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**THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING TOOLS: THE  
CASE OF WOMEN-OWNED SMEs IN MALAYSIA**

**TATIK SUNARWATIK BINTI MANSUR**



**Master of Science (Management)  
Othman Yeop Abdullah Graduate School of Business  
Universiti Utara Malaysia  
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CASE OF WOMEN-OWNED SMEs IN MALAYSIA**

**By**

**TATIK SUNARWATIK BINTI MANSUR**



**Thesis Submitted To:**

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## ABSTRACT

The majority of studies conducted on effectiveness of social media as marketing tools has been conducted outside Malaysia. Hence, the purpose of this study is to address the needs for research in the relationship between brand awareness, engagement, words of mouth (WOM), conversion and the effectiveness of social media as marketing tools focusing on women owned SMEs in Malaysia. To answer research question, four hypothesis has been developed namely; (i) There is a positive relationship between brand awareness and effectiveness of social media as marketing tools, (ii) There is a positive relationship between engagement and effectiveness of social media as marketing tools, (iii) There is a positive relationship between words of mouth and effectiveness of social media as marketing tools, (iv) There is a positive relationship between conversion and effectiveness of social media as marketing tools. Quantitative method has been used in this study with questionnaires distributed to women owned SMEs involved in online marketing has been used to obtain data. A total of 150 usable questionnaire has been obtained from the survey and SPSS were used to analyse the obtained data. Relationship between dependent variable and the independent variables tested using multiple regression analysis. The findings of this study shows that three of the independent variables specifically brand awareness, words of mouth and conversion has positive relationship with the dependent variable while one independent variables specifically engagement has negative relationship with the dependent variable. Limitations of the study as well as recommendation for future research were also addressed in this study.

**Keywords:** Effectiveness, Brand Awareness, Engagement, WOM, Conversion.

## ABSTRAK

Kajian tentang keberkesanan media sosial telah banyak dijalankan namun majority kajian yang telah dijalankan adalah dari luar negara. Oleh itu, tujuan kajian ini dijalankan adalah untuk memberi penumpuan kepada kepada satu penyelidikan tentang hubungan diantara kesedaran jenama (KJ), penglibatan diri (PD), perkataan mulut ke mulut (PM), penukaran (P) dan keberkesanan media sosial sebagai alat pemasaran (KMS) yang memfokuskan kepada perusahaan kecil dan sederhana (PKS) milikan wanita. Untuk menjawab soalan-soalan kajian, empat hipotesis telah dibangunkan iaitu; (i) Wujud hubungan positif diantara KJ dan KMS, (ii) Wujud hubungan positif diantara PD dengan KMS, (iii) Wujud hubungan positif diantara PM dan KMS dan (iv) Wujud hubungan positif diantara P dan KMS. Kaedah tinjauan kuantitatif telah digunakan di dalam kajian ini dan bagi tujuan pengumpulan data pula, soal selidik telah diedarkan kepada PKS milikan wanita yang terlibat dengan penggunaan sosail media dalam pemasarn mereka. Daripada keseluruhan soal selidik yang diterima, sebanyak 150 soal selidik boleh digunakan untuk tujuan penganalisaan data dan SPSS versi 19 telah digunakan untuk menganalisa data yang diterima. Bagi menguji hubungan diantara pemboleh ubah bersandar dan pemboleh ubah-pemboleh ubah tak bersandar, analisa regresi berganda telah digunakan. Dapatan kajian menunjukkan bahawa wujud hubungan positif diantara KJ, PM dan P dengan KMS manakala hubungan negative wujud diantara PD dengan KMS. Di dalam kajian ini juga, limitasi kajian dan cadangan untuk penyelidikan di masa akan datang telah dikemukakan.

Katakunci: Keberkesanan, Kesedaran Jenama, Perkataan Mulut ke Mulut,, Penukaran.



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# CHAPTER 1

## INTRODUCTION

Chapter one is to provide readers to the general introduction to the study. In this chapter readers would have the general ideas on the study conducted and it would also facilitate readers in understanding the whole research background. Readers will also be presented with the problem statement, the research objective, the research questions and the significant of the study. At the end of this chapter, organization of the study is provided to give understanding on how the research is being structured in order to carry out the study.

### 1.1 INTRODUCTION TO THE STUDY

The history of Internet service for the masses begins with the email and later followed by the first graphical web in the form of websites. Since then, the Internet has seen an outstanding evolution especially in this 21st century. It has totally changed the way people and organizations interact and communicate around the world. There used to be a time when Internet is only accessible to specific users and used only for specific reason but in this recent time it has turned into a normal event. Access to the Internet can be found almost anywhere and everywhere. The growth of Internet user around the world is made possible with the inventions and innovations of many devices that made it achievable for people to access Internet regularly.

The word Web 2.0 was first used by Darcy DiNucci in 1999 and in late 2004 the word has been popularised by Tim O'Reilly at the O'Reilly Media Web 2.0. (Wikipedia).

The contents of  
the thesis is for  
internal user  
only

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**APPENDIX 1**  
**QUESTIONNAIRE**



**UNIVERSITI UTARA MALAYSIA**  
**COLLEGE OF BUSINESS**

**THE EFFECTIVENESS OF SOCIAL MEDIA AS MARKETING TOOLS: THE  
CASE OF WOMEN-OWNED SMEs IN MALAYSIA**

Dear Ms. / Madam,

This questionnaire is design to discover the Effectiveness of Social Media as Marketing Tools for Women Owned SMEs in Malaysia. This questionnaire consist of 8 sections namely Section A for demographic questions, Section B for the use Internet, Section C for the use of social media as marketing tools and finally Section D to Section H for the Dependent variable and independent variables questions. **PLEASE ANSWER ALL QUESTIONS.**

This questionnaire comes in bilingual so for questions that requires written answer; respondents are free to either answer in Bahasa Melayu or English. Your answer to this questionnaire will be very valuable, as it will allow me to ensure the data collection in supporting my work and served to my research requirement. All information provided is strictly **CONFIDENTIAL** and will be used solely for research purpose.

It is hope that you will response as honestly and spontaneously as possible. I really appreciate your time and participation in this survey. For further enquiries please do not hesitate to contact me at the number below.

Thank you.

Yours sincerely,  
**TATI MANSUR**  
810262 - Master of Science Management  
UUMKL  
**H/P: 019-3896561**

**\*\* IN CASE YOU DID NOT MANAGE TO COMPLETE THE SURVEY TODAY,  
PLEASE LOG IN HERE → <https://eSurv.org?u=SMMeffecvtiveness>  
TO PARTICIPATE ONLINE.**

**SECTION A: DEMOGRAPHIC QUESTIONS**  
**SEKSYEN A: SOALAN DEMOGRAFIK**

1. Please state your name (*Sila nyatakan nama anda*)

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2. What is your age? (*Umur*)

- 20 or younger (*20 atau kurang*)       41 - 50  
 21 - 30       51 - 60  
 31 - 40       61 or older (*61 atau lebih*)

3. In which State do you currently reside? (*Di negeri manakah anda tinggal sekarang?*)

---

4. Please state your marital status (*Sila nyatakan status perkahwinan anda*)

- Not Married (*Bujang*)       Divorced (*Bercerai*)  
 Married (*Berkahwin*)       Widower (*Balu*)  
 Separated (*Tinggal Berasingan*)

5. Please state your race (*Sila nyatakan bangsa anda*)

- Malay (*Melayu*)       Indian (*India*)  
 Chinese (*Cina*)       Others, please specify (*Lain-lain, sila nyatakan*)

6. What is your level of Education? (*Apakah taraf pendidikan anda?*)

- No schooling completed (*Tidak menamatkan persekolahan*)  
 Primary – Secondary level (*Sekolah rendah - sekolah menengah*)  
 Diploma – Degree graduate (*Graduan Diploma - Degree*)  
 Master - PHD graduate (*Graduan Master - PHD*)

7. Please state the type of business that your company involved in eg: Catering/Bakery/Fashion/Beauty Products/Health Products/Services etc. (*Sila nyatakan jenis perniagaan yang syarikat anda ceburi cth: Katering/Bakery/Fesyen/Produk Kecantikan/Produk Kesihatan/Perkhidmatan dll*). \_\_\_\_\_
8. What is your level of involvement? (*Apakah tahap penglibatan anda?*)
- Full time (*Sepenuh masa*)       Part time (*Sambilan*)

**SECTION B: USE OF INTERNET**  
**SEKSYEN B: PENGGUNAAN INTERNET**

1. How do you access the Internet? (You may choose more than one (*Bagaimanakah anda mengakses Internet?(Anda boleh memilih lebih dari satu)*)
- Home/Office Broadband (*Jalur lebar di rumah / di pejabat*)  
 Gadget Mobile data (*Broadband*) (*Data/jalur lebar di peranti*)
2. Where do you normally access the internet? You may choose more than one (*Dimanakah anda biasanya mengakses Internet? (Anda boleh memilih lebih dari satu)*)
- Home (*Rumah*)  
 Work place (*Office*) (*Tempat kerja (Pejabat)*)  
 Any place via mobile devices (*Dari mana mana sahaja dengan menggunakan peranti bergerak*)

**SECTION C: USE OF SOCIAL MEDIA AS MARKETING TOOLS**  
**SEKSYEN C: PENGGUNAAN MEDIA SOSIAL SEBAGAI ALAT UNTUK PEMASARAN**

1. Please state your experience with social media marketing (*Sila nyatakan pengalaman anda dengan pemasaran media sosial*)
- Just getting started (*Baru bermula*)  
 Been doing this for a few months (*Telah melakukannya beberapa bulan*)  
 Been doing this for a few years (*Telah melakukannya beberapa tahun*)

2. How long has your organization been using social media for? (*Sudah berapa lamakah syarikat anda menggunakan media sosial?*)

- 1 - 6 months (*1 - 6 bulan*)                       3 - 4 years (*3 - 4 tahun*)  
 7 - 12 months (*7 - 12 bulan*)                       5 - 6 years (*5 - 6 tahun*)  
 1 - 2 years (*1 - 2 tahun*)                       More than 6 years (*lebih dari 6*)

3. How many hours does your organization spend using social media for marketing in a week? (*Dalam seminggu, berapa lamakah masa yang diambil oleh syarikat anda dalam menggunakan media sosial untuk pemasaran?*)

- 1-5 hours (*1-5 jam*)     11-15 hours (*11 – 15 jam*)     More than 20 hours (*lebih 20 jam*)  
 6-10 hours (*6-10 jam*)     16-20 hours (*16 – 20 jam*)

4. Which social media websites does your organisation use? (Select as many choices as you like) (*Laman sesawang media sosial yang manakah syarikat anda gunakan? (Pilih sebanyak mana yang anda suka)*)

- Facebook                       Instagram  
 Youtube                       Blogs  
 Twitter                       LinkedIn  
 Pinterest

5. Which is your preferred social media website? (*Laman media sosial yang manakah yang lebih anda pilih?*)

- Facebook                       Instagram  
 Youtube                       Blogs  
 Twitter                       LinkedIn  
 Pinterest

6. For what purpose/s does your organisation use social media? (Select as many choices as you like) (*Untuk tujuan apakah syarikat anda menggunakan media sosial? (Pilih sebanyak yang anda suka)*)

- To advertise products/services (*Untuk mengiklankan produk atau perkhidmatan*)  
 To gain feedback from customers (*Untuk mendapatkan maklum balas dari pelanggan*)  
 To engage in conversation) with customers (*Untuk berkomunikasi dengan pelanggan*)  
 To offer promotional items e.g. coupons/gift vouchers (*Untuk menawarkan item item promosi spt. kupon/baucar hadiah kepada pelanggan*)

- For business to business purposes e.g. LinkedIn (*Untuk tujuan B2B spt. LinkendIn*)
- To increase brand awareness (*Untuk meningkatkan pengetahuan pengguna terhadap brand*)

**SECTION D-H: DEPENDENT VARIABLE AND INDEPENDENT VARIABLES**

**SEKSYEN D-H: PEMBOLEH UBAH BERSANDAR DAN PEMBOLEH-PEMBOLEH UBAH BEBAS**

Question D to H, Please tick (✓) the most appropriate answer to each question based on the scale below. (*SoalanD -H, Sila tandakan (✓) jawapan yang paling sesuai untuk setiap soalan berdasarkan skala di bawah*)

1	2	3	4	5
<b>Strongly Disagree</b> ( <i>Sangat tidak bersetuju</i> )	<b>Disagree</b> ( <i>Tidak Setuju</i> )	<b>Neither Disagree/Agree</b>	<b>Agree</b> ( <i>Bersetuju</i> )	<b>Strongly Agree</b> ( <i>Sangat Bersetuju</i> )

**D. AWARENESS**

	1	2	3	4	5
1. Social media is effective for brand/products/services awareness ( <i>Media sosial efektif untuk pengetahuan/kesedaran terhadap jenama/produk/ perkhidmatan</i> )					
2. Our brand/products/services is being searched more frequently on social media ( <i>Jenama/produk/perkhidmatan yang kami tawarkan mendapat carian lebih kerap di media sosial</i> )					
3. The number of followers, likes on our brand/products/services is growing ( <i>Jumlah 'followers', 'like' ke atas brand/produk/perkhidmatan kami semakin meningkat</i> )					
4. We received a lot of views, tweets, unique visits, return visits & likes on our post of brand/products/services on social media ( <i>Kami menerima banyak 'views', 'tweets', 'unique' 'visits', 'return visits' &amp; 'likes' keatas 'post' kami di media sosial</i> )					
5. Social media helped us to market our brand/products/services ( <i>Media sosial membantu kami memasarkann jenama/produk/perkhimatan yang kami tawarkan</i> )					

## E. ENGAGEMENT

	1	2	3	4	5
1. People like, comment and share our post on social media (Orang ramai "like". "comment" dan "share" pos kami di media sosial)					
2. People clicks on the links of our products or services that we posted on our social media sites (Orang 'click' ke atas 'link' untuk produk atau perkhidmatan kami yang kami pos di laman media sosial kami)					
3. The number of our loyal and repeat customer increased (Pelanggan setia dan pelanggan yang membeli semula dengan kami semakin bertambah)					
4. Interactions with customers and responds towards their query can be done faster and easier (Interaksi dengan pelanggan dan respond terhadap kemusykilan pelanggan dapat dilakukan dengan cepat dan mudah)					
5. We can built good relationship with customers thus increase the trust on our brand/products (Kami dapat membina hubungan yang baik dengan pelanggan dan seterusnya meningkatkan tahap kepercayaan pelanggan terhadap jenama/produk kami)					

## F. WORDS OF MOUTH

	1	2	3	4	5
1. Our customers talk about our product/services with their friends & acquaintances online/offline (Pelanggan kami bercerita tentang produk kami kepada rakan-rakan & kenalan mereka secara					
2. Our customers & prospects share their opinions & experience about our products/services with their friends & acquaintances (Para pelanggan dan para peospek berkongsi pendapat dan pengalaman mereka tentang produk kami kepada rakan-rakan & kenalan mereka)					
3. People purchased our products/services based on others recommendation/testimony. (Pelanggan membeli produk atau perkhidmatan kami berdasarkan cadangan/saranan/testimony orang lain)					
4. Our sales are effected by customers's positive/negative review/experience(Jualan kami dipengaruhi oleh ulasan/pengalaman					

positive/negatif pengguna)					
5. People recognize our brand or products from others testimony/review. (Brand/produk kami di kenali dari testimoni/review pengguna)					

### G. CONVERSION

	1	2	3	4	5
1. Our social media marketing able to convert prospects into customer (Pemasaran media sosial mampu menukarkan prospek menjadi pelanggan)					
2. With social media marketing, persuading visitor to take action such as making purchase, filling up forms etc. becomes easier. (Dengan pemasaran menggunakan media sosial, usaha meyakinkan pelanggan untuk membuat pembelian, mengisi borang online dll. menjadi lebih mudah)					
3. People responded very well to the coupons or deal that we offer. (Tindak balas orang ramai terhadap kupon atau tawaran yang kami berikan adalah sangat baik)					
4. Social media helped to increase our customer and online sales (Media sosial telah membantu meningkatkan pelanggan dan juga jualan atas talian kami)					
5. With the databse that we collected on our social media marketing campaign enables us to re target our existing customer at a much lower marketing cost. (Denagan database pelanggan yang berjaya dikumpul semasa menjalankan kempen pemasaran secara online membolehkan kami mensasarkan semula pelanggan sedia ada dengan kos pemarkasan yang lebih rendah)					

### H. EFFECTIVENESS OF SOCIAL MEDIA AS MARKETING TOOLS

	1	2	3	4	5
1. Social media is an effective tools for marketing (Media sosial adalah alat pemasaran yang efektif)					
2. Performance of our products/services are much better after using social media as our marketing tool compared to before we use social media (Prestasi produk/servis yang kami)					

tawarkan adalah sangat baik selepas menggunakan social media sebagai alat pemasaran berbanding sebelum menggunakannya)					
3. We would recommend other organizations to use social media as their marketing tool (Kami akan mengesyorkan syarikat lain untuk menggunakan media sosial sebagai alat pemasaran mereka)					
4. We feel that we should use social media marketing more in our marketing campaign (Syarikat patut lebihkan penggunaan media sosial dalam kempen-kempen pemasaran syarikat kami)					
5. Not enough time & resources as well as insufficient knowledge on how to use social media marketing are among the reasons why we don't optimize the use of social media as marketing tool (Tidak cukup masa & sumber spt. staff, peralatan, kewangan dll. juga kekurangan pengetahuan yang mencukupi berkenaan pemasaran media sosial adalah antara penyebab kenapa kami tidak dapat mengoptimalkan penggunaan media sosial sebagai alat pemasaran)					



**THANK YOU FOR YOUR COOPERATION**