even worlds will probably appear. Furthermore, if the country's unemployment rate continues to rise, protests and resistance will spread across the country, threatening commerce. This serious problem would lead to considerable loss for the

nation. The government has made it a priority to provide a solution to the unemployment problem in national economic planning and policy development.

According to the analysis, nearly 47% of self-employed workers or 19,677 people had lost their careers. Among those who still had jobs, 35.5 percent said their income had dropped by more than 90%. If the number is applied to an actual scale, this means that out of 2.86 million self-employed workers, 1.34 million have lost their jobs and almost 540,000 have seen their payoff drop by 90%. This is only for self-employed persons it does not apply to workers who work for a business. Despite the fact that these are not official statistics, they can also be used to describe the current situation, according to DOSM. Self-employed people include farmers, breeders, fishermen, and others who work for themselves. This includes Mak Cik Kiah, who sells pisang goreng at a stall on her own. According to Zainul (2020) about 2.4 million Malaysians will lose their jobs due to the Covid-19 crisis.

The government, especially the health ministry led by Dr. Noor Hisham Abdullah, has been appreciated for its efforts in controlling the pandemic's spread. The government has given some stability for critical services to continue functioning by strictly enforcing the MCO with the help of various parties, including the armed forces. This is to ensure that the economy continues to function through the MCO. However, according to NI BUSINESS INFO.CO.UK (2021) established a trusted brand name can be difficult, particularly without a physical location with a track record and face-to-face contact between customers and sales representatives. As part of your online product, you should think about the costs of setting up a good customer service system. Besides that, while online marketing can be a very effective way of attracting the right consumers to your goods, it does require a large budget. This is particularly true if you're competing in a competitive market or for highly searched keywords. Lastly, planning, designing, building, hosting, securing, and maintaining a professional e-commerce website isn't inexpensive, particularly if you expect large and increasing sales volumes.

## **RESEARCH QUESTIONS**

- What is the level of knowledge using social media for businesses?
- What is the level of social media on helping to increase the level of businesses?
- What is the fastest growing social media platforms for online businesses?

## RESEARCH OBJECTIVES

- To identify the knowledge of social media for businesses.
- To identify the level of social media on helping to increase the level of businesses.
- To identify the fastest growing social media platforms for online businesses.

## THE IMPORTANCE OF HAVING AN ONLINE BUSINESS

It is almost impossible for your company to operate 24 hours a day without the internet. Increased and always-available functionality is one of the main advantages of running an online company. You will let your customers visit and learn about your services at anytime from anywhere in the world with the help of an online website. With an offline company, this is impossible.

The internet was built for business, and as an opportunist, you must take advantage of it. The undeniable benefit of running an online company is that it allows you to respond to customer questions and solve their issues without taking up a lot of your time.

### Advantages:

A) SOCIAL MEDIA - Social media will increase the business popularity and the business will grow faster than other platform that we can use in business. You just can ask someone to promote and share your business. Also, when someone like your business they will viral your business and everyone will know your business.

B) SAVE COST - With social media it will save a lot of your money and with the extra money you will able to improve your business. The reason why I say this because you don't need to spent more money to make marketing for your business because using media social you just need to share the business and also you can sponsor some influencer to promote your product.

C) COMMUNICATION - With social media business you also can communicate with your customer easily. Like when they have complained, they just can say it directly to us and we can improve it on the sport

### **Disadvantages:**

A) **INEFFECTIVE USE** - Social media can be used ineffectively. For instance, using social

media to push for sales without engaging with customers first, or failing to respond to negative feedback. This may damage your reputation.

B) **EVALUATION** - While it is easy to quantify the return-on-investment in terms of online sales generated by social media advertising. There are some less tangible benefits. It can be hard to measure and place a monetary value on the brand awareness and reputation that social media can bring. It's difficult to know how social media affects sales in-store.

C) **HEAVILY RELY ON ADS** - Adds to the Cost of Production and Product. Advertising

increases costs of product. Customers have to pay a high price for the products heavily advertised. Companies do not forgo their profits. Thus, businessmen can earn more at a cost of customers

### **RESEARCH METHODOLOGY**

This study employed the quantitative study approach (explanatory study) to identify the level of activeness of social media on helping businesses. According to Abdul Rauf Ridzuan et al., (2015), for sampling, by referring to Raosoft sample size calculator, 32 million populations in Malaysia can be equal to 260 sample of respondents by keeping the margin of error as 5.86%, confidence interval as 95% and response distribution as 50%. The study involving 260 respondents and a structured questionnaire was used for data collection. The data was collected through a survey questionnaire made with Google forms. The method used to distribute the questionnaire is through social media such as WhatsApp messenger, Facebook and Instagram. A Likert scale was used for the respondents to answer questions relating to the activeness of social media on helping businesses.

## RESULTS AND DISCUSSIONS

### a) Demographic

The profile of the sample is discussed in terms of six demographic characteristics: sex, ethnic, age, education, occupation and living place.

**Table 1: Demographic**

Profile	Frequency	Percentage (%)
<b>Ethnic</b>		
Malay	246	96.5
Indian	4	1.6
Chinese	1	0.4
Others	4	1.6
<b>Age</b>		
18 and below	18	7.2
19-24	124	49.6
25-30	14	5.6
31-36	13	5.2
37-42	22	8.8
43 and above	67	26.8
<b>Education</b>		
Degree	89	34.8
Diploma	29	11.3
Secondary school	20	7.8
Foundation	4	1.6
Matriculation	3	1.2
Master	3	1.2
Form6	1	0.4
Phd		

Table 1 shows the profile of respondents from Malaysia. Based from the findings, most of the respondents who are answered the questionnaire are Malay ethnic (96.5%), aged between 19-



24 (%), degree holders (37.9%) and students (56.7%). However, for the master is (1.2%), and Phd is (0.4%).

#### b) Issues of Social media towards business in Malaysia

**Table 2: Issues of social media towards business in Malaysia**

Issues	Frequency	Percentage (%)
Do social media help businesses to grow?		
Yes	253	99.2
No	2	0.8
Do you prefer online business?		
Yes	192	75.3
No	8	3.1
Maybe	55	21.6
Which social media platforms do you prefer for online shopping?		
Shopee	222	87.1
Lazada	15	5.9
Mudah.my	3	1.2
All above	14	5.6
Do you think that social media could affect small businesses?		
Yes	174	68.5
No	33	13
Maybe	47	18.5
Do you prefer to shop online or retail store?		
Shop online	139	54.3
Retail store	117	45.7

Table 2 shows that issues of social media towards business in Malaysia and as a result, most of the respondents believe that social media helps businesses to grow support (99.2%). The respondents also prefer online business (75.3%). The respondents prefer Shopee for online shopping (87.1%). Most of the respondents think that social media could affect small businesses (68.5%) and they prefer to shop online by (54.3%).

c) **People acceptance towards social media on helping businesses to grow in Malaysia****Table 3: People acceptance towards social media on helping businesses to grow in Malaysia**

<b>Acceptance</b>	<b>Mean</b>
I believe that nowadays use social media platforms for marketing	<b>4.71</b>
I believe that social media helps businesses to grow	<b>4.62</b>
I believe that social media could help businesses to reach out more audience	<b>4.56</b>
I believe that social media can increase brand awareness and sales	<b>4.46</b>
I believe that sellers can build relationships with customers through social media platforms	<b>4.45</b>
I believe that negative feedbacks can easily tarnished the small businesses	<b>3.81</b>
Overall	<b>4.43</b>

Based from Table 4, majority of the respondents believe that social media helps businesses to grow by (M=4.62). This finding is supported with the action of a Malaysian that nowadays use social media platforms for marketing in estimated of (M=4.71) According to Harvard business review, (2014 august 1) negative feedback can easily tarnished the small business (M=3.81). Most of the respondents also believe that social media could help businesses to reach out more audience (M=4.56). According to Megan Mosley business2community.com (2019 February 4), social media could also increase the brand awareness and sales for the company by (M=4.46). However, most people believe that sellers can build relationship with their customers through social media platforms by (M=4.45).

**CONCLUSIONS**

According to our research, Overall, many individuals believe that social media platforms may help businesses to grow larger in many sorts of way, but there are certain drawbacks of using social media platforms. such as criticism and bad feedback, these may cause the businesses to lost customers and trust from buying it. Besides that, these

businesses can readily advertise their business and products to local consumers via social media platforms without having any issues. We believe that Instagram, Facebook, Twitter, and Tiktok are the most efficient social media sites to promote small and larger enterprises.

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