



A Study on Facebook and Instagram as Marketing Platforms for
Small and Medium-sized Businesses (SMEs) Among UTAR
Students.

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KONG SI WEI

DECLARATION

I declare that all the material that is contained in the paper is the end result of my own work, and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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APPROVAL FORM

This research paper attached hereto, entitled “A STUDY ON FACEBOOK AND INSTAGRAM AS MARKETING PLATFORMS FOR SMALL AND MEDIUM-SIZED BUSINESSES (SMEs) AMONG UTAR STUDENTS.” prepared and submitted by Kong Si Wei in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Broadcasting is hereby accepted.



Supervisor

Ms. Foo Mei Lee

Date: 11/05/2023

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ABSTRACT

Since the internet era began, an increasing number of small and medium-sized businesses (SMEs) have started to focus on using the internet, particularly social media. It is possible to view the decision of SMEs to join social media platforms as both a strategic choice and a reaction to environmental changes. Through this action, resources and business procedures are aligned to sustain corporate performance. This paper discusses the positive impact of social media in business growth by highlighting the advantages that social media brings, and to explore the factors why small businesses prefer social media as a marketing platform on business growth. Facebook and Instagram are the two main social media platforms focused in this study. A survey with limited choice and scaled response is used to collect the data from 60 respondents.

Keywords: social media, business marketing, business growth, small and medium-sized businesses

CHAPTER 1

1.1 Introduction

Social media has a huge influence on how businesses operate in the 21st century. It not only enables companies to reach a global customer base, but it also makes it easier for them to communicate with both current and new clients. Additionally, it offers a useful technique for gathering and analyzing data, which aids in the planning and concentration of marketing campaigns. The explosion of social media platforms over the past few years has had a significant impact on advertising, as customers' reliance on word-of-mouth advertising in the selection process, whether from friends or strangers online, has increased significantly. Social media is no longer just a platform for making social relationships. Or perhaps it is altering how businesses operate. Social media will significantly change business & marketing media in the future. (Ahmad Al Adwan, 2021). In this chapter, will include background of the study, problem statement, research question and research objectives.

1.2 Background of Study

The word "social media" refers to a computer-based technology that makes it possible to share concepts, ideas, and knowledge through online groups and networks. Social media is internet-based and allows users to share anything quickly, including movies, images, documents, and personal information. Users interact with social media through web-based software or applications on a computer, tablet, or smartphone. Example, Youtube, Facebook, Instagram and etc. (Maya Dollarhide, 2021). Due to the convenience of social media, many people started to build businesses through online especially small medium-sized businesses (SMEs).

Since the COVID-19 outbreak, enterprise digitization has become more crucial than ever. SMEs, which include microenterprises, are important for strengthening the economy, creating job opportunities, and raising the national revenue. When COVID-19 threatened to

permanently close down enterprises, going online right once and launching e-commerce sales might save many small businesses. As this event has brought a huge influence on people around the world, people have swift their perception from shopping physically to shops online when they have to stuck in their house. SMEs can use social media as a channel for brand message in an effort to interact with current clients and possibly win over new ones. To maintain their social media accounts, businesses might engage social media managers or experts. These managers or professionals construct social media initiatives that aid firms in achieving their objectives. Small businesses may use written material, video content, or a combination of the two for their social media marketing campaigns, which are also called social media marketing. (Rebecca Lake, 2022).

In order to develop a company's brand, boost sales, and increase website traffic, social media marketing, also referred to as digital marketing and e-marketing, makes use of social media platforms where users can create social networks and share information (Adam Hayes, 2022). Other than that, make use of the paid services such as advertisement to increase the exposure to users in order to increase brand recognition. Utilizing personal data to create messages that resonate with users and promoting content that drives engagement, social media marketing has completely changed how businesses can influence consumer behavior. Social media is so pervasive today, thus utilizing these platforms for marketing strategies is crucial for businesses (Adam Hayes, 2022).

1.3 Problem Statement

Nowadays, social media has become so common among us. The high exposure from social media helps business growth, also helps in starting-up business. Social media can be a powerful marketing tool for businesses. The rise in social media use has given businesses the chance to focus their marketing efforts, but the wide selection of social media platforms may separate the

users. Among all the social media platforms in the world, focusing on platforms that have high users and publicity is important as it will help SMEs build their business well. According to 'SocialMediaToday', they have shared a statistic < The 8 Best Social Media Platforms to Market Your Business in 2021 > which shown Facebook and Instagram has the highest monthly active users which are a suitable platform for SMEs (Mark Walker-Ford, 2021). Research on the causes of focuses on the consequences of the positive impact of Facebook and Instagram in business growth.

1.4 Significant of study

The current study is significant in helping SMEs understand what has social media helped them in increasing their business growth, providing more information and insight for the SMEs. Also, due to the pandemic there are more and more businesses changing their operating method to social media, this study can help to improve the knowledge of operating business on social media and advertising trend.

Other than that, this study also aimed to learn more about how SMEs used the function provide by the specific social media to promote their business. As a result, to make it simpler for the appropriate mass communication partners to embrace this study and utilize it in future research to provide better information on operating SMEs, it is crucial to research students' current social media behaviour as well as their motivations for purchasing things via social media.

1.5 Research objectives:

1. To identify the positive impact of Facebook and Instagram in business growth by highlighting the advantages that social media brings.
2. To explore the factors why SMEs, prefer Facebook and Instagram as marketing platforms for business growth.

1.5.1 Research questions:

1. What positive impact has Facebook and Instagram brought to SMEs on their business growth?
2. Why do SMEs prefer Facebook and Instagram as marketing platforms on business growth?

CHAPTER 2

Literature Review

2.1 Social Media Marketing (SMM)

With the introduction of digital marketing, the marketing industry has drastically changed. Social networking is becoming increasingly important to businesses as a tool for marketing. The way that information is delivered, structured, and made available to others has altered because of social media. Small business owners that want to survive in the current cutthroat economic environment are embracing social media marketing to promote their companies (Taneja, 2014). It's safe to conclude that using social media has little to no drawback but can really have a stronger impact on your business - as long as you get it right and use it. This is especially true given the increasing features and developments on popular platforms like Facebook, Instagram, Twitter, and TikTok.

The unparalleled power of social media in three key marketing areas—connection, interaction, and customer data—underpins social media marketing (SMM). (Adam Hayes, 2022).

1. Connection: People often find and discover products from social media, and when finding products your social media may appear similar and related products ads for you. The higher exposure may let consumers generate interest and purchase it. By using this channel, social media can help businesses growth and connect with consumers as companies can easily aim for their target audience. Example, when you are searching for a shoe, your social media may suggest shoes product for you.
2. Interaction: How people connect with your social media accounts and content is measured by social media engagement. The phrase can refer to a wide variety of activities across all social media platforms. Engagement, for instance, might involve: Likes, comments, shares, mentioned and saved (Mike Eckstein, n,d). According to the Marketing Charts, 'Social Media Users Want Content Creators to be Funny and

Trustworthy' there are 28% of respondents which has the highest percentage search for funny content on social media (Marketing Charts, 2022). Therefore, using humor and following the trend on social media can help you gain more followers when people share your posts with their friends and increase engagement with current customers (Square, 2020).

3. Customer data: Any type of data that can be gathered through social media is referred to as social media data. The phrase generally refers to social media metrics and demographic information gathered using social platform analytics tools (Christina Newberry, 2022). By reviewing the interaction that consumers reacted to, we can gather their data. Collecting data from social media makes sure you have enough information to meet your audience's needs based on their preferences. It is simpler to determine which social media sites are most popular with your audience by gathering data (Whatagraph team, 2021). Such as products they most like and dislike, amount of order and review from them. Using the information data helps advance your business and create effective campaigns.

2.2 Viral Marketing of social media helps in SMEs.

Viral marketing aims to spread knowledge about a product or service from person to person by email, the internet, or word-of-mouth. The aim of viral marketing is to get people to spread a marketing message to their friends, family, and other people in order to rapidly increase the number of people who receive it (Julia Kagan, 2022). When a brand goes viral on social media by using numerous marketing channels including websites, blogs, forums, Q&A, social networking sites, YOUTUBE, etc., it will be spreading fast, it is a promotional strategy used to increase brand credibility and draw in devoted customers. Like a virus, content, which is typically created by a brand, spreads from user to user while subtly delivering its marketing message (Matt Hofacker,2022).

Viral marketing is becoming a more positive marketing strategy for many companies due to its high efficiency of transmission rate, widespread usage of spontaneity throughout the transmission process, low cost of network marketing, and features of high transmission efficiency. However, it also takes risk, social media is like using a two-edged sword to harness this power. You must keep in mind that the users hold a significant amount of power for this to function. Even though you could win a lot, your campaign could end up backfiring and doing more damage than good if you did not use it well (Matt Hofacker,2022). Example, ‘Dove: “Racist” Facebook Ad’, in 2017 a Facebook advertisement for Dove with four panels that featured a young African American woman taking her shirt off was posted, but a young white woman is depicted in the fourth panel. The advertisement was listed as a "Dove racist ad" in Google search results. Unilever claimed the advertisement was meant to demonstrate "the diversity of real beauty," though no agency has claimed "credit." (Micah Lally, 2020).

In contrast, in 2018 the moving and personal portrayal of a Ramadan day in the life of a McDonald's delivery man in a Singapore McDonald's commercial caused it to go viral. The advertisement was circulated internationally, reaching even American viewers, and was included in a BuzzFeed story. Since then, the video has received over 1.2 million YouTube views (Galen Crout, 2021). Viral marketing is a low budget or free technique for businesses to grow their business, a go viral advertising can help a brand or business increase the positive sides and reputation. However, a high reward might also take high risk. If a campaign launch fails, it might cause lots of damage. It could lead to negative outcomes that harm a company's brand and diminish earnings.

2.3 Influencer marketing of social media helps in SMEs.

The use of influencers as effective brand ambassadors is promoted to their following via personal blogs, social media, partnerships, and even events. It can be discovered that influencers marketing has developed into a crucial tool for businesses looking to expand internationally. Because of them, an increasing number of international e-commerce vendors have seen several times-fold increases in their product sales. From corporate marketing to actual purchases, internet celebrities have increased their influence. In recent years, social media influencer marketing has become a significant tool in business marketing. More and more, influencers give their followers access to sources of information and innovation. Influencers on social media are dominating the Internet with their excellent content and presence, also called 'content creators'. Their views have a significant influence on individuals, particularly the younger generation. They can be classified as a contemporary phenomenon that has greatly increased in recent years in their collaboration with marketing firms. To ensure that they don't miss out on their content, more and more people are following these influences. (Zdenka KÁDEKOVÁ, 2018).

Influencer marketing works because influencers build a high level of trust with their followers, and their recommendations are a form of social proof for your brand's potential customers. The influencer can be viewed as a friend who connects a brand with its intended audience. In addition to their own followers, the influencer also brings their network of followers. When an influencer has devoted following, they can promote a brand on social media, drive traffic to the brand's website, and sell the product by endorsing it or sharing a personal account of using it (Sofie Biaudet, 2017). Depending on how well the owned and paid media are executed and coordinated, influencer marketing can be both paid and earned. When a brand receives free media and the consumers act as the conduit, as opposed to having to pay for it, this is referred to as earned media. The dissemination of information is also known as word-of-mouth

marketing, or WOM (Sofie Biaudet, 2017). People want to hear from reliable people about the brands they use, and 70% of consumers say they trust influencers' opinions as much as or even more than those of their own friends. Gen Zers (92%) are more likely to believe influencer suggestions than conventional advertisements or celebrity endorsements. Influencers' opinions matter, and more and more people are paying attention to them (Fanbytes, n.d.).

One of the successful influencer marketing campaigns is the '67 Shades of Dior Campaign'. Dior, in collaboration with the influencer marketing agency Buttermilk, took home the Gold Award for the Best Beauty Campaign at the 2020 Influencer Marketing Awards. The advertising campaign was created to commemorate the debut of Dior's Forever Foundation, a collection of 67 distinct foundation colors (Werner Geysler, 2022). With 67 shades of foundation to accommodate various skin tones, their new inclusive Forever Foundation was the main emphasis of this advertisement. For the debut of this campaign, Dior collaborated with 67 influencers whose skin tones complemented each foundation colour. The requirement wasn't just based on skin colour. Each influencer needed to have a large audience, a track record of success, a following interested in beauty, and to be situated in the desired locations. The effort garnered close to 600,000 interactions and was recognized as the finest influencer campaign of the year (Influence Hunter, 2022).

2.4 Algorithm of Instagram and Facebook

A social media algorithm is a set of guidelines and information used to determine what content consumers should see on a network. Social media platforms build individual algorithms for each user, so there are no same social media content recommendations for every user, everyone will receive different content from the social media. The purpose of the algorithm is to filter out irrelevant content or content that's not high quality to the user. Social media algorithms look at user behavior and give preference to content that the platform thinks users will find

interesting and engage with, such as based on the user interaction, captions, hashtag, language, and country. All social media platforms have their own algorithms to sort content for users.

When Instagram originally launched, their first algorithm, known as "recency," determined which posts from users would appear in the newsfeed. Then, in March 2016, Instagram introduced a new algorithm called "relevancy" that shows users posts in the order of the events they care about most (Understanding the Instagram Algorithm, n.d.). Every piece of content that is uploaded to the Instagram site is examined by the algorithm. It considers metadata (such as image descriptions and alt text), hashtags, and interaction metrics. Based on this data, it distributes content in a way that makes sure people can easily access the material they are most curious about seeing (Stacey McLachlan, Karolina Mikolajczyk, 2022).

Three main factors determine the content on your Instagram:

1. Interest: Instagram's prediction of how much you'll care about a post is based on your prior behaviour with similar content and maybe computer vision analysis of the post's actual content. Posts that matter more to you are ranked higher (Josh Constine, 2018). If consumers engage with related posts and profiles when browsing Instagram. Users are more likely to view the post produced by the independent website seller if they also pay attention to similar content on other websites.
2. Relevancy: Every piece of content is evaluated by Instagram for its "relevance." This involves a review of how it corresponds with hot subjects and a consideration of its timeliness. (Stacey McLachlan, Karolina Mikolajczyk, 2022). When an independent seller posts a piece of content on Instagram, the platform's algorithm applies a relevance score, which determines how visible it will be in users' feeds.
3. Relationship: Instagram determines if you are related to someone, such as relatives or friends, depending on your location, your interactions with them, and any clear

information it may have about you from Facebook. People you search and direct message are probably included in this category even if they aren't actual friends or family members (Natasha Samuel, 2020). A user is more likely to receive future content from an independent seller if they have interacted with that seller's previous Instagram posts frequently.

In terms of Facebook, it is similar to Instagram algorithm as well, it includes the interest, relevancy, and relationships every post, ad, Story, and Reel to evaluated what content to appear to the user by the Facebook algorithm. For each individual user, it rates the information and then arranges it in decreasing, non-chronological order of interest. Every time a user refreshes their feed, this process takes place (Christina Newberry, 2023). In general, the Facebook algorithm prioritizes content that is expected to achieve high interaction rates while ensuring that people see the information that is most relevant and interesting to them. The necessity to produce material that is both relevant and interesting in order to be viewed by people can be difficult for content producers and businesses.

2.5 Uses and Gratification Theory

The Uses and Gratification hypothesis explores how the media affects people's lives. It discusses how individuals use the media to further their own wants and experience satisfaction when those needs are met. In other words, the approach emphasizes what users of the media do with them rather than what media subject's users to (Communication Theory, n.d.).

The authors of the hypothesis are identified as Jay G. Blumler and Elihu Katz. The Uses and Gratifications Theory was fully described in their 1974 publication, "The uses of mass communication: Current insights on gratifications research." (Jason Gordon, 2022).

Uses and gratification theory may be utilized in this study because according to U & G theory, EG is a key factor that influences how a certain media is used. The entertainment construct

refers to how enjoyable and entertaining media users find the web to be. The ability of media entertainment to satisfy viewers' demands for escapism, hedonistic pleasure, aesthetic satisfaction, and/or emotional release, according to McQuail (1983), is what gives it worth. According to Kim and Forsythe's research from 2007, people who purchase online have a desire for these recreational activities (Weng Marc Lim & Ding Hooi Ting, 2012). Shopping not only provides a sense of material fulfilment, but it also frequently serves as a means of emotional release, stress relief, and stability. Therefore, shopping on social media may satisfy their needs of emotional release.

Uses and Gratifications Theory in Small Business, there are 3 types of mode that associated purchase preferences:

1. Interpersonal Gratification Mode / experimental Purchase Preference:

This type of buyer responds well to sales conversations, information sharing among friends, and placing trust in recommendations from people they know or recognize. Interpersonal frequently have experimental shopping habits; they favor cutting-edge and novel things (EMyth Team, n.d.).

2. Objective Gratification Mode / Performance Purchase Preference:

When interacting with inanimate objects, such as taking a test drive or kicking the tyres, people with this buying style are most responsive. They prefer to make purchases based on performance data, however cost is frequently a major consideration (EMyth Team, n.d.).

3. Introverted Gratification Mode / Value Purchase Preference:

People with this purchasing behaviour act independently in response to their own beliefs about things, such as choosing to purchase a Lexus since it is their personal definition of luxury regardless of what others think of Mercedes and BMW. Their emotional choices are reinforced by their judgement of value, which takes into account

whether something is "worth the money" or the best price in its class (EMyth Team, n.d.).

CHAPTER 3

Methodology

3.0 Introduction

This chapter will be discussed about the research design, research instruments, sampling size, sampling method, data collecting, data processing and data analysis. This chapter explains to readers how and why the study is conducted in the manner it is.

3.1 Research design

In this research quantitative research method will be used. The process of gathering and interpreting numerical data is known as quantitative research. It can be used to identify trends and averages, formulate hypotheses, examine causality, and extrapolate findings to larger populations (Pritha Bhandari, 2020).

By looking for outcomes that may be extrapolated to a larger population, quantitative data will determine a problem's purpose and determine how prevalent it is while attempting to quantify it. Various online, paper, mobile, kiosk surveys, online polls, systematic observations, in-person interviews, phone interviews, and other data gathering techniques are included in this strategy (Formplus Blog, n.d.).

Primary and secondary research methods will be conducted in this study. Primary research is defined as research that involves the collection of new data, i.e., when data regarding a particular subject is gathered for the first time. Contrarily, secondary research is a type of research that makes use of information that has previously been gathered through primary research, i.e., search for information that is needed through online, journal articles and academic books. The key distinction between primary and secondary research is whether or not the research has been done before (Surbhi S, 2017).

3.2 Research Instrument

Any instrument you might employ to gather, measure, and analyze data pertinent to your study topic is referred to as a research instrument. The social sciences and the health sciences both frequently use research instruments. These resources are also available in educational settings that deal with patients, employees, teachers, and students (DiscoverPhDs, 2020). In this study, surveys were distributed using Google Form. This technique enables the rapid collecting of a large number of surveys. Respondent data will be kept private and confidential by researchers. Since open-ended questions make up the majority of a questionnaire, researchers can easily do analysis on them. Moreover, questionnaires are a cheap way to collect data, enabling the study to be finished on a tight budget. Also, respondents gain a lot from surveys made with Google Form since they may complete them from anywhere with an internet connection at any time.

3.3 Sampling Size and Sampling Method

It is uncommonly possible to gather data from every member of a group of individuals when conducting research on them. In its place, you pick a sample. The population that will take part in the study is the sample (Shona McCombes, 2022). 60 young people from different demographic backgrounds who were UTAR students and ranged in age from 18 to 26 were sent the surveys. A random selection of respondents was used to ensure the study's objectivity.

The sampling method will be using is non-probability sampling. This is because the non-probability technique entails a non-random selection procedure, which facilitates data collection (Shona McCombes, 2022). The non-probability sampling method employs a technique called voluntary response sampling. This is due to the fact that reaching only those people who are willing to fill out the questionnaire is simpler and more effective than wasting time trying to convince those who are not, however there will be sampling bias occurs when sample members are self-selected volunteers.

3.4 Data processing

Every record of information will be verified twice before analysis. Responses from people who are not a part of the targeted group will be removed from the analysis. The research will not include any incomplete questionnaires in order to ensure the reliability of the data. Google Form's cart graph and bar graph will be used in this study. This is due to Google Form's user-friendly interface for showing survey results which is also simpler to understand.

3.5 Data analysis

This study will make use of descriptive analysis and Google Form chart analysis. Using descriptive analysis, the most important aspects of the research data are highlighted. They succinctly provide a summary of samples and indications. They serve as the foundation for almost all quantitative data analysis and basic graphical analysis.

CHAPTER 4

4.0 Introduction

Data collection from from 60 respondents will be analysed and presented by using the form of charts.

4.1 Descriptive Analyse

4.1.1 Demographic Profile

4.1.1.1 Gender

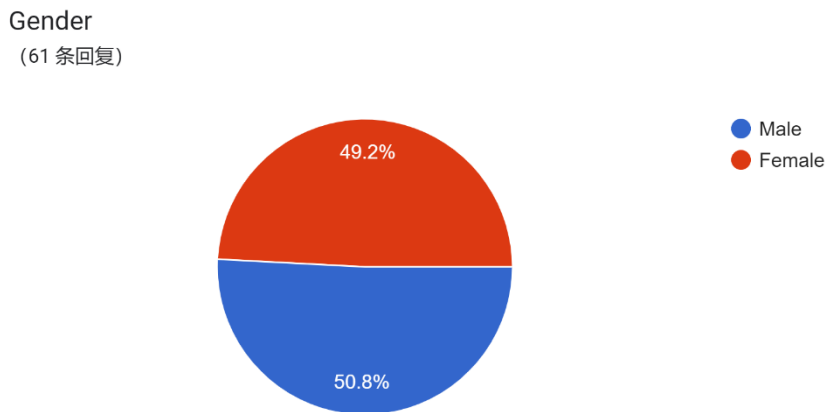


Figure 4.1 Gender

Based on the Figure 4.1, there are total of 30 (49.2%) female respondents, and 31 (50.8%) of male respondents. The number of male respondents is higher than female respondents. The total number of respondents in this study is 61 people.

4.1.1.2 Ethnicity

Ethnicity
(61 条回复)

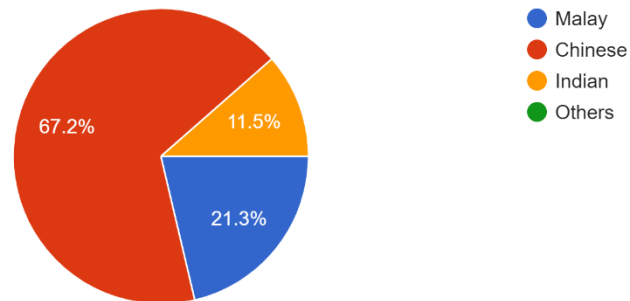


Figure 4.2 Ethnicity

Based on Figure 4.2, among the total of 61 respondents there are 41 (67.2%) of Chinese, 13 (21.3%) of Malay, and 7 (11.5%) of Indian.

4.1.1.3 Age

Age
(61 条回复)

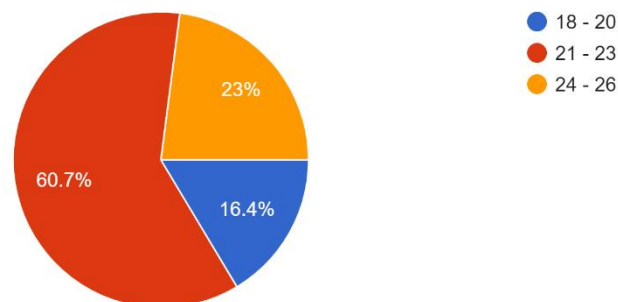


Figure 4.3 Age

According to Figure 4.3, most of the respondents are aged between 21 – 23 which is a total of 37(55.6%) people, and 14 (23%) of the respondents are between 24 – 26, 10 (16.4%) of the respondents is between 18 – 20.

4.1.1.4 Marital status

Marital status
(61 条回复)

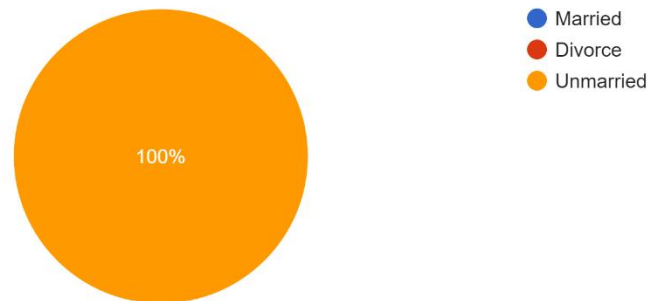


Figure 4.4 Marital status

According to Figure 4.4, all of the respondents are unmarried due to this study only focuses on UTAR students, and so most of them are still students' study in campus.

4.1.1.5 What's your highest qualification?

What's your highest qualification?
(61 条回复)

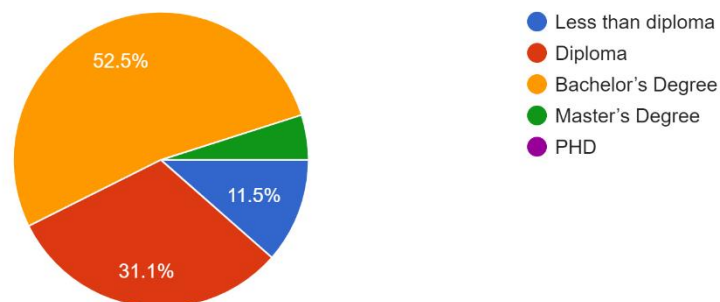


Figure 4.5 What's your higher qualification

As shown in Figure 4.5, most of the respondents have a bachelor's degree. There are 32 (52.5%) respondents from bachelor's degree, 19 (31.1%) respondents from diploma, 7 (11.5%) respondents is less than diploma and 3 (4.9%) respondents from master's degree.

4.1.2.1 Do you use Facebook and Instagram platforms?

Do you use Facebook and Instagram platforms?
(61 条回复)

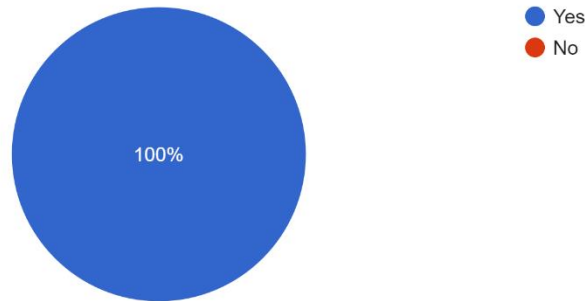


Figure 4.6 Do you use Facebook and Instagram platforms?

Based on Figure 4.6, all respondents have used Facebook and Instagram platforms. This is due to the desire to connect with others and feel like a member of a group is at the foundation of social media (Melissa Leiter, 2014).

4.1.2.2 How often do you using them?

How often you using them?
(61 条回复)

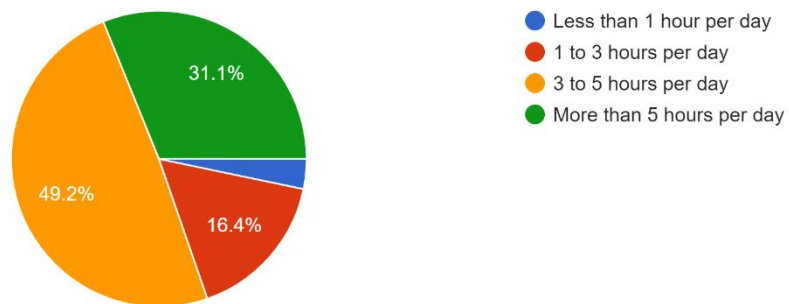


Figure 4.7 How often do you using them?

Based on Figure 4.7, 30 (49.2%) of respondents among the whole sample size spend 3 to 5 hours per day for Facebook and Instagram. 19 (31.1%) of respondents spend more than 5 hours per day on them, and 10 (16.4%) respondents spend 1 to 3 hours per day. Only 2 (3.3%) respondents spend less than 1 hour per day.

4.1.2.3 Do you follow business page on social media?

Do you follow business page on social media?
(61 条回复)

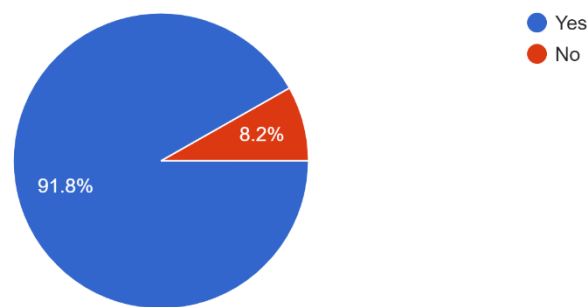


Figure 4.8 Do you follow business page on social media?

According to Figure 4.8, among the 61 respondents, there are 56 (91.8%) respondents follow business page on social media, and the remaining of the 5 (8.2%) respondents do not follow business page on social media.

4.1.2.4 Do you keep up to date of the sales and promotions of business pages on social media?

Do you keep up to date of the sales and promotions of a business pages on social media?

(61 条回复)

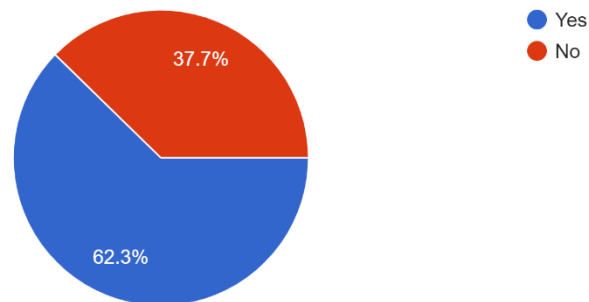


Figure 4.9 Do you keep up to date of the sales and promotions of business pages on social media?

As shown in Figure 4.9, 38 (62.3%) respondents keep up to date of the sales and promotions of business pages, and 23 (37.7%) respondents do not keep up to date of the sales and promotions of business pages.

4.1.2.5 What kind of content more attract your attention?

What kind of content more attract your attention?
(61 条回复)

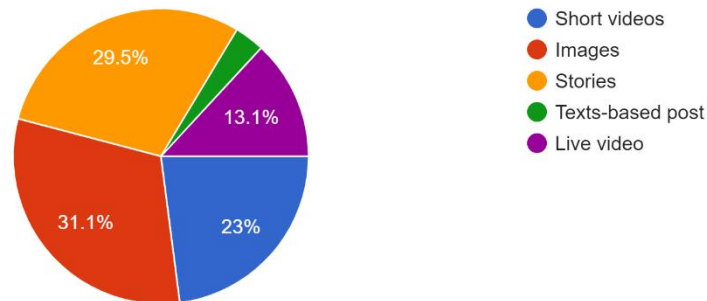


Figure 5.0 What kind of content more attract your attention?

Based on Figure 5.0, among 5 of the content from the social media most of the respondents 19 (31.1%) were attracted by images, 18 (29.5%) respondents were attracted by stories, 14 (23%) respondents were attracted by short videos, 8 (13.1%) respondents were attracted by live video, and the remaining 2 (3.3%) were attracted by texts-based post.

4.1.2.6 Do you think influencers will affect your purchasing decision?

Do you think influencer will affect your purchasing decision?
(61 条回复)

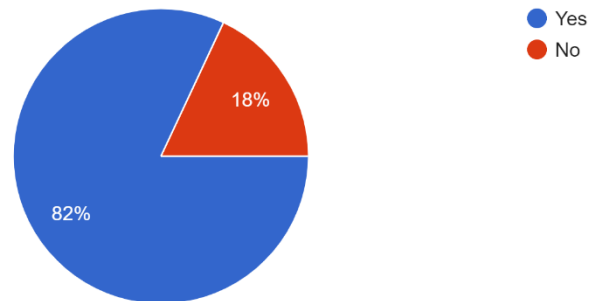


Figure 5.1 Do you think influencer will affect your purchasing decision?

According to the Figure 5.1, 50 (82%) respondents think they will affect their purchasing decision by influencers, and the remaining of 11 (18%) respondents do not think they will affect their purchasing decision by influencers.

4.1.2.7 How likely are you to recommend a product to your online community?

How likely are you to recommend a product to your online community?
(61 条回复)

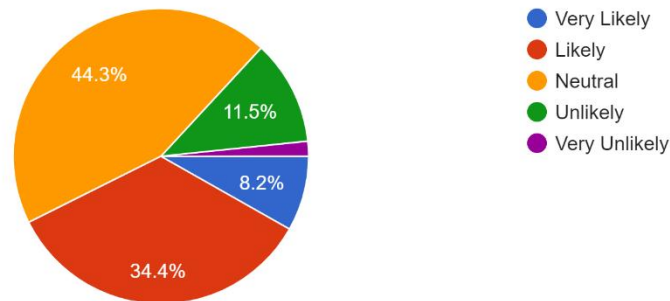


Figure 5.2 How likely are you to recommend a product to your online community?

According to Figure 5.2, 27 (44.3%) respondents very likely to recommend a product to their online community, 21 (34.4%) respondents likely to recommend a product to their online community, 7 (11.5%) respondents unlikely to recommend a product to their online community, only 1 (1.6%) respondent very unlikely to recommend a product to their online community.

4.1.3.1 Purchasing from social media.

Purchasing from social media.

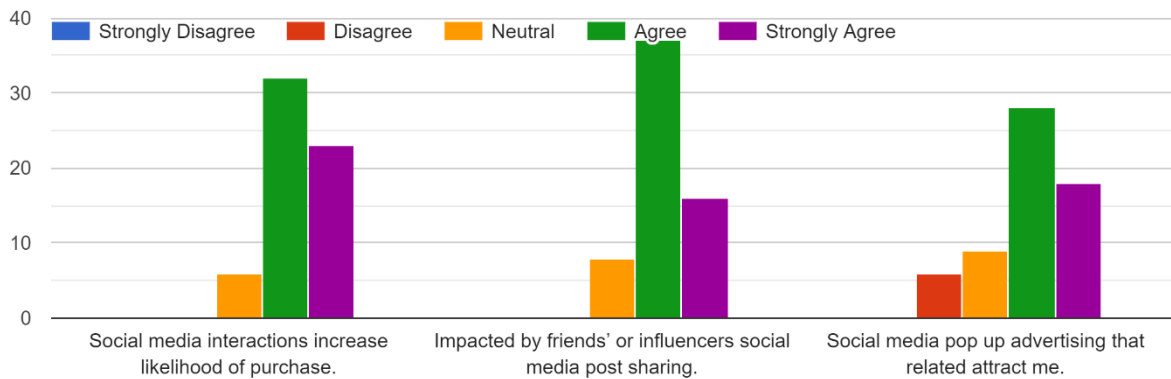


Figure 5.3 Purchasing from social media.

Based on Figure 5.3, among the other three selections most people strongly agree that social media interactions increase likelihood of purchase. Next, most of the people agree that purchasing from social media can be impacted by friends or influencers on social media post sharing. interactions increase likelihood of purchase has the most people. And the least people agree that social media pop up advertising that related to them attracts them.

4.1.3.2 Follow Brands on social media.

Follow Brands on social media.

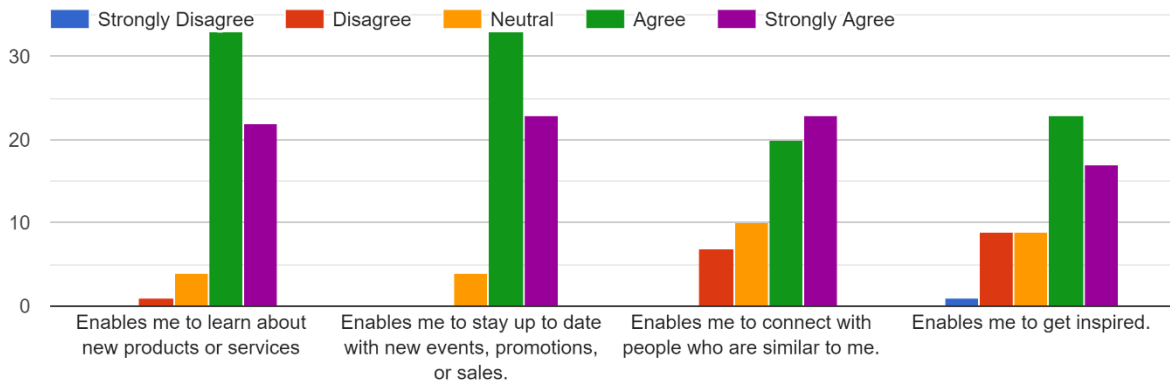


Figure 5.4 Follow Brands on social media.

Based on Figure 5.4, most of the people agree that following brands on social media enables them to learn more about new products and services; and enables them to stay up to date with new events, promotions, and sales. Next, the least people agree that following brands on social media enables them to get inspired.

CHAPTER 5

Discussion and Conclusion

5.0 Introduction

The findings, discussion, implications of the study, limitations, suggestions, and conclusion will all be covered in more detail in this chapter.

5.1 Summary of Statistic Analyse

There were total of 61 respondents participated in this study. The gender of the respondents is mostly equal which males 50.8% and females having 49.2%. The majority of the respondents' age are between 21-23 years old (60.7%), while most of the respondents are Chinese (67.2%). 100% of the respondents are unmarried.

In this study shows that there are all respondents use Facebook and Instagram, and most of them follow business pages on social media (91.8%) and most of them they use social media 3 to 5 hours per day (49.2%). 62.3% of the respondents will keep up to date with the sales and promotions of a business page on social media. Therefore, it is a positive impact on SMEs to operate their small business on Facebook and Instagram in business growth Most of the respondents were attracted by the images (31.1%), followed by stories (29.5%), short videos (23%), live video (13.1%) and text-based post (3.3%), which SMEs can consider focusing their content on images and stories.

Besides that, there was total of 82% of the respondent think influencer will affect your purchasing decision, and 37 of the respondents think that purchasing decision will be impacted by friends' or influencers social media post sharing. When talking about behaviours that help them connect to brands 41 of the respondents agree that daily postings of the products help me for better brand recognition. For the attractiveness of Facebook and Instagram ads 33 of the respondents agree that they will relate to the advertisement they saw on social media, and for

the satisfaction of using social media in purchasing products 39 of the respondents agree that purchasing from social media enables them to get a variety of selections.

5.2 Implication of study

The implication of this study is included both theoretical and management implications.

5.2.1 Theoretical Implication

In terms of theoretical implications, the findings somewhat supported prior research studies on using Facebook and Instagram as a platform for SMEs. Because there are few studies on the advantages and positive impact of Facebook and Instagram bring to SMEs.

5.2.2 Managerial Implication

With the popularity of social networking platforms, social media sites like Facebook and Instagram have grown in importance for businesses recently, especially for small and medium-sized organisations (SMEs) trying to increase their customer base and reach. A recent study on the effectiveness of Facebook and Instagram as marketing channels for SMEs provides some important information that managers in this field can use. Researchers and practitioners in practicing marketing and online business can assist in the analysis of the trend of marketing on social media. Such as social media marketing, viral marketing, and influencer marketing. The algorithm provided by Facebook and Instagram helps to promote SME's content to users that interested and relevant.

The study's potential for Facebook and Instagram to be successful marketing channels for SMEs is among its most important findings. To effectively build your brand awareness, the study suggests that companies who want to reach out to potential customers should invest in building and maintaining a strong presence on these platforms. To do this, they must provide interesting content that appeals to their target audience and make use of the numerous features and capabilities offered by these platforms to reach a larger audience. Specifically, the way in

which the current trend that go viral on the internet, can influence, and enhanced the attitude of users towards your brands.

Other than that, the study also emphasizes the potential influence that influencer marketing may have on consumers' purchasing behaviour. The study suggests that SMEs should think about collaborating with relevant influencers in their market to market their goods or services to their following to help build brand awareness. However, it's crucial to make sure that the influencer's audience matches the target audience of the SME, and that the collaboration is openly stated.

Therefore, SMEs are suggested to use social media to build their brand awareness. For SMEs wanting to use Facebook and Instagram as marketing platforms, the study offers helpful data. Businesses can boost their chances of success on these platforms by investing in high-quality content and using viral marketing and influencer marketing methods. To be competitive in this constantly shifting environment, it's crucial to keep up with the newest trends and best practises in social media marketing.

5.3 Limitations of the Study

As with any study, there are limitations that need to be considered when interpreting the results. Firstly, is limited generalizability as the survey had a small sample size and just a limited geographic scope, and the survey was only addressed to 60 UTAR students. So, the results may not be sufficient to represent the population of young adults in Malaysia, as it focused on a specific sample of businesses in a particular industry or geographic location. Many respondents had similar demographic origins, so the results may not be the most accurate. Furthermore, is the self-selection bias. In the study on Facebook and Instagram as Marketing Platforms for Small and Medium-sized Businesses (SMEs) in Malaysia, the study depended on SMEs' voluntary self-reporting of data, which could have biased the sample. Also, access to

information. Because Facebook and Instagram are not from Malaysia, therefore there are more studies or articles on this topic from American and European countries. It will be very limited sources of information, which may let the researchers had a hard time locating appropriate information to help the local study as result.

5.4 Recommendation

With the limitations of the study, there are few recommendations can be given to improve the study. Firstly, is increasing the sample size. A bigger sample number can improve the statistical power of the study and make the results easier to apply to a larger population. If the study is limited by a small sample size, adding more people to the study can help fix this problem. Next, is control of confounding variables. Confounding variables, also called confounders or confounding factors, are external variables that affect both the independent and dependent variables in a study (Lauren Thomas, 2020). Confounding variables are things that can change the results of the study but aren't considered in the research. Taking these things into account can help make sure that the results are not skewed. Also, may conduct a longitudinal study. In a longitudinal study, researchers look at the same people repeatedly to see if anything changes over time (Lauren Thomas, 2020). An extended study can tell us a lot about how the variables being studied affect people over time. If the study can only be done over a short period of time, an extended study can help make up for this.

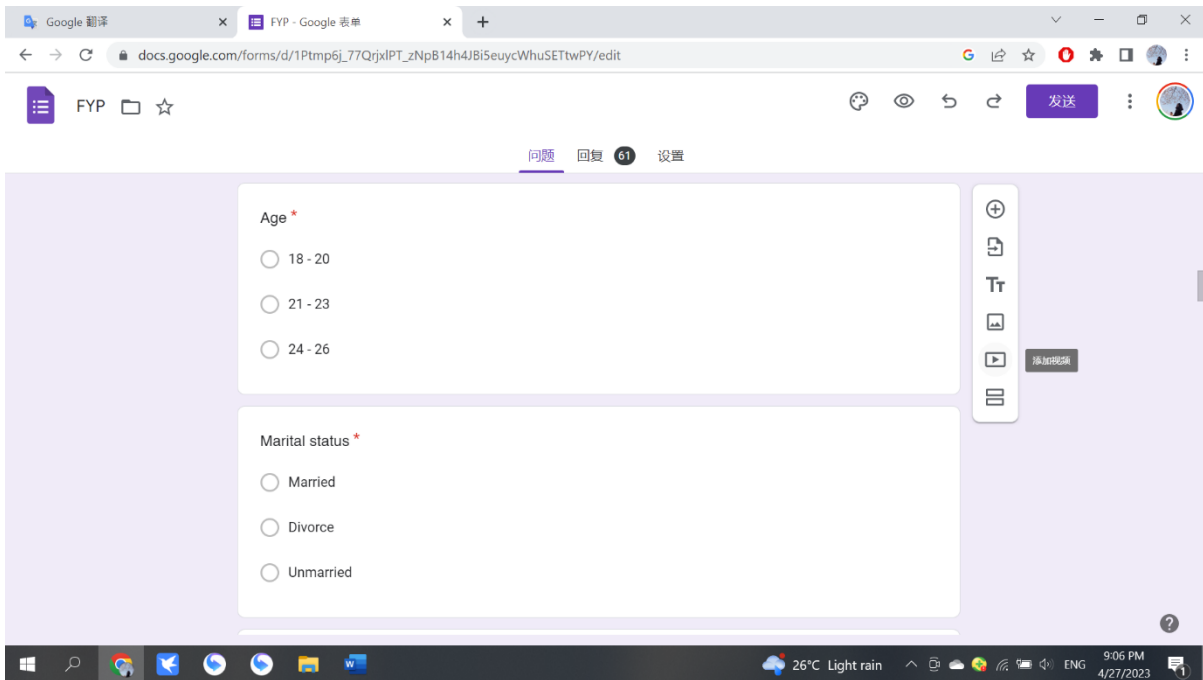
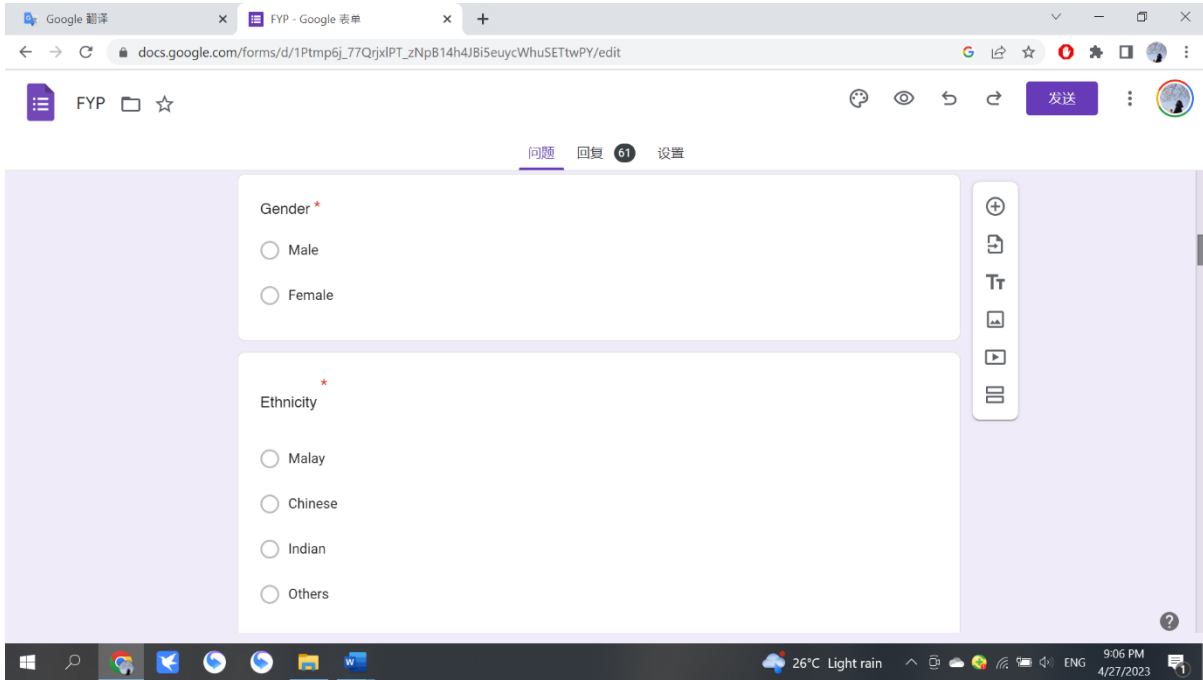
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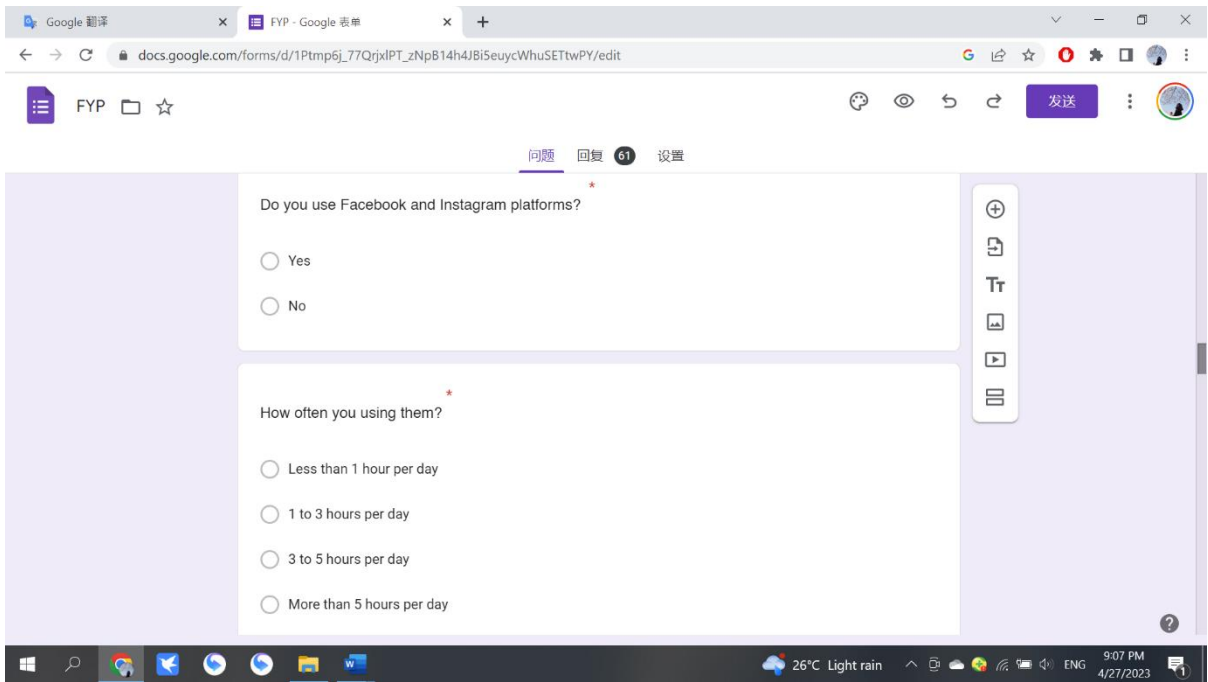
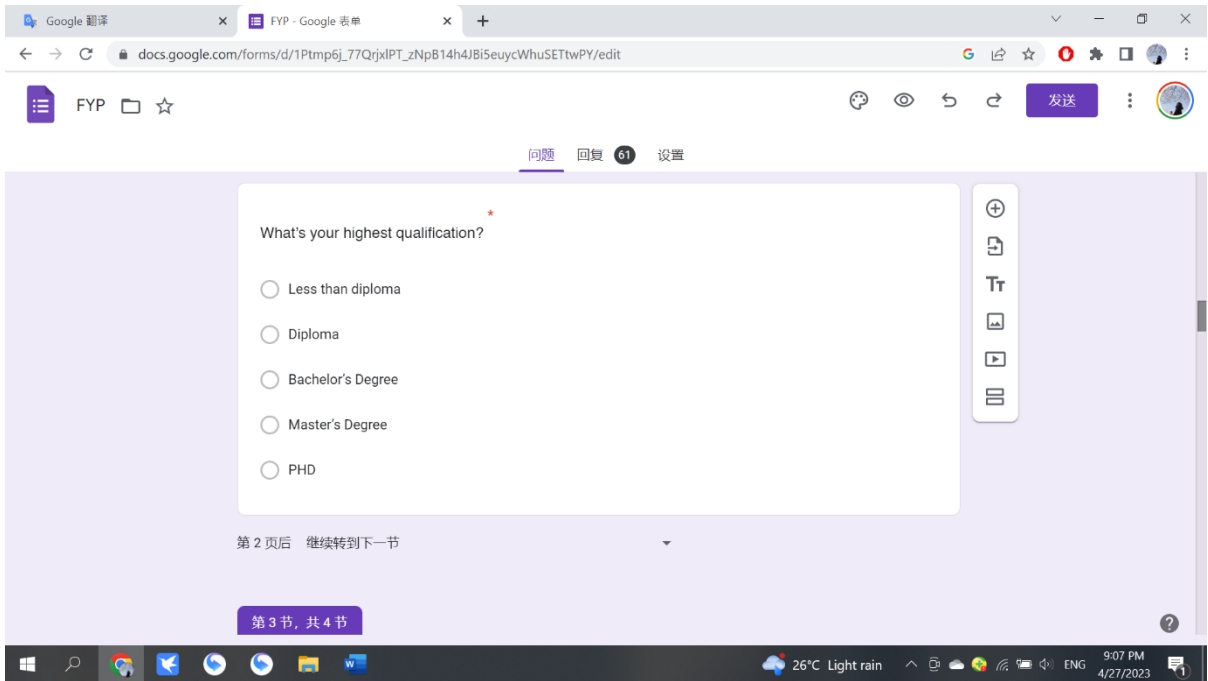
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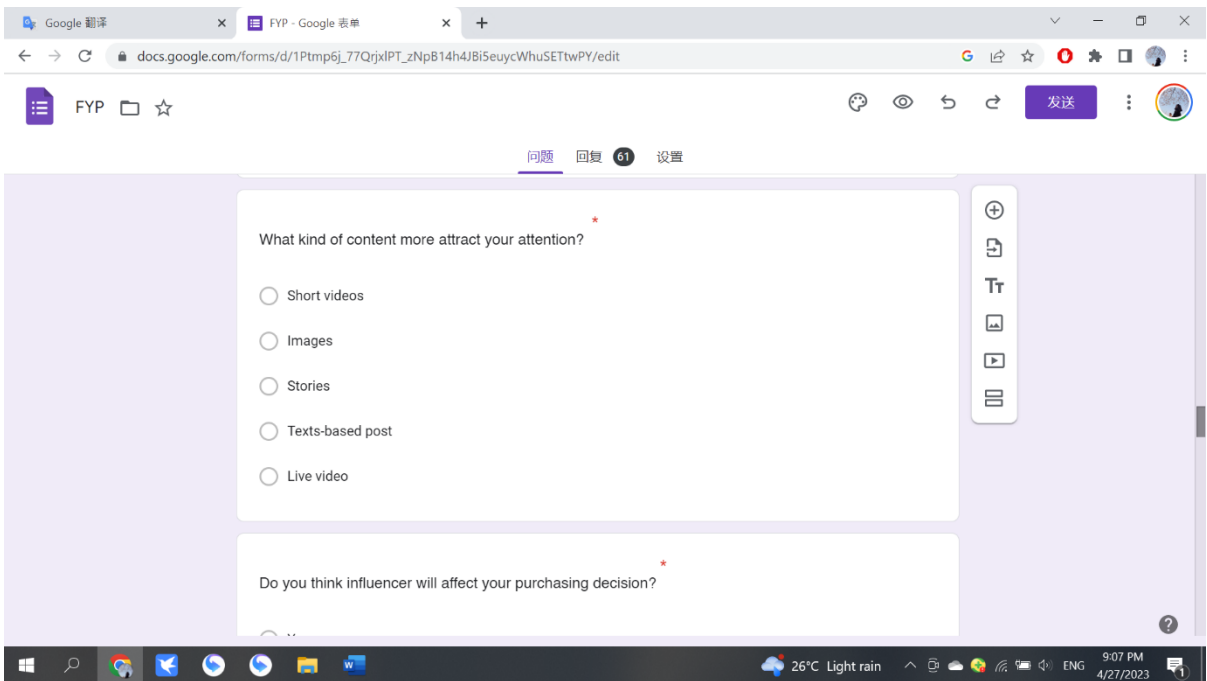
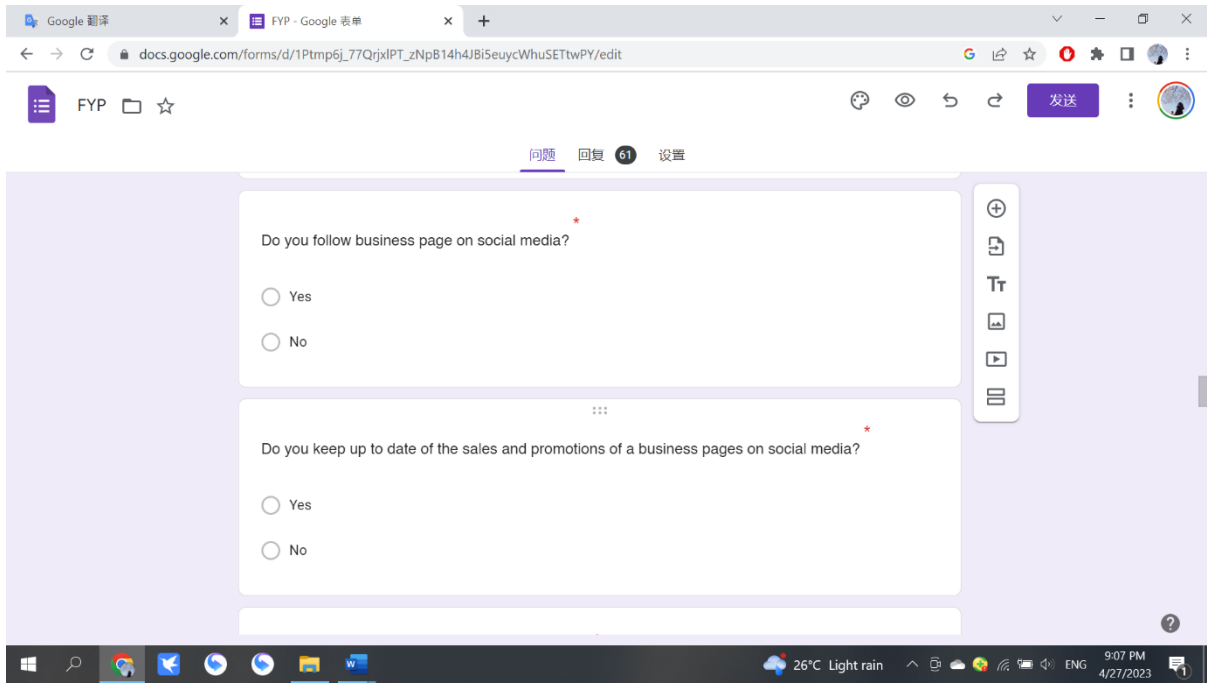
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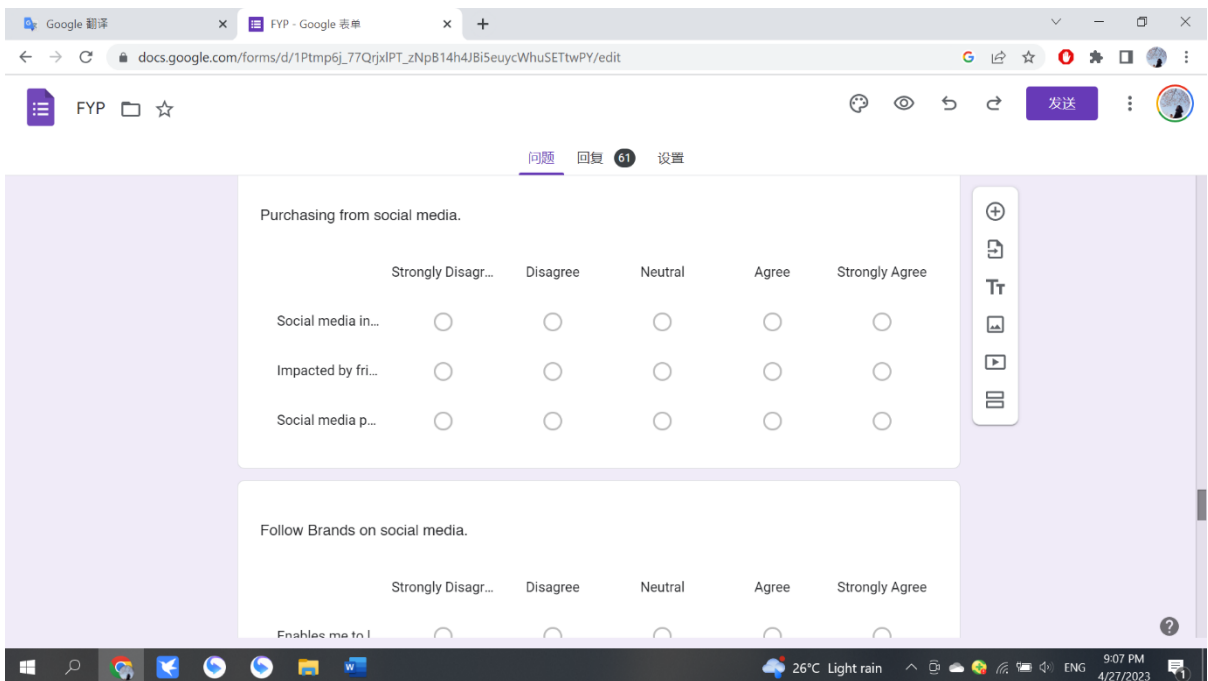
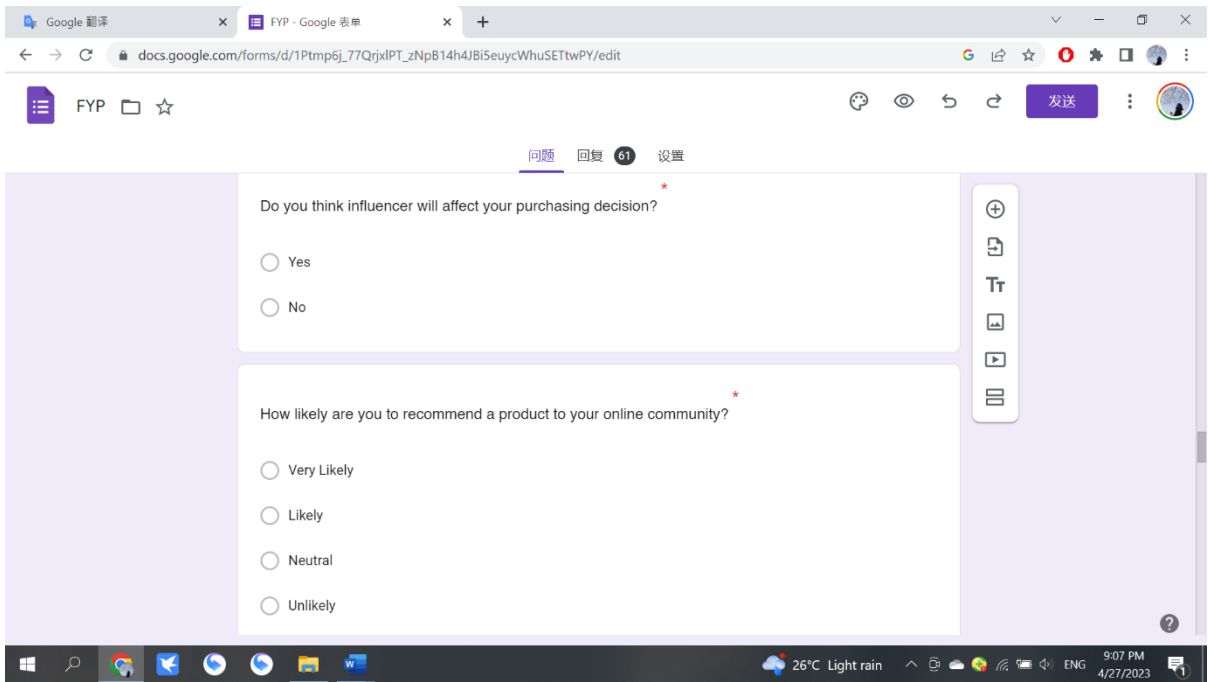
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APPENDIX









Google 翻译 x FYP - Google 表单 x +

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FYP

问题 回复 61 设置

Follow Brands on social media.

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
Enables me to l...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables me to ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables me to ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables me to ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Behaviours that help me connect to brand.

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FYP

问题 回复 61 设置

Behaviours that help me connect to brand.

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
Daily postings ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like or respond...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showcase the ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in i...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Frequency of visit.

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FYP ☆

问题 回复 61 设置

Frequency of visit.

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
I would visit pa...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would visit pa...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would visit pa...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Attractiveness of Facebook and Instagram ads.

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
I relate to the a...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highlight colou...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not trust a...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction of using social media in purchasing products.

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FYP ☆

问题 回复 61 设置

Attractiveness of Facebook and Instagram ads.

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
I relate to the a...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highlight colou...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not trust a...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction of using social media in purchasing products.

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FYP

问题 回复 61 设置

Satisfaction of using social media in purchasing products.

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
Enables me to ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables me to ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables me to ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables me to ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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