

**THE EFFECT OF SOCIAL MEDIA MARKETING TOWARDS CATERING BUSINESS
BRAND AWARENESS**

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UNIVERSITI TEKNOLOGI MALAYSIA

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DEDICATION

This work is full of effort and arduous sacrifice. As the researcher of this project, I am heartily and proudly dedicated to the people who serve as an inspiration. From parents to guardians, to classmates and circle of friends who extended their help in the midst of problems while doing this work. To all the lecturers and staff of Azman Hashim International Business School (AHIBS), for the support, strength, courage, patience, wisdom, time and guidance in the realization of this work.

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ABSTRACT

This paper study objective is to determine and identify whether the social media marketing will cause any effects on the brand awareness of CT Wangi Sdn. Bhd. (Ayam Penyet Best) or not. Within this project, two interventions will be carried out and the findings from the implementations will be discussed. Social media metrics will be used to analyze the quantitative data collected while sentiment analysis which involves the fine-grained sentiment analysis and emotion detection will be used to analyze the qualitative data collected. A brand awareness survey was done at the end of this research to measure the effectiveness and successfulness of both implementations of cycle one and two. Nowadays, due to the rapid development of networking and technologies, the life of humans has become easier and less burdensome. It is believed that social media has become one of the most effective ways to enhance and promote the brand awareness of a business. So, online contests with attractive prizes will be held in order to help CT Wangi Sdn. Bhd. to raise their brand awareness among the public. The contests which have been held for cycle one and two are “Jom Berbuka Puasa Bersama-sama Eat and Win Contest” and “Fill in the Blanks Ayam Penyet Best Giveaway Contest 2021”. Both the contests have brought different outputs with significant findings which contribute to practical implications and furthermore academic paper at the same time.

ABSTRAK

Objektif kajian kertas kerja ini adalah untuk menentukan dan mengenal pasti sama ada pemasaran media sosial akan menyebabkan sebarang kesan terhadap kesedaran jenama CT Wangi Sdn. Bhd. (Ayam Penyet Best) atau tidak. Dalam projek ini, dua intervensi akan dijalankan dan dapatan daripada pelaksanaan akan dibincangkan. Metrik media sosial akan digunakan untuk menganalisis data kuantitatif yang dikumpul manakala analisis sentimen yang melibatkan analisis sentimen yang terperinci dan pengesanan emosi akan digunakan untuk menganalisis data kualitatif yang dikumpul. Tinjauan kesedaran jenama telah dilakukan pada akhir penyelidikan ini untuk mengukur keberkesanan dan kejayaan kedua-dua pelaksanaan kitaran satu dan dua. Pada masa kini, disebabkan perkembangan pesat rangkaian dan teknologi, kehidupan manusia menjadi lebih mudah dan tidak membebankan. Adalah dipercayai bahawa media sosial telah menjadi salah satu cara paling berkesan untuk meningkatkan dan mempromosikan kesedaran jenama sesuatu perniagaan. Jadi, peraduan dalam talian dengan hadiah menarik akan diadakan demi membantu CT Wangi Sdn. Bhd. untuk meningkatkan kesedaran jenama mereka di kalangan orang ramai. Peraduan yang telah diadakan untuk kitaran satu dan dua ialah “Peraduan Makan dan Menang Jom Berbuka Puasa Bersama-sama” dan “Peraduan Isi Tempat Kosong Ayam Penyet Best 2021”. Kedua-dua peraduan tersebut telah membawa keluaran yang berbeza dengan penemuan penting yang menyumbang kepada implikasi praktikal dan tambahan pula kertas akademik pada masa yang sama.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

In the year of 2020, many disasters dropped on us and the most destroyable tragedy was the Covid-19. The virus has infected 80.4 million people worldwide and brought 1.76 million people to death. The impacts the virus brought to humans are unacceptable, people are losing the one they loved forever, their dreams, their daily life, their jobs and their health. In Malaysia, the number of positive Covid-19 cases was increasing day by day, affecting our normal daily life including school kids and office workers. Some businesses which cannot afford the huge losses are forced to shut their businesses permanently. The uncertainty practices of MCO, EMCO and CMCO have affected our country's economics. Increasing unemployment rate has decreased the purchasing power of the public and thus caused financial attacks on physical stores in Malaysia. But, there are some other businesses which are surprisingly well developed during this period like businesses which can trade online, companies which provide with delivering and shipping services and software companies who provide communication services. Global's technology has grown at an unexpected speed and people have started to realize works may be completed in different ways and online marketing will be the future trend for us.

1.1 CT Wangi Sdn. Bhd.

Founded on 15th August 2017, the company was engaged principally in providing food services. The owner of the company is Madam Lisa Anak Lapik and the company has taken Ayam Penyet Bagus Sdn. Bhd. as their franchise business. The restaurant was located at Lot 31, Level 4 Paradigm Mall JB, Jalan Bertingkat Skudai, Taman Bukit Mewah, 81200 Johor Bahru, Johor. They serve with the Nasi Ayam Penyet as their main dish and also other mouthwatering Indonesian local cuisine.

Ayam Penyet, a traditional local Indonesian cuisine originated from Surabaya. It is a chicken dish prepared by using fresh chicken and marinated with different kinds of spices and herbs. Then, the marinated chicken is smashed with a wooden-headed hammer and deep fried until golden light brown. The chicken is then served with blazing hot sambal belachan and bits of crunchy golden-brown fried fritter topping on the chicken. Nowadays, there are so many restaurants that sell Ayam Penyet, especially in Malaysia, Ayam Penyet can be easily obtained from mamak stalls beside the road. But, Ayam Penyet Best is the best choice of the taste with well-trained staff and team, focused in delivering the best quality and fresh food to Malaysian people who live in the city, far away from the Indonesian tradition and getting the best taste and homemade recipe. Now, most of the people are having fast food everyday, and they are trying to have healthy homemade food to control their health and family health. So, Ayam Penyet Best became their best choice for their daily meals.

1.2 Problem Statement

The uncertainty practice of MCO, EMCO and CMCO in Malaysia due to rapid growth of Covid-19 positive cases have brought a significant impact to the economic and financial status of physical stores in Malaysia including CT Wangi Sdn. Bhd. The main concern is due to the unstable visiting crowd at Paradigm Mall Johor Bahru. People are refusing close range contact with strangers due to safety issues. Most of the businesses have moved themselves to online platforms to adapt to the current market condition. But high retail prices and unemployment topics scared off the public to spend like usual. The uncertainty in the market and economy of Malaysia have limited the consumption behaviors of the public and caused sales to drop in physical stores. While there are other factors like their marketing strategy plans, location, ways of presenting their food menu, food variety, promotions and food quality affected on their business performance. Based on their yearly financial report provided, they experienced a sales drop of 21.8% during this period. Due to the low awareness of their branding, even though they have collaborated with local food delivering services like GrabFood and FoodPanda, their brand was always ignored by the consumers. While at the same time they cannot control the bad situation in the market where customers flow to shopping malls was unstable and lesser compared to the past. The company faced difficulty in marketing their goods in both online and physical stores.

1.3 Industry and Problem Diagnosis (SWOT Analysis)

SWOT analysis was done to investigate the marketing factors which affected the business performance of Ayam Penyet Best Paradigm Mall Johor Bahru. It is a type of problem formulation model which is generally used by many researchers in their research.

Table 1.0: SWOT Analysis.

<p>Strength</p> <ol style="list-style-type: none"> 1. High customer loyalty (currently 80-90% sales are from return customers). 2. Tasty Indonesia local cuisine provided. 3. Good services and environment (shop located inside shopping mall rather than mamak stall beside road). 4. The only Ayam Penyet Bagus brand outlet in Johor. 	<p>Weakness</p> <ol style="list-style-type: none"> 1. Low customer awareness and accessibility (relatively low new customers drop in compared to return customers). 2. Low brand awareness and recognition. 3. Poor marketing team (no improvement plan although sales dropped). 4. Less promotions given.
<p>Opportunity</p> <ol style="list-style-type: none"> 1. Free marketing on social media (acceptance of the internet as a marketing and customer service medium). 2. Growing consumers in food delivering services (people avoid crowds to prevent spreading of Covid-19 furthermore save time from traveling for searching food). 3. Increasing number of working couples who don't have time to cook meals. 4. Increasing in electronic devices users and growth in internet coverage area (fast improvement in technology and digital communication services). 	<p>Threats</p> <ol style="list-style-type: none"> 1. Unstable visiting crowd to shopping malls (uncertainty practices of MCO, EMCO and CMCO and continuous raising of positive Covid-19 cases). 2. Purchasing power of the public dropped (unemployment rate increased). 3. Competitors selling with lower price (mamak stall with lower rental fee or no rental fee needed at all, their product costs are lower). 4. Continuously releasing promotions by competitors (Sushi King beside Ayam Penyet Best in Paradigm released 4 times Bonanza promotions this year).

Strength

The strength in the SWOT model indicates that the factors or resources that the company holds expertise in and continuously contributes benefits to the company effectively. It is considered as an internal factor of the company. CT Wangi is the only Ayam Penyet Bagus brand outlet in Johor currently. Not long ago there was another outlet located at Adda Heights, Johor Bahru area but now it already ended its franchise business with Ayam Penyet Bagus so now only left with CT Wangi. Thus, the supporters of Ayam Penyet Bagus brand in Johor area must visit the only outlet located at Paradigm Mall Johor Bahru to enjoy the tasty Indonesian local cuisines provided by them. Currently, 80-90% of their total sales are from their return customers which they feedback they cannot find the same taste within anywhere else. This means that they achieved high customer loyalty through their tasty foods provided. Furthermore, they also provide good services and since their shop is located inside a shopping mall rather than a mamak stall at the roadside, this means they have also provided their customers with a good and comfortable environment to have their meals.

Weakness

Weakness in SWOT means the factors which prevent the company to achieve their target and successfulness which is opposite from the strength. Same to strength, it is an internal factor of the company. We noticed that the Ayam Penyet Bagus has relatively low brand awareness and recognition as even though they have collaborated with some local food delivering services like Foodpanda or GrabFood, but seldom they get noticed by consumers. This leads to low customer awareness and accessibility towards their brand and this can be seen through the facts that they have relatively low new customers drop in to their shop compared to returned customers. Besides that, they lack a strong marketing team which can help them to plan and implement strategies. There are no improvement plans or promotions even though their sales are dropping over the years.

Opportunity

The opportunity in SWOT is an external factor to the company which includes the environment's factor within the company which can offer a chance to the company to meet their vision and mission. Generally, a company will use it to identify the opportunity and obtain the benefits arising by planning and executing required strategies. In today's generation, the acceptance of the internet as a marketing tool and after sales customer service medium is increasing especially during the pandemic of Covid-19. This has brought a benefit at which social media becomes a free marketing platform for the businesses. Next, the growing consumers in food delivering services is also an opportunity towards CT Wangi. People are avoiding crowds to prevent spreading of the virus and furthermore food delivery enables them to save time from traveling and searching for food. The increasing number of working couples who don't have time to cook meals also contributes towards the successfulness of food delivering services. Now, the internet has become an essential part of human's life. Thus, if CT Wangi can use this opportunity to raise their brand awareness through social media isn't it a very good idea? Due to the fast improvement in technology and digital communication service, it leads to an increase in electronic devices users and growth in the internet coverage area. So by promoting your brand through social media will be a great way as the exposure to the public is larger.

Threats

Threats in SWOT consist of external factors existing in the environment within the company. Basically, threats are uncontrollable and are proven as risks to the stability and survival of the company. Due to the uncertainty practices of MCO, EMCO and CMCO and continuous raising of positive Covid-19 cases, it leads to unstable visiting crowds to the shopping mall, furthermore people are forced to stay home and shopping malls resist to operate as usual. As the unemployment rate is increasing over time, the purchasing power of the public dropped. People prefer to cook themselves rather than ordering food outside to lower their daily costs. CT Wangi also faces the threats like their competitors are selling with lower prices compared to them. As they are located inside the shopping mall, they are required to pay for the shop's rental fees, furthermore the franchise and marketing cost every month. Compared to their competitors who are also selling the Ayam Penyet Rice, the mamak stall with lower rental fees or sometimes required no rental fees at all, their product's costs are lower thus they can sell at a lower price. Last but not least, the continuous releasing of promotions by its competitors is also a threat towards CT Wangi. For example, Sushi King beside Ayam Penyet Best located in Paradigm Mall Johor Bahru, has released 4 times Bonanza promotions in the year of 2020.

1.4 Research Question

According to SWOT analysis, we can see that the company has low brand awareness which at the same time leads to low customer awareness and accessibility. Although the restaurant was the only brand outlet located in Johor, it seems like most of their revenues came from returning customers. The number of new customers dropped in was relatively low compared to return customers. We knew that the company is facing poor business performance and experiencing a sales drop of 21.8%. While in the current situation, people are preferring to order food online rather than visit the physical store. Although the company has collaborated with some local food delivering services like GrabFood or FoodPanda, their brand is always ignored by the consumers. The accessibility of new customers towards their brand is low. The fast development of technology and digital communication services have shortened the distance of information spreading and provided us with a free marketing platform on social media if we can use it wisely. Thus in this research, it was targeted to investigate the below two research questions:

1. Does using online social media as a marketing tool affect brand awareness?
2. Do contests through social media affect brand awareness?

1.5 Research Objective

1. To examine the effectiveness of using online social media as a marketing tool to promote brand awareness.
2. To examine the effect of contests through social media on brand awareness.

1.6 Researchers Role

In this research, I aim to achieve my goals by implementing interventions furthermore interpret the data collected and present my findings to people involved. A report will be written to record all the process while some private and confidential data will not be published in this paper. There are some other responsibilities which I need to complete during this research. It involves identifying the problems and objectives, analyzing marketing factors using SWOT analysis, setting up methodology and plan interventions, using the available equipment and tools to collect data, interpreting the trends and patterns and making decisions and conclusions during this research. In order to proceed smoothly, I should perform excellent time management and patience. In addition, I should always stay creative and open to receive advice from others.

1.7 Research Ethics

Research ethics provide the relevant guidelines for researchers to conduct their research. The following listed are some examples of ethical principles.

Table 1.1: Ethical Principles.

Ethical Principles	Description
Honesty	Honestly report and present findings from research.
Objectivity	Strive to avoid bias in research design, data analysis and interpretation, set up methodology, implement interventions and make decisions.
Integrity	Keep the promises and agreements made and act sincerely.
Carefulness	Record all the research findings carefully, avoid careless mistakes.
Openness	Open to receive advice from others. Share data, results, ideas, tools and resources.
Transparency	Increase the trustworthiness of your research.
Intellectual Property	Avoid plagiarism and unpublished data. Give credit where credit is due.
Confidentiality	Protect private and confidential data.
Social Responsibility	Strive to promote a good impression on society and reduce harm.
Non-Discrimination	Avoid any forms of discrimination against anyone who involved in the research on the basis of sex, race, ethnicity and others.

Competence	Strive to improve personal skills and abilities through lifelong education and learning.
Legality	Understand and obey relevant laws and policies.
Human Subjects Protection	Minimize harms and risks and maximize benefits when conducting research on human subjects. Respect human dignity, privacy and autonomy.

1.8 Significance/ Importance of the proposed research

In this research, I am going to support CT Wangi Sdn. Bhd. on raising their brand awareness by implementing interventions. In the year of 2020, the pandemic Covid-19 has caused many businesses to shut, even those businesses with a hundred years of history. This was a very unfortunate and heart broken event as all their years of striving collapsed just within a few months. At the same time, consumers lose their favorite branding products and services which they have trusted for so long. This research may help to enhance knowledge on the effect of contests on businesses during the pandemic's downturn, which may assist the government in providing necessary assistance to the companies. As a researcher, I would like to use the knowledge I acquired through my study to support CT Wangi Sdn. Bhd. to go through their downturn moment. This can enrich my real practical skills to comprehend learning theories in the classroom. This is part of the responsibility contribution to society, involving one into the world and enriching life by connecting to people and ideas that will positively impact one's perspective for the rest of the life. Lastly, it can allow CT Wangi to explore various contests and identify the best to sustain during this difficult time.

1.9 Definition of term

To maintain the success of a business over time, it requires a term named “brand awareness”. It determines on what extent consumers are recognizing and recalling your brand. Theoretically, brand recognition and brand recall are two different terms. Brand recognition is considered as success when consumers are able to differentiate a brand through its logos, slogans, packaging or colors. For example, the “M” from Mcdonalds, the apple logo from Apple, “Have a break, have a KitKat.” from KitKat and green packaging from Milo. It requires only a glance then consumers will know what brand it is and the kind of products and services they provide. While brand recall depends on the consumer's memory to recall a brand, they have experienced the brand before and recalled it to make a decision. For example, I would like to have fast food for my dinner today. It is unlikely I will go and search around the town for a fast food restaurant while in fact I will recall from my memory the available choices and heading there for my dinner (Percy & Rossiter, 1992).

In this research, I am focusing on the raising of brand awareness of CT Wangi Sdn Bhd’s franchise business’s Ayam Peneyt’s branding. Currently, 80-90% monthly sales of CT Wangi Sdn. Bhd. relies upon the return customers so it means that consumers are able to recall their brand on their next purchasing decision. Some of their returning customers described their main dish Ayam Penyet Rice was with a unique taste and recipe which they could not find anywhere. Brand awareness is about setting up a relationship between a brand with its customers. With a better and higher brand awareness, consumers will know the brand is the best solution to their problem. It comes with everything which can be considered in one’s purchasing decision that can convince consumers to choose a brand over anyone else. So, brand awareness is not dependent either on recognition of brand logos or recalling of brands.

To increase the exposure of branding towards the public, a contest held through social media marketing will be implemented throughout this research as for the purpose to attract attention from new customers. The acceptance of the internet as a marketing and customer service medium by generation today promotes a free social media marketing platform towards businesses. A contest held through social media literally means a strategy on marketing your brand, products or services via social media like Facebook, Instagram or Youtube. Basically, it seeks to influence and change behavior to benefit the target audience and society at large. It seems like it is easier to gain attention if you know and understand your audiences well and create the contents which they are interested in.

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