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**REPORT PROPOSAL**

Social Media Practices for Business Communication Among Malaysian Community

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# **CHAPTER 1**

## **INTRODUCTION**

### **Research Background**

Social media is a group of alternatives for online communication that encourage users to engage, provide input, receive data, and exchange ideas such as Facebook, Twitter, and Instagram (Jennifer Lombardo,2015). Cosmetic products are defined, by the Guidelines for the Regulation of Cosmetic Products in Malaysia, as any material or planning proposed to be put in contact with the different outer segments of the human body (epidermis, hair framework, nails, lips, and outside genital organs) or with the teeth and mucous layers of the oral hole, exclusively or principally to purge them, aromas. Body cleanser, skin chemicals and creams, sunscreens, toothpaste and mouth wash, hair shampoos and conditioners, hair colors, aromas and antiperspirants, and shading beautifiers including lipsticks, eye shadow, minimal mascara and nail clean are a few instances of cosmetic things.

A variety of separate legislation and regulations set out the related laws regulating Malaysia's e-commerce and online businesses. The Electronic Commerce Act 2006 (ECA), which acknowledges the authenticity of electronic contracts and signatures, and the Digital Signature Act 1997, which covers digital signatures, are of special interest to eCommerce in Malaysia. (Brian Chia, Partner and Serene Kan, Wong, 2017)

Researchers in the area of Internet technology (IT) have expanded their emphasis on social media marketing (SMM) issues in the new marketing climate. This is due to the positive acceptance of social media, which continues to grow among companies as a critical tool (Parveen et al., 2015). Get Malaysian Company Online (2015) has announced that the internet has added 41.7 percent annually to the national economy and will grow over the next three years. Thus, by introducing the SMM by businesses, it will produce profits by directly linking B2C with a low price (Kaplan and Haenlein, 2010), improving brand value, improving brand recognition, and increasing results (Öztamur and Karakadilar, 2014).

The government and small and medium enterprises (SMEs) in Malaysia have begun to understand the roles of SMM (Parveen et al., 2015). Social networking is the common medium for marketing and communication practises embraced by Malaysian organizations, according to Burson-Marsteller (2011).

To increase brand awareness and create customer loyalty, however, maintaining an active presence on leading social media platforms such as Twitter, Instagram and Facebook are critical. B2B firms can't continue to neglect social networks, either. For awareness campaigns and recruitment programs, sites such as Twitter and LinkedIn are important touchpoints. In online marketing, as well, social media plays a critical role. Leading brands actively share their social media posts, attract users to their platform and jumpstart the customer journey. (Leonard Callejo, 2020)

There is best 7 technique the user should do to improve their business which is social Sites Up-To-Date and quality posts every day this will make the customer engagement will be high to the product or to the account. Secondly, follow Competition which means that it's not to follow how the other competitor company post on their social media but make it as an example and make the post better because competition in business is good for growing the product awareness. Next, always answer customers and be a customer-service leader this will help the customer feel satisfied with the service and this will make customer engagement better to the product or company. Lastly, show the face of the admin or the owner account on social media this important to gain more trust in the product or in that social media account. (Matt Sweetwood, 2015)

Every day, Facebook has more than 1 billion active users, and it's the easiest way to find a target demographic, build an email list, and get new clients. It's also a perfect way to connect with consumers after their curiosity has been won by the entrepreneur. On the app, many businesses chose to create private communities where paying consumers can participate, connect, ask questions, and have a customized brand experience.

### **Problem Statement**

Problems that are facing by the practices of social media for business are related to the effects of the brand equity if there’s no social media practices for business communication among Malaysian community. As stated by, Hanaysha (2016), brand equity is viewed as one of the most explored points in marketing, and consequently, building a solid brand has gotten significant for a few associations as it brings different advertising favorable circumstances for them and improves their serious qualities. Also, social media can give numerous points of interest to brands such as it permits to make sure about the notoriety of a brand, increment deals, include shoppers in brand creation measure, grow brand mindfulness, give more sure affiliations and increment purchaser faithfulness to a brand. On the other hand, social media could also downgrade the brand equity of some products. For instance, an earlier version of article from cilisos.my by Tan (2017), has falsely used Sabrina Tajuddin photos as a resource to portray the use of a bad cosmetics product. With that being said, this could give a bad impression towards her and could give a negative impact on her cosmetic business.

Therefore, the second problem is the result of organization performance without the exercise of social media for business communication among Malaysian community. Social media also one of the platform between organization and customers. In this case we can say the company maximizes the use of social media as communication platform to be more notorious than others who didn’t. Accordingly, it is significant for Malaysian associations to improve their innovative direction, and advances like online media can assist with improving the components of pioneering direction, for example, proactiveness, risk taking propensity, and inventiveness of the association.

In the meantime, the third problem is the effectiveness of the marketing platform to increase brand awareness to the customers by using social media platform among Malaysian community. For example You Tube, Instagram, Twitter, Facebook and others, have started to change business exercises, for example, showcasing, publicizing, and advancement. As indicated by a 2016 exploration on close to home consideration and beautifying specialists things in Malaysia accomplished by the International Trade Administration of United States, whereas approximately tremendous close by producers produce and own their home brands, a developing number of neighborhood players go to nearby restorative makers and spotlight on agreement or private naming. As proved, it can be seen in New Strait Times article by Badarudin (2018), local cosmetics brands began turning out to be notable when Instagram, Facebook and Twitter started transformed into a norm in our public. Where chiefly set up by style entrepreneur, proficient make-up experts and VIPs just as online media influencers. To accomplish the various degrees of brand awareness, acknowledgment, review, top of the mind and predominant, brands need to make a solid relationship with clients. Considering the researchers, Brand Exposure, Customer Engagement and Electronic-Word-Of-Mouth are the elements to assess the effects of online media on brand awareness.

* 1. **Research Question**

1. How good is social media platform help to maintain equity brand of cosmetic product?
2. What is the feature that can increase organization performance by using social media practice for cosmetic brand?
3. How a social media can act as an effective marketing platform to be use by cosmetic company for business communication?

### **Research Objective**

1. To examine the brand equity of cosmetics product on the social media practices for business communication.
2. To examine the organization performance of cosmetics business on the social media practices for business communication.
3. To examine the marketing platform of cosmetics business on the social media practices for business communication.

### **Scope of Study**

The scope of our project research group is the Malaysian community. We will collect in the online community about the practice of social media to communicate business economics in the community. In Malaysia, the scope of social media is very wide. Websites, social platforms, YouTube, and online virtual games can all be used for social networking. Our research is based on business economics. We focus on researching several social platforms. We will search Facebook, Twitter, Instagram, and Google browsers for the information we need about the media’s business and economic communication practices.

### **Significance of Study**

Social media occupies a certain dominant position in the entire society. Social media is significant in financial turn of events. An effective interpersonal organization stage can be applied to numerous parts of social and monetary life, infuse new imperativeness into financial turn of events, and make colossal social and monetary worth. The high-level sharing mechanism of social networks can concentrate scattered social resources to maximize value which is can intensify economic activities, generate higher value with less resource occupation, and publicized industrial transformation. As a public platform, social media data is accessible and visible, which can improve to resolve the difficulty of data irregularity in business activities, shape new business integrity relationships, and have a profound impact on financial formats. A long time ago, we could only promote and sell product through newspapers, books, TV, radio, etc. Now that social media has developed, there are many ways to sell products, and online marketing has become the largest sales platform. This process is worthy of our study.

# **CHAPTER 2**

## **LITERATURE REVIEW**

### **General Review of Social Media**

Data and correspondence advances is viewed as the web media that permits accessibility of electronic installment (e-installment) framework (Musa, 2014), While Kim & Ko (2012) see the web-based media as an online stage in aim to streamline the interchanges, party coordinated efforts and the data appropriation about an item or administrations.

Web-based media is an aggregate terms for sites and application which center around correspondence, network based info, cooperation, sharing and joint effort. Various sort of Social Media are typically devoted to discussions, Social Networking, etc. Many individuals will utilize Social Media to stay under communication and to communicate with loved ones. But others make use of it to communicate with a variety of groups. These days, Online Media likewise become an exceptionally fundamental mechanism for some Business as an approach to advertise and advance their items. Moreover business to customer (B2C) sites incorporate social segments, for example, remark field for clients.

Social Media has increased and more available through portable application nowadays, for example, Twitter, Facebook, LinkedIn, Instagram and etc.

### **Social Media and Online Marketing**

Social Media is an electronic application that had ben used in the field of internet advertising. There are a lot of organization utilize social media or also called as web – based media to create online networks and make a plan of new business that incorporate novel product marketing channels. Online Media is an amazing asset, which can be utilized by association for promoting and exposure to contact a monstrous number of gathering and impact clients' experience and buying conduct. Online media is important for successful promotion as it will prompt an apparent ideal picture, which brings about apparent customer value (Hanaysha, 2016). However, Mhlanga & Tichaawa (2017) mentioned that the influence of social media on customers experiences could be different on their gender, age service and atmosphere. Existent of social media make online marketers collect information about customers in easy way, which is conclude customers’s requirements and need dependent on their experience of network utilization and increase direct reactions from shoppers.

Online applications are suitable medium to create a relationship with consumers. In general, web-based media showcasing is a proactive stage that can associate with present shoppers and draw new purchaser. It is playing out a significant part in affecting customer's buying conduct. Saura et al., (2019) advanced stages has been affirmed courses to move the message from brands clients. Other than that, these platform also helps marketers to get consumers behavior info which able to result into enhancing the provider-client relationship.

### **Social Media Landscape In Malaysia**

Data innovation and correspondence (ICT) in Malaysia has encountered a dramatic development. Web infiltration In the nation has reached up to 85.7 percent in 2015 from just 70% in 2015 (Alzhrin Alias, 2018). A review directed in 2016 by the Malaysian Communication and Multimedia Commission Revealed that there were 24.5 million internet clients in the nation (MCMC, 2017). The internet clients in Malaysia engaged with various exercises online especially partaking in person to person communication locales and that incorporate web-based media.

A Subjective report led among online media chiefs in Malaysia found that web-based media utilization has more noteworthy effect on associations’ exhibition particularly as far as client relations, client care admittance to data (Farzana Parveen et al., 2015). In the domain of business, online media content was seen to essentially impact buy choice (Shahrizan Hassan et al., 2015). Vital use of the web-based media expects communicator to think past the sort of medium utilized yet to truly think about the substance or substance to draw in with proposed partners.

### **Higher Information Accessibility**

World of Mouth (WOM) made a basic data move as the certifiable impact of information gotten contrasts starting with one individual then onto the next as consequence of beneficiary' perspectives and encounters (Liou, 2018). Nowadays social media became a priority in accessing latest information. The information that shared via online application spread more faster. This is an advantage for marketer to spread about their product to reach community easily. Web-based media consist of various information-sharing platform, such as long range interpersonal communication destinations. Therefore, online media assume a crucial job in making an effect on buyers buying behavior in the field of marketing and advertising (Varkaris & Neuhofer, 2017). High information accessibility through online media has a constructive consequence on buyers’s purchasing behavior in the cosmetics division.

**CHAPTER 3**

## **METHODOLOGY**

### **Population, Survey Instrument, Sampling Technique, and Sample Size.**

Malaysian Community were the population of this study and the data will be collected from varies race in Malaysia. A standard Questionnaire will be designed using Google forms and will be blast through WhatsApp to collect data from target respondents. All the measures of constructs were adapted from existing studies. Statistical Package for the SOCIAL Sciences (SPSS) will be used to analyze demographic profiles of respondents.

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