

**FACTORS CONTRIBUTING TO CONSUMERS' INTENTION TO SHARE  
HEALTH INFORMATION CONTENT ON SOCIAL MEDIA**



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

**BACHELOR OF TECHNOLOGY MANAGEMENT (HIGH  
TECHNOLOGY MANAGEMENT) WITH HONOURS**

**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**JAN, 2023**

## APPROVAL

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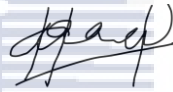
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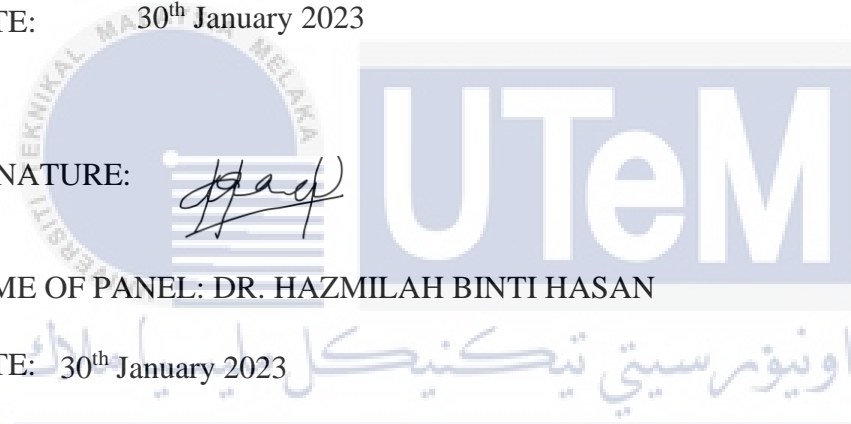
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NAME OF PANEL: DR. HAZMILAH BINTI HASAN

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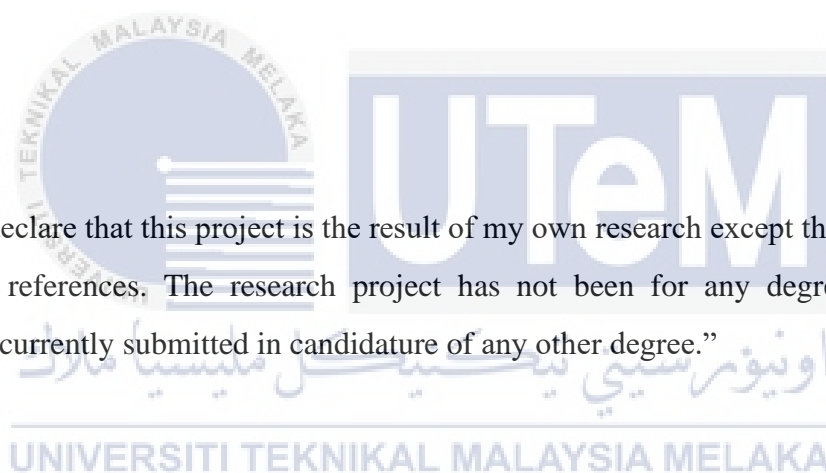


**FACTORS CONTRIBUTING TO CONSUMERS' INTENTION TO SHARE  
HEALTH INFORMATION CONTENT ON SOCIAL MEDIA**

**ANIS DAYANI BINTI AZIZUL**



**JAN 2023**

**DECLARATION OF ORIGINAL WORK**

“I declare that this project is the result of my own research except that it is cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.”

Signature : *AMS*

Name : ANIS DAYANI BINTI AZIZUL

Date : 30<sup>th</sup> January 2023

## DEDICATION

To my beloved family, Puan Nazzatul Ashima Abdul Rahman, Encik Azizul Ishak  
and Amira Damia Azizul

Thank you for your endless time, support, and encouragement.

Always remind me to be good and honest to people.

To my Supervisor, Dr Nabil Hasan Saleh Al-Kumaim

Thank you for your guidance and patience

To my course mate and friend, Diyana Azmi

Thank you for your kindness and friendship.



## ACKNOWLEDGEMENT

Bismillahirrahmannirrahim.

Firstly, I want to acknowledge Allah SWT for blessing me with patience and tenacity of mind to complete Final Year Project report. It is an important requirement to get bachelor's degree of Technopreneurship with flying colours. Secondly, I would like to thank my academic supervisor, Dr. Nabil Hasan Saleh Al-Kumaim for his guidance and wisdom throughout the Final Year Project 1 (FYP 1) learning process. The knowledge that he had shared has helped me in reaching the objectives of my research for this semester. Then, I would like to express my gratitude towards my parents, Encik Azizul bin Ishak and Puan Nazzatul Ashimabinti Abdul Rahman for their endless support. Then, I would like to acknowledge all my friends especially Nur Diyana binti Azmi, who have patiently helped me in doing my research throughout this semester. Lastly, I would also want to express my sincere thanks to Universiti Teknikal Malaysia Melaka (UTeM) for accepting me in Bachelor of Technology Management (High Technology Management) with Honour program.

## ABSTRACT

Main objective of this research is to investigate factors consumers share health information online and to identify and examine factors contributing to consumer's intention to share health information content on social media. A global catastrophe that has affected millions of people. The advent of the COVID-19 pandemic, as well as the subsequent Movement Control Order (MCO), is forcing the society to accept a new norm and quickly adjust to new lifestyles. As a result, consumers start to take their health condition seriously. By sharing their health information content online, consumers can be updated about their health condition. This research mainly highlights on the factors that contribute to consumers' intention to share health information content on Facebook and WhatsApp based on Protection Motivation Theory. This study applied quantitative research and data was collected using a questionnaire that has been distributed directly to male and female from the university level at the University of Technical Malaysia Malacca, randomly selected by 416 respondents. This research also uses Partial Least Squares (PLS) which is a component-based SEM approach, to examine the relationships between dependent and independent variables using Smart PLS 4 software. The result show that four hypotheses (Response Effectiveness, Content Usefulness, Content Source Credibility and Intention to Share Health Information Content) are accepted, and two hypotheses (Perceived Severity and Self-Efficacy) are rejected

**KEYWORDS:** *health information, social media, protection motivation theory (PMT)*

## ABSTRAK

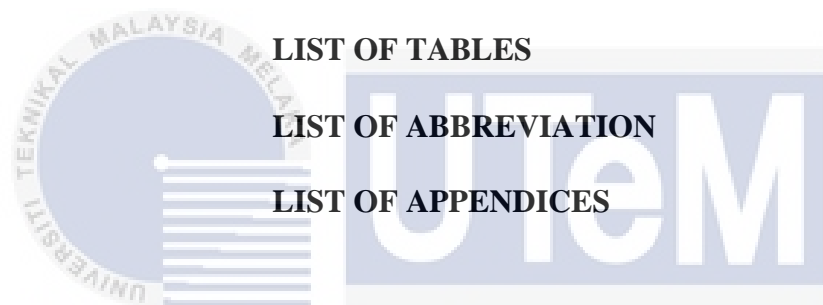
Tujuan utama penyelidikan ini ialah untuk menyiasat faktor pengguna berkongsi maklumat kesihatan dan meneliti faktor yang menyumbang kepada keinginan pengguna untuk berkongsi kandungan maklumat kesihatan di sosial media. Sejak, COVID-19. Malapetaka global yang telah menjejaskan berjuta-juta orang. Kemunculan pandemik COVID-19, serta Perintah Kawalan Pergerakan (PKP) seterusnya memaksa masyarakat menerima norma baharu dan cepat menyesuaikan diri dengan gaya hidup baharu. Akibatnya, pengguna mula memandang serius keadaan kesihatan mereka. Dengan berkongsi kandungan maklumat kesihatan mereka dalam talian, pengguna boleh dikemas kini tentang keadaan kesihatan mereka. Penyelidikan ini mengetengahkan terutamanya faktor-faktor yang menyumbang kepada niat pengguna untuk berkongsi kandungan maklumat kesihatan di Facebook dan Whatsapp berdasarkan Teori Motivasi Perlindungan. Kajian ini menggunakan kajian kuantitatif dan data dikumpul menggunakan soal selidik yang telah diedarkan terus kepada lelaki dan perempuan dari peringkat universiti di Universiti Teknikal Malaysia Melaka, dipilih secara rawak oleh 150 responden. Penyelidikan ini juga menggunakan Partial Least Squares (PLS) yang merupakan pendekatan SEM berasaskan komponen, untuk mengkaji hubungan antara pembolehubah bersandar dan tidak bersandar menggunakan perisian Smart PLS 4. Keputusan menunjukkan bahawa empat hipotesis (keberkesanan respon, Kegunaan Kandungan, Kredibiliti Sumber Kandungan dan Niat untuk berkongsi kandungan maklumat kesihatan) diterima dan dua hipotesis (Kadar Kesukaran dan efikasi diri) tidak diterima.

**KATA KUNCI:** *maklumat kesihatan, media sosial, teori motivasi perlindungan*



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## LIST OF ABBREVIATION

ABBREVIATION	MEANING
DV	Dependent variables
IV	Independent Variables
PV	Perceived Vulnerability
PS	Perceived Severity
RE	Response Effectiveness
SE	Self-Efficacy
CU	Content Usefulness
CC	Content Source Credibility
ISBH	Intention to Share Health Information
PLS	Partial Least Squares
HTMT	Heterotrait-Monotrait Ratio
SEM	Structural Equation Modelling
R <sup>2</sup>	Coefficient of determination of endogenous structure
F <sup>2</sup>	Effect size
STDEV	Standard Deviation
B	Path coefficient

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## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

This research is conducted to investigate the factors contributing to consumers' intention to share health information content on social media such as Facebook and WhatsApp, it is to examine the protection motivation theory. This first chapter is essentially concerned with the topic's introduction. This category will go through the details which are mainly about the topics. The chapter includes background, problem statement, research for both objectives and questions, the research's scope, and last but not least, the summary at the end of the chapter

#### 1.1 Background of study

As we are living where everything is at the tip of our fingers. We can update or share about our daily life or information everywhere and anytime. Social media to be specific have an important place in ourselves because this is a platform that we use every day. For instance, to make video calls, to make content for the audience or to share about our personal lives, like health information. As we are living in an endemic, health condition is the main concern for everyone. The covid-19 pandemic is one of the main reasons why the usage of social media increased over years. In 2020, over 1.3% increased 87.4% in 2018. This proves the usage of the internet has increased. (Malaysian Communications & Multimedia Commissions, 2018)

Social media users are 24.9 million in 2020, and Facebook ranked at the top of social networking applications with 91.7 compared to 97.3% of users in 2018. Meanwhile, in communication applications, WhatsApp ranks number one with 98.7% of users compared to 98.1% of users in 2018. (Malaysian

Communications & Multimedia Commissions, 2018) Therefore, by utilizing social media as a supporting tool for health.

Social media such as WhatsApp and Facebook can provide exceptional benefits and allow for three modes of communication. Individuals could share their experiences, thoughts, and views about health issues with family, friends, and professional material from across the world. As Covid-19 has taken away many souls, people are more concerned about their health. New information can easily be spread and received. Therefore, it is not impossible it is also easy to share health information on social media.

## 1.2 Problem Statement

In this era, the usage of technology is a must for everyone. Since, Movement Control Order (MCO) happened, half of the Internet users (50%) spend 5 to 12 hours every day on the Internet, up 13% from 37% in 2018, and are mostly utilizing it for social purposes such as texting, communicating via social media, and shopping. Visit social networking sites and use voice and video. (Malaysian Communications & Multimedia Commissions, 2020)

As a result, using social media as a support tool for intervention can help to improve their health outcomes. (MSaid & SaharShah, n.d.). This is because, there are lot of information that consumers can gain there. Forinstance, there are lists, tips and tricks on how to do anything. Consumers can get to know any new symptoms by just clicking on an article or websites. This proves that, making social media a core element of “social health” (Andreu- Perez et al., 2015).

General information and education about health information are retrieved using social media. In Malaysia, there are around 24.6 million social media users, with Facebook (97.3%) being the most popular platform, followed by Instagram, YouTube, Google, Twitter, and LinkedIn. (Malaysian

Communications & Multimedia Commissions, 2020). These platforms are the main social media applications used by consumers to share their health information online. This is because the application is free and friendly to the user.

Health organizations throughout the world are increasingly using social media, notably Facebook, as alternative communication channels to provide health messages, conduct disease surveillance, increase health awareness, and address public health issues to the public. Facebook (FB) has evolved as a formidable platform with various advantages over more traditional communication channels, including its ability to reach hidden minorities for better public health initiatives. (Rahim et al., 2019)

Moreover, consumers share their health information online because some of them are apart or away from their families. Sharing their health information online will help them to update their family members. Since MCO happened, citizens are not allowed to cross country, so with the help of social media platforms, consumers can share their health information online. The wellbeing-related data shared via virtual entertainment upgrades the information on consumers to rehearse taking care of themselves and work on self-administration (Gabarron et al., 2018)

The idea of online entertainment commitment was the focal center among scientists and wellbeing advertisers for improving the adequacy of wellbeing data dispersion by wellbeing associations through the feeling of intelligent ways of behaving of web clients on online entertainment. The commitment can be empowered through viral reach (sharing), successful assessment (loving), and message thought (remarking). Sorts of FB posts can be classified into the photograph, video, text just (status), interface, shared the video, occasion, game, survey, or application (Kite et al., 2016). There are a lot of ways that consumers can share their health information online and influence Internet user engagement on social media. (Ma & Huo, 2017). As stated below,

consumers have the free will to post anything regarding their health information. (Jia Hui, 2020)

The lack of health awareness, low- health quality care and poor accountability (Sinha, 2019.) are the reasons why consumers did not have enough information about their health. The lack of health awareness happened when consumers are not giving attention to their health. This is because, there are seeking for health information, or they don't have the knowledge about the consequences of being sick. For instance, there are lot of awareness about obesity in social media. Consumers can easily get information about the disadvantage of being obesity, but if the consumer did not seeking for the information, they will not know about the bad of being obesity. Other than that, low-health quality care. This happen when consumers are not concern about their health. As Covid-19 happen, the body need supplements to build antibody to prevent getting sick. For instance, a human body need more vitamin C to help the antibody fight viruses. In social media, there numerous numbers of article, infographics, and advertisement about the advantages of taking vitamin C. if a consumer have low-health quality care, they will not know about Vitamin C. lastly, poor accountability. This happen when consumers blamed other thing when they get sick. For instance, they consume bad food and felt sick. Instead of blaming t themselves, they'll blame the food or the food maker. They As we are using the internet and social media every day, it is not something new for consumers to explore and share health information. Consumers that usually lack health awareness are the elderly, and consumers who deny their health is at high risk (Sinha, 2019). It is a bit worrying becausehealth should be the consumer's main concern since there are many diseases and COVID 19 is still with us.

### **1.3 Research Question**

**1.3.1** Why do consumers share health information online?

**1.3.2** What are the factors contributing to customer's intention to share health information content on social media?

## **1.4 Research Objectives**

**1.4.1** To investigate factors consumers share health information online

**1.4.2** To examine factors contributing to customer's intention to share health information content on social media.

## **1.5 Scope of studies.**

The study's goal is to figure out what elements influence consumers' intention to share health information online over the years by referring to social media such as Facebook and WhatsApp with targeted respondent's students and staffs male and female from the university level at the University of Technical Malaysia Malacca. The targeted respondents are the people that experience sharing health information online.

## **1.6 Significant of research**

This study aimed to determine the factors that influence consumers' intention to share health information online. Other than that, the researcher will be able to identify how the protection motivation theory related to consumers' intention to share health information online. As a result, this research will be able to help future researchers to know what is the factors that contribute to consumers' intention to share health information online.

## **1.7 Chapter Summary**

The researcher addressed the background analysis of the research subject, problem statement, research issue, and purpose, scope of the study, limitation of the study, and significance of research in the introduction for the topic.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Health Information Content

##### 2.1 Definition

Health information is any personal information regarding your health or impairment is considered health information. It contains details or an opinion on your disease, injury, or disability. (M. Meingast, T. Roosta and S. Sastry., 2006). Data on a person's medical history, such as symptoms, diagnosis, procedures, and outcomes, is referred to as health information. A patient's history, test results, X-rays, clinical information, demographic information, and notes are all part of a health record. Health knowledge can be incredibly beneficial, allowing us to make informed decisions about our health. It is crucial that we know our health status and making sure what we are posting online is accurate.

##### 2.2 Means and Tool to Share Health Information Content

Health information seeking behaviours using mass media and internet websites (web 1.0) are prevalent and positively associated with health knowledge, self-rated health, and disease prevention and management. Disparities existed in which the older age, low socioeconomic status (SES), and racial/ethnic minorities had fewer HISBs due to limited access to information and communication technologies (ICTs). Recent web 2.0 such as social networking sites (SNS, e.g., Facebook, Twitter) and instant messaging (IM, e.g., WhatsApp, WeChat) are increasingly accessible to the population regardless of demographics and have potential to reduce the access barrier (Guo et al., 2021). Health information seeking behaviours can benefit from the interactive and participatory web 2.0 by increasing health information interchange, collaboration on health challenges, and social support. Patients, for instance, can

use instant messaging to discuss their experiences with healthcare providers, persons who have a similar medical problem, acquaintances, or family members. Pairing social media with health care brings about several benefits, one of which include the widespread dissemination of information, customised and accessible information available to diverse audience, easy connections to others for social support and encourage more intense and personal engagement and participation. (Asemah et al., 2010)

WhatsApp is a free smartphone communication programme to download. WhatsApp sends messages, photos, audio, and video over the internet. The service is quite like text messaging services; but, because WhatsApp sends messages over the internet, it is substantially less expensive than texting. You may also use WhatsApp on your computer by visiting the WhatsApp website and downloading the programme for Mac or Windows. Because of features such as group chatting, voice messages, and location sharing, it is popular among youngsters. Each smartphone users may at least have three different WhatsApp group (Nizah & Bakar, 2019). This proves that why consumers usually share their health information online because the accessibility and user friendly of the application.

Facebook is a social networking service that allows you to interact with and share information with your family and friends over the internet. Facebook was founded in 2004 by Mark Zuckerberg while he was a student at Harvard University. It was initially developed for college students. Anyone over the age of 13 with a verified email address was able to join Facebook by 2006. With over 1 billion users globally, Facebook is now the world's largest social network. Instagram, Facebook and Twitter become an essential application today as many of citizen's have these apps for live update events and photo sharing. Interestingly, every netizen seems eagerly posting photos of their daily schedules, menus of their foods, video of attending events and many more as course to show off luxuries and to express opinions (Nizah & Bakar, 2019).

### 2.3 Important of Sharing Health Information Content

Sharing health information content is one of the ordinary things that consumer will do. Usually, consumers will share their thoughts and daily routine this include health information. This is because most of the time, it is to either get opinion from others or they just want to share their information. Content ranged from typical health related issues such as mental health, diet, alcohol, smoking and exercise, through to a range of broader social determinants of health (Hefler et al., 2018).

As we are living in endemic era, all stages of age are concern about their health. From teenagers to elderly adult, they learn how to share health information content online. This is because it is crucial for them keep updated on the latest news and information. Since information can be easily spread nowadays, consumer can easily get access to new details of the current situation. It is not a new thing, where elderly adult knows how to share health information, since technology nowadays are easily learnt. For instance, elderly adult, they share health information to friends and relatives first, then to spouses and children (Wang et al., 2020). Other group of age, the size of communities interested in different health conditions, regardless of the seriousness of these conditions. Improving the informativeness of post by using, for example, URLs, multimedia, and mentions can be important factors in promoting health condition (Zhang & Ahmed, 2018)

One of the important of sharing health information content is accuracy. This is because, there are a lot of fake and false news online. Since everything is at the tip of our finger, consumers need to be alert and wise when sharing health information online. It is crucial because, people nowadays read online. By sharing health information, consumers need to make sure the information that they share is true. For instance, when an individual share a health information, there are high possibility that the information will pass to other consumers. The amount of engagement per post will be become viral. If the