

## The Usage of Social Media: Visibility Elements and Business Growth Among Entrepreneurs' Society in Terengganu

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### ABSTRACT

*The study aims to analyse the relationship between visibility elements using social media that contribute most to business growth among Entrepreneurs Society in Terengganu. A questionnaire consisting of seven sections (A-G) was distributed to collect the needed information: Section A, the respondents' demographic background; Section B, the construction of business page; section C, the establishment of the community; section D, content information management; section E, analysing customer behaviour is studied; section F, market optimization opportunities; and section G, business growth. The population for this research is 87 entrepreneurs from the Entrepreneurs Society in Terengganu and from that amount 76 respondents had successfully participated. The Statistical Package for the Social Science version 25 is used to examine the result of this study. Research has revealed that the established reliability of the measurement is very strong. Cronbach Alpha is a coefficient correlation that indicates how well all the items of the average in a set of positive correlation to one another. The result of the reliability of analysis for business growth shows that Cronbach Alpha are the right tools to use. The mean of value for all variables is strong. The Pearson correlation for the relationship of business growth with the construction of the business page, the establishment of community, content information management, and analysing customer behaviour is a positive relationship with a significant value of  $P < 0.05$ . In conclusion, from hypothesis one until hypothesis four, the construction of the business page, the establishment of community, content management information, and analysing customer behaviour have a significant relationship with business growth. Researchers found out that four hypotheses are accepted, and one is rejected which is the measurement of business growth. Lastly, the researchers are hoping that all entrepreneurs and business organizations can gain benefit from this study.*

**Keywords:** Construction of Business Page, Content Information Management, Analysing Customer Behaviour, Market Optimization Opportunities, Business Growth

### INTRODUCTION

Every entrepreneur wants to make a sale of their products and services regardless via the online or offline business platform. Thus, they need to do something different to make sure that their products and services reach the potential customers within their geographical areas such as Terengganu or

potential customers outside Terengganu. This is the main reason, the entrepreneur needs to make use of visibility elements. The visibility elements are used to optimize the connection between the product and services offered by the online seller through social media and the potential online customer who seek their needs online. According to SME Corporation Malaysia (2018), SMEs account for 98.5% which is the largest proportion of businesses and contributes 37.1% to Malaysia's GDP and 66% of the employment. Therefore, the long-term longevity of the business, as well as business growth among SMEs is very important. Human Resource Development Fund (2019) reported that the contribution of SMEs employment to total employment every year with an average of 0.73% increment per year is due to the increase in the number of SMEs in Malaysia. This can be considered slow and minimal.

### **Construction of Business Page**

Business site-building is the first element that SME entrepreneurs need to implement specifically to promote their current business using the social media platform. This element is the initiative of the SME Company as the first step in entering the internet user community. This element is also a key in ensuring that SME entrepreneurs sign up in the social media platform provided. Social media allows all users, as consumers, to interact with each other to exchange information about products and services offered by online sellers especially SME entrepreneurs, and indirectly forces them to change from traditional advertising to construct their business page to market their products and services (Ertemel & Ammoura, 2016). There are a few important things to note before registering a business site. These are the basic information of the company to be introduced to the internet users. It is faster to search for information on products and services offered and a good introduction about a company can attract more potential online prospects to reach the company's social media platform. When the consumers perceived their needs as a problem, they will begin to search for relevant information through internal and external information (Noureddine & Zeineddine, 2018). According to Geiser (2017), entrepreneurs should accept the reality that social media does not only offers unlimited freedom of communication among businesses and customers, but also a significant opportunity for companies to re-establish their communications towards their products and services. Consumers will get the right information about their business functions and features run.

### **Establishment of Community**

The formation of communities should be given special attention to which these elements contribute a great element of business online platform visibility to SMEs entrepreneurs. The establishment of community when using the online business platform involves all communities of a company, both internal and external. The internet population user can be built and designed to be a community of users for certain products and services. The major emphasis should be the formation of an external community gearing towards internet users especially the users of social media pages. Shahizan et al. (2012) stated that interaction between customers and SMEs entrepreneurs can provide a synergy relationship within the perspective of the online business platform, such as Facebook, allowing them to create a good community. Shahizan et al. (2012) also explained that it is easier to do especially with the quality of products and services offered and product development. Meslat (2018) also added that social media marketing helps organizations to collect customers' experiences through rating systems and review chat. The development of this community requires several factors including the needs, interests, efforts, and desires of both parties. The formation of this community can be strengthened after fulfilling several factors. The number of users in this community needs to be emphasized through invitations to consumers through advertising and other channels that can increase the number of users in the community. A large number of community users are capable to enhance the credibility and capabilities of the marketing power of SME entrepreneurs. This community needs to be implemented by SME entrepreneurs with 750 million active Facebook users who use the service and the numbers are expected to grow from time to time (Reed, 2011). Consequently, the formation of this

community is an element of visibility that SME entrepreneurs should pay attention to when using social media as a company marketing platform.

### **Content Information Management**

This third element of visibility guides SME entrepreneurs specifically to manage their business pages in the best possible way. Effective content management is very important to ensure that the business website of the company is constantly updated with product and service information offered to internet users. Safko and Brake (2009) added that constantly maintained and updated information is well received by online customers. It is now more important to know about the latest and greatest products and services. Displaying the content of non-updated information will reduce the desire of internet users to visit the business site that was developed. It is clear from the statement in the paragraph above that the design of the social media site also plays an important role in attracting visitors to the organization's social media pages. Election of interesting design aspects including the use of colour, the arrangement of information, and the power of creativity of the social media site developers make the site visit comfortable and accessible, thus users are more likely to visit (Hernandez et al., 2009). Additionally, the design created by the developers and designers of such social media sites can improve the credibility and capabilities of a company organization. Putter (2017) added that many companies recognize the value of continually reintroduces the product to the markets and increases the appeal of the product branding process. It can be said that appearance is the heart of the strength of a company's capabilities.

This finding is supported by Bremser and Chung (2005), who stated that the use of elemental measurement applied in the e-business model has a bearing on design organization built to make a social media site more visually appealing. Additionally, interaction and customer feedback are other necessary methods considered by SME entrepreneurs in the context of this element. An online customer who uses an online business platform is more likely to leave feedback on the product or service used if the entrepreneur always gives a good response to them (Isacson & Gretzel, 2011). In this regard, SME entrepreneurs need to focus on relationships and communications that will improve the quality of communication during the delivery of information product or service information to users. Good attention given to the companies by the consumers will create a more business-like environment dynamic. As such, this element can enhance the visibility factor for current SME entrepreneurs who use social media platforms to update information and communication with customers.

### **Analysing Customer Behaviour**

Elements of customer attitude analysis are elements of visibility that companies use for devising a well-established strategy to attract more customers to the developed site. Companies are using more social media platforms to enhance their relationship with customers, rather than focusing on short-term advertising through technology (Putter, 2017). The process of analysis involves a more concentrated analysis of the latest market trends to the way and style of internet consumer purchases. SME entrepreneurs need to be more dynamic and efficient in identifying how customers access the company's business site. The analysis of ways and forms of access for this customer is focused more on the number of comments and the use of the like icons on product information and services displayed. With the Facebook application, for example, entrepreneurs can analyse the number of internet users who visit the company's business site and find out trends in comments and consumers' preferences for information on the products and services offered. Furthermore, the consumers' satisfaction or dissatisfaction with the products and services after consumption or first purchase would lead to new behaviour, and they tend to use their wisdom of choice-making to choose the alternative for future purchasing decisions (Noureddine & Zeineddine, 2018). Fondevila-Gascon et al. (2019) added that it is confirmed that social media can be used as the main advertising strategy and improvement is needed

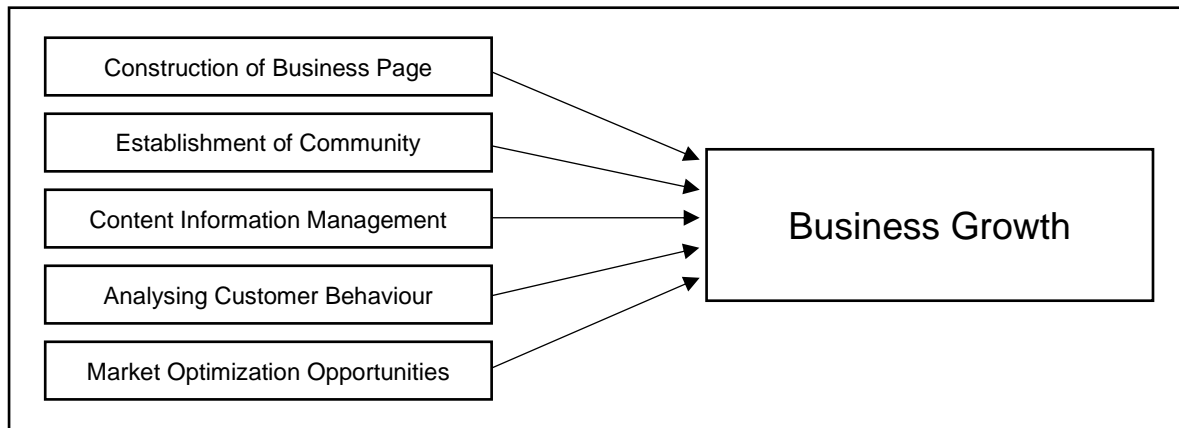
to make sure their useful aspects as an advertisement tool for products and services, and for checking the consumer behaviour. Therefore, this element of analysis needs to be used by SME entrepreneurs specifically to analyse the purchasing styles and consumer trends in the products and services offered.

### **Market Optimization Opportunities**

Market opportunity optimization is the fifth element of visibility used to increase the visibility factor within the internet user community. Optimization of opportunities involves several techniques and methods for increasing the credibility of the company. In reaching the most from the potential audience for their products and services, many productive sectors try to optimize their online marketing strategies in networks by using social media platforms (Fondevila-Gascon et al., 2019). This element can increase the level of popularity and acceptance of the internet user community towards the company business site developed. Social media commonly is used by many organizations to share high valued content with the prospects and customers, so that if they perceived the message which is valued for them, they will share it back with their network (Meslat, 2018). Ertemel and Ammoura (2016) also added that social media advertising can be defined as an online advertisement that had been agreed by both companies and consumers to be displayed and be shared using the online advertisement. There are other methods as well as to optimize these market opportunities such as Google AdWords applications, links to social media platforms, and others, for example, YouTube, users' invitation to attend a promotional event, advertising a business page, and the use of search engine optimization. The methods mentioned above can be used by SME entrepreneurs to optimize their business pages developed to empower businesses through social media platforms.

### **Business Growth**

Entrepreneurs' ideas on growth and listed the following such as the increase in sales, increase in the number of employees, increase in profit, increase in assets, increase in the firm's value and internal development (Achtenhagen et al., 2010). This statement shows that business growth helps any business organization to cope with customers' demands and become more competitive in their market segmentation. This was the most important part for entrepreneurs that have participated in this research. To contribute to SME growth, the combination between entrepreneurship and innovation arise as an interesting linkage, where the creation of new business and the expansion of existing ones acts as a central feature (Eggers et al., 2013). The achievement of SME growth requires the companies to want and desire to grow. Business growth can be defined as an increase in the number of branches, geographical expansion, increase in the number of products and services, the inclusion of new markets and clients, and acquisitions and fusions (Brush et al., 2009). All of the above is a consequence of certain dynamics built by the entrepreneurs to continuously reconstruct based on the assessment made on their business on the market. Leitch et al. (2010) added that business growth is a socially constructed factor that involved many other agents such as customers, suppliers, etc.



**Figure 1: Conceptual Framework**

Therefore, based on the framework, the following hypotheses were developed.

- H1 There is a significant relationship between the construction of a business page and business growth.
- H2 There is a significant relationship between the establishment of community and business growth.
- H3 There is a significant relationship between content information management and business growth.
- H4 There is a significant relationship between analysing customer behaviour and business growth.
- H5 There is a significant relationship between market optimization opportunities and business growth.

## **METHODOLOGY**

A quantitative approach with a convenience sampling method was used during data collection. The focus was to investigate the relationship between elements of online business platforms and business growth among the Entrepreneurs Society in Terengganu. The population was 87 people derived from the record kept by the management of the Entrepreneurs Society in Terengganu. According to Gill et al. (2010), the appropriate sample size based on desired accuracy with confidence level 95% for 87 was 76 people.

### **Measurement / Instrumentation**

In this study, a structured and self-reported questionnaire was used to determine the result. A similar instrument was used in previous researches by Mohd (2017), Syamsuriana and Mohd (2014), and Mohd and Norshuhada (2013). The distributed questionnaire consisted of seven sections that helped to accomplish the objectives of the study conducted. In section A, there are four questions regarding the demographic background of respondents such as gender, age, education, and type of business. In section B, there are seven questions about the construction of the business page, section C consists of seven questions about the establishment of community, section D consists of seven questions of content information management, section E consists of seven questions of analysing customer behaviour, section F consists of seven questions regarding market optimization opportunities, and section G consists of seven questions of business growth. Five-point Likert-scale (1: Strongly Disagree) and (5: Strongly Agree) is used in section B until section G.

## Data Analysis

In this study, Statistical Package for the Social Sciences (SPSS) Version 25 is used to compile and analyse the raw data and create a result of the finding. The data analysis in the study consists of five research hypotheses to help identify the significant relationship between stated independent variables and business growth. Five methods were used to analyse the data and information retrieved in this study. Descriptive analysis is a method to gather quantitative data to get the mean and standard deviations of all variables in the research (Sekaran & Bougie, 2013). It is used to explore the data gathered in the study as well as to summarize and describe the data. The analysis for a single variable is given out by frequencies, a measure of central tendency and dispersion. Reliability analysis is the most recommended measure for internal consistency provided by Coefficient alpha or Cronbach's alpha as it provides good reliability estimation for this study. Reliability analysis is used to measure the consistency and stability of the instrument to measure a concept and helps to assess the good result of measuring. Cronbach's alpha helps to compute in terms of the average inter-correlations among the items for measuring in which the closer Cronbach's alpha is to 1, the higher the internal consistency reliability. Correlational analysis such as Pearson's matrix of correlation shows the direction, intensity, and significance of bivariate relationships among all variables calculated at interval level and ratio level. It shows the linear relation between two data sets and in general, calculates the Pearson coefficient of linear dependence only. Regression analysis is used to identify which variable contributes most to online business growth. The process of performing a regression analysis allows you to be certain toward determining which factor matters the most or can be ignored, and how these factors influence each other.

## RESULTS AND ANALYSIS

Descriptive analysis is used to analyse the respondents' demographic background based on gender, age, education, and the type of business. As can be seen in Table 1, 26 of the respondents were male, and they represent 34.2% of the sample. The rests of 50 respondents were female and they represented 65.8% of the total sample. Regarding age, the smallest number of respondents were between the age of 46 years old and above, with only 11 respondents (14.5%). The age between 26-35 years tabulated the highest percentage, 42.1%, which were 32 out of 76 respondents. In terms of education, a bachelor's degree recorded as the highest percentage, 42.1%, and the lowest is others with only 7 respondents (9.2%). The highest percentage for type of business was represented by food and beverages which is 26 respondents (34.2%) and followed by others, 21 respondents (27.6%). 16 respondents (21.1%) were involved in services, and finally, trading with 13 respondents (17.1%).

**Table 1: Descriptive Analysis of Respondents (n=76)**

Profile	Description	Frequency	Per cent
Gender	Male	26	34.2
	Female	50	65.8
Age (years old)	25 and below	16	21.1
	26-35	32	42.1
	36-45	17	22.4
	46 and above	11	14.5
Education	Sijil Pelajaran Malaysia	11	14.5
	Certificate/Diploma	26	34.2
	Bachelor's Degree	32	42.1
	Others	7	9.2
Type of Business	Food and beverages	26	34.2
	Trading	13	17.1
	Services	16	21.1
	Others	21	27.6

Table 2 below shows the Pearson correlation between business growth with constructing a business page, the establishment of community, content information management, analysing customer behaviour, and market optimizing opportunities. The P-value is as follows: constructing business page (0.282,  $p < 0.05$ ), establishment of community (0.334,  $p < 0.05$ ), content information management (0.650,  $p < 0.05$ ), and analysing customer behaviour (0.769,  $p < 0.05$ ). We accepted the hypotheses H1, H2, H3, and H4. However, we concluded that there is not a significant linear correlation between market optimizing opportunities and business growth in the population because of the P-value ( $p > 0.05$ ) and we rejected hypothesis H5.

**Table 2: Pearson Correlation**

Item	Analysis	Business Growth	Result
Constructing Business Page	Pearson Correlation	-.037	Accepted
	Sig. (2-tailed)	.282	
	N	76	
Establishment of Community	Pearson Correlation	-.049	Accepted
	Sig. (2-tailed)	.334	
	N	76	
Content Information Management	Pearson Correlation	.050	Accepted
	Sig. (2-tailed)	.650	
	N	76	
Analysing Customer Behaviour	Pearson Correlation	-.034	Accepted
	Sig. (2-tailed)	.769	
	N	76	
Market Optimizing Opportunities	Pearson Correlation	-.122	Rejected
	Sig. (2-tailed)	.294	
	N	76	

R Square is the proportion of variance in the business growth which can be predicted from constructing business page, establishment of community, content management information, and analysing customer behaviour). This value indicates 11.7% of the variance in impact of social media in current business practices among Entrepreneurs Society in Terengganu and it can be predicted from the independent variables in this study. The remaining 88.3% of the model will be explained by other factors.

**Table 3: Model Summary of Regression Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343a	.117	.054	.21372

Table 4 shows that when all independent variables were tested in regression analysis, only content information management ( $p = 0.014$ ) was significant. For the result below, the researcher would consider removing constructing a business page ( $p = 0.429$ ), the establishment of a community ( $p = 0.261$ ), analysing customer behaviour ( $p = 0.442$ ), and market optimizing opportunities ( $p = 0.055$ ) due to it is greater than usual significant level of 0.05.

**Table 4: Coefficients from Regression Analysis**

	Unstandardized	Coefficients	Standardized		
	B	Std. Error	Beta	t	Sig.
(Constant)	4.631	.183		25.281	.000
Constructing Business Page	-.039	.049	-.141	-.795	.429
Establishment of Community	-.087	.077	-.248	-1.134	.261
Content Information Management	.179	.071	.527	2.526	.014
Analysing Customer Behaviour	.058	.076	.169	.773	.442
Market Optimizing Opportunities	-.124	.063	-.409	1.951	.055

## DISCUSSIONS

Nowadays, it is important to have entrepreneurship skills and online business skills altogether to ensure survival in the challenging business environment. First, for H<sub>1</sub>, the researchers analysed the significant relationship between constructing a business page and business growth. The hypothesis was accepted (0.282,  $p > 0.05$ ) and had a low to moderate correlation. It was supported by Mohd and Norshuhada (2013), as stated in their study, visibility elements that constructing business page was usually measured in terms of social media factor that affect the business growth. It stimulates the creativity of the entrepreneurs and develops them to become more innovative in the future. Yan and Musika (2018) also believed that each company needs to choose different social media platforms to construct their online business page that fits their needs because they believed those social media platforms can help entrepreneurs to accomplish their business objectives and goals. Secondly, for H<sub>2</sub>, the researchers analysed the significant relationship between the establishment of community and business growth. The hypothesis was accepted (0.334,  $p < 0.05$ ) and had a substantial to very strong correlation. The result was supported by Yan and Musika (2018) which stated that the companies had noticed the value they get from social media such as reach more customers, fan increased in their social media community, and advertisement costs have reduced. Mohd and Norshuhada (2013) added that there are strong correlations between the establishment of a community with business growth because the community gives an advantage toward entrepreneurs to overcome their problems, creating repeatable customers, and help the entrepreneurs to create customer-based products.

Thirdly, for H<sub>3</sub>, the researchers analysed the significant relationship between content information management and business growth. The hypothesis was accepted (0.650,  $p < 0.05$ ) and had a moderate to substantial correlation. It was supported by Mohd and Norshuhada (2013) which stated that the creation of web pages plays an important factor to attract online customers to visit the company's social media platform. Fourthly, for H<sub>4</sub>, the researchers analysed the significant relationship between analysing customer behaviour and business growth. The hypothesis was accepted (0.769,  $p < 0.05$ ) and had a very strong correlation. It was supported by Mohd and Norshuhada (2013) which stated that the entrepreneurs should be more dynamic and efficient towards their customers' preferences to access the online business website. It can attract more customers by analysing their purchasing pattern and trend towards products and services offered. Lastly, for H<sub>5</sub>, the researchers analysed the significant relationship between market optimizing opportunities and business growth. The hypothesis was rejected (0.294,  $p > 0.05$ ). It contradicted with Mohd and Norshuhada (2013) which stated that the optimizing opportunities can increase the popularity level and online customers' acceptance towards online business platforms created by these entrepreneurs. It is clear that these entrepreneurs do not have enough training and knowledge about market optimizing opportunities and the relevant authorities should give them exposure regarding the related field of knowledge.



## CONCLUSIONS AND RECOMMENDATIONS

Social media platforms can be used to boost business growth by expanding knowledge and skills in constructing a business page, the establishment of community, content information management, and analysing customer behaviour. The study of business growth among Entrepreneurs Society in Terengganu provides many benefits and opportunities to their top management to make the evaluation and give them an idea to develop a program for the entrepreneurs to compete globally. Entrepreneurs Society in Terengganu should be more concerned on the matters of business growth where they can emphasize that all entrepreneurs should be involved in online marketing as a solution for them to survive in business. Technology-based marketing helps entrepreneurs to become well known inside the target market, but without the right tools and knowledge, it can cause an issue for their future of business growth. Thus, to gain more knowledge, they need to acquire an appropriate training program on how to construct a good business page for their targeted customer. Good construction of a business page will help the customer to find what they love about your business and buy the product or services. Building a group of fans for your business page is important to deal with business growth and enhance the way you approach your customers. To do so, entrepreneurs need to define what is best for them and who is their audience for marketing their product or services.

Businesses such as SMEs entrepreneurs rely on consumers reviews in communities on their online business platforms and most of their posts are from consumers (Yan & Musika, 2018). The establishment of a community will help you gain repeatable customers rather than having to find a new customer daily. A business owner must master this skill to enhance the way of selling the product. This could help the business owner to increase their level of productivity and cope with market demand. Every business owner must get to know each other with their online customer the same as they know them if they had a store. This will gain a bond from the customer to the business and creating more revenue for the product. Business owners need to analyse and understand what the expectation from the customers is to create a mutual understanding between seller and buyer. It will increase the chance of repeatable customers when the owner or the business is close to their heart. Most business owners do not know that with online marketing instruments they can fly high across the countries. With the right knowledge of marketing, business owners definitely will go global in the market. To create market opportunities, entrepreneurs need to know the demand and supply from their target market. This study provides several theoretical contributions which added an area of knowledge to the literature of business growth for SME entrepreneurs and extends the study conducted by Mohd and Norshuhada (2013) on social media usage focusing on the element of visibility among SMEs entrepreneurs. For future research, to successfully use social media platforms for business growth, there is a need to find out the customers' preference to purchase products and services online.

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