



**A STUDY ON ACCEPTANCE LEVEL OF SOCIAL MEDIA MARKETING
AMONG BABY BOOMERS**

A project report submitted in partial fulfillment of the requirement for the award
Bachelor of Technology Management (High Technology Marketing) With Honors

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'With the exception of citations and quotations that have been properly acknowledged, I hereby declare that this thesis is based on my original work.' I further declare that it has not been submitted for any degree or award at Universiti Teknikal Malaysia Melaka or any other institution earlier or concurrently.'



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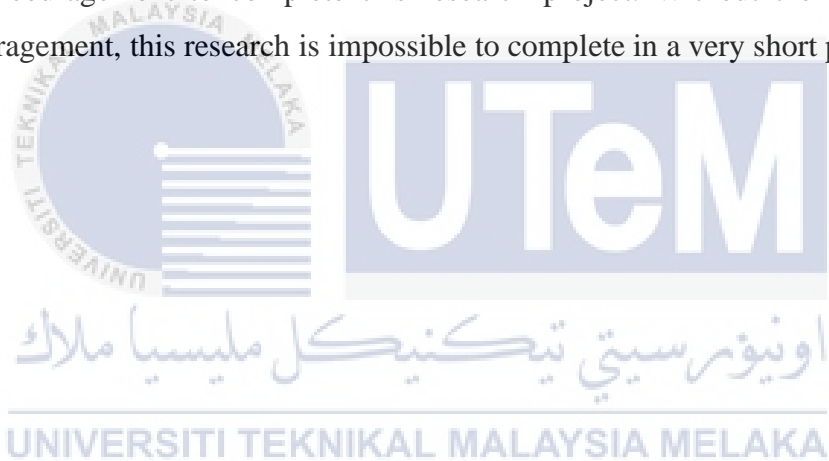


Faculty of Technology Management and Technopreneurship
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DEDICATION

I would like to appreciate the dedication to my precious parents, Mr A Sri Ramulu and Mrs K Lechumi Devi who have been my ultimate source of motivation. They always gave me strength when I thought of giving up, who continuously provide their moral, spiritual, emotional and financial support. A special thanks to my supervisor, PM. Dr. Norfaridatul Akmaliah Binti Othman and panel, Dr Fam Soo Fen who guided me throughout this research. To my relatives, friends and who shared their words of advice and encouragement to complete this research project. Without their blessing and encouragement, this research is impossible to complete in a very short period of time.



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ABSTRACT

Social media has become into a great component for online marketing events. Online marketing events have benefited greatly from the use of social media. Social networking services have improved social interactions in the virtual world. The social media marketing has been a big influence among the baby boomers. They valued the ability to communicate with their children and grand kids, but voiced concerns about the reliability of information or being overwhelmed by technological needs. As more baby boomers stay in the workforce for longer periods of time, their effect on the economy continues to have an impact on the economy. The baby boomers are the only demographic that is seeing an increase in employment. This study provides an overview of a study on acceptance level of social media marketing among baby boomers in the state of Malacca to analyze the findings about the acceptance level of social media marketing among the baby boomer's generation. This study will provide some theoretical and practical guidelines on baby boomers' acceptance of social media marketing. The Baby Boomer generation is the oldest participant in this research and has had the most recent and briefest exposure to technology and social media. Because of the characteristics of their generation, Baby Boomers did not pay much attention to issues relating to technology or social networks and did not have many opportunities to access and adopt the new "tricks," which led to their lack of knowledge regarding the dangers of information sharing on social networks. The adoption of social media marketing for baby boomers is positive and welcomed by the baby boomers. Although the baby boomers experience certain challenges, they all agree that social media marketing is a good platform to purchase or sell items and services. The attitude of baby boomers to social media marketing is positive. They are well-versed in social media marketing platforms such as Facebook, Instagram, Twitter, Tiktok, Reddit, and WhatsApp. They accept and are unconcerned with social media marketing.

Keywords: Baby Boomers, Social Media Marketing, Types of social media marketing

ABSTRAK

Media sosial telah menjadi komponen yang hebat untuk acara pemasaran dalam talian. Acara pemasaran dalam talian telah mendapat banyak manfaat daripada penggunaan media sosial. Perkhidmatan rangkaian sosial telah meningkatkan interaksi sosial di dunia maya. Pemasaran media sosial telah menjadi pengaruh besar di kalangan baby boomer. Mereka menghargai keupayaan untuk berkomunikasi dengan anak-anak dan cucu mereka, tetapi menyuarakan kebimbangan tentang kebolehpercayaan maklumat atau terharu oleh keperluan teknologi. Memandangkan lebih ramai baby boomer kekal dalam tenaga kerja untuk jangka masa yang lebih lama, kesannya terhadap ekonomi terus memberi kesan kepada ekonomi. Baby boomer adalah satu-satunya demografi yang menyaksikan peningkatan dalam pekerjaan. Kajian ini memberi gambaran keseluruhan kajian tentang tahap penerimaan pemasaran media sosial dalam kalangan baby boomer di negeri Melaka untuk menganalisis dapatan tentang tahap penerimaan pemasaran media sosial dalam kalangan generasi baby boomer. Kajian ini akan menyediakan beberapa garis panduan teori dan praktikal mengenai penerimaan baby boomer terhadap pemasaran media sosial. Generasi Baby Boomer ialah peserta tertua dalam penyelidikan ini dan mempunyai pendedahan terkini dan paling ringkas kepada teknologi dan media sosial. Kerana ciri-ciri generasi mereka, Baby Boomers tidak banyak memberi perhatian kepada isu yang berkaitan dengan teknologi atau rangkaian sosial dan tidak mempunyai banyak peluang untuk mengakses dan menerima pakai "helah" baharu yang menyebabkan kekurangan pengetahuan mereka mengenai bahaya perkongsian maklumat di rangkaian sosial. Penggunaan pemasaran media sosial untuk baby boomer adalah positif dan dialu-alukan oleh baby boomer. Walaupun baby boomer mengalami cabaran tertentu, mereka semua bersetuju bahawa pemasaran media sosial adalah platform yang baik untuk membeli atau menjual barangan dan perkhidmatan. Sikap baby boomer terhadap pemasaran media sosial adalah positif. Mereka mahir dalam platform pemasaran media sosial seperti Facebook, Instagram, Twitter, Tiktok, Reddit, dan WhatsApp. Mereka menerima dan tidak mengambil berat tentang pemasaran media sosial.

Kata kunci: Baby Boomers, Pemasaran Media Sosial, Jenis pemasaran media sosial.

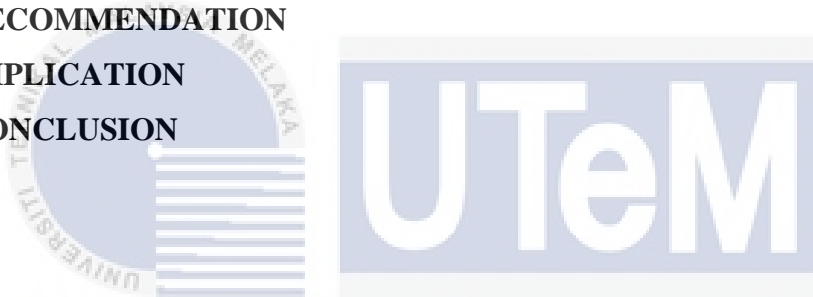
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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Chapter one explains the research background and the problem statement for this study. In addition, relevant research questions and study objectives have been developed to address the problem description. In this chapter, the scope, and limitations, as well as the significance of the study, will be thoroughly explained. As an overview of the chapter, a simplified summary will be included at the end.

1.1 BACKGROUND OF THE STUDY

In this modern era, social media has become into a great component for online marketing events. Online marketing events have benefited greatly from the use of social media. Social networking services have improved social interactions in the virtual world. Real-time messaging, for example, allows users to share information and establish online social connections. As a result of this situation, businesses are increasingly implementing social media into their online marketing initiatives.

People can share knowledge and create online social connections more easily with real-time messaging. This phenomenon implies that businesses are increasingly incorporating social media into their internet marketing strategy. Commercial marketing events or processes that employ social media to positively influence consumers' purchase behavior are referred to as social media marketing (Dann, 2010).

Many organizations have already begun to consider ways to use virtual community websites to expand their communications and interactions with users to foster a sense of close and friendly connections and develop virtual brand communities (Kaplan and Haenlein, 2010; Chen et al., 2014).

The Baby Boom generation was born between 1946 and 1964. This large birth cohort had a major impact on American households. Fertility rates in the Western world began to fall about two centuries ago (Alwin, 2011), and the Baby Boom marks an 18-year exception to this trend, with birth rates of more than 3.0 children per woman during this era. The Baby Boomers appeared to be open-minded, but their usage of the internet and social media was condemned.

With a desktop computer or a smartphone that was turned on and off at specific times of the day, many of them accessed the online as a "paperless newspaper." They valued the ability to communicate with their children and grandkids, but voiced concerns about the reliability of information or being overwhelmed by technological needs.



1.2 PROBLEM STATEMENT

Since the commercialization of the Internet in the 1990s, online shopping has grown at an exponential rate (Cho, Kang, & Cheon, 2006), although at a slower rate than expected (Boshoff et al., 2011). Social media is a valuable tool for interacting with family, friends, and others while physically separating and isolating oneself. With over two thirds of internet users investigating possible purchases but not making the final transaction, online purchasing growth ranges from under 2% of total retail expenditure to about 10% in the retail sector (Boshoff et al., 2011). Despite the fact that the majority of businesses have made social media marketing a part of their overall marketing strategy, particularly small to medium-sized businesses, have also yet to assess the effectiveness of their social media marketing activities and equipment.

Consumers are exposed to both performance and social risk, which reduces their tendency to buy. Friends and family members' dissatisfaction in an individual because of a poor product or service decision is known as social risk. The

disappointment that occurs when a product or service fails to meet its performance expectations is known as performance risk (Boshoff et al., 2011). Social media sites including Facebook, Twitter, blogs, and YouTube have changed consumer purchasing behavior affecting decision-making, unexpected purchases, risk considerations, and planned purchases. Consumers use the internet, social media, and in-group electronic word-of-mouth (e-WOM) messaging to learn about which brand websites they should visit.

Many shopping websites display customer feedback as well as reviews from social media platforms. These platforms connect the brand's social networking site to its retail site, giving customers greater opportunities to employ group e-WOM messaging in their purchasing decisions. Consumers use Facebook, Instagram, and blog reviews to lower perceived behavior risk, buy hesitancy, and boost purchases of products and services (Cho et al., 2006; Powers et al., 2012). Even though Facebook is the most popular social media platform, Baby Boomers are slower to adapt than other generations. Although they utilise modern technology, in this case a smartphone, for communication, most people in the modern world still prefer to purchase in-person at real stores (Okezone, 2017)

Due to the fact there are over 1 billion total users worldwide and 483 million daily logins, less than half of the Baby Boomer group uses the virtual communication system (Facebook, 2011; Facebook, 2012b). Existing Facebook study has primarily focused on young adults, as they are the service's largest user demographic. Consumers can buy products advertised on Facebook.

These adverts show on a person's timeline depending on other advertising or groups that the person has liked using the "like" button feature. The like button also allows Facebook users to know which of their friends like a certain page, company, or group, which may serve as a point of comparison for their in-group membership. When a person is recommended a brand or page through a Facebook ad, they may see who else has liked the brand or page and see if their self-identity, those who liked the page, and the brand or page itself are compatible (Facebook.com, 2016).

Younger generations would believe that learning how to utilize technology for online shopping is an easy process, but older generations, such baby boomers, may have a tougher difficulty learning how to use it, according to a study by Samanjar Ashraf and Rodrigo Pérez-Vega (2015).

The Baby Boomer generation is the oldest participant in this research and has had the most recent and briefest exposure to technology and social media. Because of the characteristics of their generation, Baby Boomers did not pay much attention to issues relating to technology or social networks and did not have many opportunities to access and adopt the new "tricks," which led to their lack of knowledge regarding the dangers of information sharing on social networks. Baby Boomers are advised to reduce the hazards associated with utilising social networks by learning more about personal data protection on these platforms from younger family members or friends, such as the very savvy Z Generation.

The current study aims to respond to the following query in order to fill this gap in the literature: What is the acceptance level that may occurs among baby boomers in utilization of social media among baby boomers? The theory of social media marketing will be used as a solid prediction theory for baby boomers to provide a solution to this query in this article. The current study's theoretical framework is based on this hypothesis. The current study tries to comprehend the level of social media marketing adoption among baby boomers. The validity, reliability, descriptive analysis, Pearson correlation analysis, and multiple regression analysis of the data will all be carried out quantitatively using IBM's SPSS statistical software version 29.

1.3 RESEARCH QUESTION

The research question is the first active stage in a research project, and the following question will be addressed:

RQ1: How does the social media influence baby boomers?

RQ2: What is the acceptance level that may occurs among baby boomers in utilization of social media among baby boomers?

1.4 RESEARCH OBJECTIVE

These research questions will be answered by the following objectives:

RO1: To identify the acceptance level of social media marketing among baby boomers.

RO2: To determine what type of social media used regularly among baby boomers.

1.5 SCOPE OF RESEARCH

The main purpose of this research is to investigate the influence of social media marketing among baby boomers during the pandemic situation. It shows that the social media marketing has been utilized by a large amount of baby boomers during the pandemic. The scope of this research will cover the respondents who aged around 58 to 76 years old. The targeted respondents are those elderly who started to implement social media marketing excessively.

1.6 SIGNIFICANCE OF STUDY

The aim of the study is to determine of a study on acceptance level of social media marketing among Baby boomers in Malaysia. The findings and conclusion of this study will benefit the baby boomers' generations in Malaysia, researchers, and the present body of knowledge. As a result, this research is very significant to the baby boomers as it provides them with several advantages for them by getting influenced by social media marketing. Therefore, this research is relevant to this society and government since social media marketing plays a vital role in economic growth, social adjustment, and job creation.

1.7 SUMMARY

As a conclusion, this research is focused on the influence of social media marketing among baby boomers. The research starts with discussing the background of study and coming up with problem statement of this study. Then, the researcher had dedicated two research question and research objective for this study. The researcher also highlighted the scope in this study. Finally, the significant to conduct this study also be discussed in this chapter. In the next chapter, the study will continue with literature review of this research.



CHAPTER 2

LITERATURE REVIEW

2.0 LITERATURE REVIEW

The literature review and appropriate theoretical model will be discussed in this chapter. The researcher talked about the influence of social media marketing, type of social media, and the baby boomer's generation. The dependent and independent variables were then defined after reviewing relevant literature. The suggested research framework best describes the theory and demonstrates the hypothesis in this chapter.

2.1 SOCIAL MEDIA MARKETING

Social media may be seen in a variety of ways. It is a set of software-based digital technologies, usually represented as apps and websites that enable users with digital environments in which they may transfer data digital information across some sort of online social network. In this sense, social media refers to the key platforms and services, such as Facebook, Instagram, and Twitter. We may think of social media as another associated digital marketing channel that businesses can use to engage with customers through advertising.

However, we could think of social media in a wider sense, seeing it as a digital environment where individuals conduct substantial aspects of their lives, rather than just digital media and specialized technical services. From this standpoint, social media becomes less about specific technology or platforms and more about what

individuals do in these settings. To date, it's mostly been about information sharing, and it's typically seen of as a type of (online) word of mouth in marketing (WOM).

Monitoring and promoting consumer connection, involvement, and sharing via digital media to foster positive engagement with a firm and its brands, which leads to increased economic value. Interactions can take place on a company's website, social media sites, or other third-party websites. D. Chaffey, 2002)

Enterprises have made extensive use of social media as a marketing strategy tool. Social networking sites (SNS) are a type of social media that allows users to interact with one another. Social networking sites have the potential to become a two-way communication channel between businesses and their clients. The ability of social networking sites to reach a wide range of users, their low cost, and the fact that they have become ingrained in the lives of ordinary people can help businesses ensure the appeal of marketing activities, raise customer awareness, and create virtual brand communities.

The use of social media has resulted in the creation of complex, multidimensional, and enhanced relationships between businesses and their consumers throughout the last decade. On the one hand, companies are using social media platforms to widen their geographic reach to buyers (Gao et al. 2018), improve brand assessments (Naylor et al. 2012), and strengthen customer relationships (Rapp et al. 2013).

Customers are more empowered by social media, and they are making decisions of the marketing communication process by becoming message creators, collaborators, and commentators (Hamilton et al. 2016). As social media has evolved from a single marketing tool to a marketing intelligence source (where businesses can observe, evaluate, and predict consumer behaviors), it has become more significant for marketers to strategically use and leverage social media to gain a competitive advantage and superior performance (Lamberton and Stephen 2016).

2.1.1 DIMENSION OF THE SOCIAL MEDIA MARKETING

There are five elements to social media marketing, which implies that these five elements are essential to establish connections with customers or improve traffic flow to corporate websites.

2.1.2 ONLINE COMMUNITIES

A business or enterprise may use social media to create a community around its products or services. Communities that are vibrant generate loyalty and stimulate dialogue, both of which may help businesses grow and prosper. (Kanwar, Taprial, & Taprial, 2012).

2.1.3 INTERACTION

A business or enterprise may use social media to create a community around its products or services. Communities that are vibrant generate loyalty and stimulate engagement, both of which may help businesses grow and prosper. (Kanwar, Taprial, & Taprial, 2012).

2.1.4 SHARING OF CONTENT

The quantity to which an individual share, distributes, and receives information in a social media situation is referred to as the sharing dimension. 2011 (Babac)

2.1.5 CREDIBILITY

It's all about clearly communicating your message to the public, building credibility for what individuals say or do, emotionally engaging with the target audience, inspiring the consumer, and developing loyal customers. Social media provides a great platform for all businesses, big and small, to connect with their target audience, connect with them directly, and build trust by listening to what they have to say. (Kanwar, Taprial, & Taprial, 2012).

2.1.6 ACCESSIBILITY

The social media is simple to use and costs little or nothing to utilize. Social platforms are simple to use and does not need any specific expertise or abilities. (Kanwar, Taprial, & Taprial, 2012).

2.2 TYPES OF SOCIAL MEDIA MARKETING

The significance of the internet, particularly advancements surrounding the Web 2.0 era, as well as the function of social media, has grown increasingly significant in the changing marketing context. For marketing strategists, surviving in the age of the empowered customer necessarily requires a shift away from traditional mass-marketing tactics and a greater understanding of the role of technology in shaping the marketplace, as well as a strategic commitment to using social media as part of the marketing toolbox.

Researchers define social media as all Internet-based technology applications that support the development and exchange of user-generated content while also encouraging collaboration and engagement between users, in accordance with Web 2.0 principles (Kaplan & Haenlein, 2010).

Blogs and micro blogs such as Twitter, social networking sites such as MySpace and Facebook), virtual worlds such as Second Life, collaborative projects such as Wikipedia, content community sites such as YouTube and Flickr, and feedback sites are all examples of such applications such as online forums (Chan & Guillet, 2011; Mangold & Faulds, 2009).