IMPACT OF SOCIAL MEDIA ON CONSUMERS' PURCHASING BEHAVIOUR IN MALAYSIAN RESTAURANTS

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Faculty of Technology Management and Technopreneurship

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This Report is Submitted to Fulfill Part of the Bachelor of Technology Management

(High- Tech Marketing)

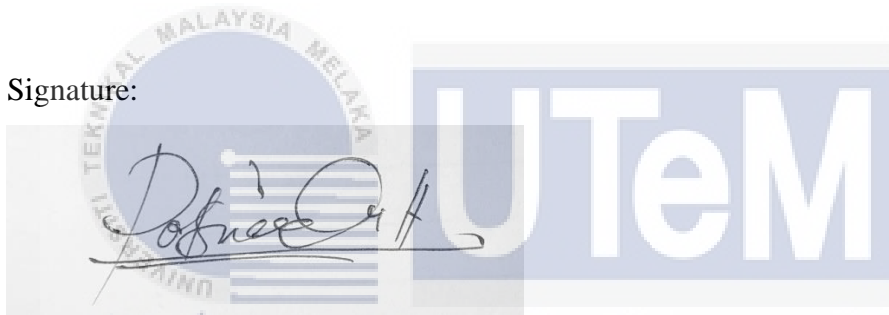**Faculty of Technology Management and Technopreneurship**

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2023

DECLARATION

I hereby declare that this undergraduate research project is the result of my own research, and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal. No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university,or other institutes of learning. Equal contribution has been made by researcher in completing the research projects.

Signature:

Name of student   : Mohamad Firdaus Bin Kamarudin

Date: 30th January 2023

Date: 30th JANUARY 2023

DEDICATION

Researcher would like to contribute UTeM to give him the chance to carry out the work. Next, the researcher must devote to his esteemed overseer, Dr. Sitinor Wardatulaina binti Mohd Yusof provides him with encouragement, direction, and helpful feedback, and gives him the impetus to do this research article. Ultimately, as disagreements arise in this study article, the participant must devote himself to the collaboration, inspiration, encouragement and understanding towards each other.

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ABSTRACT

The dynamic advancement of technology has shaped Malaysia's food and beverage industry over the years. Consumers today seek easily accessible information because of the industry's massive shift. As a result, various platforms, primarily social media, have influenced consumers' pre-purchase opinions. Nonetheless, only a few studies have been conducted in Malaysia, focusing on consumer purchasing behavior, specifically in the Malaysian restaurants industry. As a result, this study investigates the effects of social media on consumer purchasing behavior in Malaysian restaurants. As a result, this study has incorporated recently proposed factors such as E-WOM, social media and online community marketing, increased information accessibility, and an online ordering system to stimulate consumers' purchasing behavior in Malaysia. Version 28.0 of the Statistical Package in Social Science (SPSS) was used to conduct reliability analysis, descriptive analysis, correlation coefficient analysis and multiple regression analysis study. Some of the organizational ramifications are included in this work. Furthermore, certain study flaws have been identified. As a result, suggestions for future research have been made. Future researchers will thus discover new avenues for future research to address this problem.

*Keywords***:** *Malaysia, Technology, Consumer Purchasing Behavior, Restaurant Sector, Social Media, Digital Marketing.*

ABSTRAK

Kemajuan teknologi yang dinamik telah membentuk industri makanan dan minuman Malaysia selama ini. Pengguna hari ini mencari maklumat yang mudah diakses hasil daripada peralihan besar-besaran industri. Akibatnya, pelbagai platform, terutamanya media sosial, telah mempengaruhi pendapat pra-pembelian pengguna. Namun begitu, hanya beberapa kajian telah dijalankan di Malaysia, memfokuskan kepada gelagat pembelian pengguna, khususnya dalam industri restoran Malaysia. Hasilnya, kajian ini menyiasat kesan media sosial terhadap gelagat pembelian pengguna di restoran Malaysia. Hasilnya, kajian ini telah memasukkan faktor-faktor yang dicadangkan baru-baru ini seperti E-WOM, media sosial dan pemasaran komuniti dalam talian, peningkatan kebolehcapaian maklumat, dan sistem pesanan dalam talian untuk merangsang gelagat pembelian pengguna di Malaysia. Versi 28.0 dari Statistical Package in Social Science (SPSS) digunakan untuk menjalankan analisis kebolehpercayaan, analisis deskriptif, analisis pekali korelasi dan kajian analisis regresi berganda.Beberapa kesan organisasi dimasukkan dalam kerja ini. Tambahan pula, kelemahan kajian tertentu telah dikenalpasti. Hasilnya, cadangan untuk kajian akan datang telah dibuat. Oleh itu, penyelidik akan datang akan menemui jalan baru untuk penyelidikan masa depan untuk menangani masalah ini.

Kata kunci: Malaysia, Teknologi, Tingkah Laku Pembelian Pengguna, Sektor Restoran,Media Sosial, Pemasaran Digital.

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LIST OF ABBREVIATIONS

UTeM	Universiti Teknikal Malaysia Melaka
IV	Independent variable
DV	Dependent variable
E-WOM	Electronic word of mouth
WOM	Word of mouth
SPSS	Statistical Package in Social Science
Std.Deviation	Standard Deviation
ANOVA	Analysis of variance

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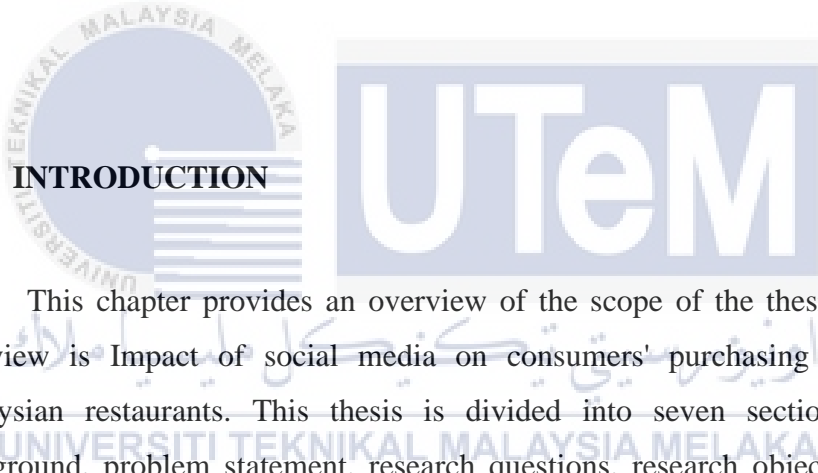
CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

This chapter provides an overview of the scope of the thesis. The topic overview is Impact of social media on consumers' purchasing behavior in Malaysian restaurants. This thesis is divided into seven sections: research background, problem statement, research questions, research objectives, scope, limitations of the research, and significance and contribution of the study. In this thesis will focus on impact of social media on consumers'purchasing behavior and the result of use social media. In this chapter, the research objective is to explore the effect of social media on consumers' purchasing behavior in the context of restaurant in Malaysia, to investigate the impact of social media towards consumers' purchasing behavior being practiced by restaurant within industries in Malaysia. And to examine the most impacted of social media towards consumers' purchasing behavior restaurant in Malaysia. Similarities in consumer behavior, but with different motives, were also discovered. Next, significant of study will be conducted to explain on the timeline and implications. Summary will be explored this chapter where it summarizes the result and the findings. Later, researcher need to identify the impact of performance after they use socialmedia.

1.2   BACKGROUND OF STUDY

The internet or social media, which allows people to collaborate and share knowledge instantly, has been the most significant technological advancement in the last 30 years.Technological advancements have resulted in significant changes in how businesses interact with their partners and customers (Siamagka et al., 2015). Social media provides organizations with collaborative tools that change the way they collaborate (Galati et al., 2019). Businesses are increasingly using social media as a communication channel, a phenomenon that is changing how businesses operate and interact with their customers and suppliers (Pekkala & Van Zoonen, 2021).

Furthermore, social media is required for effective marketing because it creates a perceived favorable image, which results in perceived customer value (Hanaysha, 2016). Mhlanga and Tichaawa (2017), on the other hand, stated that the impact of social media on customers' experiences may vary depending on their gender, age, food and beverage, service, and atmosphere. The purpose of this chapter is to provide an overview of the scope of the thesis.

Based on figure 1. With a penetration rate of 94%, YouTube has the most users, followed by Facebook at 89% and Instagram at 75%. YouTube has the highest penetration in Malaysia when compared to other social media sites, and according to Google, Malaysia's potential YouTube ad reach is 23.4 million people. Malaysians spend approximately 3 hours per day on social media (Statista, 2021).
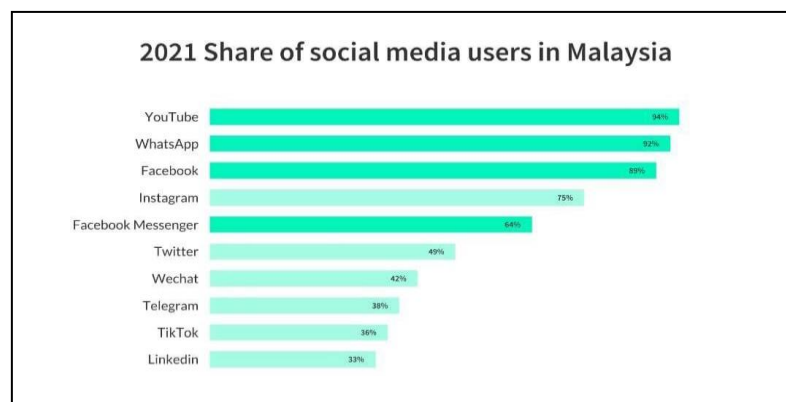
Figure 1: Top 10 social media users in Malaysia of January 2021

(Source: Statista2021)

Consumer purchasing behavior refers to how individuals, groups, or organizations choose, purchase, and use products, services, ideas, and experiences to meet their needs and desires. It is a dynamic and complex process. The way consumers behave, and think is rapidly and continuously changing because of globalization and technological advancement, (Fitore Jashari, 2017). People nowadays are very concerned about how others perceive them, a phenomenon known as social identity. That is why social media content inspires new consumer requirements. Every photo, video, comment, review, and other content posted on social media that consumers see serves as a stimulus (incentive) to recognize a new need. People nowadays are very concerned about how others perceive them, a phenomenon known as social identity. That is why social media content inspires new consumer requirements. Every photo, video, comment, review, and other content posted on social media that consumers see serves as a stimulus (incentive) to recognize a new need. (Jok Trinidad, 2017).

Furthermore, consumers are continually on the lookout for information via word-of-mouth marketing or social networking sites that can provide them with pre-purchase recommendations before making a purchase (Constantinides & Fountain, 2008; Mauri & Minazzi, 2013; Zhang et al., 2017). Rethinking one's marketing strategy can make or break a restaurant's brand. Although digital marketing has advantages, risks are frequently involved, particularly so when majority of food and beverage vendors attempt to turn uncertainty into an advantage for them (Mori et al., 2005).

Similarly, restaurateurs must understand why and how customers use social media in order to improve customer experiences and leverage the power of social media to their advantage (Lee, Xiong, & Hu, 2012). According to Leung, Law, Van Hoof, and Buhalis (2013), social media provides unique solutions to the "problem" of the intangibility of restaurant experiences. According to Papasolomou and Melanthiou (2012), restaurant services cannot be evaluated prior to consumption; thus, purchasing intangible restaurant services carries a relatively high risk, so customers rely heavily on the interpersonal influence of social media.

According to Kumar, J., Konar, R., Balasubramanian, K. (2020), before visiting a restaurant or placing an order online, consumers consider the

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recommendations of friends. Furthermore, restaurants that use multiple channels for marketing cause confusion due to outdated information or a complete lack of information. It will eventually lead to conflicting opinions when it comes to selecting a restaurant. It cannot be denied that consumers pay attention to the opinions of others even when they do not visit the promotional channels used by restaurants. As a result, restaurant marketing strategies should cater to customers from all walks of life. Restaurants should also highlight a product's distinguishing features and improve the online ordering experience to increase consumer purchasing intentions.

1.3   PROBLEM STATEMENT

Social media has evolved its function over time and has been demonstrated to be a distinct and critical marketing tool in determining the success of any product/service/business (Eid et al., 2019; Wamba et al., 2019). One of the main reasons social media marketing is so effective is that brands can hyper-target ideal clients based on exact demographics. Showing ads to the right individuals is a critical part of the marketing process and must be taken seriously to avoid wasted ad spend. (Jonathan Durante.2021). However, many businesses fail to account for a shortage of funds as well as their capacity to market and generate sales (Chan, 2016). Due to these issues, researcher interested to do more study and investigate about this research.

Mostly restaurants in Malaysia are more interested in using advertising media such as television than social media. Many organizations, for example, have traditionally relied on mass media advertising through television, newspapers, radio, magazines, yellow pages, outdoor spaces, the internet, fliers, billboards, and posters (Armstrong & Kotler, 2013). Organizations are increasingly favoring personal communications with customers due to the limitations of some of the above media types, such as the high cost of television advertisements, the fleeting nature of radio presentations, and the increasing clutter of the internet (Kotler & Keller, 2012). Food service companies are looking for the most effective way to promote their services in order to attract and retain customers. As a result, it is hoped that food service organizations, like large businesses, will be able to access various and effective means of promoting their offerings in order to increase customer perceived value and continued patronage.

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After being identified there are various problems that occur related to the impact ofsocial media on consumer purchasing behavior in Malaysian Restaurants, that's why the researcher is interested in doing research on this topic.

Furthermore, many businesses fail to account for a shortage of funds as well as their capacity to market and generate sales (Chan, 2016). Although social media contexts can have a favorable influence on the proclivity to use these technologies (Pentina et al., 2012). Moreover, it is defined by the unplanned behaviors of the entrepreneur involved, who are unaware of the associated benefits (Michaelidou et al., 2011; Meske & Stieglitz, 2013; Wamba & Carter, 2014).

In the Malaysian context, Zulhan et al. (2013) reported that a number of restaurants are having difficulty attracting customers. Service issues, specifically customer wait times for meals to be served, are one of the contributing factors (Zulhan, Mohd Salehuddin, Rahmat, & Shahariah, 2009). Furthermore, Fraser, Mohd Salehuddin, and Zulhan (2008) claimed that service problems in some Malaysian restaurants were caused by poor service quality and ineffective communication with customers. Despite focusing solely on profit generation, Malaysian full-service restaurants are advised to pay attention to verbal cues (communication aspect) and satisfactory compensation strategies in order to promote customer re-patronage intentions (Zulhan et al., 2013).As we can see that, to pick social media for restaurants businesses, it is vital to understand the influence of social media on sales of restaurants businesses and discover how the social media plan impacts the sales of company owner also on consumer behavior.

1.4   RESEARCH QUESTION

The research question is meant to be addressed by a study or research project. This question frequently refers to an issue or problem addressed in the study's conclusion via data analysis and interpretation. The research questions are started below:

1. How does social media effect on consumers' purchasing behavior in the context of the restaurants in Malaysia?

2. What is the impact of social media towards on consumers' purchasing behavior being practiced by restaurants within the industries in Malaysia?

3. What are the most impacted of social media towards on consumers' purchasing behavior in restaurants?

1.5 RESEARCH OBJECTIVE

The research objective is concisely described what the research is attempting to accomplish and summaries the accomplishments that a researcher hopes to achieve through the project and provide guidance for the research. There are 3 research questions are started below:

1. To explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia.

2. To investigate the impact of social media towards consumer's purchasing behavior being practiced by restaurants within industries in Malaysia.

3. To examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia.

1.6 SCOPE OF RESEARCH

The focus of this analysis to identify the impact of social media on consumer's purchasing behavior in restaurant in Malaysia. The study's population will include owner restaurants who are staying in Malaysia. The researcher also will collect information from all Malaysians, regardless of which state they live in, for this study. The researcher has chosen multiple social media platform that been used by owner restaurants in Malaysia. This study also aims to explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia, to investigate the impact of social media towards consumers' purchasing behavior being practiced by restaurants within industries in Malaysia and to examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia.

1.7   LIMITATION OF RESEARCH

In this study, there are some constraints when doing this research. First, the process of finding resources such as information and data about this research. As a result, there aren't many papers and publications that can be used as research references. This research has a few flaws that were discovered. One limitation discovered throughout the investigation was time limits, we were allocated 24 weeks to do this study, which is inadequate time to complete a proper study. The respondent of this research was focus on an owner restaurant that use social media as their marketing tools. Next, in this study, researchers will collect data using quantitative methods, such as questionnaires. As a result, the researchers conducting this study face some constraints, such as a restricted access to respondents, as the researchers can only perform surveys with owner restaurant. Researchers conducting surveys in the 4 region which are Northern Regions (Perlis, Kedah, Perak, Penang), East Coast Regions (Pahang, Terengganu, Kelantan), Central Regions (Selangor, Negeri Sembilan, Malacca, Putrajaya (FT), Kuala Lumpur (FT)) and Southern Regions (Johor). Finally, in this research was an obstacle to having respondents, and respondents were unable to cooperate in answering this questionnaire.

1.8   SIGNIFICANT OF RESEARCH

The proposed model in this study will provide a significant and effective way of social media on consumers' purchasing behavior in restaurants in Malaysia. It is hoped that the important and beneficial achievements of the proposed model will provide data on how social media can improve the life of the community. This research finding will benefit the community as it provides a valuable insight that can allow the local to know and appreciate the function of social media. Thereby, it could perhaps help in increasing their intention to use with the knowledge they have gained. Furthermore, this research will assist restaurant owners in coming up with new ideas for advertising their products on social media in order to expand. This research can also help businesses better understand their customers' needs and desires.

This research contributes to the Malaysian restaurants' companies perform better. Companies or entrepreneurs actively used social media platforms such as

Facebook, Twitter, and Instagram to interact with customers. Social media can also be used as a digital marketing platform to promote any products or services, and many businesses use social media as a platform to sell their products or services, whether through paid or free marketing. As a result, this research is significant because it will determine the impact of social media on consumer purchasing behavior. Future scholar may see the need to integrate social media with an impact on consumer purchasing behavior in Malaysian restaurants.

To be more effective, practitioners such as restaurant owners in Malaysia must put in extra effort to implement this new method of using social media. This research may aid them in rethinking their strategies for the present and future. Because social media has been shown to increase brand awareness and engagement, those who are already familiar with content creation and social media should revise the elements they use in their content to make it more convincing and appealing.

Because technology has changed so much, it is necessary to rebuild the policy. Providing new initiatives is an important step as a start-up to encourage many Malaysian restaurant owners. Rapid technological advancements necessitate a shift in strategy for everyone, particularly business owners. As a result of this situation, the government and policymakers must be more vigilant in providing facilities on a continuous basis. However, the determination to develop the restaurant sector in Malaysia is not solely the responsibility of the government. Consumers also can use the power of social media buzz and viral marketing to help Malaysian restaurants succeed on a global scale.

As a result of this study, instructors will be better prepared to explain the impact of social media on consumers' purchasing behavior in Malaysian restaurants. Future researchers are expected to benefit from this study because it will provide them with information they may need in their own research as well as the opportunity to have some of their questions answered by the researchers involved in this study.

1.9   SUMMARY

This chapter is a summary of extensive research. The current study identifies the fundamental knowledge of media advertisement, specifically the research questions and objectives of Chapter 1. The research was carried out in accordance with the objectives, scope, and limitations of the study. This information will be useful in the next following chapter. The scope of research which focuses on how consumers' purchasing behavior in restaurants will react when deploying this social media in their day to day basic. Limitation at the same time, it took quite some time to gather the data and information when completing the report. The significant of study is to raise and contribute the intention of consumers' purchasing behavior in using social media in their life. Because marketers have no control over the content, timing, or quantity of online conversations among consumers, social media has empowered them (Mangold and Faulds, 2009).

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter focuses into the review of the literature and theoretical framework of the impact of social media on consumers' purchasing in Malaysian restaurants. The researchers performed a summary of the existing state of the knowledge on the subject. In addition, literature review is discussed and there are four independent variables for the usage for the usage of social media tools were determined. This chapter will examine the empirical researchon identifying which factors will impact the use of social media on consumers' purchasing behavior in Malaysian restaurant. The purpose of the literature review is to enable researcher to identify the variables used in research, conceptualize the theoretical framework and hypothesis development.

2.2   TYPES OF MALAYSIAN RESTAURANTS

One of Malaysia's most important industries, the restaurant industry contributes significantly to the country's economic development. Malaysia is a cosmopolitan country with a diverse culinary tradition that has been dubbed "food heaven" by both local and foreign visitors (Salim, Rahmat, Chinna, & Kumar, 2009). The quick creation of restaurant brands across the country demonstrates this. According to Zulhan, Mohd Salehuddin, and Salleh (2013) and Noraziah and Mohd Azlan (2012), the restaurant industry in Malaysia has changed dramatically in the last ten years as a result of the establishment of various types of restaurants such as fast food, casual dining, fine dining, and ethnic restaurants. The presence of three major races in Malaysia which includes Malay, Chinese, and Indian is a unique blend of cultures that have contributed to the development of restaurant industry in Malaysia.

2.2.1   Fast food restaurants

Fast food, also known as fast service restaurants, sells meals that are ready to eat on the go, either through a drive-through window or at a counter. Customers can also dine in, though this is less common. These establishments are frequently well-known franchises or businesses with a national or even global presence (Andrew McCarthy, 2022). Fast food is quick and inexpensive, making it ideal for today's busy consumer. Menu items can be eaten in a car, while walking, or almost anywhere else. Fast food is the most well-known restaurant type, thanks to franchise chains such as McDonald's, Burger King, and KFC.

2.2.2   Casual dining restaurants

Casual dining establishments account for a sizable portion of the restaurant industry. Local small eateries to larger franchises are all examples of this sort of restaurant. Table service and a sit-down supper are distinguishing features. Most of the seating is big and comfy. The eating experience is usually distinguished by a theme, distinctive design, and mood. (Andrew McCarthy, 2022). Example of casual dining restaurants in Malaysia are Hard Rock Café and Suki-Ya.

2.2.3   Fine dining restaurants

According to (Lee et al., 2020; Lee, 2021; Palczak et al., 2020) Fine-dining restaurants are exciting and fashionable places, where chefs aim to provide user-centered experiences as multidimensional events. As a surveyed by (Lorrie Mealey 2019) Each fine dining organization is distinct, but they all share a few characteristics. Every fine dining restaurant strives for a top-tier experience with great attention to detail, perfectly executed, and exceptional service. While fine dining has evolved into an eclectic mix of cuisines and concepts, many aspects of the high-end experience remain consistent. Hence. fine dining restaurant is expanding upgrades and improvements in terms of decorating, atmosphere, and interior design in order to attract customers and differentiate itself from rivals such as quick-service restaurants. Fine dining is usually under table service or full service, and it is for individuals who want good quality, an extensive menu, reasonably priced meals, and a distinctive environment. Customers with a higher economic level, on the other hand, may become devoted to fine dining or a theme restaurant as a result of the image and meaning that provide social value to them. They believe it has an impact on their social standing (Eliwa, 2006). Marble 8 on 56 and Fuego at Troika Sky Dining one of the best fine dining restaurants in Malaysia.

2.2.4 Ethnic restaurants

Today, we frequently encounter a broad group of individuals who spend their time with friends of various ethnic origins, and one feature that people like discussing is cuisine. The popular acceptability of ethnic eateries has also altered as a result of this shift in opinion. The phrase "ethnic restaurant," which is defined as a restaurant that serves cuisines not commonly found among regional customers (Leung, 2010), has taken on a new meaning, with dining out in ethnic restaurants becoming a pleasurable experience. There is a lot of famous ethnic restaurant in Malaysia such as Dewakan Restaurant and Songket Restaurant.

2.3 CONSUMER PURCHASING BEHAVIOUR JOURNEY

According to Court et al., 2009; Okumus & Bilgihan, 2014; Monica, John & Maria, 2017, marketers have linked the increased use of social media to consumers' multiple purchasing methods. To address this issue, marketers have altered their strategies and introduced E-WOM, a practical, precisely planned

information transmitter that can influence consumers' purchasing behavior and is determined to keep them satisfied. Sheenan (2010) asserted that today's consumers prefer to shop around and become acquainted with the products before purchasing them. As a result, technology is the most effective mechanism for influencing consumer purchasing behavior (Court et al., 2009).

Although, as surveyed by Vollmer and Precourt (2008), social media and e-commerce are examples of technology. Social media is an online marketplace where buyers and sellers are linked by a brand image and social media should always be resourceful and proactive in influencing consumers' perceptions of choosing a brand. As a result, social media marketing is a simple and straightforward marketing tool that allows providers to reach out to customers during their purchasing decisions (Sheenan, 2010).

In addition, the process of consumer decision-making requires awareness. It enables customers to examine the gap between their desires and the information they receive (Reid & Bojanic, 2009; Lee et al., 2016). In addition, consumers must be familiar with the products and services in order to measure their purchasing behavior. Peppard and Butler (1998) At the moment, digital/social media marketing plays an important role in the consumer purchasing behavior journey. Saura, Reyes-Menendez, and Palos-Sanchez (2019) investigated digital marketing strategies based on Black Friday 2018 promotions in Spain.

According to research, businesses should create exclusive promotions with limited time horizons and avoid activities that create uncertainty and negative feelings in customers, who, in turn, speak negatively of businesses and share their negative experiences with the digital community by publishing negative content. Such negative feedback harms a company's digital reputation and creates negative perceptions of its offers and discounts, reducing the profitability of its shares.

2.3.1 Consumers Purchasing Behavior

According (Shih, Yu, & Tseng, 2015) consumer purchasing behavior refers to how individuals, groups, and organizations choose, purchase, use, and dispose of products, services, ideas, or experiences in order to meet consumer demand. It is the study of how people buy and dispose of goods in order to meet their needs and desires (Dudovskiy, 2013).

In addition, Educba (2016), a consumer is an individual or an organization who is the end user of the goods or services available in the market. A consumer has the right and the power to purchase goods or services, and this action or plan of purchase is referred to as consumer behavior. Personal, cultural, social, and psychological factors all have a significantimpact on consumer purchases.

To begin, personal factors such as age, occupation, income, and lifestyle will influenceconsumer behavior. People buy different products at different stages of their life cycle as singles, married couples, unmarried couples, or senior citizens. Consumer preferences will shiftover time as people's ages and life stages change (Khaniwale, 2015).

Furthermore, consumers' financial or economic situation will affect their purchasing power because income is an important source of purchasing power. The greater a person's income, the greater his or her expenditure on other items. As a person's income rises, so does his or her purchasing power. Aside from that, consumer purchasing habits vary depending on their lifestyle. Individuals with more disposable income will seek out branded products that have appeared in various advertising channels (Zhang, 2015).

Next, the consumer's culture will then influence his or her purchasing behavior. According to one of the research projects, by Lai, Chong, Sia, & Ooi, 2010. Muslim cultures will buy products based on the advice of others, whereas Chinese cultures will buy products based on their own opinions, with little regard for the opinions of others. Third, for the social factor. different social classes will have different opinions on purchasing a product, with higher social classes purchasing advertised and branded goods and lower social classes purchasing goods that meet the needs of the individual (Rani, 2014).

Finally, for psychological factors, organizations should develop their social media component, as consumers are members of social networks that influence their online perceptionand trust in a specific website via word-of-mouth (Cetină, Rădulescu, & Munthiu, 2012). It is critical for advertisers to understand the relationship between advertising and consumer behavior, such as how advertising affects and how consumer behavior reacts to advertising.

Understanding consumer decision-making is critical for businesses and advertisers in developing appropriate marketing strategies to suit their target

groups (Muniady, Mamun, Permarupan, & Zainol, 2014). However, one of the most important issues that organizations face is determining how to approach consumers in order to achieve their ultimate goal of advertising (Deshwal, 2016). As a result of the preceding explanation, there is a need to investigate the influence of advertising media on consumer purchasing behavior.

2.4 SOCIAL MEDIA

A social media website or application allows users to create and share content while also communicating with other users (Hudson 2020). Users of social media can share new content and in real time via smartphones, tablets, and computers. Since smartphones have 3,5 billion users worldwide, it has become a significant part of people's daily lives (Statista 2020).(2020 Hudson) social media has changed into a platform where people and organizations of all types can interact with one another and share information for a larger audience at the same time.

2.4.1 Social media trend 2020

Over the last decade, the impact of social media has grown to become an important element of every business' marketing strategy (Quadros 2020). Every year, new trends emerge,and old ones fade away. While social media is evolving, new trends emerge quickly. Staying up to date on the latest social media trends can help brands and businesses improve their social media strategy and stand out from the crowd (Influencer Marketing Hub 2020). Hence, the authors have selected the most reliable sources and the latest studies to know the Impact of social media on consumer' purchasing behavior in Malaysian restaurants.

2.4.2 Social commerce

For a long time ago, brands have used social media platforms such as Instagram, Twitter, and Facebook to increase sales of various products and services (Sovann 2019). Socialmedia platforms reinforce this trend by introducing new features such as food reviews and restaurant menus, and social networking thus becomes a new business platform (Sovann 2019). Social commerce is becoming an essential component of a marketer's sales strategy.

2.4.3 Social listening

Social media is an effective platform for gaining data and insights that businesses can use to improve their social media marketing strategies (Influencer Marketing Hub 2020). It is essential for a brand to establish a solid reputation, and by understanding how people perceive a brand, the company can gain a wealth of information through social listening. Monitoring a brand's social media channels for any customer feedback, direct mentions of the brand, or discussions about specific keywords, topics, or competitors, followed by an analysis to gain insights (Amaresan,2020).

2.4.4 Customer service interaction

Customers have traditionally used social media to communicate, communicate, and share photos and videos. Today, social media has evolved into a retail platform, a product discovery platform, and a customer service channel (Influencer Marketing Hub 2020). Because service used to be quite slow, brands want to provide better and faster service to their customers. With social media platforms allowing brands to be available to customers nearly 24 hours a day, brands must handle customers well in order to maintain a good reputation (Newberry, 2020).

2.5   VARIABLE

2.5.1 Traditional vs Digital Marketing

According to (Carmichael,2021), traditional marketing is any type of marketing that is not done online. Despite the recent focus on online digital marketing, traditional marketing remains a key marketing strategy for the majority of businesses. This is evident in the numerous advertisements that people receive with their daily mail. This is a type of traditional marketing called direct mail marketing.

This, however, makes it more difficult for smaller businesses to reach their target audiences. (Safko, 2012) Furthermore, reaching any audience through television advertisements becomes particularly difficult when most people regard commercial breaks as just that: breaks. This causes companies to spend even more money to create an ad that they hope will capture the attention of the

viewers. (Scott, 2020)

Digital marketing encompasses all forms of online marketing. As previously stated, this can be included in email, websites, and mobile apps. With 52 percent of the global population now online, digital marketers have more than 4 billion consumers to target. Moreover, Armstrong and colleagues, 2020, marketing in the digital age did not differ significantly from marketing in traditional forms. Websites and advertising campaigns resembled those seen in newspapers, magazines, and billboards. In its early stages, digital marketing relied on the hope of "interrupting" consumers and creating campaigns that would keep their attention.

According to (Scott, 2020), marketers continued to appeal to the masses and worked to ensure that their products were seen by as many consumers as possible. This was again prioritized over communicating with and maintaining a relationship with their target audience. Traditional advertising and marketing techniques have given way to digital marketing. Furthermore, it is so potent that it has the potential to help the economy recover and create enormous opportunities for government agencies to function more efficiently (Munshi, 2012). Singapore firms have shown the efficiency and utility of digital marketing tools in achieving results. (Teo, 2005). More importantly, fast technology advancements and shifting dynamics have fueled growth in digital marketing (Mort, Sullivan, Drennan, Judy, 2002). Another tried-and-true method for achieving success thru digital marketing is to promote the site through word-of-mouth (WOM) on social media (Trusov, 2009).

Online platforms are now required to establish and keep a strong bond between marketers and customers (Court et al., 2009). Consumers can now seek online peer-advice via social networking sites as Internet usage and E-WOM have steadily increased. Through multi-level information sharing, E- WOM will eventually promote marketing by influencing consumer purchasing behaviour (Vargo & Lusch, 2004; Court et al., 2009; Fauser et al., 2011). Marketers must shift their focus from a conventional marketing strategy to both traditional and digital marketing in order to entice customers from various angles as modern technology advances (Court et al., 2009; Okumus, 2013)

2.5.2 Electronic Word of Mouth (E-WOM)

According to (Liu et al. 2019) E-WOM has quickly progressed from a "nice-to-have" to a "must-have" component of customer experience over the last decade. Furthermore, ever- expanding social media platforms allow customers' eWOM engagement to extend beyond simple eWOM-sharing and -receiving behaviors to include opportunities for interacting with various parties via eWOM communication (e.g., service providers and peer customers) (Narangajavana Kaosiri et al. 2019; Yakhlef and Nordin 2020).

In terms of anonymity, synchronicity, and interactivity, the two media types significantly differ in shaping customers' eWOM experiences (Liu et al. 2021a; You and Joshi 2020). However, existing research has failed to distinguish between different types of eWOM media, so social media eWOM has received little attention (Mulvey, Lever, and Elliot 2020; Bigné, William, and Soria-Olivas 2020). Meanwhile, with recent concerns about fake reviews on opinion sites, social media sites are now playing an increasingly important role in travellers' eWOM communication (Aghakhani, Karimi, and Salehan 2018; Digital Marketing Institute 2020). Because of the importance of media differences and unique dynamics in eWOM communication on social media (e.g., Assaker and O'Connor 2020; Marder et al. 2019), it is critical to progress.

Consumers are increasingly using online tools (such as social media and blogs) to share their opinions on the products and services they use, as well as to research the companies that sell them (Gupta and Harris, 2010; Lee et al., 2011). Hence, WOM is widely regarded as one of the most powerful influences on consumer behavior (Daugherty and Hoffman, 2014). As a result, word-of-mouth is regarded as the most important source of information in consumers' purchasing decisions (Litvin et al., 2008; Jalilvand and Samiei, 2012) and intended behavior. Customers in restaurants, for example, are extremely important due to their influence on behavioral intentions, WOM, and purchasing decisions.

Electronic word of mouth also gives businesses an advantage over traditional word of mouth in that it allows them to try to understand what factors motivate consumers to post their opinions online as well as gauge the impact of those comments on other people (Cantallops and Salvi, 2014). However, consumers' use of technology to share their opinions about products or services

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(eWOM) can be a liability for businesses because it becomes a factor over which they have no control (Yang, 2017).

As surveyed by Pastore (2000) stated that it is the same as E-WOM, but Modzelewski (2000) disagreed and stated that viral marketing is not the same as E-WOM. Shirky (2000) then predicted that viral marketing would soon be viewed as E-WOM advertising. Furthermore, he stated that the concept would revolve around attracting customers through open communication. Researchers also came to the conclusion that viral marketing connects with consumers, builds consumer relationships, and influences them to buy a variety of products (Helm, 2000; Vargo & Lusch, 2004; Leskovec et al., 2007; De Bruyn & Lilien, 2008; Court et al., 2009). In the hospitality and tourism services sectors, eWOM is the most important source of information that influences consumer purchasing behavior. eWOM is a personified message in online reviews written by customers for others.

Depending on the customer's experience, the words in online reviews could be negative or positive with the purchased products or services (Reyes-Menendez, Saura & Filipe, 2019). As a result, to gain a better understanding of the impact of eWOM on multiple social media platforms and its effect on hotel consumers' decision making and behavior, reviews on travel websites and social media sites should be considered. Taking Shirky's viewpoints into account, this paper will consider viral marketing to be a natural form of consumer communication. This paper will delve deeper into the effects of viral marketing on consumer purchasing behavior.

2.5.1.1   WOM vs. eWOM

According to (Filieri and McLeay, 2014) regard eWOM reviews as electronic versions of traditional WOM reviews, the purpose of this paper is to summarize and explain the key differences between the two concepts. The first such distinction is credibility as an information source (Cheung and Thadani, 2012; Hussain et al., 2017), which has the potential to influence consumers' attitudes toward products or services.

According to Luo et al. (2013), the anonymity of online messages may have a negative impact on their credibility. In contrast, other studies (e.g., Hussain et al., 2017) contend that consumers use eWOM to reduce risk when making

decisions. Similarly, eWOM is more credible when the consumer using it has prior experience (Sotiriadis and Van Zyl, 2013).

In addition, according to Cheung and Thadani, 2012), message privacy is another feature that distinguishes the two media, as information in traditional WOM is shared through private, real-time, face-to-face dialogues and conversations. Information shared through eWOM, on the other hand, is not private and can sometimes be seen by anonymous people who do not know each other. Furthermore, reviews can be viewed at different times.

Another significant the rate of message diffusion differs between the two media; eWOM statements spread much faster than WOM statements because they are published on the Internet (Gupta and Harris, 2010). Online information sharing platforms (social media, websites, blogs, etc.) distinguish eWOM from traditional WOM (Cheung and Thadani, 2012). For starters, they make consumer reviews more accessible (Cheung and Thadani, 2012; Sotiriadis and Van Zyl, 2013). Second, because they are written, they will last (Hennig-Thurau et al., 2004; Cheung and Thadani, 2012). Social Media and Online Community Marketing

According to Lilima (2020) discovered an intriguing piece of evidence regarding age and social media usage. Lilima (2020) also discovered that, while consumers aged 20 to 30 were more likely to use social media, the rate of new users among mature members of society was high (aged between 40 and 50 years). Regarding to Ricardialiono (2020) examined the relationship between age and social media usage and concluded that there are significant differences among age groups and that each age group has a different proclivity to use social media.

Next, the ability of social network platforms to promote dual forms of communication between the user and the firm is arguably the most fundamental unique element of social media that influences consumer purchase behavior (Lilima, 2020). Social media, which is based on Web 2.0, allows users to send information via posts, reviews, ratings, and likes. This information primarily serves as feedback to the organization, but it has a greater impact on other consumers on the social platform. Yoong and Lian (2019) argue that user

generated content is more appealing to consumers than firm generated communication in this context.

The Internet, which allows people to collaborate and share knowledge instantly, has been the most significant technological advancement in the last 30 years. Technological advancements have resulted in significant changes in how businesses interact with their partners and customers (Siamagka et al., 2015). Social media provides organizations with collaborative tools that change the way they collaborate (Evert et al., 2016; Galati et al., 2019;Jalonen, 2014).

In fact, businesses are increasingly using social media as a communication channel, a phenomenon that is changing the way businesses operate and interact with their customers and suppliers (Pekkala & van Zoonen, 2021). Communicating entails sharing, storing, and publishing content, as well as debating and persuading others (Pekkala & van Zoonen, 2021). Collaboration tools allow groups to create and edit content without regard to location or time constraints (Galati et al., 2018). The connecting category includes technologies that connect people with similar interests and thus enable the formation of communities centred on these interests. Complete content by describing, adding, or selecting information, tagging content, and displaying connections between content. Content can be combined, mixed, and matched using combining tools.

In addition, the current study is based on Vuori's (2011) social media tool categories (Jalonen, 2014). Communicating entails sharing, storing, and publishing content, as well as debating and persuading others (Pekkala & van Zoonen, 2021). Collaboration tools allow groups to create and edit content without regard to location or time constraints (Galati et al., 2018). The connecting category includes technologies that connect people with similar interests and thus enable the formation of communities centred on these interests. Complete content by describing, adding, or selecting information, tagging content, and displaying connections between content. Content can be combined, mixed, and matched using combining tools.

Marketing is frequently associated with social media. This is because social applications were initially focused on advertising and marketing issues, but social media laterevolved into a complementary extension of all marketing efforts (Evans & McKee, 2012; Miralles-Marcelo et al., 2014). According to the

Hootsuite (2020) survey, the main reasons for using social media tools were sharing general updates (58.5 percent), communicating directly with customers (57.8 percent), and sharing marketing messages (53.4 percent). To create a regional image, attract more customers, and generate higher profit, it is critical to have a network system among small businesses in a concentrated area (Albattat et al., 2020; Arcese, Valeri, Poponi, & Elmo, 2020; Elmo et al., 2020; Valeri, 2021b).

The popularity of social media influencers has grown in recent years, making influencer marketing well-known. Influencer marketing positions people as brand ambassadors while targeting their engaged audience. A brand pays them a fee for their endorsement, which they share with their social media followers. It represents the digitalized future of word-of-mouth marketing (Vrontis et al., 2021).

According to the literature, social media is a powerful tool that restaurants can use for marketing and publicity to reach out to a large number of people and influence their experience and purchasing behavior. Social media is required for effective marketing because it creates a perceived favourable image, which leads to perceived customer value (Hanaysha, 2016). Mhlanga and Tichaawa (2017), on the other hand, stated that the impact of social media on customers' experiences may vary depending on their gender, age, food and beverage, service, and atmosphere.

In general, social media marketing is a proactive platform that can connect with current customers while also attracting new customers. It has a significant impact on consumer purchasing behavior (Sigala, 2003; Chung & Buhalis, 2008; Bolotaeva & Cata, 2010). In their research, Saura, Reyes-Menendez, and Palos-Sanchez (2019) confirmed that digital platforms have been confirmed routes to transfer the message from brands to their customers. Furthermore, these digital platforms assist suppliers in obtaining customer purchasing behavior information, which can result in improved supplier-customer relationships.

Zhao and Jing (2015) believe that four parties contribute to the characteristics of online community marketing: consumption attributes, social attributes, cultural attributes, and technical attributes. The process of social interaction between members of a community is referred to as social attributes.

The cultural characteristics of the brand community are reflectedin two ways. First and foremost, the brand community is a culturally similar and distinct language group. Secondly, is the members' faith and worship of the brand. Traditional religions and values will be replaced by the brand when members of the online community generate brand worship, displaying consumer personality and embodying the pursuit of life.

2.5.2 Higher Accessibility of Information

According to (Liou,2018) WOM or (**Word of Mouth)** has enabled vital information transfer; however, the true impact of information obtained varies from person to person due to recipients' perspectives and experiences. The internalization phase of knowledge transfer includes both sharing and receiving information. As a result, explicit information became internalized knowledge and meaning (Nonaka, 1994). Furthermore, previous research had focused on information quality and source credibility (Davy, 2006; Hong, 2006; Xu et al., 2006; Cheung & Lee, 2007).

Furthermore, the accessibility of data, its content, accuracy, format, and timeliness are used to assess information quality (Liu & Lopez, 2016). Social media includes a variety of online information-sharing platforms, such as social networking sites. As a result, in the field of marketing and advertising, social media plays a critical role in influencing consumer purchasing behavior (Gilly et al., 1998; Mangold & Faulds, 2009; Varkaris & Neuhofer, 2017).

One of the most significant effects of social media usage is an increase in information accessibility; organizations can learn about their potential customers from conversations on social media sites. Similarly, they can easily and directly obtain information about their competitors and the industry by using social media (Parveen, et al. 2015). Despite the fact that social media improves information accessibility, research into this relationship is scarce. As a result, the purpose of this study is to investigate the relationship between social media usage and its impact on information accessibility.

2.5.3 Mobile Sites and Mobile Applications

A mobile-based online service's functions are similar to those of a computer-based online service. Nonetheless, it is the distinct features of mobile

service stores that distinguish them from computer-based services (Mozeik et al., 2009). Because it uses wireless internet, mobile technology is more portable and has better coverage than desktop computers (Kim et al., 2007). Because of mobile technology is universal, users can access the internet and interact with the system at any time and from any location (Tojib & Tsarenko, 2012). According to Wang et al. (2015), mobile technologies in the twenty-first century can satisfy users' impulsive and entertainment needs, assist with making arrangements despite time constraints, and are more portable and efficient. By 2014, the number of mobile phone users in China had surpassed 600 million, and this figure is growing (China Mobile Application, 2015).

Furthermore, data usage statistics show that more than half of mobile data is spent on shopping, social media, and video websites. As a result, it is clear that Chinese consumers' online activities have shifted away from computer-based platforms and toward mobile-b based platforms. Mobile apps have infiltrated mobile internet content (China MobileApplication, 2015). Mobile apps that search for restaurants use the online-to-offline (O2O) business model (Liu & Xu, 2014). The O2O model assists business operators in developing online business opportunities by transforming offline services (Du & Tang, 2014). As a result, the online ordering system is designed to assist customers who need to purchase or make transactions at their leisure during or after business hours. Marketers' services allow customers to choose, buy, or pay via the internet using specific apps on their mobile phones (Barutcu, 2007).

According to Jen et al, perceived ease of use in the context of restaurant food ordering is the degree to which the user believes that using those technologies should be free of effort and simple to comprehend or operate. They stated that perceived ease of use (PEOU) should influence the intention to use mobile apps positively. Another study by Venkatesh et al. (2003) found that PEOU is a significant predictor of general intention to use technology. The study was conducted based on the literature by Jun et al to investigate mobile applications in the hospitality industry.

Winkler et al. conducted research to investigate citizens' acceptance of a mobile reporting service. According to this study, PEOU has a significant positive relationship with the intention to use a mobile reporting service. According to

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Morosan (2014)'s research on the use of mobile phones to purchase ancillary services in air travel services, PEOU of users influence PU indirectly by strengthening their attitudes and intention to use the technology. According to the literature, PEOU will have a positive influence on perceived usefulness and attitude toward intention to use mobile phone to purchase ancillary service.

2.5.4 Online Ordering System

The online ordering system in the restaurant industry is rapidly expanding among consumers and restaurants due to its obvious benefits. Customers prefer to order online because it is more convenient, comfortable, and quick (Kimes & Laque, 2011). As a result, restaurants will be able to boost profits while decreasing errors. Online ordering has also aided in the development of transactional marketing and customer relationship management, as well as increased management capacity and productivity (Kimes & Laque, 2011; Kimes, 2011).

Nonetheless, restaurants face challenges such as rising costs, declining service quality,and possible commoditization. According to research, the ordering process should be precise, simple, and straightforward. In the absence of an internet connection or a mobile app, customers chose to place a order over the phone (Park & Kim, 2003; Flanagin et al., 2014; Metzger & Flanagin, 2015).

As surveyed by M. avuşolu (2012), the internet has also had a continuous impact on business and economics, with virtual organizations and e-commerce now widely available, ranging from clothing, books, and even food. The internet is becoming more widely used and integrated in almost all business sectors around the world, where it can serve as a medium for conducting business as an alternative to traditional business approaches.

All these innovations are designed to provide consumers with the benefits of convenience and time savings. The internet is extremely beneficial for the food business because it has made online food ordering services available for the food industry, which benefits both the business owners and their customers. M. avuşolu (2012). Kimes S (2011). Customers and consumers are presented with a variety of ordering methods using various technologies that are relevant to their daily lives. It has also been suggested that a higher level of control would result in

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higher customer satisfaction because they would be more willing to recommend others if the experience was pleasant.

2.6   HYPOTHESIS DEVELOPMENT

From the research framework in Figure 1, hypothesis can be constructed. Therefore, below the hypothesis for this research:

Hypothesis 1:

H1: E-WOM has significant a positive effect on consumers' purchasing behavior in the restaurant industry.

Hypothesis 2:

H2: Advertising on social media has significant a positive effect on consumers' purchasing behavior in the restaurant industry.

Hypothesis 3:

H3: High accessibility of information via social media has significant a positive implication on consumers' purchasing behavior in the restaurant sector.

Hypothesis 4:

H4: The availability of the online ordering system has significant a positive effect on consumers' purchasing behavior in the restaurant sector.

2.7   RESEARCH FRAMEWORK

The study model consists of four independent variables (E-WOM, Social Media Advertisement, High Accessibility of Information, Online Ordering Systems) and the relationship with the dependent variable (Consumers' purchasing behavior in Malaysian Restaurants) with the moderating variable is shown in Figure 2. The framework is built on numerous studies from highly indexed, published and unpublished data, and based on practical experience and different e-learning concepts. A direct relationship with independent and

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dependent variables and indirect relationships with moderating variables are part of the study model.
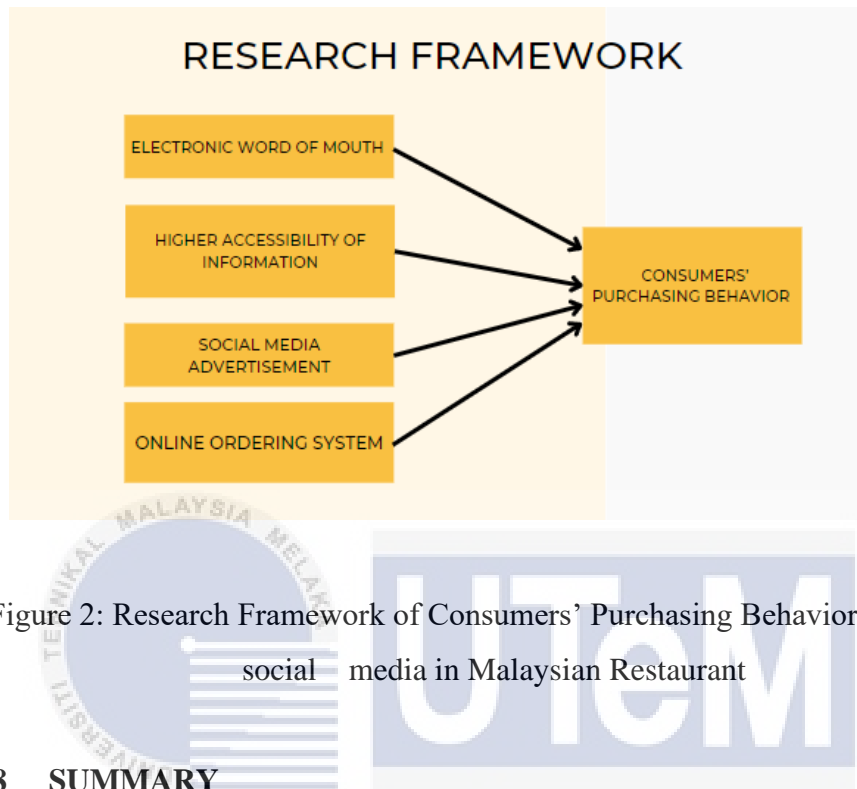
Figure 2: Research Framework of Consumers' Purchasing Behavior in towards social media in Malaysian Restaurant

2.8   SUMMARY

In this chapter, impact of social media on consumer' purchasing behavior Malaysians restaurant have been explored. The literature research for the study identified consumer' purchasing behavior Malaysians restaurant. Such as E-WOM, social media advertisement, higher accessibility of information and online ordering system. It is critical to determine the acceptability of social media marketing components for researchers to get insight and a better understanding of the study issue. The next chapter will provide a full explanation of the research methodologies employed.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology can be defined as a systematic way to analyze research problems. It is a science to learn how to conduct research. In addition, research methodology is the technique by which researchers describe, justify and forecast the phenomena (S. Rajasekar, P. Philominathan & V. Chinnathambi, 2013). The researcher must understand not only the research but also the methodology techniques. Furthermore, this research serves as a general plan for the researchers to follow in order to answer the research questions and objectives. The researcher will discuss the research design, methodological choices for quantitative research, data collection methods, and research strategy in this chapter. The questionnaire design and sampling techniques will be used in the following section. At the end of this chapter, the data analysis method, validity, and reliability of the research will be discussed. The goal of this research is to understand and determine the relationship between independent and dependent variables**.**

3.2   RESEARCH DESIGN

The specific procedure involved in the research process: data collection, data analysis, and report writing can be defined as research design. (Creswell, 2014). Next, according to Saunders et al. (2012), research design is a general plan to answer a research question. It brings together several components, strategies, and methods to collect and analyze data as a systematic approach to conducting a scientific inquiry. The research design illustrates how the study will be undertaken by adopting a systematic method to produce a validity and reliability result in each timeline. Research design will show the sources where researcher plan to collect data from, how researcher propose to perform data collection and analyze them, discuss about the issues and constraints that the researcher face while doing research (Saunders et al., 2009). This research design is very important for the topic research because it guides the researcher in planning and implementing the study to achieve the intended goal. Therefore, the researcher must master the entire process and ensure all the process is clear and should be carefully choosing the suitable data source collection method and data analyze techniques.

Basically, there are three types of research design that use on the research which are exploratory, descriptive and explanatory (Saunders et al., 2009). Referring to Kumar (2011), exploratory research is a study undertaken with the objective either to explore areas with little is known or investigate possibilities of undertaking research study. According to Alvin and Ronald (2003), the aim of exploratory research is to get background information in order to define the term, define problem and hypothesis and lastly to establish priority. Moreover, descriptive research was used to collect information that will demonstrate relationships and describe the world as it exists, in which the researcher described a certain phenomenon through being detached from the society of the study based on planned and structured design leaning on questionnaire as a tool. Kumar (2011) mentions that explanatory research is the study emphasis to clarify why and how a relationship between two aspects of a phenomenon.

For this research, it is regarding the Impact of social media on consumer' purchasing behavior in Malaysian Restaurants. The research design that was conducted by the researcher is explanatory research. This type of research is suitable to be used by researchers as it helps us to think systematically in a given

situation, offers ideas for further research and helps to make certain simple decisions.

3.2.1 Explanatory Research

According to Tegan George and Julia Merkus (2021), explanatory research is the research method that investigates why something occurs when limited information is available. It can help you gain a better understanding of a subject, determine how or why a particular phenomenon occurs, and forecast future events. Explanatory research design can be defined as a form of correlation design used to customize and define relationships that switch between two or more variables (Creswell, 2013). Moreover, this research is focusing on explaining why the variables are related to each other. Explanatory research can find out the casual relationships between the two variables. The explanatory research depends on the questions that came from researchers. The explanatory research is to identify any relationship between the variables that are found in the research problems. This explanatory research is quantitative in nature and has typically tested prior measures within the hypothesis of relationships between variables which the data are analyzed by using statistical techniques. So, the main purpose of this research is to find out the impact of social media on consumers' purchasing behavior in Malaysian Restaurants.

3.3   METHODOLOGICAL CHOICE

3.3.1 Quantitative Research

According to Bhandari Pritha (2020) the process of collecting and analyzing numerical data is known as quantitative research. It can be used to discover patterns and averages, to make predictions, to test causal relationships, and to generalize results to larger populations. In general, quantitative research is associated with rationalism, particularly when used with predetermined and highly structured data collection techniques. Furthermore, quantitative research is typically connected with a deductive approach, with the emphasis on using numerical data to test theory. It is also used for testing objective theories by examining the relationship between independent variables and dependent variables. Referring to Muijs (2004), quantitative research is the explanation of

phenomena by utilizing numerical data and analyzed by using mathematical based methods. This quantitative method of data analysis can be obtaining statistical results from many populations.

In addition, the researchers will be designed and developed the quantitative method such as the best method for measuring, ranking, categorizing, identifying a pattern, and generalizing is to use a structured questionnaire survey design in this situation to collect data or feedback and analysis from respondents. It is important to ensure that questions are expressed clearly so that the respondents can understand the purpose of the given questionnaire.

The study's population comprised all respondents of owner Malaysian Restaurants that use social media in their businesses and social media registered who are living in Malaysia. Only those Malaysian restaurant owners using social media were requested to complete the questionnaire for the researcher to examine the impact of social media. To ensure validity, the study ensured that the questionnaire content supported the research objectives and measured the variable that the study intended to measure. This research is designed as research as it is seeking to study the relationship between the impact of social media on consumer purchasing behavior the Malaysian restaurant industry.

3.4   DATA COLLECTION METHOD

Data can be collected from different sources and for different reasons. According to Collis and Hussey (2009), there are two type sources of the data which are the primary data and secondary data. The data collection method was a critical part of the research since this was the basement of the findings. In this study, researcher purpose to use primary data sources for gathering information, collecting data and answering research questions in order to achieve the research objectives.

3.4.1 Primary Data

According to Richard (2018), primary data sources are first-hand acquired information or data. This type of data is unique and has never been collected before. Surveys, experiments, interviews, and observations were used as primary

data sources (Victor, 2017). The survey method was chosen as the major data source for this study since it provides the most dependable information on the respondents.

The primary data for this study is collected via a questionnaire related to the research topic. The researcher usually designed a set of questionnaires that were distributed to the public when conducting the questionnaire. The online method was chosen for this study to distribute questionnaires to all 160 respondents. Following that, data will be collected and analyzed using research methods such as SPSS.

3.4.2 Secondary Data

The secondary data is the material or information that other research have previously been collected. These secondary data included literatures, books, journal articles, pdf, patent and copyright documents, conference proceedings, websites, statistic information and news publication. The advantages of secondary data are it helps to save costs, time and is effort utilized.

3.4.3 Research Strategy

According to Saunders, Lewis, and Thornhill (2016), research strategy describes the entire research plan as well as how researchers respond to research questions. The researcher can determine the direction and structure of the research through research strategy. Datt and Chetty (2016) categorise research strategy as case studies, surveys, action research, experiments, grounded theory, ethnography, and archival research. The survey method was used by the researcher in this study. The survey strategy is related to the research approach's deductive approach. A survey entails collecting a large amount of data from a large number of respondents, allowing a specific problem to be viewed comprehensively and in detail.

The survey research strategy was used by the researcher to collect and obtain quantitative data from the respondents regarding the impact of usage social media tools expectancy of the Malaysian restaurant industry. The researcher used survey research strategy because it can be used to suggest possible reasons for a particular relationship between variables and hypothesis testing in order to

generalize the results. Researcher believes that survey research strategy was the most suitable way to measure variables because it given the researcher more control over the research process and sampling used.

Mentioned by Creswell (2012), survey method is data collection through questionnaire and to get the data from response of the population based on the sample population. The data collection technique of survey applied by the researcher was the distribution of questionnaires. The questionnaire will be sent out to collect data which will reflect the opinions from the population. The surveys by using questionnaires are popular because it is highly economical way and can make a simple comparison between the variables.

3.4.4 Sampling Technique

Probability sampling and non-probability sampling are the two common types of sampling technique. Probability sampling is used when the population from every individual has an equivalent chance to be chosen. On the other side, non-probability sampling is gathering the samples based on the subjective judgment (Saunders, Lewis and Thornhill, 2016).

Researcher will use convenience sampling which falls under non-probability sampling in this research. Convenience sampling allow researcher to collect data in a simple and easy way from respondents who are effortlessly accessible. Researcher can carry out the survey by distributing the questionnaire online. Researcher only needs to send the questionnaire's link through email or social media platform to the potential respondents. After respondents done answering the questionnaire, they can direct submit their response through online. This way isconsidered quick and convenience for the researcher to collect data.

3.4.5 Sampling Size

In a statistical environment, Zamboni (2018) defined sample size as the number of individual samples or observations. He also stated that inaccurate findings would be obtained if the sample size is too small, and that big samples need a lot of time and money to collect data. He noted that when collecting data, researchers should consider the trustworthiness of thedata as well as the margin of error.

According to Hair et al. (2010), the minimal sample size for the study is 100. Furthermore, researchers have been confronted with the COVID19 epidemic that has hit this country in the last 3 years, which limits to ability to collect the data. As a result, the researcher selects only 150 respondents who meet the study criteria to complete the survey and the number of respondents meet the sampling survey (Krejcie and Morgan, 1970), by Sample Size from a Given Population that shown in the Table 1. The sample size chosen can assist researchers in eliminating unreliable data from respondents and providing a lower margin of error.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size. S is sample size.

Source: Krejcie & Morgan, 1970

Table 1: Determining Sample Size from a Given Population

(Source: Krejcie and Morgan, 1970)

3.4.6 Research Location

The location for this research was conducted in conducting surveys in the 4 region which are Northern Regions (Perlis, Kedah, Perak, Penang), East Coast Regions (Pahang, Terengganu, Kelantan), Central Regions (Selangor, Negeri Sembilan, Malacca, Putrajaya (FT), Kuala Lumpur (FT)) and Southern Regions (Johor). Hence, the survey using questionnaire will be distributed through Google Drive to the respondent who has used social media as a marketing tool in 4 region area. Researcher will not be specific on any district, as long as the respondent has used the social media in Malaysia, they are entitled to answer the questionnaire.

3.4.7 Time Horizon

According to Chat (2016) categorized time horizon into longitudinal studies and cross- sectional studies. Due to time constraints, cross-sectional studies were used in this study to investigate small online business use social media as marketing tools. The researcher already finished the research within the time range of March 2022 to January 2023 by conducting cross-sectional investigations (two semesters). As a result, to accomplish the entire investigation from beginning to conclusion, the researcher must have strong time management and planning skills.

3.5   QUESTIONNAIRE DEVELOPMENT

The researcher will be developed and distributed the questionnaires to the respondents who live in 4 regions in Malaysia such as Northern Regions (Perlis, Kedah, Perak, Penang), East Coast Regions (Pahang, Terengganu, Kelantan), Central Regions (Selangor, Negeri Sembilan, Malacca, Putrajaya (FT), Kuala Lumpur (FT)) and Southern Regions (Johor) in order to gather the information from them so that the researcher can come out with solutions that can meet the research problems and research objectives. The questionnaires are designed as simple, clear, and short, with targeted sections and questions. The language used in the questionnaires was English.

The questionnaires were developed to collect data from the target respondents after reviewing some of the previous literatures, so that the researcher

can address each of the variables examined in this study. The respondents were asked to rate their level of agreement with the following statements the motivation to adopt social media marketing among small online businesses. The questionnaires have been classified into three sections which are Section A, Section B and Section C.

First, Section A is demographic background of the respondents such as gender, age, educational level, job status and income level. For the Section B, the questionnaires will be focusing on the independent variables of the research which are performance expectancy, social influence, facilitating condition, propensity to share information and viral marketing expectancy to examine the most significant factor that will influence the small online business to use social media as marketing tools in Malaysia. For the Section C, the questionnaires will record about the dependent variables which is the usage of social media as a marketing tool of the online small business in Malaysia. The questions from Section B and Section C will be measured by using a five-point Likert scale, as shown in Table 2. The Likert scale that was used to indicate respondents' level of agreement or disagreement to the statements in the questionnaires is based on the following values of 1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree.

The research will be distributed the questionnaires through online and electronically method which is by using Google Form. This method helps the researcher to be conducted the research in a cost-effective way and time-wise management because it was an inexpensive, convenient and efficient way of collecting a large and varied amount of information from the target audience.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Table 2: Likert Scale of Agreement

3.5.1 Pilot Test

Using a pilot test, researchers may get a feel of whether the surveys make sense. In a pilot test, the questionnaire is pre-tested on 30 people. The feedback received was used to improve the questionnaire before it was distributed to the intended respondents. During the pilot test, the selected quality chiefs discovered a few suggestions to improve the content of the questionnaire.

However, the quality did not comment on the questionnaire's accuracy characteristics because all the comments involved only needed to restate a few words given the difficulties in assisting potential respondents grasp the questions simply. Following these recommendations, a revised questionnaire for the final version was developed and used for the actual survey.

3.6   Data Analysis

The systematic process of identifying and tabulating research data using various approaches is known as data analysis. The Statistical Package for Social Science (SPSS) software version 28.0 was used in this study to analyse and interpret questionnaire results. SPSS can handle a large amount of data, and many different types of internal management impact can be done to help with data collection and tabulation. When evaluating the hypothesis and administering the questionnaire for this study, the researcher can use SPSS to determine the reliability, accuracy, and validity of the data gathered.

A table will contain a summary of descriptive statistics data to help the researcher respond to the research question and achieve the research goal. In addition to descriptive statistics, data previously evaluated used Pearson correlation and linear regression.

3.6.1 Descriptive Statistics

According to Narkhede (2018), descriptive statistics make data easier to understand by summarizing and arranging the entire data set. The most common types of data shown in descriptive statistics are mode, median, and mean. Furthermore, the data appeared straight forward and well-organized in descriptive

statistics. Descriptive statistics are classified into two types: central tendency and dispersion. In this study, the central tendency measure utilized to determine where the distribution is cantered in relation to what a normal or related value for a specific variable might provide the researcher some insights.

3.6.2 Reliability Analysis

By measuring a phenomenon, reliability can produce a steady and consistent outcome. There are a few approaches for measuring dependability. The Cronbach Alpha coefficient is the most often used technique for analyzing data dependability. It is a statistic used to demonstrate the appropriateness of tests and scales used for study. Cronbach Alpha is the most appropriate test of reliability when utilizing Likert scales in surveys (Statistics Solution, 2018).

Cronbach Alpha will be used in this study to determine the reliability of both the independent and dependent variables. In general, the coefficient alpha value ranges from 0 to 1. According to Hair et al. (2003), to obtain more credible research, the alpha value should be greater than 0.7, ideally greater than 0.80.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 3: Rule of Thumb on Cronbach Alpha

(Source: Hair et al., 2003)

3.6.3 Pearson Correlation Analysis

Pearson correlation analysis was developed by Karl Pearson to quantify the linear relationship between dependent and independent variables. As shown in Figure 3.1, the sign 'p' for Pearson's correlation represents the population, whereas the symbol 'r' represents a sample, with values ranging from -1 to 1. Ganti (2019) defines an inaccuracy in correlation measurement as a number greater than 1.0 or less than -1.0.

Pearson Correlation Analysis will help research reach objective number two. In this research, the second research objective is to investigate the impact of social media towards consumer's purchasing behavior being practiced by restaurants within industries in Malaysia. As a result, the researcher plans to employ this approach to assess the degree of correlation between the independent variables (E-WOM, social media advertisement, higher accessibility of information and online ordering system) and the dependent variable (Consumers' Purchasing Behavior in towards social media in Malaysian Restaurants), as the researcher wishes to test the hypothesis between each variable.
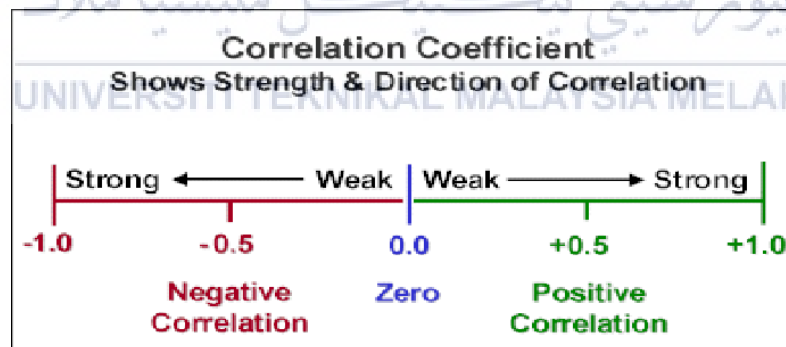
Figure 3: Strength of the Correlation Coefficient

(Source: Smarten, 2018)

3.6.4 Multiple Linear Regression Analysis

Linear regression is a statistical technique that is commonly used to find the best line to fit and assess the relationship between two variables. Linear regression can be used to forecast the intensity of independent factors in a dependent variable and to differentiate how the dependent variable changes

when one or more independent variables change. Beers (2019) distinguishes between two types of regression: simple linear regression and multiple linear regression.

Multiple linear regression has been used to determine whether the factors of using social media on consumer' purchasing behavior Malaysians independent variable (E-WOM, social media advertisement, higher accessibility of information and online ordering system). Multiple linear regression is used when two or more independent variables are used to estimate the value of a dependent variable. This approach will be used by the researcher to determine which independent factors are most important in relation to the dependent variables. According to Statistics How To (2019), after obtaining the regression equation, researchers may forecast the model.

3.7 SUMMARY

The entire research and data collection procedure has been identified. This chapter covered exploratory research, quantitative research methods, primary and secondary data sources, non-probability sampling methodology, survey method, questionnaire design, pilot test, and data analysis.

CONCLUSION

In general conclusion, there are a lots of impact social media on consumers' purchasing behavior especially in Malaysian restaurants. Based on research from chapter 1 researcher focuses on main area which is research background, problem statement, research questions, research objectives, scope, limitation of the research, and the significance and contribution of the study. This chapter also researcher give an overview of research topic. Next for chapter 2, researcher focuses on literature review. For this chapter, researcher provide introductory knowledge to a subject and are useful at the start of the research process.

In chapter 3, basically researchers will use questioners to collect data from consumers to learn more about the research topic. A summary of any chapter would essentially highlight the main points discussed in that chapter. It should be

a condensed version of everything you've covered in that chapter.

CHAPTER 4

RESEARCH FINDINGS

4.1 INTRODUCTION

This chapter will explain the findings, or the output based on the data collected from the respondents. There are 160 sets of questionnaires distributed to the respondents. All data gathered are analyzed using the Statistical Package of Science Social (SPSS) software version 28.0 for windows, a menu driven software program. Each question from the questionnaire is analyzed to find out whether the research objectives are achieved. After the analysis, the results are presented and illustrated in tables and charts for better understanding in describing the respondents' demographic profiles and impact of social media on consumers' purchasing behavior in Malaysian restaurants. This chapter also discusses about the relationship between the output and the theory and literature review that have been discussed in Chapter 2.

4.2 RELIABILITY ANALYSIS ON PILOT STUDY

The term "reliability" refers to the properties of tests and measures. The degree of stability, consistency, and repeatability of a test or measure is referred to as its reliability. Internal consistency reliability, or how well items reflecting the same construct produce similar results. It is tested using the Cronbach's Alpha coefficient, which is the most used estimate of internal consistency. Cronbach's Alpha is a reliability coefficient that indicates how well items in a set are positively correlated. Cronbach's Alpha is computed in terms of the average intercorrelations among the item measuring the concept. If the value of Cronbach's Alpha is closer to 1, the reliability of the question is better. In this

study, researcher uses 25 samples of questionnaire to test the reliability. The 25 samples of questionnaire show that the rules demonstrate that all scales have relatively high reliability and are suitable for further analysis.

4.3 RELIABILITY TEST

Before distributing questionnaires to respondents, the first step is usually to conduct a pilot test. The experiment's goal is to determine the validity and reliability of the questionnaires. 30 respondents were given Google forms and questionnaires to provide feedback on the Impact of social media on Consumer Purchasing Behavior in Malaysian Restaurants. Cronbach's Alpha Coefficient ranged from 0 to 1. The higher the internal consistency of the scale's elements, the closer the Cronbach's Alpha Coefficient is to 1.0. As surveyed by Hair et al. (2003), the alpha value should be more than 0.7. In the meanwhile, for research to be considered credible, the value must exceed 0.80.

Reliability Statistics

Cronbach's Alpha	N of Items
0.943	25

Table 4.1 Reliability Statistics for Pilot Test of 30 Respondents

(Source: Output from SPSS)

In this survey, the researcher used Cronbach's Alpha Coefficient to analyze the reliability of five independent variables and one dependent variable which make the total items that has been included in the questionnaire is 25 items. Based on the table above, Cronbach's Alpha of reliability test statistics for all the variables are 0.943 that is considered as excellent reliability value.

Reliability Statistics

Variables	Cronbach's Alpha	Number of Items

Electronic Word of Mouth	0.735	5
Higher Accessibility of information	0.791	5
Social Media Advertisement	0.907	5
Online Ordering System	0.855	5
Consumers' Purchasing Behaviour	0.865	5

Table 4.2: Reliability Test for All Variables

(Source: Output from SPSS)

Based on the result of reliability test on pilot survey above, the Cronbach's Alpha value for consumers' purchasing behavior scored 0.865 which is considered as second high reliability. The Cronbach's Alpha value for the electronic word of mouth, higher accessibility of information and online ordering system is 0.735, 0.791 and 0.855 respectively that shared the same good reliability result rank. Meanwhile, social media advertisement has the highest reliability or excellent reliability that is 0.907.

4.3.1 Electronic Word of Mouth

Reliability Statistics

Cronbach's Alpha	N of Items
0.735	5

Table 4.3.1: Reliability Statistics on Electronic Word of Mouth

(Source: Output from SPSS)

Electronic Word of Mouth is the first independent variable included in the

questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.735, indicating an acceptable value because (0.7 to less than 0.8). Hence, all 5 items / questions under Electronic Word of Mouth were considered for the full research.

4.3.2 Higher Accessibility of Information

Reliability Statistics

Cronbach's Alpha	N of Items
0.791	5

Table 4.3.2: Reliability Statistics on Higher Accessibility of Information

(Source: Output from SPSS)

Higher Accessibility of Information is the second independent variable included in the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.791, indicating an acceptable value because (0.7 to less than 0.8). Hence, all 5 items / questions under Higher Accessibility of Information were taken into account for the full research.

4.3.3 Social Media Advertisement

Reliability Statistics

Cronbach's Alpha	N of Items
0.907	5

Table 4.3.3: Reliability Statistics on Social Media Advertisement

(Source: Output from SPSS)

Social Media Advertisement is the third independent variable included in the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.907, indicating an excellent (more than 0.9). As a result, all 5 items / questions under Social Media Advertisement were taken into account for the full research.

4.3.4 Online Ordering System

Reliability Statistics

Cronbach's Alpha	N of Items
0.855	5

Table 4.3.4: Reliability Statistics on Online Ordering System

(Source: Output from SPSS)

Online Ordering System forth independent variable included in the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.855, indicating a good value as (0.8 to less than 0.9). Therefore, all 5 items / questions under Online Ordering System were considered for the full research.

4.3.5 Consumers' Purchasing Behavior

Reliability Statistics

Cronbach's Alpha	N of Items
0.865	5

Table 4.3.5: Reliability Statistics on Consumers' Purchasing Behavior

(Source: Output from SPSS)

Consumers' Purchasing Behavior is dependent variable included in the final section of the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.865, indicating a good value as (0.8 to less than 0.9). Therefore, all 5 items / questions under Consumers' Purchasing Behavior were considered for the full research.

4.4 DESCRIPTIVE STATISTICS ANALYSIS

4.4.1 ORGANIZATIONAL PROFILE

In general, the respondents were introduced in this part of the questionnaire to find out the demographic data that could be inserted in the data. A total of 160 people responded to the questionnaire that was distributed.

4.4.1.1 Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	85	53.1	53.1	53.1
Female	75	46.9	49.9	100.0
Total	160	100.0	100.0	

Table 4.4.1.1: Frequency and Percentage of Gender

(Source: SPSS Output)
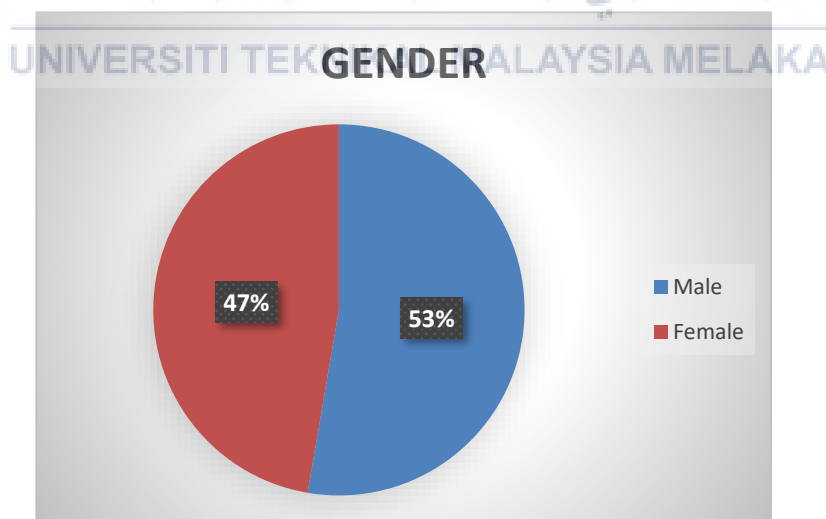
Figure 4.4.1.1: Frequencies and percentage of Respondent's Gender

Based on Table 4.4.1.1 and Figure 4.4.1.1 showed the total number of 160 respondents. Here there are a total of 85 male respondents (53.1%) and 75

female respondents (46.9%) who have helped in answering this survey question. Food and beverages have long-been an industry that is dominated by male. According to ZIPPIA (2022), 45.5% of all restaurateurs are women, while 54.5% are men.

4.4.1.2 Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21- 30 years old	15	9.4	9.4	9.4
31-40 years old	65	40.6	40.6	50
41-50 years old	71	44.4	44.4	94.4
Above 51 years old	9	5.6	5.6	100.00
Total	160	100.0	100.0	

Table 4.4.1.2: Frequency and Percentage of respondent's Age

(Source: SPSS Output)
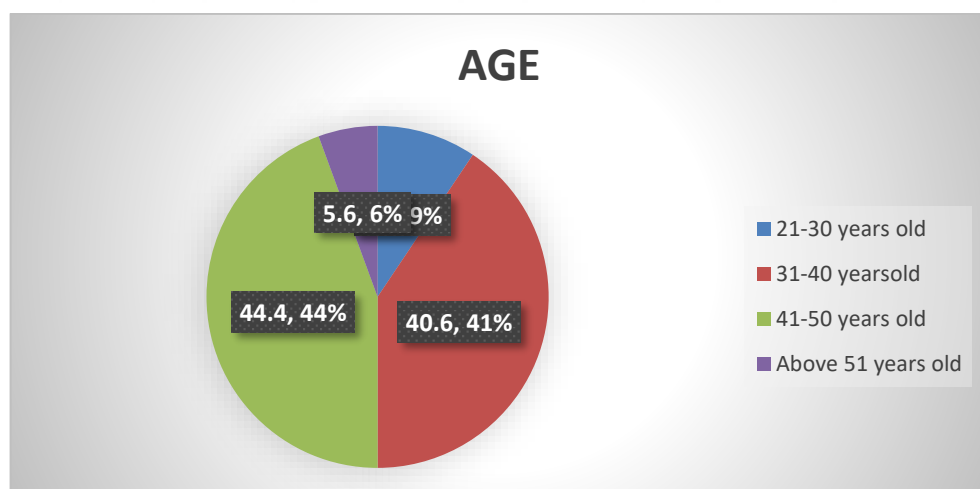
Figure 4.4.1.2: Frequencies and percentage of Respondent's Age

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Table 4.4.1.2 and Figure 4.4.1.2 show the frequency and percentage of respondents about age. A total of 15 respondents (9.4%) in the age range of 21-30 years old have answered the survey questions. While 65 respondents (40.6%) aged 31-40 years old have also answered this survey question and respondents aged 41-50 years old recorded the number of respondents which is a total of 71 people (44.4%). For the 51 years old above, the lowest number was recorded, which is only 9 respondents (5.6%) who answered this survey question.

4.4.1.3 Education Level

Education Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SPM	12	7.5	7.5	7.5
STPM/Diploma	51	31.9	31.9	39.4
Degree	87	54.4	54.4	93.8
Master	10	6.3	6.3	100.1
PHD	-	-	-	
Total	160	100.0	100.0	

Table 4.4.1.3: Frequency and Percentage of respondent's Education Level
(Source: SPSS Output)
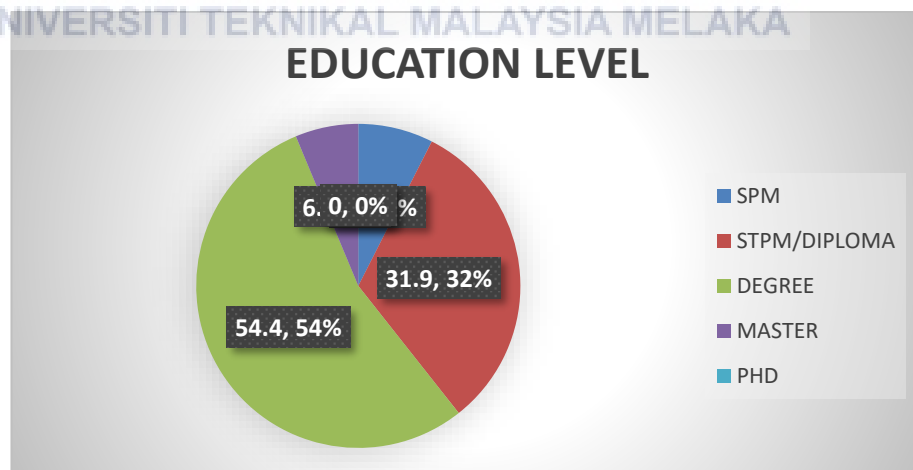
Figure 4.4.1.3: Frequencies and percentage of Education Level

Table 4.4.1.3 and Figure 4.4.1.3 show the frequency and percentage of respondents about education level. The highest respondents are respondents who

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are degree holders, which is a total of 87 people (54.4%). Respondents with STPM/DIPLOMA graduates were the second highest at 51 people (31.9%). While 12 respondents (7.5%) are consisted of SPM leavers. For the Master education level, the lowest number was recorded, which is only 10 respondents (6.3%) who answered this survey question. Meanwhile there are no PHD holders among the respondents.

4.4.1.4 Monthly Turnover

Monthly Turnover				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than RM4,000	3	1.9	1.9	1.9
RM4,100- RM5,000	4	2.5	2.5	4.4
RM5,100-RM6,100	49	30.6	30.6	35
More than RM6,100	104	65	65	100
Total	160	100	100	

Table 4.4.1.4: Frequency and Percentage of restaurant monthly turnover

(Source: SPSS Output)
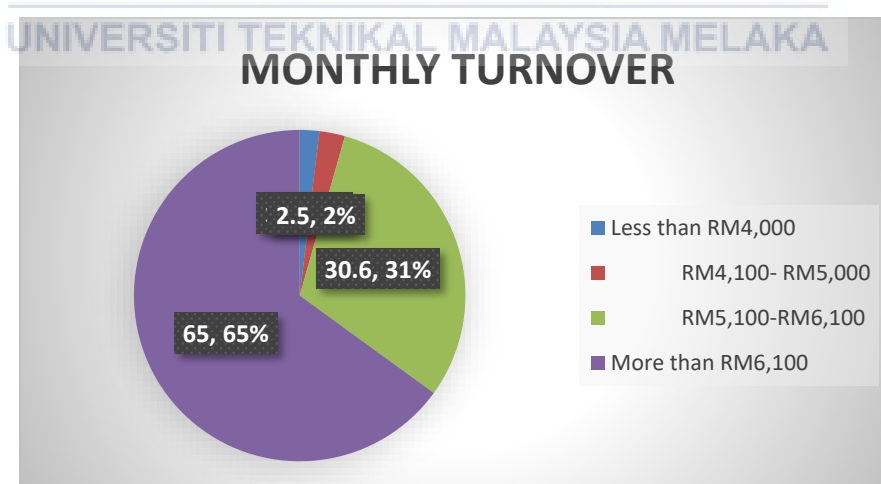
Figure 4.4.1.4: The Chart of restaurant monthly turnover

Table 4.4.1.4 and Figure 4.4.1.4 shows the frequency and percentage of respondents' restaurant monthly turn over. Highest number of respondents recorded

are the ones who receive more than RM6,100 monthly, which are 104 of them equivalent to 65%. While a total of 49 respondents (30.6%) whose restaurant monthly turn over are RM5,100 – RM6,000. There are also respondents who receive RM4,100 – RM5,000 also answered this survey question, which are a total of 4 people (2.5%). And finally, there are only 3 respondents who receives RM4000 per month, which is equivalent to 1.9%.

4.4.1.5 Social media to review the restaurant's menu.

Social media to review the restaurant's menu.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	160	100	100	100
No	-	-	-	100
Total	160	100	100	

Table 4.4.1.5: Frequency and Percentage of social media to review the restaurant's menu.

(Source: SPSS Output)
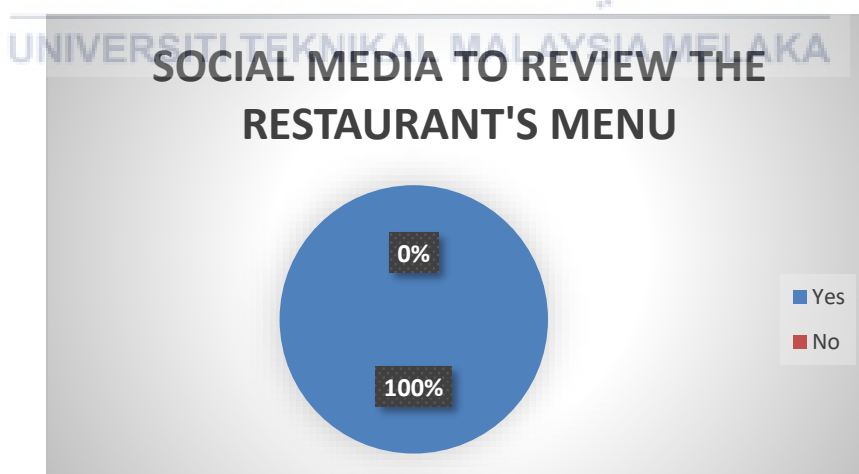
Figure 4.4.1.5: Frequencies and percentage of social media to review the restaurant's menu.

Table 4.4.1.5 and Figure 4.4.1.5 show the frequency and percentage of respondents

who answered the question " Do You Use social media To Review the Restaurant's Menu?". A total of 160 respondents (100%) answered "YES" to the question. While there are no respondents who choose the option 'NO'

4.4.1.6 Advertisement on Mass Media Are Still Attractive.

Advertisement on Mass Media Are Still Attractive.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	160	100	100	100
o	-	-	-	100
Total	160	100	100	

Table 4.4.1.6: Frequency and Percentage Advertisement on Mass Media Are Still Attractive.

(Source: SPSS Output)
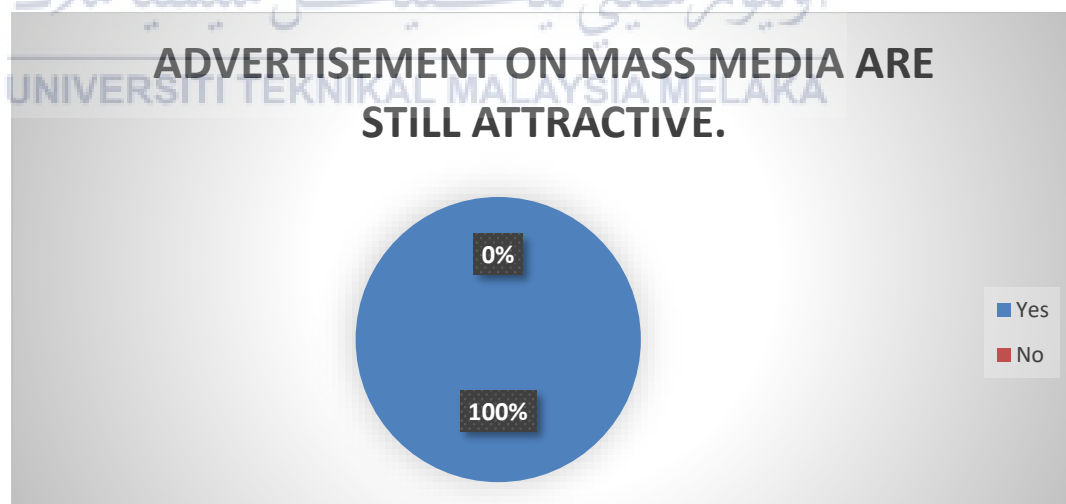
Figure 4.4.1.6: Frequencies and Percentage of advertisement on mass media are still attractive.

Table 4.4.1.6 and Figure 4.4.1.6 show the frequency and percentage of respondents

who answered the question "Do You Find Advertisement on Mass Media Are Still Attractive?". A total of 160 respondents (100%) answered "YES" to the question. While there are no respondents who choose the option 'NO'

4.4.1.7 Social media are using daily.

Social media are using daily.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	50	31.3	31.3	31.3
TikTok	55	34.4	34.4	65.7
YouTube	33	20.6	20.6	86.3
Instagram	22	13.7	13.7	100
Total	160	100	100	

Table 4.4.1.7: Frequency and Percentage of social media are you using daily.
(Source: SPSS Output)
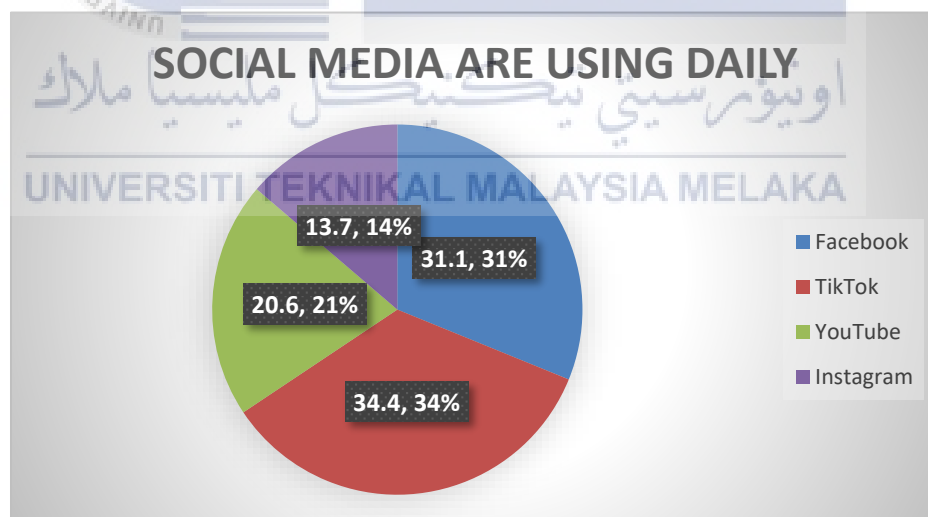
Figure 4.4.1.7: Frequencies and Percentage of social media are using daily.

Table 4.4.1.7 and Figure 4.4.1.7 show the frequency and percentage of respondents who answered the question "Which of The Following social media Are You Using Daily?". The highest respondents were TikTok, a total of 55 people (34.4%). While the second highest are Facebook of 50 people (31.3%). In addition, 33 choose

YouTube as a social media using daily (20.6%). Lastly, the low percentage of 13.7%, which is a total of 22 respondents who choose Instagram.

4.4.1.8 Location of the restaurant business.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Location of the restaurant business.				
Valid	Central	47	29.4	29.4	29.4
	Northern	38	23.8	23.8	53.2
	Southern	41	25.6	25.6	78.8
	Eastern	34	21.3	21.3	100
	Total	160	100	100	

Table 4.4.1.8: Frequency and Percentage of location of the restaurant business.

(Source: SPSS Output)
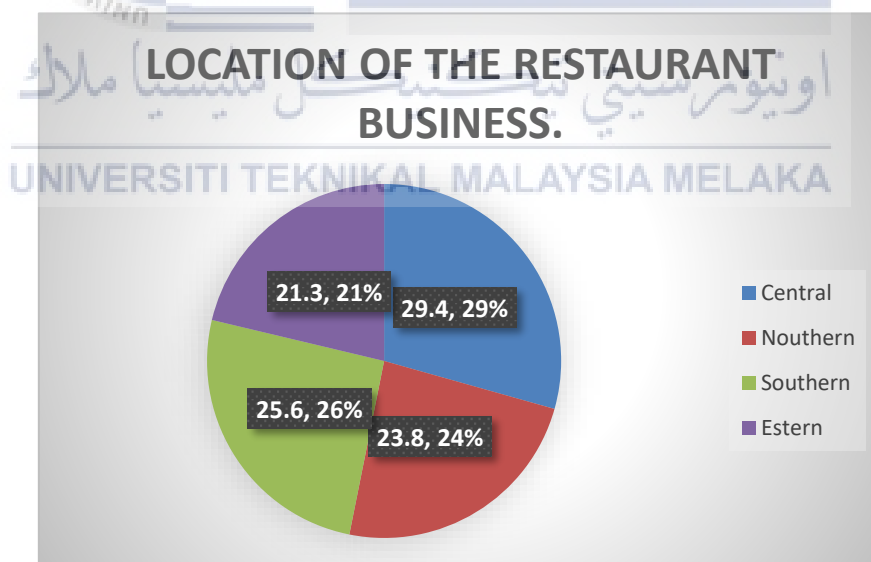
Figure 4.4.1.8: Frequencies and Percentage of location of the restaurant.

Table 4.4.1.8 and Figure 4.4.1.8 show the frequency and percentage of respondents what is location of the restaurant business in which you are involved?". The highest respondents were Central Region, a total of 47 people (29.4%). While the second

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highest are Southern Region of 41 people (25.6%). In addition, 38 choose Northern Region (20.6%). Lastly, the low percentage of 21.3%, which is a total of 34 respondents who choose Eastern Region

4.5 CROSS TABULATION

Cross tabulation can be defining data tables that display not only the results of the entire group of respondents, but also the results from specifically defined subgroups.

4.5.1 Gender, Age Crosstabulation

In the study of the Impact of social media On Consumer' Purchasing Behaviour In Malaysian Restaurant the researcher chose gender and age cross tabulation as for comparison.

Gender	2. Age				Total
	1	2	3	4	
Male	7	34	38	6	85
Female	8	31	33	3	75
Total	15	65	71	9	160

Table 4.5.1: Gender and Age Crosstabulation
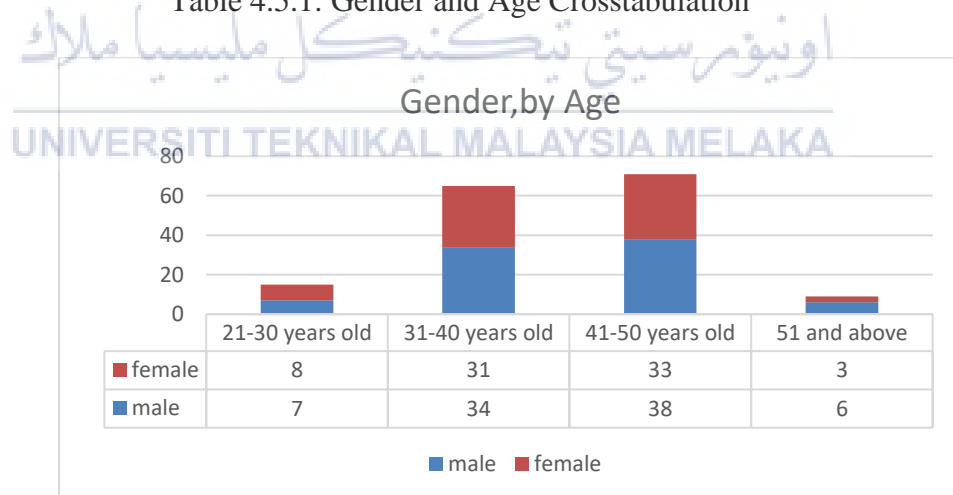
Figure 4.5.1: Gender and Age Crosstabulation

4.5.2 Level of Education, Monthly Turnover Crosstabulation

In the study of the Impact of social media On Consumer' Purchasing Behaviour In Malaysian Restaurant the researcher chose level of Education and monthly turnover crosstabulation cross tabulation as for comparison.

		Monthly Turnover				Total
		Less than RM4,000	RM4,1000-RM5,000	RM5,1000-RM6,000	More than RM6,100	
Level of Education	SPM	1	0	5	6	12
	STPM/ DIPLOM A	1	1	20	29	51
	Degree	0	3	20	64	87
	Master	1	0	4	5	10
	PHD	0	0	0	0	0
Total		3	4	49	104	160

Table 4.5.2: Level of Education, Monthly Income Crosstabulation
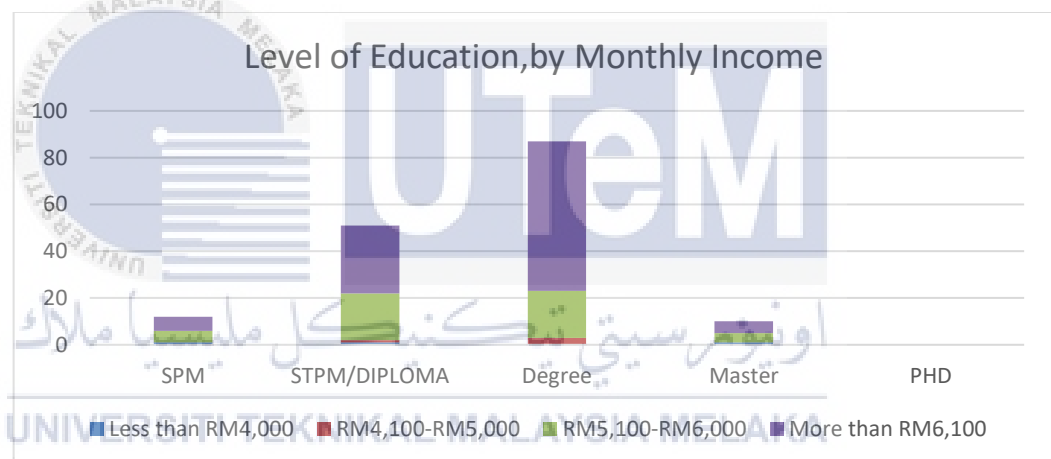
Figure 4.5.2: Level of Education, Monthly Income Crosstabulation

4.5.3 Social media are using daily, location of restaurant business

In the study of the Impact of social media On Consumer' Purchasing Behaviour in Malaysian Restaurant the researcher chose level of social media using daily and location of restaurant business crosstabulation cross tabulation as for comparison.

		What is location of the restaurant business in which you are involved?				Total
		Central	Northern	Southern	Eastern	
Which of the following	Facebook	16	11	13	10	50
	TikTok	23	11	13	8	55

social media	YouTube	5	14	9	5	33
are you using daily?	Instagram	3	2	6	11	22
Total		47	38	41	34	160

Table 4.5.3: Social media are using daily and Monthly Income Crosstabulation
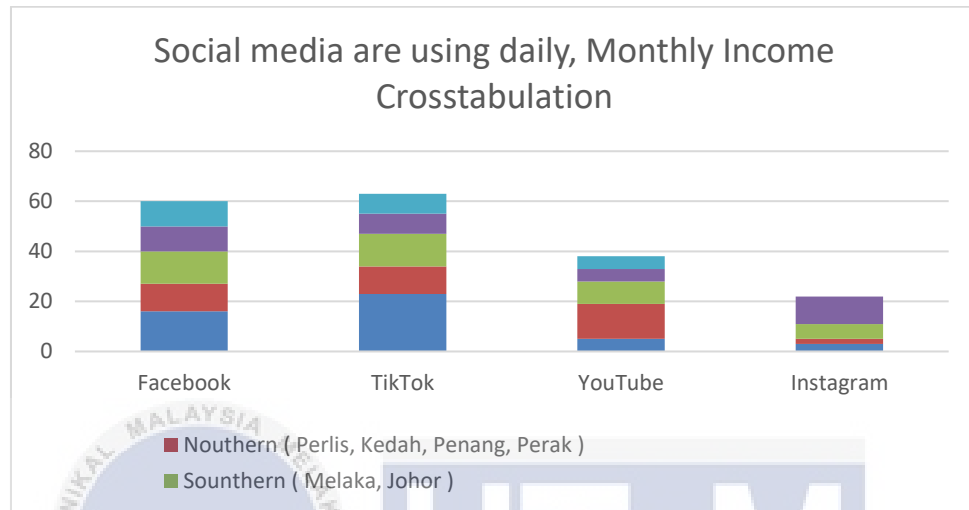
Figure 4.5.3: Social media are using daily and Monthly Income Crosstabulation

4.6 DESCRIPTIVE ANALYSIS OF THE RELATIONSHIP VARIABLES

A descriptive statistic for each variable analyses and interprets the respondents' perspectives on the variables included in the conceptual framework. The level of agreement in this study was determined using 5-point Likert scale, with 1 indicating strong disagreement, 2 indicating disagreement, 3 neutral, 4 indicating agreement, and 5 indicating strong agreement. The low range of mean scores is 1.0-2.33, the intermediate range is 2.34-3.67, and the high range is 3.68-5.0. The following table provides statistics for each variable, as well as the proportion of people who participated in the survey and gave their responses, on a Likert scale ranging from 1 until 5.

4.6.1 Electronic Word of Mouth

Descriptive Analysis

	N	Mean	Std.Deviation

1. Buzz marketing can influence consumer purchase decision.	160	2.6938	1.23877
2. Viral marketing can attract consumer purchase decision easily.	160	2.5250	0.88275
3. Community marketing (supporting such communities as fan clubs) influences consumer purchase decision.	160	2.6375	1.07275
4. Conversation creation (emails, promotions, or anything else designed to generate WOM) influences consumer purchasing decisions.	160	2.5188	.98397
5. Referral program (giving satisfied customers the opportunity to spread the word using various tools) have an impact on consumer purchasing decisions.)	160	2.5375	1.11529
Valid N (listwise)	160		

Table 4.6.1: Descriptive Analysis of Electronic Word of Mouth

From Table 5.2 the findings reveal that the maximum mean of **Electronic Word of Mouth** was (M=2.6938) with the items on "Buzz marketing can influence consumer purchase decision.". The standard deviation value is 1.23877. Meanwhile, the lowest mean value shows the item on "Conversation creation (emails, promotions, or anything else designed to generate WOM) influences", which the value (M=2.5188) and the standard deviation was .98397. The minimum rating scale for each item was 1 and the higher rating scale was 5.

4.6.2 Higher Accessibility of Information

Descriptive Analysis

	N	Mean	Std.Deviation
1. Social media sites, are able to seek out our products and services information initiatively,	160	2.5563	1.15876
2. Consumers have prejudgment positive or negative towards a service before an actual consumption.	160	2.4313	0.98173
3. Information searching is easier via social media compared to mass media.	160	2.4938	0.99050
4. Consumers likely to change their mind about a restaurant after reading positive comments and reviews.	160	2.5625	0.96926
5. Consumers likely to share comments and reviews on social media after visiting a restaurant.	160	2.4063	1.10628
Valid N (listwise)	160		

Table 4.6.2: Descriptive Analysis of Higher Accessibility of Information

From Table 5.3 the findings reveal that the maximum mean of **Higher Accessibility of Information** was (M=2.5625) with the items on "Consumers likely to change their mind about a restaurant after reading positive comments and

reviews.". The standard deviation value is 0.96926. Meanwhile, the lowest mean value shows the item on "Conversation creation (emails, promotions, or anything else designed to generate WOM) influences", which the value (M=2.4063) and the standard deviation was 1.10628. The minimum rating scale for each item was 1 and the higher rating scale was 5.

4.6.3 Social Media Advertisement

Descriptive Analysis

	N	Mean	Std.Deviation
1. It is easy to access the restaurant interactive menu through social media.	160	2.4563	1.18612
2. The information about ingredients and cooking process through social media is very useful.	160	2.5125	0.90413
3. The visual appearance of an interactive menu in social media is attractive.	160	2.5313	1.02129
4. The social media make it easier to check menu variety for example healthy menu and halal menu offered in the restaurant.	160	2.5000	1.00314
5. The social media interactive menu to attracts consumers to try the restaurants.	160	2.4813	1.11576
Valid N (listwise)	160		

Table 4.6.3: Descriptive Analysis of Social Media Advertisement.

The results from Table 5.3 show that the highest mean value for Social Media Advertisement was (M=2.5313) with the items on "The visual appearance of an interactive menu in social media is attractive.". The standard deviation value is 1.02129. Meanwhile, the lowest mean value indicates the item on "It is easy to access the restaurant interactive menu through social media." which is the value (M=2.4563) and the standard deviation was 1.18612. The minimum rating scale for

each item was 1 and the highest rating scale was 5.

4.6.4 Online Ordering System

Descriptive Analysis

	N	Mean	Std.Deviation
1. Consumers order via online is more convenient and faster.	160	2.4688	1.13781
2. The social media help consumers to order online easily.	160	2.3750	1.00157
3. Online ordering system has helped improved boost productivity and customer relationship management.	160	2.5375	1.00869
4. The restaurant online system helps consumers to locate the restaurant.	160	2.4500	1.05091
5. The social media helps to check the reservation availability for online booking.	160	2.5813	1.07850
Valid N (listwise)	160		

Table 4.6.4: Descriptive Analysis of Online Ordering System

The results from Table 5.4 show that the highest mean value for Online Ordering System was (M=2.5313) with the items on "The visual appearance of an interactive menu in social media is attractive.". The standard deviation value is 1.02129. Meanwhile, the lowest mean value indicates the item on "It is easy to access the restaurant interactive menu through social media." which is the value (M=2.4563) and the standard deviation was 1.18612. The minimum rating scale for each item was 1 and the highest rating scale was 5.

4.6.5 Consumer' Purchasing Behavior

Descriptive Analysis

	N	Mean	Std.Deviation
1. Technology is the best mechanism to influence consumers' purchasing behaviour.	160	2.6688	1.18546
2. The interactive promotion of the restaurant through the social media influences our consumer purchase decision.	160	2.4875	0.90413
3. Food promotion reminder through the social media influence our consumers purchase decision.	160	2.5188	1.07558
4. Advertising appeal of restaurant promotions through the technology influence our consumers purchase decision.	160	2.6063	1.02850
5. Our restaurant used technology gives a new dining experience to our consumers	160	2.5313	1.06943
Valid N (listwise)	160		

Table 4.6.5: Descriptive Analysis for Consumers' Purchasing Behavior

The results from Table 5.5 show that the highest mean value for Consumers' Purchasing Behavior was (M=2.6688) with the items on "Technology is the best

mechanism to influence consumers' purchasing behavior.". The standard deviation value is 1.18546. Meanwhile, the lowest mean value indicates the item on "The interactive promotion of the restaurant through the social media influences our consumer purchase decision." which is the value (M=2.4875) and the standard deviation was 0.90413. The minimum rating scale for each item was 1 and the highest rating scale was 5.

4.7 RELIABILITY

The accuracy assessment seeks to determine whether or not the quality of the data contained in the questionnaire can be relied on, which is accomplished through the use of a reliability measurement. As a result, the researcher decided to calculate the study's reliability using Cronbach's Coefficient Alpha, the same method used in the pilot test.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.935	0.936	25

Table 4.7: Reliability Statistic of Actual Survey

In this survey, the researcher uses Cronbach's Alpha Coefficient to examine the reliability of three independent variables and one dependent variable, which makes the total number of items that has been included in the questionnaire is 25 items, and it had been disseminated to 160 respondents. According to the data presented in the table that was just presented, the Cronbach's Alpha reliability test results for all of the variables add up to 0.935, which is an outstanding value for dependability.

4.8 PEARSON CORRELATION ANALYSIS

This researcher intends to investigate the relationship between the independent factors (Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System), on the one hand, and for the dependent variable (Consumers' Purchasing Behavior). According to Dr. Saul

McLeod, (2020) Correlation means association, and it is a measure of how closely two variables are related. A correlational study can achieve three outcomes: a positive correlation, a negative correlation, or no correlation.

The Pearson Correlation Coefficient is a measure of how well two variables are related. The correlation coefficient's strength is indicated in the table below.

Coefficient Range	Description of Strength
±0.81 to ±1.00	Very Strong
±0.61 to ±0.80	Strong
±0.41 to ±0.60	Moderate
±0.21 to ±0.40	Weak
±0.00 to ±0.20	Weak to no relationship

Table 4.8: Strength of The Correlation Coefficient (Hair et al., 2010)

The independent and dependent variable use in this study is as follow:

a. Independent Variables: Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System

b. Dependent Variable: Consumers' Purchasing Behavior

4.8.1 Electronic Word of Mouth

CORRELATIONS		Electronic Word of Mouth	Consumers' Purchasing Behaviour
Electronic Word of Mouth	Pearson Correlation	1	.695**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing ng	Pearson Correlation	.695**	1
	Sig. (2-	<.001	

Behaviour	tailed)		
	N	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8.1: Correlation analysis of Electronic Word of Mouth

According to the data presented in Table 4.16, which can be found above, the value of the correlation between Electronic Word of Mouth, which acts as the independent variable, and consumers' purchasing behavior, which acts as the dependent variable, has a value of 0.695. This indicates that the two concepts have a moderate relationship. As a result, it appears that there is a substantial relationship between Electronic Word of Mouth and Consumers' Purchasing Behavior. Thus, these two variables have a strong relationship.

4.8.2 Higher Accessibility of Information

CORRELATIONS			
		Higher Accessibility of Information	Consumers' Purchasing Behaviour
Higher Accessibility of Information	Pearson Correlation	1	.718**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing Behaviour	Pearson Correlation	.718**	1
	Sig. (2-tailed)	<.001	
	N	160	160
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.8.2: Correlation analysis of Higher Accessibility of Information

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The value of the correlation between Higher Accessibility of Information as the independent variable and Consumers' Purchasing Behavior as the dependent variable is 0.718, which indicates that there is only a moderate association between the two variables. As a result, research appears that there is a substantial relationship between Higher Accessibility of Information towards consumers' purchasing behavior. Thus, these two variables have a strong relationship.

4.8.3 Social Media Advertisement

CORRELATIONS		Social Media Advertisement	Consumers' Purchasing Behaviour
Social Media Advertisement	Pearson Correlation	1	.781**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing Behaviour	Pearson Correlation	.781**	1
	Sig. (2-tailed)	<.001	
	N	160	160
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.8.3: Correlation analysis of Social Media Advertisement

Based on the table 4.1.8 above, the correlation value of Social Media Advertisement as the independent variable and Consumers' Purchasing Behavior as the dependent variable have moderate relationship because the value is 0.718. Thus, it is indicated that there is a significant relationship between satisfactions towards Consumers' Purchasing Behavior. Thus, these two variables

have a strong relationship.

4.8.4 Online Ordering System

CORRELATIONS			
		Online Ordering System	Consumers' Purchasing Behaviour
Online Ordering System	Pearson Correlation	1	.784**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing Behaviour	Pearson Correlation	.784**	1
	Sig. (2-tailed)	<.001	
	N	160	160
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.8.4: Correlation analysis of Online Ordering System

According to the table 4.1.9 above, the correlation value of Online Ordering System as independent variable and consumers' purchasing behavior as dependent variable have moderate relationship because the value 0.784. Thus, it is indicated that there is a significant relationship between satisfactions towards Consumers' Purchasing Behavior. Thus, these two variables have a strong relationship.

4.9 MULTIPLE REGRESSION ANALYSIS (MRA)

Multiple regression analysis uses more than one independent variable to explain variance in a dependent variable. Multiple regression tests are used by researchers to test the results of independent variables at the same time. This section will assess the concurrent effects of independent and dependent variables.

According to the multiple regression results, the overall correlation coefficient value is R=0.825.

This is demonstrated in the model summary. R square = 0.680, which implies that 68.0 per cent of the variation in dependent variables (Consumers' Purchasing Behavior) can be clarified by the independent variables (Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System).

4.9.1 Model Summary of MRA

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.825ᵃ	.680	.672	.40849	.680	82.329	4	155	<.001
a. Predictors: (Constant), MIV1, MIV2, MIV3, MIV4									

Table 4.9.1 Multiple Linear Regressions of All Variable (MRA)

Based on the research analysis by Multiple Linear Regressions Analysis (MRA) above, the correlation coefficient (R) value is 0.835 which is indicates that have four independent variables (Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System) are highly correlated to the dependent variable. This indicates that the respondents have a favorable outlook. In addition, the outcome of this research's coefficient of determination, R^2, demonstrates that a total variance of one hundred percent in Consumers' Purchasing Behavior can be described by each of the research's four independent variables individually.

4.9.2 ANOVA

ANOVA (Analysis of Variance) is a statistical test used to compare the means of more than two groups. A single independent variable is used in a one-way

ANOVA, whereas two independent variables are used in a two-way ANOVA.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.951	4	13.738	82.329	<.001[b]
	Residual	25.864	155	.167		
	Total	80.815	159			
a. Dependent Variable: Consumers' Purchasing Behaviour						
b. Predictors: (Constant), Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System						

Table 4.9.2 Multiple Linear Regression of ALL Variable (ANOVA)

From the ANOVA table above, it shows that the significance level (p-value) of the Multiple Linear Regression (MRA) test is <.001 that is below than alpha value of 0.04 which is a 4% level of confidence for this result. Therefore, it means that the overall multiple regressions of the relationship between consumers' purchasing behavior with electronic word of mouth, higher accessibility of information, social media advertisement, online ordering system.

4.9.3 COEFFICIENTS

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.386	.126		3.065	.003
	Electronic Word of Mouth	.202	.067	.214	3.014	.003
	Higher Accessibility of information	.069	.083	.071	.824	.411

	Social Media Advertisement	.287	.099	.298	2.889	.004
	Online Ordering System	.309	.098	.316	3.135	.002
a. Dependent Variable: Consumers' Purchasing Behaviour						

Table 4.9.3 Multiple Linear Regression of ALL Variable (Coefficients)

Based on the Model 1 in the table above, it is determined that the results of coefficient between independent variables and dependent variable. Table above shows the result of t-value and p-value (significant level) for hypothesis test. A t-value of more than 1.96 with significant level of less than 0.05 indicates an acceptance of alternative hypothesis in this research.

For the independent variable of perceived electronic word of mouth, it is significant to enhance consumers' purchasing behavior because the p-value is 0.003 that is less than alpha value 0.05. The correlation relationship between Electronic Word of Mouth and Consumers' Purchasing Behavior showing a strong relationship because the significant level is less than 0.05.

For the perceived Social Media Advertisement, it is significant to enhance consumers' purchasing behavior because the p-value is 0.004 that is also less than alpha value 0.05. The correlation relationship between Social Media Advertisement and Consumers' Purchasing Behavior showing a strong relationship because the significant level is less than 0.05.

However, the independent variable for higher accessibility of information shows the p-value is more than alpha value 0.05 that is 0.411, which means it is not significant to enhance consumers' purchasing behavior. The correlation relationship between higher accessibility of information and Consumers' Purchasing Behavior showing a not significant relationship because the significant level is more than 0.05.

Meanwhile, for the online ordering system shows significant increases the consumers' purchasing behavior because the p-value is 0.002. The correlation relationship between online ordering system and Consumers' Purchasing Behavior showing a strong relationship because the significant level is less than 0.05.

4.9.4 Hypothesis Testing

To test the research hypotheses, regression analysis was used to evaluate the influence of independent variables. These analyses will determine whether or not the results are acceptable. The hypothesis can be supported since the T-value is more than 1.96 and the P-value is less than 0.05. If the P-value is larger than 0.05, there was no significant influence of the independent variable on the dependent variable. In the regression analysis Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement and Online Ordering System were independent variables of this research and the Consumers' Purchasing Behavior were the dependent variable.

Hypothesis 1: Electronic Word of Mouth

H1: There is a significant relationship between E-WOM and consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = 0.202 and t-value = 3.014 at significance level of 0.003 which is less than 0.05. It means that Electronic Word of Mouth has significant relationship with consumers' purchasing behavior its t- value is greater than 1.96. Therefore, alternative hypothesis H2 is accepted. According to Park and Tiwa's (2020) research, the need for information, the attitude toward data, the requirement for information, and the credibility, quality, effectiveness, and adoption of information are the most important variables that determine eWOM in social media and consumer loyalty.

Hypothesis 2: Higher Accessibility of information

H2: There is a significant relationship between Higher Accessibility of information and consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = 0.069 and t-value = 0.824 at significance level of 0.411 which is more than 0.05. It means that Higher Accessibility of information has no significant relationship with consumers' purchasing behavior and its t- value is smaller than 1.96. Therefore, alternative hypothesis H2 is not accepted.

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Hypothesis 3: Social Media Advertisement

H3: There is a significant relationship between Social Media Advertisement and consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = 0.287 and t-value = 2.889 at significance level of 0.003 which is less than 0.05. It means that Social Media Advertisement has significant relationship with consumers' purchasing behavior its t- value is greater than 1.96. Therefore, alternative hypothesis H3 is accepted. Accessible information, according to the NHS Data Model and Dictionary (2022), is information that can be read or received and understood by the individual or group for whom it is intended.

Hypothesis 4: Online Ordering System

H4: There is significant availability of the online ordering system has significant a positive effect on consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = 0.309 and t-value = 3.135 at significance level of 0.002 which is less than 0.05. It means that Online Ordering System has significant relationship with consumers' purchasing behavior its t- value is greater than 1.96. Therefore, alternative hypothesis H4 is accepted. Anyone may easily track the orders, keep a database of customers, and improve food delivery service by using the online meal menu. The user can select the food items that they want from the menu that is being displayed thanks to this technology. Humaira Akter (2016)

Hypothesis	Result
H1: There is a significant relationship between Electronic Word of Mouth and the consumers' purchasing behavior were the dependent variable.	Accepted
H2: There is no significant relationship between Higher Accessibility of information and the consumers' purchasing behavior were the dependent variable.	Rejected
H3: There is a significant relationship between Social Media Advertisement and	Accepted

the consumers' purchasing behavior were the dependent variable.	
H4: There is a significant relationship between Online Ordering System and the consumers' purchasing behavior were the dependent variable.	Accepted

4.10 SUMMARY

In this chapter, five methods of analysis were utilized to evaluate the data acquired through questionnaires from 160 respondents: reliability analysis, descriptive statistic analysis, correlation analysis, regression analysis, and hypothesis testing. The SPSS 28 version was used to gather and analyze all of the data. The next chapter will be Chapter 5 which will summarize about the overall analysis that had been analyze including discussion and limitation of this study. Lastly, recommendation for future research also will be discuss at the next chapter and the next chapter will be discussed further about final conclusion on the achieving of objectives.
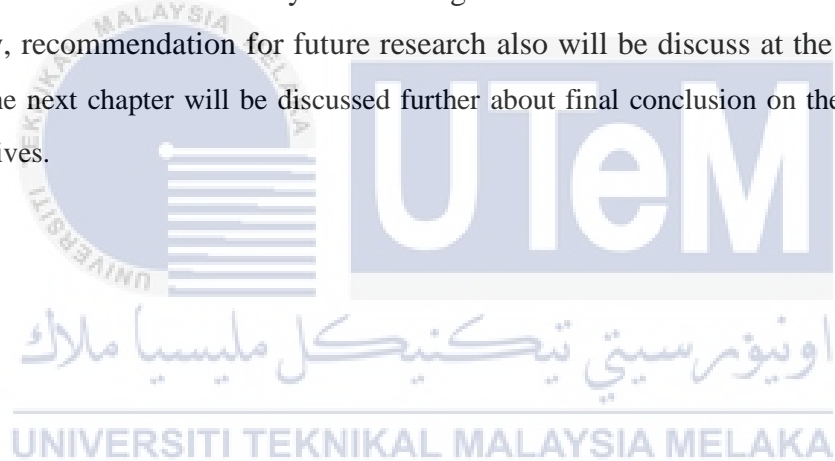
CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

The researcher summarized the entire research results and outcomes in this final chapter. As an example, the results of the analysis were related to the research objectives discussed in the previous chapter. In addition, the researcher gave an overview of the limitations, implications, and recommendations of this research to other researchers as a guide for future research in this related study.

5.2 SUMMARY OF FREQUENCY ANALYSIS

Based on the data analysis in Chapter 4, the number of respondents that answers this survey is 160 respondents. Respondents that contributed in this survey consists of 85 of male which is 53.1% and 75% of female respondents which is indicates 46.9%. Majority of the respondents belong to the age group 41-50 years old with 71 respondents which is 44.4% from the range of age. Besides, from the total 160 respondents, the mainly of the level education are degree holders with 87 respondents that represent 54.4% and for the restaurant monthly turn over mostly choose more than RM6,100 which is indicates 104 respondents or 65%. Furthermore, mostly respondents choose TikTok as their social media that are using daily which is indicates 55 respondents representing 34.4%. of the total 160 respondents. Lastly, among the

160 respondents, most of respondents that are 47 respondents which is 29.4% that choose Central Regions location of the restaurant business that there are involved.

5.3 DISCUSSION ON RESEARCH OBJECTIVES

In this study, three objectives must be met after the data from the questionnaire has been analyzed, and nearly 160 respondents participated in this survey to provide the results for the researcher to achieve the research objective, as listed below: -

5.3.1 Objective 1: To explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia.

The first general objective for this research is to explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia. Regarding of objective 1, all the businesses owners believe that electronic media can help and give an effect them promote their services and physical goods, which will eventually profit them. According to Weaver et al. (2017) and Porter (2001), businesses must rely on technology to survive. Digital marketing, which includes mobile - smart marketing, social networking sites, mobile applications, and mobile websites, is one of the most recent marketing trends (Horner & Swarbrooke, 2016).

According to the descriptive analysis result, based on the results of the first sub-variable of Electronic Word of Mouth, majority most of respondents choose strongly to agree that "Buzz marketing can influence consumer purchase decision." is about 39.38% of the respondents. Besides, according to Subrahmanyam et al. (2008)'s research, people frequently communicate with one another on social networking sites and mobile applications. Further to that, Ostrow (2009) asserted that the use of social networking sites is increasing on a daily basis. Statista (2018), on the other hand, confirmed that Facebook allegedly has 207 billion accounts, whereas Twitter had 330 million followers by the end of the third quarter in 2017.

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5.3.2 Objective 2: To investigate the impact of social media towards consumers' purchasing behavior being practiced by restaurants within industries in Malaysia.

According to Sahil Nalkande (2022) consumers' purchasing behavior is significantly influenced by social media reviews. Social media is a constantly changing source of social proof, which is an important factor to consider when making a purchase. More than half (51%) of consumers read reviews on forums or social media before purchasing a product or service. Social media will impact to the consumer behavior via customers increasingly make direct purchases on social media platforms. Social media is almost as popular as TV or radio advertisements and word-of-mouth marketing for learning about brands. Three out of every ten consumers said they would prefer to learn about brands in this way in the future. However, consumers are increasingly turning to social media to find brands and make purchases from them.

According to the descriptive analysis result, based on the results of the second sub-variable of Social Media Advertisement majority of the respondents choose strongly agree and agree that "The social media interactive menu to attracts consumers to try the restaurants" is about 25% and 26.25% of the respondents. According to the Rob FitzGerald (2019) in this day and age, social media has become an indispensable tool for online consumers. It's not surprising that businesses of all sizes have turned to social media to find and connect with their target audience. Consumers are 71% more likely to make a purchase based on social media referrals, according to the data.

5.3.3 Objective 3: To examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia.

The result on the Pearson's Correlation Analysis of this study discovers the answer for the second objective research objective that is to examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia. The result from that analysis shows that the correlation between consumers' purchasing behavior and four independent variables which is electronic word of mouth (0.695), higher accessibility of information (0.718), social media advertisement (0.781) and online ordering system (0.784). The

coefficient rages of the four independent variables are in between ± 0.41 - ± 0.70 which is indicated that the relationship between this variable is a moderate relationship. So, it means that, there are very strong positive relationships between four independent variables (electronic word of mouth, higher accessibility of information, social media advertisement and online ordering system) and dependent variable (consumers' purchasing behavior). Hence, these four independent variables examine the most impacted of social media is significantly towards consumers' purchasing behavior in restaurants in Malaysia.

According to J. Park, H. Hyun, T. Thavisay (2021) In light of its importance in influencing consumer purchasing behavior, the use of social media for communicating and promoting new or existing products or services has increased dramatically in recent years. Meanwhile, A.K. Kar, A.K. Kushwaha (2021) when consumers are looking for important information about a brand, they frequently use social media. As smart phones and wireless devices have grown in popularity, social media sites have emerged as the most viable option for conducting brand research. The recent study, Chhonker, M.S. Verma, D., Kar, A.K. & Grover, P. (2018) The widespread availability of the internet and new smart phones has made it easier for businesses to help spread important information online and connect with customers.

5.4 LIMITATIONS OF THE STUDY

Despite significant efforts to obtain a larger sample size impact of social media on consumers' purchasing behavior in Malaysia restaurants, the final sample size used in this study is somewhat limited; thus, any application of its findings should be cautious. Although the results of the analysis are statistically significant, there we several limitations to the study that were found while conducting this research. Researcher had distributed 160 questionnaires to the respondent. The respondent of this research was focus on an owner restaurant that use social media as their marketing tools. Next, in this study, researchers will collect data using quantitative methods, such as questionnaires.

As a result, the researchers conducting this study face some constraints, such as a restricted access to respondents, as the researchers can only perform surveys with owner restaurant. Furthermore, the study only focuses on one

subsector, Malaysian restaurants, which is a popular and profitable subsector in Malaysia. Researchers are conducting surveys in four regions: Northern Region such as Perlis, Kedah, Perak and Penang, Eastern Region such as Pahang, Terengganu and Kelantan, Central Region such as Selangor, Negeri Sembilan, Malacca and Putrajaya (FT), Kuala Lumpur (FT), and Southern Region such as Selangor and Johor.

Finally, the model's measurements are only from a quantitative standpoint in this analysis. As a result, the impact of social media on consumer purchasing behavior in Malaysian restaurants can vary depending on the period to get better or worse. It is therefore preferable to incorporate qualitative analysis approaches in order to obtain a more optimistic result.

5.5 RECOMMENDATION FOR FUTURE RESEARCH

The researcher has made several recommendations for future research based on the limitations identified. To begin, a 10-point Likert Scale is proposed to allow respondents to express their opinions while also making the study more specific and accurate. Furthermore, closed-ended, and open-ended questions were proposed to respondents for them to provide feedback and solutions to the challenges of owner restaurant to using social media in Malaysian restaurants.

In the future, qualitative research methods such as face-to-face interviews are recommended for gathering detailed public comments. Using semi-structured interviews or even the Delphi technique to collect data from respondents to solicit their perspectives on the impact of social media on consumer's purchasing behavior in Malaysian restaurant. Delphi techniques are structured group communication processes in which experts use an iterative process to evaluate complex issues where knowledge is uncertain and incomplete. This study used simple random sampling, which is a non-probability sampling method. As a result, using probability sampling to determine the target sample precisely and acceptably is suggested.

Moving forward, the findings suggest that owner restaurants should place a greater emphasis on creating value through their pricing strategy, as well as encourage knowledge sharing and a positive attitude toward Malaysian

restaurants. This study not only focuses on the impact of social media, but it also assists restaurant owners in maintaining their businesses and having a long-term impact on society.

5.6 IMPLICATIONS OF THE STUDY

The analysis is carried out to achieve the goal of this research, which is to identify the factors (Electronic Word of Mouth, Higher Accessibility of Information, Social Media Advertisement, Online Ordering System) that influence the impact of social media on consumer's purchasing behavior in Malaysian Restaurant and the researcher was able to fulfil the goal by analyzing it through reliability, descriptive, correlation and regression test based on the data collected from 160 respondents.

Furthermore, the researcher was able to provide new knowledge to business owners in understanding the impact of social media on consumer's purchasing behavior in Malaysian restaurant through this study. As a result, the study has important implications for restaurant owners who use social media and for businesses that want to grow steadily through social media. Next, using social media can help to increase brand recognition among a larger audience. By connecting personally with their customers via social media, businesses can increase customer loyalty.

In practice, this study may aid in raising awareness of the impact of social media on consumer's purchasing behavior in Malaysian restaurant. According to the problem statement, Zulhan et al. (2013) reported that several restaurants in Malaysia are having difficulty attracting customers. One of the contributing factors is service issues, specifically customer wait times for meals to be served. As a result of data collection, the questionnaires distributed may contribute to raising awareness among respondents in the owner restaurant about the impact of social media on consumer purchasing behavior.

The researchers hope that this study will provide better opinions for future scholars in order to end the endless maze of discovering better impact of social media on consumer purchasing behavior in Malaysian restaurant. This study also identified the primary activity criteria that may influence the process

of producing quality content for the purpose of brand awareness and engagement in the Malaysian restaurant industry. According to Samdin, Z., Lim, B. J. H., & Phuah, K. T. (2022) in Malaysia, there has been an increase in the number of social enterprises, particularly in the food and beverage industry, over the last decade. However, the owner restaurant faces a number of challenges, including a lack of public awareness, which has hampered their progress. As a result of their rapid population growth and increasing purchasing power, millennials are a potential target market for social enterprises. Millennials are highly aware of social issues and strongly support socially responsible organizations.

5.7 SUMMARY

The objectives for this research were to explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia, to investigate the impact of social media towards consumer's purchasing behavior being practiced by restaurants within industries in Malaysia and to examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia between impact of social media on consumers' purchasing behavior. As a result, the researcher assumed that the findings and objectives were supported by previous researcher's findings that answered the research questions for this research topic.

CONCLUSION

Finally, this paper examined the general process of planning and manipulating a research project, as well as the methodologies used for data collection and analysis. The goal of this study was to investigate and analyze the impact of social media on consumer purchasing behavior in Malaysian restaurant. Electronic Word of Mouth , Higher Accessibility of information, Social Media Advertisement and Online Ordering System were explored and analyzed as independent variables in the study framework.

This paper was completed by conducting a thorough review of the relevant previous literature. The quantitative analysis was carried out within the scope of this investigation through all the distribution of online questionnaires; 160 responses were collected. This publication may soon add to scholars'

techniques and aid the work of other researchers in terms of the theories and data references they use. In general, the objectives established for this study were met with success.

In this study, the researcher developed three research questions to understanding the research topic. As a result, the three research objectives are to explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia. Secondly is to investigate the impact of social media towards consumer's purchasing behavior being practiced by restaurants within industries in Malaysia. Thirdly is to examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia. This study is divided into four geographical regions: southern Malaysia (Malacca and Johor), central Malaysia (Selangor, Wilayah Persekutuan, Negeri Sembilan), northern Malaysia (Perlis, Kedah, Penang, Perak), and eastern Malaysia (Kelantan, Pahang, Terengganu).

Next, the literature review was completed in chapter two. Users of the social media website or application can create and share content while also communicating with other users (Hudson 2020). Social media users can share new content in real time to use smartphones, tablets, and computers. Smartphones have become an important part of people's daily lives, with 3,5 billion users worldwide (Statista 2020). (2020 Hudson) social media has transformed into a platform where organizations and individuals of all types can interact with one another even while sharing information for a larger audience. The impact of social media has grown over the last decade to become an essential element of every business' marketing strategy (Quadros 2020). New trends emerge each year, while old ones fade away. While social media is evolving, new trends emerge at a fast rate. Keeping up with the latest social media trends can help brands and businesses improve their social media strategy and make a distinction themselves from the competition (Influencer Marketing Hub 2020).

The third chapter investigated the researcher's methods during this investigation. In this study, the researcher used a descriptive research strategy to test concepts as well as examine the relationship between variables. The quantitative method was used by the researcher to determine the research outcomes,

and respondents were given a questionnaire. The quantitative technique was linked to the questionnaire. Furthermore, researcher collected data and information related to the issue investigation both from primary and secondary sources.

In chapter four, the researcher explained the results and findings of data collected from respondents. The researcher has selected 30 respondents to participate in a pilot test before distributing the questionnaires. The researcher used descriptive analysis, such like graphs and tables, to describe and explain all of the data collected. Cross tabulation was used by the researcher to start investigating the relationship between two variables in the demographic section (example: gender with age, level education with month income and social media using daily with location of restaurant). Furthermore, the researcher measured the variable using Cronbach's Alpha analysis, and the independent variables in this research were tested using multiple regression analysis and Pearson correlation analysis.

Finally, in chapter five. This, paper was completed by conducting a thorough review of the relevant previous literature. The quantitative analysis was carried out within the scope of this investigation through all the distribution of online questionnaires; 160 responses were collected. This publication may soon add to scholars' techniques and aid the work of other researchers in terms of the theories and data references they use. In general, the objectives established for this study were met with success.

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IMPACT OF SOCIAL MEDIA ON CONSUMER' PURCHASING BEHAVIOUR IN MALAYSIAN RESTAURANTS

APPENDIX

GANTT CHART PSM 1

Details	Week													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
FYP breafing by the FYP commitee	■	■												
Supervisor seeking			■											
1st meeting with supervisor				■										
Ttile Selection				■										
Proposal Submission				■	■	■								
Title finaization							■							
Submission of Borang pengesahan tajuk psm							■	■	■					
2nd meeting with supervisor										■	■	■		
Submission of chapter 1-3													■	
Submission of final report and video														■

GANTT CHART PSM 2

Details	Week													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
PSM II Speech Talk Briefing														
Questionnaire Development			■											
Correction and Additional														
Submission of Questionnaire				■										
Proposal Submission				■	■	■								
Data Collection (Pilot test)							■							
Submission of Pilot test (1st)							■	■	■					
Submission of Pilot test (2nd)										■	■	■		
Data Collection													■	
Chapter 4														■
Chapter 5														■
Full Report														■
Slides Preparation														■
Compiling Proposal														■
Full report Correction														■
Slides Correction														■
Report Submission														■
PSM II Presentation														■

COVER LETTER

IMPACT OF SOCIAL MEDIA ON CONSUMER' PURCHASING BEHAVIOUR IN MALAYSIAN RESTAURANTS

Purpose of this survey:

The main purpose of this study is to identify and figure out the impact of social media on consumer' purchasing behavior in Malaysian Restaurants.

Important:

I want to invite you to participate in this research project by answering all questions. All information given will be used for academic purpose only. Thank you for contributing.

in this research and I am very appreciated that.

Mohamad Firdaus Bin Kamarudin (Researcher)

For further clarification and/ or instruction, please contact:

Contact No:

Email:

Dr. Sitinor Wardatulaina Binti Mohd Yusof (Supervisor)

E-mail:

Address:

Faculty of Technology Management and Technopreneurship (FPTT),

Universiti Teknikal Malaysia Melaka Hang Tuah Jaya, 76100 Melaka, Malaysia.

STATEMENT OF CONFIDENTIALITY

The information you provide will be held in the strictest confidence. We will neither publish, release, nor disclose any information on or identifiable with individual persons ororganization or companies.

IMPACT OF SOCIAL MEDIA ON CONSUMER' PURCHASING BEHAVIOUR IN MALAYSIAN RESTAURANTS

SECTION A: Organization Profile.

The following questions are intended to solicit information that will be used to determine the profile of respondent. Please (√) for the most suitable answers.

1. Respondent's Gender:
   - o Male
   - o Female

2. Age:
   - o 21-30 years old
   - o 31-40 years old
   - o 41-50 years old
   - o Above 51 years old

3. Level of Education:
   - o Secondary Level
   - o STPM/Diploma
   - o Degree
   - o Master
   - o PhD

4. Monthly turnover:
   - o Less than RM4.000
   - o RM4,100-RM5,000
   - o RM5,100-RM6,000
   - o More than RM6,100

5. Do you use social media to review the restaurant's menu?
   - o Yes
   - o No

6. Do you find advertisement on mass media are still attractive?

   o Yes

   o No

7. Which of the following social media are you using daily?

   o Facebook

   o TikTok

   o Instagram

   o YouTube

8. What is location of the Restaurant business in which you are involved?

   o Central Region (Selangor, Wilayah Persekutuan, Negeri Sembilan)

   o Northern Region (Perlis, Kedah, Penang, Perak)

   o Southern Region (Melaka, Johor)

   o East Coast Region (Kelantan, Pahang, Terengganu)

IMPACT OF SOCIAL MEDIA ON CONSUMER' PURCHASING BEHAVIOUR IN MALAYSIAN RESTAURANTS

Based on the questions below, please rate the questions briefly by using the **5 Likert scale** that consist of **Strongly Disagree until Strongly Agree** and the following based on your organization's performance over the last three years.

Please rate the item using the following scale:
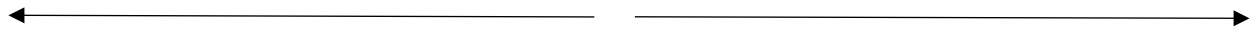
Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

SECTION B

Electronic Word of Mouth (E-WOM) (Refers to consumers frequently consult online consumers on the internet)					
No	**Items**	**1**	**2**	**3**	**4**	**5**
1	Buzz marketing can influence consumer purchase decision.					
2	Viral marketing can attract consumer purchase decision. easily.					
3	Community marketing (supporting such communities as fan clubs) influences consumer purchase decision.					
4	Conversation Creation (emails, promotions, or anything else designed to generate WOM) influences consumer purchasing decisions.					
5	Referral programs (giving satisfied customers the opportunity to spread the word using various tools) have an impact on consumer purchasing decisions.					

IMPACT OF SOCIAL MEDIA ON CONSUMER' PURCHASING BEHAVIOUR IN MALAYSIAN RESTAURANTS

Higher Accessibility of information (Refers to information that can be read or received and understood by the individual or group for whom it is intended)

No	Items	1	2	3	4	5
1	Social media sites, are able to seek out our products andservices information initiatively.					
2	Consumers have prejudgment positive or negative towardsa service before an actual consumption.					
3	Information searching is easier via social media comparedto mass media					
4	Consumers likely to change their mind about a restaurantafter reading positive comments and reviews.					
5	Consumers likely to share comments and reviews on socialmedia after visiting a restaurant.					

Social Media Advertisement (Refers to a set of terms used to describe types of online advertising/digital marketing that are centered on social networking services)

No	Items	1	2	3	4	5
1	It is easy to access the restaurant interactive menu through social media.					
2	The information about ingredients and cooking process through social media is very useful.					
3	The visual appearance of an interactive menu in social media is attractive					
4	The social media make it easier to check menu variety for example healthy menu and halal menu offered in the restaurant.					

5	The social media interactive menu to attracts consumers to try the restaurants.					

Online Ordering System (Refers to software that allows your restaurant to accept and manage online orders)

No	Items	1	2	3	4	5
1	Consumers order via online is more convenient and faster.					
2	Online ordering system has helped improved boost productivity and customer relationship management.					
3	The social media help consumers to order online easily.					
4	The restaurant online system helps consumers to locate the restaurant.					
5	The social media helps to check the reservation availability for online booking.					

SECTION C: CONSUMERS' PURCHASING BEHAVIOUR

Consumers' Purchasing Behavior (Refers to the actions taken (both on and offline) by consumers before buying a product or service)

No	Items	1	2	3	4	5
1	Technology is the best mechanism to influence consumers' purchasing behavior.					
2	The interactive promotion of the restaurant through the social media influences our consumer purchase decision.					
3	Food promotion reminder through the social media influence our consumers purchase decision.					
4	Advertising appeal of restaurant promotions through the technology influence our consumers purchase decision.					
5	Our restaurant used technology gives a new dining experience to our consumers.					

IMPACT OF SOCIAL MEDIA ON CONSUMER' PURCHASING BEHAVIOUR IN
MALAYSIAN RESTAURANTS

LITERATURE REVIEW

No.	Author	Title	Finding	Method
1	Johanudin Lahap, Rabiatul Iylia Azlan, Khairil Anuar Bahri	The Effect of Perceived Waiting Time on Customer's Satisfaction: A Focus on Fast Food Restaurant	According to the findings from the various types of restaurants, the youth consumers who participated in the survey were pretty satisfied with the restaurant variables.	This study's target sample consisted of Malaysians who had previously patronized fast-food restaurants. To collect the necessary data for the study, the researcher used a survey questionnaire.
2	Boo Ho Voon	Service Environment of Restaurants	The youth customers who participated in the survey were generally satisfied with the restaurant variables, according to the findings from the various types of restaurants. They are,	The focus of this study is primarily on the role of the service environment (i.e., services cape and human service) in various types of restaurants from the

			however, especially thrilled with the food quality and services cape aspects of the restaurants received relatively higher mean scores.	perspective of Malaysian youths. The structured questionnaires were distributed to young customers who had recently dined at fine dining, fast food, and food court restaurants in the previous three months.
3	Mesut Cicek	The impact of social media marketing on brand loyalty	The hypothesised relationships were tested using stepwise multiple regression analysis. To begin, zero-order correlations were examined among the study variables to better understand their relationships. Brand loyalty, beneficial campaigns, and content relevancy had the supreme power with it, in that order.	Data was gathered by administering a structured questionnaire to 338 people who were social media users and followed at least one brand on social media platforms. Two filter questions were used to ensure that the respondents were eligible to participate in the study. One question asked if the respondent used social media more than once a week.
4	Duangruthai Voramontri, Leslie Klieb	Impact of social media on consumer behavior	The purpose of this paper is to investigate empirically the role of social media in the decision-making process of consumers for complex purchases characterized by significant brand differences, high consumer involvement and risk, and being expensive and infrequent.	The study employed retrospective questioning via a questionnaire survey. The study focuses on complex purchases that necessitate extensive problem solving, and where social media is more likely to be used. To focus on complex buying, respondents were asked to recall a recent purchase

				situation involving extended. problem solving, such as the purchase of a computer.
5	Adebusoye Shedrack Oluwafemi, Omkar Dastane	The Impact of Word of Mouth on Customer Perceived Value for the Malaysian Restaurant Industry.	In Malaysia, the frequency of word-of-mouth messages had no significant impact on customer perceived value. One possible explanation is that customers underestimate the frequency of messages received.	The quantitative research method is used in this causal study (also called explanatory research). Because it seeks to establish a causal relationship, this study is designed as a causal study. Word of mouth is the most common form of communication.
6	B.A. Chukwu, E.C. Kanu and A.N. Ezeabogu	The impact of advertising on consumers buying behavior	The study discovered a significant and favorable relationship between the independent variable's emotional reaction, environmental response to brand, brand recognition, and sensory prompted advertising and the dependent variable consumer purchasing behavior.	In this study, a survey research design was used to collect information or data from consumers in Enugu metropolis using a questionnaire instrument. The study's population included all Enugu metropolis consumers. Due to various limitations, a non-probability purposive sampling technique was used in this study.

| 7 | Teodor Kostov | Impact of social media marketing on consumer behavior | Based on their educational backgrounds and work experiences, the findings show that the respondents are well-versed in the terms and trends related to social media marketing. As managers, they recognize that social media marketing is important in | The study is based on Saunders' (2007) research onion, which states that justification should be provided at all research levels to ensure that the research methodology is plausible. |

			today's world and that it influences consumer purchasing and repurchase behavior.	
8	Hayatul Safrah Salleh	Consumer-Behavioral Intentions Towards Functional Food Consumption in Malaysia: Profiles and Behaviors	In many cases, the findings of these studies generated very mixed results that rebutted each other (Verbeke, 2005). Only one study in Malaysia, to the best of our knowledge, has reported empirical research from the perspective of consumer behavior, which include consumer profiles and behavior toward functional food.	This is a correlational study, which means that information was only collected once to answer the study's research questions. The study's goal was to gain a detailed understanding of consumer behavioral intentions toward functional foods.
9	Chahat Chopra, Sachin Gupta	Impact Of social media On Consumer Behavior	Almost half of people, according to survey results, shop online once or twice a month. This could imply that they are from the working class, have little free time, and buy in massive amounts but less commonly from online platforms.	A research design describes how the research questions will be posed by the researcher. It logically specifies the measurement procedures, sampling methodology, frame of analysis, and time frame. Research designs are classified into three types:
10	Jalal Hanaysha	A Study of the Fast Food Restaurant Industry's Restaurant Location and Price Fairness as Key Determinants of Brand Equity	Restaurant location, according to the findings, has a significant positive impact on equity and its dimensions, which also include brand image, brand loyalty, brand preference, and ensure a seamless.	The goal of this study was to look at how restaurant location affects brand equity in the Malaysian market. The quantitative research method is used to accomplish this goal and reach conclusions.