



# Exploring Factors Affecting the Use of Digital Platforms by participants of Instagram Marketing Incentive Workshop

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## ABSTRACT

*Covid-19 pandemic speed up the digital transformation in aspects such as economy, education, business, economy, and society. Due to Covid-19 pandemic, entrepreneurs muchly affected in term of handling business physically. Therefore, digital entrepreneurship been the alternate way to entrepreneur to conduct their business. Based on previous literatures the role of digital platforms is more significant to micro and small enterprises due to limited resources, size of the firm and their financial capabilities. This research focused on exploring factors affecting the use of digital platforms in term of skills in using the internet, motivation of using internet in enhancing business and source of information obtained from internet that used for business purpose. 25 participants of Instagram Marketing Incentive Workshop were chosen as respondent for this study. Questionnaire used as an instrument and data analysis mainly emphasizing mean and standard deviation. Outcome from the data analysis shows that respondents have moderate skills in using internet. Besides that, using internet for business purpose motivates more in engaging in business. Finally using internet help them to get business related information moderately. The recommendation and limitation stated for future researchers in term of key success factors for entrepreneur sustain in market by using digital platform to conduct business.*

**Keywords:** Digital, Entrepreneurship, Platform.

## I. INTRODUCTION

Entrepreneurship is one the main drivers of economic growth. It is also a major strength behind the development of a nation, the establishment of new jobs, and the social stability. The Covid-19 pandemic has had a significant negative impact on businesses' ability to conduct business physically. As a result, digital entrepreneurship has emerged as one of the vital possible alternatives for entrepreneurs as to execute their operations, especially during the pandemic. Due to the advantages of the internet, some businesses are compelled to shift and begin utilising it to benefit from more sophisticated applications, including e-Commerce (Fahri and Timothy, 2008).

According to (Hashim,2007) internet use by small and medium businesses (SMEs) can help them become more competitive. Entrepreneurs can save time and lessen their management effort requirements by using the rapid availability of information (Singh, 2012). Utilizing the digital platform is crucial for a business's expansion, production, and efficiency. Nowadays SMEs can use many social media platforms such as Instagram, TikTok, Twitter, Facebook, and YouTube as a communication tool. More than half of the world's population is already online and will use social media as their daily activities. It shows that using the digital is very important for the entrepreneur to move forward.

The Unit of Diploma of Business Studies Polytechnic Sultan Azlan Shah have conducted a program of "Instagram Marketing Incentive Workshop" where it aimed to guide local entrepreneur to use Instagram to market their product easily so that the participant can incorporate themselves into the modern business environment and independently create the internet business. 25 participants from this program were chosen as respondent for this study. The results of the data analysis suggest that respondents have average online capabilities. From the study, it is identified that although the participants understand about the importance using the digital platform, yet their skills in using internet to market their business is moderate. Therefore, this research focused on exploring factors affecting the use of digital platforms in term of skills in using the internet, motivation of using internet in enhancing business and source of information obtained from internet that used for business purposes.

## II. LITERATURE REVIEW

The aim of the research described here is to provide a clearer understanding of the motivations for adoption and use of the Internet by entrepreneurs in conducting business using digital platforms. Digital technology has transformed how entrepreneurs operate their businesses. According to Jelonek, D. (2015) the Internet technology help entrepreneurs perform business in lower operating costs and can operate on a scale that is larger than before. Nambisan, S., Wright, M., & Feldman, M. (2019) indicates that digital start-ups have very low barriers to entry in conducting business and do not require costly equipment. Performing business in digital platform could reduce the cost of information searches, cost of the transaction and time (Astuti & Nasution, 2014). Nowadays people spend more time in the digital platform to search information, product, service, and communication. Omar, Rahim, & Othman (2017) stated that entrepreneurs could promote their products as well as more easily acquire potential customers through cyberspace networks such as electronic mail, social media such as blog, Facebook, and Instagram. Thus, with social connections and online discussions obtained by entrepreneurs allows them to share ideas, expand the market as well as enriching information sources.

The positive development of online business is also contributed by the emergence of social media. Facebook, Instagram, Twitter, to name a few, are among the top social media applications that have been introduced and totally changed our life, especially in Malaysia (Rahim et al, 2019). Following that, digital platforms with various Internet applications provides opportunities to entrepreneurs to improve social relations with others who eventually become their customers, agents, or suppliers even if not through online (Nurdin et al., 2014)

On the other hand, exploration focuses on learning new knowledge, discovering new capabilities, and investigating new ways of doing business. The exploration orientation generally has links to uncertain outcomes, high autonomy, and long-term results. According to Huang, Wang & Lai (2022) when people are willing to accept challenges and think that internet entrepreneurship can obtain enjoyment and satisfaction or get external rewards and recognition, they are more likely to have high internet entrepreneurial intention to use technology products. The motivation to adopt new technology based on two factors, there are perceived usefulness and perceived ease of use. Technology provides enjoyment to users or adoptees. Recent literature provides evidence that perceived enjoyment can significantly affect the intention to adopt the technology (Thakur & Srivastava, 2014).

Based on previous findings it shows that entrepreneurs should have self-motivation in terms of acquiring and exploration information through internet to success in conducting business using digital platforms. Other than that, our research agree that source of information can obtained from internet can be used for business purpose. Since the end of 2019, the COVID-19 pandemic has spread throughout the world, resulting in dramatic changes in industrial structure such as for technology products, such as computers, communication devices, films, platforms, and live broadcast for online communication (Wang et al., 2020). Information such as, knowledge about doing business using social media platform can we get through internet that share with other. Beyond the variation in perspectives, some researchers study that entrepreneur need internet skill to digest the information, such as into specific skill (e.g., share posting through social media) or other platform. For example, Van Deursen and Van Dijk measured internet skill using the following domains: operational, 'the skills to operate digital media'; formal, 'the skills to handle the special structures of digital media such as menus and hyperlinks'; information, 'the skills to search, select and evaluate information in digital media'; and strategic, 'the skills to employ the information contained in digital media as a means to reach a particular personal or professional goal' (2009: 334).

Based on this, our workshop which explain our participant on Instagram marketing to improve skills and how to get information and sharing in this platform. Other studies have focused on self-efficacy measures (Bandura, 1977) that capture how confident or competent people believe they are in using the internet (Bunz,2004; Eachus and Cassid, 2006; Eastin and LaRose, 2000). Eastin and LaRose (2000) developed an eight-item internet self-efficacy scale in which participants report their confidence using a Likert agree-disagree scale in accomplishing a series of tasks (e.g., 'I feel confident understanding terms/words relating to internet hardware'). Similarly, Spitzberg's (2006) computer-mediated communication competence scale asks participants how true they believe a list of 77 statements to be, such as: 'I am very familiar with how to communicate through email and the internet'. Bunz's computer-email-web (CEW) fluency scale composed of seven items asks respondents to rate statements such as, 'I can use the "reply" and "forward" features for email' and 'I can create a website' with response choices, 'very well', 'well', 'not so well', and 'not at all' (Bunz, 2004: 488).

Digital entrepreneurship is the process of entrepreneurial creation of value using various socio-technical drivers to support the effective acquisition, processing, distribution, and consumption of digital information (Sahut et al. 2019). As technology advances, firms across all industries realize the importance of digital transformation to make their business sustainable. This digital transformation includes various business functions, such as sales, marketing, human resources, operations, finance, research and development, and customer support service (Antonizzi and Smuts 2020). The contribution of digital entrepreneurship to the economy has brought about a great demand from the academe and various industries in the field of research. The concept is multi- and interdisciplinary between the ecosystem and technology-related practices (Sussan and Acs 2017). Despite being at its prime, digital entrepreneurship has brought a monumental change in how entrepreneurs operate their businesses (Kraus et al. 2018).

### III. RESEARCH METHODS

The study applies a quantitative approach in achieving its objectives. The goals are to test on factors that contributes to the affecting the use of Digital Platforms by participants of Instagram Marketing Incentive workshop in

the aspects of internet usage skills, motivation use the internet and information from internet source among the participant in this workshop.

A research questionnaire was designed as the main instrument for this study. The instrument consists of demographics and factors used to test the study. Research questionnaires were distributed to workshop participant attending Instagram marketing incentive workshop through google meet. 25 completed questionnaires were returned, and data were analysed using SPSS software. Data analysis focuses on descriptive analysis for mean and standard deviation value.

## IV. RESULT AND DISCUSSION

### 4.1 Respondents' Characteristics

Total 25 questionnaires were gathered from the respondents from 22 – 40 years old. Initial analysis of data indicated that age was represented with 10% 22-26 years, 10% 27-33 years, 35% is 34-39 years and 45% is 40 above years. It is identified that 50% from our respondents have SPM level, 25% have diploma and 15% are degree holders. Besides that, 65% our respondents are user internet more than 10 years, 10% uses internet 8-9 years, 10% uses internet 6-7 years and another 10% uses internet about 4-5 years. Another from this, we also survey the average time when browsing the internet, from result we got 35% uses more than 29 hours in a week, 25% uses 22-28 hours in a week, 25% uses internet about 15-21 hours in a week and 10% uses internet around 8-14 hours in a week. Another from that, we also get result from the how our respondents access the internet connection, 55% is from internet paid line, 45% form WIFI connection, 35% from prepaid and 10% from others. Last, we also survey the internet application access, result show in this table:

**Table 1: Mean and standard deviation for internet application access.**

Internet application access	Mean	Standard Deviation
Access to WhatsApp's	5.00	1.07
Access to Instagram	3.12	1.09
Access to Facebook	3.85	0.91
Access to Emel	3.13	1.36
Access to WeChat	1.38	0.95
Access to other	3.65	1.49
<b>Average</b>	<b>3.35</b>	<b>1.15</b>

Six items were constructed to identify respondents use internet for browsing which platform. Respondents were required to state the level of their agreement with each statement, ranging from "1", "strongly disagree" and "5", "strongly agree".

Based on table 1, it is shows that respondents use internet to access social media platform which is the highest score mean value 5.00. the lowest mean score falls for the item WeChat which are this platform not more access from respondents.

### 4.2 Descriptive analysis

This section will answer to the research question according to three effectiveness factors affecting the use of digital platforms in terms of skills in using the internet, motivation of using internet in enhancing business and source of information obtained from internet that used for business purposes.

**Table 2: Mean and standard deviation for factor internet usage skill.**

Internet Usage Skill	Mean	Standard Deviation
Have a skill to use social media	3.42	1.15
Search engine (search engine like google, yahoo etc)	3.19	1.22
Have a skill to use e-mail	3.32	1.29
Upload/ download documents (upload/download documents)	3.38	1.34
Upload/ download videa (upload/download video)	4.00	1.17
<b>Average</b>	<b>3.46</b>	<b>1.23</b>

According to table 2, it is shows that respondents able to use internet with their skill and this factor influence respondent to use Instagram for medium digital marketing for their business. The five item was survey, and average score is 3.46 which are respondents able to use their skill and agree for this factor. The next section is regarding respondents' motivation to use the internet for digital marketing using Instagram as their platform.

**Table 3: Mean and standard deviation motivation to use internet.**

Motivation to use internet	Mean	Standard Deviation
Enthusiasm for the latest information	4.00	0.94
Friend relationships are getting better	3.73	0.88
Easy to get information	3.96	0.94
Saves time	4.00	1.01
Feeling left behind without the internet	3.73	0.83

<b>Average</b>	3.89	0.77
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Based on the table 3, the result show that item regarding motivation to use internet is a factor of influence respondents when doing business using Instagram as their platform. The average score is 3.89 which are respondents agree that motivation to use internet influences them towards browsing internet to do business. The last section of the questionnaire is about the information source is the factor influence respondent to browsing the internet. Six items were constructed in this section.

**Table 4: Mean and standard deviation for information source is factor influence.**

<b>Information source</b>	<b>Mean</b>	<b>Standard Deviation</b>
Searching for entrepreneurial information and types of business	3.73	0.943
Doing the latest product surveys on the market	3.69	1.00
Searching for information about suppliers	3.69	1.34
Seeking information related to the economy	3.81	1.09
Searching for politically related information	3.12	1.06
Looking for education-related information	3.81	1.09
<b>Average</b>	<b>3.67</b>	<b>1.08</b>

According to the result shown in Table 4, it is identified respondents always get information when browsing the internet with the highest score mean is 3.73. Although respondents learned the important and ways to enhance information for internet and use the information to make a sale. The total average is 3.67. it is showing that respondents moderately agree with the factors affecting respondent for business purpose.

Based on the result, from the three factors affecting the use of digital platform in term of skills in using the internet, motivation of using internet in enhancing business and sources of information obtained from internet that used for business purposes. However, respondent need to explore on how to enhances the information and implement in term for their business. They can seek advice from experts or their mentor to get more information on how to increase their income when doing business through internet and importantly using social media platform. The goal of internet entrepreneurship is to create new businesses by technology and resources. It is an extension of the traditional entrepreneurial process.

According to Wang et al., in 2016, an individual's intention to start and own an e-commerce business is considered the basis of Internet entrepreneurship. This study has not only explored the three factors influence to enhance internet which is skill, motivation and information for internet but also found that challenge, enjoyment, and outward motivation have a relationship between technology product and internet entrepreneurial intention to use technology for development this business. These findings add insight to previous research, which often emphasizes the effect of intrinsic and extrinsic motivation on internet (Wang et al., 2016).

Overall, this study shows clearly that the respondent can fully use the Internet as a source of information search. Seems the respondents for this study are female and the finding is in line with the study of Syed Shah Alam et al. (2011) who found that female entrepreneurs are certainly not faced with skill constraints run their businesses. Moreover, there have been many female entrepreneurs have business skills that lead to success. Thus, the results of this study show that the digital platforms really play an important role in forming online businesses run by micro or small enterprises owners. Dependence on the Internet is essential to ensure the product and users find each other's place in cyberspace. Therefore, current and future entrepreneurs need to strengthen their ability in using Internet for business purpose which will help them success both online and offline business.

## V. CONCLUSION

Overall, this study contributes to the in-depth knowledge of consumption Internet from the aspect of access, skills, and motivation. Generally, in the present day many youth entrepreneurs are skilled and motivated to use the Internet in conducting business using digital platforms. Besides this, theoretically the result of this study shows that there is a compatibility with the principles of Internet use which outline that access, skills and motivation are the catalyst for the success of a business online. In addition, respondents have made the Internet as a source to obtain business and product information. Thus, this can contribute to the success of the next online business attract more young entrepreneurs to engage in the online business world. The research acknowledges its limitation and require further study specially to identify other variables affecting in conducting business through digital platform covering more diverse respondents and areas.

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