

Marketing Strategies and Affective Role of Social Media in Star up a New Business in Pakistan

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Abstract

This article is based on the study of entrepreneurship skills and it gives the boosting ideas for those who are willing to introduce their own business. Every work needs a proper planning, criteria and full attention from the start. In this article we are going to put the information of small and medium enterprises through a questionnaire. In the survey, total 423 respondents observed. This study helps to find out the impact of social media on startup of small and medium enterprises and also the interaction of social media, organization and the environment of small and medium enterprises. This article is very useful to identify the business goals and effective role of information technology that on which extent an entrepreneur can spend and invest to a digital start-up. As we know that an entrepreneur can not get success without research and using relevant model for starting business, so the article contains the useful and powerful models for startup a business.

Key Words ; Entrepreneur, enterprises, skills, information technology, social media, digital, business questionnaire

Introduction:

Entrepreneurship is the best way to enhance the capability of capital amount which an entrepreneur spends to startup a business. There are several ways to improve the business but the most useful way is to startup a business through digital platform. Social media brought a revolutionary change in our lives and by the help of different social media platforms like Google, Facebook, LinkedIn we can promotes our entrepreneur skills. New bees which want to start a business on a small scale are welcome here to adopt the techniques, models, theories and frameworks in this article.

Entrepreneur can get success by using different strategies. First it is necessary to set goals, proper planning and market research. Without research none of the business get developed. For startup a business we can take help from digital platforms by the digital way we can keep on touch in one click by customers. Entrepreneur needs a group of members in which he adds different skilled persons. If a person having an idea of business in his mind and capital investment then it is not enough to startup a business. He or she wants some persons to run the business.

There are many entrepreneurial intention in which B2B and B2C marketing strategies are best. Entrepreneur always requires a strong profile which attract the customers. An entrepreneur should have a competent skills profile. In entrepreneurship B2C marketing is paid marketing. In B2C entrepreneur uses social media platforms for the purpose

of marketing. Social media advertisements, face advertisements, email marketing, marketing through LinkedIn, through google and other all social media platforms charge payment to advertised the adds.

Knowledge Gap

From the previous studies it is to be observed that role of social media and interaction of factors affecting the performance of enterprises did not discuss properly. Some articles had knowledge related to higher organizations while some explained the information of small businesses. The proper study and planning of a digital start-up is going to discuss here in a short and knowledgeable manner.

Objective:

- The aim of this study is to give the impact and external factors to startup a business
- This purpose of this article to take a questionnaire in a survey from different small and medium enterprises of Pakistan
- The main objective is to give a beneficial Ideas for startup a business through a digital platform
- This article is used for the entrepreneurial intention to a digital start-up in Pakistan

Literature Review

Entrepreneurial intentions are used to promote businesses and spread businesses on a large scale. The world is now become digitalized and everyone wants ease therefore, by paying amount entrepreneur groom and update the business. For startup a business, a digital platform play very important role. First and the most useful way to promote businesses is Google, by making website entrepreneurs can get promotion in a very short time period. Facebook is also a best platform for those entrepreneurs who are willing to start their business and they do not have enough money to make a website. Facebook provides both paid and unpaid opportunities, if a person create own page then without paying a single penny, entrepreneur can run the page. This way is useful for only fresh, new and inexperienced persons for a purpose of practice because the disadvantage is that they did not get traffic and they need lots of time to promote their business. Facebook paid advertisements can help to boost businesses in a very short time period to the relevant public. While, by making LinkedIn account an entrepreneur can also get business promotion.

In Pakistan, there are many ways to promote businesses both in local and international basis. Entrepreneurs of Pakistan usually search for the platform which is free of cost to avoid the scamming. Another reason is that in Pakistan many persons are belonging to middle class and to support their family they want to start small business but due to sufficient investment, they do not want to pay for advertisements. There are many Pakistani websites which provides ideas and opportunities to entrepreneurs for starting their own businesses. Olx is one of them which gives both facilities, paid and unpaid advertisements. Many people use olx on daily basis for selling and purchasing different products zameen.pk is the platform for property dealers. Moreover, there are number of sites which help in digital start-up for middle class, fresh and new entrepreneurs.

Entrepreneurial intention does not only need a digital start-up but it also focus for the internal and external factors which affect the business. Internal factor for startup an enterprise includes, management, employees, consumers and environment. While external factors are market position, competitors, customers and shareholders. Management needs to implement useful innovative ways, apply different theories, models by the help if different analysis. Business strategies are really helpful in the form if other entrepreneur's experience too. According to the research on Pakistani entrepreneurs it is not nesaray in to get a proper business management degree to become a successful entrepreneur. Some entrepreneur are running their family business without taking any degree and they are running very well, but a well educated and degree holder person can run a business in a way different from an illiterate person.

Business schools in many counties give proper internship and training to set the goals, practices, and skills. Business schools can only provide best quality theory related to business strategies but when an entrepreneur comes the practical life, face many hurdles in startup a business. Entrepreneur can get success by the sharp and attentive

mind to work and observe that how an organization get work? What are the tools to sell and purchase goods? When a person not only work for enterprise but also put an eye on the goals, setup, growth, external and internal environment then it will help to become a successful entrepreneur.

Hypothesis

Hypothesis 1: On the performance of small and medium enterprises technical factors affect significantly

Hypothesis 2: Organizational factors also support the entrepreneurial intention of enterprises

Hypothesis 3: External and internal environment take a positive part in SMEs performance

Hypothesis 4: Adoption of social media has a positive impact on the enterprises performance

Hypothesis 5: The relationship between enterprises performance and technology positively mediates by the social media

Hypothesis 6: Organization and small and medium enterprises performance also positively mediates by the social media

Hypothesis 7: Adoption of social media mediates positively the interaction between environment and performance of SMEs

Hypothesis	Relationships	coefficient	Path	SD	t-values	Decisions
H1	Technical factor — SME performances	0.42		0.08	6.86	Supported
H2	Structural factors — SME performances	0.25		0.08	3.25	Supported
H3	Enviromental factor — SME performances	0.246		0.08	3.72	Supported
H4	SM adoption — SME performances	0.283		0.09	3.38	Supported
Mediating Effects						
H5	Technical factors —> SM adoption —> SME performance	0.07		0.04	2.84	Supported
H6	Organizational factors —> SM adoption —> SME performance	0.12		0.05	2.87	Supported
H7	Enivromental factors — SM adoption —> SME performance	0.057		0.03	2.45	Supported

Table 1. Path coefficient & hypothesis testing

Methodology

Data Collection and Sampling

The samples for this article was collected by the help of SMEs enterprises of Pakistan. Small and Medium Enterprises Development Authority of Pakistan helps in the selection of samples. Online platforms mustakbil.com and businesslist.pk also provided help in this questionnaire. The main target of this survey are the higher authorities of every company because they know each and every thing about their company and they are considered as the knowledgeable persons. Data was collected from all over the Pakistan.

Construct	Loadings	Weights	p-values	CA	CR	AVE	Inner VIF
Technological factors(TF)				0.916	0.938	0.746	3.294
Relative advantage	0.884	0.239	<0.002	0.96	0.94	0.74	3.103
Cost effectiveness	0.876	0.235	<0.002	0.92	0.92	0.79	2.896
Compatibility	0.881	0.235	<0.002	0.89	0.89	0.73	3.098
Interactivity	0.874	0.236	<0.002	0.88	0.93	0.78	2.898
Visibility	0.803	0.218	<0.002	0.93	0.95	0.86	2.166
Organizational Factors(OF)				0.802	0.908	0.836	3.463
Top management support	0.912	0.543	<0.002	0.93	0.96	0.82	1.804
Entrepreneurail orientation	0.916	0.558	<0.002	0.88	0.92	0.69	1.804
Enviromental factor(EF)			<0.002	0.798	0.882	0.713	2.127
Competitive industry	0.834	0.386	<0.002	0.89	0.93	0.79	1.682
Competitive pressure	0.848	0.406	<0.002	0.83	0.93	0.74	1.687
Bandwagon effect	0.846	0.396	<0.002	0.89	0.89	0.79	1.736
Social Media adoption(SM)			<0.002	0.872	0.93	0.796	1
information accessibility	0.867	0.368	<0.002	0.92	0.98	0.86	2.642
social media marketing	0.87	0.364	<0.002	0.93	0.96	0.83	2.576
customer relationship	0.928	0.388	<0.002	0.89	0.92	0.63	3.536
SME perfromance (P)	1.002	1.002	<0.002	1.002	1.002	1.002	

Table 2. Measurement model for the first order & second order

Table 3: Demographical statistics of respondent & small & medium enterprises (SME's)

Demographic	Variables	Frequency	P_ (%)
Gender	Male	329	79.48
	Female	98	23.5
Age (years)	Less than 25	54	12.58
	26-36	163	38.99
	36-46	96	23.5
	Above 50	117	27.86
Education	Middle/ matriculated	20	4.8
	Graduated	128	21.55
	Postgraduate	156	45.59
	Other	96	22.79
Position	Owner	109	25.95
	Executives	148	35.28
	Manager	176	41.46
No. of employees	Less than 10	86	20.36
	11-50	235	55.96
	51-250	110	27.16
Demographical Statistics		Of SME's	
Industry sector	Consumer discretionary	208	49.66
	Financials	55	13.85
	Information technology	92	21.56
	Consumer staples	39	9.25
	Communication services	36	8.25
Organization usage of social media	As low as	185	45.08
	Initial	139	32.69
	Normal	79	18.90
	As high as	27	6.76

Demographical Statistics		Frequency	P_ (%)
Uses of SM as a Marketing Tools	Minimal	76	17.68
	Little	38	9.48
	A lot	168	38.79
	Extensive	158	36.58
Budget allocated	Less than 25%	386	94.22
	26-50%	26	5.85
	Over 50%	16	3.39
Location of the Business	Sindh	182	45.3
	Baluchistan	55	13.56
	Punjab	135	31.79
	Khyber Pakhtunkhwa	54	12.85
Social Media Platform Used	Facebook	148	35.39
	Twitter	21	5.36
	Linkedin	95	22.55

Data Analysis

Table 1 shows that in 328 persons 79.42% are male person from 423 respondents on the other hand and 95 (23.0%) were female. 161 (38.98%) respondent were in between 26 and 35 years and most of them were well educated and were postgraduate (master's) 184 and in percentage they were 44.55% While, usually planners, managers were highly qualified and were not aged. Most of the person who took part in response of questionnaire were manager of enterprises and their percentage were 41.40%, in number they were 171, percentage of respondent executives were 34.27% and they were 145. According to the size of company 55.93% in number 231 companies had low number of employee almost below 50 which are doing less than 50 employees having small businesses, while average size companies had 108 and 26.15%. The sample had organizations from different sectors, like consumer optional, consumer affixes, information technology (IT), financials', & communication servicing, with the most companies' 206 (49.64%) being consumer optional. Regarding Social media usage, 183 (44.08%) respondent admitted that Social media use was negligible, reflecting the lack of attention, trust, and technical information. However, the extensive uses of SM as a marketing tools was revealed by the other result for adopting social media ["A lot", 168 (38.79%); and "Extensive", 158 (36.58%)]. In aspect of budget, usually respondents 384 (93.25%) allocate less than 26% to social Media. Many SMEs 182 (45.53%) were functioning in Sindh, and 148 (35.39%) were using Facebook.

Conclusion

The above discussion is very useful for new entrepreneur or we can say that the whole article is on the entrepreneurial intention to digital start-up. This article explains that social media helps businesses to operate, enhance and improve their connections. Social media plays a vital role of the interaction of entrepreneurs, consumers, customers, shareholders, partners in close manner till their personal level. By the help of social media we can connect directly and can respond immediately. This article highlight that by adopting social media for startup a business, an entrepreneur can introduces and facilitates and gives awareness of the brand to the customers and gets the loyalty. The most importantly this article provides detailed view of social media adoption for decision makers like manager and CEO to get the entrepreneurial benefits.

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