



THE ANALYSIS OF SOCIAL MEDIA MARKETING FACTORS THAT INFLUENCE THE STUDENT'S BEHAVIOUR ON PURCHASING ONLINE



SITI NUR SYAZWANI BINTI NOR AZLAN

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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2024

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INFLUENCE THE STUDENT'S BEHAVIOUR ON PURCHASING ONLINE**

SITI NUR SYAZWANI BINTI NOR AZLAN

**A thesis submitted in fulfilment of the requirements for the degree of Bachelor
of Technopreneurship (Honors)**



Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2024

DECLARATION


I declared that this report entitled “**The Analysis of Social Media Marketing Factors That Influence the Student’s Behaviour on Purchasing Online**” is the result by my own work, except certain explanation and passage where every part of it is cited with sources clearly stated in reference”


SIGNATURE :
NAME : SITI NUR SYAZWANI BINTI NOR AZLAN
DATE : 27 JANUARY 2024


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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

APPROVAL

I hereby declared that I had read through this thesis and in my opinion that this thesis is acceptable in terms of scope and quality which fulfill the requirements for the award of Bachelor's degree in Technopreneurship.


SIGNATURE : _____
NAME OF SUPERVISOR : DR. NORUN NAJJAH BINTI AHMAT
DATE : 27 JANUARY 2024
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SIGNATURE : TAN LAY HONG
NAME OF PANEL : DR. TAN LAY HONG
DATE : 27 JANUARY 2024

DEDICATION

I would like to dedicate this project to God S.W.T as an excuse not to give up, a source of motivation for completing this research. To my parents, family, and friends who have always been supportive, encouraging, motivating, and helped me complete this study. This study is also dedicated to my supervisor, Dr.Norun Najjah Binti Ahmat who has given me guidance and guided me to the right path. I would like to thank all my friends who helped me a lot while I was running my project and a big thank you to everyone who has always been by my side, always given words of encouragement, and helped me complete this study. Without them, this Project would not be completed possible. Thank you very much.



ACKNOWLEDGEMENT

First, thanks be to God because with His bounty I was able to complete this task successfully in the final year. I would also like to express my appreciation to my parents, Nor Azlan Bin Ahmad and Puan Nor Zila Binti Kadir who always support and helped me in terms of motivation, advice, and finances. Without their support and guidance, it would have been very impossible for me to complete this project.

Next, I would like to thank Dr. Norun Najjah Binti Ahmat, my supervisor, who always guided me in completing this project. From beginning to end this project, he always guided and helped me until I finished making this project. Without his guidance, I will never be able to complete my research project. I am also very thanks to my panel as well, Dr. Tan Lay Hong, who has given me useful comments and advice during the presentation.

In addition, I would also like to thank my friends who have shared information with me and to those who support me sincerely. I was encouraged and helped with their cooperation. I have faced various challenges in the process of implementing this project. However, with the help of various parties, I managed to complete this final year project. Finally, I would like to thank all the parties who have helped me directly and indirectly with the success of this final year's project.

ABSTRACT

Social media marketing is a technological tool which provides many advantages when used by users, particularly among university students. Social media marketing is a platform on which you are able to pay to have your business's brand appear in front of a big number of highly targeted users. This research aimed to identify the analysis of social media marketing that influence the student's behaviour on purchasing online. Thus, the current study was conducted to explain the impact of online purchasing behaviour among university students, the social media marketing can influence the student's behaviour on purchasing online as well as there is relationship between the students' purchasing behaviour and their social media experience. This study was conducted using quantitative methods. Data were obtained on a Likert scale using a questionnaire undergraduate students at Malaysia and undergraduate students at UTeM. Data was collected from a sample of 169 undergraduate students at Malaysia and undergraduate students at UTeM. The data was analyzed using Statistical Packages for Social Sciences (S.P.S.S). The instrument's reliability was established through the application of Cronbach's Alpha test. The Pearson Correlation and Multiple Regression Analyses have been used to assess the size and trend of the relationship between variables and to test research hypotheses. The results show that two independent variables had a significant correlation with student behaviour in online purchasing, while one independent variable showed weak significant correlation. However, perceived utility showed up as the most significant factor in student behaviour regarding online purchasing. As a result, this study successfully accomplished all three objectives, and the hypothesis shows that all components have a positive as well as a negative relationship with the dependent variable. On the other hand, there are several limitations to consider, including time constraints in data collection, limits in capturing facial locations throughout the data collection process, and not cooperating students who did not participate in answering the questionnaire.

Keyword: Social Media; Social Media Marketing; Student behaviour; Purchasing Online; Impact of Purchasing Online

ABSTRAK

Pemasaran media sosial ialah alat teknologi yang memberikan banyak kelebihan apabila digunakan oleh pengguna, terutamanya dalam kalangan pelajar universiti. Pemasaran media sosial ialah platform di mana anda boleh membayar untuk memastikan jenama perniagaan anda muncul di hadapan sebilangan besar pengguna yang sangat disasarkan. Penyelidikan ini bertujuan untuk mengenal pasti analisis pemasaran media sosial yang mempengaruhi tingkah laku pelajar dalam pembelian secara dalam talian. Oleh itu, kajian semasa dijalankan untuk menjelaskan kesan tingkah laku pembelian secara dalam talian dalam kalangan pelajar universiti, pemasaran media sosial boleh mempengaruhi tingkah laku pelajar dalam pembelian dalam talian serta terdapat hubungan antara tingkah laku pembelian pelajar dan pengalaman media sosial mereka. Kajian ini dapat dijalankan dengan menggunakan kaedah kuantitatif. Data diperolehi pada skala Likert menggunakan soal selidik daripada pelajar universiti prasiswazah di Malaysia dan pelajar universiti prasiswazah di UTeM. Data dikumpul daripada sampel 169 pelajar sarjana muda di Malaysia dan pelajar universiti prasiswazah di UTeM. Data dianalisis menggunakan Pakej Statistik untuk Sains Sosial (S.P.S.S). Ujian Alpha Cronbach digunakan untuk menentukan kebolehpercayaan instrumen. Hipotesis penyelidikan telah diuji menggunakan Analisis Korelasi dan Regresi Berganda Pearson untuk menentukan kekuatan dan arah hubungan antara pembolehubah. Hasil kajian menunjukkan bahawa dua pembolehubah bebas mempunyai korelasi yang signifikan dengan tingkah laku pelajar dalam pembelian dalam talian, manakala satu pembolehubah bebas menunjukkan korelasi lemah yang signifikan. Hal ini kerana, persepsi utiliti muncul sebagai faktor paling penting dalam tingkah laku pelajar mengenai pembelian dalam talian. Kajian ini berjaya mencapai ketiga-tiga objektif, dan hipotesis menunjukkan bahawa semua komponen mempunyai hubungan positif dan negatif dengan pembolehubah bersandar. Sebaliknya, terdapat beberapa batasan yang perlu dipertimbangkan, termasuk kekangan masa dalam pengumpulan data, had dalam lokasi sepanjang proses pengumpulan data, dan tidak memberi kerjasama kepada pelajar yang tidak mengambil bahagian dalam menjawab soal selidik.

Kata Kunci: Media Sosial; Pemasaran media sosial; Tingkah Laku Pelajar; Pembelian Secara Dalam Talian; Kesan Pembelian Secara Dalam Talian.

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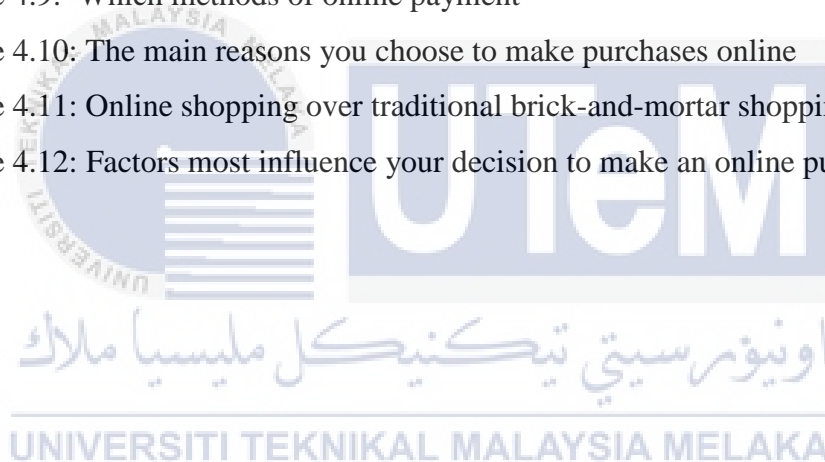
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CHAPTER 1

INTRODUCTION

1.0 Introduction

Nowadays, social media is an important challenging of discussion because it can be argued that it offers our generation both advantages and opportunities. A currently present belief among individuals is that the use of social media has greatly influenced contemporary perspectives on human relationships, leading to the complete eradication of all forms of in-person social interaction. Social media refers to a set of web-based applications that are built on the principles and technologies of Web 2.0, enabling the creation and communication of user-generated content. According to Kaplan & Haenlein (2010) the following statement holds true. It is irrefutable that contemporary individuals exhibit a preference for utilising social media platforms as a means of engaging in discourse pertaining to current events and articulating their perspectives. The term "digital platforms" is commonly used to denote social media technologies, which encompass a range of services and applications that facilitate the exchange of content, public interactions, and interpersonal connections, according to Burgess et al. (2017). This chapter further discusses the background of research and its problem statement, which trigger this study of team success in relation with social media marketing that influence the student's behaviour on purchasing online. Following the objectives and hypotheses, the research questions are developed based on the problem definition. The chapter continues with definitions of key terms to be used throughout the research, as well

as the research's relevance and limitations. As an overview of the chapter, a short summary concludes it.

1.1 Background of Study

Social media marketing has grown to be an essential part of any marketing plan as a result of how technology as well as the internet have changed how businesses sell their goods and services. A global audience may be reached by businesses through the web, and social networking has emerged as a crucial tool for connecting with customers and establishing a strong brand identity. E-business, sometimes referred to as online business, describes commercial dealings that take place online. In 1996, the term "e-business" made its debut. The abbreviation for electronic business is e-business. As a result, there is never a face-to-face interaction between the vendor and the consumer.

Marginean (2015) defined technology as the organised implementation of scientific or other structured knowledge to practical actions. Technology is essential to social media marketing because it gives companies the tools they need to produce interesting content, control their social media presence, and execute data analysis. For example, businesses can use social media management software to schedule posts, track engagement, and analyse metrics. They can also use tools such as video editing software, graphic design software, and other multimedia tools to create visually appealing content that resonates with their target audience. Perhaps the internet and technology have transformed social media marketing, allowing firms to engage with customers in new and inventive ways, hence driving growth and success in a highly competitive environment.

Social media marketing refers to the practise of promoting and marketing a business, service, or good through a range of social media platforms, including but not limited to Facebook, Twitter, Instagram, and WhatsApp. The primary objective of

social media marketing is to enhance brand recognition, foster customer engagement, and generate website traffic or direct it towards a designated landing page. According to Charlesworth (2016) definition, social media refers to a group of online platforms that facilitate social networking and community building, that includes websites, podcasts, reviews, and wikis. The previously mentioned proof indicates that social media marketing enables enterprises to focus on particular demographic segments, including gender, location, age, interests, and behaviours, with the aim of enhancing the importance of their message and achieving an outstanding response rate.

According to research, social media marketing may have a major influence on customer behaviour. For instance, a survey conducted by GlobalWebIndex revealed that 83% of social media users had made a purchase after seeing a suggestion on social media, and 42% of social media users follow companies or goods. Social media marketing may also generate a feeling of social proof, in which customers are affected by the actions and views of others in their social networks. This can rise to a phenomenon known as FOMO (fear of missing out), in which customers feel forced to buy a product or service in order to stay up with their friends.

According to Bosnjak et al. (2007) the primary element influencing e-commerce potential is consumers' attitudes about online purchasing. Recognising that attitudes are difficult to modify, understanding consumers' attitudes about online purchasing can assist marketing managers in forecasting online shopping intentions and evaluating the future growth of online commerce. The consumer-oriented viewpoint is concerned with consumers' attitudes towards online buying. Customer online behaviour refers to the actions and activities of individuals while they are engaging with various online platforms and services, such as websites, social media, e-commerce platforms, and mobile applications. This includes how they interact with content, products, and services, as well as their decision-making process, preferences, and purchase behaviours. It can also encompass their attitudes towards online privacy, security, and trust in online businesses. Analysing customer online behaviour is important for businesses to understand and improve their online presence, user experience, and marketing strategies.

Online shopping refers to the process of browsing and acquiring goods or services over the Internet. As personal computer ownership increased and well-established retailers started to offer their items online, the first online stores began operating in 1992, and internet-based retailing eventually absorbed a sizeable piece of the retail business throughout the initial ten years of the twenty-first century. E-commerce is a widely adopted practise in both B2B and B2C contexts. Buying from an online retailer, e-store, online shop, online store, a website, or virtually store is similar to ordering from an electronic purchase catalogue

Customers can compare online purchasing offers with offerings from other intermediaries and choose the best deal for them (R.Sivanesan, 2017). This is due to the fact that online purchases may be done from any location that has a connection to the internet, and the products are usually sent to the customer's selected address. Online shopping has grown in popularity because of its convenience, the cost-effectiveness and ability to shop 24 hours a day, seven days a week without making the convenience of one's own home.

1.2 Problem Statement

The World Wide Web has encouraged individuals all over the world to make tiny adjustments in their behaviour and views. Because of these advantages, internet shopping has evolved, which has an impact on the lives of regular folks. Although internet purchasing has begun in Malaysia, customers are still not used to doing so. The advantages of the internet are being more understood by consumers. The implementation of online shopping is increasingly prevalent and significant among a particular demographic, as it provides superior access to information, benefits, and cost options. Online shopping has grown and become more well-liked in Malaysia as young Asians, including those in Malaysia, experiment with new methods of buying.

Consumer purchasing patterns are undergoing a global transformation, with a growing trend towards the procurement of goods and services via digital channels. The utilisation of social media platforms was found to be a highly effective means of influencing customers to engage in online purchasing behaviour. The COVID-19 pandemic resulted in a decrease in patronage of retail malls by customers, which can be attributed to factors such as lockdown measures, social isolation, and concerns regarding the risk of contracting the influenza virus (Eger et al., 2021). Business entities may promote online purchasing among their customers through the utilisation of social media channels, including but not limited to Facebook, Twitter, Instagram, and Pinterest. Marketers possess a notable advantage on social media platforms as they have the ability to exert influence and raise awareness regarding products and services, thereby motivating individuals to make online purchases. According to Miah et al. (2022), social media platforms can be utilised by businesses to influence their existing and prospective clientele to make purchases of goods and services via online channels or digital business platforms.

Businesses have influenced consumers by using promotional methods such target advertising, streaming live, celebrity endorsements, online customer reviews, and celebrity endorsements (Geng et al. 2020 and Schouten et al. 2020). Among the COVID-19 pandemic, marketers facilitated the provision of delivery services at home to their clientele, as reported by Wang et al. (2021). According to Mo et al. (2015) positive online reviews have had a significant influence on the purchasing decisions of prospective customers in the industry of online shopping.

This research study problem is to investigate how the negative factors of social media marketing can be used as an exaggerated tool to describe products that are not of high quality. Social media marketing provides business a direct channel to reach out to students, influence their purchasing habits, and promote their products. With the increased use of social media and the availability of online buying choices, students are now exposed to a wide selection of products and services online, making purchasing decisions easier. Additionally, especially for young people, purchasing things through social media platforms can lead to a number of issues. Due to the fact

that some of them are students and did not have extra money, but they did not know how to manage their purpose to purchase, it will be difficult for their parents to support them.

Understanding the many ways in which social media marketing could affect students behaviour is one of the most challenging problems in addressing this issue, which is perceived usefulness, risk perception, and trust influence an online purchase intention. All of these factors can have an impact on a student's online purchase intention, thereby affecting the likelihood of purchasing a product or service after being exposed to social media marketing. The influence of social media marketing on student behaviour is a complicated subject involving several variables, and knowing these variables is critical for establishing effective solutions to mitigate any possible negative implications.

Moreover, students may not always be able to distinguish between genuine recommendations and sponsored content. Many social media influencers receive payment or free products in exchange for promoting certain brands or products. This can create a conflict of interest and make it difficult for students to make informed decisions about what they should buy. Benlian et al. (2012) investigate the differences between supplier recommendations and student reviews during the online purchase process. According to the findings of an experimental investigation, provider suggestions had considerably higher utility and perceived simplicity of use in the eyes of users than reviews of other students. In contrast, individuals who utilized student reviews exhibited higher levels associated with trust as well as perceived emotional quality in comparison to those who relied on provider recommendations.

In conclusion, social media marketing can have a significant impact on students' behaviour when it comes to online purchasing. While social media platforms can be a useful tool for advertisers to reach their target audience, it is essential that students are educated about the potential pitfalls of influencer marketing and how to make informed decisions about what they should buy online.

1.3 Research Question

1. What is the impact of online purchasing behaviour among university students?
2. How does the social media marketing can influence the student's behaviour on purchasing online?
3. What is the relationship between the students' purchasing behaviour and their social media experience?

1.4 Research Objective

1. To examine the impact of online purchasing behaviour among university students
2. To examine how does the social media marketing can influence the student's behaviour on purchasing online.
3. To examine the relationship between the students' purchasing behaviour and their social media experience

1.5 Scope of Study

The scope of this research is to determine the analysis of social media marketing that influence the student's behaviour on purchasing online. The study is focusing on students who are use the social media marketing to buy a product online. The researcher is from Malaysia and studies in Malacca, hence this study also examines how Malaysian students behave while choosing how to spend their available resources (time, money, and effort) on consumer-related products. As a result, it might make the researcher's job easier. Aside from that, Malaysian students are very passionate and friendly about engaging in this behaviour. This gives the researcher greater confidence to do study on Malaysian students and determine the elements that influenced students.

1.6 Limitation of Study

The researcher discovered that there were certain limitations in the study that were encountered. As a result, it might be challenging for researchers to get data for the study because some publications need registration and payment to access all of the material. The researcher's target population, which consists solely of undergraduate university students in Malaysia and UTeM, likewise has a restricted number of respondents. Additionally, it might be challenging for researchers to create an online survey or Google form that has to be disseminated to respondents.

1.7 Significance of Study (importance)

The importance of the study is to examine the factors that impact online students' purchasing behaviour. In this research, the aim is to know and get the factors that influence students' to use social media in the online purchasing. The results of this research will be collected using a questionnaire provided to the respondents. Researchers will pay more consideration to student behaviours elements since they provide accurate data. The significance of this study focuses on how social media marketing influences the behaviour of students in attracting the attention of their online shopping. The outcomes of this study are valuable for students who contribute to online purchases of goods and services in Malaysia, as they will gain a better understanding of the value and benefits of social media marketing.

1.8 Summary

In this chapter, the researcher explains the purpose and goal of this research, which is to identify why students primarily utilise social network marketing as a platform for online purchase. The researcher also discovers the issues that students experience while using social media for online purchases. Furthermore, the researcher explains the scope of the study and the significance of the study so that the study can be done more clearly.



CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Researchers have found areas of research that are extremely similar to and connected to the subject of study. The researcher will take keywords from the study's title and its historical context in this part. . Researchers use theories related to the analysis of social media marketing that influence the student's behavior on purchasing online.

2.1 Definition of Key Concept

The researcher additionally provided an explanation of the important ideas used in this study in order to strengthen the statement of the research issue. The goal is to provide prospective students with understanding for reference. The following are the key ideas in the research topic:

2.2 Social Media

The expression "social media" refers to a variety of web-connected platforms and mobile applications that let users join online communities, take part in online discussions, and contribute content that has been generated by others. Social media is an on the internet tool that makes it possible to create and distribute user-generated content to make web browsing easier for consumers. It is based on Web 2.0 philosophy and technology. Social media has been viewed as the most crucial medium for spreading information about businesses because of its interactive character, which makes knowledge exchange, cooperation, and engagement activities accessible to a bigger public than conventional media kinds like radio, TV, and print. (Arrigo, 2018) defines social media as blogs, forums on the internet, product review sites, social networking sites like Facebook, LinkedIn, Twitter, and Blogger, and wikis.

2.2.1 Facebook

Facebook (FB) is a popular social networking platform utilized by a significant number of university students. The social networking platform, which was founded in February 2004, is currently owned and operated by Facebook. Eduardo Saverin, a fellow Harvard University student and Mark Zuckerberg's roommate, together with Dustin Moskovitz, Andrew McCollum, and Chris Hughes, co-founded Facebook (Rahardja, 2022). Facebook offers users with both direct (instant messaging) and indirect (profile viewing) means of communication. People in relationships with others also utilised Facebook; they did so to stay in connection with their loved ones, check on the state of their commitment, and check on their connection. The majority of students had no unpleasant Facebook experiences. Unwanted communications, stalking, and the release of private information were among the negative experiences mentioned. Facebook is a successful and efficient social networking application that has aided students in maintaining relationships and learning more about one another (Wise, 2023).

2.2.2 Instagram

Instagram receives 1.4 billion monthly users, placing it fourth among social networks (Hyken, 2022). This is because, 71% of those who use Instagram feel more connected to companies they follow on Instagram. Feeling attached to and a business implies a sense of loyalty. Additionally, a significant majority of Instagram users, specifically 93%, exhibit an increased desire or high likelihood to procure products from a business entity that they share a personal connection with, as opposed to a competing enterprise. Instagram is a well-known social networking site among young people and learners for connecting with friends and sharing photographs and videos. This can help students interact in positive ways from Instagram. Students benefit from social media to stay up to date on anything from popular hangouts to current clothes and much more. It's unfortunate that students increasingly view social media as a sign for their life; they tend to priorities high status.

2.2.3 Tiktok

TikTok is a widely applied social media platform that enables individuals to create, consume, and distribute simple video content. It was launched in 2016 by the Chinese newly established company ByteDance and immediately acquired fame and became a social media hit (D'Souza, 2023). One advantage of utilizing TikTok in teaching is that it is widely used among students. Lots of students are already familiar with the site, making it an easy and relatable tool for instructors to use into their lesson plans. Educators may captivate students' attention and support learning in a medium that connects with them by exploiting their students' fondness for TikTok (Terminalfour, 2023). This is because TikTok's style allows students to create compelling and innovative material to display their products, convey business information, or provide value to their audience. Students may make aesthetically appealing and engaging videos by utilizing TikTok tools such as effects, filters, and sound effects.

2.3 Social Media Marketing

Social media marketing has come to be as a novel and rapidly expanding mechanism for enterprises to interact with their intended customer base. Social media marketing refers to the utilisation of multiple social media platforms to promote a business and its offerings. Social media marketing strategy refers to the integrated operations of organisations that contribute to social media communicating (network) and engagement (influence) as a useful strategic method to achieve the intended marketing objectives (Li et al., 2021). The interactive properties of this communication platform facilitate participation, collaboration, and knowledge-sharing activities, making it a crucial tool for disseminating brand information, as acknowledged by scholars such as Kusumasondjaja (2018) and Valos et al. (2017). The majority of customers acquire information from various social media platforms because they feel the sources are more credible than company-sponsored communications via traditional marketing. Marketing or advertising refers to marketing and promotional actions put out by businesses on social media in order to enhance sales (Bîlgîn, 2018).

2.3.1 Social Media Advertising

According to Lou and Koh (2018) social media advertising is "a term used to describe a type of online advertising that uses social networks." This is due to the fact that, in order to perform social media advertising, marketing practitioners publish brand content in the form of advertisements on social media networks, which is one of the most widely used techniques to increase advertisement exposure. Furthermore, each platform has a unique set of experiences associated with advertising assessments. It is also demonstrated that participation with social media advertising is critical in understanding how social media engagement is connected to advertising assessments. Van-Tien Dao et al. (2014) conducted a survey and found that the factors of informativeness, entertainment, and legitimacy have a favourable impact on consumers' perception of the value of social media advertising. This perception, in

turn, influences their intention to make online purchases. According to Lee and Hong (2016) found that the presence of informative content and innovative advertising played a crucial role in generating favourable behavioural responses to social media commercials.

2.4 Social Media Experience

Social media experience refers to the individual's subjective and personal method of engaging with social media platforms. The formation of one's online identity is influenced by several elements, such as the user's unique personality, their social connections, and the particular social media sites they engage with. (Berezan et al., 2018). Social media experiences can significantly improve mental health and well-being, especially when used in an intentional and consistent manner. According to research, routine social media use is positively correlated with social well-being, good mental health, and self-rated health. This includes responding to information provided by others and using social media as part of one's daily routine. By providing a platform that goes beyond time and distance, social media engagement in this manner can help make up for the decline in in-person social interactions that people experience due to their busy lives. It also allows users for growing and enhancing their in-person connections and conversations (Bekalu et al., 2019). Furthermore, social networking websites platforms offer individuals with mental illness the chance to share their personal experiences, acquire information, and obtain guidance from their peers. Social media can function as a strong treatment tool for those suffering from mental disorders, offering assistance, enhancing involvement and adherence to treatment, and enhancing existing mental health services. (Naslund et al., 2020). Digital platforms offer significant benefits to disadvantaged young people, offering them a crucial outlet for self-exploration and self-expression, as well as facilitating the development of meaningful connections that can serve as an insurance policy against the negative impacts of stress (Turner, 2023).

2.4.1 Peer Influence

In general, individuals want to belong to a peer group of people who have similar traits as them, and by utilizing social media, they may experience the joy of feeling connected (Risto Kaijanto, 2018). Peer influence refers to the influence that peers have on an individual's attitudes, beliefs, behaviors, and decision-making process. It is a neutral phrase that incorporates both good and negative changes caused by peer influence. While peer influence differs from peer pressure and socialization, which relate to regressive and adaptive changes, it admits that peer influence can have beneficial or bad consequences (Laursen and Veenstra, 2021). However, peer influence can have both positive and negative effects on adolescents. On the positive side, peers can provide social support, help adolescents learn new skills, and encourage them to conform to social norms. For example, peers can help adolescents develop their social skills, teach them how to resolve conflicts, and encourage them to engage in healthy behaviors (Brechtwald and Prinstein, 2018). On the negative side, peers can also pressure adolescents to engage in risky behaviors, such as substance abuse, violence, and delinquency. For example, peers may pressure adolescents to drink alcohol, smoke cigarettes, or use drugs. They may also pressure adolescents to engage in risky sexual behaviors or to commit crimes (Eisenberg, 2018).

2.5 Student Behaviour

Behaviour definition is critical for effective education. The ability to specify behaviour contributes to the success of the learning process. Behaviour is often defined as what someone does for others. Behaviour is all the things a person does that can be seen and measured (Bakana, 2022). (Ahmad, 2018) defined student behaviour as the purposeful choice of a product, service, experience, or concept by individuals or groups to fulfil their needs, while also considering the lasting impact on both the student and society. Student buying behavior online refers to how students utilize the

internet to purchase products and services. This might range from textbooks to clothing to electronics. Convenience, affordability, and product availability are all variables that impact student purchase behavior while shopping online. A high-quality of personalization indicates that consumers can get greater value and good benefits from online shops. For example, when customers purchase personalized items that meet their individual needs, they may enjoy high-quality services (Dang et al., 2019).

2.6 Purchasing Online

Purchasing online is the process of purchasing and selling goods via the internet, involves the direct purchase of products from an individual without the involvement of an intermediary. According to R.Sivanesan (2017), consumers have the ability to compare online purchasing options with those provided by other intermediaries in order to identify the most suitable option for their needs. According to Al-Debei et al. (2015) individuals who engage in online purchasing are unable to physically perceive, touch, experience scent, or sample the products they intend to procure. Purchasing goods online websites must control their image since it is an important resource that often delivers large profits. In the context of online buying, a website image refers to the mental image that clients have of the website. It may also be described as what customers experience and think about when they think of an internet page or see its logo according to Tang et al. (2021). As defined by (Chew and Vincent Wee Eng Kim, 2021) the advantages of purchasing goods via the internet for consumers include a wide range of products and services, convenience and availability of information, as well as risk perception by consumers, which will affect their purchasing decision and impact online shopping.

2.6.1 The Impact of Purchasing Online on Student's Life

Online purchasing is the process of buying goods or services over the internet. It has become increasingly popular in recent years, as more and more people have access to the internet and electronic devices. However, there are also some risks associated with online purchasing to university student, such as additional money, perceived utility, risk perception, trust, and recommendations and sponsored.

2.6.1.1 Additional Money

The study also found that students who have access to additional money are more likely to spend it on non-essential items, such as clothing, electronics, and entertainment. This is because they have more disposable income and are not as concerned about saving money. Students who use social media are also more likely to be influenced by online advertising and make impulse purchases. This is because they are constantly bombarded with ads for products and services, and they may not take the time to research the products before making a purchase. (Zulfaris et al., 2020) have reported that the younger generation is exhibiting an increase in impulsive spending tendencies, which can be attributed to the availability of greater disposable income in the form of personal finances, credit cards, or supplementary credit cards provided by family members. Although many of them possess high levels of intelligence and self-sufficiency, they appear to lack a comprehensive understanding of the significance of financial resources. Students who are not financially literate are more likely to overspend online because they may not be aware of the true cost of the products they are buying. They may also be more likely to use credit cards to make online purchases, which can lead to debt problems.

2.6.1.2 Perceived Utility

Perceived utility is the subjective assessment of the usefulness or value that people associate with a product, service, or experience. It can have a considerable role in affecting consumer behaviour, particularly online shopping decisions. Individuals are more likely to make online purchases when they regard internet buying to be practical, convenient, and satisfying their requirements (Tariqul Alam, 2018). This study examined the relationship between the perceived utility and the online purchasing behaviours of college students. The results revealed a positive correlation between what is believed to be useful and online purchasing behaviour of college students. These studies indicate that the perceived usefulness of online purchases significantly affects students' propensity to make such purchases. Perceiving the usefulness of internet shopping increases the likelihood of students making online purchases (Kahar et al., 2019). This is because online shopping offers a number of benefits that traditional brick-and-mortar shopping does not, such as convenience, variety, and affordability. In addition to perceived usefulness, other factors that may influence students' intention to purchase online include perceived ease of use, attitude, self-efficacy, and subjective norms. Perceived ease of use refers to the extent to which students believe that they can easily use an online shopping website (Zuniarti et al., 2021). Attitude refers to students' overall evaluation of online shopping. Self-efficacy refers to students' belief in their ability to use an online shopping website. Subjective norms refer to students' perception of what others think about online shopping.

2.6.1.3 Risk Perception

Risk perceptions in online commerce are typically associated with the medium implemented, namely the dependability and security of doing transactions online, according to Zendehdel et al. (2015). The findings of the study on perceived risk within this domain are highly productive. Perceived risks pertain to the intangible expenses that customers incur in their purchasing decisions, signifying a form of unpredictability regarding forthcoming outcomes. The presence of uncertainty is likely to have a significant impact on the purchasing intentions of consumers, as noted by (Wei et al., 2018, P.4). In contemporary times, information technology holds a significant position in the daily lives of individuals. The reason for this is that individuals possess a greater degree of autonomy in selecting diverse services and applications to fulfill their respective requirements. The subjective expectation that customers have in online shopping is characterized by the perceived risk, which represents a form of loss (Zhang and Yu, 2020). The aforementioned explication of perceived risk elucidates that the consumer's apprehension of risk is an internalized phenomenon that lacks direct observability; the facets of risk are only deducible through specific indicators. According to Hilverda et al. (2018) consumers are required to make informed decisions with respect to the purchase and consumption of such products (p. 3).

2.6.1.4 Trust

Siau and Wang (2018) define trust as the conviction that another party in a specific scenario is kind, competent, honest, or predictable, as well as the readiness to rely on another. According to this concept, trust can mean considered a set of ideas concerning integrity and the readiness of one person to rely on another in a difficult scenario. When it comes to mediating the relationship between online purchase intent,

the quality of a website reputation, and the perception of service quality, trust is very important (Qalati et al., 2021). This study provides valuable insights for decision makers in web-stores by examining the importance of trust and its role in moderating the impact of risk perceptions on the intention to make online purchases. Additionally, it demonstrates how an increase in trust mitigates the influence of a perceived risk on one's intention to make online purchases. To enhance sales and mitigate risk, organizations have to establish higher levels of confidence with their customers. This lowers risk and strengthens their relationship with them. Since the customer has no direct influence over the retailer's activities, trust is a crucial factor in online transactions (Bhatti et al., 2020). Furthermore, conventional shopping differs significantly from the internet purchasing hesitancy and doubt. Lack of trust is a significant barrier for consumers to shop online, as well as merchants to acquire and keep customers.

2.6.1.5 Recommendations and Sponsored

Recommendations are suggestions made to consumers by a retailer or other entity about products or services that they may be interested in. Recommendations can be based on a variety of factors, such as the consumer's past purchase history, their browsing behavior, or their demographic information. Sponsored purchasing is a type of advertising in which a retailer or other entity pays to have their products or services featured prominently on a website or other online platform. Sponsored purchasing can be used to increase brand awareness, drive traffic to a website, or generate sales (Chen et al., 2022). The impact of online recommendations on customers' buying intention. The authors performed an experiment in which individuals were randomly allocated to one of three conditions: a control condition, reading an online customer recommendation, or receiving a suggestion from a friend. Participants who read an online customer recommendation or received a suggestion from a friend were more likely to demonstrate buy intent than those in the control condition, according to the findings (Orús et al., 2019). The authors argue that online recommendations can

influence consumers' purchase intention by providing social proof and reducing uncertainty. Social proof is the phenomenon whereby people are more likely to follow the actions of others. In the context of online shopping, social proof can be provided by online customer reviews and recommendations. When consumers see that other people have bought and enjoyed a product, they are more likely to be persuaded to buy it themselves.

Uncertainty is another factor that can influence consumers' purchase intention. When consumers are uncertain about a product, they are less likely to buy it. Online recommendations can reduce uncertainty by providing consumers with information about the product, such as its features, benefits, and reviews. This information can help consumers to make more informed decisions about whether or not to buy a product. The findings of this study suggest that online recommendations can be an effective way to increase consumers' purchase intention. Businesses that want to increase sales should consider using online recommendations to promote their products.

2.7 Agencies

According to The Malaysian Communications and Multimedia Commission, (MCMC) was founded on 1 April 1999 under the Communications and Multimedia Act 1998. The Act was created to provide an overall regulatory structure for Malaysia's communications and multimedia sector. Prior to the Act's passage, the business was governed by a variety of various laws, notably the Telecommunications Act of 1950 and the Broadcasting Act of 1988. The MCMC has been highly successful in encouraging the growth of Malaysia's communications and multimedia industry. In recent years, the business has evolved fast, and Malaysia is currently one of the most sophisticated countries in the area in terms of communications and multimedia infrastructure. Additionally, the MCMC has been effective in upholding the interests of industry customers. The Commission has taken a number of steps to guarantee that

operators treat customers fairly and that they have access to high-quality communications and multimedia services.

The MCMC is dedicated to making the radio spectrum more efficient and effective. The Commission has created a variety of rules and programmers to guarantee that the radio spectrum is utilized to benefit Malaysians. The MCMC is also collaborating with other countries to produce international radio spectrum standards. The MCMC is an important role in the growth of Malaysia's communications and multimedia sector. The Commission is devoted to supporting industrial growth, protecting consumer interests, and guaranteeing the efficient and effective use of radio spectrum.

According to The Malaysian Communications and Multimedia Commission (MCMC) are responsible for various functions related to the regulation and development of the converging communications and multimedia industry in Malaysia. Some of the key functions of the MCMC include:

- 1. Policy Development:** The MCMC advises the Minister on matters concerning the national policy objectives for communications and multimedia activities. It plays a crucial role in developing policies that promote the growth, innovation, and competitiveness of the industry.
- 2. Regulatory Oversight:** The MCMC implements and enforces the provisions of the communications and multimedia law. It ensures compliance with regulations and licenses, monitors industry players, and takes appropriate actions to address non-compliance or violations.
- 3. Spectrum Management:** The MCMC manages the allocation and utilization of radio frequency spectrum, a vital resource for wireless communications and broadcasting. It ensures efficient and fair spectrum allocation to support the development and operation of various communication services.

4. **Consumer Protection:** The MCMC has a responsibility to safeguard consumer interests in the communications and multimedia sector. It promotes fair competition, monitors service quality, and addresses consumer complaints and disputes. The MCMC also educates consumers about their rights and provides avenues for redress.
5. **Industry Development:** The MCMC fosters the growth and development of the communications and multimedia industry in Malaysia. It promotes investment, innovation, and technological advancement, aiming to create a vibrant and sustainable industry ecosystem.
6. **Digital Inclusion:** The MCMC works towards bridging the digital divide and promoting digital inclusion. It implements initiatives to ensure access to affordable and reliable communication services, particularly in underserved areas and for marginalized communities.
7. **Research and Development:** The MCMC conducts research and studies to support evidence-based policy-making and industry development. It collaborates with stakeholders and industry players to identify emerging trends, challenges, and opportunities in the communications and multimedia sector.

These functions collectively contribute to the MCMC's mandate of regulating and advancing the communications and multimedia industry in Malaysia, while protecting consumer interests and promoting national development.

2.8 Conceptual Framework

The conceptual framework for this study is constructed based on the discussion of the independent variable and the dependent variable.

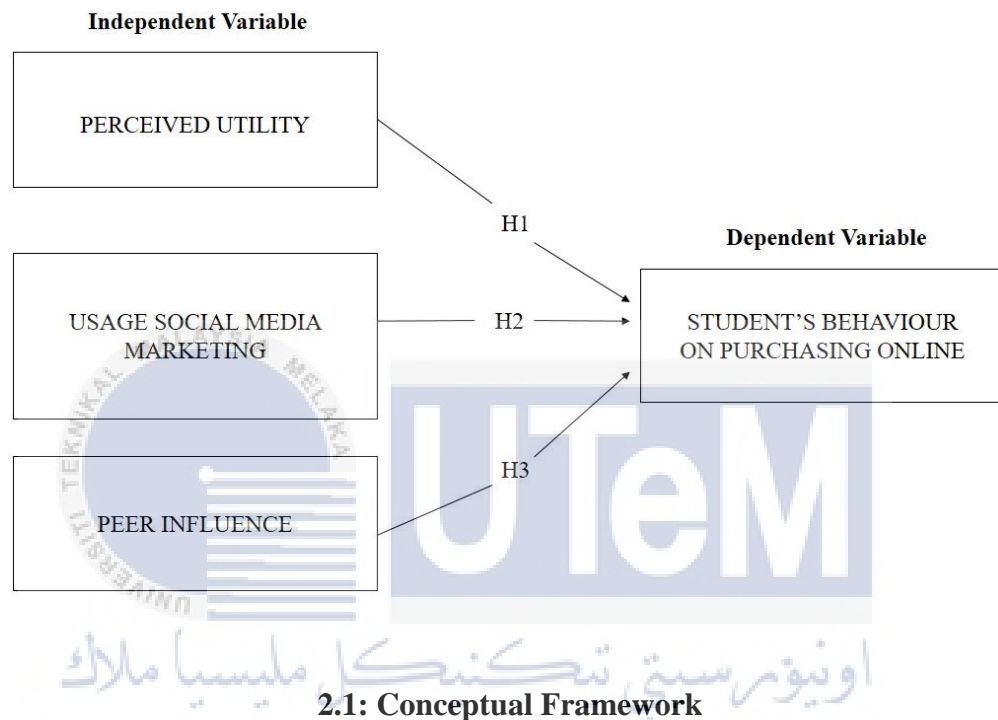


Figure 2.1 shows that the analysis of social media marketing that affects how students behave when making online purchases will be guided by the theoretical framework that is provided.

2.9 Research Hypothesis

Three hypotheses will be offered in this section based on each relationship formed and developed through the conceptual framework outlined in the previous section.

Hypothesis 1

H_{01} . There is no significant relationship between perceived utility and student behaviour.

H_1 . There is a significant relationship between perceived utility and student behavior on purchasing online.

Hypothesis 2

H_{02} . There is no significant relationship between usage social media marketing and student behaviour on purchasing online.

H_2 . There is a significant relationship between usage social media marketing and student behavior on purchasing online.

Hypothesis 3

H_{03} . There is no significant relationship between peer influence and student behavior on purchasing online.

H_3 . There is a significant relationship between peer influence and student behaviour on purchasing online.

2.10 Summary

In general, this chapter is based on secondary data, which researchers obtained via online publications, journals, and theses. This chapter also examined the previous researcher's notions and distinct definitions linked to this study issue, which is the analysis of social media marketing that influences the student's behaviour on online purchasing. This chapter also includes an outline of a conceptual framework and the development of a hypothesis.



CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

The previous chapters established a framework to analyses research objectives, or the research aims to examine. The next stage is to research design, methodology selection, data sources, data collection technique, data collection technique, issues of reliability and validity, definition of key team, concept and variables, and pretest or pilot study that provides the best way to gather data.

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3.1 Research Design

Research design refers to the process of obtaining a conclusive answer to a research issue. To do this, researchers might employ either a qualitative or quantitative study design (Adebiyi, J. A. and Abayomi, 2016). Quantitative research designs utilize methodologies and measurements that yield clear and measurable findings. The data gathered is a result of empirical experiments and observations. These strategies need a significant amount of effort and planning. They frequently provide closed replies (Asenahabi, 2019)

The research design is the systematic plan or framework employed by a researcher to determine the appropriate methodologies and techniques for conducting their study. The design facilitates researchers in conducting a study utilising a suitable methodology. Explanatory, exploratory, descriptive, and evaluative research designs are the four different categories of study. The study is being conducted by the researcher utilizing descriptive research methodology.

3.1.1 Descriptive Research

Descriptive research is one of the four main types of research design. It is a decisive quantitative research approach used to test a specific hypothesis and characterize a characteristic and function. Descriptive research should contain distinct and precise research questions or concerns. According to Loeb et al. (2017), descriptive research is used to identify patterns in data and provides answers to the questions of what, where, who, and when. It also identifies occurrences that occur in the world. This design is used by the researcher to characterize the study subject, which is the analysis of social media marketing that influence the student's behavior on purchasing online.

Descriptive research can be quantitative or qualitative in nature. This might include gathering quantitative data in the form of figures, such as the frequency with which students use social media platforms, the kind of most students who use social media, and social media behaviour. Descriptive statistics play a crucial role in transforming data into a form that is easier to understand since the human brain is not capable of processing massive volumes of raw data. This is because by using this tactic, researchers could create and formulate questions that will facilitate respondents' comprehension and completion of the survey.

As a result, this study employs a descriptive research methodology to reach an agreement on the analysis of social media marketing that influence the student's behavior on purchasing online. According to (Jilcha Sileyew, 2020) descriptive research describes the precise profile of a person, event, or circumstance. From the perspectives of individuals, organisations, and industries, this approach offers researchers an explanatory profile of the key features of the phenomenon of interest. As a result, this study methodology enables researchers to obtain data about social media in business from a variety of respondents. This strategy assists academics in analyzing answers on how social media impacts students behaviour in online purchasing.

According to Kaur et al (2018) argue that descriptive statistics play a crucial role in the initial analysis of data as they provide a basis for conducting inferential statistical tests to compare variables. In order to minimize the occurrence of erroneous data and illegal information dissemination, it is imperative that researchers adhere to sound research principles by systematically presenting the most precise descriptive statistics.

3.2 Methodologies Choice

A concept of methods choice is the process of choosing and figuring out the best research technique for a particular project. A research methodology includes the methods, tools, and processes utilised in a research project to gather and analyse data. The choice of technique is critical since it has a direct impact on the validity, dependability, and general calibre of the study findings.

3.2.1 Quantitative

A quantitative study is a survey undertaken to determine is the analysis of social media marketing that influence the student's behaviour on purchasing online. According to Ahmad et al. (2019) quantitative research is a technique that produces numerical data and empirical evidence using scientific principles. Moreover, the objective is to demonstrate a cause-and-effect relationship between two elements by using a combination of computational, computational aspects, and statistical methods. The study in question is widely recognised as empirical research due to its ability to conduct precise assessments.

Since the target respondents for this study were students who used social media as a platform, the quantitative method was an excellent choice for the researcher to gather data from the respondents. The researcher wanted to investigate the impacts of online purchasing behaviour among university students. This strategy makes it easier for the researcher to collect data and categorise it. The use of quantitative research facilitates the creation of raw data graphs and tables, which facilitates the analysis of the findings by researchers (Ahmad et al. 2019)

Quantitative research is data-driven, as was already noted. Primary quantitative research techniques and secondary quantitative research methods are the two types of quantitative research methodologies. Both strategies were employed by

the researcher in this investigation. This is due to the fact that primary quantitative research is the most often employed type of market research. The key difference between primary and secondary research is that the researcher concentrates on direct data collecting rather than depending on data gathered from earlier study.

Researchers performed survey research to identify the variables influencing students' behaviour when using social media for online shopping. This is because it makes it simpler for researchers to quickly gather information from responders. Additionally, using scientific statistical software on a computer to calculate and execute data can save a lot of time and money (Daniel, 2016).

While using secondary data or data from other sources is a part of secondary quantitative research. To increase the overall efficacy of the investigation, the accessible data were summarised and gathered. This strategy is used by researchers to collect data on social media marketing and student purchase behaviour while shopping online. This strategy is also used by researchers to support the goal of the study. The research methodology involves the acquisition of numerical data from diverse sources, including online databases and scholarly literature. The implementation of secondary quantitative research serves to correspond the information obtained from primary quantitative research, as well as to affirm the accuracy of previously acquired data.

3.3 Data Collection Technique

The term "data collection techniques" refers to the methodical process of making observations or taking measurements in order to collect relevant information of data for study or analysis. To acquire high-quality and relevant data, numerous processes and considerations must be taken.

To complete this study, the Researcher obtained the data by using primary and secondary data such as questionnaires, journals, sources from the internet, and others.

3.3.1 Primary Data

Primary data, which are obtained directly from the source, are widely considered to be the most reliable form of data in studies. According to Ajayi (2017), primary data sources encompass various methods such as surveys, observations, experiments, questionnaires, and personal interviews. The present investigation employed a questionnaire as a data collection tool to examine the impact of social media marketing on the online purchasing behaviour of students.

3.3.2 Secondary Data

Secondary data is information obtained from original sources and made available to researchers for use in their research. Ajayi (2017) defines secondary data gathering sources as publications from the government, websites, journal papers, books, and internal records. Scholars refer to academic journals and online resources to gain a deeper understanding of the terminology associated with the topic of their research.

3.4 Research Strategy

Researchers collect data and examine the outcomes via surveys. According to Loeb et al. (2017) three key instructional objectives have to be instructed as part of acquiring quantitative data analysis: choosing which questions to ask during each stage of a data analysis, understanding how to assess the applicability of potential questions, and selecting how to comprehend the deep-level relationships within the data.

3.4.1 Survey

A questionnaire is used by a survey researcher to collect information regarding respondents in order to answer research questions. Questionnaires are a widely used and efficient method of gathering data from a significant number of respondents within a brief period. The design of questionnaires holds significant importance in ensuring the collection of dependable data, which can be analysed and generalised for drawing conclusions. According to the source "Questionnaire: The definition, Examples, Design, and Types" by Simply Psychology, questionnaires are considered a cost-effective and time-efficient way to evaluate the behaviours, attitudes, preferences, opinions, and intentions of a large group of people when compared to other methods. Surveys typically include both open-ended and close-ended questions to collect data and information. This strategy is advantageous since it allows for the collecting of information that is qualitative as well as quantitative.

The researcher will use Google Form to deliver the online questionnaire to the target respondents, who are Malaysian undergraduate university students. According to Nawi et al. (2019), the questionnaire for an online survey was prepared using simple and unbiased wordings so that respondents could readily comprehend the questions. Essentially, the researcher relies to past study to design the questionnaire that is connected to the importance of technological advancements such as social media platforms in online purchase. The questionnaire is also created by the researcher depending on the study goals. The researcher will deliver the questionnaire to the target responder and will randomly distribute 169 questionnaire surveys to university students who influence their purchasing online behaviour through social media marketing.

As mentioned by the researcher above, the respondent is given a survey using Google Forms. This is because taking online surveys offers the researcher an edge because it is more convenient for both the researcher and the respondent. Because the researcher sent the survey to the respondents via social media or email, the speed and

reach of time taken to distribute and answer questions was quite easy. Furthermore, the cost required is not prohibitively expensive, and it saves the researcher time when conducting study. Respondents frequently prefer to complete survey questionnaires online because they may answer with pleasure and at their own leisure, which can enhance response rate (Ball, 2019).

Once the research approach, which is a survey, is determined, the researcher must prepare the questions to be distributed to the target responder. This is because the questionnaire questions are critical for the researcher to collect data and examine the study's goal. According to Jones et al. (2013), the questions should be ordered logically, with questions on the same topic grouped together and with significant sections if the questions are lengthy enough to merit them. It's also beneficial to include summary and introductory questions at the beginning and conclusion of the survey. It demonstrates that the questions posed are crucial in assisting responders and making it simple for them to react.

3.5 Research Location

This study investigates the analysis of social media marketing that influence the student's behaviour on purchasing online. The study focuses on undergraduate university students in Malaysia and university UTeM in Melaka who are influenced by social media marketing, regardless of state. Researchers have found that many students are still forming their identities and ideals, which explains this. They are more open than older individuals to be moved by commercial messaging. This makes students an attractive target market for organisations looking to influence their behaviour. As a result, academics are curious about their effect and why people chose social media platforms as their primary technology for purchasing their items.

3.6 Time Horizon

The term "time horizon" can be used to describe how far into the future a decision-maker looks while assessing the effects of a suggested course of action. Time is a crucial element that must be explicitly considered in the analysis in many of the decision-making situations that managers confront.

3.6.1 Cross Sectional Studies

According to previous studies, a cross-sectional study is an observational study that assesses data from a population at a single moment in time. It is employed to ascertain the traits of the population to be investigated. Furthermore, this study may be used to provide early data for organising future follow-up investigations. Once the participants are chosen, the researcher will gather data and assess the association between outcomes and exposures (X. Wang and Cheng, 2020).



3.7 Research Instrument

A research instrument is a tool or procedure used to collect, measure, and analyse information gathered from respondents or participants in a research project. The instrument might differ based on whether the research is quantitative, qualitative, or mixed-method.

In quantitative research, standardised questionnaires or surveys are frequently used as research tools for gathering data from a large number of participants. These instruments are made up of prepared questions or items that include several response alternatives, allowing for standardised data gathering and statistical analysis.

3.7.1 Questionnaire Design

Questionnaires are an essential component of research, particularly for quantitative methodologies. A questionnaire is a set of written questions meant to collect data in an ordered fashion about people's ideas, interests, perceptions, expectations, and actions for the aim of research projects. The questionnaire is divided into three sections, the first of which is part A, which contains demographic information on the respondent. This component contained the respondent's age, gender, state, status, and length of time on a social networking platform. The question in Section B invites students to assess where they stand on the use of social media for online shopping.

The following questions are included in this section: (1) the impact of online purchasing based on perceived utility (2) social media marketing based on Instagram, Facebook, and Tiktok; and (3) social media experience based on peer influence. Section C is the final section of the questionnaire in which the researcher asks students to evaluate their capacity to execute their behaviour with product-related activities. This part covered information analysis, teamwork, and problem solving, recognising possibilities, taking chances, and adjusting to adapting to new conditions.

The researcher employed a Likert scale with the following options in sections B and C: strongly disagree, disagree, neutral, agree, and highly agree. The questionnaires were also prepared by the researchers in accordance with the research goals. The target respondents received 169 questionnaires from the researcher, who would deliver the questionnaire to them. According to Menold et al. (2018), the

suggested evaluation scale would be the factor used to evaluate whether respondents' responses to the questionnaire such as their agreement, strength, frequency, or satisfaction will be approved. Respondents will assess the questions and objects by marking the relevant categories, which often include personal attributes, attitudes, and behaviours.

Table 1: Question of Demographic For Student University Based on Respondent's Age, Gender, State, Status, and Length of Time on a Social Networking Platform

Question
What is your age? (18-20,21-23,24 and above)
What is your gender? (Male/Female)
Which university do you currently attend university in Malaysia? (Universiti Teknikal Melaka Malaysia (UTeM), Universiti Utara Malaysia (UUM), Universiti Pendidikan Sultan Indris (UPSI) , Universiti Kebangsaan Malaysia (UKM), Universiti Putra Malaysia (UPM), Universiti Teknologi MARA (UiTM), Other (please specify)
What is your current educational status? (Undergraduate student/Graduate student)
How long have you been using social networking platforms? (Less than 1 year/1-2 years/3-5 years/More than 5 years)

Table 2: Question and Instruments of Social Media

Question
What type of social media you use? (Instagram, Facebook, Tiktok)
How much time do you spend on social media platforms daily? (Less than 15 minutes, 15 minutes to 1 hour, 1 to 3 hours, 3 to 5 hours , More than 5 hours)

Category	Instruments
SM1	Social media has a significant impact on my opinions and beliefs.
SM2	I feel pressure to present a certain image or lifestyle on social media.
SM3	I actively engage with others' content through likes, comments, or shares on social media.

Table 3: Question of Purchasing Online

Question
<p>What types of products do you typically purchase online?</p> <p>(Electronics, Clothing and fashion, Beauty and personal care, Home and kitchen appliances, Books and media, Health and fitness, Food and groceries Other (please specify)</p>
<p>Which methods of online payment do you prefer?</p> <p>(Credit/debit card, PayPal, Digital wallets (e.g., Apple Pay, Google Pay) Bank transfer, Cash on delivery, Other (please specify)</p>
<p>What are the main reasons you choose to make purchases online?</p> <p>(Convenience and ease of shopping, Wide variety of products available, Competitive prices and discounts, Ability to compare products and read reviews, Time-saving, Access to exclusive or hard-to-find items, Avoiding crowded stores and long queues Other (please specify)</p>
<p>Do you prefer online shopping over traditional brick-and-mortar shopping?</p> <p>(Yes, I prefer online shopping, No, I prefer traditional shopping, It depends on the product or situation)</p>
<p>Which factors most influence your decision to make an online purchase?</p>

(Price , Product reviews and ratings , Brand reputation , Product descriptions and specifications , Recommendations from friends or family, Social media influencers ,Promotional offers and discounts

Table 4: The Impact of Online Purchasing based on perceived utility

Perceived Utility Instrument

Category	Instruments
PU1	I find that purchasing online is convenient and simple to use.
PU2	I believe that online purchases offer value for money.
PU3	Online shopping helps me meet my needs and preferences effectively.
PU4	Online purchasing offers convenience and saves time.
PU5	Online purchasing provides a wide range of product options.
PU6	Online purchasing allows for easy comparison of prices and features.
PU7	Online purchasing enhances the overall shopping experience.
PU8	Online purchasing offers better deals and discounts compared to offline shopping.
PU9	Online purchasing provides access to niche or hard-to-find products.
PU10	Online purchasing provides detailed product information and customer reviews.

Table 5: Usage Social Media Marketing based on Instagram, Facebook, and Tiktok

Instagram Instrument

Category	Instruments
I1	Social media marketing on Instagram positively influences my perception of brands.
I2	Instagram posts by brands help shape my opinions and attitudes towards them.
I3	I find brands on Instagram more appealing and trustworthy due to their marketing efforts.
I4	I actively seek product information and recommendations on Instagram.
I5	I rely on Instagram posts and stories to discover new products or services.

Facebook Instrument

Category	Instruments
F1	Social media marketing on Facebook positively influences my perception of brands.
F2	Brand Facebook posts influence my ideas and attitudes relating to them.
F3	I find brands on Facebook more appealing and trustworthy due to their marketing efforts
F4	Facebook marketing campaigns increase my desire to purchase products or services.
F5	I rely on Facebook posts and advertisements to discover new products or services.

Tiktok Instrument

Category	Instruments
T1	Social media marketing on TikTok positively influences my perception of brands.
T2	Brand TikTok posts influence my ideas and attitudes relating to them.
T3	I find brands on TikTok more appealing and trustworthy due to their marketing efforts.
T4	TikTok marketing campaigns increase my desire to purchase products or services.
T5	I rely on TikTok videos to discover new products or services.

Table 6: Social media experience based on peer influence.

Peer Influence Instrument

Category	Instruments
PI1	The opinions and recommendations of my peers on social media influence my decision-making.
PI2	I am likely to try products or services that are recommended by my friends on social media.
PI3	Peer endorsements on social media have a significant impact on my purchasing choices.
PI4	I consider my friends' opinions and experiences shared on social media when evaluating products or services.
PI5	Social media platforms provide opportunities for meaningful discussions and interactions with peers.
PI6	My peers' social media presence influences my overall satisfaction with my own social media experience.
PI7	I feel a sense of competition with my peers on social media, which influences my behavior.

PI8	Peer interactions and engagement (comments, shares, etc.) on my posts enhance my social media experience.
PI9	I feel a need to keep up with my peers' social media activities to maintain social connections.

Table 7: Student Behaviour on Purchasing Online

Student Behaviour Instrument

Category	Instruments
SB1	I frequently make online purchases for various products or services.
SB2	I compare prices and options from different online retailers before making a purchase.
SB3	I read online reviews and ratings before making a purchase decision.
SB4	I consider discounts, deals, or promotions when making online purchases.
SB5	I tend to purchase from online retailers that offer fast and reliable shipping.

3.8 Sampling Design

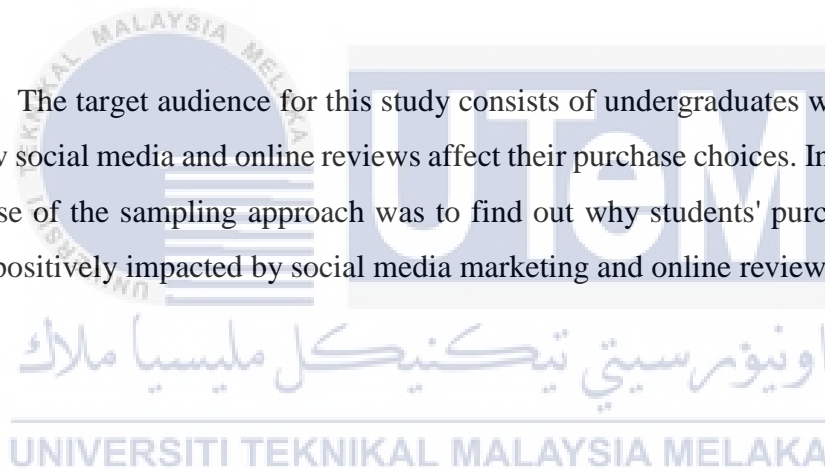
A sample is chosen from a broader group or population in order to collect data and draw conclusions about the population as a whole. This process is known as sampling design. It entails detailing the methodology or method used to choose the sample, figuring out the sample size, and describing the requirements for participation in the sample. It is possible to draw conclusions from statistics by using the sampling design, which also includes the computation of probabilities for each potential sample (Muhammad & Kabir, 2016).

3.8.1 Target Population

A target population is a specific group or set of elements about whom practitioners or researchers hope to carry out research or acquire data. The subject of a research or intervention is a particular group of people or things. Depending on the environment and aims of the research or intervention, the target population may differ.

The target population is frequently used in epidemiology to emphasise the concept that study samples may not always accurately represent the population to be studied. This concept recognises that sampling procedures may not always be accurate, resulting in unrepresentative samples (Stephanie, 2023).

The target audience for this study consists of undergraduates who are curious in how social media and online reviews affect their purchase choices. In this study, the purpose of the sampling approach was to find out why students' purchase decisions were positively impacted by social media marketing and online reviews.



3.8.2 Sampling Size

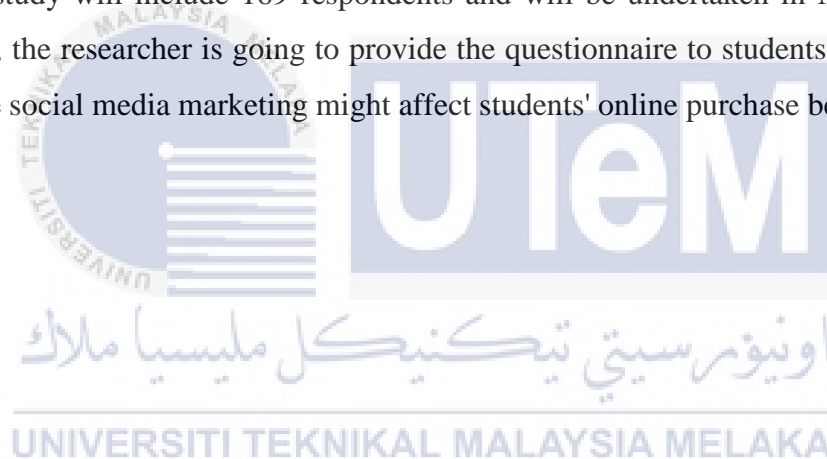
The sample size of a research refers to the number of individuals or observations involved in the study's sample. (Delice, 2001) asserts that sample size is crucial for data analysis techniques that will be employed in situations where there must be a significant number of respondents.

The convenience sampling approach was used for this study since it is the simplest way to calculate large amounts of data. According to expert estimates, the number of university undergraduate students in Malaysia will eventually total 592,680

thousand. These expectations are drawn from all Malaysian universities (Statista Research Department, 2022).

The sample size for this study was determined using procedures developed by (Krejcie and Morgan, 1970). According to Krejcie and Morgan (1970) give tables like the one below to employ sample size formula for bigger populations so that investigations to determine samples may be done simply.

The expected target respondents to achieve is 300 respondents from the researcher, who would deliver the questionnaire to them. However, after careful consideration, the researcher decided to focus on a smaller sample size respondents. This study will include 169 respondents and will be undertaken in Malaysia. As a result, the researcher is going to provide the questionnaire to students at universities where social media marketing might affect students' online purchase behaviour.



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	100000	384

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

Source: Krejcie & Morgan, 1970

Figure 3.1: Krejcie and Morgan (1970) sample size formula

(Source: McNaughton & Cowell, 2018)

3.9 Pilot Test

Pilot testing is sometimes referred to as research training, or more specifically, it aids the researcher in testing his research prior to doing the main study with a large number of participants. According to Fraser et al. (2018), pilot tests are carried out frequently to evaluate the viability of techniques, processes, questionnaires, and interviews, as well as their capacity to interact in a particular setting. In most cases, the researcher will conduct testing by distributing questionnaires to a limited group of participants, mostly relevant family members and their coworkers. This pilot test was also used by researchers to assess the correctness and reliability of questionnaires before delivering them to actual respondents.

Researchers should also be aware that doing a pilot test prior to beginning research is critical in order for the data gathered to be useful in the study. Furthermore, this pilot test can assist the researcher in choosing the research issue and ensuring that the study done will not waste the researcher's resources and time. Pilot testing can also alert researchers and allow them to modify the questionnaire on issues that could have had a detrimental influence on the study.

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3.10 Data Analysis

According to Calzon (2023), data analysis is the process of reviewing, cleansing, modifying, and modelling data in order to extract valuable information, generate conclusions, and improve decision-making. A wide range of approaches and strategies are used in the data analysis process in several fields, including science, business, and the social sciences.

3.10.1 Statistical Package for Social Science (SPSS)

The statistical analysis programme SPSS is used to analyse the data. SPSS is an abbreviation for social science statistics programme. It contributes to the editing and analysis of software for all forms of data. SPSS has the capability to analyse and manipulate various types of data, including virtually all forms of structured data. Furthermore, SPSS is software that is utilised for statistical analysis. Typically, SPSS is capable of managing a large amount of data and completing the study successfully. After gathering all the data, the researcher will employ SPSS to analyse it.

3.10.2 Pearson's Correlation Coefficient Analysis

The Pearson correlation coefficients serve as a statistical measure to quantify the correlation between two variables that are continuous. Zhou et al. (2016) assert the coefficient of Pearson's correlation is a commonly used technique in research to evaluate the correlation between two variables by quantifying the strength and direction of their linear relationship. The objective of performing a Pearson Correlation study is to investigate the impact of internet purchase behaviour on university students. Pearson Correlation analysis will also evaluate the five elements that influence these characteristics: additional money, perceived utility, risk perception, trust, recommendations, and sponsored content.

Furthermore, the correlation coefficient might have a positive or negative value depending on the direction of the association between the two variables. The occurrence of this can be explained by the fact that the correlation coefficients have values that range from +1 to -1, which indicates different levels of linkage. The sign of the coefficient indicates the direction of the relationship. A value of (\pm) denotes a perfect correlation between the two variables under consideration. A correlation value

of zero indicates a weak or non-existent link between the two variables. A positive correlation is denoted by a (+) symbol, whilst a negative correlation is shown by a (-) symbol.

3.10.3 Multiple Regression Analysis

According to Uyanık and Güler (2013) regression analysis is a method of statistics for examining the relationship between variables that have a reason and result in relationship. The above method is used to create the linear equation that shows the link between each of these variables as well as to investigate the correlation between a dependent variable and a single independent variable. Multilinear regression models consist of a single dependent variable and numerous independent variables. A multiple regression model is employed by the researcher to examine the many forms of relationships between criterion variables and indicators, as well as the degree of correlation between them.

This linear regression model is divided into two types: multiple linear regression and medium linear regression. The researcher employed multiple regression to determine if the impact of social media marketing on university students is influenced by all of the variables indicated above. Researchers may seek to find out how many students think that the benefits provided on social media inspire them to make social media a main platform in operating their online purchase habit.

3.11 Validity

Validity is tied to measurement precision, whereas reliability corresponds to measurement dependability (Middleton, 2023). It is critical to keep reliability and validity in mind while structuring your study, organizing your strategy, and writing up the results, especially in quantitative research.

3.11.1 Construct Validity

Construct validity is one of several metrics that may be used to validate tests. Construct validity is used to assess the extent to which the study's goals and objectives can be met. Questionnaires are frequently used by researchers to test the hypotheses or ideas being measured. When a construct is valid, it should show that a test's results may be used to forecast how the theory under consideration would behave.

To establish construct validity, researchers must carefully create their own indicators and measurements based on relevant current information. Only pertinent questions should be included in surveys delivered to respondents. Furthermore, construct validity is typically tested by comparing the exam to other tests assessing similar quality to determine the degree of connection between the two measures.

3.11.2 Internal Validity

Internal validity refers to the degree to which a researcher is certain that the link between cause and effect in a study cannot be explained by other factors. This approach is utilised in the study to determine whether or not the research is correct. It has to do with how many variables in the researcher's experiment are incorrect.

According to Patino and Ferreira (2018), the internal dependability of a study can be compromised by several factors, such as measurement errors or skewed selection of participants. Researchers should be mindful of these concerns and take measures to prevent them. Once the researcher has established the internal validity of a study, they may then proceed to draw conclusions regarding its external validity.

3.11.3 External Validity

The external validity of a study relates to how well the results are predicted to be completed precisely. In other words, the generality of the findings is referred to as validity of this type. This strategy assists the researcher in answering all of the research questions. As an instance, can the research be implemented in the actual world? External validity is high if the study is applicable to experiments, locations, individuals, and other times, and low if the research cannot be duplicated in other scenarios. As a result, it is critical to understand the efficacy of the study and its applicability in different scenarios.

3.12 Reliability

In quantitative research, dependability relates to how a method consistently assesses a study. The outcome of the measurement is considered reliable if it consistently produces the same result when employing the exact same approach and under the same conditions. Testing reliability is vital, according to (Taherdoost, 2018), since it refers to the consistency of the measuring components instrument. The scale also said that if the item scale is "unified" and measures the same construct, it has a high internal consistency dependability. The Cronbach Alpha coefficient is a regularly used metric of internal consistency. When utilising the Likert scale, it is thought to be the most accurate measure of dependability.

3.12.1 Cronbach's Alpha

A straightforward test called Cronbach's alpha is used to determine a composite score's internal consistency or reliability. Cronbach's alpha is another basic approach for determining whether or not a score is dependable. The usage of it is predicated on the researcher having a number of items that measure the same fundamental construct. Cronbach's Alpha was utilised in the previous work to assess the reliability of each construct for measuring internal consistency and to demonstrate how various questions may measure construct with confidence (Factor et al., 2015). Furthermore, the alpha value varies between 0 and 1, indicating a better level of internal consistency.

Table 8: Cronbach's Alpha Rule of Thumb
(Source: Habidin et al., 2015)

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

3.13 Summary

This chapter outlines all of the methodologies employed by the researchers in the study. The researcher employed quantitative methods to collect data for this study, which was delivered via questionnaires to Malaysian university students. Furthermore, descriptive research is used as the study design by researchers. Researchers also employed two data gathering approaches, primary and secondary data. SPSS software was also employed in this study to help the researcher analyse process data. All of the strategies used in the study make it much easier for the researcher to collect enough data.



CHAPTER 4

DATA ANALYSIS

4.0 Introduction

In this chapter, the research project employed a Google Form to distribute a questionnaire to 169 random respondents, in which the survey focused on social media marketing factors that influence students' online purchasing behaviors. The researcher will employ SPSS version 29 to analyze the gathered data in order to fulfill the goals of this study. This chapter also includes study hypotheses, descriptive analysis, Pearson correlation analysis, multiple regression analysis, reliability testing, and pilot tests for all variables. Additionally, descriptive statistical data for each independent variable, the dependent variable, respondent variable profiles, and descriptive demographic statistics are covered by researchers.

4.1 Pilot Test

The purpose of pilot testing is to identify the reliability and validity of the questionnaire in order to ensure that previous respondents who distributed on a large scale understand the question. A small sample of respondents can be given questionnaires as part of a pilot test, and the data can then be analyzed with SPSS. The final data will be compared to Cronbach's Alpha to assess the reliability of the data collection.

Table 9 shows the Cronbach's alpha values so that the researchers can determine the reliability of the analysis's findings. Cronbach's alpha must have a minimum value of 0.70 to be considered acceptable, and values less than 0.70 are considered questionable and poor. It is recommended that the alpha value be between 0.80 and 0.90. In a pilot study, 30 respondents received questionnaires from the researchers. The study is important in order for the researcher to be able to carry out further research through ensuring it a point that each respondent is aware of the questions asked.

Table 9: Cronbach's Alpha Rule of Thumb

(Source: Habidin et al., 2015)

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$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Based on Table 10, a total of 30 people responded to the questionnaire that was distributed. It demonstrates that the Cronbach's alpha is 0.952, indicating that it is dependable and valid to use because it is greater than 0.7 Cronbach's alpha.

Table 10: Reliability Statistic for Pilot Test of 30 respondents

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.952	.954	42

4.1.1 Perceived Utility

Table 11 shows that when the respondent understands the given, the Cronbach's Alpha for perceived utility is 0.908. A Cronbach's Alpha value greater than 0.7 indicates this.

Table 11: Reliability Statistic for PU of Pilot Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.913	10

Table 12: Item total Statistics for PU of Pilot Test

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PERCEIVED UTILITY 1	37.0667	33.030	.787	.956	.894
PERCEIVED UTILITY 2	37.2333	32.185	.797	.773	.892
PERCEIVED UTILITY 3	37.4333	31.426	.739	.771	.895
PERCEIVED UTILITY 4	37.1667	32.213	.682	.722	.898
PERCEIVED UTILITY 5	37.0667	33.168	.769	.940	.895
PERCEIVED UTILITY 6	37.1333	32.257	.748	.774	.895
PERCEIVED UTILITY 7	37.3667	32.171	.659	.758	.900
PERCEIVED UTILITY 8	37.2667	33.651	.559	.491	.906
PERCEIVED UTILITY 9	37.3333	32.437	.589	.758	.905
PERCEIVED UTILITY 10	37.5333	34.533	.465	.584	.912

4.1.2 Usage Social Media Marketing

Table 13 shows that when the respondent understandings the given, the Cronbach's Alpha for usage social media marketing is 0.941. A Cronbach's Alpha value greater than 0.7 indicates this.

Table 13: Reliability Statistic for USMM of Pilot Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.941	.944	18

Table 14: Item total Statistics for USMM of Pilot Test

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SOCIAL MEDIA 1	61.3333	147.126	.323	.594	.944
SOCIAL MEDIA 2	61.9667	148.861	.212	.696	.946
SOCIAL MEDIA 3	61.7667	139.220	.483	.783	.943
INSTAGRAM 1	61.6333	139.551	.717	.829	.937
INSTAGRAM 2	61.4667	136.326	.777	.926	.936
INSTAGRAM 3	61.5333	138.051	.820	.939	.936
INSTAGRAM 4	61.8000	136.510	.728	.916	.937
INSTAGRAM 5	61.8333	136.213	.692	.942	.937
FACEBOOK 1	61.6667	137.057	.768	.968	.936
FACEBOOK 2	61.7000	137.597	.773	.968	.936
FACEBOOK 3	62.0000	136.897	.765	.865	.936
FACEBOOK 4	61.7667	134.323	.827	.934	.935

FACEBOOK 5	61.9000	137.059	.639	.919	.939
TIKTOK 1	61.4667	138.740	.806	.944	.936
TIKTOK 2	61.4000	137.490	.777	.941	.936
TIKTOK 3	61.4333	135.840	.722	.965	.937
TIKTOK 4	61.2667	137.168	.783	.941	.936
TIKTOK 5	61.6000	138.110	.562	.919	.941

4.1.3 Peer Influence

Table 15 shows that when the respondent understandings the given, the Cronbach's Alpha for peer influence is 0.847. A Cronbach's Alpha value greater than 0.7 indicates this.

Table 15: Reliability Statistic for PI of Pilot Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.853	9

Table 16: Item total Statistics for PI of Pilot Test

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PEER INFLUENCE 1	29.8667	21.016	.656	.708	.821
PEER INFLUENCE 2	29.8000	20.372	.686	.873	.817
PEER INFLUENCE 3	29.7000	20.562	.654	.863	.821
PEER INFLUENCE 4	29.7333	20.961	.590	.819	.828
PEER INFLUENCE 5	29.6000	21.697	.539	.734	.833
PEER INFLUENCE 6	30.0000	22.000	.624	.707	.826
PEER INFLUENCE 7	30.0667	23.995	.196	.723	.872
PEER INFLUENCE 8	29.7000	22.010	.605	.702	.827
PEER INFLUENCE 9	29.8000	21.683	.617	.740	.826

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4.2 Descriptive Statistic Analysis

Descriptive analysis refers to the examination, summary, and presentation of data in a way that describes its key characteristics, patterns, and features. It involves the use of statistical or qualitative techniques to organize, describe, and present data sets, aiming to provide a clear understanding of the essential elements within the data. Researchers used tables and pie charts to display and summarize data details so that readers could better understand the data collected from the questionnaire. This method was used to analyse all sections of the questionnaire, including demographic profiles from respondents in section A, assessing where they stand on the use of social media for online shopping in section B, and the final section of the questionnaire, in which the researcher asks students to evaluate their ability to execute their behaviour with product-related activities in section C.

4.2.1 Respondent Demographic Profile

A respondent demographic profile refers to a collection of characteristics or attributes that describe the individuals participating in a survey, study, or research project. These characteristics typically include factors such as gender, age, university, current education status, how long have you been using social networking platforms, what type of social media you use, how much time do you spend on social media platforms daily, what types of products do you typically purchase online and other relevant identifiers do you own have been discussed in detail in this section. Data analysis on the group demographics is indicated by the frequency of all questions in the score value to be obtained.

4.2.2 Gender

Table 17 showed about the analysis of respondents' data by gender. From the total of 169 respondents, there are 108 female respondents (63.9%) and 61 male respondents (36.1%) have been taking part in this data collection process. There are half different between the number of female and male respondents. At the same time, it shows that female is the main user of online purchasing if compared to male and it is expected that some behavioural affect due to media social marketing.

Table 17: Frequency and Percentage of Gender

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEMALE	108	63.9	63.9	63.9
	MALE	61	36.1	36.1	100.0
	Total	169	100.0	100.0	

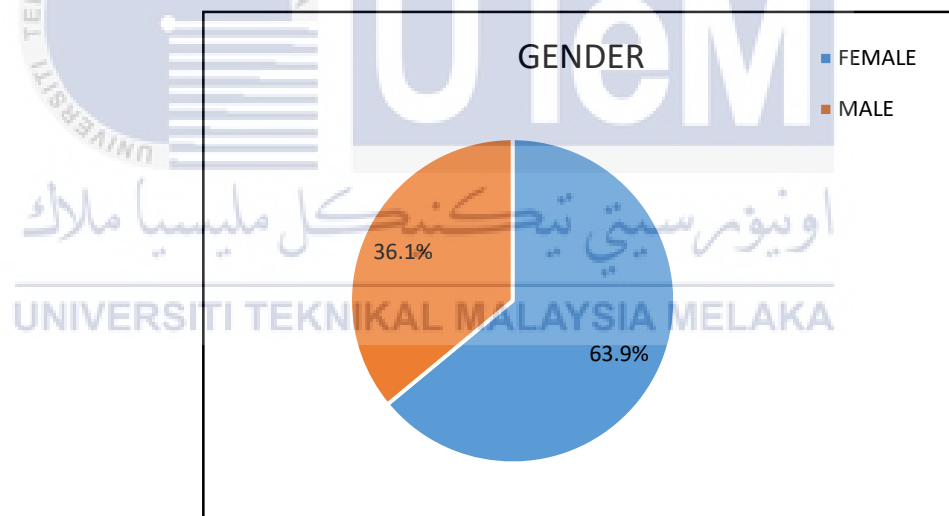


Figure 4.1: Gender of Respondents

4.2.3 Age

Table 18 showed about the analysis of respondents data by age. From the total of 169 respondents, there are 30 respondents (17.8%) who age 18-20 years old, 123 respondents (72.8%) who age 21 to 23 years old, 16 respondents (9.5%) who age 24 and above. It shows that the age range of 21-23 could give a valid answers for the survey since they are heavily involved in online purchasing and might give the answer if the social media marketing factors that influence the student behaviour.

Table 18: Frequency and Percentage of Age

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years old	30	17.8	17.8	17.8
	21-23 years old	123	72.8	72.8	90.5
	24 and above	16	9.5	9.5	100.0
	Total	169	100.0	100.0	

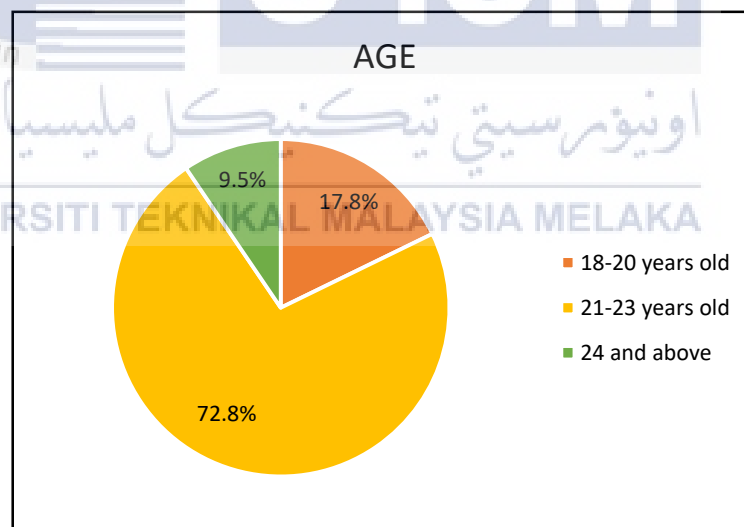


Figure 4.2: Age of Respondents

4.2.4 University

The bar chart illustrates the number of university do you currently attend university in Malaysia. UTeM (Universiti Teknikal Melaka Malaysia) has the highest count, standing significantly apart from the others with a count of 76. This indicates that it appears most frequently or has the highest representation in the dataset among all the listed universities. UPM (Universiti Putra Malaysia) and UiTM (Universiti Teknologi MARA) come next in frequency with counts of 9 and 16 respectively, suggesting a relatively high presence in the dataset but notably lower compared to UTeM. Following these, several universities such as UKM (Universiti Kebangsaan Malaysia), UMK (Universiti Malaysia Kelantan), UMT (Universiti Malaysia Terengganu), and UniSZA (Universiti Sultan Zainal Abidin) have counts ranging from 5 to 8, indicating a moderate frequency of appearance. Then, there are several institutions with lower counts ranging from 1 to 3, such as UniMAP (Universiti Malaysia Perlis), UMS (Universiti Malaysia Sabah), UTHM (Universiti Tun Hussein Onn Malaysia), UUM (Universiti Utara Malaysia), UNIMAS (Universiti Malaysia Sarawak), Heriot-Watt University Malaysia, unikl, Kktm muar, MSU, Politeknik, Politeknik Ungku Omar, and USM (Universiti Sains Malaysia), indicating less frequent representation or occurrence in the dataset. The highest number for UTeM due to principal of research is hail from UTeM. However, the reaction from other universities would give variety of valid and authentic answer for the survey.

Table 19: Frequency and Percentage University

		UNIVERSITY			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Universiti Kebangsaan Malaysia (UKM)	8	4.7	4.7	10.7
	Universiti Malaysia Kelantan (UMK)	8	4.7	4.7	15.4
	Universiti Malaysia Pahang (UMP)	5	3.0	3.0	18.3
	Universiti Malaysia Perlis (UniMAP)	2	1.2	1.2	19.5
	Universiti Malaysia Sabah (UMS)	1	.6	.6	20.1
	Universiti Malaysia Terengganu (UMT)	7	4.1	4.1	24.3
	Universiti Pendidikan Sultan Indris (UPSI)	1	.6	.6	24.9
	Universiti Putra Malaysia (UPM)	9	5.3	5.3	30.2
	Universiti Selangor (UNISEL)	1	.6	.6	30.8
	Universiti Sultan Zainal Abidin (UniSZA)	6	3.6	3.6	34.3
	Universiti Teknikal Melaka Malaysia (UTeM)	76	45.0	45.0	79.3
	Universiti Teknologi Malaysia (UTM)	2	1.2	1.2	80.5
	Universiti Teknologi MARA (UiTM)	16	9.5	9.5	89.9
	Universiti Tun Hussein Onn Malaysia (UTHM)	9	5.3	5.3	95.3
	Universiti Utara Malaysia (UUM)	6	3.6	3.6	98.8
	UPTM	2	1.2	1.2	100.0
	Universiti Malaysia Sarawak (UNIMAS)	3	1.8	1.8	1.8
	Heriot-Watt University Malaysia	1	.6	.6	3.0
	unikl	1	.6	.6	2.4
	Kktm muar	1	.6	.6	3.6
	MSU	1	.6	.6	4.1
	Politeknik	1	.6	.6	4.7
	Politeknik Ungku Omar	1	.6	.6	5.3
	Universiti Sains Malaysia (USM)	1	.6	.6	5.9
	Total	169	100.0	100.0	

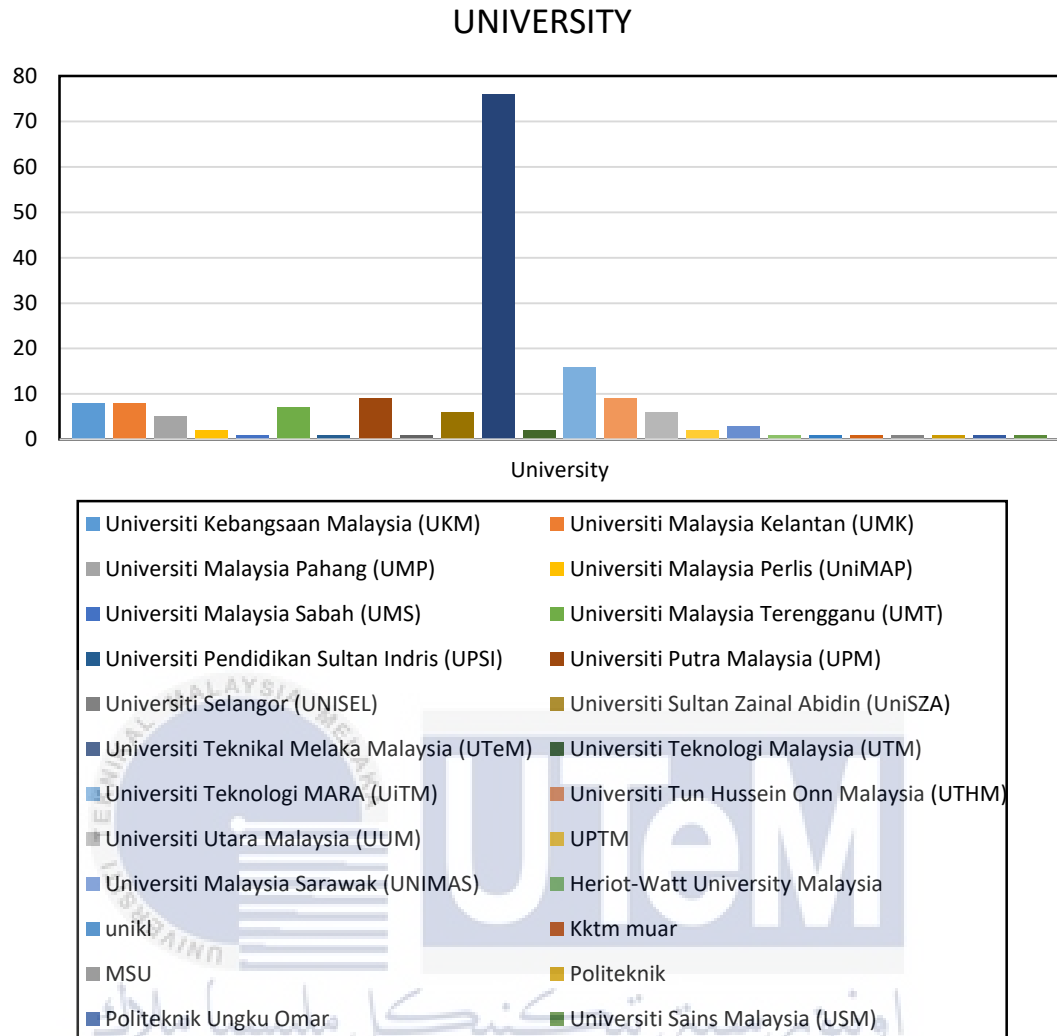


Figure 4.3: University of Respondents

4.2.5 Current Education Status

Table 14 show about the analysis of respondent's data by current education status. From the total of 169 respondents, there are 20 respondents (11.8%) who are from graduate student, 149 respondents (88.2%) from undergraduate student. It shows undergraduate student current education status is higher than others. The availability of the graduated students who are considered to have stability in thinking and experience might provide extra spices to the answers of answers.

Table 20: Frequency and Percentage of Current Education Status

CURRENT EDUCATION STATUS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate student	20	11.8	11.8	11.8
	Undergraduate student	149	88.2	88.2	100.0
	Total	169	100.0	100.0	

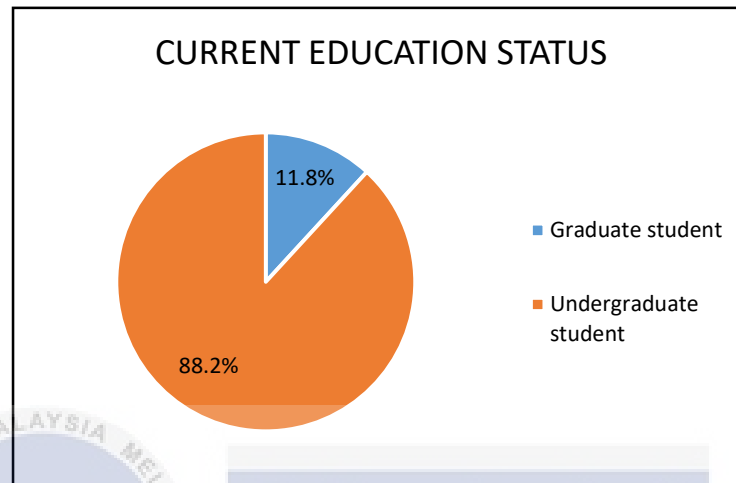


Figure 4.4: Education Qualification of Respondents

4.2.6 How long have you been using social networking platforms?

Table 21 show about the analysis of respondent's data by How long have you been using social networking platforms. As we can see there is little difference between the four data where the involvement of respondents is more in yellow chart. As much as 113 respondents (66.9%) using social networking platforms in more than 5 years compare respondent using social networking platforms in 3-5 years which is the frequency is 52 respondents (30.8%) while less than 1 year is 3 respondents (1.8%) and 1-2 years is 1 respondents (0.6%). This part is important to see if those who have experience in online purchase are more resistant to media social marketing affect if compared to those who are less experience in online purchase.

Table 21: Frequency and Percentage of How long have you been using social networking platforms

USING SOCIAL NETWORKING PLATFORMS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	1	.6	.6	.6
	3-5 years	52	30.8	30.8	31.4
	Less than 1 year	3	1.8	1.8	33.1
	More than 5 years	113	66.9	66.9	100.0
	Total	169	100.0	100.0	

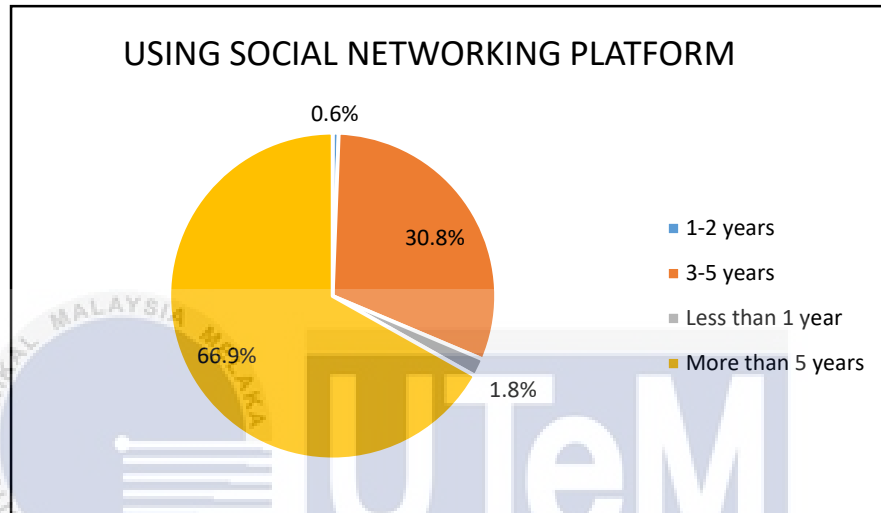


Figure 4.5: How long have you been using social networking platforms

4.2.7 What type of social media you use?

Table 22 show about the analysis of respondent's data by what type of social media they use have. Based on the data above, social media Instagram is higher respondent who is 88 respondents (52.1%) and the second higher is social media TikTok which is the total frequency is 69 respondents (40.8%). Next is the lowest is social media Facebook which is the total frequency is 12 respondents (7.1 %). This part is important to figure out whether or not people who use social media during online shopping are more adapted to the effects of media social marketing than people who use social media less or never. People use social media platforms to communicate with one another and to market products they want to buy.

Table 22: Frequency and Percentage of What type of social media you use

TYPE OF SOCIAL MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	12	7.1	7.1	7.1
	Instagram	88	52.1	52.1	59.2
	TikTok	69	40.8	40.8	100.0
	Total	169	100.0	100.0	

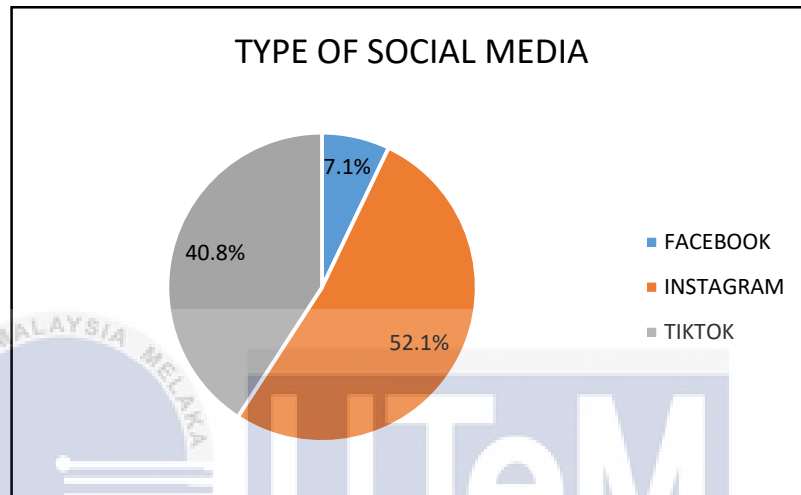


Figure 4.6: What type of social media you use

4.2.8 How much time do you spend on social media platforms daily?

Table 23 show about the analysis of respondent's data by how much time do they spend on social media platforms daily. Based on the data above, 3 to 5 hours they spend on social media platforms daily is higher respondent who is 54 respondents (32.0%). The second higher is more than 5 hours they spend on social media platforms daily which is the total frequency is 47 respondents (27.8%) and 1 to 3 hours they spend on social media platforms daily which is the total frequency 44 respondents (26.0%). Next is 15 minutes to 1 hours which is the total frequency is 15 respondents (8.9%) while less than 10 minutes which is the total frequency is 7 respondents (4.1%) and the lowest is less than 15 minutes which is the respondents as much as 2 only (1.2%). This is important because people who spend more time on social media

platforms everyday have an impact on those who spend less time on social media platforms while purchasing online. This is because people who spend time on social networks can assist social discovery, which means that customers "discover" or "stumble upon" things through their relationships with others. Furthermore, cumulative social network use may expose customers to new shopping-related information, which may have a higher cost than additional time spent on a shopping website.

Table 23: Frequency and Percentage of How much time do you spend on social media platforms daily

Time Do You Spend On Social Media Platforms Daily					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10 minutes	7	4.1	4.1	4.1
	1 to 3 hours	44	26.0	26.0	30.2
	15 minutes to 1 hours	15	8.9	8.9	39.1
	3 to 5 hours	54	32.0	32.0	71.0
	Less than 15 minutes	2	1.2	1.2	72.2
	More than 5 hours	47	27.8	27.8	100.0
	Total	169	100.0	100.0	

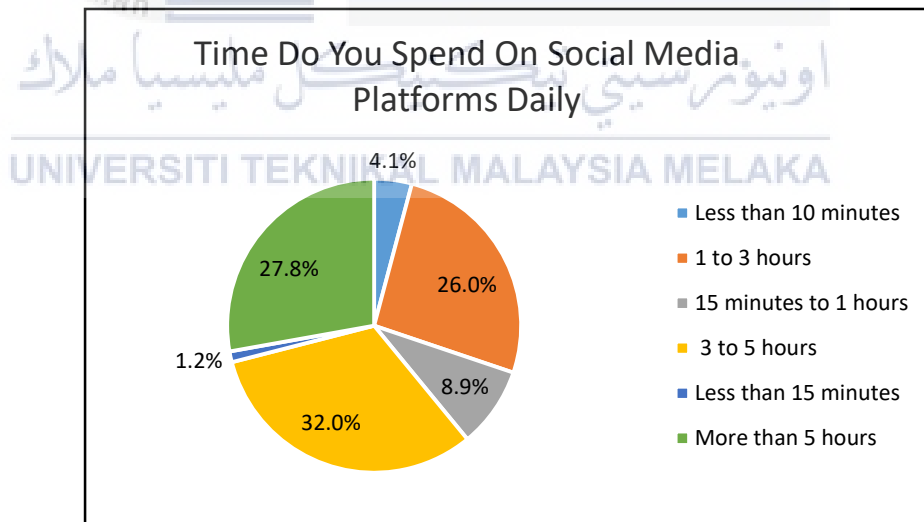


Figure 4.7: How much time do you spend on social media platforms daily

4.2.9 What types of products do you typically purchase online?

Table 24 show about the analysis of respondent's data by what types of products do they typically purchase online. Based on the data above, clothing and fashion is higher respondent who is 76 respondents (45%). The second higher is beauty and personal care which is the total frequency is 48 respondents (28.4%) and books and media which is the total frequency 16 respondents (9.5%). Next is electronics is 12 respondents (7.1%) while health and fitness which is the total frequency is 7 respondents (4.1%) and the lowest is food and groceries which is the respondents as much as 5 only (3%), while home and kitchen appliances which is 4 respondents (2.4%) and others which is 1 respondents (0.6%). The result shows as such may be because most respondent are female whose interest is expectedly in fashion and related to women industry.

Table 24: Frequency and Percentage of What types of products do you typically purchase online

Types Of Products Do You Typically Purchase Online					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Others	1	.6	.6	.6
	Beauty and personal care	48	28.4	28.4	29.0
	Books and media	16	9.5	9.5	38.5
	Clothing and fashion	76	45.0	45.0	83.4
	Electronics	12	7.1	7.1	90.5
	Food and groceries	5	3.0	3.0	93.5
	Health and fitness	7	4.1	4.1	97.6
	Home and kitchen appliances	4	2.4	2.4	100.0
	Total	169	100.0	100.0	

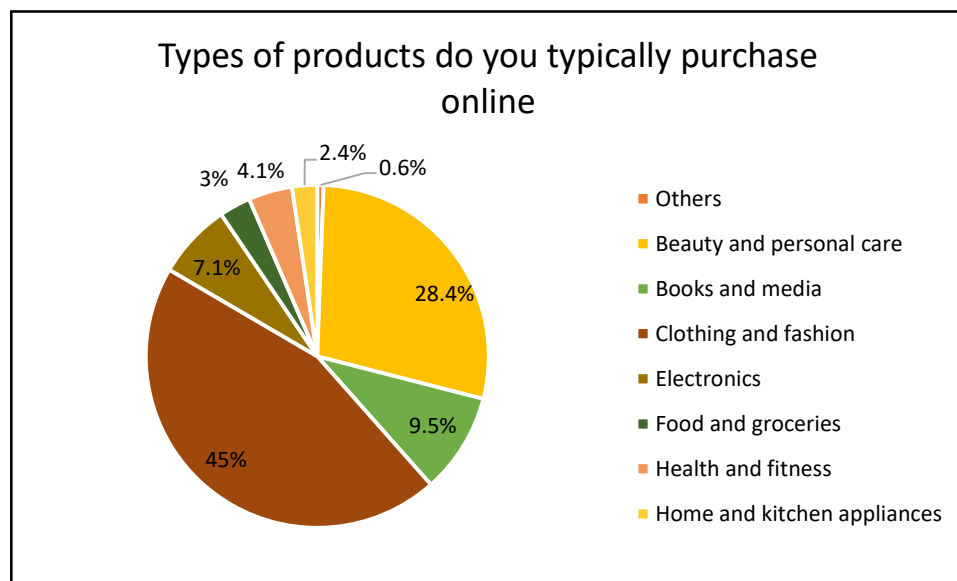


Figure 4.8: What types of products do you typically purchase online

4.2.10 Which methods of online payment?

Table 25 show about the analysis of respondent's data by what types of products do you typically purchase online. Based on the data above, online payment bank transfer is higher respondent who is 104 respondents (61.5%) and the second higher is online payment credit/debit card which is the total frequency is 28 respondents (16.6%). Next is the same level of respondents which is 17 respondents like cash on delivery and Digital wallet (eg, Apple pay, Google pay) (10.1%) and the lowest is online payment Paypal which is the total frequency is 3 respondents (1.8 %). The result relevant to the highest number of respondent who are between age of 21-23 which age already exposed to digital transaction and have source of money to spend.

Table 25: Frequency and Percentage of methods of online payment

Methods of online payment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bank transfer	104	61.5	61.5	61.5
	Cash on delivery	17	10.1	10.1	71.6
	Credit/debit card	28	16.6	16.6	88.2
	Digital wallets (e.g., Apple Pay, Google Pay)	17	10.1	10.1	98.2
	PayPal	3	1.8	1.8	100.0
	Total	169	100.0	100.0	

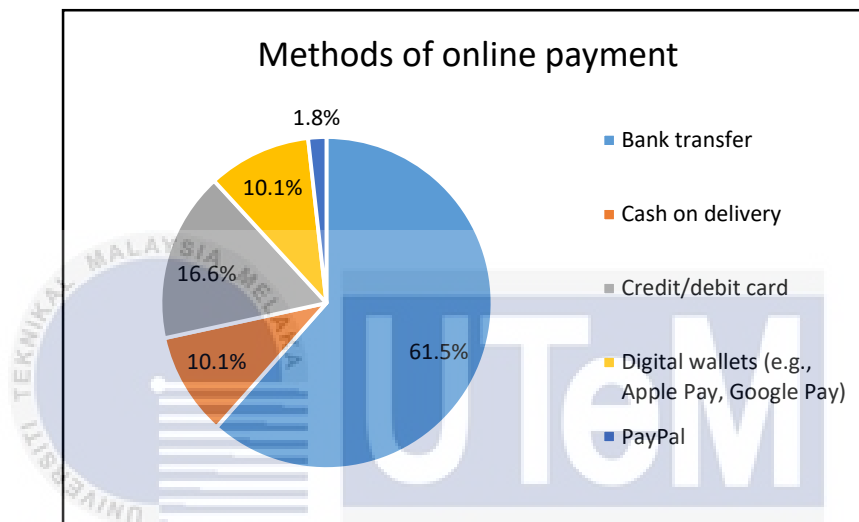


Figure 4.9: Which methods of online payment

4.2.11 What are the main reasons you choose to make purchases online?

The bar chart illustrates the number of the main reasons they choose to make purchases online at social media marketing factors that influence student behaviour. Competitive prices and discounts (44) which is the most dominant factor, suggesting that consumers prioritize getting the best deals and saving money. The second bar is convenience and ease of shopping (40) which is ranking closely behind price, convenience plays a crucial role. Third bar is ability to compare products and read reviews (23) which is the ability to compare products and access reviews is still important. Next, Time-saving (20) which is saving time emerges as a moderately

important factor. Wide variety of products available (17) which is having a diverse range of products to choose from holds moderate value. Moreover, access to exclusive or hard-to-find items (14) which is this factor has the least influence on consumer choices. Lastly, avoiding crowded stores and long queues (11) which is prefer to avoid crowds and queues, it doesn't seem to be a major deterrent for most consumers.

Table 26: Frequency and Percentage of the main reasons you choose to make purchases online

The Main Reasons You Choose To Make Purchases Online					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ability to compare products and read reviews	23	13.6	13.6	13.6
	Access to exclusive or hard-to-find items	14	8.3	8.3	21.9
	Avoiding crowded stores and long queues	11	6.5	6.5	28.4
	Competitive prices and discounts	44	26.0	26.0	54.4
	Convenience and ease of shopping	40	23.7	23.7	78.1
	Time-saving	20	11.8	11.8	89.9
	Wide variety of products available	17	10.1	10.1	100.0
	Total	169	100.0	100.0	



Figure 4.10: The main reasons you choose to make purchases online

4.2.12 Do you prefer online shopping over traditional brick-and-mortar shopping?

Table 27 show about the analysis of respondent's data by online shopping over traditional brick-and-mortar shopping. From the total of 169 respondents, there are 93 respondents (55.0%) who are prefer yes, I prefer online shopping, 73 respondents (43.2%) who are prefer it depends on the product or situation and 3 respondents (1.8%) who are prefer no, I prefer traditional shopping. It shows online shopping is higher than others.

Table 27: Frequency and Percentage of online shopping over traditional brick-and-mortar shopping

Online Shopping Over Traditional Brick-And-Mortar Shopping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It depends on the product or situation	73	43.2	43.2	43.2
	No, I prefer traditional shopping	3	1.8	1.8	45.0
	Yes, I prefer online shopping	93	55.0	55.0	100.0
	Total	169	100.0	100.0	

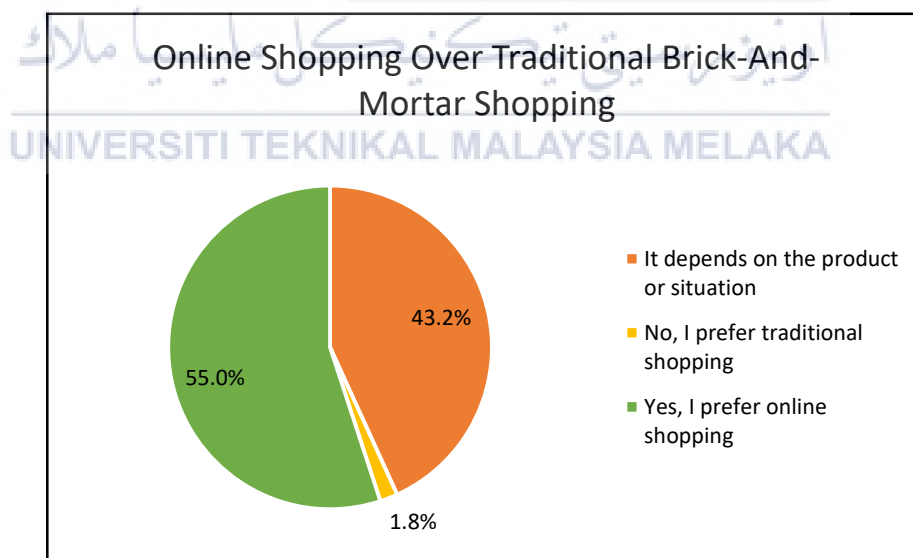


Figure 4.11: Online shopping over traditional brick-and-mortar shopping

4.2.13 Which factors most influence your decision to make an online purchase?

The bar chart illustrates by the online shopping over traditional brick-and-mortar shopping at social media marketing factors that influence student behaviour. Price (53) which is the most dominant factor, indicating that price is the most significant consideration for consumers when purchasing from this brand. They are highly sensitive to cost and prioritize getting the best value for their money. The second bar is previews and ratings (51) which is consumers heavily rely on social proof and feedback from other buyers to assess the quality, performance, and overall satisfaction associated with the brand's products. The third bar is promotional offers and discounts (42) which is attractive deals and discounts hold significant value for consumers. Next, Brand reputation (5) which is consumers consider the brand's overall image, including its trustworthiness, reliability, and perceived quality, when making purchase decisions while product descriptions and specifications (9) which is consumers value clear and accurate information about the product's features, functionalities, and technical aspects to make informed choices. Lastly, recommendations from friends or family (9) which is consumers trust the opinions and experiences of close circles when evaluating a brand or product.

Table 28: Frequency and Percentage of factors most influence your decision to make an online purchase

Factors Most Influence Your Decision To Make An Online Purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand reputation	5	3.0	3.0	3.0
	Price	53	31.4	31.4	34.3
	Product descriptions and specifications	9	5.3	5.3	39.6
	Product reviews and ratings	51	30.2	30.2	69.8
	Promotional offers and discounts	42	24.9	24.9	94.7
	Recommendations from friends or family	9	5.3	5.3	100.0
	Total	169	100.0	100.0	

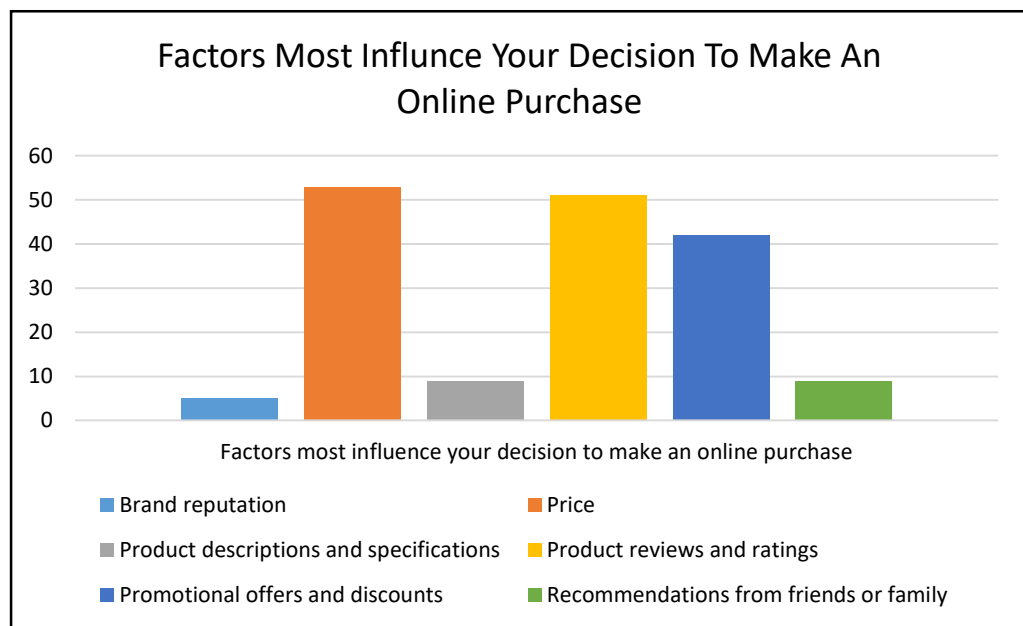


Figure 4.12: Factors most influence your decision to make an online purchase

4.2.14 Descriptive Analysis

The main objective of descriptive statistics is to present a summary of the analysis of research data. According to the table above, it is the result of the analysis of the data analysed using SPSS includes all variables. Based on the table shown above, the mean for perceived utility is 4.2178 which becomes the highest mean value among other variables. Therefore, a lot of respondents are agreeing that perceived utility has become the most influence on social media marketing factors that influence student behaviour. The second highest is the mean value for student behaviour which is 4.1254 while peer influence becomes the third rank for the mean value which is 3.9415. The usage social media marketing becomes the lowest value of mean which is 3.5199.

Table 29: Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PERCEIVE UTILITY	169	1.00	5.00	4.2178	.63830
USAGE SOCIAL MEDIA MARKETING	169	1.00	5.00	3.5199	.66855
PEER INFLUENCE	169	1.44	5.00	3.9415	.64800
STUDENT BEHAVIOUR	169	1.00	5.00	4.1254	.71306
Valid N (listwise)	169				

4.3 Research Validity

The validity of research in a survey is determined by the level of accuracy to which the survey accurately measures the intended elements. In general, validity relates to the extent to which an instrument accurately evaluates its primary variable. In this study, the researcher employed Pearson correlation analysis to assess the validity of the questionnaire used.

4.3.1 Pearson Correlation Coefficient Analysis

Pearson correlation coefficient analysis was conducted in this to examine how does the social media marketing can influences the student's behaviour on purchasing online in Malaysia. Pearson correlation coefficient analysis is used to determine the relationship between independent variables and research dependent variables. There are three types of correlations between variables: neutral, negative, and positive. Perfect negative correlation with a -1 correlation would fall within the range of r values, which are -1 to 1. Correlation 1 indicates a perfect positive relationship between independent and dependent variables, whereas correlation 0 indicates no relationship between independent and dependent variables.

Table 29 shows the values of the correlation coefficients between all the independent and dependent variables of this study. From the results, all independent variables have positive and significant relationships ($p < 0.05$) with social media marketing can influences the student's behaviour on purchasing online in Malaysia. All independent variables had an almost strong positive relationship with the dependent variable because the value of the correlation coefficient (r) was higher than 0 but lower than 0.5. A Pearson correlation coefficient was computed to assess the relationship between a perceive utility and student behaviour. There was moderate positive correlation between the two variables, $r = 0.683$, $N = 169$. However, the relationship was significant ($p = 0.000$). Next, the relationship between usage social media marketing and student behaviour. There was weak positive correlation between the two variables, $r = 0.247$, $N = 169$. However, the relationship was significant ($p = 0.001$). Furthermore, the relationship between peer influence and student behaviour. There was moderate positive correlation between two variables, $r = 0.631$, $N = 169$. However, the relationship positive relationship was significant ($p = 0.000$).

Table 30: Pearson Correlation between Variables
(Source: SPSS Output)

Correlations					
		PERCEIVE UTILITY	USAGE SOCIAL MEDIA MARKETING	PEER INFLUENCE	STUDENT BEHAVIOUR
PERCEIVE UTILITY	Pearson Correlation	1	.333	.613	.683
	Sig. (2-tailed)		.000	.000	.000
	N	169	169	169	169
USAGE SOCIAL MEDIA MARKETING	Pearson Correlation	.333	1	.518	.247
	Sig. (2-tailed)	.000		.000	.001
	N	169	169	169	169
PEER INFLUENCE	Pearson Correlation	.613	.518	1	.631
	Sig. (2-tailed)	.000	.000		.000
	N	169	169	169	169
STUDENT BEHAVIOUR	Pearson Correlation	.683	.247	.631	1
	Sig. (2-tailed)	.000	.001	.000	
	N	169	169	169	169
**. Correlation is significant at the 0.01 level (2-tailed).					

4.4 Research Reliability Test

A reliability test involves with how a system consistently tests something. Testing for reliability is important when conducting research because it allows the researcher to confirm that the question is appropriate and accurate before deciding whether or not to send the questionnaire to real respondents. Researchers should recheck their questions until test results are above 0.7 Cronbach's alpha, if test results fall below this value.

Table 31: Reliability Test for 169 Respondents
(Source: SPSS Output)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.944	42

Table 32: Reliability Statistic for each variable

All Variables	Reliability Statistic	
	Cronbach's Alpha Value	N of items
Perceived Utility	.924	10
Usage Social Media Marketing	.906	15
Peer Influence	.892	9
Student behaviour on purchasing online	.869	5

Table 31 shows the Cronbach's alpha value for each independent variable and dependent variable. Perceived utility has the highest alpha value of the result among the variables, which is 0.924. Usage of social media marketing results in the second highest alpha value of 0.906. Peer Influence has the third highest alpha value of 0.892. Student behavior on purchasing online has an alpha value of 0.869.

4.4.1 Multiple Regression Analysis

Multiple regression analysis was used in this research to achieve the second objective research which is to examine how does the social media marketing can influence the student's behaviour on purchasing online in Malaysia. Finding the relationship between the research's significant variables is the purpose of multiple regression analysis. The multiple regression method is employed to identify the linear relationship between the independent variables and the most significant dependent and independent variables in this investigation. The formula for the equation that was explained in Chapter 3 was used to compute estimates of regression coefficients.

About the model summary table, Table 32 shows that a greater influence of the independent variable on the dependent variable is indicated by a higher correlation coefficient (R). Based on the table 33, the correlation coefficient (R) which is greater than 0.5 at 0.741, is considered strong. This suggests that all of the study's variables have a strong correlation with one another. The square of R of the result is 0.550, indicating that the variables of this research, namely perceived utility, usage of social media marketing, peer influence, and 55.0% variance affecting of social media marketing can influence the student's behavior on purchasing online in Malaysia are independent. This is because, the higher the square of R, the greater the proportion of variance in the dependent variable explained by the independent variables, reinforcing the idea of their significant influence.

Table 33: Model Summary
(Source: SPSS Output)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.550	.542	.48279
a. Predictors: (Constant), MEAN_PEER_INFLUENCE, MEAN_USAGE_SOCIAL_MEDIA_MARKETING, MEAN_PERCEIVE_UTILITY				
b. Dependent Variable: MEAN_STUDENT_BEHAVIOUR				

According to the ANOVA analysis in table 34, the F test value is 67.158 and significant the level is 0.000. The significance level is lower than 0.05 and this means there is significance the relationship between social media marketing can influence the student's behavior on purchasing online in Malaysia, are independent towards perceived utility, usage social media marketing, and peer influence. This is because, The F test result being significant at a level less than 0.05 indicates strong evidence for a relationship between social media marketing and student purchase behaviour in Malaysia, as well as the independence of the variables included in the research.

Table 34: ANOVA Analysis
(Source: SPSS Output)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	46.961	3	15.654	.000
	Residual	38.460	165	.233	
	Total	85.421	168		
a. Dependent Variable: MEAN_STUDENT_BEHAVIOUR					
b. Predictors: (Constant), MEAN_PEER_INFLUENCE, MEAN_USAGE_SOCIAL_MEDIA_MARKETING, MEAN_PERCEIVE_UTILITY					

4.4.2 Hypothesis Testing

Regression analysis was performed on it using SPSS for testing hypotheses. When the t-value is more than 1.96 and the p-value is less than 0.05, the hypothesis is considered significant. The coefficients for each variable will be shown in the table below.

There are three hypotheses that have been developed in this research for identify the most significant social media marketing can influence the student's behaviour on purchasing online as shown below. According to the table above, the most significant social media marketing can influence the student's behaviour on

purchasing online is perceived utility because it has the highest beta value among other independent variables which is the value is 0.477 and the significant is 0.000.

Table 35: Coefficient Table
(Source: SPSS Output)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.586	.281		2.084	.039
	MEAN_PERCEIVE_UTILITY	.533	.074	.477	7.221	.000
	MEAN_USAGE_SOCIAL_MEDIA_MARKETING	-.127	.065	-.119	-1.954	.052
	MEAN_PEER_INFLUENCE	.441	.080	.401	5.499	.000
a. Dependent Variable: MEAN_STUDENT_BEHAVIOUR						

Hypothesis 1

H₀₁. There is no significant relationship between perceived utility and student behavior on purchasing online.

H₁. There is a significant relationship between perceived utility and student behavior on purchasing online.

Table 34 showed the regression analysis of perceived utility in connection with the student behaviour on purchasing online. It shows that the beta value is 0.477 while the significant value of the p-value is 0.000 which means that perceived utility has a significant relationship with student behaviour on purchasing online. From the result, the researcher accepted the alternative hypothesis (H₁) and rejected the null hypothesis (H₀₁). This is because, the majority of students expressed their satisfaction with the advantages of online shopping, such as the ability to avoid crowds, receive home delivery, and save time

Hypothesis 2

H_{02} . There is no significant relationship between usage social media marketing and student behaviour on purchasing online.

H_2 . There is a significant relationship between usage social media marketing and student behavior on purchasing online.

Table 34 showed the regression analysis of usage social media marketing in connection with the student behaviour on purchasing online. It shows that the beta value is -0.119 while the significant value of the p-value is 0.052 which means that finding rejected by usage social media marketing has a due to weak significant relationship with student behaviour on purchasing online. From the result, the researcher rejected the alternative hypothesis (H_2) and accepted the null hypothesis (H_{02}). This is because, students who prefer Instagram while making purchases online may be doing so for a variety of reasons. Instagram may appeal more to younger users because to its emphasis on aesthetics and lifestyle, along with its visual-centric nature.

Hypothesis 3

H_{03} . There is no significant relationship between peer influence and student behavior on purchasing online.

H_3 . There is a significant relationship between peer influence and student behaviour on purchasing online.

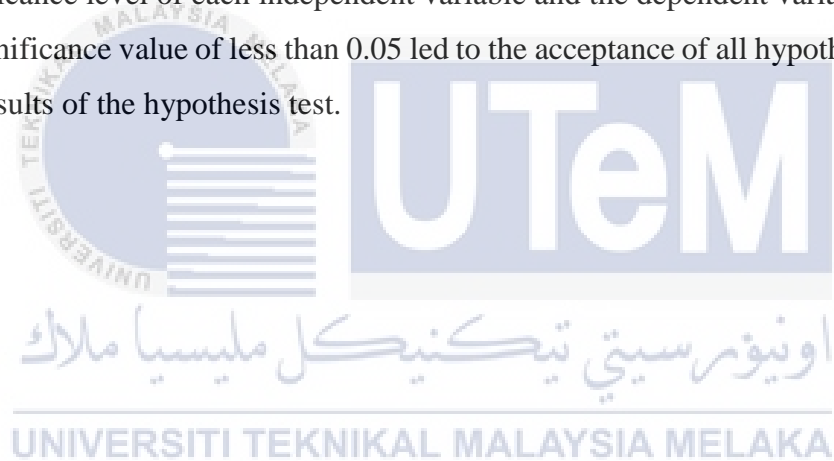
Table 34 showed the regression analysis of peer influence in connection with the student behaviour on purchasing online. It shows that the beta value is 0.401 while the significant value of the p-value is 0.000 which means that peer influence has a significant relationship with student behaviour on purchasing online. From the result, the researcher accepted the alternative hypothesis (H_3) and rejected the null hypothesis (H_{03}). This is because, the products and services that students buy are often those that will help them succeed and get acceptance from what their peers are doing. Their friends' previous experiences and recent purchases are also reasons for dependence for them.

Table 36: Summary of Hypothesis Testing

Hypothesis	Result
<p>H01. There is no significant relationship between perceived utility and student behaviour.</p> <p>H1. There is a significant relationship between perceived utility and student behavior on purchasing online.</p>	<p>H₀₁ is rejected.</p> <p>H₁ is accepted.</p>
<p>H02. There is no significant relationship between usage social media marketing and student behaviour on purchasing online.</p> <p>H2. There is a significant relationship between usage social media marketing and student behavior on purchasing online.</p>	<p>H₀₂ is accepted.</p> <p>H₂ is rejected.</p>
<p>H03. There is no significant relationship between peer influence and student behavior on purchasing online.</p> <p>H3. There is a significant relationship between peer influence and student behaviour on purchasing online.</p>	<p>H₀₃ is rejected.</p> <p>H₃ is accepted.</p>

4.5 Summary

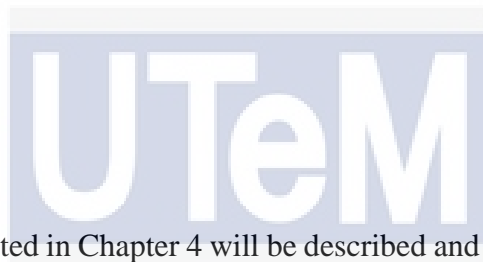
In summary, this chapter has examined and outlined the results of a survey that was conducted to determine how social media marketing can affect Malaysian students' behaviour on purchasing online. The researcher used a variety of analytical techniques to assess the data, including multiple regression analysis, reliability testing, descriptive analysis, and Pearson correlation analysis. To analyse all of the data for this study, researchers used IBM SPSS Statistic 29 as a statistical tool. In order to ascertain the relationship between the independent and dependent variables in this study, researchers will export all results generated by SPSS to this study and interpret all data. The hypotheses developed in Chapter 2 were also tested by determining the significance level of each independent variable and the dependent variable. The level of significance value of less than 0.05 led to the acceptance of all hypotheses based on the results of the hypothesis test.



CHAPTER 5

DISCUSSION, IMPLICATION AND CONCLUSION

5.0 Introduction



The data analysis completed in Chapter 4 will be described and summarized in this chapter. In this chapter, the primary objectives of the study, as outlined in the first chapter, will be addressed in relation to the findings. Aside from that, this chapter will cover a variety of topics that are meant to serve as a conclusion for this research study. These topics include talks about objective and hypothesis testing, research implications, suggestions for additional research, and a conclusion itself.

5.1 Descriptive statistical analysis summary

A total of 169 respondents participated in the data collection process for this research study. Table 36 indicates that a greater number of female respondents participated compared to male respondents, specifically 108 respondents (63.9%). The age group with the highest frequency of respondents is 21-23 years old, comprising a total of 123 respondents, which accounts for 72.8% of the total. The majority of the participants are affiliated with Universiti Teknikal Melaka Malaysia (UTeM), specifically 76 respondents (45.0%). Out of the total respondents, 149 undergraduate students (49.7%) were engaged in social media marketing. The demographic profile reveals that a significant proportion of the 169 participants have utilised social media for over 5 years. They exhibit a preference for Instagram and dedicate 3 to 5 hours of their daily routine to social media engagement. Moreover, they frequently engage in online purchases of clothing and fashion items, with a preference for utilising bank transfers for online payments. The allure of competitive prices and discounts serves as a major attraction for their online shopping activities. Overall, they tend to favour online shopping over traditional methods and are primarily influenced by price when making online purchases.

Table 37: Descriptive Analysis of Respondent's Demographic

Demographic	Frequency with Highest Value	Frequency (n = 169)	Percent (%)
Gender	Female	108	63.9
Age	21-23	123	72.8
University	Universiti Teknikal Melaka Malaysia (UTeM)	76	45.0
Current Education Status	Undergraduate student	149	88.2
How long have you been using	More than 5 years	113	66.9

social networking platforms?			
What type of social media you use?	Instagram	88	52.1
How much time do you spend on social media platforms daily?	3 to 5 hours	54	32.0
What types of products do you typically purchase online?	Clothing and fashion	76	45.0
Which methods of online payment?	Bank transfer	104	61.5
What are the main reasons you choose to make purchases online?	Competitive prices and discounts	44	26.0
Do you prefer online shopping over traditional brick-and-mortar shopping?	Yes, I prefer online shopping	93	55.0
Which factors most influence your decision to make an online purchase?	Price	53	31.4

5.2 Discussion

This study proposes to assess the impact of online purchasing behaviour among university students. According to the data analysis in chapter 4, respondents will provide their answers independently for each aspect of the research.

5.2.1 Hypothesis 1: There is a significant relationship between perceived utility and student behavior on purchasing online.

This study focuses on how perceived utility influences students' purchasing online and establishes a link between these two variables. It can be demonstrated using Multiple Regression Analysis since the p-value of perceived utility is 0.000, which is less than 0.05, indicating that there is a significant relationship between perceived utility and students' purchasing online.

According to the previous research El Moussaoui and Benbba (2023) also found out the positive relationship of perceived utility and student behaviour on purchasing online. The majority of students expressed their satisfaction with the advantages of online shopping, such as the ability to avoid crowds, receive home delivery, and save time. Given the option of online shopping, individuals tend to prioritize the significant impact it has on their intents to purchase things on the Internet. The results show that students prefer buying online over traditional brick-and-mortar stores because of the many advantages offered by online retailers, including lower prices, more selection, and greater ease of use. The students agreed that perceived utility has a significant and positive influence on their online purchasing intentions.

A study conducted by Lim et al (2016) further supports the hypothesis that there is a positive correlation between perceived utility and students' behaviour on purchasing online. Furthermore, research proves the effectiveness of social media

marketing in providing students with valuable information and convenient access to browse and purchase items. Alternatively, if online buyers find comparable products available at other online stores, they may switch to those competitors. The perceived utility of a website often relies on the effectiveness of technological features, such as advanced searching engines, as well as the personalized service offered by the company that provides the service to users.

5.2.2 Hypothesis 2: There is weak significant relationship between usage social media marketing and student behaviour on purchasing online.

In addition to perceived utility, the usage of social media marketing is also a contributing element to student behavior on purchasing online. Based on the Multiple Regression Analysis conducted in Chapter 4, it is evident that there is weak significant relationship between the usage of social media marketing and student behavior on purchasing online where the hypothesis had proved to be rejected as the p-value is 0.052 which is more than 0.05. Since the hypothesis was rejected, it can be clarified where there is weak relationship between usage social media marketing and student behavior on purchasing online.

This results challenges the hypothesis that suggests that there is a negative impact of social media marketing. The difference comes from the fact that the questions in the survey mostly focus on popular social media platforms such as Instagram, Facebook, and TikTok, and how they influence students' online purchase behaviour. The study examines the influence of student behaviour on online shopping. However, it lacks sufficient data from diverse social media platforms due to the perception that these sources are more reliable than traditional marketing communications funded by companies. Students who prefer Instagram while making purchases online may be doing so for a variety of reasons. Instagram may appeal more to younger users because to its emphasis on aesthetics and lifestyle, along with its visual-centric nature. Instagram may also be more popular because of its easy-to-use design and successful integration of business services. An interesting finding that

supports the hypothesis' rejection is the finding that students seem to like Instagram over Facebook and TikTok. The above result leads to questions regarding the impact of promotional strategies throughout other social media channels and demands an improved understanding of the factors that identify Instagram as the most popular platform for this particular demographic.

For marketers looking to properly create their strategy, it is important that they understand these characteristics. The hypothesis's rejection encourages marketers aiming to reach students in the online market to review their strategy. In order improve their influence, marketers should think about moving resources and concentrating their efforts on Instagram, which is quickly becoming the preferred platform. This change may involve changing advertising campaigns, content, and strategies for engagement to better suit Instagram's special characteristics that are attractive to the student audience.

These findings are supported by previous research conducted by (Apriliya, 2013), which revealed that the usage of social media marketing had a significant impact on students' online shopping behaviour. Marketers are driven to carefully evaluate and plan for the effects of social media marketing on customers' purchasing decisions, taking into consideration the potential implications for the future of online communities. Their research shown that each contact on social media has the potential to have an impact on a customer's attitude to purchase a certain product or service.

According to the findings of another study, students' online buying behaviour is significantly impacted negatively by promotional tools created through social media marketing (Miah et al., 2022). Promoting promotional activities is something that sellers of e-commerce products should do in order to improve online sales. Additionally, to improve online shopping behaviour, they should to have employed social media retargeting advertising.

5.2.3 Hypothesis 3: There is a significant relationship between peer influence and student behaviour on purchasing online.

Another factor that proposed in this research is peer influence. This research found that there is relationship between independent variable and dependent variable. The relationship can be clarified by refer the table of Multiple Regression Analysis where the p-value of peer influence is 0.000 which is less than 0.05. This result shows there are positive relationship between peer influence and student behaviour on purchasing online. This research can be proving with the previous research that also do the same research about the social media marketing factors that influence student behaviour on purchasing online.

According to study by Mavale and Soni (2018), businesses have now entered the internet market, and it is critical to comprehend how students behave when making purchases online. It was discovered that there is a significant correlation between the website's visual appeal, the services it offers, and the peer pressure that encourages students to shop online. They usually purchase goods and services that will benefit them and help them get accepted by their peers. They also rely on the current purchases and past experiences of their friends.

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According to a study, peer pressure has a considerable influence on students' behaviour while making purchases online. It is more strongly and positively correlated with publicly consumed products than with individually consumed goods Gulati (2017). Peer pressure manipulates the behaviour of students because they believe it is necessary for them to fit in with other students, conform to social expectations, and deal with their peers' lives and trends.

5.2.4 Relationship between the students' purchasing behaviour and their social media experience

The shopping habits of students and their social media experiences were shown to differ significantly. The purchase habits of students are greatly influenced by social media. With the information it offers on businesses, goods, and deals, it affects their purchasing decisions. Students exchange product recommendations, opinions, and experiences on social media channels. They buy particular things because they are inspired by the lifestyle and fashion trends that are portrayed on social media. Social media is employed at every stage of the decision-making process, from identifying needs to assessing them after a purchase. It has an especially big impact on the product evaluation phase, when students look to social media for advice and information. Clothes and vacations are the most often purchased things based on social media interaction. Furthermore, other social media platforms have an impact on students' cosmetics industry purchase decisions. All things considered, social media has a significant impact on how students behave while making purchases because it gives them recommendations, information, and influences their tastes.

5.3 Implications of Research

The most important implication of this study is that it shows the significance of information concerning the analysis of social media marketing factors that influence students' behaviour in online purchasing. The researchers aim to prove that their research provides a solution to the problem statement of this study, which addresses the limitations of previous studies that have focused on the effective use of social media marketing. The factors influencing the use of social media marketing should be identified and thoroughly examined in order to gather more information and enhance the strategies and solutions for addressing issues related to students' online purchasing behaviour. This research aims to enhance students' ability to appropriately address

various statements regarding the factors of social media marketing. Therefore, an important factor encourages students in managing their behaviour activities.

The management implication of this study is that students can utilise a conceptual framework to enhance the social media marketing aspects that impact their online purchase behaviour. This research also provides information on the viewpoints of social media marketing aspects that impact students' conduct in online shopping, addressing the second research question. According to the Pearson correlation analysis conducted in Chapter 4, the independent variable in this study, as defined by the conceptual framework, exhibits both positive and negative relationships with the dependent variables. This indicates the extent to which students agree or disapprove regarding the influence of social media usage. Students should utilise a conceptual framework including perceived utility, usage of social media marketing, and peer influence to enhance how they make use of social media.

5.4 Limitations of Research

The research show complied with certain limitations during its completion. The primary limitations happen during the process of collecting data due to the fact that the participants in this study are exclusively Malaysian undergraduate and graduate students. Consequently, researchers might face greater challenges in gathering data compared to studies that have access to a more diverse range of participants. Fortunately, the researchers successfully processed the data by distributing the questionnaire to the respondents through Google Form, allowing them to complete their research study.

One primary limitation experienced by researchers throughout the completion of research studies is the scarcity of time, which makes the collection of secondary data challenging. Researchers had to allocate additional time to search journal articles

or previous research assignments that could serve as references for this study, which seeks to gather secondary data. The purpose is to offer a theoretical understanding of the independent and dependent variables in this research, as well as to provide evidence or validation for the research conclusions. There appears to be the lack of journal publications or previous research studies that specifically address the conceptual framework of social media activity throughout relation to online purchase. Therefore, this results in increased time required for the researcher to gather secondary data.

Researchers face limitations on the locations where they can gather data during the data collection procedure. This study examines the social media marketing factors that impact student purchasing behaviour online in Malaysia. Due to the logistical challenges of conducting research across all universities in Malaysia, the researchers decided to use online surveys, specifically Google Forms, to collect data and share them among friends and colleagues. At the end of the researchers faced the limits of teamwork when collecting data. Several students exhibited compliance when responding to the questionnaire. Some individuals chose to quickly respond to the questionnaire without understanding its content, in order to reduce time usage. These issues can result in a lack of quality in data, which in time can lead to mistakes in both the data itself and the findings of the research.

5.5 Recommendations

For further studies, researchers have the ability to modify the chosen methodology of their research, including selecting for a quantitative approach. Through the use of this approach, researchers can direct their attention towards the individual behaviours of students when making online purchases through social media marketing. The research initiative commences with an extensive survey specifically crafted to collect intricate insights into the online purchase behaviours of students. The

survey will include a wide range of students from various universities throughout Malaysia, specifically examining their preferences, behaviours, and factors that impact their online buying habits. The survey will inquire about the frequency of online purchases, the preferred social media platforms for shopping, the categories of products frequently bought, and the influence of different social media marketing methods on their purchasing choices. The objective of this phase is to offer a comprehensive comprehension of the students' behaviours and preferences in relation to online shopping, which are influenced by social media marketing.

Furthermore, this study specifically examines the many elements that impact student behaviour within the broader context of social media. Future studies might potentially analyse variations across different samples collected from the general population. Instances may include differences in gender or age regarding the impact of social media on behaviour among students. Another possible factor might be the difference in student conduct among users of different social media networks. Furthermore, this study does not include external variables, such as characteristics relating to the product. In further studies, it would be beneficial for researchers to include these characteristics, as the impact of social media on student behaviour also has a relationship with product-related factors.

5.6 Conclusion

To summarise, this research effectively accomplished all of its objectives through the utilisation of quantitative methodologies. After analysing the data, it was found that independent variables such as perceived utility, usage of social media marketing, and peer influence have both significant and non-significant correlations with student conduct in online shopping. In addition, all factors in this research show both positive and negative connections with one another. According to the findings, the perceived utility of social media is the main factor that affects students' online purchase behaviour in the area of marketing. Finally, this chapter has addressed the limitations encountered by the researcher during the course of this study, as well as suggestions for future research.



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APPENDICES

APPENDIX A

QUESTIONNAIRE ON THE ANALYSIS OF SOCIAL MEDIA MARKETING FACTORS THAT INFLUENCE THE STUDENT'S

Assalamualaikum and hello to everyone,

I am Siti Nur Syazwani Binti Nor Azlan (B062010472) a final year student from course Bachelor of Technology Management and Technopreneurship (BTEC) in Universiti Teknikal Malaysia Melaka (UTeM). I am currently pursuing my research on **The Analysis Of Social Media Marketing Factors That Influence The Student's**. In Malaysia under supervision of Dr.Norun Najjah Binti Ahmat. My focus on this research is to get an overview from the FPTT students in Melaka about the effect of entrepreneurship education. Therefore, I need your cooperation and feedbacks by answering my form analysis survey.

This questionnaire consists of three (3) main sections. Tick the answer in the box and complete in the space provided. This survey will take only 5 to 10 minutes to be completed and your participation is highly appreciated. Thank you in advance for the willingness to spend your precious time to assist me in my research. The information that will be collected is for the use of academic purposes and the private information is highly confidential.

You may contact:

Siti Nur Syazwani Binti Nor Azlan,
Faculty of Technology Management and Technopreneurship
Universiti Teknikal Malaysia Melaka (UTeM)
Email: b062010472@student.utem.edu.my
Contact Number: 0177010503

Referred by:

Dr.Norun Najjah Binti Ahmat,
Faculty of Technology Management and Technopreneurship
Universiti Teknikal Malaysia Melaka
Email: najjah@utem.edu.my

SECTION A: DEMOGRAPHIC BACKGROUND
BAHAGIAN A: LATAR BELAKANG DEMOGRAFI

In this section, please choose **ONE** which represents you by placing **TICK (/)**.

Di bahagian ini, pilih SATU yang mewakili anda dengan meletakkan TICK (/).

1. Gender

Jantina

Male <i>Lelaki</i>	
Female <i>Perempuan</i>	

2. Age

Umur

18-20 years old <i>18-20 tahun</i>	
21-23 years old <i>21-23 tahun</i>	
24 and above <i>24 dan ke atas</i>	

3. Which university do you currently attend university in Malaysia?

Universiti manakah anda sedang belajar di Malaysia?

Universiti Teknikal Melaka Malaysia (UTeM)	
Universiti Teknologi MARA (UiTM)	
Universiti Utara Malaysia (UUM)	
Universiti Pendidikan Sultan Indris (UPSI)	
Universiti Kebangsaan Malaysia (UKM)	
Universiti Putra Malaysia (UPM)	
Others <i>Lain-lain</i>	

4. What is your current educational status?

Apakah status pendidikan anda sekarang?

Undergraduate Student <i>Pelajar Sarjana Muda</i>	
Graduate Student <i>Pelajar Siswazah</i>	

5. How long have you been using social networking platforms?

Berapa lama anda telah menggunakan platform rangkaian sosial?

Less than 1 year <i>Kurang dari 1 tahun</i>	
1-2 years <i>1-2 tahun</i>	
3-5 years <i>3-5 tahun</i>	
More than 5 years <i>Lebih dari 5 tahun</i>	

6. What type of social media you use?

Apakah jenis media sosial yang anda gunakan?

Facebook <i>Facebook</i>	
Instagram <i>Instagram</i>	
TikTok <i>TikTok</i>	

7. How much time do you spend on social media platforms daily?

Berapa banyak masa yang anda luangkan di platform media sosial setiap hari?

Less than 15 minutes <i>Kurang dari 15 tahun minit</i>	
15 minutes to 1 hours <i>15 minit to 1 jam</i>	
1 to 3 hours <i>1 to 3 jam</i>	
3 to 5 hours <i>3 to 5 jam</i>	
More than 5 jam <i>Lebih dari 5 jam</i>	

8. Social Media

Please indicate the level to which each of the following statements accurately describes your social media involvement. Please use this scale to mark the best response to each of the following questions.

Sila nyatakan tahap di mana setiap pernyataan berikut menggambarkan penglibatan media sosial anda dengan tepat. Sila gunakan skala ini untuk menandakan jawapan terbaik bagi setiap soalan berikut.

1 = Strongly Disagree

1 = Sangat Tidak Setuju

2 = Disagree

2 = Tidak setuju

3 = Neutral

3 = Berkecuali

4 = Agree

4 = Setuju

5 = Strongly Agree

5 = Sangat Setuju

No	Statement	1	2	3	4	5
SM1	Social media has a significant impact on my opinions and beliefs. <i>Media sosial mempunyai kesan yang besar terhadap pendapat dan kepercayaan saya.</i>					
SM2	I feel pressure to present a certain image or lifestyle on social media. <i>Saya merasakan tekanan untuk mempersembahkan imej atau gaya hidup tertentu di media sosial.</i>					
SM3	I actively engage with others' content through likes, comments, or shares on social media. <i>Saya secara aktif berinteraksi dengan kandungan orang lain melalui suka, komen, atau berkongsi di media sosial.</i>					

**SECTION B: THE IMPACT OF ONLINE PURCHASING BASED ON
PERCEIVED UTILITY, USAGE SOCIAL MEDIA MARKETING BASED
ON INSTAGRAM, FACEBOOK, AND TIKTOK, SOCIAL MEDIA
EXPERIENCE BASED ON PEER INFLUENCE.**

*BAHAGIAN B: IMPAK PEMBELIAN DALAM TALIAN BERDASARKAN
PERCEIVED UTILITY, PENGGUNAAN PEMASARAN MEDIA SOSIAL
BERDASARKAN INSTAGRAM, FACEBOOK DAN TIKTOK, PENGALAMAN
MEDIA SOSIAL BERDASARKAN PENGARUH RAKAN SEBAYA.*

This section is intended to identify the impact of online purchasing based on perceived utility, usage social media marketing based on instagram, facebook, and tiktok, social media experience based on peer influence. In this section, please choose **ONE** which represents you by placing **TICK (/)**.

*Bahagian ini bertujuan untuk mengenalpasti impak pembelian dalam talian berdasarkan perceived utility, penggunaan pemasaran media sosial berdasarkan instagram, facebook dan tiktok, pengalaman media sosial berdasarkan pengaruh rakan sebaya. Di bahagian ini, pilih **SATU** yang mewakili anda dengan meletakkan **TICK (/)**.*

Please rate your opinion based on:

Sila nilaikan pendapat anda berdasarkan:

1 = Strongly Disagree

1 = Sangat Tidak Setuju

2 = Disagree

2 = Tidak setuju

3 = Neutral

3 = Berkecuali

4 = Agree

4 = Setuju

5 = Strongly Agree

5 = Sangat Setuju

1. Perceived Utility

Perceived utility is the subjective assessment of the usefulness or value that people associate with a product, service, or experience.

Persepsi utiliti adalah penilaian subjektif terhadap kegunaan atau nilai yang orang hubungkan dengan produk, perkhidmatan, atau pengalaman.

No	Statement	1	2	3	4	5
PU1	I find that purchasing online is convenient and simple to use. <i>Saya mendapati bahawa membeli-belah dalam talian adalah mudah dan senang digunakan.</i>					
PU2	I believe that online purchases offer value for money. <i>Saya percaya bahawa pembelian dalam talian menawarkan nilai untuk wang.</i>					
PU3	Online shopping helps me meet my needs and preferences effectively. <i>Membeli-belah dalam talian membantu saya memenuhi keperluan dan pilihan saya dengan berkesan.</i>					
PU4	Online purchasing offers convenience and saves time. <i>Pembelian dalam talian menawarkan kemudahan dan menjimatkan masa.</i>					
PU5	Online purchasing provides a wide range of product options. <i>Pembelian dalam talian menyediakan pelbagai pilihan produk.</i>					
PU6	Online purchasing allows for easy comparison of prices and features. <i>Pembelian dalam talian membolehkan perbandingan harga dan ciri mudah.</i>					
PU7	Online purchasing enhances the overall shopping experience. <i>Pembelian dalam talian meningkatkan pengalaman membeli-belah secara keseluruhan.</i>					
PU8	Online purchasing offers better deals and discounts compared to offline shopping.					

	<i>Pembelian dalam talian menawarkan tawaran dan diskaun yang lebih baik berbanding membeli-belah luar talian.</i>					
PU9	Online purchasing provides access to niche or hard-to-find products. <i>Pembelian dalam talian menyediakan akses kepada produk khusus atau sukar ditemui.</i>					
PU10	Online purchasing provides detailed product information and customer reviews. <i>Pembelian dalam talian menyediakan maklumat produk terperinci dan ulasan pelanggan.</i>					

2. Usage Social Media Marketing Based On Instagram, Facebook, And Tiktok

Strategic utilization of these popular social media platforms to promote products, services, brands, or content by focusing on the behavior, preferences, and engagement patterns of the target audience.

Penggunaan strategik platform media sosial popular ini untuk mempromosikan produk, perkhidmatan, jenama, atau kandungan dengan menumpukan kepada tingkah laku, keutamaan, dan corak interaksi audiens sasaran.

i. Instagram

No	Statement	1	2	3	4	5
I1	Social media marketing on Instagram positively influences my perception of brands. <i>Pemasaran media sosial di Instagram secara positif mempengaruhi persepsi saya terhadap jenama.</i>					
I2	Instagram posts by brands help shape my opinions and attitudes towards them. <i>Siaran Instagram oleh jenama membantu membentuk pendapat dan sikap saya terhadap mereka.</i>					

I3	I find brands on Instagram more appealing and trustworthy due to their marketing efforts. <i>Saya mendapati jenama di Instagram lebih menarik dan boleh dipercayai kerana usaha pemasaran mereka.</i>					
I4	I actively seek product information and recommendations on Instagram. <i>Saya secara aktif mencari maklumat produk dan cadangan di Instagram.</i>					
I5	I rely on Instagram posts and stories to discover new products or services. <i>Saya bergantung pada siaran dan cerita Instagram untuk menemui produk atau perkhidmatan baharu.</i>					

ii. **Facebook**

No	Statement	1	2	3	4	5
F1	Social media marketing on Facebook positively influences my perception of brands. <i>Pemasaran media sosial di Facebook secara positif mempengaruhi persepsi saya terhadap jenama.</i>					
F2	Brand Facebook posts influence my ideas and attitudes relating to them. <i>Siaran Facebook jenama mempengaruhi idea dan sikap saya yang berkaitan dengannya.</i>					
F3	I find brands on Facebook more appealing and trustworthy due to their marketing efforts <i>Saya mendapati jenama di Facebook lebih menarik dan boleh dipercayai kerana usaha pemasaran mereka</i>					

F4	Facebook marketing campaigns increase my desire to purchase products or services. <i>Kempen pemasaran Facebook meningkatkan keinginan saya untuk membeli produk atau perkhidmatan</i>					
F5	I rely on Facebook posts and advertisements to discover new products or services. <i>Saya bergantung pada siaran dan iklan Facebook untuk menemui produk atau perkhidmatan baharu.</i>					

iii. TikTok

No	Statement	1	2	3	4	5
T1	Social media marketing on TikTok positively influences my perception of brands. <i>Pemasaran media sosial di TikTok secara positif mempengaruhi persepsi saya terhadap jenama.</i>					
T2	Brand TikTok posts influence my ideas and attitudes relating to them. <i>Siaran TikTok jenama mempengaruhi idea dan sikap saya yang berkaitan dengannya.</i>					
T3	I find brands on TikTok more appealing and trustworthy due to their marketing efforts. <i>Saya mendapati jenama di TikTok lebih menarik dan boleh dipercayai kerana usaha pemasaran mereka.</i>					
T4	TikTok marketing campaigns increase my desire to purchase products or services. <i>Kempen pemasaran TikTok meningkatkan keinginan saya untuk membeli produk atau perkhidmatan.</i>					

T5	I rely on TikTok videos to discover new products or services. <i>Saya bergantung pada video TikTok untuk menemui produk atau perkhidmatan baharu.</i>					
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3. Social Media Experience based on Peer Influence

The impact and interaction individuals have on social media platforms due to the actions, opinions, and behaviors of their peers or social network connections.

Kesan dan interaksi individu dalam platform media sosial disebabkan oleh tindakan, pendapat, dan tingkah laku rakan sebaya atau hubungan rangkaian sosial mereka.

No	Statement	1	2	3	4	5
PI1	The opinions and recommendations of my peers on social media influence my decision-making. <i>Pendapat dan cadangan rakan sebaya saya di media sosial mempengaruhi pembuatan keputusan saya.</i>					
PI2	I am likely to try products or services that are recommended by my friends on social media. <i>Saya berkemungkinan mencuba produk atau perkhidmatan yang disyorkan oleh rakan saya di media sosial.</i>					
PI3	Peer endorsements on social media have a significant impact on my purchasing choices. <i>Sokongan rakan sebaya di media sosial mempunyai kesan yang ketara pada pilihan pembelian saya.</i>					
PI4	I consider my friends' opinions and experiences shared on social media when evaluating products or services. <i>Saya menganggap pendapat dan pengalaman rakan saya yang dikongsi di media sosial semasa menilai produk atau perkhidmatan.</i>					
PI5	Social media platforms provide opportunities for meaningful					

	discussions and interactions with peers. <i>Platform media sosial menyediakan peluang untuk perbincangan dan interaksi yang bermakna dengan rakan sebaya.</i>					
PI6	My peers' social media presence influences my overall satisfaction with my own social media experience. <i>Kehadiran media sosial rakan sebaya saya mempengaruhi kepuasan keseluruhan saya dengan pengalaman media sosial saya sendiri.</i>					
PI7	I feel a sense of competition with my peers on social media, which influences my behavior. <i>Saya merasakan persaingan dengan rakan sebaya saya di media sosial, yang mempengaruhi tingkah laku saya.</i>					
PI8	Peer interactions and engagement (comments, shares, etc.) on my posts enhance my social media experience. <i>Interaksi dan penglibatan rakan sebaya (ulasan, perkongsian, dll.) pada siaran saya meningkatkan pengalaman media sosial saya.</i>					
PI9	I feel a need to keep up with my peers' social media activities to maintain social connections. <i>Saya merasakan keperluan untuk mengikuti aktiviti media sosial rakan sebaya saya untuk mengekalkan hubungan sosial.</i>					

**SECTION C: QUESTION BASED ON PURCHASING ONLINE AND
STUDENT BEHAVIOUR ON PURCHASING ONLINE**
*BAHAGIAN C: SOALAN BERDASARKAN PEMBELIAN DALAM TALIAN DAN
TINGKAH LAKU PELAJAR MEMBELI DALAM TALIAN*

This section pursues your input on question based on purchasing online. In this section, please choose **ONE** which represents you by placing **TICK (/)**.

Bahagian ini memberikan input mengenai penggunaan. Di bahagian ini, pilih **SATU** yang mewakili anda dengan meletakkan **TICK (/)**.

Question Based On Purchasing Online

1. What types of products do you typically purchase online?

Apakah jenis produk yang biasanya anda beli dalam talian?

Electronics <i>Elektronik</i>	
Clothing and fashion <i>Pakaian dan fesyen</i>	
Beauty and personal care <i>Kecantikan dan penjagaan diri</i>	
Home and Kitchen appliances <i>Peralatan rumah dan dapur</i>	
Books and media <i>Buku dan media</i>	
Health and fitness <i>Kesihatan dan kecergasan</i>	
Food and groceries <i>Makanan dan barangan runcit</i>	
Others <i>Lain-lain</i>	

2. Which methods of online payment do you prefer?

Kaedah pembayaran dalam talian yang manakah anda lebih suka?

Credit/debit card <i>Kredit/debit card</i>	
Paypal <i>Paypal</i>	
Digital wallet (e.g., Apple Pay, Goggle Pay) <i>Dompert digital (cth., Apple Pay, Goggle Pay)</i>	
Bank transfer <i>Pemindahan bank</i>	
Cash on delivery <i>Tunai semasa penghantaran</i>	
Others	

Lain-lain	
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3. What are the main reasons you choose to make purchases online?

Apakah sebab utama anda memilih untuk membuat pembelian dalam talian?

Convenience and ease of shopping <i>Keselesaan dan kemudahan membeli-belah</i>	
Wide variety of products available <i>Pelbagai jenis produk tersedia</i>	
Competitive prices and discounts <i>Harga yang kompetitif dan diskaun</i>	
Ability to compare products and read reviews <i>Keupayaan untuk membandingkan produk dan membaca ulasan</i>	
Time-saving <i>Penjimatan masa</i>	
Access to exclusive or hard-to-find items <i>Akses kepada item eksklusif atau sukar ditemui</i>	
Avoiding crowded stores and long queues <i>Elakkan kedai yang sesak dan beratur panjang</i>	
Others <i>Lain-lain</i>	

4. Do you prefer online shopping over traditional brick-and-mortar shopping?

Adakah anda lebih suka membeli-belah dalam talian berbanding membeli-belah tradisional?

Yes, I prefer online shopping <i>Ya, saya lebih suka membeli-belah dalam talian</i>	
No, I prefer traditional shopping <i>Tidak, saya lebih suka membeli-belah tradisional</i>	
It depends on the product or situation <i>Ia bergantung kepada produk atau keadaan</i>	

5. Which factors most influence your decision to make an online purchase?

Faktor manakah yang paling mempengaruhi keputusan anda untuk membuat pembelian dalam talian?

Price <i>Harga</i>	
Product reviews and ratings <i>Ulasan dan penilaian produk</i>	
Brand reputation	

<i>Reputasi jenama</i>	
Product descriptions and specifications <i>Penerangan dan spesifikasi produk</i>	
Recommendations from friends or family <i>Cadangan daripada rakan atau keluarga</i>	
Social media influencers <i>Pengaruh media sosial</i>	
Promotional offers and discounts <i>Tawaran promosi dan diskaun</i>	

Student Behaviour on Purchasing Online

No	Statement	1	2	3	4	5
SB1	I frequently make online purchases for various products or services. <i>Saya kerap membuat pembelian dalam talian untuk pelbagai produk atau perkhidmatan.</i>					
SB2	I compare prices and options from different online retailers before making a purchase. <i>Saya membandingkan harga dan pilihan daripada peruncit dalam talian yang berbeza sebelum membuat pembelian.</i>					
SB3	I read online reviews and ratings before making a purchase decision. <i>Saya membaca ulasan dan penilaian dalam talian sebelum membuat keputusan pembelian.</i>					
SB4	I consider discounts, deals, or promotions when making online purchases. <i>Saya mempertimbangkan diskaun, tawaran atau promosi apabila membuat pembelian dalam talian.</i>					
SB5	I tend to purchase from online retailers that offer fast and reliable shipping. <i>Saya cenderung untuk membeli daripada peruncit dalam talian yang menawarkan penghantaran yang pantas dan boleh dipercayai.</i>					

APPENDIX B: GANT CHART FYP 1

FYP 1	WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Proposal for Supervisor Selection															
Title Verification Form															
Formulate Research Questions															
Seminar Boost Your Skill in Developing Research Title															
Draft Chapter 1															
Correction Draft Chapter 1															
Draft Chapter 2															
Correction Draft Chapter 2															
Draft Chapter 3															
Correction Draft Chapter 3															

Slide Presentation																
Full Report Final Year Project 1																
Correction Full Report Final Year Project 1																
Submission Full Report Final Year Project 1																



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

