



Beyond The Classroom: Harnessing Social Media for Post-Academic Education Marketing

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Abstract

This research investigates the employment of social media platforms by student entrepreneurs and their connection to income production. The objective was to examine students' business-related social media usage and its association with income generation. Respondents were drawn from students simultaneously engaged in studies at Polytechnic and College Community, partaking in the "Digital Entrepreneurship Booster" PENJANA KPT-CAP Program in Negeri Perak, 2022. A total of 100 participants were enrolled, with 39 respondents completing the questionnaires. Employing quantitative approaches, questionnaires were distributed, and data were processed using Social Package for Social Sciences (SPSS) version 23. Findings demonstrate a robust link between income generation and social media, with WhatsApp being the favored platform for entrepreneurial endeavors among students. These outcomes offer tangible implications. The study reinforces the drive to augment students' awareness and engagement with social media for business, urging further financial support for cultivating digital entrepreneurship throughout students' educational journeys.

Keywords: - Social media platform, income generation, student entrepreneur, digital entrepreneurship

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1. Introduction

1.1 Social Media in The Mid Post-Academic Education

In the realm of modern education, the integration of social media transcends traditional classroom confines, ushering in an era of expanded post-academic education marketing. With societal transitions towards digital interconnectedness, a holistic understanding of this domain emerges as a pressing imperative. Internet adoption by Small and Medium Enterprises (SMEs) in Malaysia has been a subject of inquiry, with Alam (2009) shedding light on the nuanced factors underlying this phenomenon. Further delving into online consumer behavior, Arisah, Badari & Hashim (2016) navigate the intricate web of influencing factors impacting online purchase decisions. A localized exploration within Kuala Lumpur's diverse landscape unveils the complex matrix of online purchase

behavior, as revealed by Asri & Hamid (2018). Meanwhile, Balan & Rege (2017) mine small businesses' social media patterns, illuminating the multifaceted dimensions of online engagement.

The pragmatic significance of pilot studies is underscored by Connelly (2008), accentuating their pivotal role in research design and execution. Elucidating the symbiotic relationship between entrepreneurship and social media, Olanrewaju et al. (2020) offer a panoramic review of existing literature, unraveling the entwined tapestry of innovation and connectivity. Öztamur & Karakadilar (2014) navigate the nexus between social media and SME marketing strategies, unraveling the intricate interplay of modernity and business growth. Within the realm of education, the influence of social media extends to post-academic marketing efforts, as explored by Rugova & Prenaj (2016), showcasing the versatile potential of digital platforms.

Business research methodologies take center stage through Schindler (2011), opening avenues to harnessing robust investigative frameworks. In the dynamic landscape of marketing, Shukla (2023) examines influencer marketing's profound sway on consumer behaviors, providing a lens into the realm of persuasive digital dynamics. Transitioning to empirical terrains, Wamba & Carter (2014) empirically probe the adoption of social media tools in SMEs, shedding light on the pragmatic integration of these tools. In the realm of research synthesis, Almeida, Gara & Kuruzovich (2020) systematically unpack the manifold ways in which entrepreneurs harness social media, mapping their strategies for organizational efficacy.

Moreover, the challenge of information overload finds resonance within the context of digital relationships, as illuminated by Chittenden & Rettie (2003), which paves the way for efficient engagement strategies. Hossain, Alam & Rahman (2016) unravel the enigma of mobile banking adoption in Bangladesh, excavating the underlying drivers and barriers. Furthermore, the cross-cultural dimensions of engagement within social media brand communities transcend boundaries, as explored by Manthiou & Singh (2020), leading to insights on cultural adaptation in branding practices. Meanwhile, Munasinghe, Matos & De Silva (2016) gauge the e-commerce readiness of SMEs in Sri Lanka, offering insights for enhancing digital adoption.

In the pursuit of sustainable competitive advantage, Azam, Siddiqui & Yosufzai (2023) delve into the intricate role of innovation performance within the dynamic landscape of social media marketing. The nexus between customer engagement and financial performance within the hospitality sector unfolds through Sheikh & Bejou (2019), prompting reflections on the mechanisms that underscore this symbiotic relationship. Amidst these multifarious explorations, this review embarks on a journey to delve into the realm of post-academic education marketing, embracing the transformative power of social media in a rapidly evolving educational landscape.

The pervasive influence of social media has permeated global societies, captivating individuals across diverse geographies, including Malaysia, and seamlessly weaving itself into contemporary daily routines. Within an ever-evolving world, social media has metamorphosed into an interconnected platform that transcends boundaries, enabling effortless communication, information exchange, and relationship formation on a global scale (Rugova & Prenaj, 2016). Notably, an array of popular social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn, have materialized, facilitating user interactions with unprecedented ease. Consequently, this evolution has extended its reach into the business and marketing domains, as substantiated by Hassan, Nadzim & Shiratuddin (2015), forging an emergent realm where most businesses and entities integrate social media as a dynamic conduit for product promotion and revenue generation (He et al., 2017; Karimi & Naghibi, 2015; Lee, 2018 and Öztamur & Karakadilar, 2014).

Amid this landscape, social media platforms such as Facebook, Instagram, Twitter, and TikTok have emerged as pivotal realms for product marketing, fueled by their escalating user base, thereby cementing their status as

potent avenues for digital promotion (Karimi & Naghibi, 2015; Wamba & Carter, 2014). Diverse strategies are wielded in this context, encompassing captivating visual content and compelling videos that serve to capture the attention of prospective customers, thereby enriching the product introduction process (Shukla, 2023). The rising prominence of influencers—individuals with a substantial social media following—adds another dimension to marketing strategies, effectively facilitating product exposure and engagement with a broader audience (Shukla, 2023).

2. Literature Review

2.1 Beyond the Classroom: Harnessing Social Media for Post-Academic Education Promotion

The modern landscape of global business has become intricately intertwined with various digital marketing strategies that encompass a multitude of platforms, including radio, mobile phones, the internet, television, and, significantly, social media, as vehicles for advertising and promotional endeavors (Rugova & Prenaj, 2016). Entrepreneurs now face an escalating need to adopt innovative approaches, leveraging ICT technology to facilitate communication and adapt to the ever-evolving technological trends (Rugova & Prenaj, 2016 and Dolega, Rowe & Branagan, 2021). Within this context, the role of social media has emerged as pivotal, offering a distinct channel for online communication and interaction that fosters relationship strengthening, ultimately enhancing business performance (Rugova & Prenaj, 2016 and Digital 2022: Another Year of Bumper Growth, 2022). The global prevalence of social media is underscored by the immense user base of platforms such as Facebook, which boasted 4.62 billion users worldwide in 2022, covering approximately 58.4 percent of the global population (Digital 2022: Another Year of Bumper Growth, 2022). This consistent surge in user engagement over the years has transformed social media into a potent tool for digital marketing, although there remain empirical gaps in comprehending its complete impact (Dolega et al., 2021).

In the context of Malaysia, the ubiquity of social media is equally striking, with approximately 30.25 million social media users as of January 2022 (Digital in Malaysia 2022, 2022). Notably, platforms like Facebook have garnered substantial usage, engaging 82.4 percent of Malaysia's eligible population and highlighting its potential as an effective marketing avenue (Digital In Malaysia 2022, 2022). Moreover, the utility of social media transcends personal usage, as students actively leverage social media platforms for business-related pursuits while concurrently pursuing higher education (Halim, 2022 and Mat et al., 2016). This phenomenon has also extended to higher education institutions, where the concept of digital entrepreneurship has been seamlessly integrated into curricula, aligning with the government's strategic objectives (Rugova & Prenaj, 2016 and Mat et al., 2016).

The field of entrepreneurship within the Malaysian context has witnessed a noticeable surge in interest, particularly within public higher education institutions like

Polytechnics and Community Colleges (Rugova & Prenaj, 2016). The incorporation of digital entrepreneurship education right from the inception of diploma programs reflects a congruence with national strategic objectives (Rugova & Prenaj, 2016). Research endeavors have been centered around students' behaviors as online shoppers, with studies examining factors influencing online purchasing decisions (Arisah, Badari & Hashim, 2016; Asri & Hamid, 2018; Nabot, Garaj & Balachandran, 2014 and Mat et al., 2016). However, a notable research gap remains in fully understanding the extent of student engagement in business activities through social media platforms. As businesses continue to integrate social media into their operational strategies, the potential for cross-disciplinary research in this evolving domain becomes more evident (Ilavarasan, Kar & Gupta, 2018).

The significance of social media in the entrepreneurial landscape extends beyond mere marketing, branching out into networking, information acquisition, and financing (Olanrewaju et al., 2020). This evolution has resulted in heightened company performance and increased innovation, thus underlining the profound impact of social media on overall business outcomes (Olanrewaju et al., 2020). The post-pandemic era has further accentuated the role of social media, prompting Chinese small and medium-sized enterprises to recalibrate their marketing strategies for sustained growth (Zhang, 2023). This transformative journey underscores the dynamic nature of social media's role in fostering business development. Consequently, the present study aspires to investigate the diverse social media platforms that students utilize to promote their businesses and explore the correlation between social media usage and income generation within the realm of student entrepreneurship.

Previous studies have examined the adoption of social media in the context of small and medium-sized enterprises (SMEs) or the impact of social media marketing on businesses, but this study provides a unique perspective by highlighting the specific preferences and behaviors of student entrepreneurs using social media for business purposes. Additionally, it emphasizes the role of WhatsApp as a preferred platform for these students, offering insights into the most effective digital tools for entrepreneurship in an academic setting. This novel focuses on student entrepreneurs' social media habits and their income generation potential and provides a fresh viewpoint on how social media can be harnessed for post-academic education marketing and entrepreneurship development.

2.2 Revenue Generation and Social Media

Venturing further into the realm of revenue generation, social media has assumed a multifaceted role in enabling individuals and entities to monetize their endeavors through strategic advertising and product offerings to a wider audience (Balan & Rege, 2017; Dahnil et al., 2014 and Karimi & Naghibi, 2015). The realm of e-commerce platforms has ushered in a distinct paradigm, permitting direct product sales, and fostering seamless online transactions, simultaneously curtailing marketing expenses

through external channels such as online stores and Affiliate Marketing (Mack, Marie-Pierre & Redican, 2017). This seamless convergence of digital platforms and entrepreneurship, as suggested by Alam (2009), has catalyzed a transformative surge in income generation approaches.

This transformative landscape resonates notably with students, who, as illuminated by Nawi et al. (2017), embark on ventures leveraging social media platforms to promote products and services across global audiences unhindered by geographical limitations. This expansive reach not only facilitates broader market access but also capitalizes on the cost-efficiency intrinsic to smartphone-based advertising (Khan & Siddiqui, 2013). Within the ambit of education, the digital prowess of social media facilitates the confluence of accessibility, low overheads, and an extensive target demographic, culminating in a reliable avenue for sustained income generation for students (Nawi et al., 2017).

The influence of social media has grown immensely and is now a worldwide phenomenon that is extensively embraced, even within Malaysia (Digital 2022: Another Year of Bumper Growth, 2022 and Digital 2022: Malaysia — DataReportal – Global Digital Insights, 2023). This surge in popularity is owing to its integration into people's everyday lives, offering a diverse array of platforms like Facebook, Twitter, Instagram, and LinkedIn that facilitate seamless interaction (Rugova & Prenaj, 2016). These platforms enable users from all corners of the globe to easily communicate, exchange information, and cultivate connections. Moreover, social media has found a remarkable footing in the domain of business and marketing, gradually becoming a favored medium for promoting products and services and driving revenue (Hassan, Nadzim & Shiratuddin, 2015; He et al., 2017; Karimi & Naghibi, 2015; Lee, 2018 and Öztamur & Karakadilar, 2014).

As these platforms continue to burgeon, social media has become a pivotal player in the promotional landscape, offering substantial avenues for product marketing. Platforms such as Facebook, Instagram, Twitter, and TikTok have become central, harnessing their expanding user base to create an efficacious environment for digital promotion (Karimi & Naghibi, 2015 and Wamba & Carter, 2014). Employing a plethora of strategies, including captivating visual content and persuasive videos, these platforms captivate the audience's attention, fostering an enriched and immersive experience that aids in product introduction (Shukla, 2023). The rise of influencers, distinguished by their large social media followings, has introduced a novel dimension to marketing approaches, effectively extending the reach and influence of product promotion to a broader spectrum of users (Shukla, 2023).

The ramifications of this transformative landscape extend beyond marketing, encompassing the realm of revenue generation. By capitalizing on the global appeal of social media, individuals and entities can embark on strategic advertising endeavors and extend product offerings to a larger audience (Balan & Rege, 2017; Dahnil et al., 2014 and Karimi & Naghibi, 2015). The advent of e-commerce platforms further amplifies this phenomenon, allowing direct product sales and streamlining online

transactions. This approach also minimizes marketing expenditures by facilitating partnerships with external platforms such as online stores and Affiliate Marketing (Mack, Marie-Pierre & Redican, 2017).

This transformative impact is particularly pronounced within educational circles, where students are increasingly leveraging social media platforms to foster income generation (Nawi et al., 2017). The digital accessibility of these platforms facilitates student entrepreneurs' endeavors to introduce their products or services to a global audience, transcending the constraints of geographical boundaries (Nawi et al., 2017). This novel approach not only offers enhanced market penetration but also capitalizes on the cost-effectiveness of smartphone-based advertising methods (Khan & Siddiqui, 2013). Notably, social media's robust potential not only empowers students but also bolsters the broader scope of income generation through digital platforms (Alam, 2009 and Hruska & Maresova, 2020).

In conclusion, the far-reaching influence of social media transcends conventional paradigms, transforming both education and entrepreneurship. Its multifaceted roles, ranging from product promotion to revenue generation, underscore its dynamic presence within contemporary society. For students, particularly, this realm presents an alluring prospect to galvanize income generation, perpetuating a shift toward innovative paradigms of revenue creation (Rugova & Prenaj, 2016 and Digital in Malaysia 2022, 2022).

2.3 Emerging Challenges and Opportunities in Social Media Utilization for Post-Academic Education Marketing

Social media platforms have rapidly transformed into crucial channels for post-academic education marketing, yet there are still notable challenges and gaps in understanding its full potential. These platforms boast significant user bases worldwide, such as Facebook with 4.62 billion users in 2022, creating extensive avenues for online communication and relationship building (Digital 2022: Another Year of Bumper Growth, 2022).

In Malaysia, where approximately 30.25 million social media users were recorded in 2022, the opportunity for innovative education marketing strategies is vast (Digital in Malaysia 2022, 2022). However, despite these promising statistics, the extent to which social media can be effectively leveraged for post-academic education marketing remains underexplored.

Existing literature suggests that social media's impact extends beyond marketing to include networking, information acquisition, and financing, contributing to improved business performance and innovation (Olanrewaju et al., 2020). Nonetheless, more clarity is needed on the specific preferences and behaviors of student entrepreneurs using platforms like WhatsApp for business purposes while pursuing higher education (Halim, 2022).

This review paper aims to address these gaps by examining the current trends, challenges, and opportunities in social media utilization for post-academic education marketing. By doing so, the paper seeks to provide valuable insights into the potential of social media

platforms as effective tools for promoting post-academic education and nurturing student entrepreneurship.

3. Methodology

The utilization of Statistical Analysis as a methodology holds a pivotal role in elucidating multifaceted phenomena within the context of post-academic education marketing through social media. Scholars have directed their research endeavors towards comprehending diverse facets of this domain, often addressing pressing issues intrinsic to contemporary business landscapes. Notably, studies by Alam (2009), Rugova & Prenaj (2016) and Öztamur & Karakadilar (2014) have shed light on pertinent topics, including the adoption of the internet in Malaysian SMEs, the incorporation of social media as a marketing tool for post-academic education, and the exploration of social media's role in SME marketing strategy. These researchers have employed surveys and case studies, in combination with Statistical Analysis, to uncover the complexities inherent to these issues. Additionally, Olanrewaju et al. (2020) conducted a comprehensive literature review, culminating in a synthesized understanding of social media's profound impact on entrepreneurship. In tandem with these inquiries, Asri & Hamid (2018) and Connelly (2008) employed survey and descriptive analysis methodologies to delve into the intricacies of online purchase behavior and the significance of pilot studies, respectively. Moreover, the systematic literature review by Almeida, Gara & Kuruzovich (2020) categorized social media usage patterns in entrepreneurship, underscoring its wide-ranging influence.

When embracing statistical analysis as a methodological approach, researchers have unveiled intricate relationships that drive critical outcomes. This approach enabled Shukla (2023) to scrutinize influencer marketing's influence on buying behavior, while Wamba & Carter (2014) identified factors influencing social media tool adoption among SMEs. Furthermore, Hossain, Alam & Rahman (2016) employed regression analysis to discern the factors influencing mobile banking adoption, while Sheikh & Bejou (2019) utilized the same technique to uncover the correlation between customer engagement and financial performance within the hotel industry. Cross-national comparisons, as conducted by Manthiou & Singh (2020), embraced structural equation modeling to explore cultural influences on consumer engagement in social media brand communities. The convergence of methodologies and statistical analysis facilitated a comprehensive evaluation of diverse subjects, as exemplified by Chittenden & Rettie (2003) and Munasinghe, Matos & De Silva (2016), who investigated managing information overload in online business relationships and assessed e-commerce readiness among SMEs in a developing country, respectively.

In summary, statistical analysis emerges as a versatile and integral methodology in unveiling intricate relationships and driving insights within the domain of harnessing social media for post-academic education marketing. This approach has enabled researchers to explore a diverse array of topics, ranging from influencer marketing and consumer behavior to the adoption of

internet technologies in SMEs. By amalgamating Statistical Analysis with various other methodologies, scholars have cast light on the multifaceted dynamics that underscore the efficacy of social media as a potent marketing tool.

3.1 Research Design

Employing a design based on statistical description, the initial objective of this research is to be addressed, while the secondary objective is sought to be answered through inference description. The methodology utilizes online surveys to gather quantitative data concerning the array of social media platforms employed by student entrepreneurs for business promotion, alongside the corresponding generated revenue. The survey encompasses inquiries related to the categories of utilized social media platforms, their frequency of utilization, the nature of businesses subjected to promotion, and the resultant income accrued. A supplementary insight, albeit not the central focal point, rests in the potential use of data derived from social media analytics tools to gauge the efficacy of marketing campaigns in channeling revenue toward student ventures. Pertinent metrics, encompassing engagement rates, click-through rates, and conversion rates, are anticipated to offer valuable insights into the efficacy of distinct strategies and tactics. However, it is acknowledged that the study's size and trial durations may limit generalizations from the outcome. Accordingly, future investigations should conscientiously consider the limitations inherent to this study. The augmentation of comprehension through interviews with students experienced in leveraging social media for business promotion may yield profound qualitative insights into their encounters, challenges, and accomplishments. Further interviews, potentially involving business proprietors collaborating with student entrepreneurs, could furnish additional perspectives on the potency of social media as a promotional conduit, warranting heed in subsequent analyses. Also, it is imperative to underscore that purposive sampling was undertaken.

3.2 Pilot Study

Our preliminary study, characterized by a relatively modest sample size, serves as a precursor to a more expansive inquiry. As elucidated by Connelly (2008), a pilot study serves diverse purposes, encompassing instrument adequacy assessment, feasibility evaluation, protocol design, and sampling strategies validation. Moreover, it offers preliminary data collection, effect size gauging, and research assistant training. The study's demographics encompass participants from Polytechnic and Community Colleges attending the "Digital Entrepreneurship Booster" program, sponsored by the Ministry of Higher Education, and aiming to equip participants with digital marketing prowess and entrepreneurial acumen. This program's expenditure amounts to RM300,000 and strives to transform participants' entrepreneurial perspectives, enhance income

generation via GIG Economy activities, and bolster graduates' marketability through skills training. It encompasses students actively engaged in on-campus businesses. Details of the distribution of participants involved are shown in Table 1.

Table 1. Distribution of total participants

NO.	INSTITUTION NAME	NUMBER OF STUDENTS
1.	Kolej Komuniti Kuala Kangsar	5
2.	Politeknik Ungku Omar	4
3.	Politeknik Sultan Azlan Shah	5
4.	Kolej Komuniti Chenderoh	3
5.	Kolej Komuniti Gerik	6
6.	Kolej Komuniti Sungai Siput	6
7.	Kolej Komuniti Taiping	7
8.	Kolej Komuniti Batu Gajah	6
9.	Kolej Komuniti Bagan Serai	6
10.	Kolej Komuniti Pasir Salak	5
11.	Kolej Komuniti Teluk Intan	5
12.	Kolej Komuniti Manjung	7
13.	Kolej Komuniti Bagan Datuk	5
14.	Kolej Komuniti Gopeng	5
15.	Kolej Komuniti Tapah	5
TOTAL		100

The distribution of total participants in the study encompasses students from various institutions, all of whom were actively engaged in the "Digital Entrepreneurship Booster" program, an initiative sponsored by the Ministry of Higher Education. With an allocated budget of RM300,000, this program aimed to empower participants with digital marketing expertise, foster entrepreneurial acumen, and elevate graduates' marketability through skill enhancement. The diverse institutions participating in this initiative include Kolej Komuniti Kuala Kangsar, Politeknik Ungku Omar, Politeknik Sultan Azlan Shah, Kolej Komuniti Chenderoh, Kolej Komuniti Gerik, Kolej Komuniti Sungai Siput, Kolej Komuniti Taiping, Kolej Komuniti Batu Gajah, Kolej Komuniti Bagan Serai, Kolej Komuniti Pasir Salak, Kolej Komuniti Teluk Intan, Kolej Komuniti Manjung, Kolej Komuniti Bagan Datuk, Kolej Komuniti Gopeng, and Kolej Komuniti Tapah.

The distribution of participants' numbers across these institutions is illustrated in Table 1. Within this cohort of 100 participants, 39 actively took part in the answering process. This aligns with Connelly's (2008) suggestion that a pilot study's sample size should account for 10% of the intended main study sample size. Furthermore, Cooper & Schindler (2011) emphasized the importance of determining the sample size based on the type of investigation, while Hill (1998) stipulated that the pilot study's sample size should consist of 100 participants. Isaac & Michael (1995) also provided insights, indicating that a pilot test involving 10-30 individuals was deemed adequate for such endeavors.

The distribution of total participants within the study reflects a diverse range of institutions participating in the “Digital Entrepreneurship Booster” program. The sample size of 100 individuals, with 39 actively engaged in the answering process, is consistent with both scholarly recommendations and established principles. This stratified approach ensures a comprehensive exploration of the program’s impact and provides a solid foundation for deriving meaningful insights.

4. Result

The development of the item source for this study, focusing on “Item Source Development,” aimed to address the study’s objectives. The formulation of the questionnaire items draws upon the collective observations and experiences of researchers within the field of entrepreneurship involving polytechnic and community college students. As the primary intent of this study is to conduct a survey and ascertain general relationships, the questions are not designed to be exhaustive in nature. Despite the limitations inherent in the questionnaire’s development, it is anticipated that this initial framework will offer preliminary insights, laying the groundwork for potential future investigations into the subject’s depth. Table 2 illustrates the item sources for the development of the questionnaires.

Table 2. Item sources development

Measurement	Number of Questions	Total of Items	Sources
Demographic factors	Section A: Q1-Q2	2	Develop by researcher
Category Of Students Entrepreneurs	Section B: Q3	1	Develop by researcher
Types of products sold on social media	Section C: Q4	1	Develop by researcher
Revenue generation on social media	Section D: Q5-9	5	Develop by researcher

The construction of this questionnaire does acknowledge certain limitations given its broad nature. However, it is expected that the insights garnered from pilot data collected from individuals engaged in the study will inform subsequent iterations of this research, potentially expanding on the same or related issues within a specific population context (Connelly, 2008).

4.1 Statistical Description

Fig. 1 shows the gender distribution involved in answering the question. The analysis was carried out using statistical package version 23 software. From Fig. 1, it is evident that out of the total participants, 7 individuals (17.9%) identified as men, while 32 individuals (82.1%) identified as women. This distribution contrasts with

findings from the “Digital 2022: Malaysia — DataReportal – Global Digital Insights” report, which reported a higher proportion of men using social media compared to women. It is noteworthy that the gender distribution among respondents in this study does not align with the broader trend observed in the digital landscape.

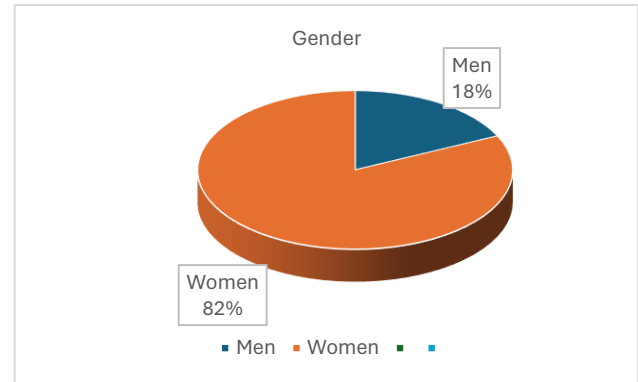


Fig. 1. Gender distribution

This gender-based analysis is essential in understanding the demographic composition of the participants and provides insights into the dynamics of post-academic education marketing through social media. However, it is worth considering the limitations of this study, such as its sample size and potential biases that may affect the generalizability of these results.

In related research endeavors, scholars have delved into the impact of social media on business practices, particularly in the context of small and medium-sized enterprises (SMEs). This subject has garnered attention from various researchers, including Alam (2009), Balan & Rege (2017) and Makudza et al. (2020). Such studies explore the nuances of digital engagement and its consequences for different facets of business operations. While this present study contributes to the discourse, further research is warranted to gain a comprehensive understanding of the intricate relationship between gender and post-academic education marketing through social media platforms.

In summary, the analysis of gender distribution among respondents reveals an interesting deviation from broader digital trends. This observation underscores the need for a deeper exploration of the gender dynamics in post-academic education marketing on social media, considering various socio-cultural and contextual factors. This study adds to the growing body of research focusing on social media’s impact on business practices, particularly within the realm of SMEs. Nevertheless, more comprehensive investigations are required to illuminate the multifaceted connections between gender and social media engagement in the context of post-academic education marketing.

Fig. 2 presents the distribution of students among different types of entrepreneurial endeavors in the context of post-academic education marketing. The results indicate that most students engaged in drop shipping, accounting for 48.70% of the sample. This category surpassed the other three categories, namely product founders (23.10%), agents (20.10%), and affiliates (7.7%). It is noteworthy that

the drop shipping model has gained substantial traction among students, potentially due to its low entry barriers and capacity to generate supplementary income. The findings underscore the significance of this business model in the realm of post-academic education marketing through social media platforms.

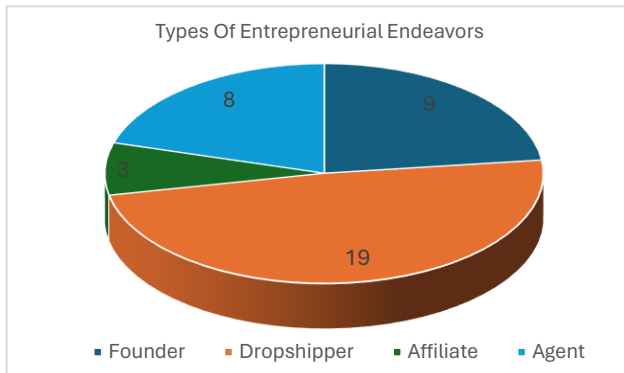


Fig. 2. Types of entrepreneurial endeavours

The prevalence of drop shipping as the dominant entrepreneurial category among students mirrors the current business landscape. This model's advantages, including minimal initial investment and flexibility, align well with students' resources and aspirations. Moreover, the drop shipping model relieves entrepreneurs from inventory management and shipping responsibilities, enabling them to focus on marketing and customer engagement. It is noteworthy that while drop shipping offers various benefits, challenges such as product quality control and competition should also be acknowledged.

Multiple researchers have explored the intersection of entrepreneurship and social media in the context of small and medium-sized enterprises (SMEs). Scholars like Dolega et al. (2021), Wamba & Carter (2014) and Olanrewaju et al. (2020) have contributed to this body of knowledge by investigating the utilization of social media tools by entrepreneurs. These studies collectively illuminate the multifaceted nature of contemporary business practices and the integral role of social media. However, the phenomenon of students engaging in post-academic education marketing through social media platforms remains relatively understudied, necessitating further research to comprehensively grasp its nuances and implications.

In conclusion, the results pertaining to the distribution of entrepreneurial types among students shed light on the prevalence of drop shipping as a favored model. This outcome signifies the alignment between the drop shipping model and students' aspirations and resources. While this study contributes to the growing discourse on the convergence of entrepreneurship and social media, more comprehensive investigations are warranted to comprehensively explore the intricacies of students' engagement in post-academic education marketing through social media platforms.

Fig. 3 provides insights into the duration of student entrepreneurs' engagement in business activities through social media platforms. According to the data, a substantial

proportion of respondents, accounting for 84.60% of the total sample, reported running their businesses for less than one year. This finding underscores the prevalence of relatively short-lived entrepreneurial endeavors among students in the context of post-academic education marketing. Understanding the implications of this period of involvement on income generation necessitates further investigation. Future studies should delve deeper into this aspect to unveil the intricate dynamics at play.

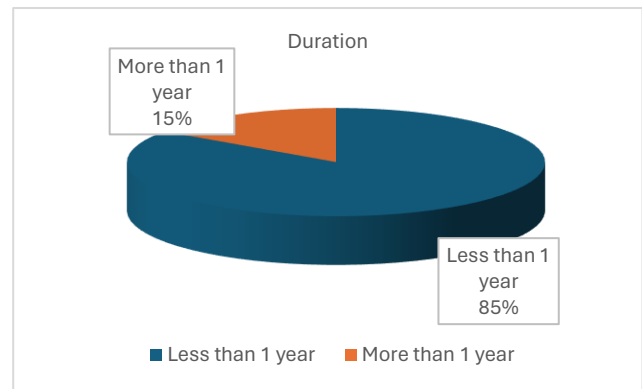


Fig. 3. Duration of student entrepreneurs' engagement

The investigation proceeded to examine the preferred social media platforms utilized by student entrepreneurs for their businesses. The analysis revealed that WhatsApp takes the lead with 35.90%, followed closely by Instagram at 33.30%. Interestingly, these findings deviate from the trends highlighted in "Digital 2022: Malaysia — DataReportal – Global Digital Insights," which might be surprising. Especially, considering that Instagram, boasting a user base of approximately 15.5 million individuals in Malaysia by early 2022, is well-positioned for businesses seeking to promote visually appealing products and interact with their target audience. While WhatsApp can serve marketing purposes to some extent, its messaging-oriented nature and lack of public engagement mechanisms and advertising platforms could render it less effective than Instagram for business promotion.

Numerous researchers have explored the interplay between entrepreneurship and social media within the sphere of small and medium-sized enterprises (SMEs). Scholars such as Lee (2018), Mack et al. (2017) and Ilavarasan et al. (2018) have delved into the utilization of social media tools by entrepreneurs, enriching the body of knowledge surrounding this intersection. Although these endeavors offer valuable insights into the broader entrepreneurial landscape, limited attention has been directed towards the specific temporal dimension of student entrepreneurs' engagement in post-academic education marketing through social media platforms. Thus, more comprehensive investigations are warranted to capture a holistic understanding of this phenomenon.

In summary, the findings concerning the period of student entrepreneurs' involvement in business activities through social media platforms highlight the prevalence of relatively short-term engagements. Notably, most respondents reported engaging for less than one year. The utilization of specific social media platforms such as

WhatsApp and Instagram for business purposes further adds complexity to the evolving landscape. However, these results should be interpreted with caution, given the discrepancies with existing trends. Despite the contributions of previous studies, the temporal dimension of student entrepreneurship in the context of post-academic education marketing remains understudied, demanding further exploration to uncover its intricacies. The results of this analysis are summarized in Fig. 4.

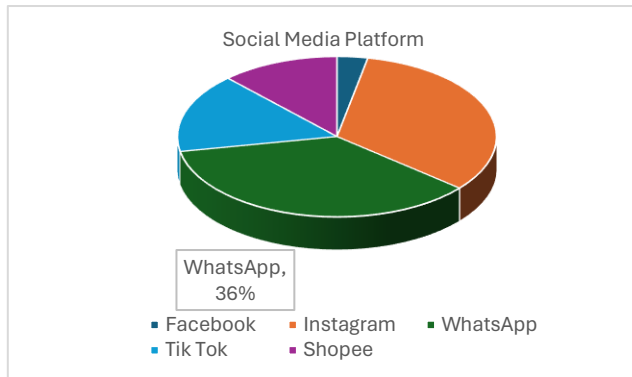


Fig. 4. Social media platform

The outcomes of the investigation shed light on the social media platforms employed by businesses for their promotional endeavors. Notably, WhatsApp emerges as a preferred choice for marketing activities, even when compared to more comprehensive platforms like Instagram. Various factors may account for this preference. Firstly, WhatsApp's extensive user base and its longer presence in the digital landscape foster familiarity and ease of use. Many business operators might opt for a platform they are already accustomed to, rather than navigating the learning curve associated with a new platform.

A distinctive advantage of WhatsApp is its direct communication capabilities, allowing businesses to engage with customers through private messages. This feature may appeal to certain enterprises that find private interactions more convenient than public content posting, which is characteristic of platforms like Instagram. Furthermore, WhatsApp's interface facilitates personalized exchanges with customers, potentially enhancing the level of customer-business interaction. Notably, while Instagram boasts an integrated advertising platform, it can be economically burdensome for smaller businesses to run ads. Conversely, WhatsApp offers a cost-effective approach due to its no-cost nature, particularly advantageous for budget-constrained small businesses.

Additionally, WhatsApp's potential for targeted communication should not be underestimated. Though Instagram provides tools for pinpointing specific audiences, WhatsApp also lends itself to tailored approaches. Businesses can form group chats or send messages directly to customers who have shown interest in their products or services. This allows for a more personalized and precise form of promotion, catering to individual customer preferences. Nevertheless, it is crucial to acknowledge the limitations of this study, as its scope is

confined. The comprehensive scope of the approach and its potential are yet to be fully ascertained.

In the realm of business promotion, Instagram stands out as a platform favored for its potential to showcase products and services. This contrasts with the situation observed in this study, where WhatsApp maintains relevance despite its relatively more limited features. The dynamics at play here demand deeper analysis, particularly in scenarios where Instagram's advantages for businesses seeking product and service visibility might hold true. A nuanced exploration is warranted to unveil under which circumstances the platform preferences align or diverge.

Conversely, WhatsApp remains a valuable tool, especially for businesses that prioritize personalized communication and prudent resource allocation. In conclusion, the choice between these platforms is not devoid of complexity, as it hinges on the distinct goals and requirements of individual businesses. Further investigations are pivotal to comprehending the intricacies and implications of social media platform selection for post-academic education marketing.

4.2 Validity and Reliability

The investigation's core facet pertains to the credibility and consistency of the collected data and the ensuing analysis. Subsequently, the focus veers towards assessing the veracity of utilizing social media for income generation among student entrepreneurs. The resultant analyses are presented through adjusted odds ratios accompanied by 95% confidence intervals. In this segment, emphasis is placed on the instrument's reliability value (Cronbach alpha) as an indicator of its consistency in generating technical sound results across multiple measurements. Notably, McMillan and Shumacher (2006) propose that a coefficient value ranging between 0.7 and 0.8 signifies a comparatively robust reliability level. Evidently, Table 3 showcases a reliability value of $r = 0.795$.

Table 3. R value

R value	0.795

The examination presents the findings pertaining to student perspectives on utilizing social media for business endeavors. Table 4 outlines the various perceptions encompassing the use of social media platforms for income generation within entrepreneurial pursuits. Notably, the highest mean value is attributed to the perception that engaging in sales through social media channels can augment overall revenue. Subsequently, the perception of achieving revenue beyond initial expectations garners the subsequent highest minimum score. Mean values are presented alongside their respective standard deviations (SD) for reference. The minor standard deviation value, measuring below 1.0, denotes a consistent trend in respondents' responses. Nonetheless, it is imperative to acknowledge that the fifth item displays varied responses among all participants.

Table 4. Income generation using social media

	N	Mean	Std. Deviation
Revenue on social media is more than trading on offline platforms	39	3.641	.7066
Making money on social media is easy	39	3.897	.7538
Revenue from social media is off-term	39	4.026	.7066
Selling on social media can add revenue	39	4.179	.6833
I already generate income from social media	39	2.949	1.2967

The obtained results highlight the perceptions held by respondents concerning the utilization of social media for income generation. Table 4 displays the mean and standard deviation values for each perception item. Among the perceptions, the notion that engaging in commerce via social media platforms can yield revenue holds the highest mean value, followed by the belief that revenue generated from such endeavors can surpass initial expectations. The presentation of data includes both the mean and standard deviation (SD) as indicators. Notably, the minor standard deviation value, measuring less than 1.0, implies a consistent trend in respondents' evaluations. However, it is noteworthy that the fifth item garnered uneven responses across all participants.

Most of the participants exhibit strong concurrence with the perspective that leveraging social media for sales can result in revenue augmentation. Additionally, there is notable consensus that the revenue stemming from social media ventures possesses the potential to exceed projected anticipations. The growing integration of social media into daily life, redefining interactions with businesses and the community, could account for this agreement. This notion of revenue surpassing expectations can be attributed to various factors. Firstly, social media platforms have enabled businesses to extend their reach to a more expansive and diverse audience than ever before. The capability to target specific demographics, preferences, and behaviors empowers businesses to engage with individuals most inclined towards their products or services. Lin et al. (2021) also reveals in their study that social media use enhances marketing effectiveness. Secondly, social media facilitates personalized and captivating customer interactions. By harnessing platforms such as Instagram, Facebook, and Twitter, businesses can foster strong customer relationships, cultivate brand loyalty, and foster a community centered around their offerings. Lastly, social media serves as a cost-effective medium for promoting products and services, particularly beneficial for small businesses and entrepreneurs with limited marketing resources. As asserted by Balan & Rege (2017), social media represents a low-cost mechanism for heightening customer awareness. By leveraging social media to generate excitement about their brand, businesses can stimulate sales and revenue without substantial expenditures on traditional advertising approaches.

Regarding the inquiry item "I've generated income using social media," the lowest mean score is evident. Several

factors could contribute to the challenges some individuals face in generating income through social media. Simply possessing a social media account is insufficient for revenue generation. Success hinges on a well-conceived strategy encompassing clear objectives, target audience, content planning, and engagement tactics. The absence of a coherent strategy could hinder the creation and maintenance of an engaging and consistent social media presence. Zhang (2023) contributes insights into several marketing strategies that leverage social media.

Consistency emerges as a pivotal element in amassing a social media following and fostering revenue. Irregular or sporadic posting may fail to sustain followers' attention or their interest in the brand. Formulating a content calendar and adhering to a consistent posting schedule can foster sustained engagement and audience interest. Active engagement constitutes a critical facet of social media strategy, surpassing mere content publication. Responding to comments, interacting with fellow users within their niche, and actively seeking new followers all contribute to a thriving social media approach. While the temptation to target the widest possible audience on social media may be strong, this approach could hinder revenue generation. Dolega, Rowe & Branagan (2021) have found that while social media amplifies web traffic, it does not significantly affect product orders and sales revenue. Concentrating on a specific niche or audience permits the cultivation of a more devoted and engaged following, more prone to investing in products or services. The competitiveness inherent in various industries or niches within social media underscores the difficulty in distinguishing oneself. Correspondingly, findings from Makudza, Mugarisanwa & Siziba (2020) indicate that while social media is a potent tool, its usage must be fine-tuned to mitigate the generation of content distorting sound customer behavior. The creation of unique, high-quality content and the utilization of diverse media types, such as videos and live streaming, can aid in differentiating the brand and elevating prospects for success. Similarly, Zhang (2023) provides guidance to aspiring entrepreneurs, emphasizing the importance of brand image construction and strategic utilization of different approaches. Diagrams offered by Zhang (2023) outline a comprehensive model for effective social media marketing.

4.3 Inferential Description

The next analysis looked at perceptions of generating income using social media platforms. The analysis also considered the duration of student engagement in business on social media as shown in Fig. 4. As the values were not normally distributed, non-parametric tests were used for all statistical analyses. Table 5 illustrates the Spearman Rho Correlation Coefficient, revealing the correlation between online platform usage and perceptions of revenue generation. With a correlation value of $r = 0.77$, falling within the range of -1 to $+1$, it is evident that a positive relationship persists between these variables. Specifically, increased frequency in the use of social media platforms correlates with higher income generation. Significance was set at $P = 0.05$ for all statistical assessments.

Table 5. Spearman rho correlation coefficient

Correlations				
			Online Platforms	Perceptions of Revenue Generation
Spearman's rho	Online Platforms	Correlation Coefficient	1.000	.048
		Sig. (2-tailed)	.	.770
		N	39	39
	Online Platforms	Correlation Coefficient	.048	1.000
		Sig. (2-tailed)	.770	.
		N	39	39

Furthermore, Table 6 provides insights into the relationship between social media use and income generation through Chi-Square tests. The Pearson Chi-Square yielded a value of 15.311^a, and the Likelihood Ratio returned 17.803. While the significance level was 0.225, the Linear-by-Linear Association revealed a value of 0.586. Given that 18 cells (90.0%) exhibited expected counts lower than 5, the minimum anticipated count was 0.05.

Table 6. Relationship of social media use with income generation

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.311 ^a	12	.225
Likelihood Ratio	17.803	12	.122
Linear-by-Linear Association	.297	1	.586
N of Valid Cases	39		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .05.

The Chi-square analysis, employed to identify associations between variables with a nominal scale, involves comparing observed and expected frequencies. Through the calculation of a chi-square statistic, the squared deviations between these frequencies are summed and divided by the expected frequencies. Comparison with a critical value based on desired significance level and degrees of freedom determines the existence of significant differences. In this context, the analysis aimed to ascertain whether a relationship existed between revenue generation and online platforms. The null hypothesis (H₀) posited that no such relationship existed, while the alternative hypothesis (H_a) suggested otherwise.

Chi-Square test results indicate 15.311, and the Sig value was 0.225. As such, the test confirmed the acceptance of H_a, implying a connection between income generation and online platforms. The outcomes of this analysis align with expectations, underscoring the importance of in-depth exploration into digital technology's role in online business, particularly in the context of student learning. Social media's potential to widen audience reach and enhance brand visibility is a significant takeaway. By creating captivating content and establishing a robust

online presence, businesses can attract and retain customers, potentially leading to increased revenue. Notably, platforms like Facebook and Instagram offer direct product selling features, streamlining the purchasing process, and bolstering revenue. A strong online presence further fosters brand recognition and trust, ultimately boosting sales and revenue. Overall, understanding social media usage patterns provides businesses with a competitive advantage, enabling heightened brand awareness, customer satisfaction, quality, reach, and profitability (Hruska & Maresova, 2020).

5. Conclusion

In reaching a resolution, the present investigation extends the groundwork laid by prior research that initially illuminated students' engagement in commerce via social media while pursuing their studies. The foremost deduction that can be extracted from this undertaking asserts a notable linkage between revenue generation facilitated by social media and the platforms themselves. This exploration marks an initial stride towards acquiring deeper insights concerning the interplay between digital instruments and resources offered to amplify the optimal utilization of social media, particularly in aiding students in income generation endeavors through these platforms.

Of significance to the realm of scholarship is the fresh revelation of an intrinsic connection binding social media platforms to the process of revenue generation among student enterprises. Such disclosures enhance our comprehension of social media's role in cultivating student entrepreneurship and fostering avenues for generating income. The examination at hand posits that the strategic employment of social media platforms emerges as a potent instrument, empowering students to showcase their enterprises and materialize income streams. By grasping the dynamics of the digital tools and provisions bestowed, students stand poised to optimize their engagement with social media, thereby magnifying their capacities for revenue creation.

Furthermore, this inquiry further fortifies antecedent research, which had previously outlined students' forays into the commercial domain through social media during their academic tenure. A novel augmentation comes to the forefront, characterized by the identification of an association between social media platforms and the act of revenue generation—a dimension hitherto unexplored in earlier investigations. Collectively, this analysis confers noteworthy contributions unto the entrepreneurial and social media domain, ushering in insights concerning the intricate relationship underpinning social media platforms and the revenue-generating mechanisms intrinsic to student-run enterprises.

The outcomes of this study bear notable implications for educators, policymakers, and entrepreneurial enthusiasts invested in nurturing student entrepreneurship and engendering income channels by means of social media platforms. By delving into the symbiotic rapport between these platforms and revenue generation, this study advances the discourse on leveraging digital tools to amplify the entrepreneurial prowess of students,

effectively bridging the realms of academia and commerce in an increasingly interconnected digital landscape.

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