THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR

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(Technopreneurship)

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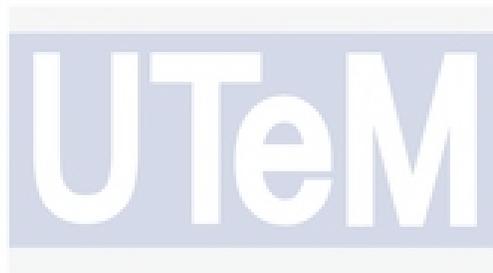
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THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON CONSUMER

BUYING BEHAVIOR IN AYER KEROH, MELAKA

NURUL SYAFIQAH IZATI BINTI ZAMDI

This Report is Submitted in Fulfilment of the Requirements for the Award of a

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STUDENT'S DECLARATION

I hereby declared that this report entitled

"THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR IN AYER KEROH, MELAKA"

is the result of my own research except as cited in the references. The report has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.
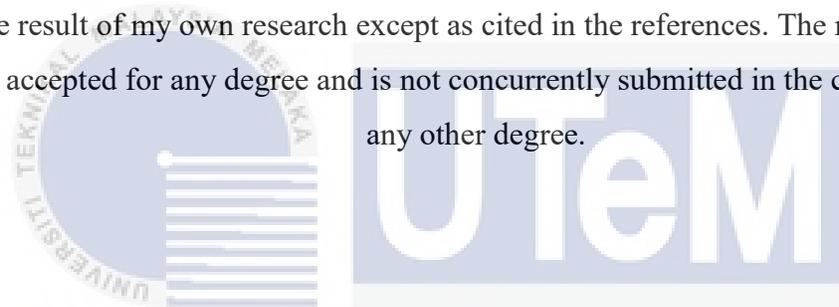
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DEDICATION

I dedicated this thesis to my beloved parents Zamdi Bin Mat Nasir and Nurhamiza Binti Hamzah, who always supported me towards completion of this research. They also given advices, financial and moral support in order to motivate me to conduct this research until now. Thanks also to my supervisor, family and my friends for always support and helping me in this research.

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ABSTRACT

The researcher explain about the effectiveness social media marketing on consumer buying behavior in this study. In the introduction part, the researcher attempts to define the term "social media marketing" and to describe the purpose of the research as well as its goals. In the literature review portion and the research methodology section, the researcher also discusses the history of social media marketing, role of social media marketing, specific social media marketing strategies and influence of social media marketing on consumer attitudes and perceptions. The researcher also discusses how to get information for this study in the research methodology.

ABSTRAK

Pengkaji menerangkan tentang keberkesanan pemasaran media sosial terhadap tingkah laku pembelian pengguna dalam kajian ini. Dalam bahagian pengenalan, penyelidik cuba mentakrifkan istilah "pemasaran media sosial" dan untuk menerangkan tujuan penyelidikan serta matlamatnya. Dalam bahagian tinjauan literatur dan bahagian metodologi kajian, pengkaji turut membincangkan sejarah pemasaran media sosial, peranan pemasaran media sosial, strategi pemasaran media sosial khusus dan pengaruh pemasaran media sosial terhadap sikap dan persepsi pengguna. Pengkaji juga membincangkan cara mendapatkan maklumat untuk kajian ini dalam metodologi kajian

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This research paper will be divided into five different chapters. For the first chapter, this paper will provide an introduction to research on the topic of the effectiveness social media marketing on consumer buying behavior. This chapter will contain all the elements that contain Research Background, Problem Statement, Research Questions, Research Objectives, Scope of Study and Significant of the Study. Thus, it will give an idea why this study was conducted.

1.1 Background of studies

Social media has revolutionized the way businesses connect with their target audience, and its impact on consumer behavior has garnered significant attention. As a powerful tool for communication and information sharing, social media platforms have become a focal point for businesses' marketing strategies. Social media marketing enables businesses to engage with consumers, build brand awareness, and influence their purchasing decisions. This section explores the effectiveness of social media marketing in shaping consumer buying behavior.

This study conducted by Kim, A. J., & Ko, E. (2012) examined the impact of social media marketing activities on customer equity within the luxury fashion industry. The research found that social media marketing positively influenced customer equity, indicating its effectiveness in engaging consumers and influencing their buying behavior. The study further highlighted the role of social media in building brand loyalty, increasing brand awareness, and enhancing brand image.

The findings of this study emphasize the importance of social media marketing as an effective tool to influence consumer behavior and create value for businesses. By leveraging social media platforms, businesses can target and engage their audience in meaningful ways, fostering a positive impact on consumers' purchasing decisions. However, it is crucial to note that consumer behavior is influenced by various factors, including personal preferences, product characteristics, and external influences. Therefore, businesses should adopt a comprehensive marketing approach that integrates social media efforts with other marketing strategies to maximize the impact on consumer buying behavior.

According to Yang, S., Kim, Y.K., & Yoo, K. H. (2016), social media marketing has become an integral part of businesses' marketing strategies, and its impact on consumer buying behavior has been extensively studied. Numerous research studies have explored the effectiveness of social media marketing in influencing consumers'

purchasing decisions. Here is an overview of the background and effectiveness of social media marketing on consumer buying behavior, along with a relevant citation.

Social media platforms, such as TikTok, WhatsApp, Facebook and Instagram provide businesses with a direct channel to engage with their target audience, build brand awareness, and promote products or services. These platforms offer various features, including targeted advertising, influencer collaborations, customer reviews, and interactive content, all of which can impact consumers' buying behavior. Several studies have demonstrated the effectiveness of social media marketing in influencing consumer buying behavior. For instance, a study conducted by Yang, Kim, and Yoo (2016) examined the impact of social media marketing on consumers' purchase intentions. The study found that social media marketing positively affected consumers' attitudes toward the brand and their purchase intentions. It concluded that social media marketing plays a significant role in shaping consumers' perceptions and behaviors.

This study illustrates how social media marketing activities can contribute to building brand equity and influencing customer responses, ultimately affecting consumers' buying behavior. However, it is important to note that the effectiveness of social media marketing may vary depending on factors such as target audience, campaign strategy, and platform selection. Therefore, businesses should tailor their social media marketing efforts to align with their specific objectives and target audience to maximize its impact on consumer buying behavior.

In conclusion, social media marketing has proven to be an effective tool in influencing consumer buying behavior. Through targeted engagement, brand building, and value creation, businesses can leverage social media platforms to connect with consumers, enhance brand equity, and ultimately drive purchase decisions.

1.2 Problem Statement

In today's digitally connected world, businesses are increasingly relying on social media marketing to influence consumer behavior and drive purchasing decisions. While the use of social media platforms for marketing purposes has become prevalent, there is a need to understand the effectiveness of such strategies in shaping consumer buying behavior. This study aims to investigate the impact of social media marketing on consumer buying behavior and provide insights into the extent to which social media platforms contribute to consumers' purchasing.

The study conducted by Nguyen and Pham (2020) focused on the impact of social media marketing, specifically on Facebook, on consumer purchase intention in Vietnam. The research examined the relationship between social media marketing activities, such as brand awareness, information sharing, and customer engagement, and consumers' intention to make a purchase. The findings of the study shed light on the effectiveness of social media marketing in influencing consumer buying behavior and provide valuable insights into the specific mechanisms through which social media platforms influence consumers' purchase intentions.

By addressing the research gap regarding the effectiveness of social media marketing on consumer buying behavior, this study contributes to the existing body of knowledge and provides practical implications for businesses aiming to optimize their marketing strategies. Understanding the impact of social media marketing on consumer behavior is crucial for businesses to make informed decisions and allocate resources effectively to maximize their marketing efforts.

However, it is important to acknowledge that consumer behavior is influenced by various factors, and the effectiveness of social media marketing may vary across different industries, target audiences, and cultural contexts. Therefore, further research is needed to explore the nuances and specificities of social media marketing's impact on consumer buying behavior in various settings.

As businesses increasingly invest in social media marketing to engage with consumers and promote their products or services, there is a growing need to evaluate the effectiveness of these efforts in influencing consumer buying behavior. Understanding the impact of social media

marketing on consumer purchasing decisions is crucial for businesses to optimize their marketing strategies and allocate resources effectively. This study aims to investigate the effectiveness of social media marketing in shaping consumer buying behavior and provide insights into the specific factors and mechanisms through which social media platforms influence consumers' purchase decisions.

The study conducted by Verma, Sharma, and Chandra (2021) focused on the impact of social media marketing on consumer buying behavior within the apparel industry. The research examined the relationship between various social media marketing strategies, such as influencer marketing, customer reviews, and promotional campaigns, and consumers' buying behavior. The study aimed to assess the effectiveness of these strategies in influencing consumers' attitudes, intentions, and actual purchase decisions. The findings of the study provide valuable insights into the specific aspects of social media marketing that significantly impact consumer buying behavior in the context of the apparel industry.

By addressing the research gap regarding the effectiveness of social media marketing on consumer buying behavior, this study contributes to the existing body of knowledge and provides practical implications for businesses operating in the apparel industry and beyond. However, it is important to note that consumer behavior is influenced by various individual, social, and cultural factors, and the effectiveness of social media marketing may vary across industries and target audiences. Therefore, further research is needed to explore the generalizability and specific nuances of social media marketing's impact on consumer buying behavior in different contexts.

With the rapid growth and widespread adoption of social media, businesses are increasingly utilizing social media marketing as a means to influence consumer buying

behavior. However, there is a need to comprehensively understand the effectiveness of social media marketing in driving consumer purchasing decisions. This study aims to investigate the impact of social media marketing on consumer buying behavior and identify the key factors and mechanisms that contribute to its effectiveness, thereby providing valuable insights for businesses seeking to optimize their marketing strategies.

The study conducted by Hajli, Lin, Featherman, and Wang (2014) focused on social word-of-mouth and its impact on consumer trust and buying behavior. While the study does not exclusively examine social media marketing, it provides valuable insights into the broader realm of consumer influence through social channels. The research highlights the role of trust as a key factor in shaping consumer behavior and emphasizes the potential impact of social interactions on consumer decision-making processes. By considering the broader context of consumer influence, this study complements the understanding of social media marketing's effectiveness in driving consumer buying behavior.

By addressing the research gap regarding the effectiveness of social media marketing on consumer buying behavior in Ayer Keroh, Melaka, this study contributes to the existing body of knowledge and provides practical implications for businesses. However, it is important to acknowledge that consumer behavior is influenced by various individual, social, and cultural factors, and the effectiveness of social media marketing may vary across industries, platforms, and target audiences. Therefore, further research is needed to explore the specific mechanisms through which social media marketing influences consumer buying behavior in different contexts.

1.3 Research Objectives

The objectives of this study are:

i-   To explore the role of social media marketing platforms

ii-   To analyze the decision to purchase through social media marketing

1.4 Research Questions

The study will address the following research questions:

i-   what is needed to explore the role of social media marketing platforms, such as Facebook, Instagram, WhatsApp, and TikTok?

ii-   How to analyze the decision to purchase through social media marketing?

1.5 Scope of Study

The scope of the study on the effectiveness of social media marketing on consumer buying behavior with consumers includes examining the impact of social media marketing strategies, platforms, and interactions on consumers' awareness, attitudes, intentions, and actual purchase behavior. It encompasses various industries and target audiences, considering factors such as consumer demographics, cultural differences, and product/service characteristics. The study aims to provide practical insights and recommendations for businesses to optimize their social media marketing strategies and enhance their influence on consumer buying behavior.

This study conducted by Chen, Fay, and Wang (2011) examines the role of marketing in social media, specifically focusing on the evolution of online consumer reviews. Although the study does not exclusively address the scope of the effectiveness of social media marketing on consumer buying behavior, it provides valuable insights into how marketing activities and online consumer interactions in social media platforms influence consumer behavior and shape purchase decisions. By considering the evolving nature of online consumer reviews, this study contributes to understanding the scope and impact of social media marketing on consumer behavior.

It is important to note that the citation provided offers insights into the broader context of marketing in social media and its influence on consumer behavior. To explore the specific scope of the effectiveness of social media marketing on consumer buying behavior comprehensively, it is recommended to consult a combination of research studies focused explicitly on social media marketing's impact on consumer buying behavior.

1.6 Significance of The Study

Understanding the effectiveness of social media marketing on consumer buying behavior is of paramount importance for businesses in today's digital landscape. The significance of this study lies in its potential to provide valuable insights and practical implications for businesses aiming to optimize their marketing strategies. By comprehensively exploring the impact of social media marketing on consumer behavior, this study can help businesses make informed decisions, allocate resources effectively, and tailor their marketing efforts to better engage and influence consumers. Additionally, the study can contribute to the existing body of knowledge on social media marketing by bridging the research gap and expanding the understanding of its impact on consumer buying behavior.

The study conducted by Hajli, Sims, Featherman, and Love (2014) focuses on social commerce constructs and consumers' intention to buy. Although the study does not exclusively address the significance of studying the effectiveness of social media marketing on consumer buying behavior, it provides valuable insights into social commerce, which encompasses the intersection of social media and e-commerce. The research highlights the significance of social interactions, trust, and perceived usefulness in influencing consumers' buying intentions in the context of social commerce. By considering these constructs, the study emphasizes the importance of understanding and leveraging social media marketing for businesses seeking to drive consumer purchasing decisions.

The significance of the study on the effectiveness of social media marketing on consumer buying behavior lies in its potential to offer practical implications and contribute to the knowledge base in marketing and consumer behavior research. By identifying the key factors, mechanisms, and impacts of social media marketing, this study can help businesses develop effective marketing strategies and engage consumers in ways that positively influence their buying behavior.

1.7 Summary

This chapter sets the context for the study on the effectiveness of social media marketing on consumer buying behavior. It highlights the research problem, objectives, and significance, paving the way for the subsequent chapters to explore the topic in detail and provide valuable insights for businesses and researchers alike.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The effectiveness of social media marketing on consumer buying behavior in Ayer Keroh, Malacca is discussed in more detail in this chapter. Identifying more deeply about the meaning of the effectiveness of social media marketing on consumer buying behavior, role of social media marketing, steps model to consumer decision purchase of this literature review. The researcher can create a research framework at the conclusion of the chapter that incorporates his findings.

2.1 Definition of The Effectiveness of Social Media Marketing on Consumer Buying Behavior

The effectiveness of social media marketing on consumer buying behavior refers to the degree to which marketing efforts on social media platforms influence consumers' attitudes, intentions, and actual purchasing decisions. It involves understanding the impact of various social media marketing strategies, such as targeted advertising, user-generated content, and interactive campaigns, on consumers' awareness, perceptions, and behaviors related to purchasing products or services.

This study conducted by Ashraf, Thongpapanl, and Wamba (2020) provides a comprehensive review of consumer behavior in social commerce, which encompasses the effectiveness of social media marketing on consumer buying behavior. While the focus is on social commerce in general, the study contributes to the understanding of the impact of social media marketing on consumer behavior. It examines factors such as trust, engagement, social influence, and personalization as they relate to consumer buying behavior in the context of social commerce. This supports the concept of the effectiveness of social media marketing in influencing consumer purchasing decisions.

The definition of the effectiveness of social media marketing on consumer buying behavior captures the core idea of how marketing efforts on social media platforms influence consumers' attitudes, intentions, and actual purchase decisions. It reflects the need to evaluate the impact of social media marketing strategies in shaping consumer behavior and driving purchasing decisions.

The effectiveness of social media marketing on consumer buying behavior refers to the extent to which marketing activities and strategies deployed on social media platforms influence consumers' attitudes, perceptions, intentions, and actual purchasing decisions. It encompasses the impact of various social media marketing techniques, such as targeted advertisements, influencer collaborations, user-generated content, interactive

campaigns, and social engagement, on shaping consumer behavior and driving them towards making a purchase.

The effectiveness is assessed by evaluating the ability of social media marketing efforts to raise brand awareness, build positive brand associations, create customer engagement, foster trust and credibility, stimulate purchase intentions, and ultimately lead to consumer conversions. It involves measuring and analyzing the direct and indirect effects of social media marketing on consumer buying behavior, taking into account factors like reach, engagement metrics, sentiment analysis, conversion rates, and return on investment (ROI) for businesses.

The effectiveness of social media marketing on consumer buying behavior refers to the degree to which marketing efforts and strategies deployed on social media platforms influence and impact consumers' purchasing decisions. It encompasses the ability of social media marketing to shape consumers' attitudes, perceptions, intentions, and actual behaviors related to purchasing products or services.

This effectiveness is typically measured by evaluating various factors, including brand awareness, brand engagement, customer interactions, social influence, customer satisfaction, and ultimately, the conversion of consumers into buyers. It involves analyzing the impact of social media marketing activities, such as targeted advertising, influencer collaborations, user-generated content, social endorsements, and customer reviews, on consumers' decision-making processes and their likelihood to make a purchase.

2.2 Role of Social Media Marketing

Social media platforms play a crucial role in shaping consumer buying behavior and are integral to the effectiveness of social media marketing efforts. Here are some key roles that social media platforms play in influencing consumer buying behavior:

Reach and Audience Targeting : Social media platforms provide a vast and diverse user base, allowing marketers to reach a wide audience. The ability to target specific demographics, interests, and behaviors enables marketers to tailor their messages to the right audience, increasing the relevance of marketing content and improving its effectiveness in shaping consumer behavior.

Content Discovery and Inspiration : Social media platforms serve as discovery engines, where users can explore and discover new products, services, and brands. Through engaging content, visuals, and recommendations, social media platforms inspire and influence consumers' preferences, aspirations, and purchase decisions. Users can follow brands, influencers, and friends, making it easier for them to discover and be influenced by products and recommendations.

Influencer Marketing : Social media platforms have given rise to influencer marketing, where individuals with a large following and influence promote products or services to their audiences. Influencers can sway consumer opinions, preferences, and purchasing decisions through their endorsements, testimonials, and personal experiences shared on social media platforms.

Real-time Engagement and Customer Support : Social media platforms facilitate real-time engagement between brands and consumers. Customers can directly interact with brands, ask questions, provide feedback, and seek customer support through social media platforms. This engagement enhances customer satisfaction, builds trust, and influences future purchase decisions.

Social Commerce and Seamless Shopping Experience : Many social media platforms now offer integrated shopping features, allowing users to discover, research, and purchase products directly within the platform. Social commerce capabilities simplify the buying process, provide social validation, and create a seamless shopping experience, enhancing the effectiveness of social media marketing in driving conversions.

2.3 Steps Model to Consumer Buying Purchase

There are 5 steps in the consumer buying behavior model which is need recognition, information search, evaluation of alternatives, the buying decision and post-purchase evaluation.

1. Need Recognition

The buying process begins when people recognise that they have an unsatisfied need, and unsatisfied need occurs when consumer contentment differs from his or her current level of satisfaction. According to Cox and Brittan (2004), consumers have certain fundamental wants that may be satisfied in very simple ways, but when it requires some sophisticated criteria, it becomes a problem, and the natural response to this difficulty is to seek a solution, which leads to search of information, in other words, it is acceptable to assume that customers are attempting to satisfy demands when they purchase goods or services.

2. Information Search

This stage is involved with acquiring and processing information in order for the consumer to proceed towards a buying decision, and this search may include information retrieval from the buyer's memory (internal) as well as external search if internal information is insufficient. Semenik (2002) defined internal and external information search in greater detail. Internal Information Search based on personal past experience

and existing information may be all that is required to make the decision, so it is critical for the promotion function to focus on consumer beliefs and attitudes at this stage. However, if this is insufficient, External Information Search will be necessary to assist customers in gathering information. Information they require, which is usually obtained via Googling about other people's experiences, such as friends and family relatives, lately social media has become the primary medium for this type of study to read and watch what other people are doing writing and saying about other brands.

3.   Evaluation of Alternatives

This stage is an extension of the previous one; once the necessary information is obtained, the buyer will begin to analyse each purchase choice with the goal of gradually narrowing the list of prospective purchases to one. Actually, this approach will create a strong purchase intention in the buyer's mind, which will lead to an expected purchase until some issues exist between the formation of an intention and the eventual purchase.

4.   The Buying Decision

It is not a single decision, but a series of decisions, each one of which can result in a change of heart and a different path being taken. Furthermore, if we want to be precise in retailing, Levy and Weitz (2004) state that buyers may not buy the product that ranks highest on the list of evaluations, but they will buy it. Delivers a significant benefit but may not be available in stores or the hazards exceed the potential benefits.

5.   Post-Purchase Evaluation

Once a purchase is done, assessments continue so that the consumer feels he made the appropriate selection that meets his expectations, which we call Post-purchase contentment, or Post-purchase dissatisfaction if the evaluations do not satisfy the

expectations. Again, promotion can help in this situation to ensure that consumers are happy by setting proper expectations for a brand's performance prior to a launch purchase and by making the client who has already purchased the advertised brand feel good about themselves (Semenik, 2002).

2.4 THEORETICAL FRAMEWORK
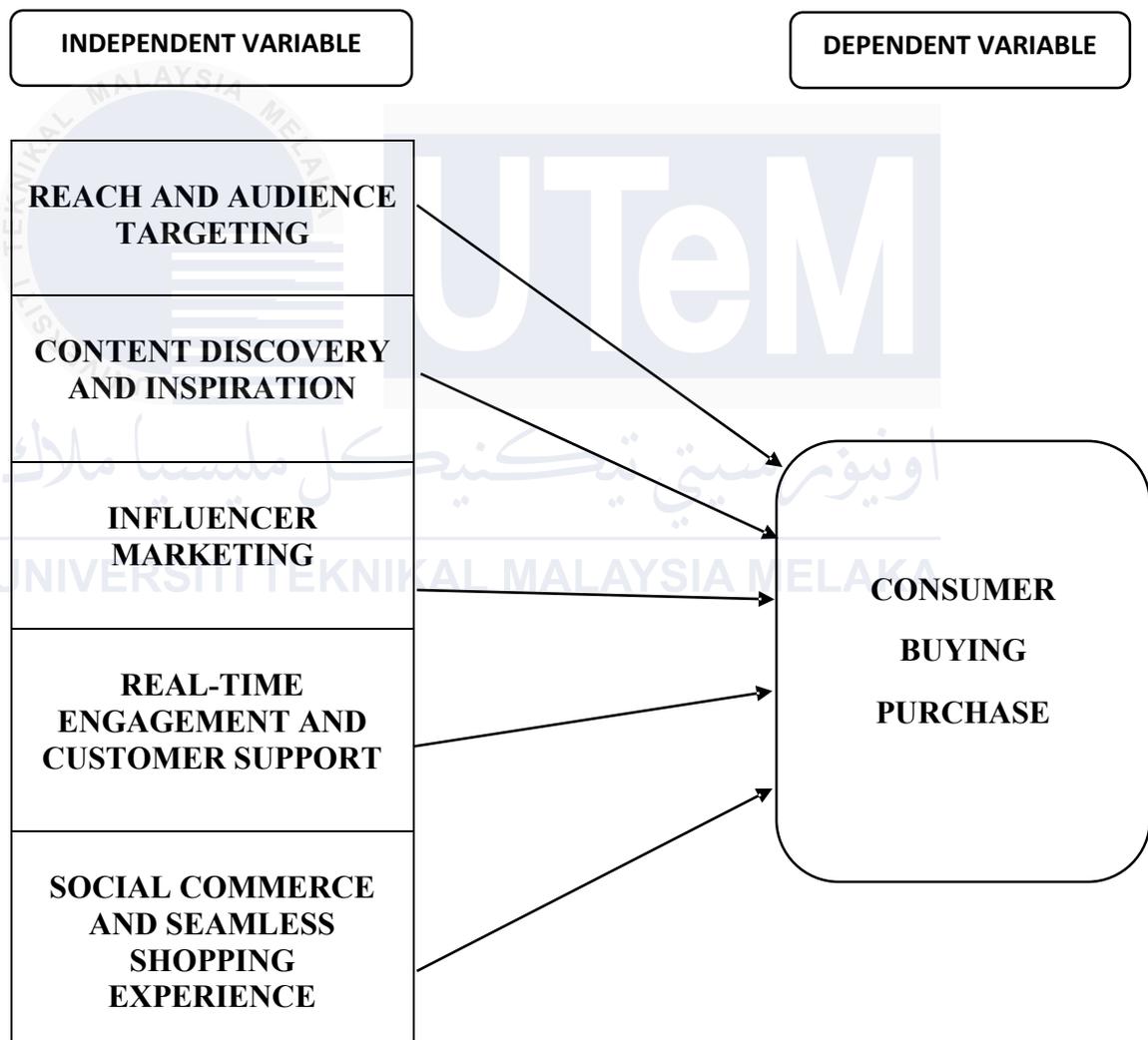
Figure 1.0 Theoretical Framework

2.5 HYPOTHESIS

Hypothesis is developed into various factors which have been identified from links of problem. Research questions and research objective are used to test hypothesis.

Hypothesis 1

Reach and audience will positively effect consumer buying behavior

Hypothesis 2

Content discovery and inspiration will positively effect consumer buying behavior

Hypothesis 3

Influencer marketing will positively effect consumer buying behavior

Hypothesis 4

Real-time engagement and customer support will positively effect consumer buying behavior

Hypothesis 5

Social commerce and seamless shopping experience will positively effect consumer buying behavior

2.6 Summary

Social media platforms serve as influential channels that shape consumer buying behavior by reach and audience targeting, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience. Marketers leverage these platform features to optimize their social media marketing strategies and effectively influence consumers' attitudes, intentions, and actual purchase decisions. A well-crafted social media marketing strategy helps guide the organization's social media activities, ensures consistency in messaging and branding, and maximizes the effectiveness of social media efforts in achieving marketing objectives. It is important to note that while social media marketing has a significant influence on consumers' attitudes and perceptions towards brands, other factors such as product quality, customer service, and overall brand reputation also play crucial roles in shaping consumer behavior.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

Chapter 3 clearly defines the research methods used to conduct the study. Moreover, this chapter also will be presenting about the research procedure and data analysis. Research methodology is one of the tools that can collect the data and how the necessary data and information to address the research objective. This chapter also discusses about research design. instrument used to collect data, including methods applied to maintain the validity and readability of the instrument are defined.

3.1 Research Design

Research design is a plan for analyzing or investigating and responding to research questions and problems (Cooper and Scindler, 2001; Bryman and Bell, 2003; Kumar, 2005). Research design also can be defined as a general plan, structure and strategy that makes it possible to see the entire picture of the study and find a way to answer the question stated.

This study aimed at investigating the impact of independent variables on the dependent variable. Moreover, independent variable in this research paper is entrepreneurial education while the dependent variable is the entrepreneurial motivation. In addition, the dependent variable is an element that researcher measure in this research and can affect the relationship between every aspect used by the researcher in this study. It can also add value for each element as well.

However, researchers use explanatory research design to find the information to accomplish research goals in order to answer the research question. Besides that, explanatory research is defined as a research that is used to explain an issue that is not clearly defined, but it helps to better understand the problem. A better understanding of the existing problem is conducted, but it will not yield conclusive results. Researcher begins with a general idea for such research and uses this research as a way of identifying issues that may be the focus of future research. Moreover, as it used to answer questions like what, why and how, it is often referred to as grounded theory approach or interpretive research.

3.2 Research Method

After defining the research design, the research methods are selected in the following sections. There are two methodological approaches which is qualitative and quantitative research methods in academic research. Qualitative research is about an inductive approach. This requires a detailed analysis of problems with a limited number of respondents in a less formal environment (Ko de Ruyter & Scholl, 1998). It mainly uses different methods to gather information such as individuals, focus groups and in-depth interviews compared to quantitative approach (Perry, Riegs & Brown, 1998; Zikmund, 2003; Sarantakos, 2005; Neuman, 2006). Exploratory and open-ended is the nature of this type of study. Hence, the researcher selects a quantitative research approach and distributes questionnaires to know the effectiveness of social media marketing on consumer buying behaviour in Ayer Keroh, Melaka. Quantitative method refers to systematic phenomena investigation by collecting measurable data and using statistical, mathematical, or computational techniques. Quantitative research uses sampling methods to collect information from existing and potential respondents using various types such as online surveys, questionnaires, online polls and others. In essence, it involves numbers, objectivity and hard data collected using empirical methods to provide comparison and prediction information (Zikmund, 2003; Kumar, 2005). The survey conducted to determine the effectiveness of social media marketing on consumer buying behaviour as well in order to meet the objective of this study.

3.3 Data Collection

There are primary data and secondary data in data collection. Primary data is data that gathered by the researcher by using methods such as surveys, interviews, or experiments to complete the survey research (Stephanie, 2018). The main feature of the primarily data is that researchers focus on collecting data directly rather than relying on data collected from previous research (Bhat, 2019). Moreover, secondary data is data gathered from the past studies, surveys, or experiments that have been done by previous researcher (Stephanie, 2018). Secondary data helps researchers to validate data collected from primarily data and helps to strengthen or prove or objection to previously research (Bhat, 2019).

3.3.1 Primary Data

In order to collect the data, researchers distribute the questionnaire to the respondents to achieve the objectives or goals of this study. The researchers distribute the questionnaire to identify the effectiveness of social media marketing on consumer buying behaviour. The questionnaire survey is a very popular research technique and is widely used to collect and analyze data quickly and efficiently from the population being study. A questionnaire will be distributed to consumer in Ayer Keroh, Melaka.

3.3.2 Secondary Data

Secondary data is most commonly used by researcher because it provides an efficiency and speed data by using an already existing resource. The main sources of secondary data include data collected by internet searches, government sources, libraries, research report and others that have been published and reviewed (Bhat, 2019). There are multiple sources was pick up in this study to collect the data from the previous research about the effectiveness of social media marketing on consumer buying behaviour and the data related to the study such as articles, book, journal, and others.

3.4 Sampling design

3.4.1 Population

The population is a group of potential respondents that can generalize the results of a study (Salkinds, 2005). Besides that, the population of research is the larger group of individuals that researchers aim to generalize the results of your research. It is for the benefit of the population that research has been done. Research populations are also recognized as clearly collections of individuals or objects known to have the same characteristic. All individuals or objects in a particular population typically having a common, binding characteristic or trait. The population of consumer in Ayer Keroh, Melaka is 47,016 people. Hence, the population of this study is 381 consumers.

3.4.2 Sample Size

Researchers are often unable to test each individual in the population because it is too expensive and time-consuming due to the large population size. This is the reason why researchers rely on sampling techniques. Sample is the group of individuals who actually participate and complete the study. This study use sample random sampling method to choose respondents who are involved in this study. According to the sampling procedure, each individuals has the same opportunity to be selected as a sample.

This study will be conducted through the distribution of the questionnaire to all the consumer in Ayer Keroh, Melaka to know what their mindset about social media marketing is and how far the social media marketing can impact consumer buying behaviour. The questionnaire will be distributed according to the study context that sought feedback on the consumer mindset among consumer in Ayer Keroh, Melaka, whether consumer buying behaviour could give a big impact on social media marketing, and what is the crucial factors in social media marketing that affect consumer to make decision purchase. From a total of 40,716 populations, sample sizes that were decide are

381 samples. To determine the sample size from group of population, the researchers refer to the information that shown in Table 2.

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

Table 2 : Table for Determining Sample Size from a Given Population (Krejcie & Morgan, 1970)

3.4.3 Research Location

This study was conducted at Ayer Keroh, Melaka. To ensure that the input for this study is fair for all users, researchers from all throughout consumer participated in it.

3.4.4 Sampling elements

In this study, before qualifying as valid respondents, the candidates for the survey must meet two conditions which is they must be a consumer and must be consumer in Ayer Keroh, Melaka. In order to achieve research goals, proper selection of respondents is important for the study and facilitates the collection of data for analysis in the following chapter.

3.4.5 Sampling technique

Probability sampling technique convenience method for sample selection is used in this study. The convenience sampling for this research will be used in explanatory research in this sampling technique. It enables researchers to quickly and economically obtain 381 completed questionnaires by randomly selecting respondents for the researcher's ease. However, the sample technique allows the researcher to reduce a large population to a managerial size by select sample from the population.

3.5 Research Instrument

3.5.1 Questionnaire Survey

A self-directed survey questionnaire is used as a research tool by the researcher. This is an efficient data collection mechanism to ensure the relevance and consistency of the information collected, as 381 sets of questionnaires are distributed to the respondents in an objective, standardized and comparable way. In addition, researcher also using Google form to distribute the questionnaire easily. Moreover, Google form provides different measurement option for different needs automatically updates the responses in Excel spreadsheet. Not only that, in terms of transferring respondent input to excel, it saves a lot of time on data collection.

3.5.2 Questionnaire Design

The quantitative research methodology was used in this study is questionnaire. A questionnaire is the one of the method of collecting and analyzing the data where it is the set of questions used to obtain the information. Likert scale is used to measure different variables in the questionnaires. The questionnaires of this study were divided into two sections, which are Section A and Section B. In section A, this part is about the demographic profiles. Respondents then can easily tick each question that suits them with the appropriate given answers. Besides that, Section B, consists of independent variables which are reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience. There is also consists of dependent variable which is customer decision purchase. There are 3 to 5 questions for each variable. The questionnaires used Likert Scale with 5-point scale. The respondents tick the number that best describes their feelings either ticking number 1 (Strongly Disagree) to 5 (Strongly Agree).

3.6 Data Analysis

After collect the data by distribute questionnaires to the respondents, researcher can do the data analysis. Data analysis of quantitative research method may include the calculation of frequencies of variables and differences between variables (Dudovskiy, 2018). There are various types of data analysis such as descriptive, exploratory, inferential, predictive, and causal (Whiting. 2018). Researcher obtain the information from respondent by using the descriptive analysis and inferential statistic. To analyzes the data, researcher used Statistical Package for Social Sciences (SPSS) which quantitative analysis are focuses on numbers.

3.6.1 Scale Measurement (Reliability and Validity Test)

In order to conduct reliability test, researchers used SPSS. This reliability will decided through the interpretation of Cronbach's alpha, which is a reliability coefficient that demonstrates how well the items in a set are positively related to one another.

Researcher also use the validity test because the validity of the research component that has been identified to ensure the research quality. In this research, the types of methods that are used as primary and secondary sources. A primary source is questionnaires while secondary sources are related to the study such as articles, book, journal, and others. Furthermore, the questionnaire is valid with respondent because the questions is focused on the effectiveness of social media marketing on consumer buying behaviour.

3.6.2 Inferential Analysis

3.6.2.1 Independent Sample T-test

In this study, t-test is conducted to observe whether social media marketing can give a big effect on consumer buying behaviour. T-test is used to test a hypothesis that mean scores on some interval or ratio scaled variable (metrial) will be significantly different for two independent samples or gathering.

3.6.2.2 Pearson Correlation Analysis

In this study, Pearson correlation analysis shows the strength, direction and significance of bivariate relationships among all the variables that were measured at interval or ratio level. The correlation coefficient can be either positive or negative depending on the direction of the relationship between independent variables and dependent variables. In this study, it is used to measure the effectiveness of social media marketing on consumer buying behaviour in Ayer Keroh, Melaka and three five which are reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience on hypothesis 1, 2, 3, 4 and 5. The test will be done at 5% significance level.

3.6.2.3 Multiple Linear Regression Analysis

This analysis can be defined as analysis of association which the effect of two or more independent variables on a single and interval-scaled dependent variable. Multiple linear regression analysis will help researcher to analysis the association which the effects of two or more independent variables on a single. interval-scaled dependent variable. In this study, independent variable are entered into same regression equation to forecast whether there is any significant relationship with social media marketing with customer decision purchase.

3.7 Pilot Test

Pilot studies gather data for the larger study from the ultimate subject of the research projects guide. It can be defined as 'any small scale exploratory research technique that uses sampling but does not apply rigorous standards (Zikmund, 2003). The pilot study data are useful for conducting a situation analysis and pre-testing questionnaires of the survey.

3.8 Summary

This chapter present about the methodology used by researcher to achieves the objectives of this study. Researcher chooses this method because it is the easier and the most suitable method according to our research. By using this method, researcher can answer the research questions in this study.

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

In the previous chapter, the methodology used to collect data using the survey questionnaire method was explained and justified. This chapter presents the data analysis findings. The aim of the research was to study the effectiveness of social media marketing on consumer buying behaviour in Ayer Keroh, Melaka. Through this chapter, it describes the observations and results examined using 'Statistical Package for Social Science' (SPSS) version 27.0 for Window, which was used to measure pilot testing, descriptive statistics, ANOVA, and multiple questionnaire regression analysis that has already been completed. Otherwise, pilot test was carried out to refine the questionnaire in order to prevent the respondents from having problems answering the questions and there will be no problems recording the data. It will also allow for some evaluation of the validity of the questions and data reliability.

This chapter also includes five sections which is pilot study, demographic profile, and descriptive analysis, overview of hypothesis tests and findings, and chapter summary. These findings are defined as descriptive statistics compiled in the table data in this form. The data and analysis of the results were focused on the research goals where the main focus of this study is to identify the effectiveness of social media marketing on costumer buying behaviour. The relationships of the possibility for this research target was founded in this discussion. Furthermore, the researcher has distributed 271 questionnaire to cover the aim of the study and used for the final analysis and findings.

4.2 Pilot Test

Pilot testing was conducted to analyze the questionnaire's reliability and validity. There are 30 respondents selected randomly for took part to be the potential respondents for the research. The consistency findings of the survey is measured by using Cronbach' Alpha. Normally, this statistic is used to measure the consistency of answer to a set of questions which is scale item that are combined as a scale for measuring a specific concept. It is considered weak when the alpha coefficient is below 0.6. When scores between 0.6 to 0.8 it considered as moderate strong. Alpha coefficient will be very strong when scores between 0.8 to 1.0. Otherwise, the Pearson Correlation analysis was implement to test validity of the questionnaires.

4.2.1 Reliability Analysis

Reliability Statistics	
Ronbach's Alpha	N of Items
.928	25

Table 4.1 : Reability Statistics

Table 4.1 shows that the Cronbach Alpha value s 0.928, that is more than 0.6 throughout the 30 questionnaires with 25 respondent.

Variable	Cronbach's Alpha	N of Item
Reach and Audience	.927	4
Content Discovery and Inspiration	.924	3
Influencer Marketing	.928	3
Real-time Engagement and Customer Support	.930	3
Social Commerce and Seamless Shopping Experience	.925	4
Decision Purchase	.927	8

Table 4.2 : Cronbach's Alpha for Pilot Test

For the data interpretation, based on table 4.2, demonstrates the Cronbach Alpha in the questionnaire for the pilot test of 25 questions. The six variable which the five variables from independent variable while one for dependent variable were calculate with the Cronbach Alpha. In addition, the above table shows the Cronbach Alpha calculation for each variable that has been measured and the highest result is 0.930 for real-time engagement and customer support thus, was assumed being the highest correlated data than the others.

The result of reliability test shows the value of Cronbach's Alpha for real-time engagement and customer support is 0.930 that consist of 4 question in questionnaire. It shows the association's very high strength. While the value for influencer marketing of Cronbach's Alpha is 0.928, followed by reach and audience and decision purchase by 0.927, and followed by social commerce and seamless shopping experience by 0.925 then content discovery and inspiration by 0.924 which is considered as good and strong consequently, the Cronbach's Alpha was accepted in this current study for all independent show that high value of strength of association.

4.3 Demographic Analysis

Demographic analysis was analysed using descriptive statistics and categorized into preliminary analysis involving the summary of data collected from questionnaires. Data analysis demonstrates the basic demographic of data collected from the 271 survey participants and the descriptive statistics used to identify the basic characteristics of the participants throughout the research.

4.3.1 Gender

The gender was referred as male and female.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	121	45	45	45
	Female	148	55	55	100
	Total	271	100	100	

Table 4.3 : Gender of Respondent

GENDER

■ MALE ■ FEMALE
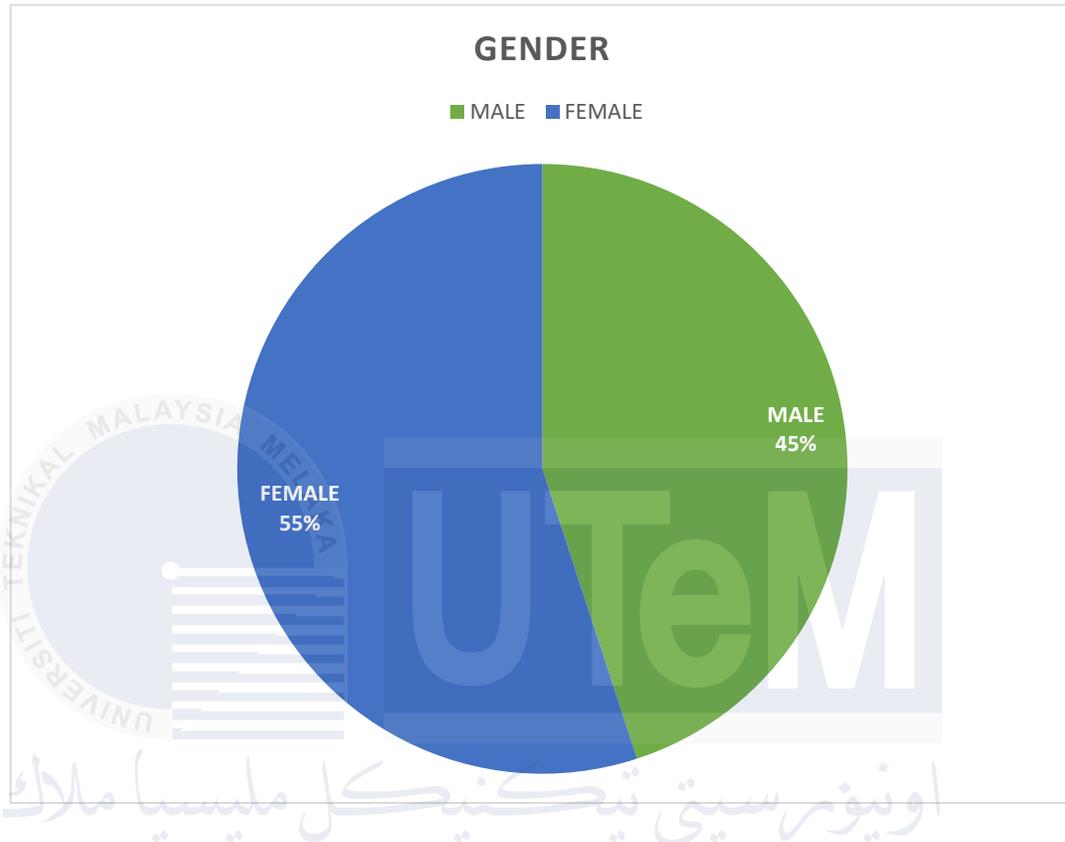
Figure 4.1 : Gender of Respondent

According to the table 4.4 and figure 4.1 above, it can be concluded that 45% (121) and 55% (148) of the respondents represented male and female respectively who have responded to the questionnaires. The significant gender distribution of female outnumbering male might be due to the questionnaire's scope of distribution.

4.3.2 Age

The age is referred to the age group from below the age of 20 years old to over 50 years old.

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	14	5	5	5
	21-30	222	82	82	87
	31-40	27	10	10	97
	41-50	5	2	2	99
	51 Above	3	1	1	100
	Total	271	100	100	

Table 4.4 Age of Respondent
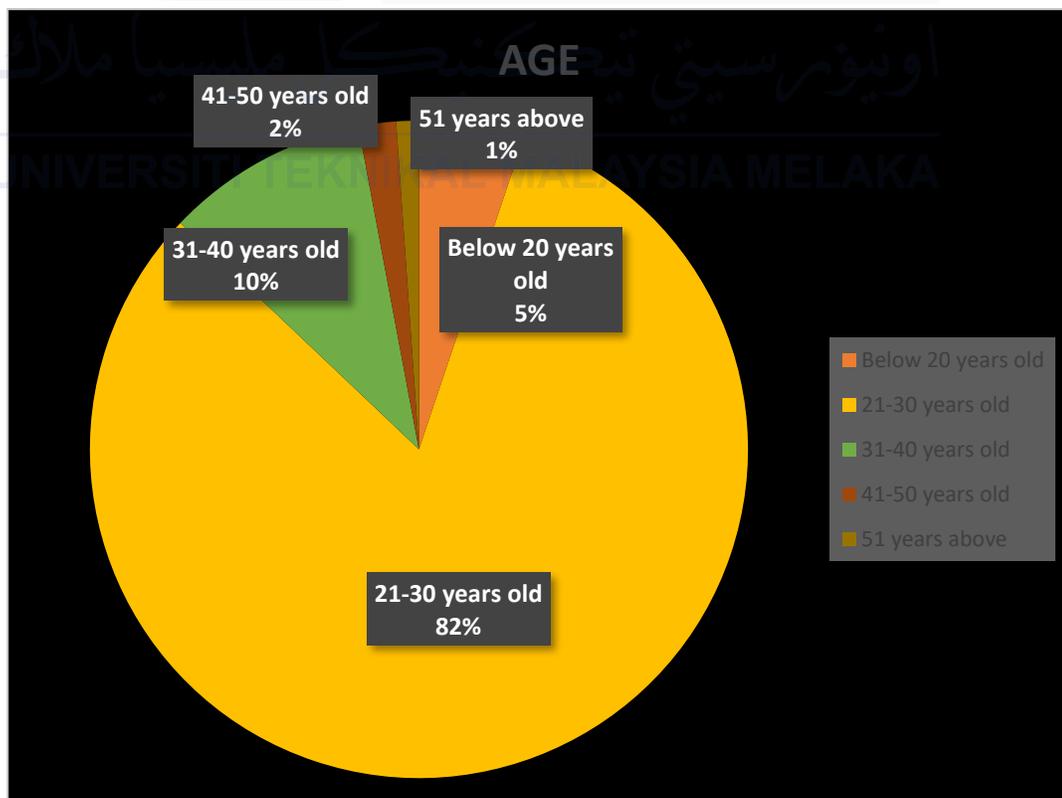
Figure 4.2 : Age of Respondent

From the Figure 4 2 and Table 4 5, shows that the largest group age was 82.0% (222) of respondents was 21-30 years old group, while the second largest group is from 31-40 years old which had 10% (27) followed by 5% (14) and 2% (5) of the respondents that was from group age that was below 20 years old and 41-50 respectively. Thus, the least is above 51 years old and above of which only 1% (3) of the respondents. Because most of the respondent was a university student, it is unsurprising to have the most respondents being 21-30 years old.

4.3.3 Employment Status

The employment status is referred as the highest employment status that respondent had attend.

Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	158	59	59	59
	Government	25	9	9	68
	Non Government	87	32	32	100
	Total	271	100	100	

Table 4.5 : Respondent Employment Status
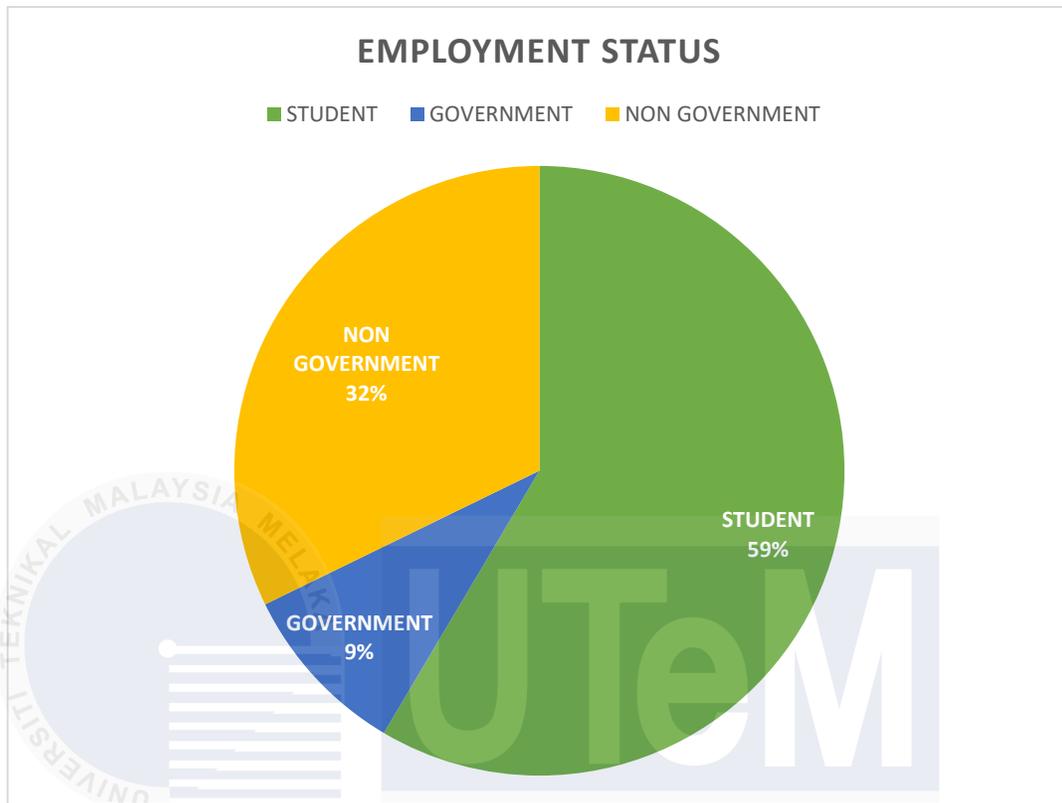
Figure 4.3 : Respondent Employment Status

The table 4.6 and figure 4.3 shows the employment status of 271 respondents. Most respondents come from student with 158 or 59%, followed by non government with 87 or 32%, while government with 25 or 9%.

4.3.4 Social Media Platforms Most Attract Customers

Social Media Platforms Most Attract Customers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WhatsApp	33	12	12	12
	Tiktok	165	61	61	73
	Instagram	46	17	17	90
	Facebook	27	10	10	100
	Total	271	100	100	

Table 4.6 : Social Media Platforms Most Attract Customers of Respondent
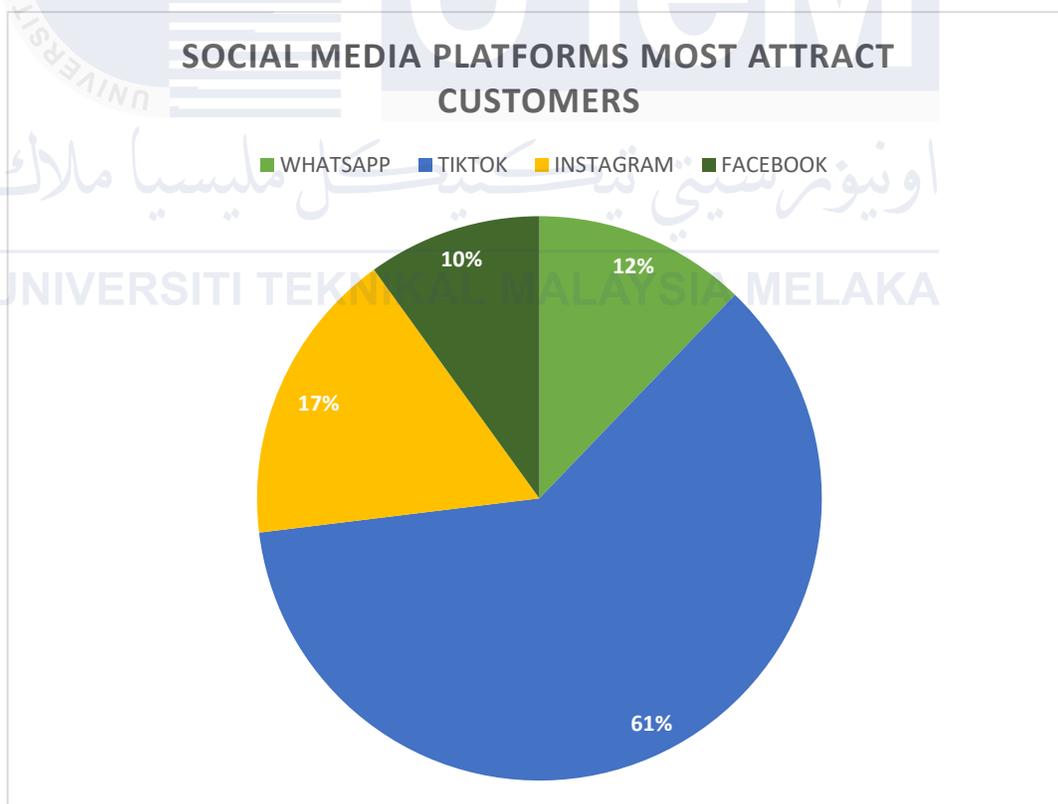
Figure 4.4 : Social Media Platforms Most Attract Customers

The figure 4.7 shows the percentage of social media platforms most attract customers of the respondents for the study. It shows that the highest percentage of (61%)

refers to the Tiktok, followed by Instagram (17%) and WhatsApp (12%). The respondent with the Facebook is the least among others with (10%).

4.3.5 Social Media Communication Channel on a Daily Basis

Social Media Communication Channel on a Daily Basis					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 hours	27	10	10	10
	3-5 hours	97	36	36	46
	5hours above	147	54	54	100
	Total	271	100	100	

Table 4.7 : Social Media Communication Channel on a Daily Basis of Respondent
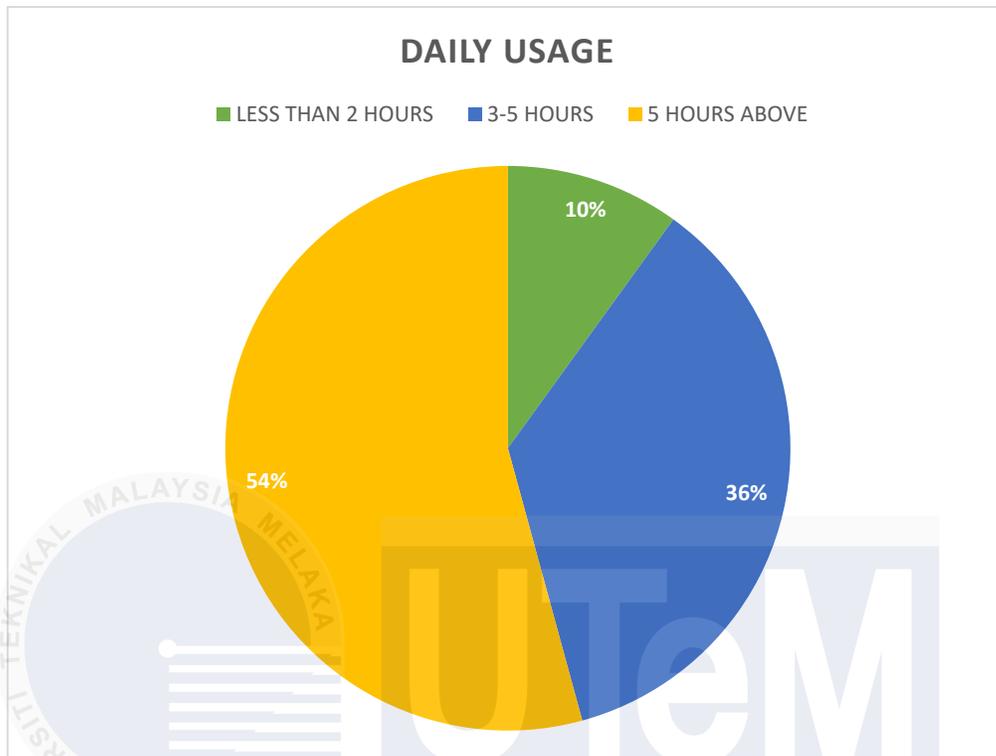
Figure 4.5 : Social Media Communication Channel on a Daily Basis of Respondent

The figure 4.8 shows the percentage of social media communication channel on a daily basis of respondent of the respondents for the study. It shows that the highest percentage of (54%) refers to the 5 hours above, followed by 3 until 5 hours (36%) and less than 2 hours (10%).

4.4 Descriptive Analysis

The descriptive statistics comprise the maximum, minimum, mean and standard deviation obtained from the variable to be analysed, which in this occasion is independent and dependent variable. This whole essential information was gathered from the questionnaires the research participants answered. It may be mentioned that all variables have been designated as described below on a 5-point scale.

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

Table 4.8 : The Likert-Scale (5 Point Scale)

4.4.1 Independent Variables Descriptive Statistics

	N	Mean	Std. Deviation
Reach and Audience Targeting	271	4.54	0.742
Content Discovery and Inspiration	271	4.59	0.656
Influencer Marketing	271	4.51	0.725
Real-time Engagement and Customer Support	271	4.53	0.739
Social Commerce and Seamless Shopping Experience	271	4.57	0.652
Customer Decision Purchase (DV)	271	4.60	0.586

Table 4.9 : Independent Variables Descriptive Statistics

The researcher had identified the effectiveness of social media marketing on consumer buying behaviour. Therefore, in this questionnaires demonstrates the element of customer buying behaviour that can effectiveness of social media marketing. Based on Table 4.10 shows the summary for descriptive statistics mean and standard deviation for independent variables and dependent variable. Mean for Reach and Audience Targeting is 4.54, Content Discovery and Inspiration is 4.59, Influencer Marketing is 4.51, Real-time Engagement and Customer Support is 4.53 and Social Commerce and Seamless Shopping Experience is 4.57.

From this summary, it can be conclude that all the mean values lower than 5.0 and represent that mostly respondents were agree with all the questionnaire presented in this section. It also demonstrated that the consumer accepted all the element in effective social media marketing that are influencing consumer decision purchase.

4.4.2 Independent Variables 1 : Reach and Audience

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Do ads on social media have an effect on your purchase level of a product?	271	1.00	5.00	4.45	0.992
Does content in the form of entertainment attract your attention to buy a product?	271	1.00	5.00	4.60	0.708
Is the social media platform, such as tiktok more attractive to users to buy goods online?	271	1.00	5.00	4.60	0.792
The WhatsApp platform is more focused on selling food online?	271	1.00	5.00	4.51	0.857
Valid N (listwise)	271				

Table 4.10 : Descriptive Statistics Reach and Audience

The table 4.11 illustrated the results for descriptive statistics for all the questions in the independent variable which specifically in reach and audience segment from the results, it can be determined the highest mean value in reach and audience section was 4.60 which indicates that the respondents agree to the statement "Does content in the form of entertainment attract your attention to buy a product" same with "Is the social media platform, such as tiktok more attractive to users to buy goods online". The second highest mean was valued 4.51 that described the statement of "The WhatsApp platform is more focused on selling food online" Therefore, the lowest mean value was

4.45 that indicate the statement in the reach and audience section which is 'Do ads on social media have an effect on your purchase level of a product".

4.4.3 Independent Variables 2 : Content Discovery and Inspiration

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Does short video marketing inspire your purchase on social media?	271	1.00	5.00	4.62	0.677
I often get new content through recommendation from friend and family?	271	1.00	5.00	4.61	0.701
Do images significant role on my decision to buy a product on social media?	271	1.00	5.00	4.54	0.815
Valid N (listwise)	271				

Table 4.11 : Descriptive Statistics Content Discovery and Inspiration

Table 4.12 shows the mean and standard deviation of all items under the independent variable content discovery and inspiration. Q1 have the same highest mean value of 4.62 for content discovery and inspiration. Then followed by the Q2 with the value of 4.61. While the lowest mean belongs to Q3 which is 4.54. For standard deviation, the highest is Q3 with the value of 0.815 followed by Q2 (0.70) and Q1 (0.677).

4.4.4 Independent Variables 3 : Influencer Marketing

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Are you easily attracted by the use of a brand from an influencer displayed on social media?	271	1.00	5.00	4.55	0.763
Have you had a negative experience with a product promoted by an influencer on social media?	271	1.00	5.00	4.47	0.838
I would be interested in products promoted by famous influencers.	271	1.00	5.00	4.53	0.842
Valid N (listwise)	271				

Table 4.12 : Descriptive Statistics Influencer Marketing

Table 4.13 shows the mean and standard deviation of all items under the independent variable influencer marketing. Q1 have the highest mean value of 4.55 for influencer marketing. Then followed by Q3 with the value of 4.53. While the lowest mean belongs to Q2 which 4.47. For standard deviation, the highest is Q3 with the value of 0.842 followed by Q2 (0.838) and Q1 (0.763).

4.4.5 Independent Variables 4 : Real-time Engagement and Customer Support

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Ads posted on social media are more relevant to attract my interest than ads that are not posted.	271	1.00	5.00	4.59	0.682
I trust product recommendations and reviews shared on social media.	271	1.00	5.00	4.51	0.802
I will make a purchase on social media if the review given by the previous customer is good.	271	1.00	5.00	4.61	0.772
I believe that in the future, I will make more purchases directly through social media platforms.	271	1.00	5.00	4.61	0.685
Valid N (listwise)	271				

Table 4.13 : Descriptive Statistics Real-time Engagement and Customer Support

Table 4.14 shows the mean and standard deviation of all items under the independent variable real-time engagement and customer support. Q3 and Q4 have share

the same highest mean value of 4.61 for real-time engagement and customer support. Then followed by Q1 with the value

of 4.59. While the lowest mean belongs to Q2 which 4.51. For standard deviation, the highest is Q2 with the value of 0.802 followed by Q3 (0.772), Q4 (0.685) and Q1 (0.682).

4.4.6 Independent Variables 5 : Social Commerce and Seamless Shopping Experience

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I feel valued as a customer when I receive support from salesperson when I want to buy a product.	271	1.00	5.00	4.61	0.668
Does live on the social media platform give you a good experience?	271	1.00	5.00	4.49	0.954
I feel that social media platforms often accurately predict my needs and interests.	271	1.00	5.00	4.51	0.811
Valid N (listwise)	271				

Table 4.14 : Descriptive Statistics Social Commerce and Seamless Shopping Experience

Table 4.15 shows the mean and standard deviation of all items under the independent variable social commerce and seamless shopping experience. Q1 have the highest mean value of 4.61 for social commerce and seamless shopping experience. Then followed by Q3 with the value of 4.51. While the lowest mean belongs to Q2 which 4.49.

For standard deviation, the highest is Q2 with the value of 0.954 followed by Q3 (0.811) and Q1 (0.668).

4.4.7 Dependent Variable : Decision Purchase

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am more interested in buying products in large quantities during the cheap sales season (sales 12.12)	271	1.00	5.00	4.55	0.841
Shopping online helps me to better understand and evaluate my needs compared to shopping in a physical store.	271	1.00	5.00	4.53	0.769
I usually spend a lot of time looking for information about a product before deciding to buy it.	271	1.00	5.00	4.61	0.705
Advertisements often introduce me to product or brands I hadn't considered before.	271	1.00	5.00	4.59	0.719
Every positive or negative comment given by a customer can affect my thinking from buying a	271	1.00	5.00	4.63	0.663

product.					
I am often influenced by my friends with popular products or brands.	271	1.00	5.00	4.63	0.707
The product I ordered is the same as the item I received.	271	1.00	5.00	4.66	0.641
I was satisfied with the appeals made by the salesperson during the live broadcast when I received the items I bought on social media.	271	1.00	5.00	4.65	0.661
Valid N (listwise)	271				

Table 4.15 : Descriptive Statistics Decision Purchase

Table 4.16 shows the mean and standard deviation of all items under the dependent variable decision purchase. Q8 have the highest mean value of 4.65. Then followed by Q7 which is 4.66. Q5 and Q6 have share the same mean value of 4.63 for decision purchase. Then followed by Q3 with the value of 4.61. Next, Q4 which is 4.59. Then followed by Q1 and Q2 which is 4.55 and 4.53. For standard deviation, the highest is Q1 with the value of 0.841 followed by Q2 (0.769), Q4 (0.719), Q6 (0.707), Q3 (0.705), Q5 (0.663), Q8 (0.661) and Q7 (0.641).

4.5 Result and Analysis

4.5.1 Reliability for Research

Cases	N	Percent
Valid	271	100
Excluded	0	0
Total	**271**	**100**

Table 4.16 : Overall Reliability of Research

4.5.2 Reliability Statistics of Total Variable

Cronbach's Alpha	N of Items
0.971	6

Table 4.17 : Reliability Statistics of Total Variable

Based on table 4.17, Cronbach's Alpha reliability coefficients of three independents (IV) and dependent (DV) is $0.971 > 0.7$. Therefore, the reliability of the internal consistency of the measures used in this study is considered to be excellent and reliable. Therefore, from the reliability result researcher can be proceeded to explore the result of this study on descriptive statistics and inferential statistical analysis. This is show that social media marketing could give a effective social media marketing on consumer buying behaviour.

4.6 Correlation Analysis

In this section, it will describe about the correlation analysis to see how much the correlation between each of the online shopping key factors is factor which constst of convenience, trust and security as the independent variables for this research towards consumer satisfaction as a dependent variable of the research.

Therefore, to determine the relationship that occurs between independent variables and dependent variable, it must use Pearson Correlation Coefficient. Thus, the Pearson correlation coefficient is also known as the sample correlation coefficient (r) which it's takes on values between 1 and +1 For the part of the correlation, it generally used only the recommended value interpretation or "r" to evaluate the coefficient strength. The Pearson value can determine the outcome of the result either positive or negative relationship. The interpretation of "r" value is explained in the table below.

Value of "r"	Interpretation
<0.2	Slight, almost negligible relationship
0.20 - 0.40	Low correlation, definite but small relationship
0.40 - 0.70	Moderate correlation, substantial relationship
0.70 - 0.90	High correlation, marked relationship
0.90 - 1.00	Very high correlation, very dependable relationship

Table 4.18 : Table interpretation of "r" value

Correlations		Reach and Audience Targeting	Content Discovery and Inspiration	Influencer Marketing	Real-time Engagement and Customer Support	Social Commerce and Seamless Shopping Experience	Customer Decision Purchase
Reach and Audience Targeting	Pearson Correlation	1	0.887**	0.773**	0.898**	0.876**	0.804**
	Sig. (2-tailed)		0.00	0.00	0.00	0.00	0.000
	N	271	271	271	271	271	271
Content Discovery and Inspiration	Pearson Correlation	0.887**	1	0.868**	0.876**	0.928**	0.818**
	Sig. (2-tailed)	0.00		0.00	0.00	0.00	0.000
	N	271	271	271	271	271	271
Influencer Marketing	Pearson Correlation	0.773**	0.868**	1	0.829**	0.879**	0.792**
	Sig. (2-tailed)	0.00	0.00		0.00	0.00	0.000
	N	271	271	271	271	271	271
Real-time	Pearson	0.898**	0.876**	0.829**	1	0.926**	0.818**

Engagement and Customer Support	Correlation						
	Sig. (2-tailed)	0.00	0.00	0.00		0.00	0.000
	N	271	271	271	271	271	271
Social Commerce and Seamless Shopping Experience	Pearson Correlation	0.876**	0.928**	0.879**	0.926**	1	0.853**
	Sig. (2-tailed)	0.00	0.00	0.00	0.00		0.000
	N	271	271	271	271	271	271
Customer Decision Purchase	Pearson Correlation	0.804**	0.818**	0.792**	0.818**	0.852**	1
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00	
	N	271	271	271	271	271	271
**. Correlation is significant at the 0.01 level (2-tailed)							

Table 4.19 : The result of correlation analysis for all variables

Based on table 4.15, it shows the correlations between all the independent variable (reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience) and dependent variable (decision purchase). Firstly, the correlation between the dependent variable and independent variable 1 (reach and audience) is 0.804, this shows that it is indicating a high positive correlation between decision purchase and reach and audience. Secondly, the correlation between dependent variable and independent variable 2 (content discovery and inspiration) is 0.818 indicates a high positive correlation

between content discovery and inspiration and decision purchase. Thirdly, the correlation between dependent variable and independent variable 3 (influencer marketing) is 0.792

indicates a high positive correlation between influencer marketing and decision purchase. Next, the correlation between dependent variable and independent variable 4 (real-time engagement and customer support) is 0.818 indicates a high positive correlation between real-time engagement and customer support and decision purchase. Next, the correlation between dependent variable and independent variable 5 (social commerce and seamless shopping experience) is 0.852 indicates a high positive correlation between real-time engagement and customer support and decision purchase. Other than that, according to the table, it shows that all the independent variable is significant with the dependent variable with the high correlation relationship.
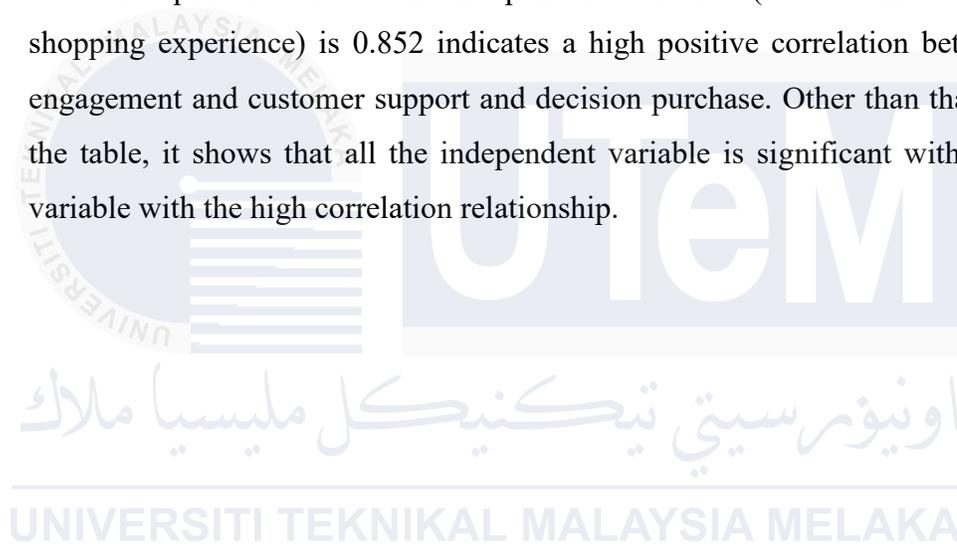
4.7 Hypothesis Test

In Chapter 3 stated that the hypothesis is using significant value for interpreting hypothesis testing. The researcher use a hypothesis test is to determine the probability that a given hypothesis was true. The result showed in Table 4.18 will be tested by comparing the significant value whether smaller or larger than 0.05.

Hypothesis 1:

H1: Reach and audience has a positive effect on customer decision purchase.

Accepted H1

From Table 4.18 shows the relationship between reach and audience and customer decision purchase. The result indicated significant value of reach and audience, r= 0.804 and the value significant is 0.000. It means that there is a strong positive relationship between reach and audience towards consumer buying behaviour. Therefore, Hl is accepted in this study. Reach and audience has positively effect on customer buying behaviour.

Hypothesis 2:

H1: Content discovery and inspiration has a positive effect on customer decision purchase.

Accepted H2

From Table 4.18 shows the relationship between content discovery and inspiration and customer decision purchase. The result indicated significant value of content discovery and inspiration, r= 0.818 and the value significant is 0.000. It means that there is a strong

positive relationship content discovery and inspiration towards consumer buying behaviour. Therefore, Hl is accepted in this study. Content discovery and inspiration has positively effect on customer buying behaviour.

Hypothesis 3:

H1: Influencer marketing has a positive effect on customer decision purchase.

Accepted H3

From Table 4.18 shows the relationship between influencer marketing and customer decision purchase. The result indicated significant value of influencer marketing, r= 0.792 and the value significant is 0.000. It means that there is a strong positive relationship influencer marketing towards consumer buying behaviour. Therefore, Hl is accepted in this study. Influencer marketing has positively effect on customer buying behaviour.

Hypothesis 4:

H1: Real-time engagement and customer support has a positive effect on customer decision purchase.

Accepted H4

From Table 4.18 shows the relationship between real-time engagement and customer support and customer decision purchase. The result indicated significant value of real-time engagement and customer support, r= 0.818 and the value significant is 0.000. It means that there is a strong positive relationship real-time engagement and customer support towards consumer buying behaviour. Therefore, Hl is accepted in this study. Real-time engagement and customer support has positively effect on customer buying behaviour.

Hypothesis 5:

H1: Social commerce and seamless shopping experience has a positive effect on customer decision purchase.

Accepted H5

From Table 4.18 shows the relationship social commerce and seamless shopping experience and customer decision purchase. The result indicated significant value of social commerce and seamless shopping experience, r= 0.853 and the value significant is 0.000. It means that there is a strong positive relationship social commerce and seamless shopping experience towards consumer buying behaviour. Therefore, Hl is accepted in this study. Social commerce and seamless shopping experience has positively effect on customer buying behaviour.

HYPOTHESIS STATEMENT	RESULT
H1 : There is significant positive relationship between reach and audience and decision purchase	Supported
H2 : There is significant positive relationship between content discovery & inspiration and decision purchase	Supported
H3 : There is significant positive relationship between influencer marketing and decision purchase	Supported
H4 : There is significant positive relationship between real-time engagement and customer support and decision purchase	Supported
H5 : There is significant positive relationship between social commerce and seamless shopping experience and decision purchase	Supported

Table 4.20 : Hypothesis Testing Summary

4.8 Inferential Statistics Analysis

This part will indicated the result and finding from the third objective which is to identify the effectiveness of social media marketing on consumer buying behaviour through multiple linear regression analysis method. Besides that, this part in order to analyse the developed hypothesis whether to be accepted or to be rejected in this research. It also to investigate questions, model and hypothesis. Hypothesis testing is used.

4.8.1 Regression Analysis

The reason of regression analysis is explain the value of a dependent variable based on the value of independent variables. Multiple linear regression is based on the one dependent variable and two or more independent variables which are linearly correlated. The amount of regression analysis is an equation which signifies the best calculation for the value of a dependent variable based on the value of independent variables. In this part, it will explain the relationship between the independent variable (reach and audience targeting, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience) and the dependent variable (customer decision purchase).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865	.749	.744	.29647
Predictors : (Constant), reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support, social commerce and seamless shopping experience				
Dependent Variable : decision purchase				

Table 4.21 : Model Summary Table of Multiple Regression Model

Based on the table above that indicates the R value is 0.865, representing the multiple coefficients of correlation It also shows that the R square value is 0.749 which indicates the modest fit to the regression model. R square also determined the amount of dependent variable (decision purchase) that could be clarified by the independent variables (reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support, social commerce and seamless shopping experience). Thus, the value of R square 0.749 means that the sets of independent variables (reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support, social commerce and seamless shopping experience) of this research.

ANOVAa						
Table		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.450	5	13.890	158.031	.000b
	Residual	23.292	265	.088		
	Total	92.742	270			
a. Dependent Variable :decision purchase						
b. Predictors : (Constant), reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support, social commerce and seamless shopping experience						

Table 4.22 : Table of ANOVA

Based on Table 4.23, it shows that the assumption of independent variables and dependent variable. F-test is used to determine whether the model is a good fit for the data. While, significant tests are used to test and results of significant values will tell if there is a statistically significant relationship between the variables. Table 4.25 above was calculated the F = 158.031 and significant value, $p < 0.01$. It was stated that statistically significant influencing all of the independent variables to the dependent variable.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	1	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.108	.132		8.421	.000
	Reach & audience	.178	.064	.225	2.800	.005
	Content discovery & inspiration	-.004	.086	-.005	-.048	.962
	Influencer marketing	.147	.055	.182	2.657	.008
	Real-time engagement & customer support	.033	.074	.041	.439	.661
	Social commerce & seamless shopping experience	.414	.100	.461	4.154	.000
a. Dependent Variable : Customer Decision Purchase						

Table 4.23 : Coefficients Table

From table 4.25, the p-value of t-test for each regression coefficients (reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support, social commerce and seamless shopping experience) are 0.005, 0.962, and 0.008, 0.661 and 0.000 respectively, which all the value is less than 0.05 The three independent variables were proved with significance.

The Beta coefficient indicates the extent to which each predictor contributed to explain the variance in the dependent variable Social commerce and seamless shopping experience is the best variable among all the other independent variable with the greatest Beta value of 0.414. Therefore, it signifies that it affects the dependent outcome to the greatest extent. Then, it followed by reach and audience with the Beta value of 0.178 and followed by influencer marketing with Beta value of 0 147. Then, it followed by real-time engagement and customer support with the Beta value of 0.033 and followed by Content discovery and inspiration with Beta value of -0.004.

As a conclusion, the result of multiple regression analysis can be proven to all the hypotheses made in this research with high significance.

4.9 Chapter Summary

This chapter aims at present the findings and analysis of the research data. The completed research instrument already collected, presented and analyzed quantitatively using computer software, SPSS through questionnaires from 271 consumer in Ayer Keroh, Melaka. The method used to analyzing this quantitative data in order to determine the relationship between reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience with customer decision purchase.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

Researcher came out in this chapter with a short discussion on the general conclusion of this study's results. Thus, the fifth chapter will focus on conclusions, practical implications, recommendations, summary and future research of the study. Moreover, the result finding in chapter 4 will also briefly explained in detailed. In addition, the outcome of this study may also be used by other researchers to undertake further studies on the effectiveness of social media marketing on customer buying behaviour and elsewhere.

5.2 Summary of Data Analysis

To summarize the data analysis in chapter 4, 271 respondents that come from all the background had participate to answer the questionnaire. The questionnaire has been allocated manually around the state of Malacca. The survey given consist of three section encompass of respondent background, independent variable and dependent variable.

From 271 respondents, 148 (55%) of them were female and 121 (45%) were male. Meanwhile, 82% of the respondents in the 21 -30 years old age group followed by 10%, 5%, 2%, 1% for 31-40 years old, below 20 years old, 41-50 years old and above 50 age group respectively. As for employment status, most of the respondent were student with 59% out range the non-government with 32% and government sector with 9%. Further, the respondents come from many backgrounds consist of 61% were Tiktok while 17%, 12% and 10% for Instagram, WhatsApp and Facebook respectively. Meanwhile, the result indicates that 54% from the respondent have use more than 5 hours, 36% and 10% result for 2 - 3 hours and less than 2 hours.

In the other sides, section B will focus more on independent variables comprise of the average mean for each question in the variable ranged from 4.45 to 4.62. In addition, all of 25 items were scale of the average of 4. Hence, show that most of the respondent involved have a high knowledge regarding the social media marketing. For section C, the average mean for 4 items were range from 4.53 to 4.65. All the 8 items for the section have an average of 4 which display the customer decision purchase.

5.3 Summary of Objectives

5.3.1 Objective 1: To explore the role of social media marketing

The research comprises three independent variables in order to identify the effectiveness of social media marketing on consumer buying behavior. Researcher had proposed the reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience as the independent variable.

For the first research objective, researcher had designed the questions to identify the relationship between the effectiveness of social media marketing on customer buying behavior. There were five factors that researcher want to identify which were the reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience. Thus, based on the result of the study revealed that all the factor proposed have a significant relationship with social media marketing on customer decision purchase.

	Pearson Correlation	Sig.
Reach and audience targeting	0.804	.000
Content discovery and inspiration	0.818	.000
Influencer marketing	0.792	.000
Real-time engagement and customer support	0.818	.000
Social commerce and seamless shopping experience	0.853	.000

Table 5.1 : Summary Objective 1

This objective is to the relationship between the effectiveness of social media marketing on consumer buying behaviour. Here, the result is about relationship between independent variables and dependent variable. The findings are from correlation analysis and all the result is significant. Based the results, all independent variables show have positive relationship with dependent variable. The highest is social commerce and seamless shopping experience with value of 0.853. It can have defined that most of consumer in Ayer Keroh, Melaka learning about social media marketing can give a positive result by consumer buying behaviour. However, the results show all independent variables have positive relationship with dependent variable.

5.3.2 Objective 2: To identify the decision to purchase through social media marketing

	Mean	Std. Deviation	N
Decision Purchase 1	4.55	0.841	271
Decision Purchase 2	4.53	0.769	271
Decision Purchase 3	4.61	0.705	271
Decision Purchase 4	4.59	0.719	271
Decision Purchase 5	4.63	0.663	271
Decision Purchase 6	4.63	0.707	271
Decision Purchase 7	4.66	0.641	271
Decision Purchase 8	4.65	0.661	271

Table 5.2 : Summary Objective 2

The objective is to analyse all the effectiveness of social media marketing on consumer buying behaviour. The analysis correlation has been used to show the level of dependent variable. The data shows the value of 0.971 for the correlation coefficient. Thus, it indicates high positive correlation between reach and audience, content discovery and inspiration, influencer marketing, real-time engagement and customer support and social commerce and seamless shopping experience and decision purchase. Factor which means there is high positive correlation between the independent variable and dependent variable. Hence, it can be concluded that all the independent variable which in this case the factors have a high positive correlation with the decision purchase.

5.4 Recommendation

➢ Utilize targeted ads and promotions to drive conversions. Interactive campaigns and influencer marketing can be effective in nudging consumers towards purchase.

➢ Foster ongoing engagement through post-purchase communication, loyalty programs, and community building initiatives. This can lead to repeat purchases and positive word-of-mouth recommendations.

➢ High-quality content: Create valuable and engaging content that resonates with your target audience. This could include informative articles, entertaining videos, user-generated content, and influencer collaborations.

➢ Run social media contests and giveaways. This can be a great way to generate excitement, increase engagement, and collect valuable customer data.

➢ Make it easy for customers to buy. Ensure your social media profiles have clear links to your website and shopping cart. Consider using social commerce features to make it even easier for customers to purchase directly from your social media platforms.

5.5 Future Research

Overall, there are some suggestion researcher want to take forward after finishing the studies on the effectiveness of social media marketing on consumer buying behaviour. There is a room for substantial improvement toward this research such as the future researcher can widen their research demographic into larger area since this study just focusing only in Malacca area. A broad larger area means the data collected can be more reliable as the marketer can use the research as their guidance before taking any action in marketing campaign. Then, by conducting the research in a larger area such as Malaysia level can collect the variety of opinion from the respondent since this country has a multi races that can affect the pattern of decision purchase.

Furthermore, the researcher has proposed that future investigations on this topic can make use of qualitative approaches. In order to make sure that the findings or responses acquired are more comprehensible and clear, researchers can also locate respondents to question and answer.

5.6 Limitation Research

There is some limitation of this study that researcher want to bring forward such as the research was conduct in Malacca thus, limiting the reliability of the research because the demographic tent to be small compare to the Malaysia level. Besides, due to the limited resources, researcher only can manage to reach the number of respondents below the recommended amount to correspond the actual population of respondent in Malacca, Others, the reliability of the research can be questioned because half of the respondent were completed the survey by the google form. Thus, researcher assuming all respondent were answer the questionnaire with the most logic and honest.

Next, the use of SPSS is difficult for researchers. This is because the researcher also faced the problem of laptops not supporting SPSS. SPSS available in the faculty is difficult to get permission from the laboratory to use.

5.7 Conclusion

In conclusion, it is critical for marketers to comprehend customer demands for social media marketing, particularly with regard to the primary determinants of consumer behaviour that may impact purchasing decisions. Thus, if done properly, enhancing the characteristics that have been identified can help merchants and business owners obtain a competitive advantage over rivals. This study aims to determine the effectiveness of social media marketing on consumer buying behaviour. This chapter had discussed the final finding in chapter four by concluding and summarize the data analysis. Researcher also provide all the research limitation that can be improve while propose suggestion for the future study.

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APPENDIX A

GANTT CHART OF FINAL YEAR PROJECT 1

Procedure \ Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
FYP 1 Briefing	■														
Deciding Supervisor		■													
Meeting with PSM supervisor			■	■											
Topic selection				■	■										
Discuss research topic						■									
Identify research objectives						■									
Preparation Chapter 1							■	■	■	■	■	■			
Preparation Chapter 2								■	■	■	■	■	■		
Preparation Chapter 3										■	■	■	■		
Proposal submission Preparation													■		
Presentation for FYP 1														■	
Correction Proposal														■	
Submission of Final Proposal														■	

APPENDIX B

GANTT CHART OF FINAL YEAR PROJECT 2

Week / Procedure	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Questionnaire Draft Submission	■	■													
Confirmation of Questionnaire			■	■											
Distribution of Questionnaire					■	■	■								
Data Gathering							■	■							
Analysis Data								■	■						
Completed for Chapter 4									■	■	■	■			
Completed for Chapter 5									■	■	■	■	■		
FYP 2 Submission													■		
FYP 2 Presentation													■		
Correction FYP 2														■	
Submission of full FYP 2														■	

FACULTY OF TECHNOLOGY MANAGEMENT AND

TECHNOPRENEURSHIP (FPTT)

BACHELOR OF TECHNOPRENEURSHIP WITH HONORS

4 BTEC

SEMESTER 2 SESSION 2023/2024

(QUESTIONNAIRE)

TITLE:

THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING

ON CONSUMER BUYING BEHAVIOR

PREPARED FOR:

PROF. DATUK DR. IZAIDIN BIN ABDUL MAJID

PREPARED BY:

NURUL SYAFIQAH IZATI BINTI ZAMDI

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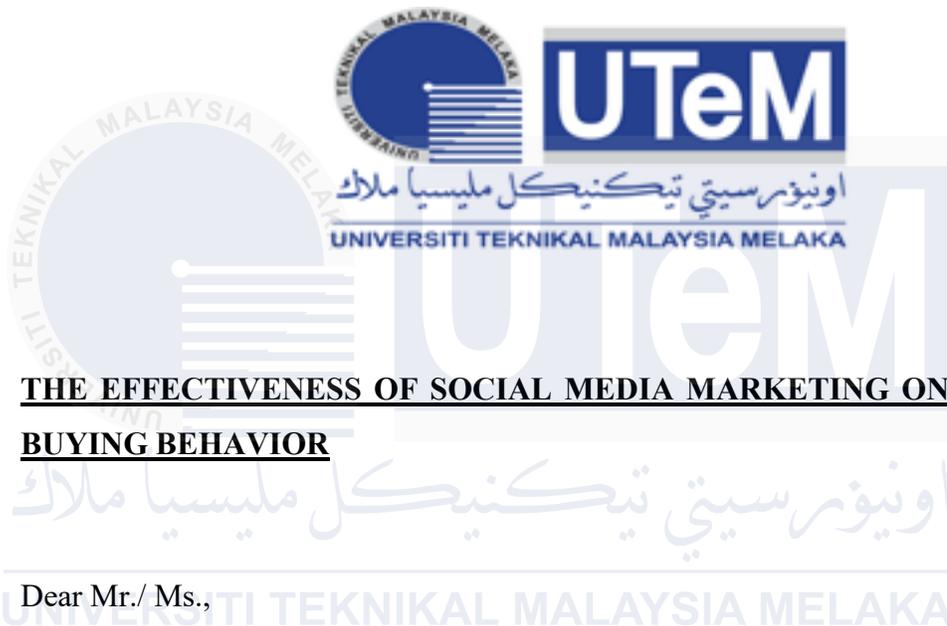
THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR

Dear Mr./ Ms.,

My name is NURUL SYAFIQAH IZATI BINTI ZAMDI, a final year student who is currently pursuing a Bachelor's Degree in Techno-Entrepreneurship with Honors at Universiti Teknikal Malaysia Melaka (UTeM). Currently, I am conducting a research titled "Effectiveness of Social Media Marketing on Consumer Buying Behavior". The main purpose of this research is to identify social media marketing activities to attract social media users to buy goods online and explore the social media platforms used to communicate with merchants on social media.

The questionnaire is divided into four sections: Section A is the demographic profile of the respondents; Section B is to explore the role of social media marketing platforms, Section C is to analyze the effectiveness of specific social media roles on consumer purchasing behavior and Section D is to investigate social media marketing strategies. All information provided by respondents is confidential and is only used for academic research purposes. Your willingness and cooperation to complete this survey is greatly appreciated.

Thank you.

Any question as regards to this survey, please do not hesitate to contact:

Nurul Syafiqah Izati Binti Zamdi

Faculty of Technology Management and Technopreneurship

Universiti Teknikal Malaysia Melaka (UTeM)

Email:

Section A: Demographic Profile.

Bahagian A: Profil Demografik.

This section consists of questions regarding your background information and general information about social media marketing activities in your organization. Please tick (√) the appropriate answer in the box provided.

Bahagian ini mengandungi soalan mengenai maklumat latar belakang anda. Sila tandakan (√) jawapan yang sesuai di petak yang disediakan.
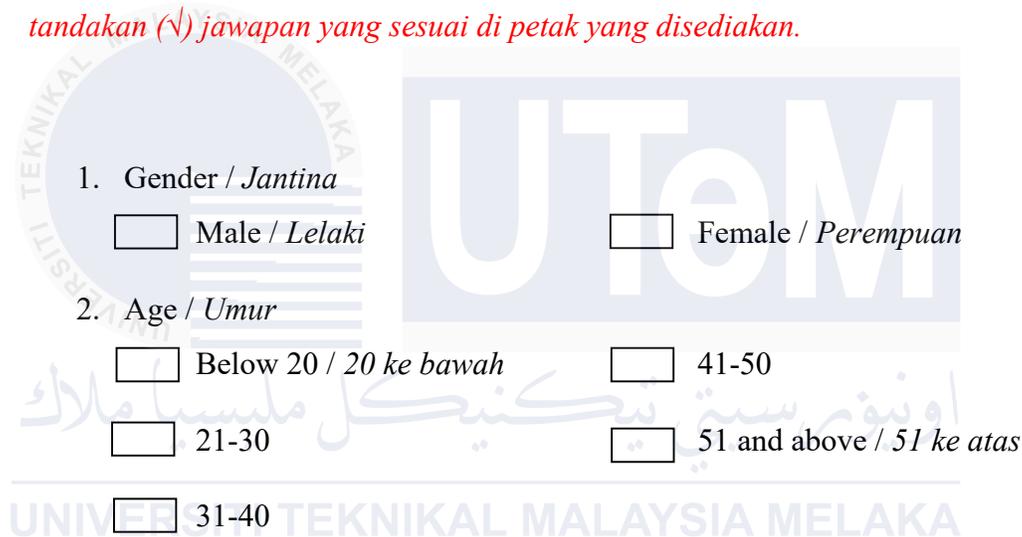
1. Gender / *Jantina*

   ☐ Male / *Lelaki*   ☐ Female / *Perempuan*

2. Age / *Umur*

   ☐ Below 20 / *20 ke bawah*   ☐ 41-50

   ☐ 21-30   ☐ 51 and above / *51 ke atas*

   ☐ 31-40

3. Employment Status/ *Status Pekerjaan*

   ☐ Student   ☐ Non-Government

   ☐ Government

4. Which social media platforms are you more interested in buying goods online?

   Social media platforms yang manakah anda lebih tertarik untuk membeli barangan online?

   ☐ Tiktok   ☐ Facebook

   ☐ Instagram   ☐ WhatsApp

5. How often do you use social media as your communication channel on a daily basis? Berapa kerap anda menggunakan media sosial sebagai saluran komunikasi anda setiap hari?

☐ Less than 2 hours / *Kurang daripada 2 jam*

☐ 2 to 5 hours / *2 hingga 5 jam*

☐ More than 5 hours / *Lebih daripada 5 jam*

Section B: Explore the role of social media marketing

Bahagian B: *Meneroka peranan pemasaran media sosial*

Please indicate your level of agreement using a Likert scale and mark (√) the appropriate answer. This section aims to gather respondents' opinions on exploring the role of social media marketing platforms on consumer buying behavior.

Bahagian ini bertujuan untuk mengumpul pendapat responden mengenai meneroka peranan platform pemasaran media sosial bagi tingkah laku pembelian pengguna. Sila nyatakan tahap persetujuan anda dengan menggunakan skala Likert dan tanda (√) jawapan yang sesuai.

Strongly Disagree / *Sangat Tidak Bersetuju*	Disagree / *Tidak Bersetuju*	Neutral / *Neutral*	Agree / *Bersetuju*	Strongly Agree / *Sangat Bersetuju*			
1	2	3	4	5			

1	Do ads on social media have an effect on your purchase level of a product? *Adakah iklan di media sosial mempunyai kesan pada tahap pembelian produk anda?*							
2	Does content in the form of entertainment attract your attention to buy a product? *Adakah kandungan dalam bentuk hiburan menarik perhatian anda untuk membeli sesuatu produk?*							
3	Is the social media platform, such as tiktok more attractive to users to buy goods online? *Adakah platform media sosial seperti tiktok lebih menarik kepada pengguna untuk membeli barangan secara dalam talian?*							
4	The WhatsApp platform is more focused on selling food online? *Platform WhatsApp lebih tertumpu kepada penjualan makanan dalam talian?*							
5	Does short video marketing inspire your purchase on social media? *Adakah pemasaran video pendek memberi inspirasi kepada pembelian anda di media sosial?*							
6	I often get new content through recommendation from friend and family? *saya sering mendapat kandungan baharu melalui pengesyoran daripada rakan dan keluarga?*							
7	Do images significant role on my decision to buy a product on social media? *Adakah imej memainkan peranan penting dalam keputusan saya untuk membeli produk di media sosial?*							
8	Are you easily attracted by the use of a brand from an influencer displayed on social media? *Adakah anda mudah tertarik dengan penggunaan jenama daripada influencer yang dipaparkan di media sosial?*							
9	Have you had a negative experience with a product promoted by an influencer on social media? *Pernahkah anda mengalami*							

	pengalaman negatif dengan produk yang dipromosikan oleh influencer di media sosial?				
10	I would be interested in products promoted by famous influencers. *Saya akan tertarik dengan produk yang dipromosikan oleh influencer yang terkenal*				
11	I feel valued as a customer when I receive support from salesperson when I want to buy a product. *Saya rasa dihargai sebagai seorang pelanggan apabila saya menerima sokongan daripada jurujual apabila saya ingin membeli produk.*				
12	Does live on the social media platform give you a good experience? *Adakah siaran langsung di platform media sosial memberi anda pengalaman yang baik?*				
13	I feel that social media platforms often accurately predict my needs and interests. *Saya merasakan bahawa platform sosial media sering meramalkan keperluan dan minat saya dengan tepat.*				
14	Ads posted on social media are more relevant to attract my interest than ads that are not posted. *Iklan yang disiarkan di social media lebih relevan untuk menarik minat saya berbanding iklan yang tidak disiarkan.*				
15	I trust product recommendations and reviews shared on social media. *Saya mempercayai cadangan produk dan ulasan yang dikongsi di media sosial.*				
16	I will make a purchase on social media if the review given by the previous customer is good. *Saya akan membuat pembelian di social media jika review yang diberikan oleh previous customer adalah baik.*				
17	I believe that in the future, I will make more purchases directly through social media platforms. *Saya percaya bahawa pada masa hadapan, lebih banyak pembelian yang saya akan lakukan secara langsung melalui platform media sosial.*				

Section C: Decision To Purchase Through Social Media Marketing

Bahagian C: Keputusan untuk membeli melalui pemasaran media sosial

This section aims to analyze the effectiveness of specific social media marketing on consumer buying behavior. Please indicate your level of agreement using a Likert scale and mark (√) the appropriate response.

Bahagian ini bertujuan untuk menganalisis keberkesanan pemasaran media sosial khusus terhadap tingkah laku pembelian pengguna. Sila nyatakan tahap persetujuan anda dengan menggunakan skala Likert dan tandakan (√) jawapan yang sesuai.

Strongly Disagree / *Sangat Tidak Bersetuju*	Disagree / *Tidak Bersetuju*	Neutral / *Neutral*	Agree / *Bersetuju*	Strongly Agree / *Sangat Bersetuju*				
1	2	3	4	5				

No	Content	1	2	3	4	5
1	I am more interested in buying products in large quantities during the cheap sales season (sales 12.12) *Saya lebih tertarik untuk membeli produk dalam kuantiti yang banyak pada musim jualan murah (sales 12.12)*					
2	Shopping online helps me to better understand and evaluate my needs compared to shopping in a physical store. *Membeli-belah dalam talian membantu saya untuk lebih memahami dan menilai keperluan saya berbanding dengan membeli di kedai fizikal.*					

3	I usually spend a lot of time looking for information about a product before deciding to buy it. *Saya biasanya menghabiskan banyak masa untuk mencari maklumat tentang sesuatu produk sebelum memutuskan untuk membelinya*					
4	Advertisements often introduce me to product or brands I hadn't considered before. *Iklan sering memperkenalkan saya kepada produk atau jenama yang saya tidak pertimbangkan sebelum ini*					
5	Every positive or negative comment given by a customer can affect my thinking from buying a product. *Setiap komen positif atau negatif yang diberikan oleh pelanggan boleh menjejaskan pemikiran saya daripada membeli sesuatu produk.*					
6	I am often influenced by my friends with popular products or brands. *Saya sering dipengaruhi oleh kawan kawan saya dengan produk atau brand yang popular*					
7	The product I ordered is the same as the item I received. *Produk yang saya order sama seperti barang yang saya terima*					
8	I was satisfied with the appeals made by the salesperson during the live broadcast when I received the items I bought on social media. *Saya berpuas hati dengan tarikan yang dilakukan oleh jurujual semasa siaran langsung apabila saya menerima barangan yang saya beli di media sosial.*					

-END OF QUESTION-

-SOALAN TAMAT-

Thank You for your participation.

Terima Kasih di atas penyertaan anda.