

Factors Concerning Social Media Marketing Among Selected Micro, Small and Medium Enterprise (Msmes)

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ABSTRACT: Malaysia's government encourages micro, small, and medium-sized enterprises (MSMEs) to increase their domestic and international market reach and penetration. As a result, social media marketing is the most cost-effective and practical marketing strategy for MSMEs. It is both affordable and effective, and it can penetrate untapped markets. MSMEs' success and longevity are determined by how effectively they used social media marketing to survive in today's environment. This research investigates how MSMEs use and recognise social media marketing as a driving force in their business growth. The study also looks into the relationship between MSMEs' relative advantage, top management support, organisational readiness, the intensity of the company's competition, and social media marketing capabilities. The study's findings revealed a link between social media marketing capabilities and relative advantages, top management support, competition intensity, and organisational readiness.

Keywords: *Social media marketing; SME; Micro*

1. INTRODUCTION

MSMEs are critical to the Malaysian economy. MSMEs must maintain their market position, which necessitates social media marketing regularly. It is challenging for businesses to promote their products via social media marketing [2] Jani and Zakaria. MSMEs must consistently experiment with new growth strategies, such as leveraging social media marketing to extend market coverage and reach new customers online Kraus [3] Wardati and ER [8]. Malaysian MSMEs are divided into two categories: manufacturing and services. Manufacturing includes all businesses that turn raw materials or components into finished goods, while the services sector includes restaurants, retail, and the other non-manufacturing industries SME Corporation [5].

This study aims to identify the various influencing factors of MSMEs' social media marketing in Melaka. Previous research found that customer interactions in social media marketing metrics can help businesses evaluate these activities and allocate more resources to marketing Dwivedi et al. [1]

2. METHODOLOGY

Social media marketing for MSMEs is defined in this study as a set of factors that influence marketing

outcomes and revenue generation. MSMEs in Melaka were the study's target population. The research hypothesis was developed using previous literature. The raw data collected was analysed using IBM SPSS Statistic software.

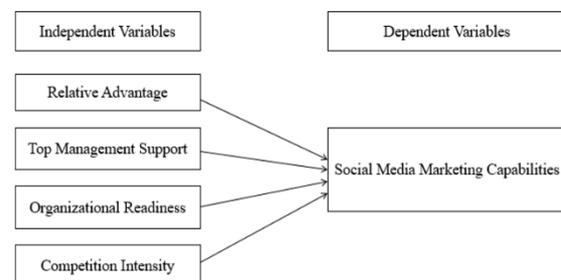


Figure 1: Conceptual framework for the factor concerning social media marketing for micro, small and medium enterprises in Klang.

Tajvidi and Karami [6] agree that there is a link between social media marketing and increased SME sales. Furthermore, it appears that online social media marketing has a more significant impact than traditional methods. According to Tajvidi and Karami [6], brand marketing capabilities aid in the improvement of social media marketing and organisational performance..

3. RESULTS AND DISCUSSION

Table 1 depicts the relationship between variables and the importance of each variable influencing social media marketing capabilities. The first factor, relative advantage, is vital for social media marketing capabilities because its value is less than 0.05. The second factor is top management support, which has a value between zero and 0.05. Furthermore, with a value of 0.011, the organisational readiness factor is vital for social media marketing capabilities (less than 0.05). Finally, the significance level is too low for the level of competition, with a value of only 0.649. It can be concluded that competition does not drive social media marketing

among a select group of SMEs.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	.426	.123		3.474	.001
Relative Advantage	.567	.056	.555	10.133	.000
Top Management Support	.199	.046	.211	4.375	.000
Organizational Readiness	.186	.073	.189	2.543	.011
Competition Intensity	-.029	.065	-.032	-.455	.649

Table 1: Regression Analysis on Coefficients

The relationship can be denoted as the following equation from the analysis from Table 1 above:

Y marketing capability = 0.426 + 0.567 Relative Advantage + 0.199 Top Management Support + 0.186 organizational readiness - 0.029 Competition Intensity - 43. Table 1 shows that the level of competition has a negative impact on the selected MSMEs' social media marketing capabilities (t= -0.455, p= 0.649, = -0.029). When all other variables remain constant, a one-unit increase in competition intensity reduces marketing capabilities by 0.029 unit.

The relative advantage has a significant influence on the most influential marketing capabilities (t= 10.133, p= 0.000, = 0.567). Every unit increase in relative advantage equals 0.567 units more marketing capability.

Table 1 also shows that top management support has a significant impact on marketing capabilities (t= 4.375, p= 0.000, = 0.299). Each unit increase in top management support results in a 0.199 unit increase in marketing capabilities. Furthermore, organizational readiness influences marketing capabilities (t= 2.543, p= 0.011, = 0.186). Every unit increase in organizational readiness equates to 0.186 units more marketing capability.

The relative advantage factor has the most significant influence on marketing capabilities. The relative advantage factor influencing marketing capabilities has a value of 0.567 (56.7 per cent), which is the highest value among the other three variables.

4. CONCLUSION

The statistical analysis reveals a link between marketing capabilities (the dependent variable) and relative advantage, senior management support, company readiness, and competition intensity (dependent variable). The findings show that four independent variables influence respondents' perceptions. This research concluded that social media marketing is critical for MSMEs business viability in Melaka. The ANOVA analysis indicated significant results in testing the marketing capabilities of all four factors. The research findings proved that social media marketing is critical to business performance, as accentuated by Lal, Ismagilova, Dwivedi and Kwayu [3].

The findings further suggested that relative advantage is the most critical variable in social media marketing for MSMEs. Other factors such as the senior management support, corporate readiness level, and competition intensity also contribute to the importance of social

media marketing similar to Vahdati [7]. It is suggested that in future studies, external elements in social media marketing such as social influence and social influencers be included to gain a better understanding of social media marketing impact among MSMEs.

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