Digital Marketing: An Influence towards Business Performance among Entrepreneurs of Small and Medium Enterprises

Faradillah Iqmar Omar, Ummi Munirah Syuhada Mohamad Zan, Nor Azlili Hassan, Izzurazlia Ibrahim

In-Text Citation: (Omar, Zan, Hassan, & Ibrahim, 2020)
To Cite this Article: Omar, F. I., Zan, U. M. S. M., Hassan, N. A., & Ibrahim, I. (2020). Digital Marketing: An Influence towards Business Performance among Entrepreneurs of Small and Medium Enterprises. *International Journal of Academic Research in Business and Social Sciences. 10(9),* 126-141.

Full Terms & Conditions of access and use can be found at
http://hrmars.com/index.php/pages/detail/publication-ethics

Digital Marketing: An Influence towards Business Performance among Entrepreneurs of Small and Medium Enterprises

Faradillah Iqmar Omar, Ummi Munirah Syuhada Mohamad Zan
Kolej Universiti Islam Antarabangsa Selangor, International Islamic University College Selangor
Email: faradillah@kuis.edu.my

Nor Azlili Hassan
Universiti Tunku Abdul Rahman

Izzurazlia Ibrahim
Kolej Universiti Islam Antarabangsa Selangor, International Islamic University College Selangor

Abstract

Digital marketing is basically promoting the brand of business products using all forms of digital advertising mediums as a more interactive and informative alternative. This is in line with the availability of internet technology and enabling various marketing methods to be done digitally. Entrepreneurs are encouraged to use this mediums optimally to achieve more aggressive and inovastive business quality. Specifically, this study aims to look at the digital media phenomenon which is seen as increasingly powerful as information and marketing channel agent as well as to test the impact of its usage on entrepreneurial performance. This study will consider the aspect of powerful digital marketing in the development of business performance among Small and Medium Enterprises (SMEs). A quantitative approach based on cross sectional design is iapplied in this study. The questionnaire form as a research instrument is based on the domains in the identified variables. The sample consists of 300 SME entrepreneurs aged between 18 to 55 years old who run businesses around Klang Valley. The data was analyzed using SPSS software (Satistical Package for Social Sciences) and Smart PLS. The results reveal that the business purpose, product advertising, marketing benefits and product reputation have significant relationship with the business performance of SME entrepreneurs. The results of the structural equation modeling analysis showed that the powerful of digital marketing significantly influenced business performance. This explains that the dimensions, which measure the digital marketing, affect the business performance positively and thus help the business development towards a more effective system.

Keywords: Digital Marketing, Digital Media, Promotion, Business Performance, SME Entrepreneurs.

Introduction
Today, the development of technology reflects the changes in many aspects of life. In the past, the traditional media including printed and broadcast media, were the main communication channels for the information transmission. The similar situation happens in business field when the business community or entrepreneurs rely entirely on this traditional media to advertise and promote their products. However today, a new phenomenon has emerged, namely marketing through digital media among the entreprenuers. In fact, the statistics released by Malaysian Communications and Multimedia Commission (MCMC) (2015), more than half of the Malaysians use smartphone to access the Internet (Ahadzadeh & Sharif, 2017; Darwish, Abdo, & AlShuwaiee, 2018). This could be a golden opportunity to society, especially to those who are rely heavily on the Internet access to their daily live routine. By having this facilities of the Internet access, many things have been transformed from analog to digital or online basis. Therefore, entreprenuers currently moving towards digital platform of marketing and operate their business by online. Digital marketing is basically promoting the brands by using all forms of digital advertising to reach targeted segments such as radio, mobile phones, internet, television and social media. An important argument is on the value and power of digital media marketing for business purposes. For entrepreneurs and business owners, digital media can be seen as a good alternative. As Chaffey et al. (2009) described the internet marketing that achieves marketing objectives is through the usage of digital technology. Today's entrepreneurs should have the creative and innovative entrepreneurial features as technology advances their business products to reach the global market. Indirectly, the digital marketing can enhance the business performance of entrepreneurs if they are inverted with digital knowledge and skills from the outset.

In fact, Small and Medium Enterprises (SMEs) is one of the main catalysts for Malaysia's economic growth (Normah, 2007). Almost 99.2 percent of all entrepreneurs in Malaysia are the registered SMEs and contribute about 32 percent of their Gross Domestic Product (GDP) (Ghani & Darawi, 2012). The role and contribution of SMEs in terms of the number of business establishments, employment opportunities and the contribution to GDP among developed and developing countries is seen as enormous (SME Corp. Malaysia, 2009). In line with the 2012/2020 SMEs Master Plan, the World Bank revealed that there are six factors that affect SME business performance. One of these factors is the adoption of technologies such as the low level of ICT usage which is the reason on the low performances among the majority of SMEs (SME Corp. Malaysia, 2012).
Thus, the study focuses on digital marketing and its influence on the business performance of small and medium enterprises (SMEs). Specifically, the objective of the study is;

- To examine the phenomenon of digital media being increasingly seen as an agent and medium for information and marketing as well as to test the impact of its usage on the business performance.

Literature Review
Digital Marketing in Business
Digital marketing factors play an important role in influencing business performance in this new millennium. It is important to drive a more creative and global business with the involvement of access, skills and motivation of using this digital marketing medium. Malaysia is a country that strongly supports the efforts to integrate the usage of ICT in development. The provision of technological infrastructure is one of the government's efforts to ensure that Malaysians are able to compete globally. In fact, digital marketing has grown exponentially since the 1990s and 2000s thus

has changed the way brands and businesses are run using digital communication technologies as well as tools for marketing entrepreneurs and business owners. Digital marketing campaigns are becoming more efficient, as digital platforms are incorporated into the marketing strategy and daily life of consumers, and as the consumers use digital devices instead of going to physical stores.

Today, the most commonly used digital marketing tool is Search Engine Optimization (SEO). Wienclaw (2017) defines SEO as the process of increasing the probability that a website will be listed in online search results and clearly placed in search results. Some SEO strategies are observed by Weinclaw (2017), including website content customization, keyword addition, proper website indexing, and ensuring that website content is unique. The results of the study by Pineiro-Otero and Martinez-Rolan (2016) show that 88 percent of access worldwide is through Google search engine while Gaikwad and Kate (2016) argue that SEO is a must for online marketing.

In addition, the power of digital marketing in the form of social media can also determine the marketing of goods and services. As can be seen in recent years, the popularity of social networking sites and social media has increased globally (Kucuk & Krishnamurthy, 2007). Social media has opened up a business opportunity to communicate with millions of people about products and services and has opened new marketing opportunities in the market (Mangold & Faulds, 2009). For instance, Facebook is said to have more than one billion users when it was first introduced in 2004. The social network is expanding its power by showing the majority of user, including the entreprenuers, spent their time online. The users also use different online formats for communicating such as Blog, YouTube, Myspace, Instagram and Facebook to share information about products or services (Kozinet, 2002).

In this regard, Zhang, Dubinsky and Tan (2013) state that blogging is a tool for digital marketing that has created an impact on increasing sales revenue, especially for the products that the customers can read reviews and comment on their personal experiences. Online surveys show that business activity works just as well as overall marketing strategies. Online services show greater influence on consumers than traditional communication methods (Helm, Moller, Mauroner & Conrad, 2013). Thus, the digital marketing variables in this study will be measured by three dimensions, namely the benefits, reputation and purpose of using digital media in business.

New Millennium Business Performance
According to Guijarro, Auken and Garcia (2007) in Ab Wahab and Shuhymee Ahmad (2017), business performance is very important in a company or organization. Strong performance can generate benefits such as resource management, wealth creation and job opportunities. In running a business, an entrepreneur needs to have a strategy or approach to ensure that the business being run can improve the sales performance of the business. A study by Talib et al., (2017) found that rural online entrepreneurs can explore more market opportunities as online businesses is a new mechanism in borderless transactions that use information technology as a means of communication more widely and simultaneously opening up market opportunities that make it easier to have unlimited customers.

In this regard, Indrupati and Henari (2012) found that the Facebook platform is one of the digital marketing mediums which helped companies or organizations maximize the profits. These platforms are the important channel for communicating with new prospects or regular customers. Mahwish et al. (2017) found that the impact of internet usage on business performance shows that entrepreneurs in Lahore who used social media platforms as a more popular business network and

growing in their marketing compared to the entrepreneurs who do not use internet mediums for advertising or marketing purposes. According to Nawal (2015), four factors that describe the impact of social media usage in entrepreneurship are advertising and branding, information access, customer service and social capital. As such, the usage of social media as a digital marketing medium has also influenced entrepreneur marketing strategies and has increased the reputation of brands and services in the business field. Moreover, Fruhling and Digman (2000) found that the internet usage can help businesses to increase the numbers of customers and market share as well as have contributed to their business growth strategy. The usage of the internet facilitates the business to expand its scope and core business through market penetration and product development. This fact is supported by Porter (2001) who found that relationships established through the internet would increase sales and generate opportunities for new products and services.

Methodology

This study employs quantitative approaches through face-to-face survey methods. According to Babbie (2013), survey is one of the best data collection methods in any social science study as it can provide accurate information to represent a large population. In fact, many scholars emphasize the importance of surveys in facilitating the researchers to infer their research findings from a particular group to give an overview of a large population. A set of questionnaires was developed and used as a research instrument to obtain data. The research design is in accordance with the research requirement which is to enable the researcher to collect data from the respondents at a given time. Through this method, a selected group of samples from the selected population will respond to the questionnaires which are distributed by the appointed enumerator.

Research Area

The identified areas are around Klang Valley, namely Kuala Lumpur, Putrajaya, Bangi and Shah Alam. In order to obtain a good population, the sample was selected based on common urban areas with new modern metropolitan and socioeconomic features. In this regard, the selection of areas for this study took into account the high-risk urban residents who are involved in the online business system. Likewise, it coincides with the business carnival events that are usually held around the Klang Valley. The selection of this area is also based on the modernity of the Federal Territory and around the Klang Valley which is in line with the characteristics of ICT users and the location of the area which is also near to the Multimedia Super Corridor which facilitates the usage of ICT. In addition, Kuala Lumpur also serves as a center for business, commercial, social, socio-economic, ICT and education activities. By selecting the sample in this research area, it will be possible to give an overview of the entrepreneurial activities undertaken.

Data Collection

The data collection process was done face-to-face with the distribution of the questionnaires to the respondents. A set of questionnaires was administered to obtain information in answering the research question. The questionnaires will cover several aspects such as demographic profiles and evaluation model of the structural study. Researchers have conducted data collection at several major business hub premises. Respondents need to answer the questions stated in the questionnaires by providing the answers that they feel are most appropriate and relevant. A total of

300 respondents were selected based on cluster sampling techniques to obtain a random SME entrepreneurs in Bangi, Kuala Lumpur and Shah Alam.

Research Instrument

The construct of digital marketing power is measured in three dimensions, namely (1) purpose of e-marketing; (2) business product reputation through digital marketing; and (3) benefits of using digital marketing. All three dimensions were measured on a Likert scale from (1) 'strongly disagree' to (5) 'strongly agree'. All items for each dimensions are composited to convert each dimension into one score. These score-based dimensions will be used as three items that represent the construct of marketing power. Descriptive data analysis was performed by using Statistical Pakcage for Social Sciences (SPSS) software whereas the structural model evaluation used Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method in order to achieve the objectives of the study.

Research Findings

Demographic Profile

This study was conducted on 300 SME entrepreneurs who met the sampling criteria. The data in Table 1 shows that the majority of respondents were female entrepreneurs (56.7%) and the rest were male entrepreneurs (43.3%). A total of 57.4% of respondents were entrepreneurs aged between 21 - 30, while only a small proportion of 1.7% were between the age of 18 - 20. Majority of the respondents were Malay entrepreneurs (72.3%), followed by Chinese (16.3%), Indians (6.7%), Sarawakians (3.7%), Sabahans and others (0.3%). The majority of respondents also run and own the business individually or by themselves without sharing with any parties (59%). A total of 33.7% of respondents shared their business with friends or family with a small numbers of sharing members. Meanwhile, 4.7% of the respondents do business with the opening of the *Syarikat Sendirian Berhad* and only 1.7% do business in other ways. Majority of the respondents run their business between 2 and 4 years (54.7%). In terms of digital media management, 80.3% of the respondents manage their business related matters with digital media by themselves, while 40.7% are managed by their qualified staffs, and 28.7% are managed by their children and relatives, while 7.7% are managed by their secretary. Table 1 describes the distribution of respondents' profiles.

Table 1: Demographic Profile

Demography	Information	Percentage
Gender	Male	43.3
	Female	56.7
Age	18-20	1.7
	21-30	57.4
	31-40	33.2
	41 years old and above	7.7
Level of Education	Master	2.7
	Bachelor Degree	22.0
	Certificate/STPM/Diploma	42.3
	SPM	30.7
	SRP/PMR	2.0
	UPSR	0.3
Ethnic	Malay	72.7
	Chinese	16.3
	Indian	6.7
	Sabahan	0.3
	Sarawakian	3.7
	Others	0.3
Business Ownership	Single	59.0
	Shared	33.7
	Syarikat Sendirian Berhad	4.7
	Syarikat Awam Berhad	0.3
	Syarikat Kerjasama	0.7
	Others	1.7
Period of Running Business	Less than 1 year	12.7
	2 to 4 years	54.7
	5 to 7 yeras	24.7
	8 to 10 years	4.0
	More than 10 years	4.0
Digital Media Management	Ownself	80.3
	Children/Other relatives	28.7
	Qualified staffs	40.7
	Secretary	7.7
	Others	2.3

Descriptive Analysis of Marketing Power

This descriptive analysis is to show the degree of tendency to centralize each items that absorbed by the entire respondents (based on the average value, $\bar{x}$) and the level of dispersion or position of each items in the overall data answered by the respondents in order to demonstrate the uniformity of the observations to enable the further analysis.

Marketing power is measured based on three dimensions, namely purpose of usage, benefit and reputation. Table 2 shows the mean ($\bar{x}$) and standard deviation (SD) values of the eight items for purpose of usage, six items for benefit, and five items for reputation. The item "Companies need to use online activities as a marketing effort" in the purpose of usage reached the highest tendency of agreement with uniform distribution ($\bar{x}$ = 4.46, SD = 0.63). While the item "My company competitors use online marketing methods, that's why I also want to use it" is the least purpose of usage tendency among the respondents ($\bar{x}$ = 4.32, SD = 0.73). For the benefit, the item "Generate more profit." ($\bar{X}$ = 4.47, SD = 0.60) shows the highest tendency of agreement. Whereas the item "Acquiring customers from abroad" is the lowest tendency of agreement ($\bar{x}$ = 4.16, SD = 0.85). The item "Customers can identify my company's products well" in the reputation dimension ($\bar{x}$ = 4.41, SD = 0.64) indicates the highest tendency of agreement. Whereas the item "Majority of my customers buy online rather than physically (offline)" in the reputation dimension shows the lowest response tendency ($\bar{x}$ = 4.18, SD = 0.79). Table 2 shows the details of each item for the three dimensions of marketing power.

Table 2: Descriptive Analysis Construct of Marketing Power (n=300)

Dimension/Item	Min.	Max.	x̄	SD
Purpose of Usage				
Companies need to use online activities as their marketing efforts.	1	5	4.46	0.63
I prefer online advertising as my medium in line with the current technology developments.	1	5	4.38	0.61
Online marketing makes business easier.	1	5	4.36	0.71
Online marketing is an interactive medium.	1	5	4.37	0.74
Online marketing requires low cost.	1	5	4.44	0.65
I want to try something new.	1	5	4.45	0.60
I want to get IT-savvy customers to use my product.	1	5	4.24	0.78
My competitors use online marketing methods, which is why I like to use them as well.	1	5	4.32	0.73
Benefit				
Generate more profit.	1	5	4.47	0.60
Cheaper than traditional marketing.	1	5	4.36	0.65
Access to more customers at a larger scale.	1	5	4.42	0.69
The product will be easier to see and know.	1	5	4.40	0.73
Acquire customers from overseas.	1	5	4.16	0.85
Being in a better position to compete with other companies.	1	5	4.32	0.67
Reputation				
Customers can identify my company's products well.	1	5	4.41	0.64
I am able to produce an interactive visual and convince the customer.	1	5	4.35	0.63
Most of my customers buy online instead of physical (offline).	1	5	4.18	0.79
Based on customer testimonials, I believe that they are satisfied with the product being purchased.	1	5	4.29	0.72
Advertised products have many likes and shares on digital media platforms.	1	5	4.33	0.70

Note: Min.= minimum scale value, Max.=maximum scale value, x̄=Min value, SD=standard deviation value.

Measurement Evaluation Model Reflection of Digital Marketing Power
Evaluation of the reflective measurement model needs to be carried out to ensure the validity and reliability will be achieved. Then, the evaluation towards the structural model was performed before testing for each hypothesis of the study.

Figure 1 shows the results of the bootstrapping analysis of the digital marketing power model. All items were significant as an individual representative for each dimension of this construct based on p values was less than 0.05 (p <0.05).
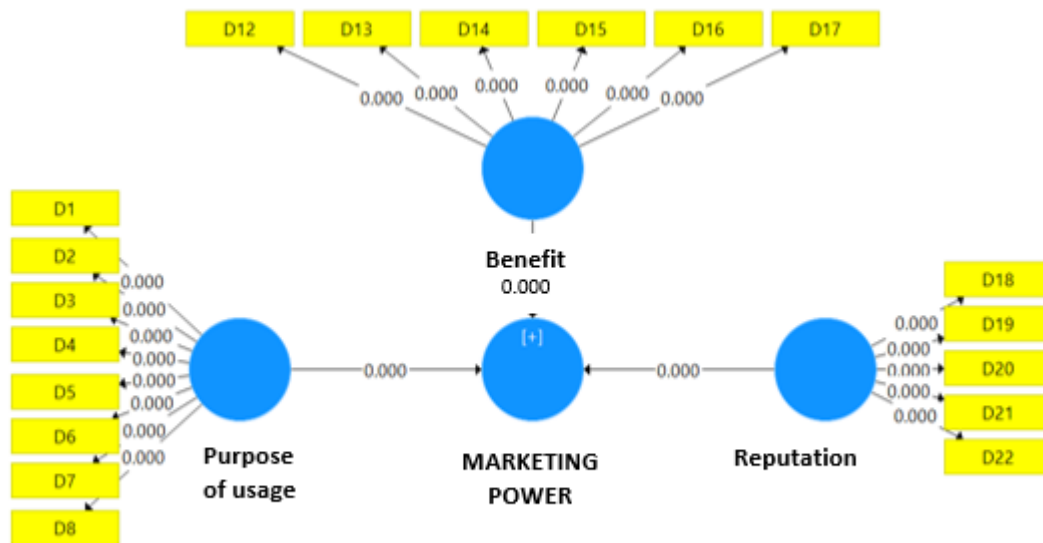
Figure 1: Digital marketing power model

Convergence validity tests show that most construct items of digital marketing power have good indicator validity in all dimensions based on power convergence (pc) values above 0.5. Some items in this construct did not achieve good load factor (λ) of greater than 0.7, but were retained because they did not affect the composite reliability (CR) above 0.7 and AVE values above 0.5.

All dimensions also support the validity of construct convergence based on AVE values above 0.5. The validity test of the internal consistency construct based on all the dimensions that make up the construct is also well established based on a cronbach's alpha (α) value of greater than 0.6. Composite reliability (CR) values for all dimensions reach the levels greater than 0.6, so all construct dimensions are accepted as achieving good internal consistency reliability. Table 3 shows the results of the convergence validity analysis and internal consistency of the digital marketing power.

Table 3: Convergence Validity and Internal Consistency Reliability
of Digital Marketing Power Construct

Digital Marketing Power Construct	Indicator	Convergence Validity			Internal Reliability	Consistency
		λ (>0.7)	pc (>0.5)	AVE (>0.5)	α (0.6-0.9)	CR (0.6-0.9)
Purpose of Usage	D1	0.750	0.563	0.585	0.898	0.918
	D2	0.656	0.430			
	D3	0.707	0.500			
	D4	0.721	0.520			
	D5	0.611	0.373			
	D6	0.682	0.465			
	D7	0.570	0.325			
	D8	0.666	0.444			
Benefit	D12	0.770	0.593	0.638	0.885	0.913
	D13	0.687	0.472			
	D14	0.751	0.564			
	D15	0.794	0.630			
	D16	0.639	0.408			
	D17	0.767	0.588			
Reputation	D18	0.786	0.618	0.681	0.883	0.914
	D19	0.769	0.591			
	D20	0.676	0.457			
	D21	0.734	0.539			
	D22	0.658	0.433			

An analysis of the discriminant validity on the construct of digital marketing power shows that these three construct dimensions have a good discriminant validity. Cross-load analysis shows that all items of digital marketing power dimension which are downloaded into the dimension based on the size of loading factor of those items are larger than the other dimensioned items downloaded into that dimension. The same goes for the items of another dimensions when cross downloaded into other dimensions.

Table 4 reveals the results of cross-load analysis of digital marketing power constructs. Whereas Table 5 shows the results of the Fornell-Larcker Criterion analysis of the digital marketing power constructs. The results show that the square value of the variance of the purpose of usage dimensions (⬚AVE = 0.765) and the reputation dimension (⬚AVE = 0.825) have greater values than the correlation value (r) of the related dimension to the other dimensions in this construct. However, for the dimension of benefit (⬚AVE = 0.799) indicates that the value of the variance square has a smaller value than the correlation value (r) of the related dimension to the other dimensions in this

construct. The HTMT analysis in Table 6 shows that all dimensions in the digital marketing power contructs differ from each other based on all values in the table smaller than 0.90 except for the reputation dimension of benefit (0.913). Nevertheless, the discriminant validity is still achieved based on the Fornell-Larcker Criterion analysis. Thus, all the dimensions of digital marketing power constructs, namely purpose, benefits and reputation are different from one another and can explain the meaning of each dimension separately even in the same construct.

Table 4: Cross-load Test between Digital Marketing Power Construct Dimensions

Item	Purpose of Usage	Benefit	Reputation
D1	**0.807**	0.620	0.542
D2	**0.726**	0.519	0.473
D3	**0.814**	0.559	0.470
D4	**0.819**	0.588	0.471
D5	**0.742**	0.461	0.380
D6	**0.783**	0.491	0.513
D7	**0.669**	0.417	0.400
D8	**0.744**	0.505	0.499
D12	0.599	**0.834**	0.640
D13	0.510	**0.765**	0.581
D14	0.564	**0.828**	0.635
D15	0.595	**0.862**	0.688
D16	0.454	**0.674**	0.611
D17	0.548	**0.817**	0.723
D18	0.557	0.762	**0.834**
D19	0.552	0.712	**0.845**
D20	0.478	0.600	**0.785**
D21	0.523	0.645	**0.855**
D22	0.416	0.606	**0.806**

Table 5: Fornell-Larcker Criterion Test among the Digital Marketing Power Construct Dimensions

	(1)	**(2)**	**(3)**
Benefit (1)	**0.799**		
Reputation (2)	0.810	**0.825**	
Purpose of Usage (3)	0.685	0.615	**0.765**

Note: Value √AVE (weighted value), Correlation Value (non-weighted value)

Table 6: Heterotrait-Monotrait Ratio Test (HTMT) between Digital Marketing Power Construct Dimensions

	(1)	**(2)**	**(3)**
Benefit (1)			
Reputation (2)	0.913		
Purpose of Usage (3)	0.764	0.685	

Note: HTMT < 0.90

Evaluation Structural Research Model

Structural model is the research hypotheses model (also known as research conceptual frameworks). It is formulated based on all measurement models that have achieved good validity and reliability. The structural model of this study is designed as the first stage model of all the second level measurement models that have been obtained. This means that all dimensions will turn into items in such constructs. Marketing power construct has three dimensions, namely benefit, reputation and purpose of usage. Figure 2 shows the results of the bootstrapping analysis to determine the significance of each construct items (first stage) and the significant relationship between all constructs in this structural model at 0.05 (p <0.05). The analysis shows that all construct items are significant for marketing power and business performance as well as the relationship between all constructs is also significant.
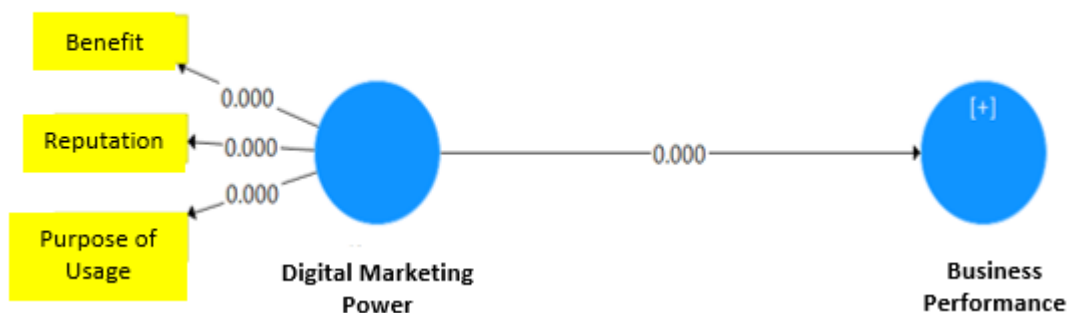

Figure 2: Digital marketing bootstrapping analysis of business performance

As for the algorithm analysis, Figure 3 shows the results of the PLS algorithm that indicated the beta (β) value and the coefficient of determination (R2) value for the business performance constructs. The large R2 value of social cohesion of 45.2% (R2 = 0.452) indicates that the preferance of digital marketing power construct is appropriate in explaining the achievement of business performance level among the business community. There was a significant positive effect of digital marketing power factor on business performance (β = 0.673, p <0.05). This finding explains that the higher the power of digital marketing, the more business performance will be achieved.
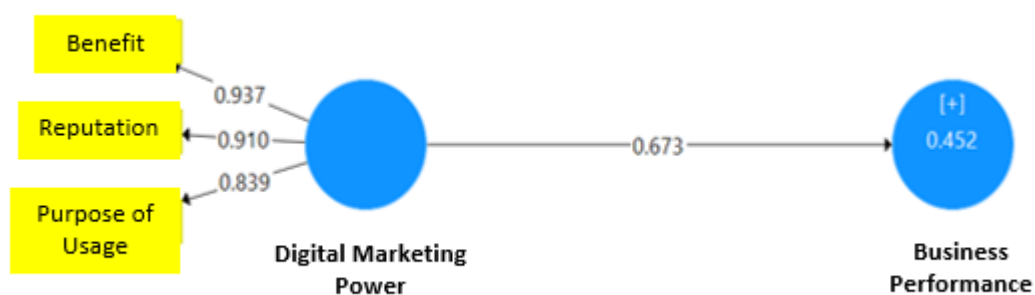

Figure 3: PLS Analysis of digital marketing algorithm for business performance

Conclusion

Entrepreneurs of Small and Medium Enterprises (SMEs) need to take steps to become a creative and innovative group of entrepreneurs. This is relevant in today's business world in facing with transformation and paradigm shifts in the world of digital marketing. In line with this, the usage of digital media has given a new medium for the entrepreneurs in doing business online creatively. The business sector is becoming healthier and more competitive with the variety of options offered by the entrepreneurs in digital media that also encourage customers to make smarter choices. This study found that the power of digital marketing has a significant influence on business performance. This includes the purpose of using digital marketing mediums, the benefits of using digital marketing and the reputation of the product reputation after using a well-developed digital marketing. Ironically, as the world of technology crosses the border, there is always opportunities for entrepreneurs to market their products to a more global level. However, SME entrepreneurs need to have the knowledge and skills to use this digital marketing medium such as SEO, and other e-commerce platforms such as Lazada, Shopee, Zalora as well as other social media applications.

Therefore, the purpose, benefits and reputation of good products which are marketed through the digital medium can positively influence the business performance of SME entrepreneurs. Recommendations for future studies include an in-depth interview or focus group with SME entrepreneurs to gain insights, perceptions and experiences of using digital media. This study recommends that the ministries and the policy makers to arise up with favourable internet surfing rates and e-business policies to boost the technological implementation that would grow the SME industry and entrepreneurs. The SME entrepreneurs should pursue to learn and adopt digital media tools that provide an opportunity for performance of the business through increased sales, profits and providing employment for Malaysians. The SMEs therefore have no possibility but to ensure that their workforces are computer literate or can use mobile internet technology and can engage customers in digital media platforms for the benefit of the industries. Investors should effort on serving SMEs with digital media through training and provision of entrepreneurship solutions that bridge the current gap where some SME entrepreneurs are not using digital media due to various limitations. The investors can offer funding and technological solutions such as mobile phones and sponsored computers, and also rewarding SMEs that grow as a result of integrating digital media in their operations. The SME entrepreneurs should note that the customers have become progressively well-informed on digital media networks therefore they are more technologically up-to-date or educated consumers. Further studies should seek to establish whether the impact of digital media adoption by SMEs is the same or different across all entrepreneur sectors. In addition, it is also important that research is carried out on the entrepreneurs in the rural areas to understand their level of knowledge and usage of digital media. They are also a group of entrepreneurs who cannot be ignored because they indirectly contribute to the nation's economic development eventhough in a small scale. Therefore, with the power of digital marketing, the entrepreneurs can improve their business performance across the globe.

This SME group that formed through online social networks is actually seen to connect and bind the existing relationships with offline social networks. While it may be a weak relationship, there are certain elements of offline social networking that are as common among users as the occurrence of personal relationships after using this online digital media. Those who are regularly post things and spend more time in this virtual environment are more likely to establish personal relationships using other mediums such as email and telephone, and even meet offline. Therefore, it is clear that the

trend towards communication in the form of networking can also be seen in Malaysia as more and more people, including the SME entrepreneurs, use this digital media. With the relatively high penetration rate of social networks in Malaysia, this shows that the community in Malaysia, including SMEs are experiencing a transition in the form of their communication or social interaction which reveal the establishment of a networked community with widespread use of online digital media from the ever-evolving development of new media technologies.

Corresponding Author: Faradillah Iqmar Omar, Kolej Universiti Islam Antarabangsa Selangor (KUIS), Bandar Seri Putra, 43000 Kajang, Selangor Darul Ehsan, MALAYSIA Email: faradillah@kuis.edu.my.

References
Ab Wahab, N., Y., & Ahmad, S. (2017). Hubungan antara penggunaan ICT dan prestasi perniagaan PKS di Malaysia. *Journal of Global Business and Social Entrepreneurship (GBSE), 1* (3), 218-226.

Ahadzadeh, A. S., & Sharif, S. P. (2017). Online health information seeking among Malaysian women: Technology Acceptance Model Perspective. *SEARCH: The Journal of the South East Asia Research Centre for Communications and Humanities, 9* (1), 47-70

Al-Haidari, N. (2015). The Impact of Social Media on Entrepreneurial Business Performance inDeveloped Countries. *Proceedings of the International Conference on Software Engineering, Mobile Computing and Media Informatics*.

Aris, N. M. (2007). SMEs: Building Blocks for Economic Growth. *Journal of the Department of Statistics, Malaysia, 1,*1-14

Babbie, E. (2013). *The practice of social research.* United States: Wadsworth Thomson Learning.

Chaffey, D., Chadwick, F. E., Johnston, K., & Mayer, R. (2009). *Internet marketing: strategy, implementation and practice* (4th edition). Pearson Education: Prentice Hal.

Darwish, S., Abdo, H., & AlShuwaiee, W. M. (2018). Opportunities, challenges and risks of transition into renewable energy: the case of the Arab Gulf Cooperation Council. *International Energy Journal*, *18*(4).

Fruhling, A. L., & Digman, L. A. (2000). The Impact of Eelctronic Commerce on Business Level Strategies. *J. Electron. Commerce Res, 1*(1), 13-22.

Gaikwad, M., & Kate, P.H. (2016). E-marketing: A modern approach of business at the door of consumer clear. *International Journal of Research in Commerce & Management, 7*(9), 56-61.

Helm, R., Moller, M., Mauroner, O., & Conrad, D. (2013). The effects of a lack of social recognition on online communication behavior. *Computers in Human Behavior 29*: 1065-1077.

Indrupati, J., & Henari, T. (2012). Entrepreneurial success, using online social networking: evaluation. Education, Business and Society: *Contemporary Middle Eastern Issues,* 5(1), 47–62. http://doi.org/10.1108/17537981211225853.

Kozinets, R. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research, 39*(1), 67-72.

Kucuk, S. U., & Krishnamurthy, S. (2007). An analysis of consumer power on the internet. *Technovation, 27*(1-2), 47-56.

Mangold, G., & Faulds, D. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons, 52*(4), 357-365.

Pineiro-Otero, T., & Martinez-Rolan, X. (2016). *Understanding digital marketing-basics and actions.* Springer International Publishing Switzerland.

Porter, M. E. (2001). Strategy and the Internet. *Harvard Business Review, 79*(3),62-78.

SME Corp. Malaysia. (2009). Majlis Pembangunan PKS Kebangsaan: Laporan Tahunan PKS 2008. Diperolehi dari http://www.smidec.gov.my/ms/node/766

Talib, A., Yusof, M. N., Zan, Z. M., & Ngah, K. (2017). e-Bisnes, pemangkin penyertaan kaum wanita dalam keusahawanan luar bandar. *Journal of Advanced Research in Business and Management Studies, 9*(1), 54-66.

Wienclaw, R. A. (2017). Direct E-Marketing. Direct E-Marketing - *Research Starters Business,* 1-6.

Zhang, G., Dubinsky, A. J., & Tan, Y. (2013). Impact of Blogs on Sales Revenue. *International Journal of Virtual Communities and Social Networking, 3,* 60-74.