DIGITAL MARKETING INTERVENTION TO IMPROVE CUSTOMER
ENGAGEMENT IN MARTION RESTAURANT

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A project report submitted in partial fulfillment of the requirements for the award of
the degree of Master of Business Administration

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FEBRUARY 2022

DEDICATION

This thesis is dedicated to my father, who taught me that the best kind of knowledge to have been that which is learned for its own sake. It is also dedicated to my mother, who taught me that even the largest task can be accomplished if it is done one step at a time.

ACKNOWLEDGEMENT

ABSTRACT

The purpose of this study is to improve the customer engagement in Martion Restaurant using the digital marketing strategies. Action research was applied in the study and an intervention plan was designed to examine the digital marketing to improve the customer engagement in Martion Restaurant. The study used a mixed method for data collection which consists of qualitative and quantitative approaches. For the qualitative approaches, it involved 2 participants and for the quantitative approaches, the sample size was 384 respondents from the population that was assumed to have approximately 1,000,000 individuals. Those respondents will be used in this study for the primary data collection. The data collected from the mixed method will be analyzed using the SPSS and NVivo software. The findings from this study found that the intervention in digital marketing could improve the customer engagement in Martion Restaurant.There is difference before and after intervention as the followers of Martion page increased and also the engagement of users increased. Besides, after the intervention was applied in Martion Restaurant, there is a difference in sales performance since the sales performance before was not in a good condition and now the sales performance has increased.

ABSTRAK

Tujuan kajian ini adalah untuk meningkatkan penglibatan pelanggan di Restoran Martion menggunakan strategi pemasaran digital. Kajian tindakan telah digunakan dalam kajian dan pelan intervensi telah direka untuk mengkaji pemasaran digital untuk meningkatkan penglibatan pelanggan di Restoran Martion. Kajian menggunakan kaedah campuran bagi pengumpulan data yang terdiri daripada pendekatan kualitatif dan kuantitatif. Bagi pendekatan kualitatif, ia melibatkan 2 orang peserta dan bagi pendekatan kuantitatif, saiz sampel ialah 384 responden daripada populasi yang diandaikan mempunyai lebih kurang 1,000,000 individu. Responden tersebut akan digunakan dalam kajian ini untuk pengumpulan data primer. Data yang dikumpul daripada kaedah campuran akan dianalisis menggunakan perisian SPSS dan NVivo. Dapatan daripada kajian ini mendapati bahawa intervensi dalam pemasaran digital dapat meningkatkan penglibatan pelanggan di Restoran Martion. Terdapat perbezaan sebelum dan selepas intervensi kerana pengikut halaman Martion meningkat dan juga penglibatan pengguna meningkat. Selain itu, selepas intervensi diterapkan di Restoran Martion, terdapat perbezaan prestasi jualan memandangkan prestasi jualan sebelum ini tidak berada dalam keadaan baik dan kini prestasi jualan meningkat.

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CESM   -   Customer Engagement Social Media

WOM   -   Word of Mouth

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The food and beverage industry is undergoing rapid transformations and with the latest trends and innovations, it is not fair to say that no one is looking for food and beverage companies. The food and beverage including the companies or businesses that involved producing, processing, packaging, transporting, and distributing edible goods which are from the manufacturer to consumers such as restaurants, café, and others. Furthermore, the demand for food and beverage nowadays keeps going and this is categorized as the important sector that contributes high to the economy from revenue and employment. From a global perspective, the food and beverage market was expected to grow from $5943.8 billion in 2019 to $6111.1 billion in 2020 at a compound annual growth rate (CAGR) of 2.9%. The largest region in the global food and beverage market is the Asia Pacific where it is 49% of the market in 2019. The second-largest region in the global food and beverages market was North America (Research and Markets).

According to the Department of Statistics Malaysia Official Portal, in the period of 2015 until 2017, the gross output value of food and beverage services increase 11.7% per annum where food is the largest contributor of gross output value with RM 67.1 billion (81.1%) in 2017 and the second one was beverage services with RM 8.8 billion (10.7%) followed by the catering services with RM 6.8 billion (8.2%). The highest number of persons engaged with the food services was 758,992 persons (79.2%) and the second-highest contributor was the catering services with 106,701

persons (11.1%). Thus, the beverage services were 93,110 persons (9.7%) that engaged (Department of Statistics Malaysia Official Portal). In Malaysia, food and beverage are import and export goods whereas the total export contributed about RM 20 billion and is exported to more than 200 countries while imports total RM 18.7 billion in 2016 (Italian Trade Agency, 2017).

1.1.1 Food and Beverage in Malaysia

Food and beverage sector is the fastest growing sector and one of the leading sectors that contribute considerably to Malaysia's economic growth as Malaysia is a multicultural country with various food heritage from various cuisines that has been described as a food heaven for local and international tourists (A. R. Hafiz et al., 2019). Thus, the restaurant industry in Malaysia has experienced a tremendous change with the establishment of various types of restaurants including the fine dining, fast food, casual, theme, and ethnic restaurant over the past decade (Saad et al., 2019). Malaysia has three major races which are Malay, Chinese and Indian that have uniqueness of culture that blend together and have contributed to the development of Malaysia's restaurant industry. Moreover, western cuisine is one of the famous cuisines that have been chosen among the Malaysians as their meal as the western cuisine provides a premium steak to them.

Due to the rising income and the widespread habit of eating out among the working Malaysians had contributed to the restaurant growth. According to (Tan,2014), among the Malaysians only 36% of them dine at home while 64% of them dine out at least once a day and 12.5% have taken away a meal from the restaurant at least one meal.

Meanwhile, the trend of dining out among Malaysians has doubled in the past three decades as it points out in research that was performed by Khazanah Research Institute (A. R. Othman & Don, 2012). These trends have created the demand in the food service sector which has led to a stiff competition among the service providers (entrepreneurs) to ensure the sustainability of their business in this sector and fulfil the

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customer needs and wants (M. Othman et al., 2018). The service provider (restaurant) required more interaction with the customers especially the restaurant that offered a full-service category (Lee & Ha, 2014) (M. Hafiz et al., 2019).

The restaurant industry includes all the production of the products and services that are involved in preparing and serving the foods to people and it includes all types of the restaurant from fine dining to fast food and also other specialty vendors such as food truck operators by roadside and catering businesses for the event and others. According to the National Restaurant Association, restaurant industry sales are projected to reach $863 billion in 2019 where the figure is 4% of the US GDP. At present, the restaurant industry is among the leading industries that contribute to Malaysia's growth. According to (Othman et al., 2013), the restaurant industry in Malaysia has experienced a tremendous change with the establishment of various types of restaurants including fine dining, fast food, casual, theme, and ethnic restaurants over the past ten years. The marketer of the restaurant in Malaysia would refer to the consumer's database before coming out with the new digital marketing strategies and generally use the online platform to market their product such as social media platforms. Nowadays, the consumers spend about a half-day. 4.57 billion people around the world now use the internet, of those users, 346 million new users have come online within the last 12 months.

1.1.2 Western Restaurant in Malaysia

Western restaurants in Asia and specifically in Malaysia have become increasingly popular since the past three decades (Camillo & Karim, 2014). Thus, western dining restaurants are competitive in nature with stiff competition within the industry itself (Saad et al., 2019). Meanwhile, the restaurant's location, type of food, the quality and taste of the food, the concept of restaurant, car park availability. and the services that are offered by the restaurant are considered as the main attributes that may attract the customers to the restaurant (A. R. Othman & Don, 2012).

As we know, Malaysia is a multi-ethnic country. Since Malaysia is one of the countries that foreign tourists target for travel and holidays, the western restaurant

continues to expand into the Malaysian market and most of the Malaysia's restaurants offer good potential and bring more international flavours to the market and intensified competition in the restaurant industry (A. R. Othman & Don, 2012). Besides, Malaysian consumers are also starting to find varieties of western dishes such as steak, spaghetti, mushroom soup and many more western menus (A. R. Othman & Don, 2012). According to (Arquitectura et al., 2015), the new development of the western restaurants may drive the restaurant that having a unique menu and good location are not enough to survive in the industry. The restaurant should have the knowledge of their customers, competitors, market trends and other market conditions which give a huge impact on their business.

Thus, the restaurants featuring western cuisine are accessible and introduced by international hotels and followed by other businesses to continue the demand of western cuisines (Camillo & Karim, 2014). Access creates product and brand awareness, stimulates perception, and opportunity to purchase which is followed by experience, satisfaction, attitude, intention and decision for return visit/purchase of western cuisine among the customers.

1.1.3 Digital Marketing

Digital marketing is one of the popular marketing strategies and has evolved in businesses in describing the marketing of products and services by using the digital channels and the process of using digital technologies to gain customers, increase brand awareness, retain customers and increase sales. According to (AMA, 2013), digital marketing has been seen as an activity, and process facilitated by digital technology to create, communicate, and deliver value to the customers. Digital marketing is defined as "an adaptive, technology-enabled process where the collaboration between firms and customers to create, communicate, deliver and maintain value" (AMA, 2013).

Social media marketing, digital advertising, content marketing, and search engine optimization (SEO) are channels of digital marketing. Nowadays, most people use social media if they want to know anything and they just use social media for them to search the information of some products or services. Digital marketing media are earned media, paid media, and owned media. Thus, external competition is the main key in the firm to decide to use the digital marketing purposes and internal efficiency represents the second most that influences firms to adopt the digital marketing strategies (Tiago & Veríssimo, 2014). In a study by (Tiago & Verissimo, 2014), several managers were asked on the effectiveness of digital marketing practice for their organization. Findings from the studies show managers were dependent on digital marketing to build brand and improve knowledge and communication. The ease of use, the potential for knowledge enhancement, and the firm's relationships which are internal and external were praised on digital marketing by the respondents. Apart from that, based on the findings, it shows that communication is a main key in digital marketing for the firms to develop it. From more conventional metrics, it showed that the engagement: page views (66%), cost per thousand impressions (63%), and click-through rate (58%) were preferred by the firms. Ultimately, the metric used to measure digital marketing effectiveness must fit the firm (Tiago & Veríssimo, 2014).

1.2 Information about the Case Company

Martion Restaurant started its operation in 2015 in Dungun and operated for six years with two branches in Dungun and Kuala Terengganu. The owner of the company is called Mr. Amri. In 2018, Mr. Amri opened the second branch in Kuala Terengganu. Mr. Amri started this business by using his own capital and managed it with his wife. The Martion Restaurant offers western cuisine to the potential consumers and the main dish is a steak that is produced from a high quality of meat. To sustain in the market, Martion Restaurant has developed some digital marketing strategies using social media marketing strategy where the company tries to increase engagement and build good brand awareness with the customers and post-purchase

among them to gain their loyalty by offering promotion. Martion Restaurant creates a Facebook page for each branch and Instagram for both.

Business aside, Martion restaurant also runs corporate social responsibility initiatives. They provide food sponsorship to a religious school in Terengganu. The CSR program has increased Martion's brand awareness among the consumers. Moreover, it was a realistic move as the advancement of digital marketing where the customers can make decision making based on their opinions by the information that has been provided rather than the conventional method.

1.2.1 External Environmental Analysis

External environment analysis is used to help Martion Restaurant access its environmental perspectives that are affecting its businesses and improve its decision making. Also, to access Martion's performance and current state, we conducted the analysis from Political, Economic, Social, Technological, Legal, and Environmental perspectives.

Political Factors

Malaysia has set the food safety standard for the food and beverage industry that has to lead to the strengthening of food safety control. To follow the standard, the government has taken initiative to conduct the food premise inspection and install law enforcement. This factor may affect the food premise if the food premise did not follow the standard and regulations that have been stated by the government.

Any food premise that does not comply with the standard and regulations, will face revenue loss and potential court charges. When the court charges involved, it will have a big impact on the premise. Either the premise needs to close it for a while or

follow the charges that have been given where the worst case is the operation of the premise will be shut down.

Food Safety & Quality Division (FSQD) ensures that the food processing activities follow the hygiene and safety requirements. The food safety standards in Malaysia are Food Act 1993, Food Regulation 1985, and Food Hygiene Regulation 2009. Martion restaurant has set the Standard Operation Procedure for its kitchen centre as its appropriate decision to minimize the impact of such regulations.

Economic Factors

Due to the Covid-19 pandemic, economic activity in Malaysia is a sharp slowdown where all the businesses affected. All the businesses need to shut down except the essential business such as supermarket, grocery stores, restaurant, and other food services, healthcare operations, and businesses that providing essential government functions. Martion restaurant allows to operate but only for takeout and delivery.

According to Bank Negara Malaysia, the inflation rate is increasing to 4.7 percent in April 2021, from 1.7 percent in the previous month. When the inflation rate increases, it will affect the restaurant operating the price of the ingredients. At this time, the menu prices will go up because of the prices of the ingredients, and most people avoid going out to buy the foods and order food from a restaurant.

Social Factors

During the Movement Control Order (MCO), Malaysian citizens slowly settled into a new normal where the people have embraced healthcare technology and taken proactive steps to maintain a healthier lifestyle. This means that people will prefer

healthy food instead of junk food and this social factor might affect some of Martion restaurant menus such as any menus that include junk food. Martion restaurant caters to both types of customers that prefer junk food and healthy food to increase their customer base. Thus, Martion restaurant menus offer high protein foods that consist of fried and grilled food. So, the person that prefers to be health-conscious can select grilled food and high protein.

Technological Factors

The rapid technological advancement and the changes can impact Martion restaurant business. Martion restaurant has two branches which are at Kuala Terengganu and Dungun and Mr. Amri cannot have a closer look at his employees and other operations of the two branches at the same time. So, Mr. Amri decides to install the CCTV Cameras control that connects directly with his smartphone, and this makes it easier for him to have a closer look at two branches.

For the restaurant management and accounting system, Martion applies software and systems to make it easier for the employees to manage it and it can increase the flow of process and profitability. Thus, for marketing purposes, Martion created Facebook and Instagram as its online platform to do the marketing strategies where it can increase brand awareness and engagement with the customer.

Legal Factors

Malaysia has set the regulation for the restaurant to follow it that has led to the strengthening of food quality control. To follow the standard, the government has taken initiative to conduct the food premise inspection and install law enforcement. This factor may affect the food premise if the food premise did not follow the standard and regulations that have been stated by the government. Product regulations are one

of the regulatory standards that restaurants need to follow. It consists of the quality and safety of the product that will serve the customer.

Environmental Factors

The environment of the restaurant is important for the customer to keep the hygiene condition. This factor can influence the Martion operation and give a big impact on its business. The regulatory authorities frequently visit the different areas of the restaurant as Martion has 2 branches. The visit activities can be for the kitchen and store to check the different food item's quality and expiry, staff condition, and requirement and hygiene condition.

1.2.2 Internal Environmental Analysis

SWOT Analysis of Martion Restaurant

Martion Restaurant kept going because of its strength, weaknesses that need to be improved now that it is trying to sustain in the market, opportunities that ought to be grabbed and threats that must be dealt with for they can pull the restaurant down. The SWOT analysis is essential in knowing the current stand of the restaurant considering the stated components of the analysis. The analysis reveals the internal and external factors that are in the restaurant.

Strengths

One of the strengths of the restaurant is that it offers a high service level to the customers. Martion uses social media to enhance the customer services where

Facebook and Instagram are social network sites for the customer to give feedback and offer an easy and free way for Martion to reach out to their customers. To keep in touch with the customer, Martian posts daily on its Facebook and Instagram wall such as the motivation quotes, customer status updates about Martion and set up invites to its restaurant events. When Martion wants to do any promotion, social media platforms as their choices to spread awareness to their customers. Besides, Martion restaurants will contact the customers to ask for their feedback because they are worth the meal they paid for and from the feedback, Martion can keep improving its service to provide excellent service to them. This gives an opportunity to Martion restaurant to increase its business growth.

Figure 1.1 Martion Facebook Page
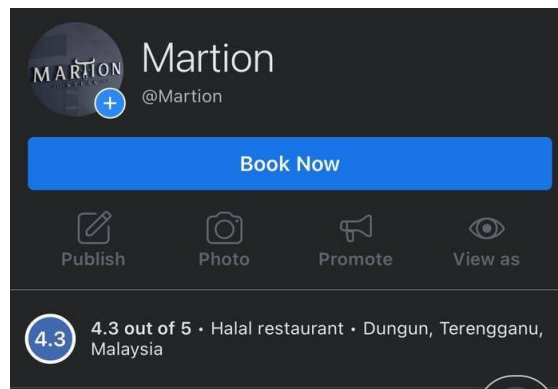
Thus, the raw materials of the meals that serve the customer is a high-quality product. Martion main menus focus more on the meat meals and all the beef meat is imported. The beef meats are classified into wagyu meat, sirloin cuts, rib cuts, and other cuts. All the beef meat is kept in a special refrigerator where it is not mixed with other meat. Moreover, due to the high-quality product which is the raw materials (meat), Martion able to charge a premium price to their customers. Customers are willing to pay for a premium price because they feel it is worthy due to the quality of the meals. Some customers are willing to pay around RM 1,000 for the high quality of beef meat. The menu was attached in the appendix.

Martion has an attractive restaurant design or layout for two branches where this will influence the customer decision making. A good and attractive design or layout of the restaurant allows the customers to find their way inside the restaurant

easily and then to the dining area. Also, the restaurant's sign is easy to spot by the customers and the visibility of the sign can attract the customer to visit the restaurant especially the new customer that did not know about Martion restaurant.

Weaknesses

Amid the strength, Martion restaurant has a few weaknesses which need to be adjusted to ensure the restaurant is well known, keeps growing, and makes the restaurant able to be a leader in the food and beverage industry. One of the weaknesses facing the restaurant is limited brand awareness. Martion restaurant's customer segment is Terengganu citizens only and this makes its awareness to other states limited. However, the customer from another state that visits the Martion restaurant is most from the word-of-mouth marketing.

Additionally, there exists an increase in staff turnover. For the two branches, only the staff that work a long time stay with the restaurant. The newbie will work there for less than one or two years. Also, the staff that quit their job did not give notice to the Martion restaurant. So, Martion has less time to find a replacement for the job and find the person that fits the requirements.

Opportunities

The opportunities that the Martion restaurant has will make it be able to find a way to grow and become a leader in the restaurant industry. The restaurant has the potential to grow customer loyalty or retention where it is important to running a business and for short-term and long-term profit. The loyal customer will help the business to grow and keeps the profits high and keep sustain in the market. Martion restaurant can implement a customer loyalty program and create a community for them. This will help the customer feel appreciated and keep coming back to the restaurant and spread positive marketing to other people.

Besides, due to the Covid-19 pandemic where the customer afraid to going outside or shopping outside, it gives a chance or a high demand for the home delivery services. This service can help Martion restaurant from close it temporarily because most of the business, its financial is not well. Thus, there is an opportunity for Martion restaurant to attract new customers with special orders. Through this, it will help the restaurant to increase its sales and profits.

Threats

The restaurant is also faced with different threats that might prevent it from gaining a position as a leader in industry, let alone in the locality of Terengganu. The restaurant is faced with the threat of high competitors with extensive market knowledge. The restaurant that serves the same cuisine as the competing Martion restaurant has a strong market knowledge. For instance, the competing restaurant has much knowledge about the market as opposed to the knowledge that the Martion restaurant has. Similarly, another threat that faces the Martion restaurant is that the competitor's value proposition is close to that of the Martion restaurant. This makes competition difficult for Martion restaurant to gain full access to the market.

Additionally, the declining economic situation is another threat that faces the restaurant. When the economic situation is not in a good way, it may affect the full-service restaurant business as the consumer is not in a good condition of the financial term and customers move on to limited-service restaurants such as fast food. According to (Lee & Ha, 2014), the sales of a limited-service restaurant might increase since it has inexpensive dining options while full-service restaurant sales are more likely to plunge due to high menu prices.

1.3 Problem Statement

The importance of the issue is that inconsistent or unstable sales performance will affect the sustainability of the company in that industry because nowadays there is high competitiveness among the competitors. Besides, the low brand awareness of the restaurant and its positioning to the target market is appalling. The root problem underpinning the above issue is where the company has limited resources including its digital marketing practice to sustain its businesses in the industry especially in the COVID-19 pandemic.

Since the company only operates in the East of Peninsular Malaysia, this limits the growth of the company which will lead to a decrease in sales performance. Therefore, there are some possible interventions to solve the problem subsequently to increase the overall sales performance and brand awareness and followers.

1.4 Research Objectives

The study is guided by four primary objectives, which include:

1. To increase brand awareness, and followers of Martion.
2. To increase the Martion's sales.
3. To develop a new digital marketing strategy for Martion.
4. To identify the factors that impact customer engagement.

1.5 Research Questions

The study is referring to the four primary questions, which include:

1. How to increase brand awareness, and followers of Martion?

2. How to increase Martion's sales?
3. How to develop a new digital marketing strategy for Martion?
4. What are the factors that impact customer engagement?

1.6 Researcher Role

The researcher's role can be theoretically non-existent and responsible to maintain the rigor and credibility of various aspects of the research. This study implements mixed-method research where the researcher role will include the qualitative and quantitative role to complete the study. For the quantitative methods, the researcher will participate as he or she was not there because the data that will be collected is online. While the qualitative method where the researcher will be monitoring and reducing the bias among the participants and developing competence. The study will show the role of the researcher in collecting data either primary data or secondary data, analysing the data, and presenting the findings.

1.7 Research Ethics

The research study focuses so much on ensuring that every process in the study, especially in the data collection, remains highly ethical. The study seeks to conform to the already set research standards. Issues such as informed consent, data confidentiality, deception data protection Act will not be of great concern as regards ethical issues as there is no use of secondary data in the present study. The major ethical concern in the study since it involves heavy usage of the secondary data is plagiarism, which is the use of other people's works without acknowledging them. The present is properly referenced, and unoriginal sections are properly referred to avoid any cases of plagiarism.

1.8 Significance/ Importance of the Proposed Research

This study's findings will redound to society's benefit, considering that digital marketing plays a vital role in business in any industry. Most of the factors that lead the business to success is marketing where on how the marketing strategies work and 80% that contribute to the success of a business and high profit is marketing. Especially, the ongoing Covid-19 pandemic is unquestionably a very fertile area of investigation, and many people affected either in their lives and work.

1.9 Definition of Term

In this study, the definition of digital marketing is the term that is used to associate marketing techniques with digital technologies such as the internet. The term is used for online marketing practices that include Search Engine Optimization (SEO), content marketing, social media marketing and other forms of online marketing.

1.9.1 Digital Marketing

Digital marketing is defined as an online platform where to promote the brands to connect with the potential customers using the internet and other forms of digital communication (Vieira et al., 2019). Thus, digital marketing also refers to advertising that is delivered through the digital channels such as search engine optimization, websites, social media, email and mobile applications. By using these online media channels, the companies or any businesses can endorse its goods, services and brands to their potential customers or target (Vieira et al., 2019). When doing research on the products or services, consumers heavily rely on digital by using the devices. According to (Vieira et al., 2019), google marketing insights found out that 48% of consumers

start their inquiries on search engine optimization (SEO) while 33% look to the brand websites and 26% search within the mobile applications.

Nowadays, digital marketing is an enormous system of channels where marketers simply must onboard their brands in order to achieve its potential customers. The marketer has to dig deep into today's vast and intricate cross channel world to discover and make the strategies that make an impact through engagement marketing. Through engagement marketing, the marketer can interact with the potential and returning customers based on the data that have been collected. Besides, the marketers can collect valuable insights into target audience behaviours while finding out the new method of customer engagement. The businesses with strong customer engagement strategies retain an average of 89% of their customers compared to the businesses with weak strategies that have a retention rate of only 33% (Vieira et al., 2019).

1.9.2 Customer Engagement

Customer Engagement can be described as the emotional connection between a customer and a brand of its product or services. When it's highly engaged, customers buy more and demonstrate more loyalty toward its brand. The marketer that provides a high-quality customer experience is one of the important components in the customer engagement strategy. According to (Brodie, Roderick J.; Hollebeek, Linda D.; Juric, Bilijana; Ilic, 2016), the customer that fully engages represents 23% more revenue than average. The customer engagement strategy could be in any perspective such as responsive social media to personalized promotion and offering to inspire loyalty and affection in their customers.

There is some method to capture and analyze customer data where it allows the marketer to understand which interactions are increasing engagement and which are not. From this data and the insights gained, the marketer could come up with a new strategy to fully engage with customers and create a model of customer engagement that outlines what kinds of experience that marketer wants to deploy at each stage of the customer journey.

1.9.3 Search Engine Optimization

Search engine optimization is known as the process of improving the business site to increase its visibility when people search for products or services that are related to the business in Google, Yahoo, Safari and other search engines (Seo et al., n.d.). When the business has a better visibility of their pages in search results, they would gain more attention and attract the potential and existing customers to their business. There are trillions of searches every year that are conducted by people. Search is often the primary source of digital traffic for brands and complements other marketing channels. Greater visibility and ranking higher in search results than the competitor, can have a material impact on its bottom line. By understanding what their website users want, the business can implement the knowledge that crosses the campaigns in paid and organic, across the website, across the social media properties and more.

1.10 Summary

Nowadays, digital marketing is the main component in running the business as people do a trillion searches every year in order to know any information, they want to know either the information about the brands of the product or services that they are looking for before making a decision through an online platform. The searches could be via search engine optimization, websites, social media, email and mobile applications. As the people do a search through the online platform, the marketer takes the chances to engage with the consumers by providing a high-quality experience to increase the customer engagement with the profitable method. It would be an emotional connection between a customer and a brand of its product or services. When it's highly engaged, customers buy more and demonstrate more loyalty toward its brand.

Due to the COVID-19 pandemic, Martion has limited resources including its digital marketing practice to sustain its businesses in the food and beverage industry

since Martion only operates in the East of Peninsular Malaysia. This limits the growth of the company which will lead to a decrease in sales performance. Therefore, there are some possible interventions to solve the problem subsequently to increase the overall sales performance and brand awareness and followers based on the data analysis that the researcher collected.

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