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Technology Management (Supply Chain Management and Logistics)



Faculty Of Technology Management and Technopreneurship (FPTT)

UNIVERSITY TEKNIKAL MALAYSIA MELAKA

JANUARY 2024

## DECLARATION

'I hereby declare that this report is the result of my own, except certain explanatory passage where every of it cited with source clearly.'

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## DEDICATION

I would like to dedicate my appreciation to my family members for your constant love and support and also not forget to my beloved supervisor and panel thank you for your guidance and enlightenment. Also to my friends that always with me to give motivation to complete this research.



## ABSTRACT

In Malaysia, there are 30.25 million active social media users in January 2022. Studying the relationship between social media and consumer purchasing behaviour is the main goal of this research. People are more connected than ever due to the digital revolution, and information is at their fingertips. Brand marketing has been impacted by social media and mobility, which has changed how consumers make decisions. New social media trends are appearing for its users and the business sector even if social media is growing. Social media is a jackpot from a business and marketing perspective and should only be used by marketers. Numerous innovative methods for creating brand marketing strategies have been made possible by social media. Understanding today's consumers' purchasing habits is the first and most important step in creating a marketing strategy. The most typical types of buying behaviour are identified in this study, along with the various elements that affect people's purchasing decisions. An online survey was undertaken to evaluate the social media aspects that affect consumer purchase and decision-making. The major research approach employed in this study is quantitative. With new technology, the significance of social media in consumer purchase decisions is already apparent and is likely to grow even more so in the future. The author's position in the retail sector and the issues businesses today have with consumer involvement and social media marketing techniques served as the inspiration for this study.

**Keywords:** Social media, Marketing, Customer, Purchase, Consumer behaviour, Decision making process,

## ABSTRAK

Di Malaysia, terdapat 30.25 juta pengguna media sosial aktif pada Januari 2022. Mengkaji hubungan antara media sosial dan gelagat pembelian pengguna adalah matlamat utama penyelidikan ini. Orang ramai lebih berhubung berbanding sebelum ini disebabkan oleh revolusi digital, dan maklumat berada di hujung jari mereka. Pemasaran jenama telah dipengaruhi oleh media sosial dan mobiliti, yang telah mengubah cara pengguna membuat keputusan. Aliran media sosial baharu muncul untuk penggunaannya dan sektor perniagaan walaupun media sosial semakin berkembang. Media sosial adalah jackpot dari perspektif perniagaan dan pemasaran dan hanya boleh digunakan oleh pemasar. Banyak kaedah inovatif untuk mencipta strategi pemasaran jenama telah dimungkinkan oleh media sosial.

Memahami tabiat pembelian pengguna hari ini adalah langkah pertama dan paling penting dalam mencipta strategi pemasaran. Jenis gelagat pembelian yang paling tipikal dikenal pasti dalam kajian ini, bersama dengan pelbagai elemen yang mempengaruhi keputusan pembelian orang ramai. Tinjauan dalam talian telah dijalankan untuk menilai aspek media sosial yang mempengaruhi pembelian pengguna dan membuat keputusan. Pendekatan kajian utama yang digunakan dalam kajian ini adalah kuantitatif. Dengan teknologi baharu, kepentingan media sosial dalam keputusan pembelian pengguna sudah jelas dan berkemungkinan akan berkembang lebih-lebih lagi pada masa hadapan. Kedudukan penulis dalam sektor runcit dan isu perniagaan hari ini dengan penglibatan pengguna dan teknik pemasaran media sosial menjadi inspirasi untuk kajian ini.



**Kata kunci:** Media sosial, Pemasaran, Pelanggan, Pembelian, Tingkah laku pengguna,  
Proses membuat keputusan,



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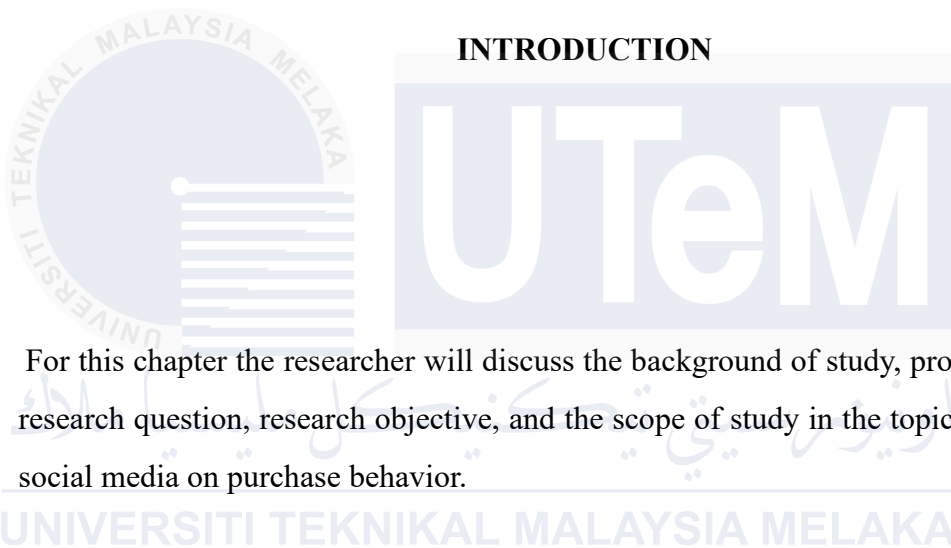


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## CHAPTER 1

### INTRODUCTION



For this chapter the researcher will discuss the background of study, problem statement, research question, research objective, and the scope of study in the topic of the effect of social media on purchase behavior.

#### 1.0 Background of Study

Purchase behavior refers to the people behave, and actions made by customer when they are looking to buy a product or service, such as what they buy, product characteristics, where and when they shop, how much they spend and external factors like social and economic trends.

Social media can be defined as a platform that is regularly used as a tool for marketing online retail businesses. Many companies sell their products and services on

social media platforms because doing so allows them to reach a large audience in a short amount of time and at a low cost. The rise of social media is one of the current trends that can transform the business environment. When starting a business in today's environment, entrepreneurs are more likely to implement technologies related to the Fourth Industrial Revolution. This new technology has contributed to the revolution of the internet and communication technologies by changing the way businesses are operated and conducted, as well as by allowing businesses to promote their wares and services on social media platforms. The use of campaigns, advertisements, and promotions that inform and inspire members of the public about a particular product or service has been an important component of online networking as a vital medium for increasing social awareness.

Social media has a big impact on how people live their lives, and it includes websites for casual communication (such as TikTok, Facebook, and Instagram, amongst others), where users may interact with one another and create interpersonal connections. These days, the most important places to get information out to the public are social networking websites on the internet. An individual's propensity to make a purchase can be influenced by several significant psychological elements, including inspiration, recognition, conviction, motivation, and state of mind.

## **1.1 Problem Statement**

The introduction of the Internet has changed the way they promote their products and services and the channels of communication between them and their customers (Redirect Notice, n.d.). Therefore, the promotional focus of some organizations is shifting from conventional mass media advertising styles to a more digital online approach. This has led businesses to turn to social media to interact and engage with people in their target market. Social media has a huge influence on the way people think, which in turn affects the success of many businesses and makes it

harder to gain an edge over the competition. However, even though social media marketing is growing rapidly across the global market, there are studies that question its effectiveness as a marketing tool in influencing customers' behavior.

The power of media continues to grow every day, mainly because companies have given them a platform to spread awareness about new and existing products or services among consumers. Because of this, businesses are increasingly turning to social media to communicate and engage with people in their target market. According to Stephanie (2022), 58% of online shoppers between the ages of 26 and 41 worldwide have made purchases directly through social media. However, although this is impressive, the problem remains as to how effective this communication is in convincing customers to repeat purchases and services.

Social media platforms have become a part of our daily lives and have changed the way we interact with each other and with brands. In addition, technological developments have helped expand people's rights to freedom of speech and expression, which has resulted in changes in social norms where people are more inclined to debate, discuss and criticize the beliefs of others. Customers are becoming more open to participating in activities such as writing brand and product reviews, conducting online evaluations, and participating in engagement activities. This kind of activity will influence other social media users to make purchases. However, it is unclear how other users influence customers' purchasing decisions.

Additionally, certain customers are afraid to make online purchases for the valid reason that they are worried about product durability and lack trust that the items they purchase online will meet their expectations or be of high quality. There is the perceived risk of receiving something that does not match the description or is of poorer quality when buying anything without first seeing or feeling it. However, a lot of trustworthy online shops have systems in place including thorough product descriptions, client feedback, and return procedures to guarantee

product quality. But how much can a customer trust the seller to deliver the item in excellent condition.

This research aims to explore the relationship between social media and purchase behavior, including the factors that influence consumers' decisionmaking processes and the role of social media in shaping those processes.

## 1.2 Research Question

A better understanding is needed for this research to know more about the relationship of the effect of social media on purchase behavior in Selangor. Following is the research question guided the study.

- i. Do the consumer subjective norms affect purchases behavior on social media?
- ii. How social media impact on purchase behavior? iii. How does trust influence consumer purchase behavior in social media? iv. How do customer perception affect purchasing behavior on social media?

## 1.3 Research Objective

The general objective of this research is to explain the effect of social media on purchase behavior in Selangor. The objective of this research is to:

- i. To identify consumer subjective norms that affect purchase behavior on social media.
- ii. To find out the impact of social media on purchase behavior.

- iii. To examine the relationship between consumer trust, recommendation influence and social media towards purchase behavior on social media.
- iv. To find out the customer perception of purchasing behavior on social media.

#### **1.4 Scop of Study**

The impact of social media use on purchasing behavior is the main topic of this study. The study's goal is to investigate how social media usage and purchasing behavior are related, as well as the factors that affect how customers make decisions and how social media plays a part in that process. Understanding how social media affects consumer behavior requires marketers and researchers to adopt a nuanced and context-specific approach. This is because the effects of social media on consumer behavior are complicated, varied, and can be influenced by a wide range of circumstances. The study can be used to manage customer contacts, measure consumers' activities, and understand the long-term effects of social media on purchasing behavior. The researcher will distribute the question to the respondents using quantitative research. Whereby the replies will be representative of Selangor residents.

#### **1.5 Significant of Study**

The study on how social media affects purchasing behavior is important for several reasons. For both corporations and scholars, the impact of social media on consumer purchasing behavior is a hot topic. Social media platforms are now an essential aspect of consumers' everyday lives since they give them access to a plethora of knowledge about goods and services as well as a forum for discussing their personal experiences and opinions. First off, it can assist marketers and companies in comprehending how social

media affects consumers' decision-making processes. This knowledge can be applied to create efficient marketing plans and raise client engagement.

Second, the study can shed light on the long-term influence that social media has on consumer behavior. Businesses may plan and allocate resources more efficiently with the help of this knowledge. Thirdly, the study can assist companies in measuring consumer behaviors and results, which can be used to enhance customer satisfaction and experience.

Finally, the research can help establish conceptual frameworks for comprehending how social media influences consumer behavior, which can guide future studies in this field.

## **1.6 Summary**

This chapter begins by outlining the justification for the study's selection as well as the indications related to it. Following that, the use of study subject information aids in the identification of the issue statement on the impact of social media on purchasing behavior in the literature. This chapter also includes the research question, research objectives, research scope, and significance of the study. The impact of social media on purchasing behavior will be covered in greater detail in the following chapter.

## CHAPTER 2



### 2.0 Introduction

This chapter, the research is focusing more on the presence of the structure of the literature review on the effect of social media on purchase behavior in Selangor. The chapter explains about the relevant of literature reviewed, which the definition of social media, consumer behavior on social media and effects of social media on purchase behavior. Then, will be proposed research framework and research hypotheses.

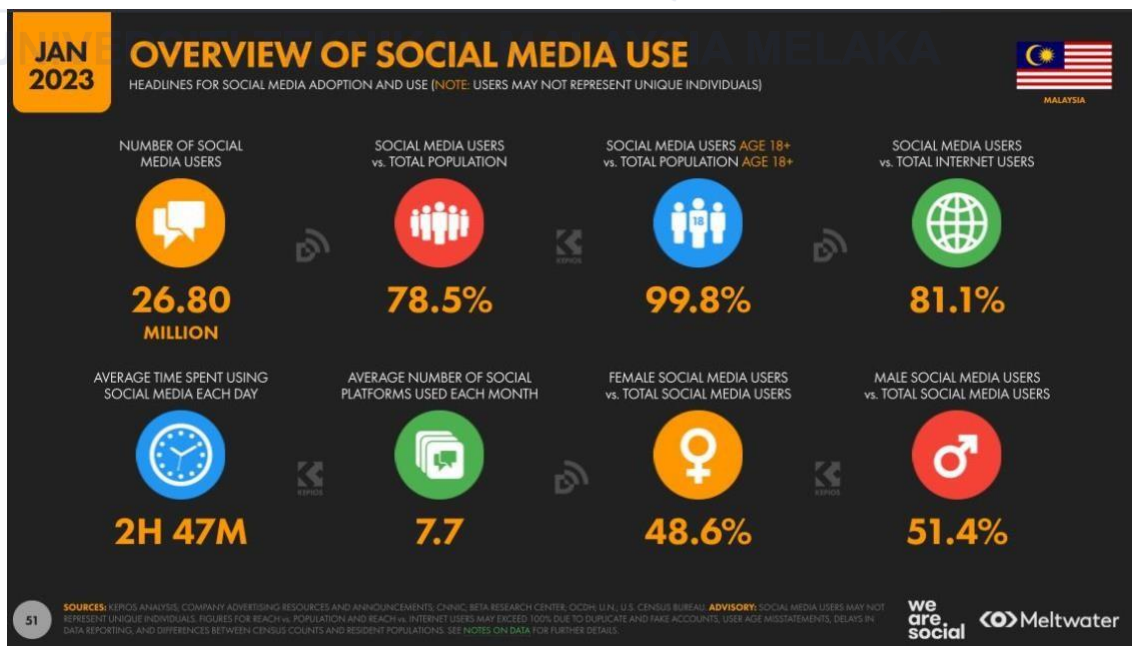
### 2.1 Definition of social media

What is social media? The term "social media" (SM) was first used in 1994 on a Tokyo online media environment, called Matisse and the formal definition is from 1996

"computer-supported social networks. (Tomas aichner 2021) There are many definitions used for the term Media Social, but we can see the two most recent definitions used which are:

"Social media is made up of various user-driven platforms that facilitate diffusion of compelling content, dialogue creation, and communication to a broader audience. It is essentially a digital space created by the people and for the people, and it provides an environment that is conducive for interactions and networking to occur at different levels (for instance, personal, professional, business, marketing, political, and societal)."Kapoor et al., Information Systems Frontiers 2018; 20:531-558.

"Social media as any online resource that is designed to facilitate engagement between individuals." Edmunds MHass CHolve, et al., Consumer informatics and digital health: solutions for health and health care. Cham, Switzerland: Springer, pp. 61–86.



### **Figure 1 Overview of Social Media Use in Malaysia early 2023**

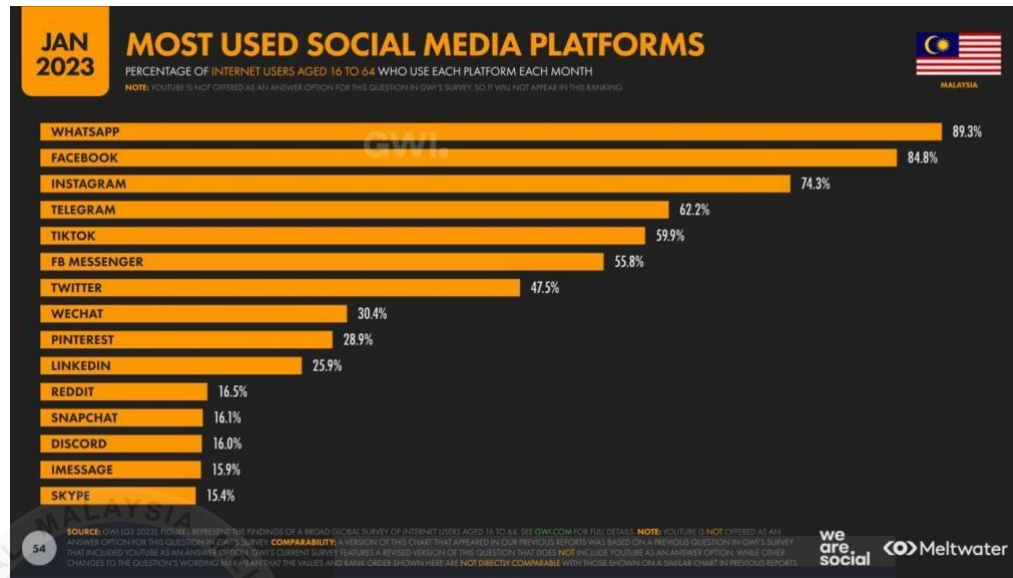
The diagram above shows the total number of people using social media networks in early 2023.

#### **2.1.1 Social media platform**

According to a user's goals and interests, social media platforms can be divided into different categories. Users are drawn to a variety of platforms, such as those used by social media users, video sharers, professional business networks, virtual worlds, review platforms, and so forth (South Florida - UCM, n.d.).

These days, social media is a crucial tool for business. Most businesses use platforms to communicate with customers, advertise and improve sales through social media, offer products and services, and reach a big audience quickly and efficiently. The potential of social media to capture customer data can aid businesses in quickly promoting their goods and services. Additionally, by connecting loyalty programs to social media, social media can assist businesses in fostering relationships with their customers. Over the past few years, there have been ongoing studies conducted on widely used social media platforms.

According to statistics (January 2023), the five social media platforms that are widely used by residents in Malaysia are WhatsApp, Facebook, Instagram, Telegram and TikTok.



**Figure 2 Most Used Social Media Platforms in Malaysia (January 2023)**

There were 26.80 million social media users in Malaysia in January 2023 (Digital 2023 Global Report). Based on the 2023 Digital Research Report Data, WhatsApp is a social media platform that is widely used by 89.3% of Malaysians at the beginning of 2023. Users use a lot of WhatsApp because of its easy and fast advantages to connect and share information. As for business, one can develop their own business, but it requires a high cost.

Facebook ranked second with the most users which is 22.3% or 20.23 million users in Malaysia at the beginning 2023. The number of Facebook users has decreased by 1.5 million (-6.7%) between 2022 and 2023. Facebook can be used as a platform where users can communicate with others and share different types of photos, videos, articles, and others. As the Chief Executive Officer (CEO) of Invest website Khalid Saleh (2015) said, 92% of social marketing uses Facebook as an advertising platform.

Instagram has 13.90 million users in Malaysia at the beginning of 2023 according to the Meta advertising tool and is the most used social media at the beginning of 2023.

Instagram offers the possibility for companies to advertise and do marketing on their social media accounts or websites e.g., storefronts and shopping with AR features (i.e., augmented reality) and social media influence is a big thing in Instagram and many different brands are using it to reach new potential customers (Susanne Autio, 2020)

Telegram has got the fourth highest place with 62.2% of users. Telegram has become the choice of social media users now because it has many advantages. Among them, Telegram allows businesses to speed up business processes by using admin bots or honest admins. Therefore, it is another good reason to make telegram a business platform (Ruba Abu Salma, 2017)

TikTok has taken fifth place with 59.9% of total users compared to last year which was in sixth place. TikTok has grown its popularity rapidly in a short time. TikTok can be an example of a new social media platform that has grown in a short time (Influencer Marketing Hub 2020). TikTok was launched in September 2016 and in mid-2018 it was launched already reached half a billion users which means it gets an average of about 20 million new users per month (Ortiz-Ospina 2019). At first, TikTok was only popular among young people. But now, it has become a social media platform used by all ages.

### **2.1.2 Social Media Trends for 2022**

Social media has ingrained itself into peoples' daily lives and habits. Some people are so dependent on social media that they check it as soon as they wake up.

Given how important social media has become to consumers' lives, marketers and companies are swarming to social networks to engage with their target clients. On the other hand, there is a lot of content on social media, and there is intense competition. Without a clear social media marketing strategy, it can be difficult. Keeping abreast of the most recent social media trends can support strategy and help a company stand out from the competition.

#### **2.1.2.1 Live broadcast**

Live streaming is the process of creating, sharing, and watching video content in real time to advertise and market a company's goods or services. A popular and adaptable technology, live stream video allows viewers to interact live and get a better understanding of the company. A live stream on YouTube Three alternative live streaming services—Facebook Live Marketing, Instagram Live Streaming, and YouTube Live Streaming—offer slightly different features and chances to more effectively target certain audiences. By leaving comments next to the live stream, viewers can engage in real-time conversation. (Jomel Alos, 2022)

#### **2.1.2.2 Short-form video**

The most captivating form of content is short-form video, which also provides the highest return on investment of any kind of content. Businesses employ YouTube Shorts, Instagram Reels, and TikTok to display their company cultures, educate the public, and motivate action. Consider incorporating short-form video into your influencer marketing,

creator promotion, user-generated content (UGC), employee feedback (EGC), corporate culture, and hiring strategies. (State of Inbound Marketing Trends 2022)

### **2.1.2.3 VR/AR**

Virtual reality technology allows users to fully immerse themselves in a realistic simulated environment, whereas augmented reality technology allows users to project digital information onto the actual world. A realistic technique to test things before they are produced can be found in AR/VR simulations. Companies can learn how a product will operate in the real world by creating a virtual model of it. For products that are too expensive or sensitive to make prototypes, this is very useful. (Technologically Brilliant, 2022). Videos that are relatively long in comparison to other videos used for the same purpose are referred to as long-form video content. As a growing number of individuals in the business world see the benefits of simple bundles, long-form videos are becoming more popular. This kind of content can serve a variety of functions and be used across several departments. Long-form videos are becoming more popular for a number of reasons, including their effectiveness in establishing brands, reaching new audiences, and engaging with existing ones. (Emily Krings, 2021).

## **2.2 Consumer Behavior on social media**

People access their social media accounts mostly for fun, relaxation, connection, informational purposes, and self-entertainment. As previously noted, social media has evolved into a brand-new retail platform and is now present across all media platforms. Everything has changed as a result of having all the information needed in the fingers of your hand, including consumer behavior. (Susanne Autio, 2020) According to a study by Global Web Index (2018) 54% of social media users surf social media to research products

before making a purchase decision. This shows the fact that the reason for using social media has changed from interacting with family and friends to hunting for products and services.

### **2.2.1 History Consumer Behavior**

Consumer shopping habits have changed dramatically over the past few decades. As customers become more educated and selective in their buying, there has been a change in their shopping patterns in recent years. There are various reasons for this. Changes in consumer behavior are the key contributing element. Due to ease of use, people may now shop online due to advanced technology. For instance, users may easily find out a product's price. Additionally, many of the things sold by today's companies have been sold on social media. And the Covid-19 epidemic, which has spread across the globe, is one of the primary causes of this transformation. Consumers have been greatly impacted by this situation. These modifications have increased the likelihood that consumers will research products before making purchases, compare prices among merchants, and hunt for specials and discounts.

Additionally, the opinions of friends and family as well as product reviews are increasingly influencing them. They are sharing their opinions, warnings, and suggestions about products on a variety of social media platforms, including blogs, YouTube, TikTok, and unboxing videos about their purchases (Susanne Autio, 2020). The retail industry is being significantly impacted by this changing consumer behavior, with traditional businesses finding it difficult to compete with online sellers. Many stores had to alter their business structures and tactics in order to survive. According to a survey from OOSGA (2023), there were about 30.8 million monthly active social media users in Malaysia in 2022. Time media users frequently spend three hours every day on social media.

### 2.2.2 The Consumer Decision Making Process

Consumer behavior is influenced by many different factors. There are 5 major factors that influence consumer behavior.

First, social factors. The kinds of goods and services that consumers choose to purchase may also be influenced by social characteristics, such as their family structure, income level, and place of residence. (Maryville, 2023). Therefore, the people around them have an impact on their purchasing decisions. These elements are thought of as social elements. Families, social groups, roles, and status are just a few examples of societal influences.

Human psychology is a significant component in predicting consumer behavior. Despite being challenging to quantify, these elements have the potential to affect a buyer's choice. Important psychological aspects include those related to motivation, perception, learning, attitude, and beliefs. (Cloodack 2023).

The purchasing decisions of clients are heavily influenced by cultural variables. A collection of individuals is connected to a certain community's beliefs and ideologies. A person's behavior is greatly influenced by the culture of the society from which they are originally (Cloodack 2023). Some of the cultural factors are culture, subculture, and social class.

Personal aspects relate to people's hobbies and opinions. Consumers' personal situations have an impact on what they buy. These individual differences in these personal

aspects lead to variations in customer perceptions and behavior. (Clootrack 2023). Some of the personal factors are age, income, occupation, and lifestyle.

And last, economic reasons. The economic state of a nation or market has a significant impact on consumer purchasing patterns and choices. When a country is rich, its economy is strong, which results in more money available on the market and better consumer purchasing power. Consumers are more inclined to spend money on goods when they perceive the economy to be in good shape (Clootrack 2023). Some of the important economic factors are personal income, family income, consumer credit, liquid assets, and savings.

Everyone is going through the buying process, even though each customer has their own factors to consider while deciding whether to buy something. The stages that consumers often take may differ depending on the individual, however they are listed below.



**Figure 3 The 6-Stage Decision Making Model**

The consumer decision process carries six stages, starting with problem recognition. During this first step of the process, consumers really try to tell the difference between what they expect and what they get. They wonder if these things are necessary.

Second is information search. The process of consumer search starts after a problem is identified. They are seeking a remedy because they are aware that there is a problem.

Third is alternatives evaluation. Consumers seek alternatives to compare items. Kids can discover their likes and dislikes and what to expect. Price and rank/weight are search stimuli. Businesses can impact this using customer research and alternative marketing.

The fourth one is purchasing decision Deciding to buy after carefully weighing all essential factors, including quality, price, packing, service, etc.

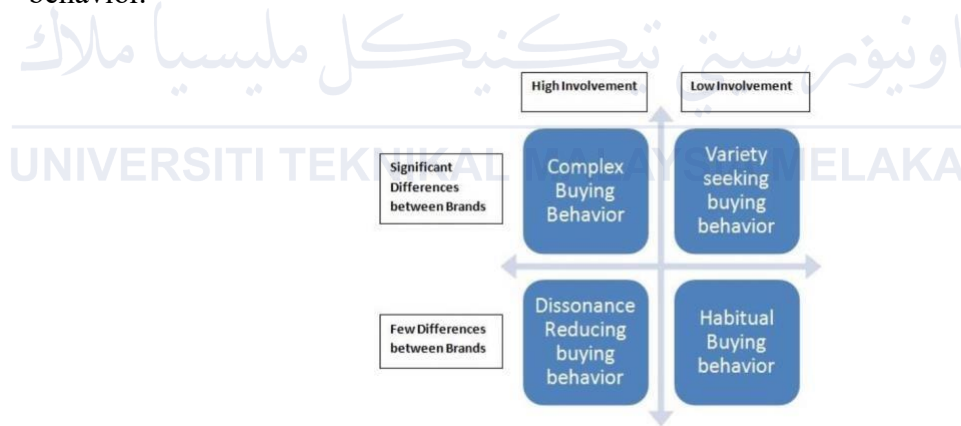
Next is purchase. Even while it would seem like this is the last step, a sudden change in the circumstances, such as the presence of a better alternative or outside pressure, could nevertheless cause a decision to be changed at that precise second.

Last is post-purchase evaluation. Consumers may develop despair and start to regret their purchase because of the poor service. Businesses are in a difficult condition, but it may be improved by offering support through warranties, programmers, and topnotch customer service. Consumers who put a lot of thought, time, and money into a purchase could have cognitive dissonance over whether they made the proper choice. To lessen the dissonance, the customer is forced to seek out information that either confirms their choice or convinces them that their choice was foolish.

The consumers will go through this basic step when they are making purchases to make sure what services and purchases fit into their life. Experiences at each level of the purchasing process contribute to consumer satisfaction because the results at one stage have an impact on those at the following phases. Many consumers satisfaction studies disregard satisfaction with the decision-making process and instead concentrate only on satisfaction with the final decision and result. Consequently, it is crucial to examine the entire decision-making process.

### 2.3 Types of buying behavior.

A consumer's buying decision depends on the type of products that they need to buy. (Cloodtrack, 2023). As an example, when purchasing a coffee versus a car, customer behavior is very different. It is evident from observations that purchases that are more complicated and expensive require greater consideration and include a larger number of participants. Four distinct customer behavior patterns based on varying degrees of brand differentiation and consumer interaction both before and after the purchase. These four types of customer purchase decision behavior are complex buying behavior, dissonance reducing buying behavior, habitual buying behavior, and variety seeking behavior.



**Figure 4 Four type of buying behavior.**

Complex buying behavior is encountered when consumers are buying an expensive, infrequently bought product. The customer is eager to gather all needed information about the product's features and function and does not hesitate to put time for searching this information. In addition, for a customer who has complex buying behavior, the brand image is very important (Susanne Autio, 2020). This kind of behavior frequently

occurs when a customer wants to buy an expensive good or service that has great value or for an extended period.

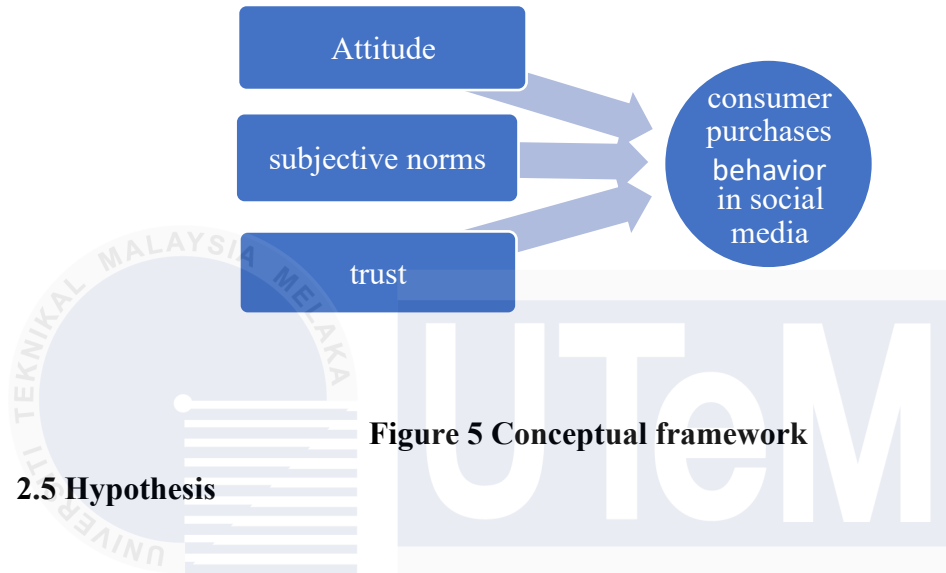
Another type of customer buying behavior is dissonance-reduction buying behavior. The consumer is highly involved in the purchase process but has difficulties determining the differences between brands. 'Dissonance' can occur when the consumer worries that they will regret their choice (Valentin Radu, 2023). This kind of customer wants to be very aware of the product's features and know all the details. For customers with dissonance reduction buying behavior is relevant to settling for one good option and comparing between different brands is not necessary. This behavior can apply when customers are buying easily available products (Susanne Autio, 2020).

Habitual Buying Behavior is depicted when a consumer has low involvement in a purchase decision. In this case, the consumer is perceiving only a few significant differences between brands (Cloutrack, 2023). Customers do not give much care to the things they purchase while they are making daily purchases. They either purchase their preferred brand, the one they frequently use, the one that is readily accessible at the store, or the least expensive option.

The last type of customer buying behavior is variety-seeking consumer behavior. In variety-seeking consumer behavior, consumer involvement is low. There are significant differences between brands. Here consumers often do a lot of brand switching (Cloutrack, 2023). This type of behavior usually applies while purchasing low price products or services. Variety-seeking behavior is difficult to manage for brands because customers easily change their mind about the brand if they are not satisfied to the quality of the product or services they purchased (Susanne Autio, 2020).

## 2.4 Framework

The conceptual framework is created based on the literature review by researcher.



## 2.5 Hypothesis

Based on the literature review of this study, the hypothesis has been formed as below:

H1: There is a significant effect of consumer subjective norms over the consumer purchase behavior.

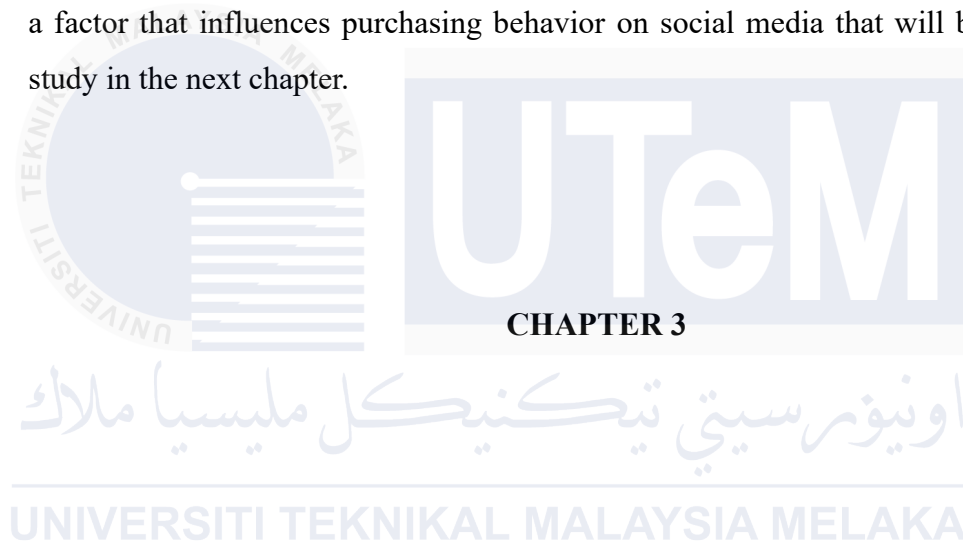
H2: Purchase behavior has a significant positive impact on social media.

H3: There is a significant relationship between trust, consumer purchase and social media shopping towards purchase behavior in social media.

H4: Customers perceptions of social media significantly influence their purchasing behavior.

## 2.9 Summary

This chapter provides the main theoretical background of this study. Start with a review of social media details and types of buying behavior on social media. consumer decisionmaking process in this chapter also defines the approach used in the study of the tendency of the role of entrepreneurs. A conceptual framework has been stated that takes a factor that influences purchasing behavior on social media that will be tested in this study in the next chapter.



## RESEARCH METHODOLOGY

### 3.0 Introduction

This chapter highlights the research method applied in this study. This chapter will indicate the research design, data collection methods, sampling design, research instruments, constructs measurement, data processing and data analysis utilized in research methodology in this study. This chapter provides an overview of the study's methodology.

### **3.1 Research Design**

In this study, explanatory research as a research design. The researcher will explain the essence of an issue, but it does not provide the expectation to conduct further research and conclusive evidence by using this research design. Researchers focused on investigating and determining "the effects of social media on purchase behavior in Selangor". In this research will collect information effectively and efficiently to get a deeper understanding of this study. Research objectives should also be included to provide appropriate data and information when solving problems. Therefore, it is important to choose an appropriate research design. The author came to the conclusion that quantitative research would be the most effective way to collect data from a larger number of populations. Researchers use questionnaires to collect responses from respondents to examine the effects of social media on purchase behavior and data gathered is displayed in graphs, tables, and statistical form in the following chapter.

### **3.2 Data Collection Method**

#### **3.2.1 Primary Data**

Primary data is cited to obtain direct information by the research on the variable of interest for the specific determination of this study. The primary data used by the researcher is a questionnaire. The researcher obtained primary data through the distribution of questionnaires that were shared on various social media platforms including Facebook, Instagram, WhatsApp, and online chats to get respondents because

it is a method of collecting primary data. Therefore, it allows the researcher to reach a large number of respondents with a cost-effective method to collect data that requires high reliability and from different baseline people.

### **3.2.2 Secondary Data**

Secondary data sources are evaluated and investigated by researchers in order to support the conclusions and outcome of this study. This is as a result of using data gathered from already-existing sources. Chapter 2 displays all secondary information that has to be examined. The information gathered for this study's secondary purposes, including pamphlets, books, and expert knowledge on relevant subjects, includes information that was acquired to carry out the research. The researchers gather pertinent online journal papers from internet databases, including reports and statistics that have been published.

## **3.3 Sampling Design**

### **3.3.1 Target Population**

The population is any group of people or events whose samples are chosen, and the samples will simplify to achieve the results of the research. The sample would represent the whole population due to enough samples collected. This study's target demographic is the people in Selangor. Residents of Selangor were chosen as respondents because it was easy for the researcher to distribute the questionnaire because Selangor has the largest population in Malaysia which is 7 million in 2022. Selangor is also Malaysia's most popular, developed, and progressive state.

### 3.3.2 Sampling Location

A sampling paradigm was not used in this analysis because the researcher used a non-probability sampling methodology to collect the sample. Selangor is the location of this research. The researcher used the method to randomly select 384 residents of Selangor to answer the questions. The population questionnaire was distributed around Selangor.

### 3.3.3 Sampling Elements

In this study, respondents to answer the questionnaire must meet the qualifications to be a valid respondent. They must be residents living in Selangor. The selection of the right candidate is important for the study to achieve the objectives of the study and facilitate the collection of data to be analyzed in subsequent chapters.

### 3.3.4 Sampling Technique

Probability sampling technique was used in this research for sample selection. In this sampling technique, convenience sampling for this research will be used descriptive research. It allows the research to obtain 384 completed questionnaires quickly and economically where respondents are randomly selected for the convenience of the researcher. Sampling techniques allow to reduce a large population to a manageable size by selecting a sample from the population.

### 3.3.5 Sampling Size

To determine the sample size, the researcher used Krejcie & Morgan Table (1970). By referring to this table, the researcher selected 384 respondents as a source of investigation to answer this questionnaire. This number was chosen because Selangor has a population of 7 million. A random sampling method was used during this study. The questionnaire was distributed online using google doc. This is to increase the accuracy of the results and reduce the possibility of non-target respondents from the data collected.

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
<b>10</b>	10	10	10	10	10	10	10	10
<b>20</b>	19	20	20	20	19	20	20	20
<b>30</b>	28	29	29	30	29	29	30	30
<b>50</b>	44	47	48	40	47	48	49	50
<b>75</b>	63	69	72	74	67	71	73	75
<b>100</b>	80	89	94	99	87	93	96	99
<b>150</b>	108	126	137	148	122	135	142	149
<b>200</b>	132	160	177	148	154	174	186	198
<b>250</b>	152	190	215	244	182	211	229	246
<b>300</b>	169	217	251	291	207	246	270	295
<b>400</b>	196	265	318	384	250	309	348	391
<b>500</b>	217	306	377	475	285	365	421	485
<b>600</b>	234	340	432	565	315	416	490	579
<b>700</b>	248	370	481	653	341	462	554	672
<b>800</b>	260	396	526	739	363	403	615	763
<b>1000</b>	278	440	606	906	399	575	727	943
<b>1200</b>	291	474	674	1067	427	636	827	1119
<b>1500</b>	306	515	759	1297	460	712	959	1376

<b>2000</b>	322	563	869	1655	498	808	1141	1785
<b>2500</b>	333	597	952	1984	524	879	1288	2173
<b>3500</b>	346	641	1068	2565	558	977	1510	2890
<b>5000</b>	357	678	1176	3288	586	1066	1734	3842
<b>7500</b>	365	710	1275	4211	610	1147	1960	5165
<b>10000</b>	370	727	1332	4899	622	1193	2098	6239
<b>25000</b>	378	760	1448	6939	646	1285	2399	9972
<b>50000</b>	381	772	1491	8056	655	1318	2520	12455
<b>75,000</b>	382	776	1560	8514	658	1330	2563	13583
<b>100,000</b>	383	778	1513	8762	659	1336	2585	14227
<b>250,000</b>	384	782	1527	9248	662	1347	2626	15555
<b>500,000</b>	384	783	1532	9423	663	1350	2640	16055
<b>1,000,000</b>	384	783	1534	9512	663	1352	2647	16317
<b>2,500,000</b>	<b>384</b>	784	1536	9567	663	1353	2651	16478
<b>10,000,000</b>	384	784	1536	9594	663	1354	2653	16560
<b>100,000,000</b>	384	784	1537	9603	663	1354	2654	16584
<b>300,000,000</b>	384	784	1537	9603	663	1354	2654	16586

Table 1 Sample size for population (Krejcie and Morgan, 1970)

### 3.4 Research Instruments

#### 3.4.1 Questionnaire Survey

The researcher will conduct a self-survey survey as a research tool. This is an effective data and information collection mechanism to ensure the accuracy and quality of information collected because the answers are accurate, structured, and equivalent 384 sets of questionnaires are provided to respondents and each questionnaire is collected within 10 to 15 minutes. The questionnaire questions were designed and constructed closely based on the theoretical framework. The questionnaire was made without asking names because when anonymous, they tend to answer questions honestly without being judged. The researchers took a week to reconstruct all the questionnaires to collect data.

In addition, the researcher used Google forms to distribute the questionnaire easily and freely. Google Forms provides different calculation options with different needs and the answers are automatically updated in the Excel spreadsheet. It saves a lot of time when collecting data to transfer information from respondent to outstanding.

### **3.4.2 Questionnaire Design**

In this study, the survey was designed and presented in simple and neutral words where the questions could be clearly understood by the respondents depending on their own experience. This questionnaire is arranged in a closed manner. To choose the options given in the questionnaire, respondents are required to answer all questions. The questionnaire will be divided into three parts, namely Part A, Part B and Part C. Part A consists of the demographic profile of the respondents. Part B contains questions that will help the writer to determine the use of social media and the factors that influence the purchase decision of respondents. Part C aims to determine the role of social media in making purchase decisions.

## **3.5 Time Horizon**

### **3.5.1 Cross-sectional studies**

To collect data from the respondents, this research will conduct a survey by distributing a set of questionnaires, and it must be finished within 10 months. This questionnaire was spread to researcher friends that study at UiTM Shah Alam and ask her

help to spread to other students. Researcher also post questionnaire in facebook pages Selangor Residents. To gathering data, the questionnaire will be delivered all at once. Since the study will be conducted at a single moment in time or over a brief period of time and the data will be acquired all at once, this research will thus be cross-sectional. The researcher can organize, coordinate, and track particular tasks in this study; thus, they can use the Gantt chart as a timeline to show how the activity or project will proceed.

### **3.6 Construct Measurement (Scale and Operational Definition)**

#### **3.6.1 Scale of Measurement**

Quantitative research requires accurate and reliable measurement. Measurement scale refers to the specific tool used by investigators to organize the data in a regulated way and depends on the stage of measurement they choose. There are four levels of scale measurement such as nominal, ordinal, interval and ratio scale. In this research, only 3 types of scale measurement are utilized which is nominal scale, ordinal scale, and interval scale.

##### **3.6.1.1 Nominal Scale**

A nominal scale is essentially a type of coding that simply places people, events, perceptions, objects, or traits into categories based on their general properties or characteristics. For example, in the case of the gender scale, an individual can be categorized as either male or female. In this case, all objects in the category will have the same number, for example, all men can be no. 1 and all girls can be no. 2. In this study, the researcher used a nominal scale that gives value to items for classification purposes, no quantity is represented.

**Example:**

1. Gender: ☐ Male ☐ Female

**3.6.1.2 Ordinal Scale**

The ordinal scale differs from the nominal scale in that it ranks information from lowest to highest and provides data about data and information that direct relationships with each other. "Ordinal" indicates "order". Ordinal data is quantitative data that has a natural order and the difference between them is unknown. It can be named, grouped, and even ranked. In this study, the researcher will use an ordinal scale which is a ranking scale. It will allow items to be sorted based on the number of concept researchers have.

**Example:**

2. Age Group: ☐ 15-24 years old ☐ 25-34 years old  
☐ 35-44 years old ☐ 45 years and above

**3.6.1.3 Interval Scale**

Researchers will also use the scale interval to combine nominal and ordinal features, but this captures relative quantities in the form of distance between observations. Likert Scale are used to enable respondents to state the extent to which they agree or disagree with certain statements. For the range, researcher will design from "strongly disagree =1" to "strongly agree = 4". The entire Section B of the questionnaire uses this scale for measurement.

### 3.7 Data Processing

In this method, information reviews are conducted to detect any exceptions mistakes, errors or incomplete information and data to ensure that all questionnaires are accurate, data processing is done to analyze the questionnaire and find, contradictory or illogical answers to improve accuracy. Data accuracy and data encoding are assigned numbers to represent specific responses to questions to facilitate the process of entering data and continuing analysis in the next chapter.

### 3.8 Data Analysis

In this study, the required information gathered was analyzed using quantitative data analysis techniques. Data Analysis collected from different sources was processed and analyzed for discussion. Appropriate computer software was used to analyze data. Both Excel and SPSS computer software were employed to analyze descriptive statistics to see the extent of effectiveness of the prepaid metering system. Similarly, through the aid of cross tabulations and ordinary frequency tables and figures, the outcome showed the true picture of whether the prepaid metering system was effective in revenue collection.

#### 3.8.1 Descriptive Analysis

Descriptive analysis is characterized as an analytical tool that involves a comparison of variable and illustrates numerical relationships primarily emphasizing major trends and deployment as a key aspect. The transformation of raw data into forms that allow them to understand and interpret is a descriptive analysis. This descriptive will assist researchers in calculating average distribution, frequency and distribution of demographic information given by respondents.

### **3.8.2 Scale Measurement (Reliability and Validity Test)**

Researchers used SPSS to conduct reliability tests. This reliability will be determined through Cronbach's alpha interpretation, which is a reliability coefficient that demonstrates how well the items in the set are positively interrelated. Researchers also utilize validity test because the importance of the research component identified to ensure the quality of research. In this research, the types of methods that are used as primary and secondary sources. A main source is questionnaire and secondary sources are journal article, books and more. The questionnaire is valid with SM media and the tendency to use the social media as a buying and selling platform among consumer in Selangor. The questions are straightforward to make sure respondent will understand and answer easily.

### **3.8.3 Inferential Analysis**

#### **3.8.3.1 Independent Sample T-test**

A t-test is used to test the hypothesis that the mean score for a given range or ratio of a scaled (metric) variable will be significantly different for two independent samples or collections.

### 3.8.3.2 Person Correlation Analysis

The most popular method for determining a linear connection is the Pearson correlation coefficient ( $r$ ). The intensity and direction of the link between two variables is expressed as a number between -1 and 1 (Redirect Notice, n.d.). In this study, Pearson correlation analysis presents the strength, direction and crucial of bivariate relationships between all variables measured at interval or ratio level. Hair et al. (2006), illustrate that the greater the value of coefficients, the stronger the relationship between two variables. The correlation coefficient can be either positive or negative depending on the direction of the relationship between two variables.

### 3.8.3.3 Multiple Linear Regression Analysis

Multiple liner regression is defined as an analysis of association where the impact of two or more independent variables on a single and interval-scaled dependent variable. Researchers can analyze the relationship between the effects of two or more independent variables on a single, interval-scaled dependent variable with the use of multiple linear regression analysis.

## 3.9 Pilot Test

A pilot study investigates whether something is possible, whether it should be pursued by the researchers, and if so, how. Pilot research, however, also has a unique design element; it is carried out on a smaller scale than the primary or full-size investigation. In other words, the pilot study is crucial for enhancing the effectiveness and

quality of the main study. The misconceptions and the ethical implications of a pilot study are the main topics of this paper.

### 3.10 Chapter Summary

Research methodology is a crucial criterion for conducting all appropriate research methods. The entire chapter describes the study's methodology. The method employed must be pertinent and consistent with the research objective, and it must be carried out according to the necessary procedures. In the following chapter, more detail will be given to the gathered data's illustrations.

## CHAPTER 4



### DATA ANALYSIS



#### 4.0 Introduction

This chapter describes the findings and outcomes that were examined using the "Statistical Package for Science" (SPSS) VERSION 29.0 for MacBook, which was used to compute multiple regression analysis, ANOVA, descriptive statistics, and pilot test using previously completed questionnaires. The purpose of the study is to examine how social media affects consumers' purchasing decisions. The purpose of the pilot test was to ensure that respondents would not encounter any difficulties in responding or in analyzing the data. It is also possible to analyses the correctness and dependability of the outcomes thanks to the pilot test.

This chapter also consists of five section which is pilot test, demographic profile, descriptive analysis, summary of hypothesis testing and result, and chapter summary. The research collected data to gain information from primary and secondary sources. Thses findings are describe in the form of descriptive statistics, which are compiled in the table data that includes in this form.

The information and analysis of the results come from the research objectives, where the main goal of the study is to determine what factors affect potential businesses' predisposition to accept social media as a platform for business. The relationships regarding the potential of this study objective were established in this debate. Additionally, it verifies and tests the theory that was established in the first chapter. There were 384 respondents from Selangor who were randomly selected and answered the questionnaire. They had finished responding to every question on the distributed questionnaire.



#### **4.1 Pilot Test**

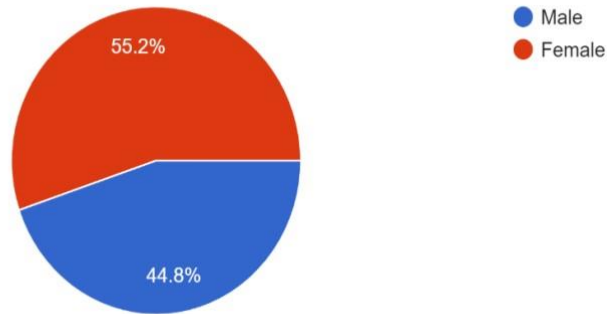
The pilot test was organized to analyze the questionnaires of sustainable and reliability. There are 30 respondents selected randomly for the investigation and identify the shortcomings in the design of questions previous actual questionnaire. The results of the pilot test survey are measured by using Cronch Alpha. The data shows if below 0.6 considered weak, while scores 0.6 to 0.8 is moderate strong and it shows very strong when 0.8 to 1.0.

#### **4.2 Descriptive Analyses**

This section is to deliberate and analyses the information collected from the respondents.

For this study, the total target respondents are 384 people.

#### 4.2.1 Gender



*Figure 6 Percentage of Gender*

(Source: Output from Goole Form)

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	212	55.2	55.2	55.2
	Male	172	44.8	44.8	100.0
	Total	384	100.0	100.0	

*Table 2 Frequency and Percentage of Gender*

(Source: Output from SPSS)

The gender analysis distribution data is displayed in Figure 4.1 and Table 4.1. The results suggest that 212 respondents are female (55.2%) and 172 respondents are male (44.8%) based on the analysis of the data. It is evident from this survey that women predominated. It was because the researcher randomly assigned both male and female participants to this survey without knowing who would be qualified to respond. This survey is intended for consumers in the state of Selangor based on the results.

#### 4.2.2 Where Are You Stay

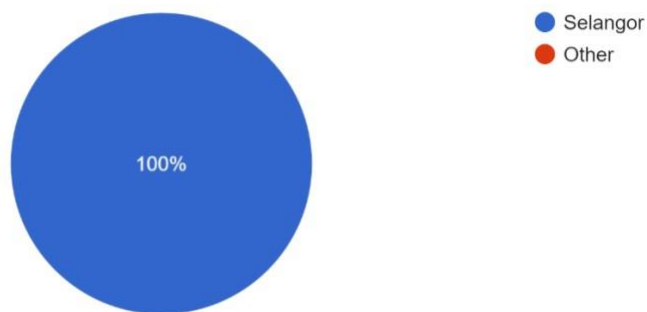


Figure 7 Percentage of Location Respondents

(Source Output from Google Form)

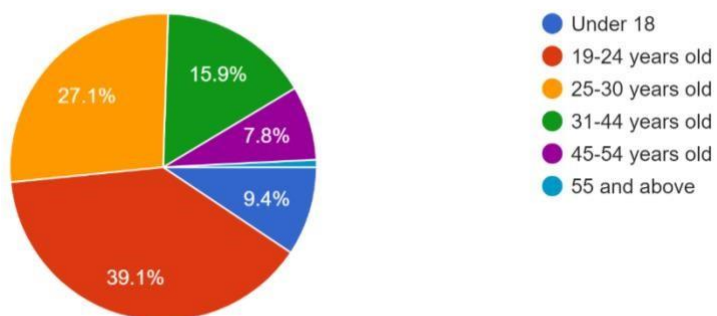
LOCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Selangor	384	100.0	100.0	100.0

Table 3 Frequency and Percentages of Location Respondents

(Source: Output from SPSS)

Figure 4.2 shows that all respondents which is 100% are staying in Selangor.

#### 4.2.3 Age



*Figure 8 Percentage Age*

(Source Output from Google Form)

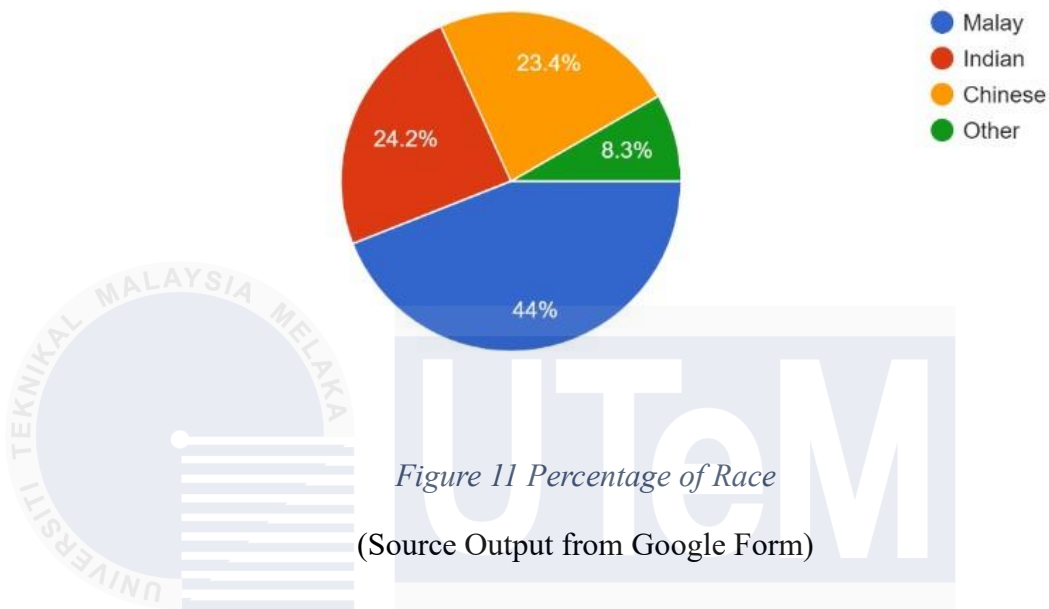
AGE					
			Frequency	Percent	Valid Percent
Valid	19-24 years old		151	39.3	39.3
	25-30 years old		104	27.1	27.1
	31-44 years old		61	15.9	15.9
	45-54 years old		30	7.8	7.8
	55 and above		3	.8	.8
	Under 18		35	9.1	9.1
	Total		384	100.0	100.0

*Table 4 Frequency and Percentage Age*

(Source Output from SPSS)

While in figure 4.3 displays the percentage of respondents' age who participate in and answer the survey." According to the data, the largest age group is 19–24 years old, with 39.1% of respondents (151), followed by 25–30-year-olds with 27.1% of respondents (104). However, 15.9% (61 respondents) and 7.8% (30 respondents) of the respondents are in the 45–54 and 31–44 age ranges, respectively. Finally, only 3.8% of responders are 55 years or older, making them the least common age group. Subsequently, the findings indicated that the majority of participants in the study on the impact of social media on purchasing behavior in Selangor are in the age range of 24 years or older.

#### 4.2.4 Race



RACE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	90	23.4	23.4	23.4
	Indian	93	24.2	24.2	47.7
	Malay	169	44.0	44.0	91.7
	Other	32	8.3	8.3	100.0
	Total	384	100.0	100.0	

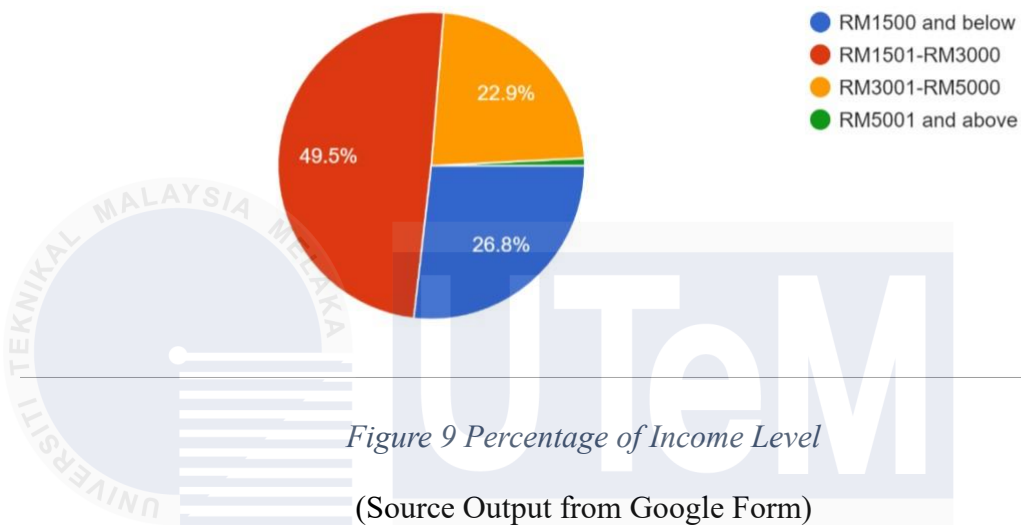
*Table 5 Frequency and Percentage of Race*

(Source Output from SPSS)

(

Table 4.4 displays the results by race, with Malay constituting most respondents (44%), or 169 respondents, who participated in the survey and answered the questionnaire. While 93 respondents, or 24.2% of the total, are Indian, 90 respondents, or 23.4% are Chinese, and 32 respondents, or 8.3%, are from other races backgrounds.

#### 4.2.5 Income Level



INCOME LEVEL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1500 and below	103	26.8	26.8	26.8
	RM1501-RM3000	190	49.5	49.5	76.3
	RM3001-RM5000	88	22.9	22.9	99.2
	RM5001 and above	3	.8	.8	100.0
	Total	384	100.0	100.0	

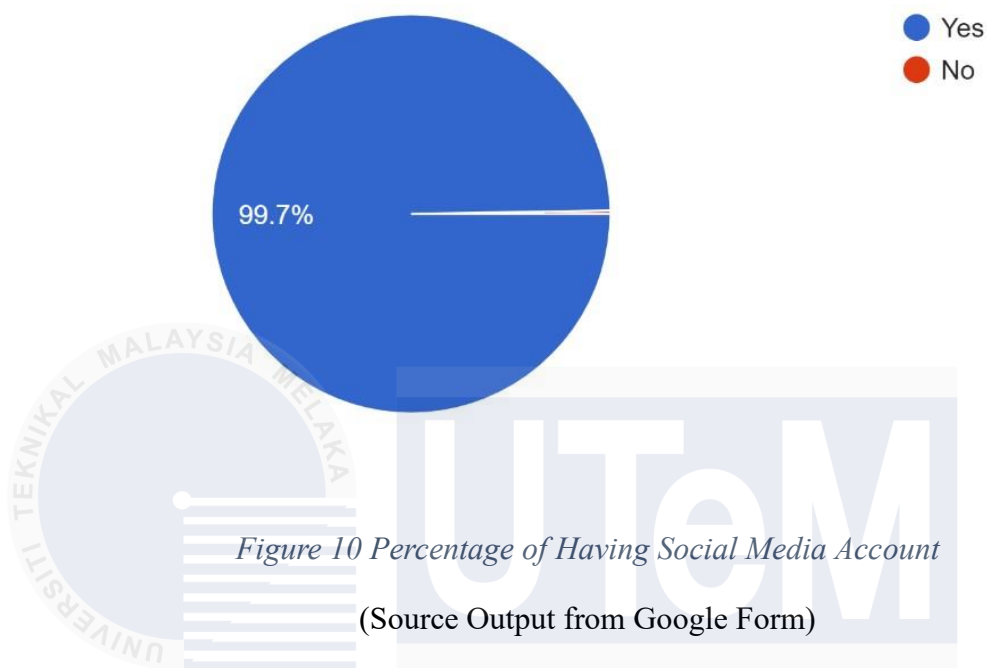
Table 6 Frequency and Percentage of Income Level

(Source Output from SPSS)

Figure 4.5 and Table 4.5 for income level for all respondents. It shows that the level of Rm1501-RM3000 has the highest respondents with 190 out of the sum of 384 respondents which is 49.5%. While 26.8% (103 respondents) of them earned an income of RM1500 and below. Then, the rest of 22.9% (2 respondents) was in RM5001 and above (3 respondents)



## 4.2

**.6 Do you have social media accounts.**

SOCIAL MEDIA ACCOUNT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	.3	.3	.3
	Yes	383	99.7	99.7	100.0
	Total	384	100.0	100.0	

*Table 7 Frequency and Percentage of Having Social Media Account*

(Source Output from SPSS)

Through figure and table 4.6, it shows most of respondents have social media account accepts one respondent.

**.7 How Often do you engage in social media.**

## 4.2

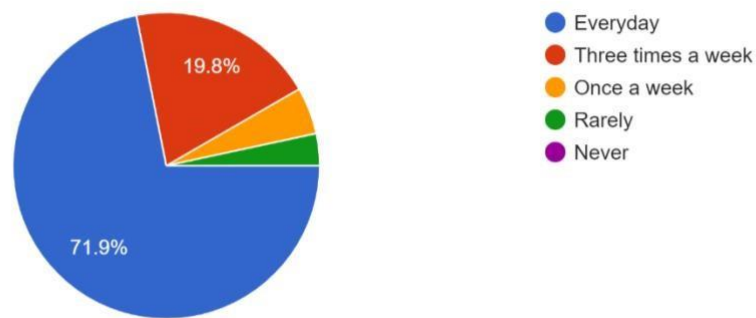


Figure 11 Percentage of Engage in Social Media

(Source Output from Google Form)

HOW OFTEN DO YOU ENGAGE IN SOCIAL MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	276	71.9	71.9	71.9
	Once a week	19	4.9	4.9	76.8
	Rarely	13	3.4	3.4	80.2
	Three times a week	76	19.8	19.8	100.0
	Total	384	100.0	100.0	

Table 8 17 Frequency and Percentage Frequency and Percentage of Engage in Social Media

(Source Output from SPSS)

The results of the respondents' usage of social media are displayed in Table 4.7. 276 respondents, or the majority, report using social media daily. However, 76 respondents, or 19.8%, use social media three times a week. Then, 4.9% of the respondents, or 19 people, reported using social media once a week, while 3.4% of the respondents said they used social media one rarely.

## 4.2

## .8 Which affects the most on your purchasing decisions.

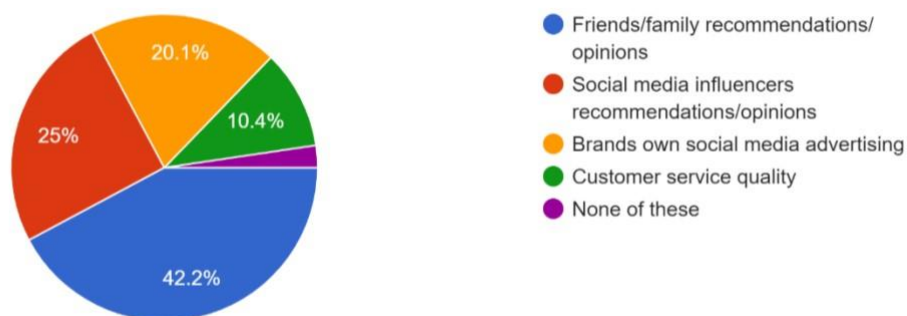


Figure 12 Percentage of The Most Affects On Purchasing Decisions

(Source Output from Google Form)

THE MOST AFFECTS ON PURCHASING DECISIONS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brands own social media advertising	77	20.1	20.1	20.1
	Customer service quality	40	10.4	10.4	30.5
	Friends/family recommendations/opinion	162	42.2	42.2	72.7
	None of these	9	2.3	2.3	75.0
	Social media influencers recommendations/opinion	96	25.0	25.0	100.0
	Total	384	100.0	100.0	

Table 9 Frequency and Percentage of The Most Effects on Purchasing Decision

## 4.2

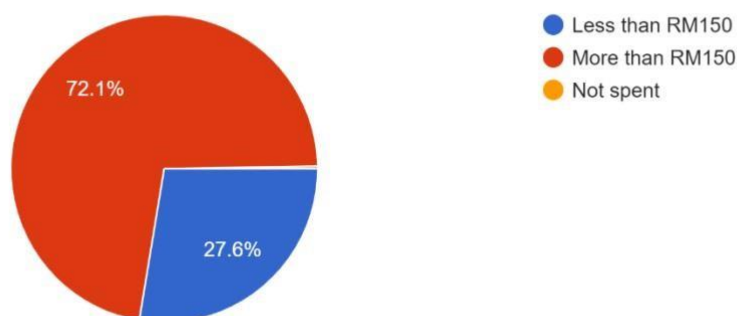
(Source Output from SPSS)



From above shows Table 4.8 and Figure 4.8 that there are 5 answering for the most effects on purchasing decision questionnaire. Friends/family recommendations/opinions were 162 respondents with percentage of 42.2%, follow by Social media influencers recommendations/opinions were second rank which is 96 respondents with percentage of 25% and followed Brands own social media advertising which is 77 respondents with percentage of 20.1%. Customer service quality is 40 respondents with 10.4%.



#### 4.2.9. Amount spent in the last 3 months through online shopping (RM)



*Figure 13 Percentage of Amount Spent in The Last 3 Months through Online Shopping (RM)*

(Source Output from Google Form)

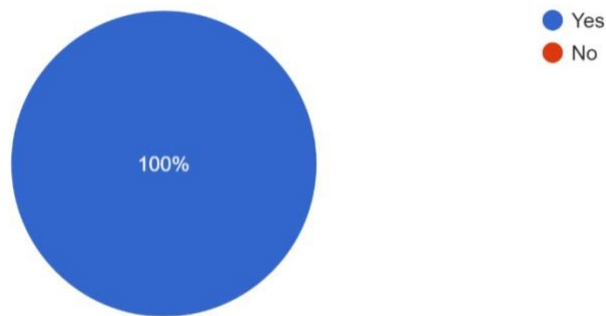
Amount spent in the last 3 months through online shopping (in RM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM150	105	27.3	27.3	27.3
	More than RM150	278	72.4	72.4	99.7
	Not spent	1	.3	.3	100.0
	Total	384	100.0	100.0	

*Table 10 Frequency and Percentage of Amount Spent in Last 3 Months Through Online Shopping (RM)*

(Source Output from SPSS)

Based on figure 4.9 its show the analysis distribution data for amount spent in last three months through online shopping results indicate that respondents with 72.1%, in which 238 respondents are spend more than RM150 and 27.6% which is respondents spent less than RM150 in the last three month.

#### 4.2.10 Do you think social media is useful for shopping purposes?



*Figure 14 Percentages of Social Media is Useful for Shopping Purposes?*

(Source Output from Google Form)

Do you think social media is useful for shopping purposes?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	384	100.0	100.0	100.0

*Table 11 Frequency and Percentage of Social Media is Useful for Shopping Purposes?*

(Source Output from SPSS)

Through table 11, it shows that all the respondents agree that social media is useful for shopping purposes with 100.0% (384 respondents).

## 4.3

## Descriptive Analysis

## 4.3.1 Consumer Trust

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Are you using social media to try and learn more about a product or service before you buy it?	384	1	5	4.68	.701
2. I'm able to compare costs for goods and services across multiple social media platforms.	384	1	5	4.72	.692
3. I'm happy with the product I bought in terms of both the price and the quality.	384	1	5	4.61	.681
4. If I buy a product on social media and I'm not happy, I know I can return it and get my money back.	384	1	5	4.73	.688
5. I am confident that I will receive the online-ordered item.	384	1	5	4.49	.840
Valid N (listwise)	384				

Table 12 Descriptive Statistics Consumer Trust

(Source Output from SPSS)

The descriptive statistics for consumer trust are displayed in Table 12 above, along with the mean and standard deviation values for each item in this independent variable. The table above illustrates the distribution of mean values for customer trust based on the results, which range from 4.49 to 4.73. The numbers for question number four correspond to the highest mean values for this variable, which are 4.73 with 0.688 standard deviation values. Regarding issue number five, the lowest mean values for customer trust are 4.49 with a standard deviation of 0.840.



## 4.3

**.2 Recommendation Influence**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Getting recommendations from family and friends before making an online purchase	384	1	5	4.71	.643
2. My purchasing behavior is influenced by the feedback (reviews, comments, postings, and so on) from real people on social media.	384	1	5	4.69	.690
3. Cool celebrity product posts plus a large following on social media platforms equals a greater probability of purchase	384	1	5	4.63	.732
4. My online shopping is influenced by the large selection of products and the alluring discounts offered.	384	1	5	4.66	.720
5. Do social media fashion trends affect the things You choose to buy?	384	1	5	4.59	.717
Valid N (listwise)	384				

*Table 13 Descriptive Statistics Recommendation Influence*

The descriptive statistics for the influence of recommendations are displayed in Table 13 above, along with the mean and standard deviation values for each item in this independent variable. The table above illustrates the distribution of mean values for recommendation influence, which ranges from 4.59 to 4.71, based on the results of the SPSS analysis. The values for question number one indicate that the highest mean value for this variable is 4.71 with 0.643 standard deviation values. Regarding issue number five, the lowest mean values for customer trust are 4.59 with a standard deviation of 0.717.



## 4.3

## .3 Social Media Shopping Experience

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I'm happy with how user-friendly social media shopping sites are.	384	1	5	4.62	.727
2. I am likely to tell my friends and family to shop on social media because I trust the online shops that I buy from.	384	1	5	4.56	.759
3. After making a purchase, I share my opinions on a product with others.	384	1	5	4.54	.732
4. I have been satisfied with the social media buying experience in general, as well as the security of my financial and personal information on these platforms.	384	2	5	4.72	.618

5. I'm happy with the products' quality that I've bought from social media.	384	1	5	4.47	.774
Valid N (listwise)	384				

*Table 14 Descriptive Statistics Social Media Shopping Experience*

(Source Output from SPSS)

The descriptive statistics of social media buying experiences are displayed in Table 14 above, along with the mean and standard deviation values for each question in this dependent variable. The mean values for online customer purchase intention range from 4.72 to 4.47, as seen in the above table, based on the results of the SPSS study. The values for question number four, which show that I am generally satisfied with the social media buying experience as well as the security of my financial and personal information on these platforms, have the highest mean values for this variable, 4.72 with 0.618 standard deviation values. The variable's lowest mean, 4.47 with a standard deviation of 0.774, corresponds to the five questions, which asks respondents if they are satisfied with the quality of the products they purchased from social media.

## 4.3

**.4 Consumer Online Purchase Intention**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Attend to purchase because web page of the online shop is user-friendly enough for me.	384	1	5	4.62	.745
2. Attend to purchase because I'm happy with how quickly my online orders have been delivered.	384	1	5	3.93	1.062
3. Attend to purchase because I am happy with the online retailer's level of customer care.	384	1	5	4.44	.809
4. Attend to purchase because I am happy with the products' total value that I have bought online.	384	1	5	4.21	.715
5. Attend to purchase because online shopping is time saving & convenient	384	1	5	4.69	.700
Valid N (listwise)	384				

*Table 15 Descriptive Statistics Consumer Online Purchase Intention*

(Source Output from SPSS)

The mean and standard deviation values for each question in this independent variable are displayed in Table 15 above, which shows the descriptive statistics for Consumer Online Purchase Intention. The mean values for consumer online purchase intention are distributed from 3.93 to 4.69, as indicated in the above table, based on the results of the SPSS analysis data. Since internet shopping saves time and is convenient, the answer to question number five, which asks about customer trust, is 4.69 with a standard deviation of 0.700. These are the highest mean values for consumer trust. The question number two, "Attend to purchase," has the lowest mean information satisfaction values, 3.93 with 1.062 standard deviation. This is because I'm satisfied with how quickly my online orders have been delivered.

### 2.3.5 All Variable

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Consumer Trust	384	1.20	5.00	4.6458	.62346
Recommendations Influence	384	1.20	5.00	4.6568	.63114
Social Media Shopping Experiences	384	1.20	5.00	4.5807	.62743
Consumer Online Purchase Intention	384	1.20	5.00	4.3802	.61523
Valid N (listwise)	384				

*Table 16 Descriptive Statistics All Variable*

## 4.3

(Source Output from SPSS)



Table 16 above represents an overall result of descriptive analysis statistics for both independent and dependent variables. The independent variable consists of Consumer Trust, Recommendations Influence, and Social Media Shopping Experiences while the dependent variable is the consumer online purchase intention. The data shows that the mean value for all variables has a positive response close to 5 on the Likert scale from the respondents. The mean value of user trust is 4.6458 with a value of 0.62346 standard deviation. Likewise with Recommendations Influence and Social Media Shopping Experiences which have a positive response of almost 5 Likert scale from the respondents if the mean value for this variable is 4.6568 and 4.5807 with standard deviation values of 0.63114 and 0.62743 respectively. Consumer Online Purchase Intention is also close to 5 Likert scale even though the mean value is the lowest which is 4.3802 with a standard deviation value of 0.61523. Based on the analysis the researcher can conclude that the highest mean score is Recommendations Influence, because this reveals that the main respondents agree that the famous Recommendations Influence has the greatest influence on their online purchases.

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#### 4.4 Reliability Test

The dependability of survey data is being examined closely, and the investigator on the case is Cronbach's Alpha. Consider the survey data to be credible if internal consistency between factor-measuring questions is found to be more than 0.6. However, the permissible threshold may change based on the measurement and item count.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.962	.966	20

*Table 17 Reliability Statistics*

(Source Output from SPSS)

The reliability statistics for the 384 respondents who took part in this study are displayed in Table 17 above. The questionnaire comprises twenty items that employ five Likert scales, ranging from 1 to 5. On the scale, 1 means strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree. There is one dependent variable and three independent variables, same as in this survey. The findings show that the Cronbach's Alpha score is 0.962 excellent. As a result, every survey question is regarded as legitimate and trustworthy.

#### 4.4.2 Pearson Correlation Analysis

In this study, the link between two quantitative variables—one independent variable and one dependent variable—was examined using the Pearson correlation analysis technique. The goal of the research is to ascertain how strongly the two variables have a linear relationship. The table of general guidelines for assessing correlation size based on correlation coefficient is provided below.

Size of Correlation	Interpretation
.70 to .90 (–.70 to –.90)	High positive (negative) correlation
.50 to .70 (–.50 to –.70)	Moderate positive (negative) correlation
.30 to .50 (–.30 to –.50)	Low positive (negative) correlation
.00 to .30 (.00 to –.30)	negligible correlation

*Table 18 Rules of Thumb for Interpreting The Size of a Correlation Coefficient*

Correlations
--------------

		Consumer Trust	Recommendations Influence	Social Media Shopping Experience	Consumer Online Purchase Intention
Consumer Trust	Pearson Correlation	1	.870**	.860**	.712**
	Sig. (2-tailed)		.000	.000	.001
	N	384	384	384	384
Recommendations Influence	Pearson Correlation	.870**	1	.804**	.664**
	Sig. (2-tailed)	.000		.000	.001
	N	384	384	384	384
Social Media Shopping Experiences	Pearson Correlation	.860**	.804**	1	.675**
	Sig. (2-tailed)	.000	.000		.001
	N	384	384	384	384
Consumer Online Purchase Intention	Pearson Correlation	.712**	.664**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).					

*Table 19 Results of the person correlation coefficient*

(Source Output from SPSS)

Independent Variable	Correlation	Interpretation
Consumer Trust	0.712	High positive correlation
Recommendations Influence	0.664	Moderate positive correlation
Social Media Shopping Experiences	0.675	Moderate positive correlation

*Table 20 Interpretation of Correlation*

Table 20 shows the result of the Pearson correlation coefficient between independent variables which is consumer trust, recommendation influence, social media shopping experience and the dependent variable is consumer online purchase intention. Based on the result, it shows that all the independent variables are positively influenced by the dependent variable. As shown in table 20 the values of the correlation coefficient range from 0.664 to 0.712. There is a low relationship between Recommendations Influence and the consumer online purchase intention with the value of the correlation coefficient is 0.664 as the Moderate positive correlation. Besides, the results also show that there is a low positive correlation relationship Social Media Shopping Experiences and the consumer online purchase intention with the value of correlation coefficient is 0.675, this indicates that there are two variables that have a moderate positive correlation.

Meanwhile, in this study, there is a moderate relationship between customer trust and the consumer online purchase intention where the value of the correlation coefficient is 0.712 and it is high positive correlation relationship. The significant value of all variables is shows 0.01 which means that there is a clear and significant relationship between the variables.

#### 4.3.3 Multiple Regression Analysis

In this research, the Multiple Regression Analysis (MRA) method will be used to identify the significant difference in the relationship between two variables. There are three independent variables which are all the predictors and the variable that will be predicted as it is a dependent variable which is consumer online purchase intention. Besides, this method also allows the researcher to determine the overall fit of the model and the relative contribution of each predator to the total variance explained.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 <sup>a</sup>	.526	.522	.42518

*Table 21 The Modal Summary of Multiple Regression Analysis*

(Source Output from SPSS)

Table 21 shows the model summary of Multiple Regression Analysis, it shows the value of R is 0.725 as this indicates that there is a good level of prediction between independent variable and dependent variable while R Square is 0.526 which means that 52.6% of the variation in the dependent variable which is consumer online purchase intention is explained by all the independent variables which are consumer trust, recommendation influence, social media shopping experience and the dependent variable is consumer online purchase intention. Hence, the result shows that there is another factor that influences the consumer online purchase intention in decided while purchasing online which were not discussed in this research.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.274	3	25.425	140.640	.000 <sup>b</sup>
	Residual	68.696	380	.181		
	Total	144.970	383			
a. Dependent Variable: Consumer Online Purchase Intention						
b. Predictors: (Constant), Social Media Shopping Experiences, Recommendations Influence, Consumer Trust						

*Table 22 ANOVA*

(Source Output from SPSS)

ANOVA analysis shows that the significant level for this Multiple Regression Analysis tests, the p-value is less than the alpha value 0.05 which means 5% of confidence in the results. It is the assumption of the significant relationship between the independent variable and dependent variable.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.926	.171		5.422	.000
	Consumer Trust	.407	.084	.413	4.832	.000
	Recommendations Influence	.131	.071	.135	1.836	.067
	Social Media Shopping Experiences	.207	.070	.212	2.983	.003
a. Dependent Variable: Consumer Online Purchase Intention						

*Table 23 Coefficients*

Table 23 shows the coefficient table that indicates the p-value to show how each of the independent variables is significant to the dependent variable. As mentioned before that, the p-value or significant values should be below 0.05 as it will indicate that the result is significant to each other. Based on the results, it indicates that consumer trust has a significant relationship with the consumer online purchase intention since its p-value is 0.00 which is below 0.05. Meanwhile, 0.067 is a p-value for the independent variable of recommendation influence which indicates that there is no significant relationship with the consumer online purchase intention. This is because the p-values are more than 0.05, thus recommendation influence does not influence the consumer online purchase intention in deciding on purchase online. Besides, the results show that social media shopping experiences have a significant relationship with the consumer online purchase intention as the p-values are 0.003 which is lower than 0.05. Therefore, here the researcher can conclude that there are two independent variables that have a significant relationship with the dependent variable which is consumer trust and social media shopping experiences which both results are lower than 0.05 ( $p \leq 0.05$ ).

The relationship between both variables can be denoted by the following equations as in the table of the correlation.

Multi Regression Equation
$Y = 0.926 + 0.407X_1 + 0.131X_2 + 0.207X_3$

Table 4.19 Regression analysis of the Multi Egression Equation

Where:

$Y$ = Consumer Online Purchase Intention

$X_1$ = Consumer Trust

$X_2$ = Recommendations Influence

$X_3$ = social media shopping experiences

Table 4.19 shows the multi regression equation was form as the results, the researcher would like to conclude that consumer trust is the most influencing factors on the consumer in decided in purchase online.

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#### 4.5 Hypothesis Test

In Chapter 3 it is stated that the hypothesis is using significant value for clarifying the hypothesis test. The investigator uses a hypothesis check to evaluate the likelihood that a given hypothesis is valid. The result shown in Table Correlation will test the relationship of the independent variables and dependent variables.

Correlations					
		Consumer Trust	Recommendation Influence	Social Media Shopping Experience	Consumer Online Purchase Intention
Consumer Trust	Pearson Correlation	1	.870**	.860**	.712**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
Recommendation Influence	Pearson Correlation	.870**	1	.804**	.664**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Social Media Shopping Experience	Pearson Correlation	.860**	.804**	1	.675**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Consumer Online Purchase Intention	Pearson Correlation	.712**	.664**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 24 Coefficients

(Source: Output from SPSS)

#### 4.5.1 Hypothesis 1

Hypothesis 1: Consumer Trust

H1: There is a significant relationship between consumer trust and consumer purchase behavior in Online Purchase Intention H1 is accepted.

For hypothesis 1, the relationship between consumer trust and consumer purchase behavior in Online Purchase Intention is positive significant. It shows that the p-value for consumer trust is 0.01 which is  $p < 0.05$ .  $H_1$  is accepted in this study.

#### 4.5.2 Hypothesis 2

Hypothesis 2: Recommendation Influence

H2: There is a significant effect of consumer subjective norms with the Consumer Online Purchase Intention H2 is accepted.

For hypothesis 2, the relationship between consumer subjective norms with the Consumer Online Purchase Intention are positive significant. Based on outcome, the relationship is significant because the p-value is 0.01 and was below 0.05. Then, it presented that the hypothesis of  $H_2$  is supported by the data.

#### 4.5.3 Hypothesis 3

Hypothesis 3: Social Media Shopping Experience

H3: There is a significant effect of consumer attitude with the Consumer Online Purchase Intention H3 is accepted.

For the hypothesis 3, the relationship between consumer attitude with the consumer online purchase intention are positive because the p-value is 0.01. Then, it showed that the hypothesis of  $H_3$  support by the data.

#### 4.5.4 Hypothesis 4

Hypothesis 4: Consumer Perception

H3: Customers perceptions of social media significantly influence their purchasing behavior.

H4 is accepted.

For the last hypothesis, the result show recommendations influence is the highest. This showed that the hypothesis of  $H_4$  support by the data.

#### 4.5.4 Summary of Hypothesis

Hypothesis	Result
H1: There is a significant effect of consumer subjective norms over the consumer purchase behaviour.	Supported

H2: Purchase behavior has a significant positive impact on social media.	Supported
H3: There is a significant relationship between consumer trust, recommendation influence and social media shopping purchase intention towards purchase behavior on social media.	Supported
H4: Customers perceptions of social media significantly influence their purchasing behavior.	Supported

*Table 25 Summary of Hypotheses Testing*

#### **4.6 Summary**

This chapter, to put it briefly, discusses the findings and analysis of exploration information study. Using computer software, SPSS, the completed research instrument has already been gathered, presented, and statistically analyzed utilizing questionnaires from 384 randomly selected state residents in Selangor. Data analysis is a crucial component of this study since it allows the researcher to verify whether or not the information gathered from the intended respondent is accurate and legitimate. Additionally, the researcher was able to comprehend the demographic analysis with clarity by utilizing the descriptive analysis. To sum up, this analysis aids the researcher in determining the relevance of the research as well as the answer to the research objectives. The researcher will offer a recommendation, a discussion, and a conclusion regarding the outcome that was attained and was covered in this chapter in the following chapter.

## CHAPTER 5

### DISCUSSION, RECOMMENDATION AND CONCLUSION

#### 5.0 Introduction

In this chapter, the researcher will discuss the overall conclusion and provide some recommendation for this research based on the data analysis in chapter 4. Then, in this chapter, it has answered the research questions and research objectives. Moreover, for the future research, the researcher has proposed the sum of limitation and recommendation for this study.



#### 5.1 Discussion on descriptive analysis

The demographic profile showed that out of 384 respondents were from Selangor. Based on the demographic analysis in the previous chapter the result shown that females have dominated in this study than the male, in which 212 of female respondents and there were 172 of male respondents. This is due to random distribution among the people in Selangor. Besides, the respondents that actively took part in this research are those who are in the age of range 19-24 in which consist of 150 respondents. The majority respondent is Malay and followed by Indian, Chinese, and other race with income RM1500-RM3000 190 respondents out of 284. All the respondents accepted one of them have social media accounts. There are 276 respondents who use their social media every day.

Based on the results of the demographic analysis, 162 respondents are here their friends/family recommendations/before they make purchasing decision. 277 respondents and the rest respondent are a state that they were spent more than RM150 in the last 3 months through online shopping. And all respondents agree that social media is useful for shopping purposes.



## 5.2 Discussion on Research Objectives

Objective 1: To identify consumer subjective norms that affect purchase behavior on social media.

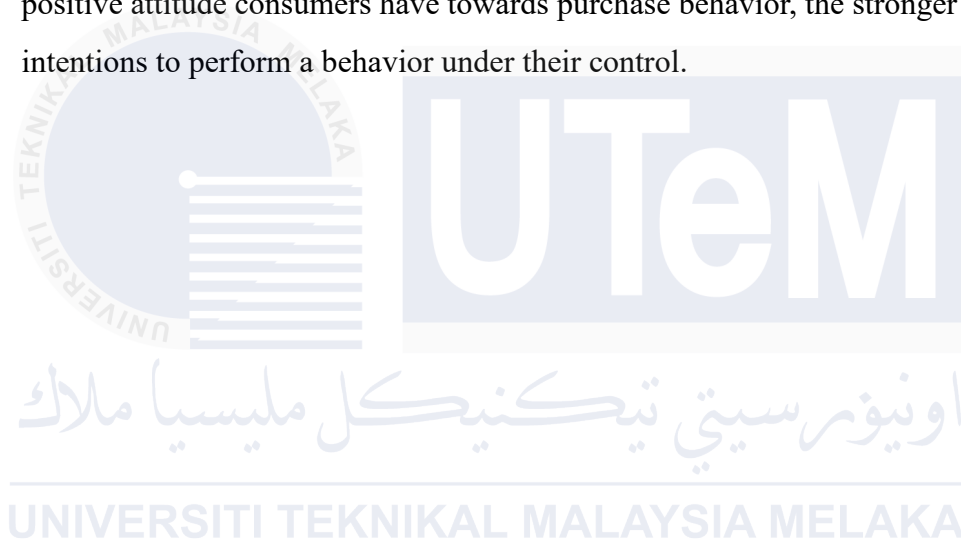
The first research objective had been constructed to identify consumer subjective norms that affect purchase behavior on social media. To obtain the result of the study, the researcher conducted a descriptive Statistics. In which by using the mean score of each question it helps to determine the answer of this first research objective. Refer to table 26 below as the result of the means score of the dependent variable in this research.

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Are you using social media to try and learn more about a product or service before you buy it?	384	1	5	4.68	.701
I'm able to compare costs for goods and services across multiple social media platforms.	384	1	5	4.72	.692
I'm happy with the product I bought in terms of both the price and the quality.	384	1	5	4.61	.681
If I buy a product on social media and I'm not happy, I know I can return it and get my money back.	384	1	5	4.73	.688
I am confident that I will receive the online-ordered item.	384	1	5	4.49	.840
Valid N (listwise)	384				

*Table 26 Descriptive Analysis*

The result above shows that the mean score of subjective norms is positively because the results show all respondents respond near 5 for Likert Scales. The highest is question number 4 which is 4.73 for the question if I buy a product on social media and I'm not happy, I know I can return it and get my money back. As in the making of online purchase every consumer will place high expectations on the goods or a refund must be done by the seller if the goods received do not meet their expectations.

This study was support by the Kabiru Jinjiri Ringim (2018) which is the more the positive attitude consumers have towards purchase behavior, the stronger the consumer's intentions to perform a behavior under their control.



Objective 2: To find out the impact of purchase behavior on social media.

The second research objective had been constructed to find out the impact of purchase behavior on social media. To obtain the result of this research objective, the researcher conducted an analysis using beta value from the coefficients table that show in table 27.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	.926	.171		5.422	.000
Consumer trust	.407	.084	.413	4.832	.000
Recommendation influence	.207	.070	.212	2.983	.003
1 Social media shopping purchase intention	.131	.071	.135	1.836	.067

a. Dependent Variable: q4

*Table 27 Descriptive*

Based on the result, the highest number of beta value is the most impact. So as shown in table 27, the highest beta value of convenient is 0.413 which is consumer trust.

This study was support by the findings of the study are consistent with previous studies (Umair Manzoor2020), the study on Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust.

Objective 3: To examine the relationship between consumer trust, recommendation influence and social media shopping purchase intention towards purchase behavior on social media.

The third research objective had been constructed to examine the relationship between consumer trust, recommendation influence and social media shopping purchase intention towards purchase behavior on social media. To obtain the result of this objective, the researcher used pearson correlation analysis to identify significant relationship independent variable and dependent variable. The relationship value of significant must low or equal to 0.005. So as show in correlation table 28 below, the significant value of independent variable is 0.001 which is below 0.005. So, there is positive significance between independent variable and dependent variable.

		Consumer Online Purchase Intention
Consumer trust	Pearson Correlation	.712**
	Sig. (2-tailed)	.001
	N	384
Recommendation influence	Pearson Correlation	.664**
	Sig. (2-tailed)	.001
	N	384
Social media shopping purchase intention	Pearson Correlation	.675**
	Sig. (2-tailed)	.001
	N	384
Consumer Online Purchase Intention	Pearson Correlation	1
	Sig. (2-tailed)	
	N	384

*Table 28 coefficient*

This finding was supported by Mr. Sony Varghese (2021) which in this research, say Trust is an important determinant when considering a consumer 's purchase intention.

Objective 4: To find out the customer perception of purchasing behavior on social media.

The last objective had been constructed to find out the customer perception of purchasing behavior on social media. In order to obtain the result of the study, the research had conducted descriptive Statistics. In which by using the mean score of each of the factors it help to determine the answer of this objective. Refer table below as the results of the means score.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Consumer Trust	384	1.20	5.00	4.6458	.62346
Recommendations Influence	384	1.20	5.00	4.6568	.63114
Social Media Shopping Experiences	384	1.20	5.00	4.5807	.62743
Consumer Online Purchase Intention	384	1.20	5.00	4.3802	.61523
Valid N (listwise)	384				

*Table 29 Descriptive statistics*

The results above show that the mean score of recommendations influence is the highest which is 4.6568 and the lowest is social media shopping experiences. This is showing customer perception effect by recommendations influence.

A study on Customer Perception by Thiruvengatraj T R, say customer perception is typically affected by advertising, influence reviews, public relations, social media, personal experience and other channels.

### 5.3 Limitations of Study

The researcher discovered several limitations in this study that had to be addressed in order to carry it out. Given that the study was only supposed to take around 10 months to complete, the researcher discovered that there was not enough time to investigate this research issue further. Cost was another constraint the researcher faced; there was a certain budget for printing the articles and journals as well as other expenses associated with doing the research. Furthermore, the researcher focused primarily on people in Selangor because it is a difficult place to gather data quickly because the researcher must leave quickly and must gather information quickly owing to time limits. As a result, the study can be expanded in the future to include other age groups and institutes since greater variety will enable it to gather more viewpoints and improve understanding.

### 5.4 Recommendation for Future Study

Some recommendations for improving the quality of this research are provided for the next study. The research can be carried out by expanding the study region in Malaysia and increasing the sample size. This could improve the accuracy and yield better study outcomes. For a more thorough understanding, research can also employ a mixed-methods strategy that combines quantitative surveys and qualitative interviews. In addition, studies may choose to employ different variables in place of the same one. Numerous aspects that make the prior study more legitimate and dependable have been covered.

### 5.5 Implication

Purchasing intention shows how consumers have the intention to purchase products. Many factors affect consumer perceptions of products, especially those advertised on social media. Since products advertised on social media cannot be touched, tasted, and we don't know about the conditions of goods, consumers tend to make a judgment based on what they see in the advertisement. The purpose

of this study is to find out what behaviour affects consumer using social media to do purchasing.

Purchasing behaviour is affected by different factors that may influence consumers' purchase intention such as Age, perception, attitudes, reference groups such as family, friend and influencers like celebrities. This study can help marketers and sellers by understanding the factors of advertisements on social media towards the consumers' purchase intention and upgrade their product promotions method not only traditionally but modernly to increase their sales. By using online advertisements, products can be promoted to all levels of consumers. Other than that, marketers can collaborations with influencers as a partnership. Focusing on specific audience segments and partnering with relevant influencers who resonate with the target demographic can lead to successful marketing campaigns.

Besides that, this study can be used by the authorities to protect consumers' rights. The authorities need to reinforce the law and regulations on online businesses to protect consumers from being deceived by sellers that sell substandard goods. The authorities with the help of consumer associations can Educate consumers on identifying secure websites with HTTPS protocols, valid domain registrations, and clear contact information. Other than that, they can organize regular campaigns to educate consumers about online scams, phishing tactics, and malware threats.

For the consumers, this study can help them to be more critical thinking and awareness before they make online buying. Consumers need to be aware of how social media shapes their perceptions and choices and develop critical thinking skills to evaluate content and make informed purchasing decisions. The consumer should always be educated and knowledgeable on market trends and current issues to avoid being misled by seller.

## 5.6 Conclusion

Purchase intention shows how customers plan to buy goods. A variety of factors influence how consumers view products, particularly those that are promoted on social media. The researcher's goal in conducting this study is to investigate the variables that affect Selangor residents' intentions to make online purchases. Three elements were taken into consideration: social media

purchasing experience, recommendation influence, and consumer trust. The purpose of this research is to determine the prevalence of online buying habits among consumers. The researcher also aims to investigate the most influential element and determine how each aspect relates to the online purchase behaviour of consumers.

The majority of consumers in Selangor agree that all factors can influence their intention to make an online purchase, so the researcher can draw the conclusion that all three factors—consumer trust, recommendation influence, and social media shopping experience—had an impact on online consumer buying behavior based on the results obtained in Chapter 4. Furthermore, the results of the hypothesis demonstrate a strong positive correlation between all the variables—consumer trust, recommendation influence, and social media buying experience—and the online purchasing behaviour of consumers. Among those three elements, the recommendation influence is the most significant; most people agree that recommendations can have an impact on their purchasing decisions. This could be the result of customers believing they have their best interests at heart and trusting their recommendations.

Finally, this research reveals the profound impact of social media on the purchase journey, urging both consumers and businesses to adapt. To make wise decisions and traverse the persuasive world of social media, consumers need to cultivate their critical thinking abilities. Companies, on the other hand, must establish trust and interact with customers in a genuine way while taking advantage of the platform's ability to do targeted advertising without sacrificing moral standards.

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## APPENDIX 3

### QUESTIONNAIRES FORM



Assalamualaikum and Hai everyone

I am Nurul Afina Binti Mohamad Yusof, fourth-year students pursuing a Bachelor's Degree of Technology Management (Supply Chain Management and Logistic) from faculty of Technology Management and Technopreneurship (FPTT) at Universiti Teknikal Malaysia Melaka (UTeM) and currently conducting a research study on:

#### **THE EFFECT OF SOCIAL MEDIA ON PURCHASE BEHAVIOR AMONG CONSUMER IN SELANGOR**

I would like to invite you to take part in answering this survey by filling out the Google Form provided in the link below to help me complete my research. This questionnaire consists of three section which is **Section A, Section B and Section C**. This survey only for academic purpose. Thank you.

#### **SECTION A: DEMOGRAPHIC PROFILE**

**Instruction:**

Please indicate (/) the appropriate response for each item listed.

1. Gender:

- ☐ Male  
☐ Female

2. Age:

- ☐ Under 18  
☐ 19-24 years old  
☐ 25-30 years old  
☐ 31-44 years old  
☐ 45-54 years old ☐  
55 and above

3. Race

- ☐ Malay  
☐ Indian  
☐ Chinese  
☐ Other

4. Income Level

- ☐ RM1500 and below  
☐ RM1501 – RM3000  
☐ RM3001 – RM5000  
☐ RM5001 and above

5. Do you have a social media account? (Facebook, Twitter, YouTube, etc.)

- ☐ Yes  
☐ No

6. How often do you engage in social media?

- ☐ Everyday
- ☐ Three times a week
- ☐ Once a week
- ☐ Rarely
- ☐ Never

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

- ☐ Less than 30 minutes
- ☐ 30 minutes to an hour
- ☐ 1-4 hours ☐ 5 or more hours

8. Which affects the most on your purchasing decisions?

- ☐ Friends/family recommendations/opinions
- ☐ Social media influencers recommendations/opinions
- ☐ Brands own social media advertising
- ☐ Customer service quality
- ☐ None of these

9. Amount spent in the last 3 months through online shopping (in RM)

- ☐ Not spent
- ☐ Less than RM150 ☐ More than RM150

10. Do you think social media is useful for shopping purposes?

- ☐ Yes

☐ No

## SECTION B: FACTOR THAT AFFECTED CONSUMER BUYING BEHAVIOUR

**Instruction:** Please select any one option for the following statements about shopping online.

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

### 1. Consumer Trust

NO	ITEM	1	2	3	4	5
Q1	Are you using social media to try and learn more about a product or service before you buy it?					
Q2	I'm able to compare costs for goods and services across multiple social media platforms.					
Q3	I'm happy with the product I bought in terms of both the price and the quality.					
Q4	If I buy a product on social media and I'm not happy, I know I can return it and get my money back.					
Q5	I am confident that I will receive the online-ordered item.					

### 2. Recommendation Influence

NO	ITEM	1	2	3	4	5
Q6	Getting recommendations from family and friends before making an online purchase					

Q7	My purchasing behaviour is influenced by the feedback (reviews, comments, postings, and so on) from real people on social media.					
Q8	Cool celebrity product posts plus a large following on social media platforms equals a greater probability of purchase					
Q9	My online shopping is influenced by the large selection of products and the alluring discounts offered.					
Q10	Do social media fashion trends affect the things You choose to buy?					

### 3. Social Media Shopping Experiences

NO	ITEM	1	2	3	4	5
Q11	I'm happy with how user-friendly social media shopping sites are.					
Q12	I am likely to tell my friends and family to shop on social media because I trust the online shops that I buy from.					
Q13	After making a purchase, I share my opinions on a product with others.					
Q14	I have been satisfied with the social media buying experience in general, as well as the security of my financial and personal information on these platforms.					
Q15	I'm happy with the products' quality that I've bought from social media.					

### SECTION C: CONSUMER ONLINE PURCHASE INTENTION

**Instruction:** Please select any one option for the following statements about shopping online.

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

#### 4. Consumer Online Purchase Intention

NO	ITEM	1	2	3	4	5
Q1	Attend to purchase because web page of online shop is user-friendly enough for me.					
Q2	Attend to purchase because I'm happy how quickly my online order has been delivered.					
Q3	Attend to purchase because I am happy with the online retailer's level of customer care.					
Q4	Attend to purchase because I am happy with the products' total value that I have bought online.					
Q5	Attend to purchase because online shopping is time saving & convenient					