

Impact of Customer Perception towards Online Business in Malaysia: An Empirical Study

Foong Chee Haur^{1*} Ali Khatibi¹ S. M. Ferdous Azam¹

1. Graduate School of Management, Management and Science University, Seksyen 13, 40100 Shah Alam, Selangor, Malaysia

* E-mail of the corresponding author: fch8828@gmail.com

Abstract

The use of social networks has become a phenomenon of great importance to the business environment nowadays. The purpose of this study is to investigate the impact of customer perception towards online business in Malaysia. A total of 100 respondents aged 21 years and above were involved in this survey. Prior to the hypothesis testing, Exploratory Factor Analysis (EFA), reliability analyses for each construct, correlation and regression were conducted to achieve the research objectives. The results found that the online business has the opportunity of doing business with a lower cost by using customer perception as their marketing platform. Thus, this online business required to be assisted by the government in order to provide the proper business courses and to comply with the law. The implication of the study would draw the bigger picture in business milieu. Although online business is generally in the infant stage, but given the opportunity to learn the fundamentals of business and with proper guidance, there will be a future for them and there can be an expectation to expand the business on to the next level.

Keywords: Customer Perception, Online Business, Malaysia

1. Introduction

The internet is now universally accepted and plays a role in our daily life. This technological innovation has been used to search for information, job tasks, and business even during leisure time. Nowadays, the internet provides a huge potential in business development and can stimulate the businesses appearance and promotion (Amer and Ayman, 2012). Business revolution has also changed as a result of the internet with the emergence of e-business and e-commerce. Internet usage provides good opportunities to the businesses but there are also challenges of its usage. On the other hand, an online business is a business that operates at a residence without having to rent a business premises, shop lot or office. Dwelly et al (2005) interpreted the meaning of an online business as a self-employed person that is conducted in business operations in their own residence. However, there are several problems that come up from business entrepreneurs and Consumer Perception.

The problem that is seen here is mostly that online business entrepreneurs do not have a business strategy or any knowledge particularly in business management. There are also entrepreneurs who have failed to market the product as they are unsure as to how to communicate with customers through customer perception in the right manner.

Beckinsale et al (2004) has reviewed the application of the internet in the small business strategy and its impact. Studies have found that the use of the internet has been driven by several factors such as the insistence on customer needs, information gathering and supply chain. In addition, the use of internet in business is also due to business owners themselves who wish to move forward and to attain the benefit of the application of the internet can bring to their business. Research results have found that in small and medium businesses, the owners are not sure of the benefits of using the internet in their business but they are encouraged to use this technology as it has been suggested by the government (Fong et al., 2000; Gottchalk, 2006; Hernandez et al., 2009; Juan, 2011; Anthony and Roberto, 2014). This paper has found that both the small and medium business support that ICT investment in the business of providing future benefits and high profits returns to them later. This is because the internet is a good marketing platform and it delivers innovative messages and images. However, to measure the level of customer perception, understanding the impact should be given the major concern. Thus, main objective of this study is to determine the impact of social networks for online business marketing in Malaysia. At the end of this study, this study intends to find out what is the direction and future of marketing for small businesses in

particular the online business. More exclusively, there are some specific objectives of the study are as follows:

- i. To identify the factors that impact customer perception of the marketing for online business within the Malaysia.
- ii. To analyze the relationship between the usage of internet with the marketing of online business.
- iii. To estimate the relationship between the usage of online business with the marketing of online business.
- iv. To find the relationship between the usage of social networks with the marketing of online business.

To investigate the relationship between the impact of social influence in the network with the marketing of online business.

2. Literature Review

The Internet Used in Business

There are many effects of internet use in the business. It has brought many benefits to all types of businesses, including the small and medium-sized businesses (SME). The impact of the internet provides an opportunity for the SMEs to enhance their business potential and foster strong relationships between the entrepreneurs, customers and suppliers. Internet now is used as a marketing medium to deliver advertising, promotions and so on. The existence of the internet usage is no longer as a new thing in the business world but it considered as a challenge in business competition. It depends on the ingenuity of these business owners as they must be creative, innovative and competitive if they want to stay in business (Simpson and Paula, 1997; Jutla et al., 2001; Ladipo and Rahim, 2011; Lim and Park, 2011). Firms that reject the use of this technology can be considered backward because it did not follow the passage of time as internet technology is now used in everyday life. Indeed, investment on the internet will not be detrimental because it will provide a positive impact in the long term. However, the safety factor in the use of this digital business should be taken seriously in order to avoid problems, loss of customers and trust (Newbery and Bosworth; 2010; Waad and Jorge, 2011; Simona et al., 2013).

The Needs of Online Business

Syed Shah Alam (2009) studied the use of ICT in the small and medium businesses. Studies have found some benefits and importance of the use of ICT in businesses. ICT is increasingly relevant to small businesses because of its extensive use and the low costs. In the discussion of this study, it indicates that ICT provides many benefits to business operators because it can facilitate all matters and connects the relationships with suppliers and customers. Respondents agreed with the decision stated that the use of ICT is useful in order to develop the company in the future. Respondents also believe that the use of ICT in the online business will generate a substantial income. As a manager or business owner, they should have the knowledge in the use of ICT to improve business performances. Among the reasons for small and medium businesses that fail to go global is because of the lack of knowledge of ICT. For entrepreneurs who want to start a business, investment in the use of ICT will not harm their business; in fact it can provide many advantages besides high profits in the future. The Malaysian government strongly supported the use of ICT as well as providing various services to encourage small and medium businesses that use ICT in their business. However, ICT investment in business is just in its initial stages but it will reduce costs in the future. In addition, it will also provide various other benefits such as saving time, document storage space and reduce labor and more. Business can also be enhanced by engaging in e-commerce businesses.

E-commerce is used to facilitate business dealings with suppliers and customers (Walker et al., 2008). Customers now even prefer to order products or services through e-commerce, especially due to their busy work and time constraints. Suppliers can also know what stocks that are required by the business through the internal systems without any calls from the business manager. It also may prevent the businesses from going out of stock. Progress in the field of business has moved forward with the existence of m-commerce. The use of m-commerce is similar to e-commerce but m-commerce is more mobile than e-commerce. Business operators can carry on their business anywhere at any time as long as that place has an online access to the internet. The use of m-commerce is now easier because it is in line with the latest trend of human life. The use of m-commerce can benefit the business owner because it can also supervise business activities. In addition, consumers can now make m-commerce as a medium of shopping because it is fast and easy to make purchases through their smart phones.

The Importance of Business Strategy

Before owning a business is better to think and plan in advance so that business does not stop halfway. One way to avoid that in theory is to choose a business model that is appropriate to the type of business that you are considering. Richard, Peter and Thomas (2006), investigate the needs of a business model as found in the business management theory. The study questioned the differences in the performance among firms as a result of the business model. A business model can be defined as the creation of a business method that is carried out to obtain the product or service to the maximum. This paper has conducted research through design formula, beliefs and practical definition of the typology of the business model. (Richard, Peter and Thomas, 2006), found that the business model may not show any effects in the short term but it gives the impression of great use for business after several years. The business models effect can be seen from 5 years or more. It can be seen at the performance of the firm and become larger in the industry. There are differences in the results of the performance measurements between the business periods. Therefore, this paper strongly supports the use of business models in getting the best performance in the long term.

Conceptual Framework

The schematic diagram in Figure 1 clearly shows the relationship between the independent variables and the dependent variables. If the understanding of the relationship between the variables are identified clearly the assumptions hypothesis can be easily ascertained. Based on the literature review and the focus groups on the topic of the use of internet technologies from different sectors, the model indicates the acceptance of the use of customer perception as a marketing platform has been received by the businesses from home. This model consists of six factors that have been submitted to give effect to the receipt of marketing businesses from home.

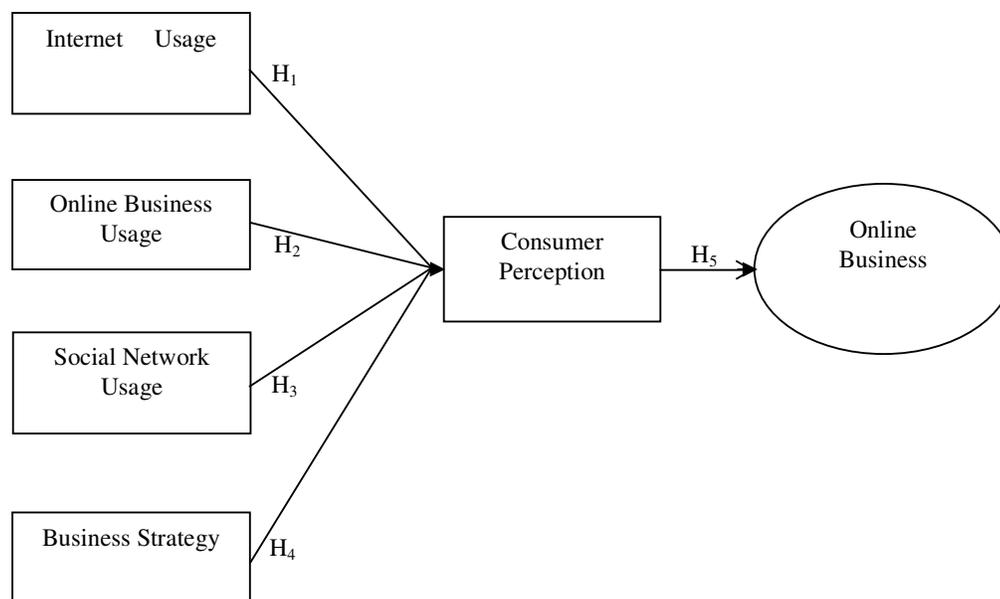


Figure 1: The Research Model

Based on the conceptual framework illustrated in the schematic diagram, there are five hypotheses that were developed for testing in this research and they are as follows; due to the mediator variables in the schematic diagram, this hypothesis is divided into two parts. The first 4 hypotheses which are H₁, H₂, H₃ and H₄ will be seen in the test as factors that could affect the nature of the online users. While the H₅ hypothesis will be tested to determine the correlation properties that consumers may affect the online business. There is found to be a relationship between the consumer demographic filters and hypothesis H₅. The following is a summary of the relationship hypothesis.

H₁ There is a significant relationship between the usage of the internet and consumer perception.

- H₂ There is a significant relationship between the usage of the online business and consumer perception.
- H₃ There is a significant relationship between the usage of the social network and consumer perception.
- H₄ There is a significant relationship between the business strategy and consumer perception.
- H₅ There is a significant relationship between the consumer perception and online business.

3. The Methodology

Research Design

The study is set using field experiments to find the cause and effect of the relationships between all the variables while the research strategy was used was to study the case. This project is focused on collecting the information of the online consumer's behavior. The hypothesis is also used to describe the relationship between the variables and to demonstrate the interdependence between the hypotheses. In this situation, customer perception is used as a marketing platform by online business. The hypothesis is tested to predict the results of the study and explain the variance in the dependent variable.

Population and Sample

The population targeted is within the Klang Valley area; Wilayah Persekutuan, Selangor, Negeri Sembilan and Melaka. The population must be aged 21 years old or above and have a knowledge of how to use the internet. In addition, the population consisted of a certain background, employment, education and living standards of living and comes from various demographic groups. This group may have a habit of using social network. Therefore, the online survey of the users of customer perception is easier, faster, saves time and costs. Although this study was for the people within the Klang Valley, it is however impossible that to get a response from the entire area. Thus, the samples that were carried out only involved a small population from within the Klang Valley area. A total of 150 sets of survey questions were distributed in the interests of the online business.

Altogether 126 questionnaires were received; however, the final sample size conducted involving 100 respondents. The sampling method used was the simple random sampling technique because it elements and characteristics of the population have been identified and have chosen the same probability. Simple techniques and random sampling is used to save time and costs and it is easier for election as it involves only a single stage.

Measurements and Instruments

To obtain satisfactory results from the study, quality questionnaires will be issued and these should be easy to understand so that the respondents could answer it easily and clearly. The questionnaires were designed to measure the five key constructs which includes several structured questions. To ensure the uniformity of the respondents and the preparation of the data, thus a structured questionnaire was used. In addition to this, this study will try to avoid biasness. A structured questionnaire is a set of questions that must be answered with the set answers that have been already provided in the answer choices. Some of the types of structured questions that will be used in combination are the dichotomous, multiple-choice and Likert Scale methods.

The questionnaire used is related to the respondent's background and factors that may affect the acceptance of marketing through customer perception by the online business. The point Likert scale responses are "strongly agree" to "strongly disagree" was used as the basis for the questions. This questionnaire has been developed and tested on the focus groups that consist of adults who are self-employed or run a business online. The focus groups confirmed that the hypothesis that there has been affective factors developed that may explain the acceptance of marketing into the social networks.

4. The Findings

Demographic Profiles for Online business

This section is to analyze the demographic distribution of the respondents such as the age group, gender, annual income, and the level of computer skills and the use of social networks. The study covers a total of 100 respondents. The majority of respondents in this study are aged between 31-40 years of age, out of which 57 (57%) and 26 patients (26%) in the 21-30 years age category. While the respondents age 41-50 were 17 patients

(17%) and the smallest number of respondents were people aged 51 years and above at only 5 patients (5%) only. Out of the total of 100 respondents, 53 (53%) were women, while 47 patients (47%) were male.

In the distribution of the annual income levels, it was found that a total of 30 patients (30%) earned more than RM60,000 per annum. This is followed by a total of 23 patients (23%) that was earning between RM30,001 - RM40,000 per annum, while a total of 22 patients (22%) earned between RM40,001-RM50,000 per annum. A total of 12 patients (12%) earn between RM50,001-RM60,000 per annum and a total of 7 patients (7%) who earn between RM20,0001 - RM30,000 per annum. Finally, only 6 patients (6%) were earning less than RM20,000 per annum.

The computer skill levels have exceeded half of the total respondents, a total of 53 patients (53%) were in the 'proficient' level, while 43 patients (43%) were in the 'good' level. This is followed by 4 patients (4%) that are ranked as a 'beginner' and no one has no computer skills. Of the respondents found a total of 95 patients (95%) have and used the social network and only 5 patients (5%) only did not use the social network.

Factor Affecting the Online business

The following Table 1 is the factor analysis. An exploratory factor analysis was conducted on the items comprising of internet usage, business usage of the online social network usage, business strategy on consumer perception, marketing and online business. The factor analysis was conducted using the principal axis factoring with Varimax rotation as an extraction method. The factors identified were chosen in terms of an Eigen value larger than 1.0.

Table 1: Factor Analysis

Variables \ Factors	IU	OBU	SNU	BS	CP	OB
I use the internet mainly on mobile - Smartphone/Ipad/Tablet.	.642					
I use internet almost every day.	.641					
My average internet usage is 4 - 6 hours per day	.734					
My internet speed is slow.	.766					
I often use the internet for socializing (Facebook)	.684					
I agree that most of the online businesses have become a popular trend these days.		.720				
I love spending time browsing products online.		.697				
Most advertisements in the social network are very interesting and does catch my attention.		.773				
I have relatives or friends who carry out online businesses in social networks.		.634				
I prefer to buy products through social networks compared to the websites.		.690				
I am a frequent social networks user.			.675			
The most used social network is Facebook.			.533			
I'm do not use the social network for socializing only but also for online shopping.			.715			
I will give a product review or comment on the social network after I bought the item online.			.763			
Almost every day I spend time to look at items that are marketed in a social network.			.722			
Most marketing strategies by online businesses are not professional and sometimes misleading.				.628		
Advertisements in the social network are not convincing at all.				.786		

The home-based online businesses usually provide incomplete or false information to the customers.				.773		
Most advertisements by online businesses do not use the proper /correct sentences and are misleading.				.783		
The advertisements marketing involving sensitive issues of politics, religion or culture is really annoying.				.526		
Fashion, health and beauty are my favorites; I often browse and buy things via the social network.				.779		
My budget for every purchase at social network usually below RM200 including the postage.				.621		
I usually shop online every month.				.640		
The influence of friends or relatives on social networks makes me want to buy online.				.701		
I trust the quality or effectiveness of a product by reading the comments or testimonials from other users.				.622		
I agree marketing by online businesses provides an opportunity for the small businesses to grow.						.752
I believe in the quality businesses should be same as business premises.						.597
I think most of the marketing online businesses are not honest to the consumers.						.460
I think people who do online businesses should have a proper marketing knowledge/education background to improve their service, as most of their marketing strategies are usually either unprofessional or misleading.						.600
I strongly believe that online business has a great potential in the future.						.683

On the other hand, the results of the measurements that have been made to all the variables such internet usage, business online, customer perception, business strategy, consumer perception on online business are shown in Table 1. Using these descriptive data, we can see that the mean, median and mode for the size central tendency. Both types of measures for each of these factors would influence consumer perception and online business.

The mean value for the internet usage is at 3.96 which would give a meaning as 'agree'. This means that the majority of the respondents said that the consumer's behavior is influenced by the use of the internet. This factor has a standard deviation of 0.710 and the variance of 0.505. Followed by the users of the online business and business strategy, each has a mean of 3.52 and 3.51 that are within the range of 'agree' and that the purpose of both these factors that influence the consumer's behavior. The online business registered a standard deviation value and the variance of 0.682 0.826, while the business strategy has noted that the standard deviation and the variance is at 0.581 0.762. The mean value for the use of social networks is at 3.36, which is within the 'neutral', the standard deviation is at 0.879 while the variance is 0.773. The minimum value is 1, which states what is disagreed strongly, while the maximum is at 5 that state that they could not agree more. The value of all the variance is high.

Correlation

The Independent Samples Test results are shown in Table 2 below. The correlation was conducted to examine the relationship (relationships) between the dependent variable and variable survive. This analysis was to examine the relationship between each variable and the dependent variables survive. In Table 3, the correlation of exposure 'Pearson r,' coefficients', 'significance values' and 'number of cases' with non-missing values (N).

In this test, the correlation is between the ranges of -1 to 1. The level of significance or 'p' value is likely to show very good results in the relationship. The 'p' shall not exceed 0.05. The correlation is to see whether the last variable is significantly related to the dependent variable or vice versa.

Table 2: Correlations

		Internet Usage	Online Business Usage	Social Network Usage	Business Strategy	Consumer Perception
Internet Usage	Pearson Correlation					
	Sig. (2-tailed)					
Online Business Usage	Pearson Correlation	.382**				
	Sig. (2-tailed)	.000				
Social Network Usage	Pearson Correlation	.562**	.694**			
	Sig. (2-tailed)	.000	.000			
Business Strategy	Pearson Correlation	.248*	-.028	.201*		
	Sig. (2-tailed)	.013	.779	.045		
Consumer Behaviour	Pearson Correlation	.466**	.614**	.703**	.381**	
	Sig. (2-tailed)	.000	.000	.000	.000	
Marketing Home Business	Pearson Correlation	.360**	.156	.329**	.550**	.585**
	Sig. (2-tailed)	.000	.121	.001	.000	.000
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

The first results prove that the hypothesis has a significant positive relationship between the variables 'consumer perception' with internet usage. The Pearson coefficient, r is at 0.466, while the value of p is 0.00, ($r = 0.466, p < .05$). This means that there is a relationship between the consumer perception and the use of the internet. The second hypothesis has the Pearson coefficient, r is at 0.614 and the p value was 0.00, ($r = 0.614, p < .05$). It proved a significant positive relationship between the variables 'consumer perception' with 'online business usage'. While the third hypothesis has a r value which also proves that there is a significant positive relationship between the variables 'consumer perception' with 'social network usage' and has a relevance to both.

The Pearson coefficient, r is at 0.703 while the value of p is at 0.00, ($r = 0.703, p < .05$). The all fourth hypothesis is accepted and shows that there is significant correlation between 'consumer perceptions' with the 'business strategy'. Numerically, we can see the Pearson correlation coefficient, i.e. by 0381 and a significant value was smaller than 0.05. ($R = 0.381, p < .05$). The hypothesis that all five were also prove a positive relationship between the variables 'online business' with 'consumer perception' ($r = 0.585, p < .05$). All of the correlations are in the expected directions.

Reliability Test

The Cronbach's Alpha results are shown in Table 3. Overall, the study's reliability (Cronbach's Alpha) is high ($\alpha > 0.7$) and the value of each variable is from 0.763 to 0.841. While the standardized items value is from 0.752 to 0.852. This indicates that the instrument is used as a measurement tool is well suited for the study. The analysis of the reliability is a pass.

Table 3: Reliability Test

	Cronbach's Alpha	Cronbach's Alpha based on Standardized Items	N of items
Internet usage	0.730	0.752	5
Online business usage	0.819	0.816	5
Social network usage	0.800	0.800	5
Business strategy	0.841	0.852	5
Consumer perception	0.747	0.748	5
Online business	0.763	0.768	5

Linear Regression

The purpose of implementing the regression equation is to look at the variables that hold the best and give predictions for the dependent variable. In this study there were two dependent variables, the 'consumer perception' and 'online business' and the other variables are as enduring. The results of this regression are shown in Table 4 and Table 5.

Table 4 shows that the amount of the four variables can endure explaining 59.7% of the variance (Adjusted R Square) on 'Consumer perception' (R Square .783). All the variables hold a strong correlation to the description of its impact on consumer attitudes.

Table 4: Model Summary for Consumer Perception Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.613	.597	.53510

Table 5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.174	4	10.793	37.695	.000 ^b
	Residual	27.202	95	.286		
	Total	70.376	99			

a. Dependent Variable: Consumer perception

b. Predictors: (Constant), Business Strategy, Online Business Usage, Internet Usage, Social Network Usage

Table 6 also explains that there are only three variables that have endured and can explain the relationship directly between the 'predictors' and the dependent variable. The variables in the question are variable factors 'online business usage', 'social network usage' and 'business strategy'. In this study, the variables which are not significant is the 'internet usage', it can be seen with the standard beta values based on a low of 0.047 and the great significance of the alpha at 0.549 and has a t value of 0.601. The significant value is higher than 0.05 and showed a negative relationship to the dependent variable. Therefore, the internet usage does not affect the attitude of consumers. The highest beta value is the 'social network usage' and 'consumer perception'. This

indicates that the variable ‘social network usage’ have a strong impact when compared with other variables endured in this study. Beta highest value is social network usage in which the Beta = .380.

Table 6: Estimates of Coefficients for Consumer Perception Model

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.704	.393		-1.791	.076
	Internet Usage	.056	.093	.047	.601	.549
	Online Business Usage	.348	.093	.341	3.737	.000
	Social Network Usage	.364	.097	.380	3.750	.000
	Business Strategy	.335	.075	.303	4.450	.000

a. Dependent Variable: Consumer perception

$$CP = c + IU \beta_1 + OBU \beta_2 + SNU \beta_3 + BS \beta_4 + e_1 \text{ (Equation 1)}$$

Where:

CP = Consumer perception

c = Intercept

β_1 = Internet Usage

β_2 = Online Business Usage

β_3 = Social Network Usage

β_4 = Business Strategy

e_1 = Residual

Table 7 shows that the Endure variable can explain the 33.6% variance (Adjusted R Square) on ‘consumer perception’ (R Square .585). Endure variables are correlated to the description of its effect on online business.

Table 7: Model Summary for Online Business Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585 ^a	.343	.336	.53273

a. Predictors: (Constant), Consumer perception

Table 8: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.499	1	14.499	51.090	.000 ^b
	Residual	27.812	98	.284		
	Total	42.312	99			

a. Dependent Variable: Online business
 b. Predictors: (Constant), Consumer perception

Table 9 also explains that the endure variable and this can be connected and directly explained between the ‘predictors’ and the dependent variable. The variables in question are the variable factor of ‘consumer

perception'. Therefore, the 'consumer perception' may affect the 'online businesses. The beta value for the 'consumer perception' and 'online business' is .585, which indicates that the variable 'consumer perception' also has an impact on the 'online business' in this study.

Table 9: Estimates of Coefficients for Online Business

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.554	.206		12.380	.000
	Consumer perception	.454	.064	.585	7.148	.000

a. Dependent Variable: Online business

Therefore, the final method model was as follows (Equation 2):

$$OB = \alpha + bCP + e2 \text{ (Equation 2)}$$

Where:

OB = Online business

α = Intercept

CP = Consumer perception

e2 = Residual

Hypothesis Testing

The rest showed that the 'consumer perception' toward the online business depends on the use of the 'online business', 'social network usage' and 'business strategy'. However, the factor of the 'internet usage' does not affect the 'consumer perception'. While at 'online business' can succeed would depend on the 'consumer perception' factor. The five hypotheses that have been answered in the framework of the results of studies that have been made are shown in the Table 10.

Table 10: Hypothesis Testing

H _x	Hypothesis Statement	Accepted/Rejected
H ₁	There is a significant relationship between the usage of the internet and consumer perception.	Rejected
H ₂	There is a significant relationship between the usage of the online business and consumer perception.	Accepted
H ₃	There is a significant relationship between the usage of the social network and consumer perception.	Accepted
H ₄	There is a significant relationship between the business strategy and consumer perception.	Accepted
H ₅	There is a significant relationship between the consumer perception and online business.	Accepted

5. Summary and Conclusions

This study provides the benefits to small businesses who conduct businesses from home. Online business simply needs the capital to purchase a phone and internet line only while no capital is required for advertising the products or services. However, online business should understand the ways of proper marketing so it can be understood and accepted by the consumers. There are many challenges that appear throughout this study and it should be dealt with wisely so that this project is successfully completed. Along the way of this research there

were things that arose and limited during the research process. However, these limitations should be evaluated as an opening to the way for future studies. As is known, the project has conducted a survey on 100 respondents that was from Klang Valley. Therefore, the paper suggested that a study conducted by recruiting more respondents and not just those that were concentrated in the Klang valley area only. This paper proposes the study is raised to 300-500 respondents from all over Malaysia. It aims to look at the findings and the wider perspectives. With a larger sample, it might produce a more accurate result and have a different impact.

Apart from the proposed addition of the respondents, this paper also suggest that further research is done whole focusing on the online business entrepreneurs. The study can be extended to see potential businesses from home by keeping it specific. This research does not touch on the online business itself during this study.

The purpose of this study can be extended to see the skill levels of using the smart phone or tablet and a deeper understanding of the customer perception by a online business user. The knowledge level of an online business must be measured in order to target them more easily and accurately for the social networks as a marketing platform. While it is recognized that there is evidence to say that online business marketing through social networks can help the business, but if they do not have sufficient knowledge of ICT then it would not have any benefit at all. As we know, Malaysia has been able to accept marketing via the customer perception for an online business. Thus, if further research should be carried out by observing the results of an online business for at least a year, we could see their business journey as well as their business performance.

References

- Amer Al-Kassem and Ayman B.N (2012), "The Relationship between Internet Usage And The Marketing Of Tourism In Jordan", *International Journal of Economics and Management Sciences*, Vol. 1, No. 7, pp. 75-79.
- Anthony Paul C. V, and Roberto M. A (2014), "Personal Selling and Social Media: Investigating Their Consequences to Consumer Buying Intention", *International Conference on Business, Management & Corporate Social Responsibility*, Batam, Indonesia.
- Beckinsale, Martin (2004), "SMEs And Internet Adoption Strategy: Who Do SMEs Listen To?", *Faculty of Business and Law, De Montfort University*, United Kingdom.
- Dwelly, T., Maguire, K. & Truscott, F. (2005) *Under the Radar: Tracking and supporting rural home-based business*, Available at: [ttp://www.liveworknet.com/uploads/radar.pdf](http://www.liveworknet.com/uploads/radar.pdf).
- Fong A., CS. Ching, Yip K., Chan J. and Corpcom Services (2000), "Working at home: A Guidebook for Working Women and Homemakers", *Corpcom Services Sdn.Bhd Publication: Singapore*.
- Gottchalk, P. (2006), "E-Business Strategy, Sourcing and Governance", *IGP: London*.
- Hernandez, B., JimÃ©nez, J., & MartÃ¡n, M. J. (2009). "Key website factors in e- business strategy", *International Journal of Information Management*, 29(5), pp. 362-371.
- Juan José González (2011), "The Impact of the Internet of Things on Business and Society", *Fundación de la Innovación*, Bankinter.
- Jutla, D.N., Craig, J. and Bodorik, P. (2001), "A Methodology for Creating e-Business Strategy", *Proceedings of the 34th Hawaii International Conference on System Sciences, Hawaii*.
- Ladipo P.K.A and Rahim A.G (2011), "Experiential Marketing: An Insight into the Mind of the Consumer", *Asian Journal of Business and Management Sciences*, Vol. 2 No. 7 pp. 21- 26.
- Lim, Y. S., & Park, H. W. (2011), "How do congressional members appear on the web? Tracking the web visibility of South Korean politicians", *Government Information Quarterly*, 28(4), pp. 514-521.
- Newbery, R. & Bosworth, G. (2010), "Home-based business sectors in the rural economy", *Society and Business Review*, 5(2), pp. 183-197.
- Richard Lai, Peter Weill, and Thomas Malone, (2006), "Do Business Models Matter?".
- Sayed Shah Alam and M. Kamal M. Noor (2009), "ICT Adoption in Small and Medium Enterprises an Empirical Evidence of Service Sectors in Malaysia", *International Journal of Business and Management*, Vol.4 No.2.
- Simona V, Iuliana C, Luigi D & Mihai T (2013), "The Effects of Social Media Marketing on Online Consumer Behavior", *International Journal of Business and Management*; Vol. 8, No. 14.
- Simpson P and Paula M.C.S (1997), "Small Business Use of the Internet: Findings from Australian Case Studies",

Information Systems Research, Australia.

Waad Assaad and Jorge M.G (2011), “Social Network in marketing (Social Media Marketing) Opportunities and Risks”, *International Journal of Managing Public Sector Information and Communication Technologies (IJMRICT)*, Vol. 2, No. 1

Walker, E., Wang, C. and Redmond, J. (2008), “Women and work-life balance: is homebased business ownership the solution?”, *Journal of Equal Opportunities International*, 27(3), pp. 258-275.