



Overview of Student Engagement in Business on Social Media Platform

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Abstract

Community College students are among the stakeholders of the TVET Education program in Malaysia. Educational success is spurred by some proficiency applied in education other than technical proficiency. The objective of the study is to explore the involvement of Community College students in business using social media. This dramatic change towards social media platforms is increasingly significant after the world was attacked by the endemic Covid 19 which witnessed many business models exchanging towards digital. The target respondents were students at the Community College Malaysia. The study will use quantitative methods with a circular of investigative questions and the data will be analyzed using the Social Package for Social Sciences (SPSS) software version 23. Study data shows that as many as 27.2% of 136 students use social media for business purposes to add a side income whereas another 72.8% choose not to engage in business using social media due to lack of capital in doing paid ads.

Keywords: - Social media; student; community college; business

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1. Introduction

Polytechnic and Community College urged to become excellent technical and vocational training (TVET) institutions to produce holistic and balanced human capital. Thus, the Strategic Plan of Polytechnics and Community College (2018-2025) outlined six main cores to be achieved in achieving the mission and vision of the position (Ministry of Education Malaysia, 2018). The one that is implemented in the plan is to produce quality TVET graduates through several strategies. By establishing that, the achievement of this one terrace is included in the institution's annual Key Performance Index (KPI), various assistance and incentives can be provided in ensuring that this terrace can be achieved. In order to see the success of this strategy, various programs have been designed to involve as many students as possible to get a sense of entrepreneurship and make the field of entrepreneurship a culture in education.

In business, marketing has existed for so long. Traditionally, business owners felt the need to spread the word about their products or services through newspapers and word of mouth. Digital marketing has also become popular on the other hand because it uses the Internet (Khan & Siddiqui, 2013). Statistics released by the Malaysian Communications and Multimedia Commission (MCMC) in 2018 show internet usage is growing at a very reasonable rate. From 2016 to 2018, internet users increased from 24.5 million to 28.7 million people. Online purchases also showed an increase of up to 53.3 per cent in 2018 and are expected to continue to increase. The use of social media is also the most used platform for sharing information online, which is 73.8 per cent of users. Unconsciously, internet users in Malaysia spend an average of 1 to 4 hours a day surfing the social media (Hootsuite, 2022).

1.1 Problem Statement

In public higher education institutions, especially in Community College Malaysia, the subject of entrepreneurship has been applied starting from the first semester of certificate study. The cultivation of knowledge and the value of entrepreneurship is to give birth to a graduan that is as harmonious as the terrace of strategic one under the plan of the Ministry. Several freelance studies have been conducted to examine students' interest as online buyers (Arisah, Badari, & Hashim, 2016; Asri & Hamid, 2018; Jamaluddin & Nek, 2015; Mohd Lukman Daud, Norliza Ab Halim, 2020; Nabot, Garaj, & Balachandran, 2014; Norazila Mat, Nurmaizura Marzuki, Jamsari Alias, 2016) However, there is still a need to understand and review the involvement of students in using social media in business while studying. With the increase in circulation and interest in commerce through the institutional entrepreneurship program followed by an increase in IT knowledge among the new generation of students, the involvement of students as traders in social media still needs attention. Therefore, this study aims to examine the stage of involvement of Community College students in social media. The main focus of the study is to identify the factors that encourage students to run online business using social media and identify the obstacles faced by students in running online business using social media platform.

1.2 Objectives

This study aims to fulfil the following objectives:

1. To review the involvement of students using social media in business.
2. To review the factors of involvement and obstacles for students to use social media in business.

2. Literature

a) Business on social media in global rankings

Looking at the digital context globally, the use of social media begins with communication activities and interactions on the line to strengthen relationships. Facebook's social media records the largest number of users in the world with the number of users increasing every year. There are 4.62 billion social media users in the world in 2022 which includes a total of 58.4 per cent of the world's population. The global range of social media usage has recorded a 10-percent increase in the past 12 years, with a record number of 424 million users who have just started their social media experience in 2021 (*Digital 2022: Another Year Of Bumper Growth*, 2022). Social media, which initially facilitated interactions between entities, has emerged as an important component in communications, opening up more opportunities for business-to-business (B2B) and business-to-customer (B2C) transactions to boost business development in particular, and the country's

economy in general (Adam, Mat Jizat, & Mohd Nor, 2014). Although studies on the use of social media among the younger generation, especially those involving commerce, need attention. Social media has evolved from a place where people go to catch up and chat with friends and colleagues to the holy grail of marketing for most businesses, as well as a place where entrepreneurs and professionals sign up to network. Recent research indicates that the impact of social media on marketing decisions is startling, implying that businesses should prioritise their social media strategy. Unfortunately, many businesses and organisations jump on board the social media bandwagon without a clear strategy. As a result, they are let down (Husain, Chittorgarth, & Ali, 2016). It opened up opportunities for the awareness of the need to investigate the use of social media in business, particularly among young users, and the factors that attract and repel them from using social media for business purposes. He, Wang, Chen, & Zha, (2017) study was to determine why and how small businesses use social media for business purposes using qualitative method meanwhile to serve the objective of this study, quantitative method is used to understand in general the overview of students' engagement in business using social media.

b) Social media in Malaysia

As of January 2022, there are a total of 30.25 million social media users in Malaysia. While the data may not be representative of unique individuals in Malaysia, the figures recorded provide one illustration that the use of social media in Malaysia is already widespread. Social media such as Facebook, for example, recorded a number of 21.70 million users in Malaysia. This figure includes 82.4 per cent of Malaysia's population eligible to use social media by 2022. From the point of view of advertising using Facebook in Malaysia, data shows that advertising through social media is able to reach up to 73.4 per cent of users by the beginning of 2022 (*Digital In Malaysia 2022*, 2022).

3. Methodology

This study uses a statistical description design and quantitative approach to review the use of social media among students in business. Google forms are used as a platform to collect data because of Google's characteristics such as document editors, and this data can be exported into SPSS for analysis.

a) Random sampling

The demographics of this study consisted of students of the Community College Malaysia who were taking courses in entrepreneurship at the institution. In this research, a total of 136 respondents have taken part in this survey voluntarily.

4. Findings and Discussion

From the study, as many as 65 male students and 71 female students from the Community College Malaysia took part in this questionnaire which was circulated through the telegram of the teaching staff of the Community College Malaysia. The table below shows the persistence of gender involvement in answering the questionnaire.

Table 1. Gender involvement

Valid	Male	65	47.8
	Female	71	52.2
	Total	136	100.0

Relatively than the number of respondents obtained, the next article shows the category of students on social media. This category is divided into four types of categories, namely the category of social media users. For this option, the respondents will answer the obstacle factor only for the next analysis. The second and third categories are the online merchant category and also at the same time are buyers. This category will answer the next question which related to factors of their involvement in running a business online using social media.

Based on the above table, as many as 88 students (64.7%) are users or buyers only. It was the largest number compared to the second category, namely as a sellers only as many as 9 people (6.6%) and the third category was buyers and also buyers at the same time as many as 37 people (27.2%). There are also students who do not have a direct social media account, which is 2 people (1.5%).

Table 2. Types of users on social media

		Frequency	Percent
Valid	User/Buyer only.	88	64.7
	Online Dealers only.	9	6.6
	Online Dealers and Buyers	37	27.2
	Don't have a social media account.	2	1.5
	Total	136	100.0

From the number of respondents who answered this question, as many as 46 students ran businesses on social media (including online dealers only and online dealers as well as being buyers at the same time by referring the table above). This represents 33.8% of all respondents involved.

The next analysis looks at the choice of the main social media platforms used by students who run businesses. The Instagram platform is the main choice of social media

to promote their business, followed by the WhatsApp platform.

Table 3. Social media platform for business

		Frequency	Percent
Valid	Facebook	8	5.9
	Instagram	20	14.7
	Twitter	1	.7
	WhatsApp	13	9.6
	Tik Tok	1	.7
	Shopee	3	2.2
	Total	46	33.8

For the category of types of business chosen by students who run businesses on social media, food and beverage products are the main choice of students. The table below shows the types of commerce run by students of the Community College Malaysia.

Table 4. Types of business on social media

		Frequency	Percent
Valid	Clothes	6	4.4
	Food and Drink	29	21.3
	Game Tools	1	.7
	Others	9	6.6
	Health and Beauty	1	.7
	Total	46	33.8

Table 5. Factors contributing to students engagement in business on social media

	N	Mean	Std. Deviation
To get customers.	46	4.41	.617
To get more profit.	46	4.50	.587
To reduce marketing costs.	46	4.20	.957
For rapid viral potential.	46	4.59	.580
To get marks in the course.	46	4.48	.691
To get additional income.	46	4.61	.649
Valid N (listwise)	46		

The table above shows the factors involving students using social media to run businesses. The highest factors contributing to students' engagement in business using social media is to get additional income followed by the potential for rapid viral.

The next analysis looks at the obstacle factor that students do not involve themselves with business using social media. This factor is assessed in a concise manner

which involves three main construct in measuring upwards the tendency of students to use social media, namely from the aspects of safety, facilities and personal desires (Nawi et al., 2017).

The facilities aspect regarding the lack of capital to run paid ads such as Facebook ads, which is among the highest mins that prevent students from involving in business using social media, which is 3.91%. For the safety construct, it recorded the second highest min of 3.77% which was related to personal safety issues when using social media for business purposes. For the construct of personal desire, it also recorded the third highest min of 3.59% where the student himself did not show the desire and knowledge to run a business on social media.

Table 6. Obstacles from doing business on social media

	N	Mean	Std. Deviation
Social media doesn't have good security.	90	3.03	1.075
Social media is exposed to a high risk of leakage of personal issues.	90	3.77	1.061
I don't have any basic knowledge with regards to social media.	90	2.71	1.173
I think it's complicated to understand how social media can help me promote business.	90	3.16	1.151
I lack high technological proficiency.	90	3.14	1.167
I don't have the capital to run ads (paid ads) on social media.	90	3.91	1.067
I will use social media if circumstances are urgent.	90	3.28	1.281
I feel no immediate need to use social media in business.	90	3.59	1.297
Valid N (listwise)	90		

The value for Cronbach alpha is 0.841. The value closest to 0.1 indicates this data is reliable. It carries the point that all respondents tend to give the same answer (Mohd. Yusri Ibrahim., 2010).

Table 7. Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.841	7

The involvement of students in business on social media is due to the main factors such as desire to add a side income. However, due to the lack of capital to run paid advertising, it is a major barrier for students not to involve themselves in business on social media. Various efforts have been driven by the Community College especially the Entrepreneurship Unit, to provide opportunities for students to involve themselves in business during the study period. There are also students who are given a physical business space for free, and there are students who have succeeded in producing their own products and brands after graduating from Community College.

5. Conclusion and Recommendations

In conclusion, this study underlies a further study that will also look at other aspects of using social media for income generation. Does it really give impactful meaning for the students to use social media for business. In spurring this modernity, issues such as cyber safety and cyber security are naturally taken seriously apart from the desire to produce students who can earn income while studying using social media.

Through the emergence of Web 2.0 applications, social relationships on the internet created new business opportunities. This is primarily due to the growth of social networking sites, which has also led to the development of e-commerce. The current trend in e-commerce has created a new stream called social commerce, which uses social technologies to create an environment for social interactions. These social interactions can lead to online social support in e-commerce, which builds trust and increases the likelihood of using social commerce (Hajli, 2013).

Thus, continuous efforts are needed to be taken to continue to provide students with the benefits of using social media for business purposes while learning. Therefore, funds and support for facilities from the part of institutions play an important role in realizing the desire to produce students with the characteristics of entrepreneurial mindset and attributes in future.

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