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**THE ADOPTION OF SOCIAL MEDIA MARKETING STRATEGY IN
FOOD AND BEVERAGES INDUSTRY AMONG MUSLIM WOMEN
ENTREPRENEURS IN KEDAH.**



**MASTER OF ISLAMIC BUSINESS STUDIES
UNIVERSITI UTARA MALAYSIA
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**THE ADOPTION OF SOCIAL MEDIA MARKETING STRATEGY IN FOOD
AND BEVERAGES INDUSTRY AMONG MUSLIM WOMEN
ENTREPRENEURS IN KEDAH.**



**Research Paper Submitted to
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Pusat Pengajian Perniagaan Islam
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ABSTRACT

Social media is a vital tool as digital platforms reshape the business landscape, increasing brand visibility, customer engagement, and business growth. This study explores the adoption of social media as a marketing strategy among Muslim women entrepreneurs operating in the food and beverage industry in Kedah, Malaysia. Through qualitative methods, non-probability, sampling technique population, including in depth interviews with entrepreneurs across eight districts in Kedah, the study reveals varied usage of platforms such as Facebook, Instagram, TikTok, and WhatsApp based on business needs and user preferences. Key findings highlight that while social media significantly enhances market outreach and customer trust, challenges such as limited digital literacy, lack of capital, and balancing family responsibilities persist. This research contributes to understanding how faith, gender roles, and technology converge in entrepreneurial settings, offering insights for policy, training programs, and future academic exploration.

Keywords: Adoption, Social Media, Food and Beverage Industry, Marketing Strategy, Muslim Women Entrepreneurs.



ABSTRAK

Media sosial menjadi alat penting dalam era digital kini, dalam meningkatkan keterlihatan jenama, penglibatan pelanggan dan pertumbuhan perniagaan. Kajian ini meneliti adaptasi media sosial sebagai strategi pemasaran dalam kalangan usahawan wanita Muslim yang menjalankan perniagaan dalam industri makanan dan minuman di negeri Kedah, Malaysia. Melalui pendekatan kualitatif, bukan kebarangkalian, populasi teknik persampelan, dengan temu bual mendalam bersama usahawan dari lapar daerah di Kedah, kajian ini mendedahkan penggunaan pelbagai platform seperti Facebook, Instagram, TikTok dan WhatsApp berdasarkan keperluan perniagaan dan pilihan pengguna. Dapatan utama menunjukkan media sosial meningkatkan capaian pasaran dan kepercayaan pelanggan, namun terdapat cabaran seperti kekurangan kemahiran digital, kekangan modal dan keperluan mengimbangi tanggungjawab keluarga. Kajian ini memberi sumbangan kepada pemahaman bagaimana kepercayaan, peranan jantina dan teknologi dalam dunia keusahawanan serta memberi panduan untuk dasar, latihan dan penyelidikan akan datang.

Kata Kunci: Adaptasi, Media Sosial, Industri Makanan dan Minuman, Strategi Pemasaran, Usahawan Wanita Muslim.



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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will study on the adoption of social media in the food and beverages industry for marketing strategy among muslim women entrepreneurs in Kedah. It includes a discussion on background of the study, problem statement, research objectives, research questions, significance of the research, definition of key terms and organizational structure of the research.

1.2 Background of the Study

Social media is an online platform for everyone to use and communicate in socializing, sharing information and also posting user created content. Therefore, businesses cannot rely only on their business website and the physical store since there are still a lot of social networks such as social media like Facebook, Twitter, Instagram, TikTok, LinkedIn, WhatsApp, YouTube and others that can be used as a platform to improve their business activities. Social media is a technology that has been acquiring importance in our daily personal and business lives. It has changed the business scenario because it has offered organizations a chance to communicate with clients in a more effective manner (Rapp, Beitelspacher, Grewal, & Hughes, 2013). Social media is a beginner method for the entrepreneurs in applying and beginning their activities of marketing by promoting products and services, branding their own products and services and also conducting public relations.

Based on research by Global Web Index, as of February 2025, it can be said that 63.9% of the world population are using social media in their life and the average daily use is 2 hours and 21 minutes.

Businesses that sell products and services in the market nowadays are expanding and becoming more competitive. This will cause the customers to be more careful and cautious in their purchase decision making considering the amount of information they got online. Based on these facts, businesses should use new technology to enhance the sales process (Rodriguez, Ajjan & Peterson, 2016) and allow information exchange with customers (Marshall, Moncrief, Rudd & Lee, 2012) either by promoting online or local marketing.

Entrepreneurship and Islam has taken a business ethics perspective (Uygur, 2009) and it has been pointed out that the relationship between entrepreneurs and Islam is highly contextual due to various interpretations and adaptations of Islam based on national culture, socio political environment, historical legacy and economic conditions (Karakas et al., 2015). According to Islamic teachings, Islam is not against business activities but encourages more business practices and entrepreneurial activities (Uygur, 2009).

It is mentioned that Islam is a religion that encourages all Muslim to be active and hardworking as an individual, which is a characteristic of an entrepreneur and business owner (Ramadani et al., 2015). The fundamental teachings of Islam are to encourage success through the proper usage of resources given by God. It is clearly mentioned in the Islamic law that the concept of halal and haram for Muslims and human beings is the finest creation compared to other creations as stated in the Al-Quran (Surah At-Tiin, 95: 4; and Surah Al-Isra', 17: 70).

لَقَدْ خَلَقْنَا الْإِنْسَانَ فِي أَحْسَنِ تَقْوِيمٍ ﴿٤﴾

“Indeed, We have created man in the best of forms.”

(Surah At-Tiin: 4)

﴿٧٠﴾ وَلَقَدْ كَرَّمْنَا بَنِي آدَمَ وَحَمَلْنَاهُمْ فِي الْبَرِّ وَالْبَحْرِ وَرَزَقْنَاهُمْ مِنَ الطَّيِّبَاتِ وَفَضَّلْنَاهُمْ عَلَى كَثِيرٍ مِّمَّنْ خَلَقْنَا تَفْضِيلًا ﴿٧٠﴾

“And indeed, We have honored the children of Adam, and We carried them on land and sea, and have provided them with good and pure sustenance, and We have preferred them greatly over many of those We created.”

(Surah Al-Isra': 70)

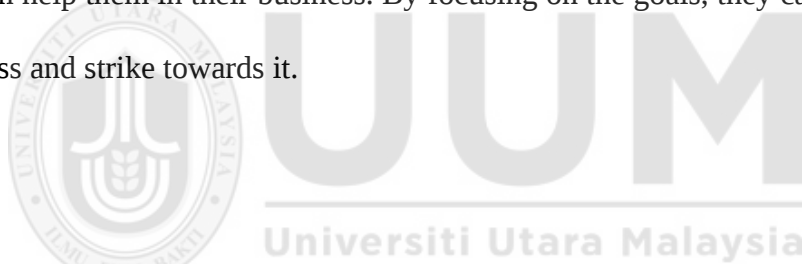
Women are more likely in becoming an entrepreneur as they are active in innovation, which has expanded over the past years (Ratten, 2011; Riandika & Mulyani, 2020) argued that policymakers might lessen the barriers to the performance of women entrepreneurs if they want to make an innovation, creativity and creative growth. It is impossible to separate the participation and function of women in these activities from the growth and progress of entrepreneurship in a nation (Riandika & Mulyani, 2020).

It is well known that there are many women entrepreneurs in Malaysia. The impact of women entrepreneurship on innovation and job creation is especially significant for developing countries, in particular for Malaysia.

Throughout Malaysia's economic reforms, the small and medium business has played an important role in the growth of the economy of this country, the total number of

Malaysian entrepreneurs is steadily increasing, and the government is implementing a significant number of entrepreneurship initiatives, although the number of women entrepreneurs in Malaysia is still lower than that of men entrepreneurs (Hossain et al., 2018).

Women entrepreneurs in Malaysia represent around 20% of whole entrepreneurs in Malaysia's small and medium enterprise (SME) sector (Hui Peng, 2023). Majority of them are involved in the businesses of childcare centres, restaurants, tuition centres, beauty parlours, hairdressing, tailoring and retail shops. These businesses are very competitive as they have a large number of players in the field. In addition, women entrepreneurs are very much goal oriented as they set realistic and achievable goals that can help them in their business. By focusing on the goals, they can focus on their business and strike towards it.



1.3 Problem Statement

In reality, an area or nation's economic development is the goal of an entrepreneur's actions. Additionally, it can lead to greater career (Hassan, 2014; Friar & Meyer, 2003) prospects for individuals, enhancing the standard of living in families, communities, and the country's economy. It is revealed that entrepreneurship may boost GDP, create jobs, raise and improve the income and wealth of the populace, and bring the local populace closer to the global economy (Reynolds, Hay, and Camp, 1999). The government, commercial organisations, and non-governmental organisations (NGOs) engage in a variety of initiatives to support the growth of entrepreneurs and to encourage the youth to be involved in the business and have their businesses (Hassan, 2014).

There are more women working in the subject of entrepreneurship, it is not something new for them. According to Pitoska and Charitoudi (2011), women entrepreneurs provide the most contributions to the country's economy and provide jobs for others; this trend has been steadily increasing (Davidson & Burke, 2004). According to Hassan (2014), women who run their own businesses operate small and medium-sized firms in the manufacturing, food and beverage, service, and other industries are up to sixteen percent. Despite this, a lot of female business owners have their own success stories to share (Alam, Jani, & Omar, 2011). However, some business owners are still unaware of the best practices for operating a lucrative, thriving company.

Problems will keep occurring during any phase in the business in developing a business (Ann et al., 2025). Therefore, entrepreneurs need to move forward steadily with the new initiative in improving business. The majority of business owners are unaware of the effective marketing strategies that ought to be used in their enterprises. Additionally, they are unable to specify their own business objectives and plan for using social media to further their enterprises (Afriyie et al., 2018). As a result, they don't properly plan and prepare for using social media for marketing.

Social media offers consumers an extensive range of choices and is a quick way to transfer information. Entrepreneurs, any way they need to be committed and have skills in handling these matters (Vujnovic. 2018). When business owners need to use social media to promote the products and services, they will run into this issue. They believed that using social media to promote their goods and services would be enough, however this was a mistake as the strategy was not formally acknowledged by the companies. This is a result of social media users' inability in identifying which kind of social media is ideal for connecting and interacting with clients. Entrepreneurs

sometimes choose to target adults and youth with Facebook-only promotions for their goods and services. Considering adults prefer browsing Facebook and reading the most recent news, utilising it may be appropriate for them. Youths, on the other hand, prefer to use Applications X, Thread, Tiktok and Instagram as they are fond in following celebrities, upload attractive photographs and posts, scroll brief descriptions, watch reels and fun videos, and see plain posters that help them comprehend the promotions on the mentioned social media platform (Gentzler et al., 2023). Thus, to increase sales and profit margins, a company has to identify which social media platform best fits its target audience.

Entrepreneurs are unaware of how their companies are positioned in the market and industry. The reasons may alter from time to time as a result of their constant pursuit of trend changes at the expense of their primary business goals and operations. While maximising profit is the primary objective of any firm, entrepreneurs may not succeed in their ventures owing to a lack of business expertise. Additionally, business owners frequently post on social media at inappropriate times, when there are less views. For example, during the weekdays, there aren't many people on social media, especially on Mondays and working hours, since people are too preoccupied with carrying out their everyday lives and their jobs (Spasojevic et al., 2015). In order to get audiences to look at and have the chance to read and watch their posts and advertisements, entrepreneurs need to choose the best time to post and market their goods and services.

1.4 Research Questions

These research questions are structured to guide the study in achieving its intended objective.

These are the research questions that have been structured:

1. To what extent is the effectiveness of using social media to do marketing for business?
2. What is the marketing strategy that has been used in business?
3. What are the challenges as a muslim woman entrepreneurs face in business?

1.5 Research Objectives

These are the three primary objectives to be achieved:

1. To explore the effectiveness of using social media to do marketing for business.
2. To identify the marketing strategy that has been used in business.
3. To examine the challenges as a muslim woman entrepreneurs face in the business.

1.6 Significance of the Study

This study is important for some meaningful reasons as its outcomes are expected to bring both direct and indirect benefits to the stakeholders. The value of this study can be understood throughout some key areas of significance.

Firstly, this study significantly provides food and beverage businesses with the kind of social media that are more suitable and effective to do marketing. Besides, nowadays there are many businesses that just use any social media expecting their business to go viral. By understanding the advantages and disadvantages of each platform, the food and beverage industry is able to make a decision on which platform to use.

Secondly, this study is to know more about the effectiveness of using social media to do marketing for business by enhancing brand visibility, customer engagement and sales. The findings can help business owners to develop more strategies and cost-efficient marketing plans to give to the customers and consumers.

Next, identifying the marketing strategies that have been used in business can help business owners to make a comprehensive decision to make the business thrive. In addition, business owners will be able to make and upgrade the strategies to a better one.

Lastly, this study is to examine the challenges faced by muslim women entrepreneurs in having their own business. The findings can give a guide such as more inclusive policies, training and support systems that can empower muslim women entrepreneurs to grow and sustain their business in the industry.

1.7 Scope of the Study

This study aims to explore more on the adoption of social media in the food and beverages industry and identify the suitable marketing strategy among muslim women entrepreneurs in Kedah and the challenges that they are facing. The scope of the study is limited to small and medium enterprise (SME) that are being handled by muslim women in this region. This study will explore more on how businesses utilize various marketing techniques such as usage of social media for digital marketing to promote their businesses and engage with customers and consumers. Besides, this study also will examine the challenges that they are facing, especially muslim women entrepreneurs. Data are taken through interviews with muslim women entrepreneurs in the food and beverage industry at 6 districts in Kedah region.

1.8 Definition of Key Terms

To facilitate mutual understanding, a number of important terms needed to be established. For each of the variables under investigation, the operational definitions listed below were applied.

1.8.1 Social Media

Digitalization represents one of the important trends that is always discussed that gives a big impact to the seller. Specifically, social media is recognized as one of a variable factor in business to business selling and it influences the relationship between seller and buyer at any stages in the selling process. Social media wholly included a variety of application internet bases such as Facebook, Instagram, Whatsapp and others. A

research by Gartner (2022) identified that the changes for customer is that rather than offline sling, customers are most likely prefer online selling.

1.8.2 Food and beverage

Food and beverages refer to the various edible items and drinks that are consumed by individuals as part of their diet. Food encompasses a wide range of products that provide nutritional sustenance, including fruits, vegetables, grains, meats, and dairy products. Beverages include liquids for drinking, such as water, milk, juices, and soft drinks, as well as alcoholic drinks like wine and beer (Eren & Aydin, 2019).

1.8.3 Social Media Adoption

The adoption of social media refers to the widen of completing marketing traditionally that gives the users to gain knowledge interactively. This are making the business able to expect the trend of the customers in the future, attracting new customers and enhancing opportunities given and sales (Kaplan & Haenlein, 2010; Kim & Co, 2011, Michaelidou et al., 2011; Castronovo, 2012).

1.8.4 Social Media Benefits

Benefits of the social media is to develop and examine tools and the frameworks to measure the activities through using social media that gain from searched web (Yang et al., 2011).

1.8.5 Social Media Importance

The definition of the importance of social media refers to the methods of scrutinizing until identifying, analyzing information about the external environment of business to use it in business (Mayeh et al., 2012). The purpose is to examine the behaviour,

conversation, involvement, sentiment and the influence to change information with customers (Sinha et al., 2012).

1.8.6 Marketing Strategy

Marketing strategy is a main pillar in marketing practice, and the research that is related to understanding these activities are important to academic discipline in marketing courses. A better understanding about the level of knowledge in marketing strategy is also important to establish a theory of knowledge in that field. A systematic analysis towards the usage and methods of research different in a domain and also how the usage of it differs from time to time, giving a new view to develop a strategy and methods.

1.8.7 Consumers' Engagement

Consumer's engagement is an essential aspect of marketing, reflecting on how creatively the entrepreneurs interact with the customers and the level of loyalty of customers towards some business. (Linda Hollabeek, 2011).

1.8.8 Marketing Outcomes

Marketing refers to the orientation of marketing that is related to customer's loyalty, that is the relationship built by the entrepreneur and customers, also the satisfaction that refers to the way entrepreneurs deliver the products or services to the customers (Bansal et al., 2001).

1.8.9 Muslim Entrepreneur

In Islam, the status of a woman is unique and privileges that are not typically found in others. Islam gives women equal rights with men, ensuring a balanced social structure

that includes a freedom to engage in the economic activities. The status of women in Islam has privilege that does not have in common with other systems. Islam gives women equal rights with men to maintain the social balance that is equal to engaging in economic activity. Islam based on the Qur'an (God's revelation) and Hadith (elaboration by Prophet Muhammad). Quran and Hadith are the basic source for the authentication of any position or view of Islam. Muslim women entrepreneurs should be different from other entrepreneurs in their motives and goals. Moslem women entrepreneurs who are able to manage a business successfully, also must have a good performance in terms of faith and belief in Allah the Almighty (Nayeem, 2006).

1.9 Organization of the Thesis

This study is organized into five chapters.

Chapter One introduces the study by presenting the background of the study, outlining the problem statements, research questions and objectives, defining the study's scope and significance, and providing an overview of the chapter organization.

Chapter Two is focusing on comprehensive review of relevant literature, covering established themes and categories and also discussing the previous related studies and identifying emerging trends and perspectives.

Chapter Three is describing the research methodology used, that includes research design, developing interview protocols, details of the actual fieldwork and a brief explanation of the data analysis process and methodological reliability.

Chapter Four presents the data collection process, and also methods of categorization and analysis, analyzing the findings that related to the research question, supported by the discussion of the result in the study.

Chapter Five is a summarization of the findings, discussion on the findings and enhancing the study in the future. This chapter also presents the implication and limitation of the study and final conclusion on the whole chapter.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter is aiming to have a literature review that is relevant to the previous research regarding adopting the social media in the food and beverage industry as a marketing strategy especially for Muslim women entrepreneurs in Kedah. The deliberations in this chapter are not only exploring the concept of dependent and independent variables, but also involves the development of a research framework model. The intricate connections between all variables will be examined in details and the hypotheses will be developed based on the relevant theory models.

2.2 Underpinning Theory

2.2.1 Adoption of Social Media

The new way of marketing in a business is by using social media. Social media platforms such as Facebook, Instagram, Tiktok and X are providing a free platform for business owners to promote their products and services. Opposite of classic marketing, these platforms are having two way communications between the business and customers and consumers (Weber, 2019). Due to the global popularity of social media, it can be seen that almost all social media platforms provide profiles, rating for products and services, comment section and sharing posts making it becoming more

accessible and easier to use. This is a great opportunity to collect information about opinions of other people and see how competitors are doing.

For a business to have a competitive advantage is the one that uses social media to the fullest. Besides, it is not only a marketing channel, but it also can be used to engage with consumers and customers and build trust with them (Brogan, 2010).

The use of social media involves third party platforms that allow the communication and interacting among entrepreneurs and the customers, seller and buyer. Those are text, pictures and videos, and also update status and news sharing (Mergel, 2013). The younger generation is more likely to adopt new styles, and they use the Internet for everything in their lives. Social media applications are crucial as a result. The examples of social media are Facebook fan pages, blogs, and the micro-blogging service, Twitter (Mergel, 2013). Social media enables the users with a variety of communication tools. It allows users to notify anyone by having status updates and posting on their own walls for example, post the entrepreneurs' experiences.

Nowadays, consumers and customers are rapidly shifting need and demand (Al-Aghbari, and Alhakimi, 2021). Usage of social media is widely used by small business entrepreneurs in various aspects. Generally, small businesses do have more diversity of market scenario and condition than large companies and businesses. As a result, this shows how small business entrepreneurs realized that social media is one of the potential marketing tools as it is easy to use, more efficient and affordable. It shows how flexible organizations are in the digital era, either in terms of technology or market situations.

Social media can help businesses in achieving greater results, becoming more open and transparent to the customers that can build trust among the customers and

consumers. Changes are unavoidable and the businesses that accept the changes might evolve the challenges to opportunities and strive for their future success.

2.3 Food and Beverage Industry

It is well known that the food & beverage industry is a wide corporation. As Woody Allen once quoted, “Why does man kill? He kills for food. And not only food. Frequently there must be a beverage.”. The primary focus on this project was the food and beverage industry and its observable deterioration. According to (Cajner et al., 2020) employment in accommodation and food services decreased by 53% between February and April 2020. Responsible for provisioning, stocking, distribution, production, providing services and other related are the functions of food and beverage.

The Food and Beverage department can belong to a hotel establishment; it can be an independent unit, a banqueting or catering company, a collective restaurant business with economic, commercial, or social activities (Gomes, 2017).

The food and beverage industry plays and contributes a significant amount to the Malaysian economy. It was recorded that the Malaysia food and beverage industry growth annually of 7.6% that valued around 22.12 billion Europe in 2018 (Flandes Investment & Trade, 2020). The food and beverage industry in Malaysia is varied as it has a wide range of foods for Asian taste, dietary preferences and western recipes. Besides, there are various outlets including restaurants, street stalls, kiosks, fast food cafes and self-service cafes. This industry is predominantly dominated by SMEs (Italian Trade Agency, 2017). The market for food and beverage products in

Malaysia is not limited by its grown agricultural product. Malaysia is a growing food processing industry, estimated to account for over 1/10th of Malaysia's manufacturing output (European Commission, 2018). According to the Malaysian Investment Development Authority (2019), processed food has been exported to more than 200 countries and contributed about RM21.76 billion. The demand for organic food consumption in Malaysia had increased significantly due to several reasons, including affordability of the food as well as acceptability and awareness of the consumers. These constantly shifting trends among the consumers is the primary factor affecting the growth of Malaysia's F&B industries (Hassal et al., 2015).

2.4 Marketing Strategy

Marketing strategy is well known as a value-based marketing focus in making products and services that sold to customers are more valuable. By providing an additional value, business owners might experience negative profit or break-even point or might have some profit for some time. To make profits that earn from customers and consumers, entrepreneurs need to implement a strategy which is marketing as it is central for successful implementation. By continuously delivering and providing quality products and services to customers and consumers will win the competitive business battles (O'Dwyer & Gilmore, 2018). Defined by Ruekert (1992) that customer orientation as "degree to which the business unit obtains and uses information from customers, develops a good strategy to meet ever changing customer needs for corporate survival and profits". That means the most critical external factor in having a sustainable market orientation is by having the customers believed in the business.

Marketing is a social interaction where individuals and businesses interact, by offering and freely trading values, products and services with others to meet their needs. Market identification, segmentation and positioning are marketing variables that were implemented and guided. It is a plan developed by the marketing strategy. (Foo et al., 2004).

Basically, people nowadays are more selective in buying products and services. They will buy the products and services that seem to have more value than the one that offers common products or services. In addition, the customers and consumers will choose advantage over disadvantage. Marketing strategy is important in company operations such as adopting a marketing plan for products and services and business will know their target market. This is because, executing product and services marketing plans cannot be executed to everyone but need to identify the target market (Li et al., 2021).

As mentioned by Kotler et al. (2019), to boost the company's lower line and thriving efforts on return on investment and foster client loyalty, entrepreneurs need to have and implement a marketing strategy. Sponsored social media by making an advertisement, interesting short videos and influencer marketing are important in making a strategy. This is because the business is following the rising trends and trying to achieve successful outcomes. A marketing plan usually includes some components such as setting clear goals for the organization, helping team members to achieve the objectives of the business, enabling businesses to explore and try with what shows to their target audience and empower them to capitalize on emerging trends (Anaza et al., 2023).

2.5 Muslim Women Entrepreneurs

In Islam, there is no restriction that does not allow a woman to work or have a business.

It is stated in the verse of the Al-Quran:

وَلَا تَتَمَنَّوْا مَا فَضَّلَ اللَّهُ بِهِ بَعْضَكُمْ عَلَى بَعْضٍ ۚ لِلرِّجَالِ نَصِيبٌ مِّمَّا
اَكْتَسَبُوا وَلِلنِّسَاءِ نَصِيبٌ مِّمَّا اَكْتَسَبْنَ وَسَأَلُوا اللَّهَ مِنْ فَضْلِهِ ۗ إِنَّ اللَّهَ
كَانَ بِكُلِّ شَيْءٍ عَلِيمًا ﴿٣٢﴾

“And do not wish for that by which Allah has made some of you exceed others. For men is a share of what they have earned, and for women is a share of what they have earned. And ask Allah of his bounty. Indeed Allah is ever, of all things, Knowing.”

(Surah An-Nisa: 32)

Gender is not an obstacle for women's entrepreneurship in Islam as mentioned above. Women have the right work in any field as long as the work is done in a good and safe environment. In addition, they need to preserve religion and need to avoid negative impacts of the work on themselves and the environment. Therefore, women can and should play a role in helping to meet the needs of the family in solving variety of problems as mentioned in the Al-Quran:

لَهُ مُعَقِّبَاتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ ۚ مِنْ أَمْرِ اللَّهِ ۚ إِنَّ اللَّهَ لَا يُغَيِّرُ مَا
بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنْفُسِهِمْ ۗ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ سُوءًا فَلَا مَرَدَّ لَهُ ۚ وَمَا لَهُمْ مِّنْ
دُونِهِ مِنْ وَّالٍ ﴿١١﴾

“For each one are successive [angels] before and behind him who protect him by the decree of Allah. Indeed, Allah will not change the condition of a people until they

change what is in themselves. And when Allah intends for a person ill, there is no repelling it. And there is not for them besides Him any patron”

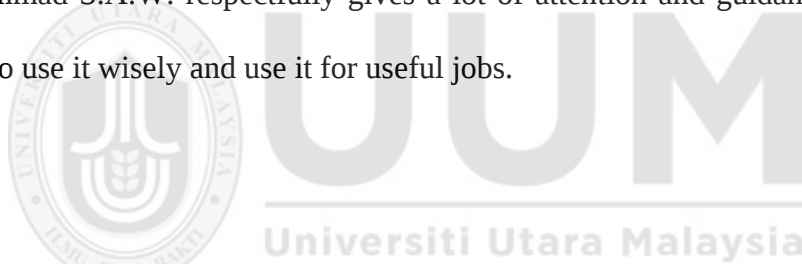
(Surah Al-Ra'd: 11)

Entrepreneurship is an economic activity to make something new, or finding new ways to make an innovation to the existing products and services in the market (Henderson, 2002). Entrepreneurs are risk takers as they need innovation in developing new methods for production process, exploring new sources of raw material, discovering new market segments and also developing new methods. Women entrepreneurs are those that are involved in the business activities, and are able to deal with risk and identify opportunities to coordinate resources efficiently and gain advantage of the business they are making (Anggadwita and Dhewanto, 2014).

Described by Ramadani et al (2014) is that there are reasons for the importance of women entrepreneurship which are: Firstly, a job created for others and themselves by being a woman entrepreneur. Having a business gives her an advantage in utilizing experiences, as the skills and training acquired that helps reduce the effects of discrimination against women in the labour market. Secondly, incorporating and establish a business can be one of the alternatives to prevent unemployment by giving job opportunities to the women having a work life balance but still responsible to the family welfare and improve the the establishment of the company as an alternative to unemployment that can give women the opportunity to balance work and family responsibilities, while improving social and family welfare. Thirdly, involvement of women in establishing a small business enables their status while opening up new space for a better role that is more active and also a meaningful involvement in development of economic and politic of the country. Fourth, women owned businesses

play an important role to fight against the women trafficking that is the main issue in many countries that are facing a transition. Lastly, women entrepreneurs can become role models for the younger generation who need new opportunities for employment.

Islam gives freedom for women to engage in economic activity. It is not new in Islam to have muslim women entrepreneurs. Long before the glory of Islam, there were many women doing business to support their life, for example RA Siti Khadijah the wife of Prophet Muhammad S.A.W.. Before she was known as the wife of Prophet Muhammad S.A.W, Siti Khadijah was known as a successful businesswoman in her time. The same goes to Qilat Ummi Bani Anmar, the one who once went to Prophet Muhammad S.A.W. asking for guidance in the field of buying and selling. Prophet Muhammad S.A.W. respectfully gives a lot of attention and guidance to women in order to use it wisely and use it for useful jobs.



2.6 Model Of 5M Framework for Women's Entrepreneurship

There is a model that has been developed by Brush et al. (2009) that is called the 5M Framework for Women Entrepreneurship. This model explained the first 3M which are Market, Money and Management and additional 2M which are Motherhood and also Meso and Macro environment. An entrepreneur needs to have access to these 3M to have and make a venture. It is called as fundamental building blocks of business viability encompassed by what Bates et al. (2007) describes. Motherhood is a metaphor that represents the household that draws attention to the fact that households have a bigger impact on women than men (Jennings and McDougald, 2007). Meanwhile the macro and meso environment encompasses aspects that go beyond the market such as societal expectations and cultural standards, which are reflected for instance on how

women entrepreneurs are represented in social media. As for the macro environment, it typically involves national policies, strategies, cultural and economic influences and the meso environment is more on regional support policies, services and initiatives. This is what Aldrich (1989) highlights as work and organized social life. Motherhood and the meso macro environment both influenced women's entrepreneurial engagement in different ways, it has been emphasized that access to money, market and management are the essential for founding any venture.

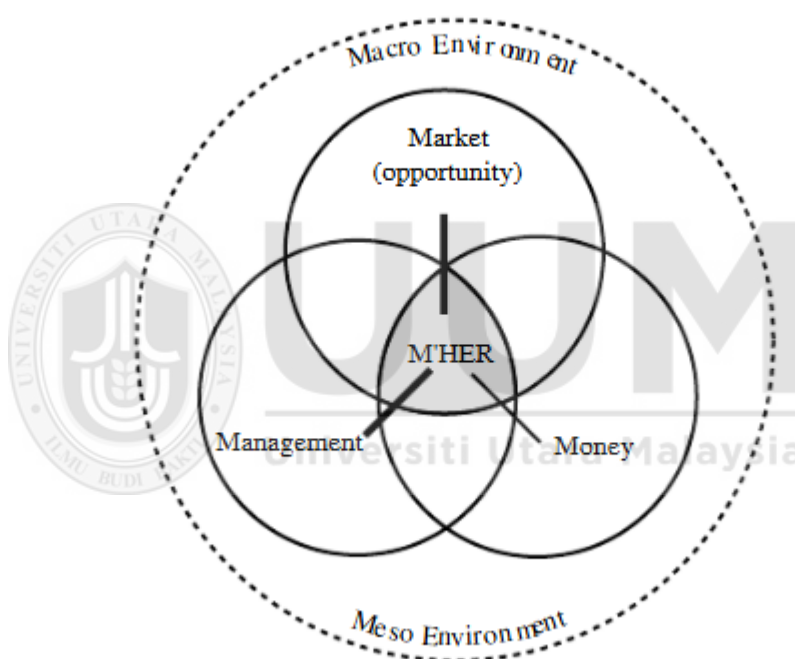


Figure 2.1: 5M Framework

Figure 2.1 shows the 5M Framework as its use of a Venn diagram that concludes an interdependencies and overlapping boundaries. At the center is called Motherhood that not only points to the importance of considering the role and position of a woman in the family, but it is a symbol of the centrality of a meaningful gender awareness and analysis to the whole framework. It's written in a capital as a highlight on "gender as a process integral to business ownership (Mirchandani, 1999).

Besides, the 3M building blocks that are market, money and management are shown in the Venn circle. At the top is the market which is shown as an opportunity that are open to all entrepreneurs. Entry and the survival in the market requires money and management that are shown at the bottom circles. The two can be said as an enablers to the opportunity exploitation. The surrounding circle is the one that influences and shapes the other components. Therefore, at the macro level social norms and gender socialization could mediate motherhood by having the household division of labor or market through the occupations that women predominate.

2.7 Model of Espoused Model of Women Entrepreneurship (EMWE)

This model is seeking the understanding on what drives women to pursue entrepreneurship, as it focuses on personal, rational and environmental factors that shape a woman's intention to start and sustain a business. There are four main keys mentioned in the model which are:

1. Perceived entrepreneurial potential. Krueger and Brazeal (1994) said that through entrepreneurial potential theory (EPT) suggests that "Entrepreneurial potential requires potential entrepreneurs" (Chabra et al. , 2020). The potential entrepreneurs are those individuals who have the desire to be an entrepreneur but have no action. Meanwhile, according to the EPT, those that have high entrepreneurial potential have more intention in pursuing entrepreneurship, and are optimistic, good persuader and have more resources. Entrepreneurial potential in an individual will result in a great desire for recognition and achievement, have a better goal setting and continuous planning and the ability to establish a valued network (Santos, 2008).

2. Perceived educational support. Mentioned by Santos et al. (2018), the norms, traits, and attitudes are the effect by having education in fostering the skills and knowledge. Agarwal et al. (2020) said that entrepreneurship can be taught and learned as the researchers and policymakers suggest a push on education to the entrepreneurs in order to generate interest towards entrepreneurship and prepare the young female students towards implementing self employment (Streeter and Jaquette, 2004).
3. Perceived structural support. Radadiya (2012) found that government policies and programs help in changing the perspectives of women entrepreneurs. There are many training programs and seminars conducted by the NGOs and government agencies in order to develop a competency for women entrepreneurs. Having access to financial resources, market access and business opportunities, it can be a motivation for entrepreneurship as a career path.
4. Perceived relational support. Society plays a crucial role in a woman's entrepreneurial life. There is a study where entrepreneurship is more suitable to men than a woman that is a norm in some developing countries. Feder and Nitu Antonie (2017) indicate that entrepreneurial intentions, subjective norms play a more decisive role for women. Meanwhile in the Asian context, women were never treated with equal freedom and opportunity like a man regarding economic activities, based on the previous studies. Therefore, the role and support from the family is considered as the second most influencing factors for career paths.

Therefore, the chosen model that related to the study can be used by Muslim women entrepreneurs as it is primarily focusing on women entrepreneurs. The first model outlines the five key factors that influence women's entrepreneurship which are Market, Money, Management, Motherhood and Meso & Macro environment. The first 3M are about the fundamental blocks needed to start a business and grow it. The crucial one is motherhood as it represents the household and gender roles that recognize the significant impact of family responsibilities on women. The last one is the Meso & Macro environment where it comprises societal norms, cultural expectations, government policies and the support system that shapes entrepreneurial experiences. It can be said that external environments which are family and society deeply affect women's entrepreneurial choices and success.

The second model is focusing on the motivational and support factors that influence a woman's decision to be an entrepreneur. A woman with self-belief, goals and ambition are most likely to succeed and they can enhance more by fostering skills by joining seminars and training provided by government and private agencies and lastly encouragement from family and social network as entrepreneurial is male domination culturally. Therefore, these models show how it has become an enabler for Muslim women to be an entrepreneur and help to overcome gender barriers, amplify market access and allow flexible, values-aligned entrepreneurship.

2.8 Summary

This chapter explores various aspects of the existing literature that are directly relevant to the focus of this study. It provides a comprehensive overview of previous studies on adoption of social media, marketing strategy and muslim women as entrepreneurs but with more detailed and deeper studies of it as some technologies are changing and this study is to make it more relevant to the current year.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The researcher structures the methodology and procedures used in this chapter. All methodologies presented in this chapter are considered suitable in attaining the research objectives. In this chapter, aspects such as methodology, scope of the research, research design, development of interview protocol, the interview process and data collection are discussed.

3.2 Methodology

This study adopts an exploratory study due to the suitability of the research form for an immature field (Connaway and Powell, 2010) aimed at proving the questions that arise by using a qualitative approach (Crawford & Irving, 2009). Grix (2004) mentioned that many individuals believe that qualitative study differs significantly with quantitative studies and also focusing on theory generation is in favor of an inductive approach to have a connection of theory and research (Bryman & Bell, 2003). Therefore, this method required a thorough approach such as observation with the participants, interviews, analysis and some research of it.

It is also able to generate a theory of grounded theory to explain the process and arrangement of events in some specific situations. Besides, researcher chose to have a qualitative approach to fulfil the objectives of this study.

The qualitative study design in this study helps researchers understand more deeply about the adoption of social media in food and beverages industry for marketing strategy among muslim women entrepreneurs in Kedah. The participants in this study included individuals that are muslim women entrepreneurs who are operating food and beverage businesses in the state of Kedah.

3.3 Scope of the Research

This study emphasizes business owners in the food and beverage industry in the State of Kedah. In the state of Kedah, the researcher has chosen to conduct interviews with several muslim women entrepreneurs located in different districts. The selected districts include Kota Setar, Kubang Pasu, Pendang, Kuala Muda, Kulim, Baling, Pokok Sena and Langkawi. The population in the state of Kedah in 2023 is approximately 2.19 million people covering an expansive area of 9,425 square kilometres. Below is the figure for the state of Kedah and the districts in Kedah.

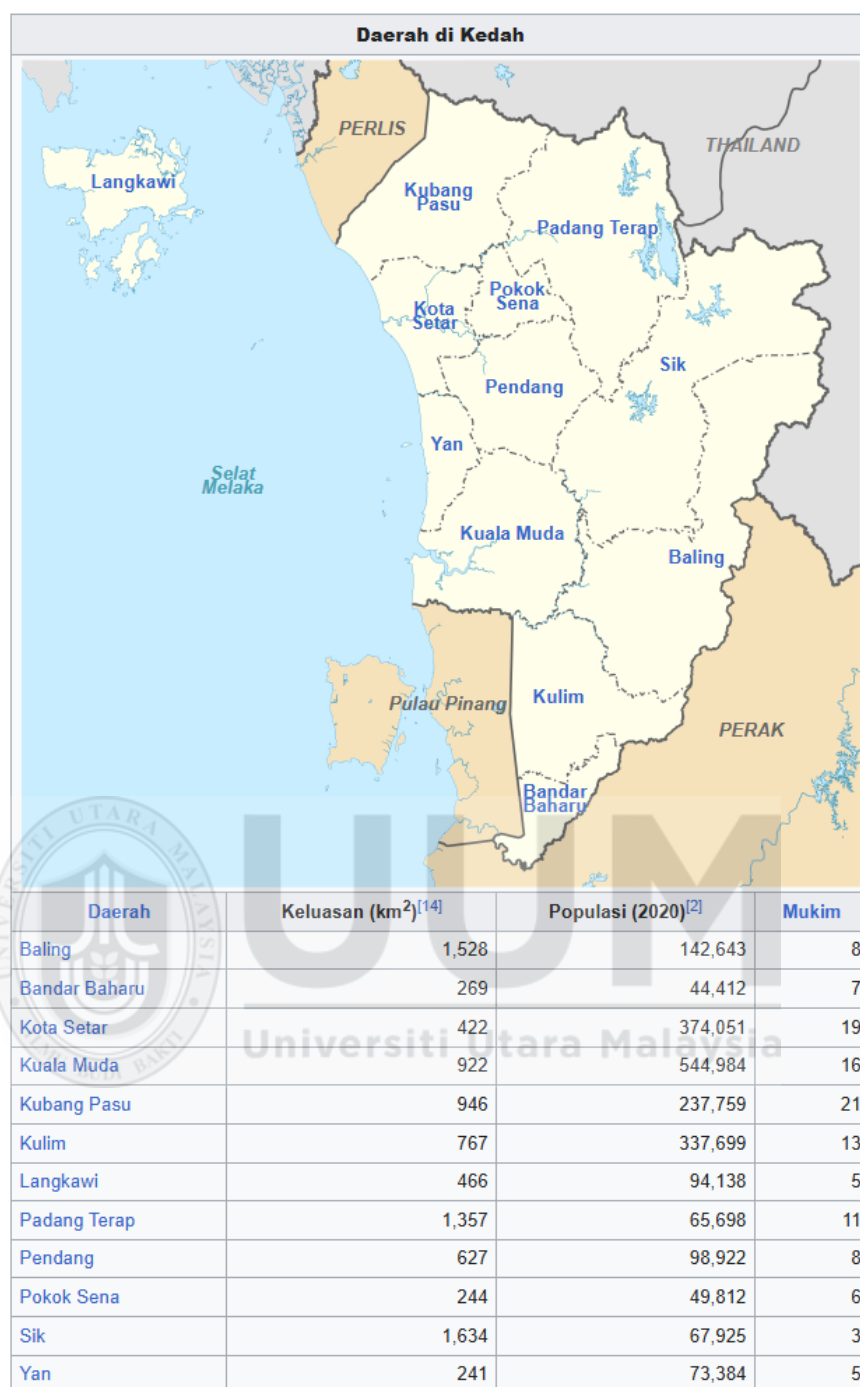


Figure 3.1: Kedah's map

List of districts chosen to have an interview are as follows:

KOTA SETAR

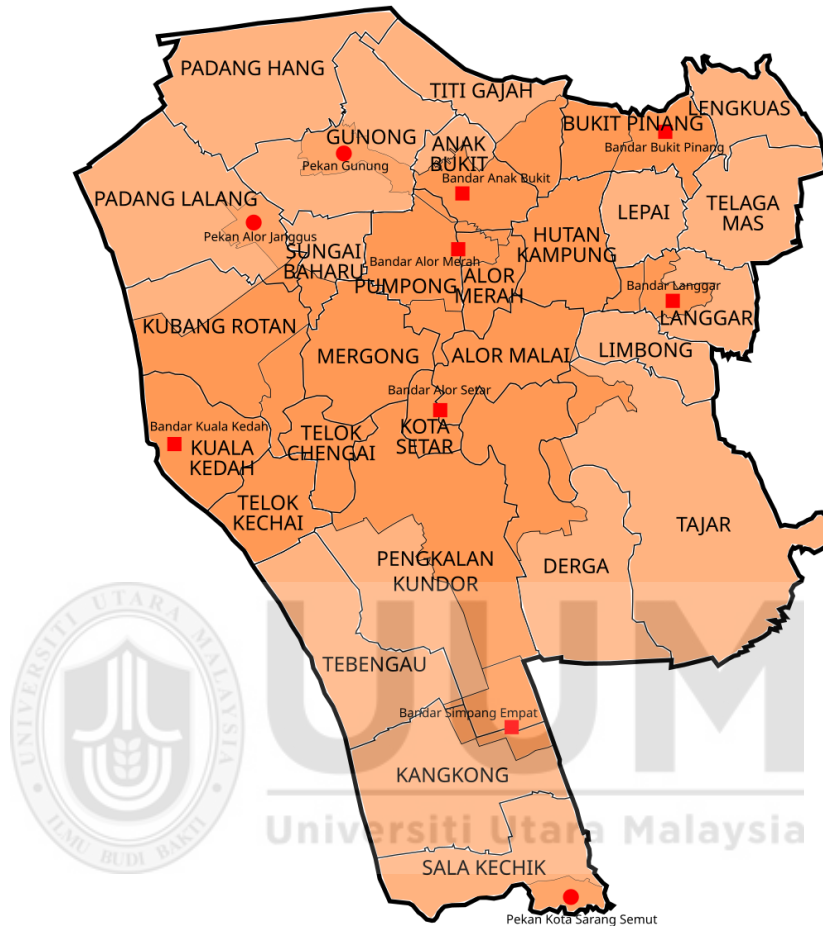


Figure 3.2: Kota Setar's map

Alor Setar, the capital of Kedah, was chosen by the researcher to conduct an interview. This is because the business of food and beverage is mostly concentrated in Alor Setar. People nowadays are looking for a famous and aesthetic cafe as one of the checklists. Having numerous institutions and organizations, it is making the food and beverage industry soared upward.

KUBANG PASU

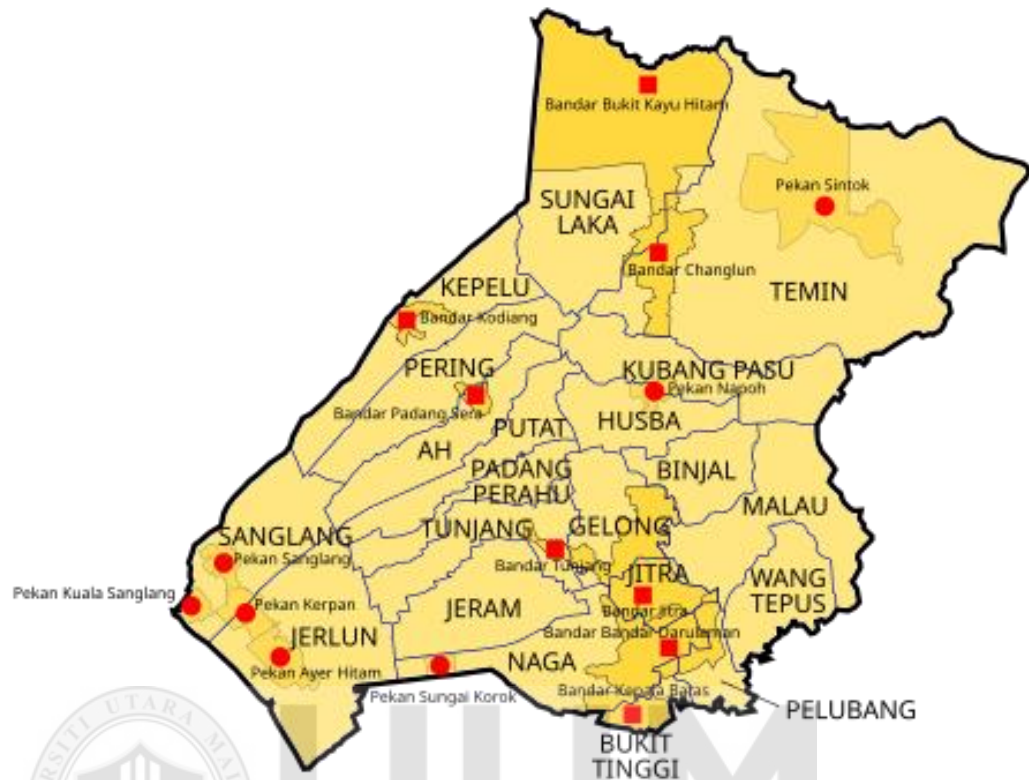


Figure 3.3: Kubang Pasu's map

Secondly, the chosen district for having an interview is Jitra in Kubang Pasu. in line with the moniker as “land of rice granaries”, agricultural sector in this district is dominated by rice cultivation. A portion of the population have their own business especially in the agricultural sector and small business. Therefore, it seems that the people in this district are more likely to have their own business. There are some cafes that went viral in this district even though it is not the capital of Kedah.

PENDANG

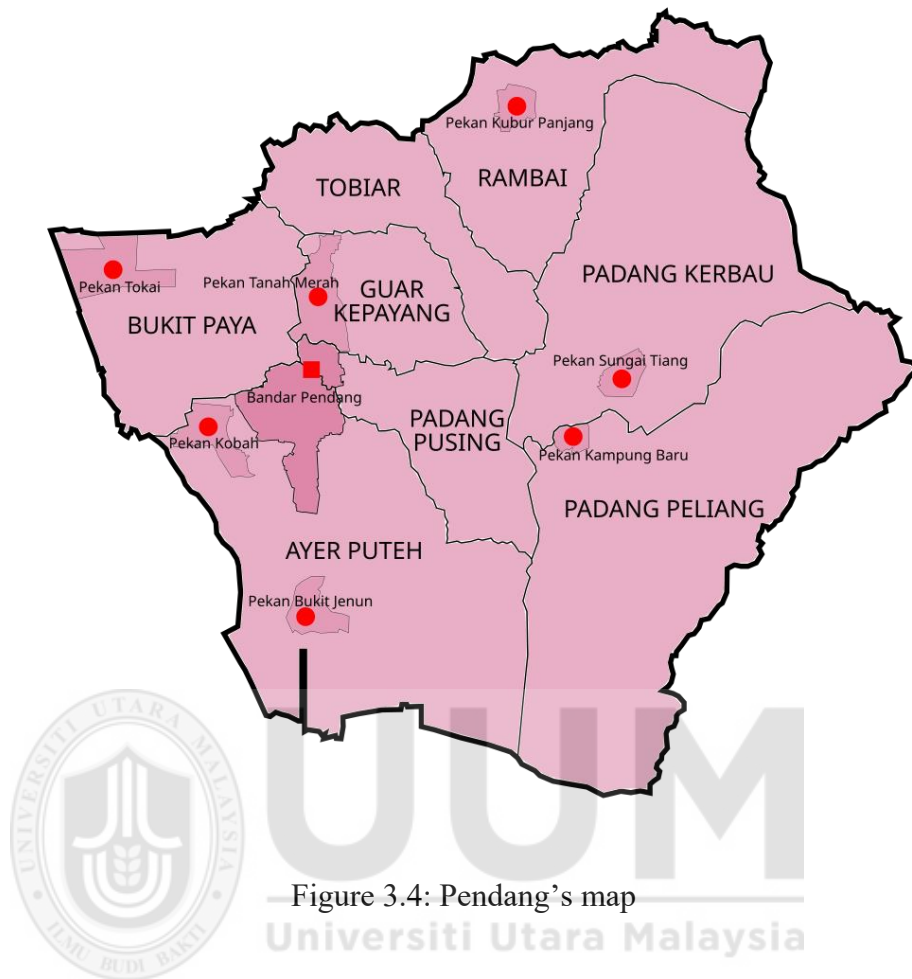


Figure 3.4: Pendang's map

Strategically located approximately 20 kilometres from Alor Setar, Pendang benefits from its connectivity to the state's capital that facilitates the movement of goods and attracts more people to Pendang. This advantageous position can support the agriculture and small medium enterprise (SME's), reinforcing Pendang's integral role in Kedah's socio-economic landscape.

KUALA MUDA

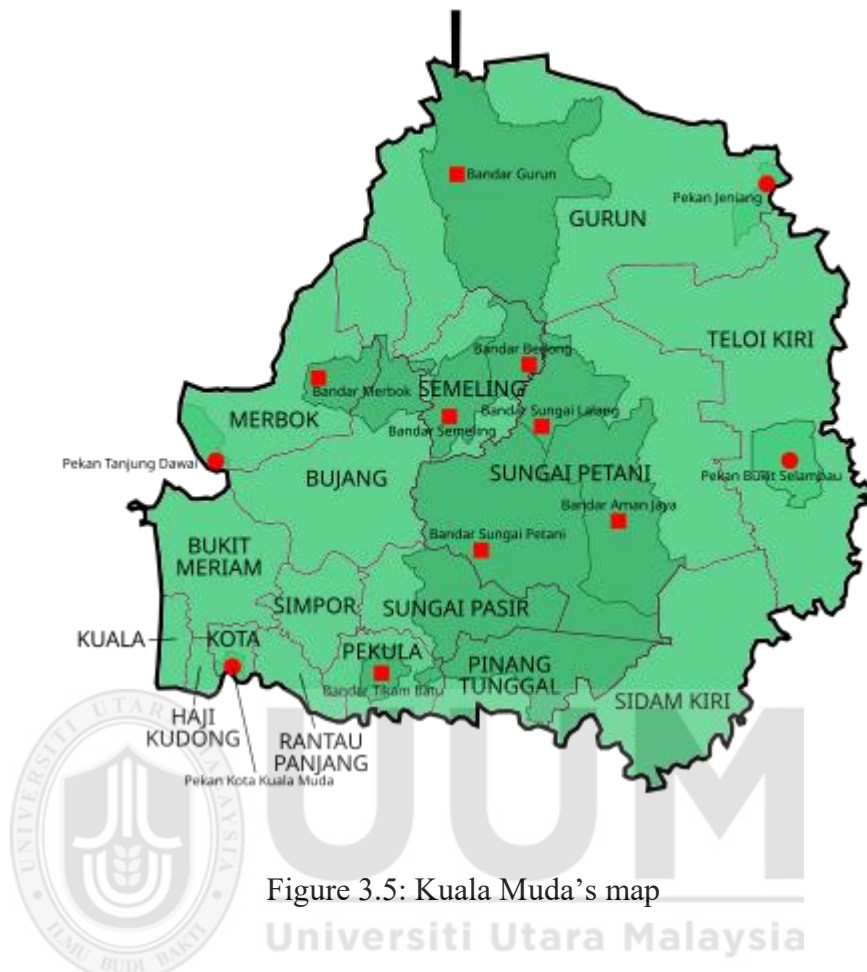


Figure 3.5: Kuala Muda's map

Kuala Muda has the highest population in the state of Kedah with 559,500 people with 928.35 square kilometres. This has made the district one of the fast-growing areas in Kedah. Most viral cafes and places are from Kuala Muda district as it is also near Pulau Pinang, one of the growing states in Malaysia. Therefore, having an interview from an entrepreneur in this district will be more resourceful.

KULIM

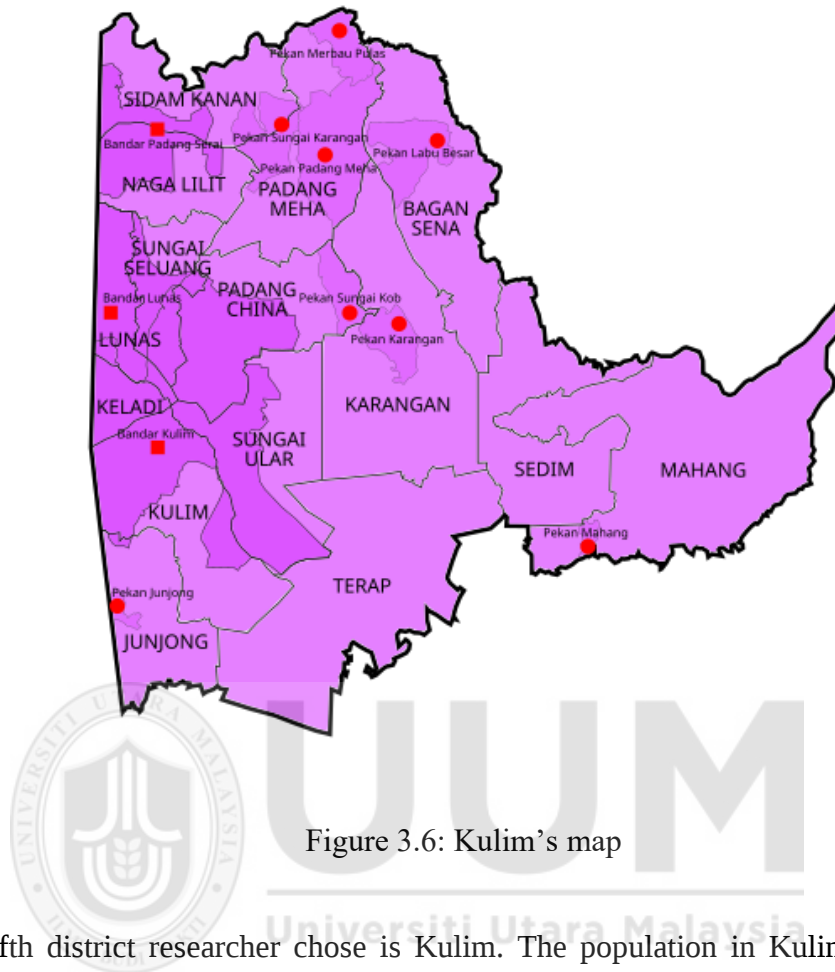


Figure 3.6: Kulim's map

The fifth district researcher chose is Kulim. The population in Kulim is the third highest in Kedah as it is also located near to Pulau Pinang. Nowadays, Kulim has become one of the top job providers as it is famous for its factory industry. Therefore, it is easier for the food and beverage industry to grow as the targeted customers are wide. Working people are more likely to take away their food for their lunch and dinner, as they need no hustle in preparing it.

BALING

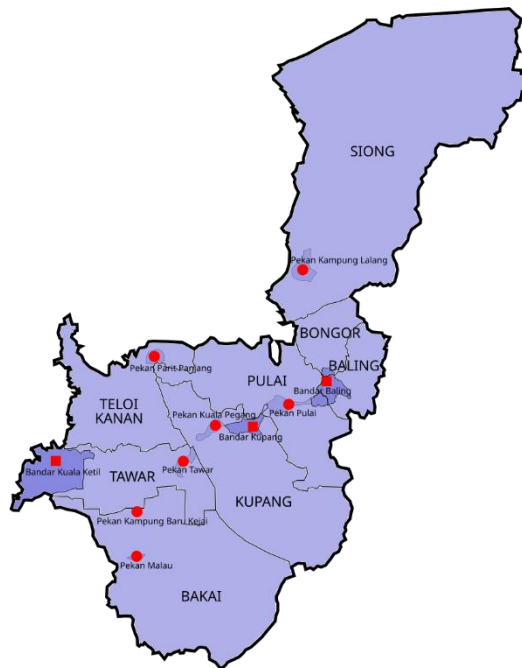


Figure 3.7: Baling's map

The sixth district that researcher chose is Baling. Baling district is the second largest district in the state of Kedah, with an area of 1,530 square kilometres or 590.32 square miles. The population in Baling is 142,643 people as of 2020. Even though the area is vast, the population in Baling is still considered small compared to other smaller districts with a large population, and this is because Baling is categorized as a rural district. Baling is closer to Thailand and makes it much easier to export products from there and the business of food and beverage are not well versed there. Therefore, researcher decided to have a look into that matter and know a little bit about the food and beverage industry in that district.

POKOK SENA

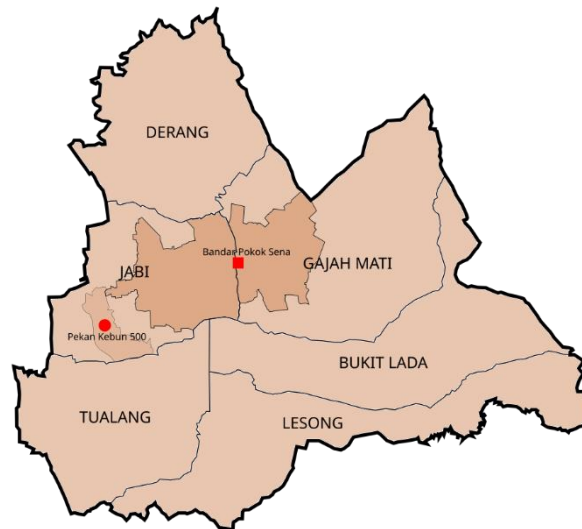


Figure 3.8: Pokok Sena's map

The seventh district chosen is Pokok Sena with the population is 48,347 people as of 2020 with an area 244 square kilometres that makes the district the second smallest district in Kedah. This district is next to the capital of Kedah, Alor Setar which makes it easier to visit. The main activity in Pokok Sena is agriculture, with the main activity are paddy cultivation, rubber plantation, orchard and small-scale cocoa plantation. The number is high as it is due to a strong demand from customers outside the area. These businesses adopt a delivery-based approach as they are sending goods directly to customers' preferred locations.

LANGKAWI

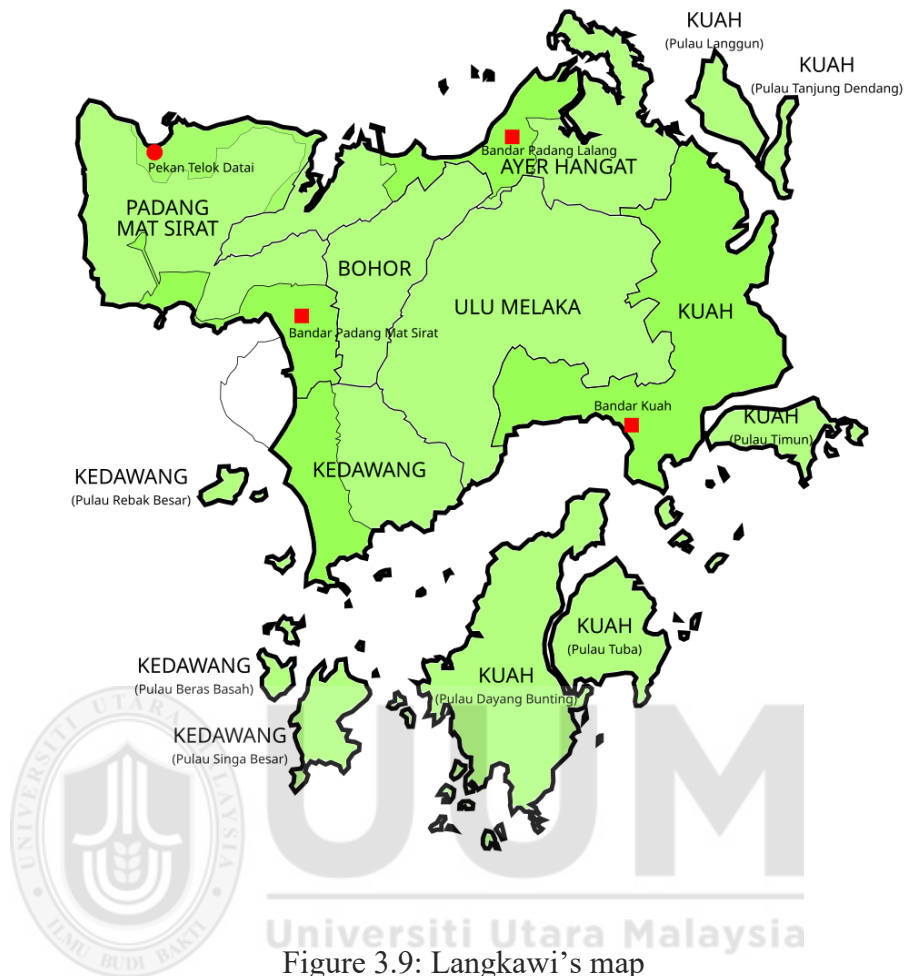


Figure 3.9: Langkawi's map

Lastly, the researcher chose an interviewee in Langkawi to get a wide explanation as Langkawi is known as Langkawi Island the tourist destination in Malaysia. It is the largest island in an archipelago of 99 islands situated in the Andaman sea. Langkawi is referred to as the “Jewel of Kedah” as it is famous for its stunning beaches, natural landscapes and duty free shopping center. A high demand in food and beverage in Langkawi, is opening more opportunities for business owners and most likely they present their products in a classic way.

3.4 Research Design

Myers (2009) stresses on how the research design plays an important role in guiding the process of collecting data, encompassing the main components such as research methodology, technique on collecting data and data analysis. Therefore, this study is using interviews and data analysis as a method in collecting data.

The research conducted at this stage is consistent with Denzin and Lincoln's (1994) view that other methods are less successful in extracting complicated and complex problems in greater depth and detail. Besides, these methods provide an opportunity for researchers to explore more about the adoption of social media especially in the food and beverage industry specifically among muslim women entrepreneurs.

Research design is important for an overview of the components that should be included in the research process. Qualitative research does not set the number of participants in a study (Merriam, 1998) and does not require a criteria that is directly related to the sample size but depends on the purpose of the study (Patton, 2014).

According to Trochim (2006), this type of research design is characterized by its flexibility as it does not impose strict guidelines during the beginning of the study. Besides, as a qualitative method is used, it allows to explore more towards behaviour, attitudes, belief, perception and interaction in various contexts (Brant L. and Scruggs, 2007).

A qualitative method encompasses a variety of methods such as personal experience, self-reflection, story of life, interviews, discussion, observation, fieldworks and document analysis and also visualisation. All these methods are valuable in exposing daily routine, and important moments in an individual's life (Taylor, 2016). Barbour

(2014) emphasizes that qualitative methods empower researchers to understand how an individual interprets concepts, facing and handling issues at micro and macro stages, connecting the social world with the real experiences and reconciling viewpoints that seem opposite.

Husserl's tendency is to observe a symptom and identify each chain of relationships in the environment of the symptom (Ricoeur, 1967). He also tends to build a justification for the situation under study, through the process of understanding, experience and conversation with the subject of the study. This method prioritizes understanding the complexity of an individual's experience rather than making hypotheses (Heidegger, 1998).

As highlighted by Gilham (2000), interview is a method that is interactive and encourages active participation and allows to collect data to understand the particular settings. This method is suitable to identify the use of social media among Muslim women entrepreneurs in the food and beverage industry includes the challenges they are facing.

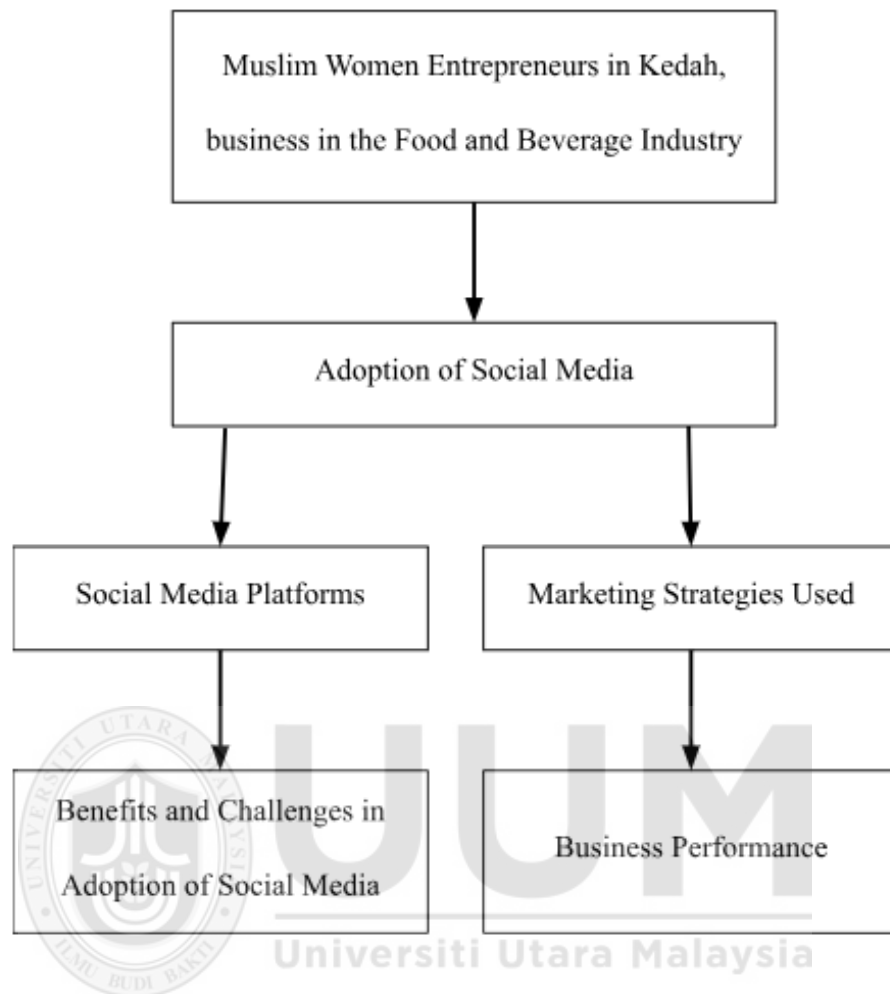


Figure 3.10: Conceptual Framework

Source: From researcher analysis

3.5 Development of Interview Protocol

According to Jacob and Furgeson (2012), an interview protocol is not only a collection of questions, but it is functioning as a guideline for researchers that make qualitative methods. It includes an instruction to the interviewer before and after the interview, a guideline to obtain consent on information given, and also a reminder about important information collected. All these questions act as a draft to guide researchers during the process of interviews.

The interview protocol, or a guideline, is a function of a structured framework in the process of data collection with the data analysis that will be made subsequently. The main purpose is to direct the discussion to the individual's experience by recording the story in an orderly manner and following the chronology made (Swap et al., 2001). Besides, the process encourages aligning throughout interviews, ensuring all the topics related to the research are discussed. Before considering the instruments used in the interview process credible, they must undergo reliability and validity tests. The quality of the findings is one of the main measures of validity and reliability in qualitative research (Golafshani, 2003).

To explain more on this matter, Lincoln and Guba (1999) stressed that the credibility, transferability, dependability and trustworthy are the importance factors in assessing a rigor of a study.

The methods used during the phases of study design, data collection and interpretation are important in ensuring the outcomes of the study are high quality (Krefting, 1991). Implementing the process is repeated in developing an interview protocol with methods based on evidence such as validation from the participants and triangulation can increase the integrity of the interview's data (Clark & Creswell, 2014).

In this study, the interview questions were developed based on the previous studies that were relevant and aligned with the objectives of the study. Questions that will be asked during the interviews are focusing on social media platforms that have been used, marketing strategies and also challenges as Muslim women entrepreneurs in Kedah as focus on the area of Kota Setar, Kubang Pasu, Pendang, Kuala Muda, Kulim and Langkawi. Even though the interview was prepared in English, it will be held and converse in Bahasa Malaysia.

In ensuring the validity of the research questions, an expert review has been made with one of the practitioners specialize in the food and beverages industry and expert in digital marketing. Each expert was selected by their relevant qualifications and familiar with the research topic.

3.6 The Interview Process

Process of data collection begins with contacting the entrepreneurs through email and Whatsapp. The email and Whatsapp will be used in order to introduce the study and seek consent to have an interview with them. An interview protocol is also shared with the participants as a reference. After that, a follow -up messages will be sent to them as a reminder and to confirm their participation in the interview. This method helps the participants to understand the interview process and the content of the discussion that will be held.

The process of qualitative study usually begins with drafting and structuring general research questions, followed by identifying the topics and issues that are relevant. Next, the data collected and interpreted in order to identify the theory or concepts

already existing or new. This process happens repeatedly to enhance and discover the research question. Additional data will be collected to answer the refined questions. After the theory and the concepts have been identified, the last phase is documenting the findings and making a summary of the research.

Creswell (2007) explains the importance in selecting the interview participants meticulously. He did recommend using sampling strategies based on the criteria or critical cases in making sure the participants chosen are really qualified and capable in giving good and offering reliable and relevant insights. Besides, he stressed on the importance of engaging the participants to share their experiences openly. Having an interview in a comfortable environment can lead to openness and honesty among the participants then lead to a conducive environment for them to share without hesitation and discomfort.

When conducting an interview, participants are encouraged to share their perspective, experiences and personal insights (Jacob & Furgerson, 2012). Therefore, having a firm understanding of the background of the participants are very important in building trust. Early study towards participants such as profession, level of education, organization and culture need to be made before the interview is conducted. Lack of preparations can affect the effectiveness of the interview and increase the risk of misunderstanding especially during discussion of a sensitive issue. Besides, data collection involves activities that are related in order to obtain information to answer the question (Creswell & Poth, 2016).

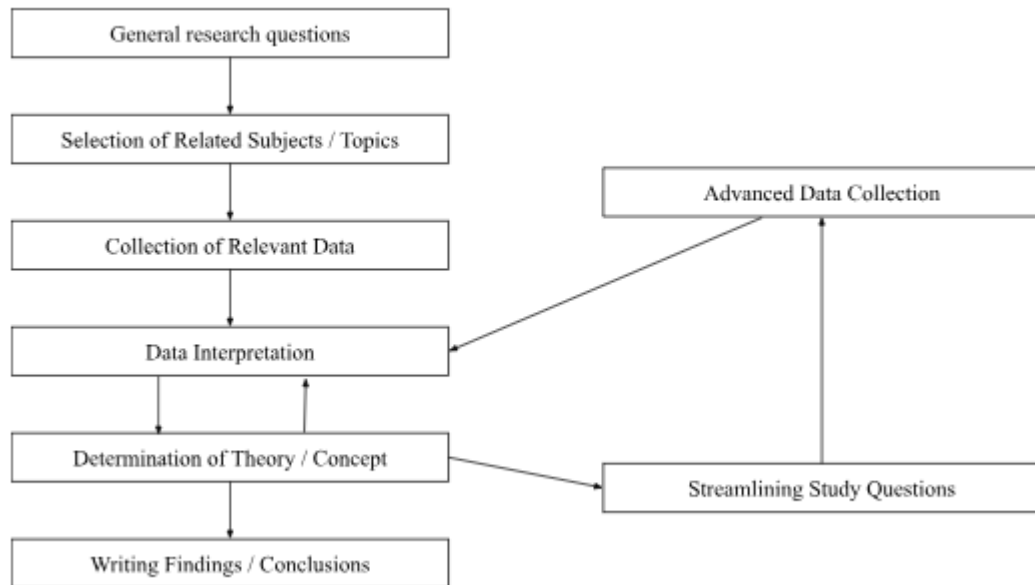


Table 3.1: Data Collection Process

Source: Othman Lebar (2009)

The interview that being held either physically or online by video meeting are up to the participants as they can choose which one they are more comfortable. The interview will be in In Bahasa Malaysia, and English upon request by the participants. Every participant is rest assured that their information is private and confidential. Every session is in fifteen to thirty minutes and the place of interview depends on the participants. Some might want to meet at their workplace and some might like to meet outside. The interview have a voice recorded to give more comprehensive results in the research.

3.7 Data Collection

This study utilizes the method of interview as a main method in obtaining the information directly from the participants that have been interviewed.

3.7.1 Muslim Women Entrepreneurs

The interview method is employed in obtaining information directly from muslim women entrepreneurs on adoption of social media in the food and beverage industry among muslim women entrepreneurs. This approach enables researcher to obtain analyses that are accurate toward the issues that appear from using social media as a new platform to promote and market their products and services. Total of eight muslim women entrepreneurs from eight different districts in Kedah were interviewed for this purpose. These interviews are crucial in obtaining insights into which social media platforms they used, marketing strategies and challenges as a muslim women entrepreneur.

3.7.2 Interview Questions

This questionnaire was answered by the muslim women entrepreneurs that have knowledge about their business and are aware of adopting social media in their business. This is important to get detailed information related to adoption of social media, marketing strategies and challenges as muslim women entrepreneurs in six states chosen.

The questions will be divided into five sections:

Section A: General Information

Section B: Social media platform that has been used

Section C: Effectiveness of social media to do marketing

Section D: Marketing strategy that has been used

Section E: Challenges as muslim women entrepreneurs

3.8 Summary

This chapter has outlined the research methodology and strategy as detailing the study design and development of the interview protocol and the procedure of the interview. It ends with the process of data collection.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings obtained from the interview sessions with Muslim women entrepreneurs in eight different regions in Kedah. It started with general information of the entrepreneurs, followed by analysis on each research question with their responses about using social media as a marketing strategy in the food and beverage industry.

4.2 Descriptive Analysis

Rather than trying to explain an event, qualitative descriptive in this research is to give an overview on what is happening. It is not phenomenological, ethnography or theory based that is grounded theory, but this research is focusing on explanations that are clear about the phenomena. It gives explanation and description in detail on what event is observed, with the aim of delivering information that is full of context without necessarily aiming for deeper theoretical insights or explanations (Ayton, 2023).

4.2.1 List of Business and Participants

The following table illustrates the list of business and demographic profiles of the participants. Table 4.2.1 indicates that a total of eight business and participants

involved in Kedah that consists of eight districts were selected which are districts of Kota Setar, Kubang Pasu, Pendang, Kuala Muda, Kulim, Baling, Pokok Sena and Langkawi that located in rural, suburban and urban area. The participants for this interview are individuals who are entrepreneurs and have their own business. Most participants were aged between 20 and 50 years old. All participants in this interview mostly have their own diploma and degree certificate specialize in the food and beverage industry.

Table 4.1: List of Business and Participants

District	Name of the Business	Specialization	Age	Experience
Kota Setar	Effi Tafar Empire	Catering and Pastry	42	11 years
Kubang Pasu	Thanirah Zaini Home Baker	Pastry	36	6 years
Pendang	Tashadina Enterprise	Catering and Canteen	53	30 years
Kuala Muda	Frozzy Venture	Central Kitchen	25	1 year
Kulim	Silsila Enterprise	Restaurant	40	14 years
Baling	Ukhwah Mahabbah Enterprise	Pastry	33	10 years
Pokok Sena	Ummu Humairah Sunnah Center	Pastry	39	10 years
Langkawi	Kumpulan Wanita Teluk Berembang	Snack	26	4 years

4.2.2 Social Media Used in Business

Table 4.2.2 represents the information on which social media the participants used in their business. Types of social media that were asked are common social media platforms used such as Facebook, Instagram, Tiktok and Whatsapp.

Table 4.2: Social Media used by Effi Tatar Empire

Social Media	Posting made	Frequency of Posting
Facebook	Yes	Every week
Instagram	Yes	Every week
Tiktok	Yes	Once every two month
Whatsapp	Yes	Daily

Table 4.3: Social Media used by Thanirah Zaini Home Baker

Social Media	Posting made	Frequency of Posting
Facebook	Yes	Once per three month
Instagram	No	None
Tiktok	Yes	Once per three month
Whatsapp	Yes	Daily

Table 4.4: Social Media used by Tashadina Enterprise

Social Media	Posting made	Frequency of Posting
Facebook	No	None
Instagram	No	None
Tiktok	No	None
Whatsapp	Yes	Every week

Table 4.5: Social Media used by Frozzy Venture

Social Media	Posting made	Frequency of Posting
Facebook	Yes	Every week
Instagram	Yes	Every week
Tiktok	Yes	Every day
Whatsapp	Yes	Every week

Table 4.6: Social Media used by Silsila Enterprise

Social Media	Posting made	Frequency of Posting
Facebook	Yes	Every month
Instagram	No	None
Tiktok	Yes	Every week
Whatsapp	Yes	Daily

Table 4.7: Social Media used by Ukhwah Mahabbah Enterprise

Social Media	Posting made	Frequency of Posting
Facebook	Yes	Every month
Instagram	Yes	Every month
Tiktok	No	None
Whatsapp	Yes	Daily

Table 4.8: Social Media used by Ummu Humairah Sunnah Center

Social Media	Posting made	Frequency of Posting
Facebook	Yes	Once per six month
Instagram	No	None
Tiktok	Yes	Once per three month
Whatsapp	Yes	Daily

Table 4.9: Social Media used by Kumpulan Wanita Teluk Berembang

Social Media	Posting made	Frequency of Posting
Facebook	Yes	Once per six month
Instagram	No	None
Tiktok	Yes	Once per six month
Whatsapp	Yes	Daily

Based on Table 4.2, every social media that was mentioned during the interview are used by Effi Tafar Empire to promote the products and spread brand awareness gaining new followers and customers. It can be seen that this business is active on social media. The most used social media is Whatsapp, Facebook and Instagram. They prefer to use this social media as they already have their own targeted customers. Even though they are not active on TikTok like other participants, they still manage to post some content of the products on it to gain followers.

Based on Table 4.3, the social media used by Thanirah Zaini Home Baker are different as they are not using all social media as a platform to promote their products. It can be seen here that this business is using Whatsapp and Facebook as the way to promote their products. Besides, they are not using Instagram at all and use Tiktok to promote their products rarely as they might not have much time to handle it.

As for Table 4.4, the business in Pendang that were interviewed have been in the industry for more than 20 years and are very well known in that area. They have been a caterer to school canteens, events and any other occasions. They rarely use social media as a platform to market their services as they are already in contract with other agencies or schools and also they are not fond of technologies and cannot adapt it fastly.

For Table 4.5, Frozzy Venture here is using all mentioned social media as a platform to market their products and brand. The most active social media is Tiktok, as it is actually very good in making their brand well known to others. Besides, they do have their own showcase in social media as a way to directly sell products online. As for other social media, they rarely use it as they are focusing more on Tiktok to make more engagement and because they are still new in the industry.

Table 4.6 can be seen that they used all social media except Instagram. The frequency of posting on social media is low as they rarely post it. This is because this business is currently running a restaurant in Kulim and they are facing time restraint as customers keep coming to the restaurant.

Based on Table 4.7, the only social media that was not used as a platform to promote the products is Tiktok, whereas other mentioned social media are used to promote products and spread brand awareness. The most used social media is Whatsapp as it is easier to approach local people, and every month they will update Facebook and Instagram simultaneously as they are linked.

As for Table 4.8, it is the same as the previous table where they are using all mentioned social media except for TikTok. From the interview, the participant mentioned that she always posts content on social media daily and frequently to gain more trust from customers and new followers.

Table 4.9 can be seen that they are not really using social media as a platform to market their products. They are only using Whatsapp as a platform to update on their business and products. This business that is delivered by Kumpulan Wanita Teluk Berembang is located in a district that is considered as a tourist attraction. That is the main reason they are not that active in social media.

Overall, the social media used by the business is different as it depends on the nature of the business itself. Some use social media as a platform to promote their products and services and some use it to build brand awareness and reach a wider audience. It can be said that of all participants, the most used social media is Whatsapp as it is easy to interact with customers, promote products and services and have network with other people.

4.2.3 Increase and Decrease of Sales

Table 4.10 shows the trend of increase and decrease of sales after using social media as a platform to promote products and spread brand awareness.

Business' Name	Increase/ Decrease
Effi Tafar Empire	Increase
Thanirah Zaini Home Baker	Increase
Tashadina Enterprise	Decrease
Frozzy Venture	Increase
Silsila Enterprise	Increase
Ukhwah Mahabbah Enterprise	Increase
Ummu Humairah Sunnah Center	Increase
Kumpulan Wanita Teluk Berembang	Increase

Table 4.10: Increase and Decrease of Sales

This table shows the trend of increasing and decreasing sales after using social media as a platform to promote the products. It can be seen that all businesses except for Tashadina Enterprise that are located in Pendang have increased in sales after using social media. The business in Pendang has decreased in sales because they are not using social media and are not active like previous years. During the interview, participants openly explained that the increase in sales happens during a pandemic in the year 2020 as they got many orders to deliver. In addition, during that year, people are exposed to social media as an entertainment for them but an opportunity for business people to expand. Therefore, participants used social media until now to market and gain more customers.

4.3 Finding 1: Effectiveness of Social Media for Marketing in Business

To achieve the first objective, researcher asked the effectiveness of social media for marketing in business during the interview. All participants answered the question in their own words and based on their experience. In their own words, these are their responses:

“... gain trust and new customers when they see our posting, they will trust and know who we are and also they are targeting us and then they will order. Sometimes I ask from where do you know because I did not know whether they like or follow facebook. At first they were just scrolling through Facebook, Tiktok, and that is where they know us. We have to keep posting. If we want the most effective way, we have to pay. I did once require to pay for Facebook advertisements, but only the views are high and also gain followers. From that, at least people know what we do. (R1)”

“... it is effective because not only customers, we are now like family with the customers even though we never know each other. Status Whatsapp and Facebook are really effective especially Whatsapp because we can update status and customers already have our contact number and repeat order. Besides, I also got a referral from contacts, as they give my phone number to other customers and they all become my regular customers. (R2)”

“... I did not use social media but I do take orders from Whatsapp especially from my village. They already know me from before as a person who takes orders for catering and mini buffet. (R3)”

“... for me, it really helps because people nowadays spend more time with their handphones. Traditionally, they use offline selling like broadcasting on news, magazine, but now people are not really into that kind of reading and we rarely see people selling newspapers, so the possibility of people reading and noticing it is low. Having online now, people just have to scroll and the content appears, if interested they can see and order. To attract people at the beginning is quite hard, but if we consistently post, we will get more followers and customers. (R4)

“... the most effective nowadays is Tiktok, Instagram is more to lifestyle meanwhile Tiktok overall because everyone can see our posts unless we make it private. Whatsapp groups are also effective such as business group, community groups because we have many business friends that make promotions more effective. Besides, using Tiktok is really effective because people get to know our business more and I can say that Whatsapp is still effective for me. (R5)

“... it is effective when uploaded on Facebook and Instagram, as they contact us to buy and become our regular customers. (R6)

“... the effectiveness is that sales have increased dramatically because we met other people at some programs, we did exchange our phone numbers and then became our new customers and loyal customers. They get to know about my products through status Whatsapp and I can say that I have many repeat customers. (R7)

“... they get to know us from Tiktok as one of the attractions in Pulau Tuba, Langkawi. We also have a joint venture with Bestuba, the tourism management here and they do promote our business in their own social media too. (R8)

4.4 Finding 2: Marketing Strategy Used For Business

These findings outlines various marketing strategies used in their business. Even though many of them have the same strategy method, the way they express it is different. Following summarizes the results of the interview.

“... strategy used for business that I tried is whoever buys our product, makes a review and we will give a free gift of the product they bought. Next, I am going to make a promotion on a special day such as the founder’s birthday, we will give some gifts such as cake and others. I do networking with other business people and it really helps us because we really need it. Keep having new networking to grow more. Some of the events that I participated in to make networking are joining sharing sessions on receiving grants and others. (R1)

“... I usually use social media because it really helps me attract new customers. (R2)

“... I am not using social media as a marketing strategy, but I did local marketing where our villagers already know me as a caterer and also word of mouth. (R3)

“... we did attend some classes to learn more about our business and also we did have some networking sessions and using social media is one of our marketing strategies too. Another strategy that we made is posts contents on what we did at our factory so that people will know the process of ‘keropok lekor’ and will follow us. In addition, we use hashtags more in our videos, because the probability of people clicking and searching for them are higher. We did our local marketing by having a road tour selling our products and opening our mini booth at many places to market our business. (R4)

“... I use social media as a marketing strategy. We need to use social media to the maximum. Secondly, we put our products at vendors as a marketing strategy. Next, I also network with other business people because it is a faster way to make people recognize us. I did try to enter a petrol pump’s mini store like Petronas, but the procedure is hard and detailed. (R5)

“... I use Facebook and Instagram more as marketing strategy (R6)

“... Firstly, I used social media as a marketing strategy, secondly, I used system agents. I open up system agent for one of my product that is ‘pizza talam’ which I give them commission 10% of price product. Beside that, I also became a vendor at Masjid Al-Bushra Merbok for one of my products, Kek Batik Indulgence as they have many visitors. Usually, my product that I put there is sold out and I need to topup more. I am also trying to be an entrepreneur under the supervision of an agency. (R7)

“... marketing strategy that has been used is promoting on social media and having a joint venture with Bestuba the tourism management here. We did pay some commission to Bestuba if they bring tourists to our place. (R8)

4.5 Finding 3: Challenges As A Muslim Women Entrepreneurs

Being an entrepreneur really has many challenges and risks that need to be taken, especially for Muslim women entrepreneurs. These are the challenges that have been shared with researcher during the interview with the participants.

“... I do not have my own premise, so if I want to open a booth or join an event, we do not have the manpower to set up a booth since all of the part time here are women, so we do need manpower to handle this. The second challenge is the safety part as I always go outside buying raw materials. Next challenge is being a mother and a wife. I need to have a balance between family and business and my time management needs to improve. The biggest challenge as a muslim woman entrepreneur is having a capital. (R1)

“... limited machines and equipment to produce a large amount of buns and pizza and does not know how to apply for grants and others. In addition, being a woman entrepreneur is hard as I need to handle business and family. (R2)

“... challenges are when someone wants to order food, but then they cancel it whereas we already prepared all the materials. (R3)

“... for me, networking is a challenge as it is hard because some events are not very friendly with women entrepreneurs. The common challenge is capital, on how to roll capital. In addition, as women, we have limited usage of our energy and muscle to lift heavy equipment. (R4)

“... the most challenging is capital. Second, my networking because I want to move further, but I need to consider my family and have good time management. (R5)

“... competition with my competitors that do the same nature of business with me. (R6)

“... challenges I am facing are emotional, as I am tired physically, mentally and at the same time managing children, my time management needs to be more firm. Then problems with our spouse having some misunderstanding but then we fix it. Lastly, I can say that my challenge with capital since I am using all of my savings without help from anyone else. (R7)

“... it is hard because we need to lift heavy equipment, making ‘keropok lekor’ also is challenging as we need to follow the exact measurement to make sure the quality is maintained. Next, it is challenging for us as our sales during weekdays are not high like weekends and public holidays. (R8)

It can be seen here that most entrepreneurs are having the same challenge that is capital. They don't really know where to apply for more capital and how to roll it without making a business loss.

4.6 Summary of the Findings

This chapter reported the findings made on the adoption of social media, effectiveness of using social media in business, marketing strategy used in business and also the challenges they are facing as a Muslim women entrepreneurs based on the interviews with the participants.

Research Questions	Findings
Research Question 1	All entrepreneurs agreed that social media is really effective for marketing in a business. Most of the entrepreneurs are using social media as one of their marketing strategies.
Research Question 2	These entrepreneurs are using different strategies as their marketing strategies. Some use social media for marketing strategy, some use networking as their main strategy and most of them said that word of mouth is the most effective marketing strategy in their business. This is because they have repeated customers and referral customers.
Research Question 3	Most of the have a challenge of having a capital to have a working capital. Therefore, they need to apply for grants and others but they don't have knowledge about it. Other challenges are also mentioned by these entrepreneurs as they have difference challenge.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents the summary, conclusions, implications and recommendation based on the conducted research. The discussion is structured into some sections, including the summary of the research, limitations encountered during the interview, challenges faced during the interview process and some recommendations for organizational implementation.

5.2 Summary

From the findings, the researcher discovered that not every business, especially the one that specializes in the food and beverage industry are using the same kind of social media as a platform to promote their products. They use social media that they know how to use and easier for them to handle it. This suggests that they possess a foundational understanding of social media and how to make it a platform to promote it. However, their knowledge in social media is somewhat limited, lacking the depth needed for more complex usage of social media and utilizing it to the fullest.

Furthermore, the study revealed that using social media as a platform to promote their products and brands is really effective. It can be said that as their sales are increasing and their business is expanding, they are now capable of hiring staff either full time or

part time. The effectiveness of using social media can be seen when they are gaining more new customers and their brand is being known locally.

In addition, some of them use social media as one of their marketing strategies as it is much easier for them to handle it. As for marketing strategies, every participant shared different strategies they used for their business. Most of the participants also agreed that networking is a good marketing strategy. This is because they can have a referral method of marketing which is more effective because it is word of mouth and more trusted.

In hadith it is mentioned that sellers must be transparent with what they are selling and buyers have the right to know about the true condition of what they're buying.

حَدَّثَنَا مُحَمَّدُ بْنُ بَشَّارٍ، حَدَّثَنَا وَهْبُ بْنُ جَرِيرٍ، حَدَّثَنَا أَبِي، سَمِعْتُ يَحْيَى بْنَ أَيُّوبَ، يُحَدِّثُ عَنْ يَزِيدَ بْنِ أَبِي حَبِيبٍ،
الْمُسْلِمِ أَخُو الْمُسْلِمِ وَلَا يَجِلُّ "عَنْ عَبْدِ الرَّحْمَنِ بْنِ شُمَّاسَةَ، عَنْ عُقْبَةَ بْنِ عَامِرٍ، قَالَ سَمِعْتُ رَسُولَ اللَّهِ ﷺ يَقُولُ
لِلْمُسْلِمِ بَاعَ مِنْ أَخِيهِ بَيْعًا فِيهِ عَيْبٌ إِلَّا بَيَّنَّهُ لَهُ "

It was narrated that ‘Uqbah bin ‘Amir said:

“I heard the Messenger of Allah ﷺ say: ‘The Muslim is the brother of another Muslim, and it is not permissible for a Muslim to sell his brother goods in which there is a defect, without pointing that out to him.’”

(Sunan Ibn Majah: 2446)

The hadith narrated by ‘Uqbah bin ‘Amir highlights the significance of honesty and integrity in business dealings among Muslims. The Prophet Muhammad emphasized that a Muslim must not sell a product with hidden defects to another Muslim without disclosing them. This narration teaches us the value of being truthful and transparent

in our transactions, even if it means sacrificing potential profit. It encourages us to uphold trust and honesty, as these qualities invite the blessings of Allah SWT. Additionally, the hadith reminds us never to exploit another person's lack of knowledge or awareness in any business matter.

Next, the researcher did ask some challenges these women entrepreneurs are facing that are insufficient of capital. Most of the participants will say that lacking capital is one of the challenges they are facing. Sometimes, they are having difficulty in rolling capital that they have to use their own savings.

Moreover, Islam also advocates for Muslims to have patience and accept the difficulty they are facing as Allah already mentioned in the Al-Quran regarding this matter in Surah Al-Baqarah verses 286:

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا لَهَا مَا كَسَبَتْ وَعَلَيْهَا مَا اكْتَسَبَتْ رَبَّنَا لَا تُؤَاخِذْنَا إِنْ نَسِينَا أَوْ أَخْطَأْنَا رَبَّنَا وَلَا تَحْمِلْ عَلَيْنَا إِمْرًا كَمَا حَمَلْتَهُ عَلَى الَّذِينَ مِنْ قَبْلِنَا رَبَّنَا وَلَا تُحَمِّلْنَا مَا لَا طَاقَةَ لَنَا بِهِ وَاعْفُ عَنَّا وَارْحَمْنَا أَنْتَ مَوْلَانَا فَانصُرْنَا عَلَى الْقَوْمِ الْكَافِرِينَ

“Allah does not charge a soul except [with that within] its capacity. It [i.e., the soul] will benefit by whatever good it has earned, and it will suffer by whatever evil it has earned. [They pray], “Our Lord, do not impose blame upon us if we have forgotten or erred. Our Lord, and lay not upon us a burden like that which You laid upon those before us. Our Lord, and burden us not with that which we have no ability to bear. And pardon us; and forgive us; and have mercy upon us. You are our protector, so give us victory over the disbelieving people.”

(Surah Al-Baqarah: 286)

This verse stated that Allah does not burden someone over their limit. Like the concept of patience, it encompasses a deeper islamic principle that every test given to the believer, is within their ability to face, go through it and they are reminded to put trust and have faith in Allah.

5.3 Implication Of Study

Researcher highlight the study's implication based on its overall findings. The study on the adoption of social media in the food and beverage industry for marketing strategy among Muslim women entrepreneurs is deemed significant as several businesses demonstrate exemplary in using social media as one of their marketing strategies. It highlights the growing role of digital platforms in empowering the business as it not only enhances business visibility, but also enables more flexible and culturally appropriate marketing approaches that align with Islamic values.

The findings from this study can assist entrepreneurs who are still hesitating to use social media as one of their marketing strategies to implement it. It is crucial for entrepreneurs nowadays to learn and adapt to the changes of technology in this era. In addition, entrepreneurs actually do have many options to join classes and seminars provided by various parties on a paid or free basis. From all of the seminars and training provided to the entrepreneurs, it can be said that the importance of having marketing strategies are really good for the business to expand more.

The results from the finding imply a need to develop an initiative that encourages the adoption of social media for marketing strategy through targeted funding, grants, workshop and mentoring programs. Such efforts can strengthen the entrepreneurial

ecosystem and contribute back to the economy and have a development in Muslim communities.

Finally, the study lays a foundation for future research to explore more specific platforms, customer engagement methods, or comparative studies across different demographics and regions.

5.4 Limitation of the Study

In having the results of this study, the researcher should consider several limitations. The first restriction was setting an appointment date with the muslim women entrepreneurs. This is because they might be hesitating in sharing information with the researcher. The time setting needs to follow the availability of the entrepreneurs, some are easier to set an appointment, some are a little bit hard to set but able to meet and have interviews.

Secondly, the study was limited by its sample size and geographical coverage. All the participants are from different regions in Kedah which may not fully represent the broader population of Muslim women entrepreneurs in Malaysia. Besides, the limitation also happens when this research is relying on self-reported data or the interviews which may be subjected to biased responses and answers. Participants may overstated or understated the usage and the understanding of social media as a marketing strategy.

Thirdly, the study is focusing specifically on the food and beverage industry. Therefore, the findings may be not general and applicable to other muslim women

entrepreneurs from other sectors that might be facing a different type of challenges or adopt different types of marketing strategy.

Lastly, the researcher does not explore more the religious beliefs or cultural constraints on social media usage. These factors could play a significant role in how Muslim women approach online marketing and deserve further exploration in future studies.

5.5 Contribution of the Study

This research offers valuable insights by illuminating the dynamic of adoption of social media in the food and beverage industry as a marketing strategy among muslim women entrepreneurs in Kedah. By analyzing their knowledge and practicality of adopting social media as a marketing strategy, the study provides a clearer picture of how equipped these entrepreneurs are to handle their own business.

Moreover, the study investigates the methods and strategies that they are using in their business. This includes the frequency of posting on social media, networking and spreading brand awareness. The findings offered a valuable insight into the effectiveness of these methods and how they are expecting their business to grow.

This study also identified the challenges the Muslim women entrepreneurs are facing in managing their business. These challenges could range from difficulties in understanding how social media works, responsibilities as a business owner and mother figure in the family and also the cycle of working capital. Researcher did explore various solutions for the businesses to overcome them.

By doing so, the study provides a comprehensive understanding on adoption of social media as one of the marketing strategies and offers recommendations for improvement.

5.6 Future Research and Recommendation

In order to enhance and strengthen this research, numerous recommendations are proposed to future researchers for further studies in this topic. These are intended to improve the scope of the study, the methodology used, and overall contributions allowing future research to build and expand more insight discovered in this research.

Firstly, the researcher can widen the scope of the study by comparing the adoption of social media as a marketing strategy between entrepreneurs in Kedah and other states. This comparison could help in identifying the best practices and enables the entrepreneurs to implement more effective marketing strategies. Additionally, developing a training and mentoring session with guidance from the marketing professionals are crucial in ensuring the business is capable of utilizing technologies to the fullest. Such training and mentoring could cover the topic on marketing strategies, technology changes and other topics related. Besides, the government and private agencies can take this opportunity to provide a comprehensive training and mentoring for the entrepreneurs in enhancing their businesses.

Secondly, the researcher should consider involving the community in the adoption of social media as a marketing strategy. Engaging with the community in this process is crucial in enhancing and gaining insights into the needs and functions of social media from the perspective of users and customers. Researcher could also explore how

adopting social media as a marketing strategy impacts the economy and businesses. This approach could underscore social media not only as a platform for entertaining, but also a marketing strategy for business to grow.

Next, researchers can try to explore more any kind of opportunity that can be given to the entrepreneurs, especially Muslim women entrepreneurs. In fact, nowadays there are many grants and financing that are open to women entrepreneurs and given to young women entrepreneurs under the age of 40 years old. In addition, there are also entrepreneurial institutions such as MARA, TEKUN, PUNB and others that can assist in providing the necessary support for entrepreneurs. However, the researcher must identify the required documents and preparations set by these institutions and then subsequently propose and assist entrepreneurs who need help regarding these matters. During the interview, some entrepreneurs do not know how to prepare documents needed by those agencies and institutions which prevents them from applying for it.

Moreover, researcher are encouraged to conduct a venture study involving university and business partnerships, especially focusing on how university students can act as digital transformation hubs. Collaboration is an initiative to transfer knowledge, internship placements and also digital marketing workshops conducted and held by the students and academic experts could be further examined for their effectiveness in empowering women businesses.

Last but not least, researcher can expand the study to other sectors beyond the food and beverage industry and also include a wide demographic to compare the effectiveness of social media adoption as a marketing strategy across different entrepreneurial environments. Having more diverse case studies from various regions

and also different sectors and involving public, private and academic collaborations could provide a deeper and more general understanding on the topic.

This chapter provides a whole discussion about the research that has been made. It starts with the introduction that states the context and describes the main objective. Next, summary of the research also stated to conclude the main findings and obtained informations. This chapter explores more on the implication of the study by explaining the importance and the potential impact on the insights gained. Besides, some recommendations are given for future studies to help future researchers and give a more impactful insight. In addition, this chapter also addresses some limitations encountered during the interviews and the influence of it in the research. Lastly, this chapter highlights the contributions of the study towards expansion of knowledge in the research.

All the research objectives outlined in this study have been successfully achieved, and this shows that this research finally fulfilled the main objectives effectively. However, in order to enhance this research, further research is encouraged to widen the potential areas in other sectors for improvement. This includes refining methodologies, exploring more the variable or widen the scope of the research to more diverse contexts. By this approach, future studies can provide deeper insights and contribute to a more comprehensive understanding of the topic.

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APPENDIX A



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Tarikh : 4 Jun 2025

KEPADA SESIAPA YANG BERKENAAN

Tuan,

PERMOHONAN KEBENARAN UNTUK MENJALANKAN KAJIAN AKADEMIK

Dengan segala hormatnya saya merujuk kepada perkara di atas.

2. Adalah dimaklumkan bahawa pelajar berikut sedang giat menjalankan kajian penyelidikan seperti berikut:

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	: INDUSTRY FOR MARKETING STRATEGY AMONG MUSLIM WOMEN
	: ENTREPRENEURS IN KEDAH
Penyelia Kajian	: DR. MOHD ADIB BIN ABD MUIN

3. Sehubungan dengan itu, saya memohon agar pihak tuan dapat memberi kebenaran kepada pelajar ini untuk menjalankan kajian akademik beliau seperti yang dimohon. Semua maklumat dan data-data yang diperolehi adalah dianggap **SULIT** dan hanya akan digunakan bagi tujuan akademik sahaja.

4. Sekiranya pihak tuan ingin mendapat maklumat lanjut tentang perkara ini, sila hubungi dengan Farhah Insyirah binti Ahmad Yusof di talian 011-40611925 atau e-mel fiayaws@gmail.com.

Segala maklumbalas serta maklumat data berkaitan kajian ini amat dialu-alukan dan kerjasama tuan dalam menjayakan kajian ini amatlah dihargai dan didahului dengan ucapan terima kasih.

Sekian.

"MALAYSIA MADANI"
"BERKHIDMAT UNTUK NEGARA"
"KEDAH SEJAHTERA-NIKMAT UNTUK SEMUA"
"ILMU BUDI BAKTI"

Saya yang menjalankan amanah,

DR. MOHD FIKRY BIN SOFI
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