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A STUDY TO EXAMINE THE LINK BETWEEN ENGAGEMENT AND SOCIAL MEDIA'S EFFECTIVENESS AS A MARKETING TOOL

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Abstract

This chapter shows the findings of the data analysis and the elaboration of the acquired results from data analysis. First, a discussion on the data collecting method and technique, then followed by description of the process involved in data cleaning and screening. Descriptive analysis and the factor analysis is described. The findings of hypothesis testing are also examined, presented and summarised. The gathered data are processed using the programme SPSS of version 19.0. Women-owned SMEs in Malaysia who have been utilising social media as a marketing strategy for at least a few months provided data for this study. The demographic sampling frame was NAWEM and USAHANITA's website, as well as online marketing courses, workshops, and women-owned Facebook company pages. There were 250 questionnaires given at seminars and workshops, which were employed as the survey medium. The survey was given to 200 women entrepreneurs who were found on Facebook and Instagram. A link to the survey was provided to each of them via a private message. The researcher also sent emails to the secretaries of USAHANITA and NAWEM, asking for their assistance in disseminating the link to the organisations' members. When distributing questionnaires in seminars and workshops, the researcher has asked for permission to do so. Participants have been told that they must return the completed surveys to a labelled box at the seminar hall's door. 100 questionnaires were given to the person in charge during the first seminar, and during the break, the questionnaires were handed out. During the first seminar, 60 questionnaires were returned, making it the most questionnaires returned compared to the others. 7 returned surveys were either incomplete or filled by a human, thus only 53 of them could be included in the study. A frequency test involving each variable in the data set has been performed repeatedly to discover any missing data from the data file. This frequency test's outcome demonstrates that all variables from each section were completed by the respondents with no missing values.

Keywords: Budget hotel, Customer satisfaction, SERVQUAL model

1 INTRODUCTION

The next step in the screening process is to run tests to see whether there are any outliers in the data. In order to find outliers, descriptive statistics are used. Using a histogram, Pallant (2011) advised looking at the tails of the distribution to see whether there was an outlier. If there are any data points that are out of the ordinary, it's likely that the data contains outliers. A look at the boxplot will reveal any outliers in the data. Outlier scores

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are shown by a small circle with a case ID number within. In statistical terms, a score is called an outlier if it deviates from the mean by more than 1.5 box lengths. Scores marked with an asterisk (*) are considered extreme if they extend beyond three box lengths from the box's edge. No outliers were found in any of the variables evaluated, according to the findings of the outliers test. In parametric testing, normal data is taken as a given, therefore determining if the data is normal requires an evaluation. To establish if the population data is regularly distributed or not, a test must be performed. Data normality may be demonstrated visually using histograms and normal probability graphs. The normalcy of the dependent and independent variables, namely the efficacy of social media as marketing tools, awareness, engagement, word-of-mouth, and conversion, has been examined. The normality test results reveal that none of the variables deviates from the normalcy assumptions (see appendix). According to Cooper and Schindler (2003), a parametric test can be employed for statistical analysis when data are roughly regularly distributed and do not substantially violates the assumption of normality (Cooper & Schindler, 2003).

A data's normalcy may be evaluated numerically by examining the skewness and kurtosis values, which were also supplied as part of the output. These values provide information on the distribution of scores for dependent and independent variables. For example, values of skewness that are outside the range of +1 to -1 imply that the distribution is very heavily skewed, according to Hair et al. (2006a). Kurtosis, the measure of peakedness or flatness in a data distribution, is deemed normal if it's within a range of +1 to -1, according to George and Mallery (2006). All of the variables in this study have skewness and kurtosis values within the +1 to -1 range. As a result of factor analysis, many variables may be examined and explained by looking at how they interact with one another. It allows researchers to reduce a huge number of dimensions or elements to a manageable number of smaller, more manageable ones. Using this method, the underlying structure of scales and measurements may be identified (Pallant, 2011). Bartlett's sphericity test (Bartlett 1954) and the Kaiser-Meyer-Olkin (KMO) sample adequacy measure are two statistical measures created by IBM SPSS to assist analyse the factorability of the data, according to Tabachnick & Fidell (2013). (Kaiser 1970, 1974). For component analysis to be appropriate, Bartlett's test of sphericity must be significant (p .05). .6 is recommended as the minimum number for a satisfactory factor analysis on the KMO scale that goes from 0 to 1. (Cited by Pallant, 2011). Comrey and Lee (1992) also suggested a factor analysis value of 0.71 as an outstanding loading, 0.63 as "very good," 0.55 as "good," 0.45 as "fair," and 0.32 as "poor" (cited by Tabachnick & Fidell, 2011). All items that make up the dependent and independent variables were subjected to factor analysis in this study.

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2 LITERATURE REVIEW

The efficacy of social media marketing tools has been analysed using factor analysis on each component that makes up the dependent variable. Table 4.1 displays the results of the Kaiser-Meyer-Olkin (KMO) and Bartlett (BART) tests, whereas table 4.2 shows the factor loading for all of the dependent variable's components. The KMO result was 0.795, above the required threshold of 0.6 (Kaiser, 1970, 1974), and the significant value of Barlett's test of sphericity (Barlett, 1954) is 0.000, which will be used to establish the "measure of sampling adequacy."

Each of the independent variables was subjected to factor analysis as well. Consciousness is the first part of the independent variable. This component is made up of five parts. Table 4.3 displays the results of the KMO and Bartlett tests, whereas table 4.4 gives the factor loading for all of the independent variable's components in more detail. According to the KMO test results, the value was 0.838, which was higher than the suggested value of 0.6 (Kaiser, 1970, 1974). The significance of the Barlett's sphericity test (Barlett, 1954) was 0.000.

Each of the independent variables was subjected to factor analysis as well. Engagement is the second independent variable component. This component is made up of five parts. Table 4.5 displays the results of the KMO and Bartlett tests, whereas table 4.6 shows the factor loading for all of the independent variable's components. The KMO test result was 0.796, above the acceptable limit of 0.6 (Kaiser, 1970, 1974), while the significant value of Barlett's sphericity test (Barlett, 1954) is 0.000.

With respect to respondents' experience with social media marketing, the descriptive analysis has revealed that 96 respondents (64.0 percent) are long-time users, 34 respondents (22.7 percent) are newcomers to the practise, and another 20 respondents (13.3 percent) have only been using social media marketing for a short period of time. Responses from those who were just starting out in social media marketing ranged from 1 to 6 months, but responses from people who said they had some experience with social media marketing tended to be from people who had been using it for longer, but still under a year. A different study found that companies that had been utilising social media marketing for a while were classified into many groups. Social media marketing was used by 33 respondents (22.0 percent) in the past year, by 38 respondents (25.3 percent) in the past three to four years, by ten respondents (6.7 percent) in the past five to six years, and by fifteen respondents (10.0 percent) who have had the most experience in social media marketing over the past six years.

According to a recent survey, virtually all respondents (148 respondents, or 98.7 percent) select Facebook as their primary social media marketing tool over all others (including

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Twitter and LinkedIn). With 109 respondents (72.7 percent), Instagram surpasses blogs as the second most popular social media site, with just 29 (19.3 percent) respondents still choosing blogs as a marketing tool. In Malaysia, blogs were formerly the most popular choice for businesses. Only 16 of the people surveyed (10.7 percent) said they also used Twitter for social media marketing. LinkedIn (4.7% of respondents) and Pinterest (5% of respondents) were the two least popular social networking platforms (3.3 percent). With 129 (86.0 percent) of 150 respondents choosing Facebook as their marketing tool, and 85 (56.7 percent) of the total respondents choosing Instagram, the two most popular social media platforms are still Facebook and Instagram. With 17 (11.3 percent) of 150 respondents choosing YouTube as their favourite social media site as a marketing tool, it passes Blogs as the third most popular social media site. As far as marketing tools go, Twitter, LinkedIn, and Pinterest are the least liked by respondents. Only one person chose Pinterest over Twitter, three people chose LinkedIn, and five people chose Twitter.

Zikmund (2003) states that multiple regression is the best approach for verifying if hypotheses created are correct by looking at the linear relationship between a dependent and an independent variable (Zikmund, 2003). In order to determine the independent factors and the role of brand awareness, engagement, social words of praise and conversion in predicting the efficacy of social media as marketing tools as a dependent variable, multiple regressions were performed. Table 4.25 shows the results of statistically assessed multiple regressions. The model as a whole is significant ((F, 20.560) p0.001), according to the information in the Coefficients a table (table 4.25) below.

Ultimately, the goal of this research is to determine the most influential determining factor on the efficacy of social media as marketing tools by investigating the link between brand recognition, engagement, word-of-mouth, and conversion. The information was gathered from female entrepreneurs in Malaysia, namely from those who work in internet marketing. A total of 450 questionnaires were distributed, and 162 of them were returned (or completed) (36 percent). Only 150 (33.33 percent) of the returned surveys could be used for analysis after a careful review.

There were 66 people who responded (44.0%) who were between the ages of 31 and 40. On the heels of those under 21 were 65 (43.3 percent) and those between the ages of 41 and 50, with 21 responses (8.0 percent) falling in between. Only 2% of those polled, or 1.3%, were under the age of 20. According to the findings, the great majority of responders are under the age of 40. According to Mansor's (2005) research findings, women aged 40-49 in Malaysian SMEs are more likely to start their own businesses than women aged 30 and under. This shows that fresh graduates are less likely to get involved or start their own businesses than older women because they are less interested in getting involved or starting their own businesses (Mansor, 2005). According to O'Neil and Bilimoris (2005), women often go through professional stages when transitions to self-employment might occur.

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Of the total respondents, 67.3 percent (101 respondents) said they were married, while 43 percent (28.7 percent) said they were single. Fewer than ten percent of those polled were single or divorced.

4 people (2,7%) reported being divorced, while 2 people (1.3%) reported being a widower in the same survey. According to the findings, more married women are starting their own businesses. This might be because of the increased flexibility and personal freedom that comes with working for yourself. According to Chotkan (2009), the rise in the number of women-owned businesses may be attributed to a woman's ability to be more flexible in her job life by going into business for herself instead of working for someone else. Being self-employed gives women the opportunity to design their own work environment, including the number of hours they work, the sort of job they perform, whether they work from home or at a location closer to their house, and the individuals with whom they do business (Chotkan, 2009).

3 RESEARCH GAP

The hypothesis test's results reveal a strong correlation between social media's efficacy as a marketing tool and its users' level of awareness. When it comes to the internet and digital technology, the more advanced it gets, the more important it becomes to have people aware of your business. Businesses profit when they are able to make customers aware that their goods or services are available. Putting it another way, building a solid reputation.

Integrity in company operations and community involvement are very important for long-term success in business for good products and services (Kokemuller, n.d). Effective brand awareness serves as a long-term affirmation of a brand's popularity and ease of recognition. It is critical to raise brand awareness in order to distinguish one company from its competitors and comparable items (Gustafon & Chabot, 2007). Brand awareness is one of the most important aspects in increasing a company's product's percentage of sales (Arora & Sharma, 2013). When it comes to social media, a seasoned businesswoman among the participants in a recent study conducted by Hassan et al. (2012) stressed the need of using it strategically to build brand recognition and trust in turn leading to increased sales (Hassan, S., Shiratuddin, N., Hashim, N. L., Salam, A., Nur, S., & Sajat, M. S., 2012).

Hypothesis three's conclusion demonstrates a strong connection between social media's usefulness as a marketing tool. There is a strong correlation between the efficacy of word-of-mouth marketing and the effectiveness of social media. Word of mouth, according to Hoffman and Fodor (2010), is the following stage once customers become informed and engaged, and are ready to express their views to other consumers. Fodor, 2010;

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Hoffman, 2010). People, according to Gildin (2003), listen to individuals they trust and are readily convinced to make purchases, subscribe to services, and even view films they otherwise would not have considered (Gildin, 2003). WOM is increasingly recognised by many firms that previously relied largely on advertising to promote their products or services as a powerful and influential form of communication in today's market that may assist sell the companies' products or services, according to Gildin (2003). An Evans (2010) research shows that more individuals are offering good references on social media, demonstrating that it may bring a significant opportunity to a firm to develop and improve their business (Evans, 2010). When it comes to small businesses, word-of-mouth marketing is critical because it may help them expand while also assuring their long-term viability at a time when they have little money to spend on marketing (Lake, 2016).

Conversion and social media's efficacy as marketing tools are the final hypothesis to be evaluated. Results reveal a strong correlation between conversion and the efficacy of social media as a marketing strategy. The results of the test It indicates that those who took part in the survey believe that conversion is an essential determinant of the success of their social media marketing campaigns. As mentioned by Kaushik (2013), the most crucial result to be looked forward to is the action people did after seeing the advertising, often known as conversion (Kaushik, 2013). majority of marketers feel conversion is one of the most significant criteria when it comes to evaluating social media marketing success, according to academics and authors (DeMers, 2014, Grimms, 2014, Marketing Maven, 2013, Drell, 2013). Ultimately, social media marketing is all about conversion, or how successfully customers use social media sites like Facebook and Twitter to influence their purchasing behaviour (Pradiptarini, 2011).

This study has some constraints for the researcher. To begin, this study has significant limitations due to the low response rate. It is possible that this study's low response rate will have an adverse effect on the size and quality of the sample, even if it was similar to previous research' rates (Lubatkin et al, 2006). Using a questionnaire to obtain data has another drawback. Social desirability may be an issue in this study, as it has been in others that have relied on questionnaires to gather data. It's possible that some of the people who answer have propensity to exaggerate or offer replies that others find appealing rather than providing honest responses. Another drawback is that the study only looks at women-owned businesses in Malaysia, not all small business owners in the country. Because the sample isn't representative, the conclusions can't be extrapolated too far from the study's findings.

It's an innovative attempt to explore the characteristics that impact the efficacy of social media as marketing tools for women-owned SMEs in Malaysia, despite the constraints experienced by the researchers, regardless of these. Researchers found a strong link between awareness, word of mouth, conversion, and social media's efficacy as a marketing tool. They also found a negative link between engagement, and the study's

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results show that awareness, word of mouth, and conversion have a positive association. They have major implications for the literature, policymakers, and women entrepreneurs in small and medium-sized enterprises.

4 Research Objective & Methodology

The link between involvement and the efficacy of social media as marketing tools is the second hypothesis that is being explored. The findings reveal a strong correlation between user involvement and social media's efficacy as marketing tools. Women entrepreneurs in Malaysia are more likely to be engaged in their social media marketing efforts if they are more engaged. In line with previous research by Lewis (2013), the findings of this study confirm that the significant increase in the number of social media platforms allows companies and organisations to use it as a medium for not only making audiences aware of their brands but also engaging with their current and potential customers (Lewis, 2013).

Take 'normal' for granted that the distribution of results on the dependent variable is (Pallant, 2011). The skewness and kurtosis values can be used to determine normality. In statistics, skewness is defined as a deviation from the distribution's mean, which is where the variable lies. The kurtosis of a distribution refers to its maximum point. The skewness and kurtosis should be close to zero when the distribution is normal. The residual plots using a graphical approach can also be used to determine normality. The residuals should be regularly and independently distributed if the assumption is satisfied (Tabachnick & Fidell, 2001). Histogram, boxplot, normal Q-Q plot, and detrended normal Q-Q plot of each tested variable may all be used to determine whether or not data is normally distributed.

Factor analysis is a statistical approach used to investigate the underlying structure of a large number of closely linked variables. A huge number of linked variables can be condensed down to a smaller, more manageable set of dimensions or components using this technique. It is also possible to use factor analysis to condense a large number of unrelated variables into a manageable amount before utilising them in other analyses such as multiple regression or multivariate analysis of variance.

In order to determine if the research instrument utilised in the study was reliable, a reliability test was carried out. Reliability tests are often used to assess how well a test measures what it is supposed to. Internal consistency is a measurable component of dependability. An important consideration while performing analysis is whether or not elements that make up variables are consistent and stable enough to achieve the desired outcome. All items for all variables in the questionnaire are strongly linked and dependable, and this is determined by running a reliability test on them all. There are several techniques to gauge internal consistency. It is most usual to utilise Cronbach's

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coefficient alpha as a measure of reliability. According to Pallant (2011), ratings vary from 0 to 1, with higher values denoting better dependability (Pallant, 2011). Pallant (2011) cites Nunnally (1978) as recommending a 0.7 pH level as a minimum (Pallant, 2011). A Cronbach's Alpha score of more than or equal to 0.90 indicates excellent dependability, according to Sekaran (2003). An instrument's dependability may be anticipated based on its Alpha value. If Alpha is less than 0.6, the instrument used in the study is likely to have had low reliability. This means the instrument has high and acceptable dependability when the value of Alpha is more than or equal to 0.70 (Cronbach's Alpha = 0.700.9).

5 Data Analysis & Findings

The obtained data will also be subjected to a descriptive analysis. Descriptive statistics, according to Pallant (2011), have a variety of applications. In the Method section, discuss the sample's characteristics, check for assumptions violations in the statistical techniques used to answer your research questions, and address particular research issues.

A couple of inquiries (Pallant, 2011). In order to collect data for frequency distribution, central tendency and variability dispersion metrics, descriptive analysis was used Demographic profile, internet and social media use patterns of respondents were studied for this study and descriptive statistics were utilised to define and assess these features.

Preliminary to regression analysis on the study data, the Pearson Product-Moment correlation, often referred to as the Pearson Correlation Coefficient (PCC), is used to evaluate the breadth and importance of any correlations among the variables created in each hypothesis in this research. Using the Pearson product moment correlation coefficient, we were able to see how much and in which direction there were differences between the variables. The Pearson correlation coefficients (r) are a measure of how well two variables correlate with one another. For example, the more favourable the data, the better.

Multiple regression is the best approach for verifying if the hypotheses made are correct, as it can assess the linear relationship between a dependent and an independent variable (Zikmund, 2003). Numerous approaches may be used to investigate the connection between one continuous dependent variable and a number of independent variables or predictors, including multiple regression. To put it another way, multiple regressions are employed in order to discover the connection between several independent factors and a dependent parameter.

Respondents were also questioned about the objective of their organization's use of social media as a marketing tool, and the following was the order in which they responded:

Products or services (141 respondents), (2) conversation with customers (100 respondents), (3) feedback from customers (95 respondents), (4) increase brand

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awareness (88 respondents), (5) promotional items such as coupons or gift vouchers (76 respondents) and finally (6) business to business purposes such as LinkedIn (141).

6 Conclusion

According to the study's goal, brand awareness, engagement, word-of-mouth, conversion, and the efficacy of social media marketing for women-owned SMEs in Malaysia were all connected in some way through social media. There is a substantial correlation between all independent variables and the dependent variable, according to the regression analysis. As a consequence, women-owned SMEs in Malaysia may utilise these findings to gain a better understanding of the social media marketing environment in Malaysia and assure their long-term success in the market.

This study's findings may also assist them in developing a strategic marketing plan for their firm, which will allow them to better target the proper customers for their products and services, as well as better position those products and services. The

Due to the power of social media marketing, business owners may pinpoint their ideal customer and locate their company in the most profitable sector. Targeting the incorrect audience and choosing the wrong specialty will result in huge advertising expenses for the company. Due to the rapid advancement of social media marketing, it is crucial for female entrepreneurs to better equip their business with the necessary expertise.

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