THE IMPACT OF SOCIAL MEDIA ON CONSUMER'S PURCHASING BEHAVIOR IN MALAYSIAN RESTAURANT

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This Report is Submitted to Fulfill Part of the Bachelor of Technopreneurship

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2025

APPROVAL

I hereby declare that I have read this thesis research and in my opinion this thesis is sufficient in terms of scope and quality for the award of Bachelor of Technopreneurship with Honors.

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Date: 31st January 2025

DECLARATION

I hereby declare that, this undergraduate research project is the result of my own research, and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal. No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning. Equal contribution has been made by researcher in completing the research projects.

Signature:

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Date: 31st January 2025

DEDICATION

Researcher would like to contribute UTeM to give him the chance to carry out the work. Next, the researcher must devote to her esteemed overseer, Dr. Norun Najjah binti Ahmat provides her with encouragement, direction, and helpful feedback, and gives her the impetus to do this research article. Ultimately, as disagreements arise in this study article, the participant must devote herself to the collaboration, inspiration, encouragement and understanding towards each other.

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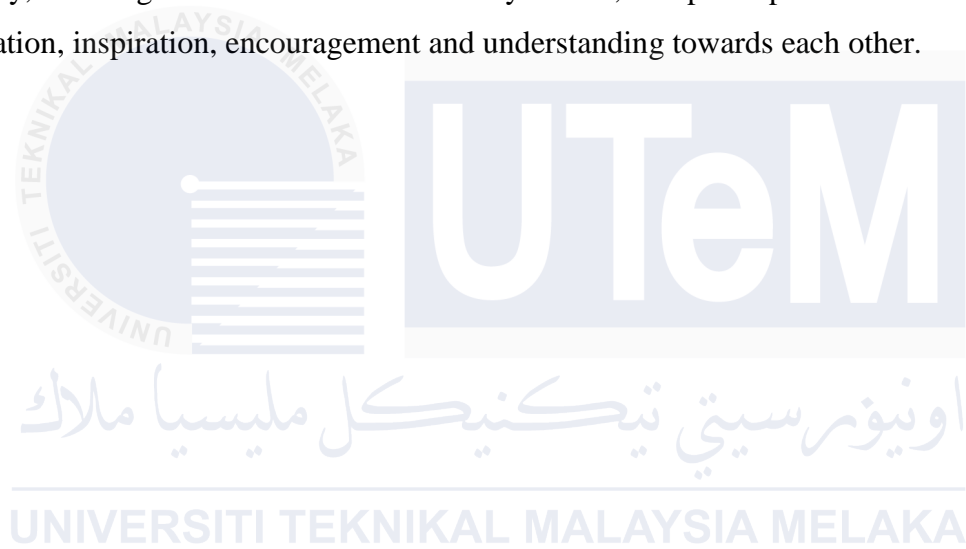
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ABSTRACT

The dynamic advancement of technology has shaped Malaysia's food and beverage industry over the years. Consumers today seek easily accessible information because of the industry's massive shift. As a result, various platforms, primarily social media, have influenced consumers' pre-purchase opinions. Nonetheless, only a few studies have been conducted in Malaysia, focusing on consumer purchasing behavior, specifically in the Malaysian restaurants industry. As a result, this study investigates the effects of social media on consumer purchasing behavior in Malaysian restaurants. As a result, this study has incorporated recently proposed factors such as E-WOM, social media and online community marketing, increased information accessibility, and an online ordering system to stimulate consumers' purchasing behavior in Malaysia. Version 28.0 of the Statistical Package in Social Science (SPSS) was used to conduct reliability analysis, descriptive analysis, correlation coefficient analysis and multiple regression analysis study. Some of the organizational ramifications are included in this work. Furthermore, certain study flaws have been identified. As a result, suggestions for future research have been made. Future researchers will thus discover new avenues for future research to address this problem.

Keywords: Malaysia, Technology, Consumer Purchasing Behavior, Restaurant Sector, Social Media, Digital Marketing.

ABSTRAK

Kemajuan teknologi yang dinamik telah membentuk industri makanan dan minuman Malaysia selama ini. Pengguna hari ini mencari maklumat yang mudah diakses hasil daripada peralihan besar-besaran industri. Akibatnya, pelbagai platform, terutamanya media sosial, telah mempengaruhi pendapat pra-pembelian pengguna. Namun begitu, hanya beberapa kajian telah dijalankan di Malaysia, memfokuskan kepada gelagat pembelian pengguna, khususnya dalam industri restoran Malaysia. Hasilnya, kajian ini menyiasat kesan media sosial terhadap gelagat pembelian pengguna di restoran Malaysia. Hasilnya, kajian ini telah memasukkan faktor-faktor yang dicadangkan baru-baru ini seperti E-WOM, media sosial dan pemasaran komuniti dalam talian, peningkatan kebolehcapaian maklumat, dan sistem pesanan dalam talian untuk merangsang gelagat pembelian pengguna di Malaysia. Versi 29.0 dari Statistical Package in Social Science (SPSS) digunakan untuk menjalankan analisis kebolehpercayaan, analisis deskriptif, analisis pekali korelasi dan kajian analisis regresi berganda. Beberapa kesan organisasi dimasukkan dalam kerja ini. Tambahan pula, kelemahan kajian tertentu telah dikenalpasti. Hasilnya, cadangan untuk kajian akan datang telah dibuat. Oleh itu, penyelidik akan datang akan menemui jalan baru untuk penyelidikan masa depan untuk menangani masalah ini.

Kata kunci: Malaysia, Teknologi, Tingkah Laku Pembelian Pengguna, Sektor Restoran, Media Sosial, Pemasaran Digital.

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LIST OF ABBREVIATIONS

UTeM	Universiti Teknikal Malaysia Melaka
IV	Independent Variable
DV	Dependent Variable
E-WOM	Electronic Word of Mouth
WOM	Word of Mouth
SPSS	Statistical Package in Social Science
Std. Deviation	Standard Deviation
MRA	Multiple Regression Analysis
ANOVA	Analysis of Variance

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter provides an overview of the scope of the thesis. The topic overview is Impact of social media on consumers' purchasing behavior in Malaysian restaurants. This thesis is divided into seven sections: research background, problem statement, research questions, research objectives, scope, limitations of the research, and significance and contribution of the study. In this thesis will focus on impact of social media on consumers' purchasing behavior and the result of use social media. In this chapter, the research objectives to explore the effect of social media on consumers' purchasing behavior in the context of restaurant in Malaysia, to investigate the impact of social media towards consumers' purchasing behavior being practiced by restaurant within industries in Malaysia. And to examine the most impacted of social media towards consumers' purchasing behavior restaurant in Malaysia. Similarities in consumer behavior, but with different motives, were also discovered. Next, significant of study will be conducted to explain on the timeline and implications. Summary will be explored this chapter where it summarizes the result and the findings. Later, researcher need to identify the impact of performance after they use social media.

1.2   BACKGROUND OF THE STUDY

The biggest technical advancement in the last thirty years has been the internet and social media, which enable people to work together and exchange rapid knowledge. The way that companies engage with their partners and consumers has changed significantly as a result of technological advancements (Siamagka et al., 2015). Social media gives businesses a revolutionary collaborative tool to change the way they collaborate (Galati et al., 2019). Social media is becoming a more

important communication tool for organizations, which has an impact on how they run and engage with their suppliers and clients (Pekkala & Van Zoonen, 2021).

Additionally, social media is essential for successful marketing since it fosters a positive perception, which raises the perceived value of customers (Hanaysha, 2016). According to Mhlanga and Tichaawa (2017), a customer's experience with food and drink, service, ambiance, gender, and age may all have an influence on how social media affects their experience.

According to figure 1, WhatsApp has the highest user penetration rate (90.7%), followed by Facebook (84.9%), Instagram (77.0%), and TikTok (68.8%). In Malaysia, WhatsApp is the most popular social media platform when compared to other platforms. Malaysia has a potential WhatsApp business reach of 28.56 million users, according Google. Malaysians use social media for about three hours per day on average (Statista, 2024).
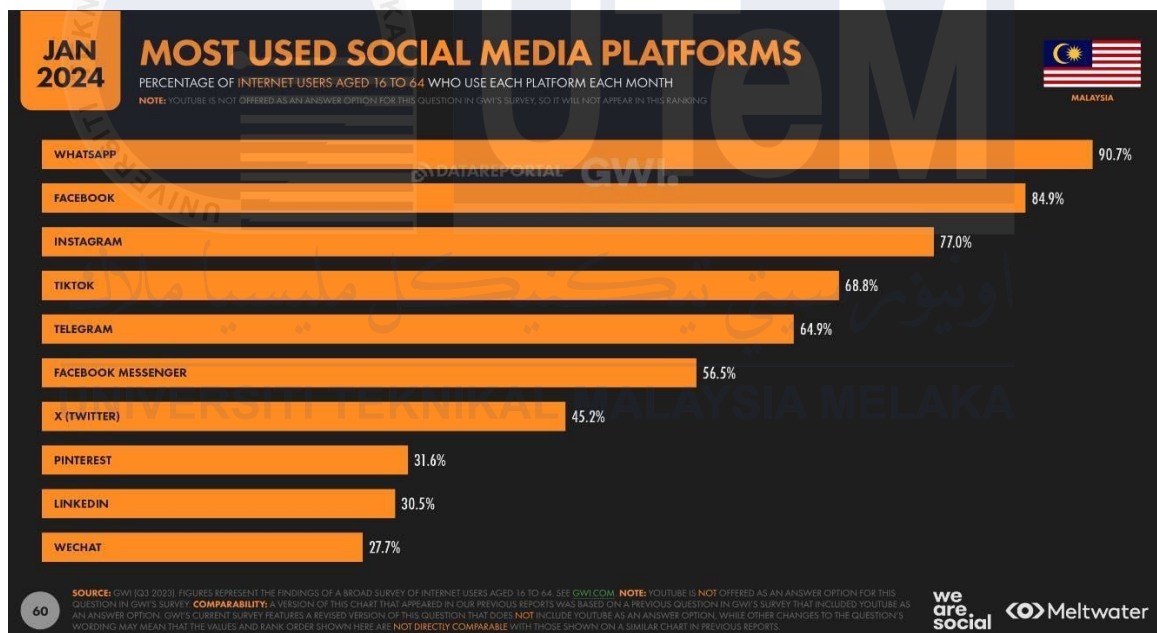
Figure 1: Top 10 Social Media Used in Malaysia

The term "consumer purchasing behavior describes how individuals, groups, or organizations select, purchase, and make use of goods, services, concepts, and encounters to satisfy their needs and wants. It's a complicated and dynamic procedure. Because of globalization and technology advancement, road users' thoughts and behaviors are changing quickly and consistently (Fitore Jashari, 2017). These days, a lot of individuals worry a lot about what other people think of them—a phenomena called social identity. For this reason, new users' demands are inspired by social media material. Every image, video, review, remark, and other piece of material that users consume on social media acts as a stimulus, or an incentive, for them to identify new requirements. Nowadays, people

worry a lot about what other people think of them; this is a phenomena called social identity. For this reason, new user requirements are inspired by social media material. Every image, video, review, remark, and other piece of material that users encounter on social media acts as a stimulant, or an incentive, for them to identify a new need. Trinidad, Jok (2017).

Additionally, before making a purchase, customers are constantly searching social media platforms and word-of-mouth marketing for information that might offer them pre-buy suggestions (Constantinides and Mauri and Minazzi (2013), Zhang et al. (2017), and Fountain, 2008). A restaurant's brand can be strengthened or weakened by reconsidering its marketing approach. Despite the benefits of digital marketing, there are often hazards associated with it. This is especially true when the majority of food and beverage suppliers try to use uncertainty to their advantage (Mori et al., 2005).

Similarly, to enhance customer experience and take advantage of social media, restaurant owners need to know why and how customers utilize it (Lee, Xiong, & Hu, 2012). Leung claims that according to Law, Van Hoof, and Buhalis (2013), social media offers a special remedy for the "problem" of the disappearance of the dining experience. In accordance with Papasolomou and Melanthiou (2012), it is impossible to assess restaurant services before using them; as a result, purchasing restaurant services does not necessarily carry a high risk. Instead, customers mostly rely on social and interpersonal impact from the media.

Consumers take recommendations from friends into consideration while making an online order or going to a restaurant, according to research by Kumar, J., Konar, R., and Balasubramanian, K. (2020). Additionally, the usage of several marketing platforms by restaurants leads to confusion because of insufficient or outdated information details. Eventually, it will result in divergent viewpoints on restaurant selection. Consumers are undoubtedly influenced by other people's comments, even if they do not visit the restaurants' advertising platforms. The restaurant's marketing plan should thus cater to the demands of sponsor from different backgrounds. It is recommended that restaurants emphasize the unique qualities of their products and enhance the online purchasing experience in order to increase the likelihood that customers will make a purchase.

1.3   PROBLEM STATEMENT

In Malaysia, the majority of restaurants are more interested in employing television and other forms of promotional media than social media. For instance, a lot of businesses have historically depended on mass media advertising on television various media, including radio, newspapers, periodicals, online directories, leaflets, billboards, and posters (Armstrong & Kotler, 2013). Due to the limitations of some of the aforementioned media types, such as the high cost of television

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advertisements, the transient nature of radio presentations, and the growing clutter of the internet, businesses are favoring personal communications with customers more and more (Kotler & Keller, 2012). To draw in and keep clients, food service businesses are always searching for the best ways to advertise their offerings. Consequently, it is anticipated that food service establishments, including major corporations, would have access to a range of efficient methods for advertising their products in order to boost client perception and loyalty. Following identification, a number of issues pertaining to social media's influence on patron purchase decisions in Malaysian restaurants have been brought to light, which is the reason the researcher is interested in studying this subject.

A lot of companies overlook the fact that they might not have enough money to adequately market and create sales (Chan, 2016). While the setting of social media might positively impact the propensity to utilize this electronic devices (Pentina et al., 2012). Furthermore, it is characterized by the unexpected actions of participating entrepreneurs who are unaware of the associated advantages (Michaelidou et al., 2011; Meske & Stieglitz, 2013; Wamba & Carter, 2014).

According to Zulhan et al. (2013), a lot of eateries in Malaysia are experiencing trouble attract customers. Service-related problems, including waiting periods for meals to be provided to customers, are among the contributing reasons. (Zulhan, Rahmat, Shahariah, & Mohd Salehuddin, 2009). Moreover, Fraser, Mohd Salehuddin, and Zulhan (2008) asserted that inadequate customer communication and subpar service quality were the root causes of service issues in certain Malaysian restaurants. While profit development is the primary emphasis, full-service Malaysian restaurants should also include verbal cues (communication element) and satisfying remuneration schemes to encourage customer re-patronage intents (Zulhan et al., 2013).

1.4 RESEARCH QUESTIONS

i. How does social media effect on consumer's purchasing behavior in restaurants in Malaysia?

ii. What is the impact of social media on consumer purchasing behaviors practiced by restaurants in the industry in Malaysia?

iii. What impact does social media have the most on consumer purchasing behavior in restaurants?

1.5 RESEARCH OBJECTIVES

i.   To explore the impact of social media on consumer purchasing behavior in restaurant in Malaysia.

ii.   To investigate the impact of social media on consumer purchasing behavior practiced by restaurants in the industry in Malaysia.

iii.   To study the effect of social media on users purchasing behavior in restaurants in Malaysia.

1.6 SCOPE OF RESEARCH

The purpose of this investigation is to determine how social media affects Malaysian restaurant patrons' purchase decisions. The study population will comprise Malaysian restaurant proprietors. researchers as well will gather data for this study from all Malaysians, irrespective of the state in which they reside. The study has selected a number of social media sites that Malaysian restaurant owners have used. Additionally, the purpose of this study is to examine how social media affects customer purchasing behavior in the context of Malaysian restaurants, as well as to find out how social media affects the consumer buying practices of Malaysian restaurant businesses and identify the social media platforms that have the biggest impact on Malaysian restaurants' customers' purchasing decisions.

1.7 LIMITATION OF RESEARCH

There are a number of limitations to this research. Initially, the process of locating sources for this research's data and material. There aren't many articles and publications that may be utilized as study references as a result. Numerous flaws in this study have been identified. One of the challenges encountered throughout the inquiry was the time constraint; with only 24 weeks to do this study, it was insufficient to finish a thorough examination. Restaurant operators that utilize social media as a marketing tool were the study's target audience. The researcher will then use quantitative techniques, such surveys, to gather data for this study. As a result, the researchers conducting this study faced several constraints, such as limited access to respondents, as the researchers could only conduct surveys with restaurant owners. Researchers conducted a survey in 2 region namely Melaka and Terengganu. Finally, in this research there is an obstacle to having respondents, and respondents cannot cooperate in answering this questionnaire.

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1.8   SIGNIFICANT OF RESEARCH

The study's suggested methodology will offer an unique and efficient means of examining the impact of social media on Malaysian restaurant customers' purchase decisions. It is anticipated that the significant and advantageous accomplishments of this suggested model will give information on how social media might enhance people's lives. The community will gain from the study's conclusions as they offer insightful information that enables locals to understand and value social media's purpose. As a result, it could facilitate their purpose to use the knowledge they have learned. Additionally, in order to expand, this research will assist restaurant owners in developing fresh concepts for social media product advertising. Additionally, this study might assist companies in comprehending the demands and desires of their customers.

This research contributes to better performance for Malaysian restaurant companies. Companies or entrepreneurs actively use social media platforms such as Facebook, Twitter, and Instagram to interact with customers. Social media can also be used as a digital marketing platform to promote any product or service, and many businesses use social media as a platform to sell their products or services, whether through paid or free marketing. As a result, this study is important because it will determine the impact of social media on consumer purchasing behavior. Future scholars may see the need to integrate social media with its impact on consumer purchasing behavior in Malaysian restaurants.

Practitioners, like Malaysian restaurant owners, need to put in more effort to adopt innovative social media strategies if they want to be more successful. They can reconsider their current and future tactics with the aid of this study. People that are comfortable with content production and social media should assess the features they use in their material to make it more convincing and engaging, since social media has been demonstrated to boost brand recognition and engagement.

As technology has changed a lot, the policy needs to be rebuilt. Setting up a new initiative is an important step as a start to encourage many Malaysian restaurant owners. The rapid advancement of technology requires a shift in strategy for everyone, especially business owners. As a result of this situation, the government and policy makers need to be more vigilant in providing facilities continuously. However, the determination to develop the restaurant sector in Malaysia is not the sole responsibility of the government. Consumers can also use the power of social media buzz and viral marketing to help Malaysian restaurants succeed on a global scale.

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Instructors will be better equipped to explain how social media affects customers' purchase decisions in Malaysian restaurants as a consequence of this study. It is anticipated that future researchers would gain from this study as it will provide them access to material that they might require for their own research and give them the chance to ask the researchers participating in the study questions.

1.9   SUMMARY

This chapter is a summary of extensive research. The current study identifies the basic knowledge of media advertising, particularly the research questions and objectives of Chapter 1. The research was conducted according to the objectives, scope and limitations of the study. This information will be useful in the next chapter. The research scope that focuses on how consumer purchasing behavior in restaurants will react when using this social media in their daily life. Limitations at the same time, it takes quite a long time to collect data and information when preparing reports. The importance of the study is to evoke and contribute to the intention of consumer purchasing behavior in using social media in their lives. Because marketers have no control over the content, timing, or quantity of online conversations among consumers, social media has empowered them (Mangold and Faulds, 2009).

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

Social media's widespread use has resulted in notable shifts in consumer behavior in a number of industries, including the food and beverage industry. The dynamic effect of social media platforms has brought about a paradigm shift in the restaurant and café business in Malaysia. The purpose of this study of the literature is to investigate how social media affects consumer purchase decisions, with a focus on Malaysian eateries and cafés.

2.2   TYPES OF MALAYSIAN RESTAURANTS

One of Malaysia's most important industries, the restaurant industry contributes significantly to the country's economic development. Malaysia is a cosmopolitan country with a diverse culinary tradition that has been dubbed "food heaven" by both local and foreign visitors (Salim, Rahmat, Chinna, & Kumar, 2009). The quick creation of restaurant brands across the country demonstrates this. According to Zulhan, Mohd Salehuddin, and Salleh (2013) and Noraziah and Mohd Azlan (2012), the restaurant industry in Malaysia has changed dramatically in the last ten years as a result of the establishment of various types of restaurants such as fast food, casual dining, fine dining, and ethnic restaurants. The presence of three major races in Malaysia which includes Malay, Chinese, and Indian is a unique blend of cultures that have contributed to the development of restaurant industry in Malaysia.

2.2.1   Fast food restaurants

Fast foods also referred to as fast food services involves foods that are designed to be taken while on the move, probably from a drive through or from behind a counter. They can also provide eating in, but that is not very common. These are usually known brands or companies with local or even international presence (Andrew McCarthy, 2022). Fast foods are prepared within the shortest

time possible and are relatively inexpensive for today's world consumer. This is because the items on the menu can be eaten while in the car, while walking or practically at any other place. Fast food restaurants are the most popular restaurants because of the fast food franchises like McDonalds, Burger King, and KFC.

2.2.2 Casual dining restaurants

Casual dining restaurants make up a considerable share of the restaurant market. This includes local small eateries to larger franchises. Table service and a sit-down supper The seating is usually large and comfortable. The dinner is frequently enhanced by a notion, one-of-a-kind interior, and atmosphere. Andrew McCarthy, 2022). This type of restaurant is characterized by the lack of restraints in the kitchen, as evidenced by the example of Hard Rock Café and Suki-Ya in Malaysia.

2.2.3 Fine dining restaurants

Fine-dining restaurants are cool and trendy places in which chefs seek to create multi-dimensional, customer-oriented experiences. A survey by Lorrie Mealey indicates that every fine dining restaurant has similarities in their' characteristics. All the restaurants, not an exception about serve their meal in-themed and expensive ways and all want to offer perfection in everything they do, careful preparation, flawless presentation, and excellent service. Despite the fact that modern upscale dining contains dishes from across the spectrum, many of the hallmarks of an upscale experience remain the same. Therefore, in order to draw clients and set themselves apart from rivals like fast service restaurants, fine dining establishments are making enhancements and modifications to their interior design, ambiance, and décor. Dinner is often served either full service or under table service, and it is intended for people who desire high standards, a wide selection, affordable costs, and a unique setting. Higher income consumers, on the other hand, could be drawn to themed or fine dining establishments because of the associations and significance that elevate them in society. They think it affects their standing in society (Eliwa, 2006). One of the greatest upscale restaurants in Malaysia is Troika Sky Dining, which features Marble 8 on 56 and Fuego.

2.2.4 Ethnic Restaurants

These days, it's common to run into huge groups of people who hang out with friends from different ethnic origins. One topic of conversation among them is food. This change in perception has also affected how well accepted ethnic restaurants are. Eating at an ethnic restaurant has become a

delightful experience, giving new meaning to the word "ethnic restaurant," which was formerly characterized as a restaurant selling food not usually seen among regional consumers (Leung, 2010). Malaysia is home to several well-known ethnic dining establishments, like Songket Restaurant.

2.3 CONSUMER PURCHASING BEHAVIOR JOURNEY

According to Court et al., 2009; Okumus & Bilgihan, 2014; Monica, John & Maria, 2017, marketers have linked the increased use of social media to various consumer purchasing methods. To address this issue, marketers have changed their strategies and introduced E-WOM, a practical and precisely planned transmitter of information that can influence consumer buying behavior and is determined to ensure their satisfaction. Sheenan (2010) points out that today's consumers prefer to shop and get to know the product before buying it. As a result, technology is the most effective mechanism to influence consumer purchasing behavior (Court et al., 2009).

Although, as reviewed by Vollmer and Precourt (2008), social media and e-commerce are examples of technology. Social media is an online marketplace where buyers and sellers are associated with a brand image and social media should always be smart and proactive in influencing consumer perception to choose a brand. As a result, social media marketing is a simple and convenient marketing tool that allows suppliers to reach customers while making their purchasing decisions (Sheenan, 2010).

Furthermore, awareness is necessary for the consumer's decision-making process. Customers can use it to analyze the discrepancy between what they want and what they are given (Reid & Bojanic, 2009; Lee et al., 2016). Additionally, in order to predict their purchase behavior, consumers need to be knowledgeable about goods and services. Butler and Peppard (1998) Nowadays, social media and digital marketing have a big impact on how consumers make purchases. In their 2019 study, Saura, Reyes-Menendez, and Palos-Sanchez examined digital marketing tactics based on Black Friday sales in Spain in 2018.

According to research, businesses should create exclusive promotions with a limited time horizon and avoid activities that create uncertainty and negative feelings in customers, who, in turn, talk negatively about the business and share their negative experiences with the digital community by publishing negative content. Such negative feedback affects the company's digital reputation and creates a negative perception of its offers and discounts, reducing its stock gains.

2.3.1 Consumer Purchasing Behavior

According to (Shih, Yu, & Tseng, 2015) consumer buying behavior refers to the way individuals, groups and organizations choose, buy, use and dispose of products, services, ideas or experiences to meet consumer demand. It is the study of how people buy and dispose of goods to meet their needs and desires (Dudovskiy, 2013), In addition, Educba (2016), consumers are individuals or organizations that are the end users of the goods. or services available in the market. A consumer has the right and authority to purchase goods or services, and this purchase action or plan is referred to as consumer behavior. Personal, cultural, social and psychological factors all have a significant impact on consumer purchasing.

First, consumer behavior will be influenced by individual characteristics such as age, employment, money, and lifestyle. Depending on their stage of life, singles, married couples, single people, and senior citizens purchase various things. As people mature and go through different stages of life, so too will their tastes (Khaniwale, 2015).

Furthermore, the financial or economic situation of consumers will affect their purchasing power because income is an important source of purchasing power. The greater a person's income, the greater his expenditure on other goods. As a person's income increases, so does their purchasing power. In addition, consumer purchasing habits vary depending on their lifestyle. Individuals with more disposable income will seek branded products that have appeared in various advertising channels (Zhang, 2015).

In turn, the consumer's culture will then influence his purchasing behavior. According to one of the research projects, by Lai, Chong, Sia, & Ooi, 2010. Islamic culture will buy products based on the advice of others, while Chinese culture will buy products based on their own opinion, regardless of that opinion. from other people. Third, for social factors. different social classes will have different opinions about the purchase of a product, with higher social classes buying advertised and branded goods and lower social classes buying goods that meet individual needs (Rani, 2014).

In light of the psychological component, organizations have to enhance their social media offerings, as users are part of social networks that shape their online perception and confidence in certain websites via word-of-mouth recommendations (Cetină, Rădulescu, & Munthiu, 2012). It is important for advertisers to comprehend the interplay between advertising and consumer behavior, including the ways in which advertising shapes and is influenced by customer behavior.

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Understanding consumer decision making is important for businesses and advertisers in developing appropriate marketing strategies to meet their target groups (Muniady, Mamun, Permaupan, & Zainol, 2014). However, one of the most important issues that organizations face is determining how to approach consumers to achieve their advertising end goals (Deshwal, 2016). As a result of the previous explanation, there is a need to investigate the influence of advertising media on consumer buying behavior.

2.4   SOCIAL MEDIA

Users of social media websites and applications can converse with other users in addition to creating and sharing content (Hudson 2020). Social media users may instantly share fresh information on their desktops, tablets, and cellphones. With 3.5 billion users globally, cellphones have ingrained themselves deeply into people's daily lives (Statista 2020). According to Hudson (2020), social media has evolved into a forum for communication between individuals and groups of all sizes as well as a means of disseminating information to a wider audience.

2.4.1   Social Media Trend

Social media's influence has increased over the last ten years to the point that it is now a crucial component of every company's marketing plan (Quadros 2020). New trends appear every year, while older ones vanish. New trends appear fast as social media changes. Keeping abreast of the most recent developments in social media may help companies and brands differentiate themselves from the competition and enhance their social media strategy (Influencer Marketing Hub 2020). Thus, in order to determine how social media affects customer purchasing behavior in Malaysian restaurants, the author has selected the most trustworthy sources and the most recent research.

2.4.2   Social Commerce

Since time immemorial, brands have used social media platforms such as Instagram, Twitter, and Facebook to increase sales of various products and services (Sovann 2019). Social media platforms reinforce this trend by introducing new features such as food reviews and restaurant menus, and social networks thus become new business platforms (Sovann 2019). Social commerce is becoming an important component of a marketer's sales strategy.

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2.4.3 Social Listening

Social media is an effective platform for obtaining data and insights that businesses can use to improve their social media marketing strategies (Influencer Marketing Hub 2020). It is important for a brand to establish a strong reputation, and by understanding how people perceive the brand, companies can gain a lot of information through social listening. Monitoring the brand's social media channels for any customer feedback, direct mentions of the brand or discussions about specific keywords, topics or competitors, followed by analysis to gain insights (Amaresan, 2020).

2.4.4 Customer Service Interaction

Social media is historically used by customers for communication, photo and video sharing, and communication. According to Influencer Marketing Hub 2020, social media has developed into a conduit for customer service, shopping, and product discovery. Brands want to give their clients faster and better service because the previous service was fairly slow. Social media platforms make it possible for companies to interact with customers nearly around the clock, therefore in order to keep a positive reputation, brands need to treat customers properly (Newberry, 2020).

2.5   VARIABLE

2.5.1 Traditional vs Digital Marketing

According to (Carmichael, 2021), traditional marketing is any type of marketing that is not done online. Despite the recent focus on online digital marketing, traditional marketing remains a key marketing strategy for the majority of businesses. This is evident in the numerous advertisements that people receive with their daily mail. This is a type of traditional marketing called direct mail marketing.

This, however, makes it more difficult for smaller businesses to reach their target audiences. (Safko, 2012) Furthermore, reaching any audience through television advertisements becomes particularly difficult when most people regard commercial breaks as just that: breaks. This causes companies to spend even more money to create an ad that they hope will capture the attention of the viewers. (Scott, 2020).

Digital marketing encompasses all forms of online marketing. As previously stated, this can be included in email, websites, and mobile apps. With 52 percent of the global population now online,

digital marketers have more than 4 billion consumers to target. Moreover, Armstrong and colleagues, 2020, marketing in the digital age did not differ significantly from marketing in traditional forms. Websites and advertising campaigns resembled those seen in newspapers, magazines, and billboards. In its early stages, digital marketing relied on the hope of "interrupting" consumers and creating campaigns that would keep their attention.

According to (Scott, 2020), marketers continued to appeal to the masses and worked to ensure that their products were seen by as many consumers as possible. This was again prioritized over communicating with and maintaining a relationship with their target audience. Traditional advertising and marketing techniques have given way to digital marketing. Furthermore, it is so potent that it has the potential to help the economy recover and create enormous opportunities for government agencies to function more efficiently (Munshi, 2012). Singapore firms have shown the efficiency and utility of digital marketing tools in achieving results. (Teo, 2005). More importantly, fast technology advancements and shifting dynamics have fueled growth in digital marketing (Mort, Sullivan, Drennan, Judy, 2002). Another tried-and-true method for achieving success thru digital marketing is to promote the site through word-of-mouth (WOM) on social media (Trusov, 2009).

Online platforms are now required to establish and keep a strong bond between marketers and customers (Court et al., 2009). Consumers can now seek online peer-advice via social networking sites as Internet usage and E-WOM have steadily increased. Through multi-level information sharing, E-WOM will eventually promote marketing by influencing consumer purchasing behavior (Vargo & Lusch, 2004; Court et al., 2009; Fauser et al., 2011). Marketers must shift their focus from a conventional marketing strategy to both traditional and digital marketing in order to entice customers from various angles as modern technology advances (Court et al., 2009; Okumus, 2013).

2.5.2   Electronic Word of Mouth (E-WOM)

According to (Liu et al. 2019) E-WOM has rapidly evolved from a "nice to have" component to a "must have" customer experience component over the past decade. Furthermore, ever-evolving social media platforms enable customer e-WOM engagement to go beyond simple e-WOM sharing and acceptance behaviors to include opportunities to interact with multiple parties through e-WOM communication (e.g., service providers and peer customers) (Narangajavana Kaosiri et al. 2019; Yakhlef and Nordin 2020).

Customers' e-WOM experiences are shaped differently by the two media kinds in terms of anonymity, synchronization, and interaction (Liu et al. 2021a; Anda and Joshi 2020). Social media e-

WOM, however, has not gotten as much attention as it might since previous research (Mulvey, Lever, and Elliot 2020; Bigné, William, and Soria-Olivas 2020) does not differentiate between different forms of e-WOM media. In the meanwhile, social media platforms are becoming more significant in traveler's e-WOM communication due to current worries about phoney reviews on opinion sites (Aghakhani, Karimi, and Salehan 2018; Digital Marketing Institute 2020). It is crucial for advancement because of the significance of media variations and distinctive dynamics in e-WOM communication on social media (e.g., Assaker and O'Connor 2020; Marder et al. 2019).

Customers are increasingly researching the businesses that supply the goods and services they consume, as well as sharing their thoughts about those goods and services using online resources like blogs and social media (Gupta and Harris, 2010; Lee et al., 2011). As a result, WOM is frequently cited as having one of the strongest effects on customer behavior (Daugherty and Hoffman, 2014). Consequently, word-of-mouth is regarded as the primary information source for customer purchasing decisions and planned behavior (Litvin et al., 2008; Jalilvand and Samiei, 2012). For instance, customers at restaurants have a significant impact on WOM, purchase decisions, and behavioral intentions.

Businesses also benefit from electronic word-of-mouth over traditional word-of-mouth as it enables them to quantify the influence of comments made by users on others and attempt to comprehend the variables that drive users to publish their thoughts online (Cantallops & Salvi, 2014). However, because it's an outside influence, firms may be exposed to liability when customers utilize technology to voice their opinions on goods or services (e-WOM) (Yang, 2017).

As reviewed by Pastore (2000) states that it is the same as E-WOM, but Modzelewski (2000) disagrees and states that viral marketing is not the same as E-WOM. Shirky (2000) later predicted that viral marketing would soon be seen as E-WOM advertising. Furthermore, he stated that the concept will revolve around attracting customers through open communication. Researchers also concluded that viral marketing connects with consumers, builds consumer relationships, and influences them to buy various products (Helm, 2000; Vargo & Lusch, 2004; Leskovec et al., 2007; De Bruyn & Lilien, 2008 Court et al. , 2009). In the hospitality and tourism services sector, e-WOM is the most important source of information that influences consumer purchasing behavior. E-WOM is a message personified in online reviews written by customers for others.

Online reviews of a product or service can be good or negative, depending on the customer's experience (Reyes-Menendez, Saura & Filipe, 2019). Therefore, reviews on travel websites and social media sites should be taken into consideration in order to better evaluate the influence of e-WOM on various social media platforms and its impact on hotel customer decision-making and behavior. This

essay will examine viral marketing as a normal mode of consumer communication while keeping Shirky's point of view in mind. The influence of viral marketing on customer purchasing behavior will be examined in more detail in this article.

2.5.2.1 WOM vs. e-WOM

According to (Filieri and McLeay, 2014) regard e-WOM reviews as electronic versions of traditional WOM reviews, the purpose of this paper is to summarize and explain the key differences between the two concepts. The first such distinction is credibility as an information source (Cheung and Thadani, 2012; Hussain et al., 2017), which has the potential to influence consumers' attitudes toward products or services.

According to Luo et al. (2013), the anonymity of online messages may have a negative impact on their credibility. In contrast, other studies (e.g., Hussain et al., 2017) contend that consumers use e-WOM to reduce risk when making decisions. Similarly, e-WOM is more credible when the consumer using it has prior experience (Sotiriadis and Van Zyl, 2013).

In addition, according to Cheung and Thadani, 2012), message privacy is another feature that distinguishes the two media, as information in traditional WOM is shared through private, real-time, face-to-face dialogues and conversations. Information shared through e-WOM, on the other hand, is not private and can sometimes be seen by anonymous people who do not know each other. Furthermore, reviews can be viewed at different times.

Another significant the rate of message diffusion differs between the two media e-WOM statements spread much faster than WOM statements because they are published on the Internet (Gupta and Harris, 2010). Online information sharing platforms (social media, websites, blogs, etc.) distinguish e-WOM from traditional WOM (Cheung and Thadani, 2012). For starters, they make consumer reviews more accessible (Cheung and Thadani, 2012; Sotiriadis and Van Zyl, 2013). Second, because they are written, they will last (Hennig-Thurau et al., 2004; Cheung and Thadani, 2012). Social Media and Online Community Marketing

According to Lilima (2020) discovered an intriguing piece of evidence regarding age and social media usage. Lilima (2020) also discovered that, while consumers aged 20 to 30 were more likely to use social media, the rate of new users among mature members of society was high (aged between 40 and 50 years). Regarding to Ricardialiono (2020) examined the relationship between age and social media usage and concluded that there are significant differences among age groups and that each age group has a different proclivity to use social media.

Next, the ability of social network platforms to promote dual forms of communication between the user and the firm is arguably the most fundamental unique element of social media that influences consumer purchase behavior (Lilima, 2020), Social media, which is based on Web 2.0, allows users to send information via posts, reviews, ratings, and likes. This information primarily serves as feedback to the organization, but it has a greater impact on other consumers on the social platform. Yoong and Lian (2019) argue that user generated content is more appealing to consumers than firm generated communication in this context.

The internet, which allows people to collaborate and share knowledge instantly, has been the most significant technological advancement in the last 30 years. Technological advancements have resulted in significant changes in how businesses interact with their partners and customers (Siamagka et al., 2015). Social media provides organizations with collaborative tools that change the way they collaborate (Evert et al., 2016; Galati et al., 2019, Jalonen, 2014).

In fact, businesses are increasingly using social media as a communication channel, a phenomenon that is changing the way businesses operate and interact with their customers and suppliers (Pekkala & van Zoonen, 2021). Communicating entails sharing, storing, and publishing content, as well as debating and persuading others (Pekkala & van Zoonen, 2021), Collaboration tools allow groups to create and edit content without regard to location or time constraints (Galati et al., 2018). The connecting category includes technologies that connect people with similar interests and thus enable the formation of communities centred on these interests. Complete content by describing, adding, or selecting information, tagging content, and displaying connections between content. Content can be combined, mixed, and matched using combining tools.

Marketing is frequently associated with social media. This is because social applications were initially focused on advertising and marketing issues, but social media later evolved into a complementary extension of all marketing efforts (Evans & McKee, 2012: Miralles-Marcelo et al., 2014). According to the Hootsuite (2020) survey, the main reasons for using social media tools were sharing general updates (58.5 percent), communicating directly with customers (57.8 percent), and sharing marketing messages (53.4 percent). To create a regional image, attract more customers, and generate higher profit, it is critical to have a network system among small businesses in a concentrated area (Albattat et al., 2020; Arcese, Valeri, Poponi, & Elmo, 2020; Elmo et al., 2020; Valeri, 2021b).

The popularity of social media influencers has grown in recent years, making influencer marketing well-known. Influencer marketing positions people as brand ambassadors while targeting their engaged audience. A brand pays them a fee for their endorsement, which they share with their

social media followers. It represents the digitalized future of word-of-mouth marketing (Vrontis et al., 2021).

According to the literature, social media is a powerful tool that restaurants can use for marketing and publicity to reach out to a large number of people and influence their experience and purchasing behavior. Social media is required for effective marketing because it creates a perceived favorable image, which leads to perceived customer value (Hanaysha, 2016). Mhlanga and Tichaawa (2017), on the other hand, stated that the impact of social media on customers' experiences may vary depending on their gender, age, food and beverage, service, and atmosphere.

In general, social media marketing is a proactive platform that can connect with current customers while also attracting new customers. It has a significant impact on consumer purchasing behavior (Sigala, 2003; Chung & Buhalis, 2008; Bolotaeva & Cata, 2010). In their research, Saura, Reyes-Menendez, and Palos- Sanchez (2019) confirmed that digital platforms have been confirmed routes to transfer the message from brands to their customers. Furthermore, these digital platforms assist suppliers in obtaining customer purchasing behavior information, which can result in improved supplier-customer relationships.

Zhao and Jing (2015) believe that four parties contribute to the characteristics of online community marketing: consumption attributes, social attributes, cultural attributes, and technical attributes. The process of social interaction between members of a community is referred to as social attributes. The cultural characteristics of the brand community are reflected in two ways. First and foremost, the brand community is a culturally similar and distinct language group. Secondly, is the members' faith and worship of the brand. Traditional religions and values will be replaced by the brand when members of the online community generate brand worship, displaying consumer personality and embodying the pursuit of life.

2.5.3   Higher Accessibility of Information

Liou (2018) asserts that Word of Mouth, or WOM, has made it possible to transmit crucial information, but that the real impact of the information differs depending on the recipient's viewpoint and experience. Information exchange and reception are part of the knowledge transfer process during the internalization stage. Thus, explicit information transforms into lived knowledge and meaning (Nonaka, 1994). Additionally, prior research has concentrated on the reliability of the source and the quality of the information (Davy, 2006; Hong, 2006; Xu et al., 2006; Cheung & Lee, 2007).

In addition, information quality is assessed using data accessibility, substance, correctness, format, and timeliness (Liu & Lopez, 2016). Social media refers to a variety of internet channels, including social networking sites, for information dissemination. Consequently, social media has a significant impact on consumer purchasing behavior in the marketing and advertising domains (Gilly et al., 1998; Mangold & Faulds, 2009; Varkaris & Neuhofer, 2017).

The increased availability of information is one of the biggest consequences of social media use; businesses may gain insight into their prospective clientele through discussions on social media platforms. Similarly, they may use social media to quickly and consistently learn about their rivals and the market (Parveen, et al. 2015). Social media makes knowledge more accessible, but there hasn't been much study done on the connection. Because of this, the goal of this research is to ascertain how social media use affects the accessibility of information.

2.5.4 Mobile Sites and Mobiles Application

The functionality of mobile-based online services is similar to the functionality of computer-based online services. Nevertheless, the unique characteristics of mobile service shops that distinguish them from computer-based services (Mozeik et al., 2009). Because it uses wireless internet, mobile technology is more portable and has better coverage than desktop computers (Kim et al., 2007). Because mobile technology is universal, users can access the internet and interact with the system at any time and from any location (Tojib & Tsarenko, 2012). According to Wang et al. (2015), mobile technology in the twenty-first century can meet consumers' impulsive and entertainment needs, help make arrangements despite time constraints, and be more mobile and efficient. By 2014, the number of mobile phone users in China had exceeded 600 million, and this figure is increasing (Mobile Applications China, 2015).

Furthermore, data usage statistics show that more than half of mobile data is spent on shopping, social media and video websites. As a result, it is clear that the online activities of Chinese consumers have shifted away from computer-based platforms and towards mobile-based platforms. Mobile apps have infiltrated mobile internet content (China Mobile Apps, 2015). Mobile apps that search for restaurants use an online-to-offline (020) business model (Liu & Xu, 2014). The 020 model helps business operators in developing online business opportunities by transforming offline services (Du & Tang, 2014). As a result, online ordering systems are designed to help customers who need to buy or make transactions at their leisure during or after business hours. Marketer services allow customers to

choose, buy, or pay over the internet using a specific application on their mobile phone (Barutcu, 2007).

Jen et al. state that customers' perception of perceived ease of use in the context of restaurant meal ordering refers to how simple and effortless they think utilizing the technology should be. They claimed that the intention to utilize mobile apps should be favorably influenced by perceived ease of use (PEOU). PEOU was found to be a significant predictor of general desire to utilize technology in another study by Venkatesh et al. (2003). This study looked into mobile apps in the hotel sector and was based on the writings of Jun et al.

Researchers Winkler et al. look on whether or not citizens embrace mobile reporting services. This study indicates that there is a strong positive correlation between PEOU and the desire to use mobile reporting services. According to Morosan's (2014) research, users' PEOU strengthens their attitudes and intents to utilize the technology, which in turn influences PU when it comes to using mobile phones to acquire supplementary services in the airline industry. The literature indicates that PEOU will positively impact attitudes on the propensity to use mobile phones to acquire supplementary services as well as perceived utility.

2.5.5 Online Ordering System

Online ordering systems in the restaurant industry are growing rapidly among consumers and restaurants because of their obvious benefits. Customers prefer to make reservations online because it is easier, more comfortable and faster (Kimes & Laque, 2011). As a result, restaurants will be able to increase profits while reducing errors. Online ordering has also helped in the development of transactional marketing and customer relationship management, as well as increased management capacity and productivity (Kimes & Laque, 2011; Kimes, 2011).

However, restaurants have to contend with issues including escalating expenses, deteriorating quality of service, and potential commoditization. Research indicates that the ordering procedure must to be precise, easy, and convenient. Customers prefer to buy over the phone in the event that there is no mobile application or internet connection (Park & Flanagin et al., 2014; Metzger & Flanagin, 2015).

According to M. Avuşolu's (2012) analysis, the internet continues to have an influence on business and the economy since virtual businesses and e-commerce are now commonplace, selling anything from food to clothing to books. Almost all business sectors in the world are using and integrating the Internet more and more, and it may be utilized as a medium for conducting business in place of more conventional methods.

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All of these innovations are designed to provide users with the benefits of convenience and time savings. The internet is very beneficial for food businesses as it has provided online food ordering services for the food industry, which benefits business owners and their customers. M. avuşoğlu (2012). Kimes S (2011). Customers and users are presented with a variety of ordering methods using a variety of technologies relevant to their daily lives. It has also been suggested that a higher level of control will result in higher customer satisfaction because they will be more willing to recommend others if the experience is pleasant.

2.6   HYPOTHESIS DEVELOPMENT

HI: E-WOM has significant a positive effect on consumers' purchasing behavior in the restaurant industry.

H2: Advertising on social media has significant a positive effect on consumers purchasing behavior in the restaurant industry.

H3: High accessibility of information via social media has significant a positive implication on consumers' purchasing behavior in the restaurant sector.

H4: The availability of the online ordering system has significant a positive effect on consumers' purchasing behavior in the restaurant sector.

2.7   RESEARCH FRAMEWORK

The study model consists of four independent variables (E-WOM, Social Media Advertising. High Information Availability, Online Ordering System) and the relationship with the dependent variable (consumer purchasing behavior in Malaysian Restaurants) with the moderating variable shown in Figure 2. Framework it is built on numerous studies from highly indexed data, published and unpublished, and based on practical experience and different e-learning concepts. Direct relationships with independent and dependent variables and indirect relationships with moderator variables are part of the study model.

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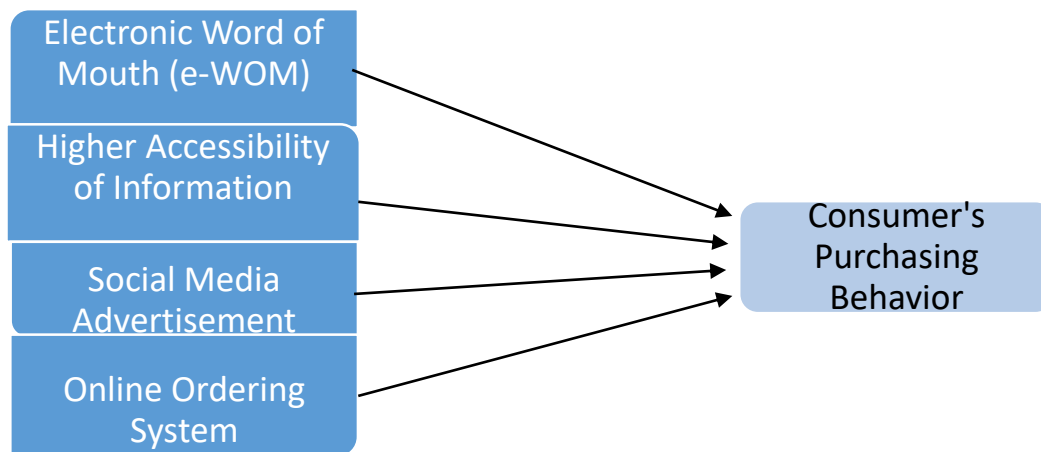
Figure 2: Research Framework of Consumer's Purchasing Behavior in Towards Social Media in Malaysian Restaurant

2.8   SUMMARY

The influence of social media on Malaysian restaurant customers' purchase decisions has been examined in this chapter. The study's literature evaluation determined Malaysian restaurant patrons' purchase patterns. E-WOM, social media marketing, improved information accessibility, and online ordering platforms are a few examples. To improve the researcher's comprehension of the study problem, it is critical to ascertain whether the social media marketing component is acceptable. The study approach will be fully explained in the upcoming chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology can be defined as a systematic way to analyze the research problem. It is a science to learn how to conduct research. In addition, research methodology is the researcher's technique in describing, justifying and predicting phenomena (S. Rajasekar, P. Philominathan & V. Chinnathambi, 2013). Researchers must understand not only research but also methodological techniques. Furthermore, this study serves as a general plan that researchers need to follow to answer the research questions and objectives. The researcher will discuss research design, methodological choices for quantitative research, data collection methods, and research strategies in this chapter. The questionnaire design and sampling technique will be used in the following sections. At the end of this chapter, data analysis methods, validity, and reliability of the study will be discussed. The aim of this research is to understand and determine the relationship between the independent and dependent variables.

3.2 RESEARCH DESIGN

The specific procedures involved in the research process: data collection, data analysis, and report writing can be defined as research design. (Creswell, 2014). Next, according to Saunders et al. (2012), research design is the general plan to answer the research question. It brings together several components, strategies and methods to collect and analyze data as a systematic approach to conducting scientific inquiry. The study design describes how the study will be conducted using a systematic method to produce validity and reliability results in each timeline. The research design will show the sources from which the researcher plans to collect data, how the researcher proposes to carry out the data collection and analyze it, discuss the issues and constraints faced by the researcher while doing the research (Saunders et al., 2009). The design of this study is very important for the study of the topic

because it provides guidance to the researcher in planning and implementing the study to achieve the expected goals. Therefore, the researcher must master the entire process and ensure that all processes are clear and must carefully choose the appropriate data source collection methods and data analysis techniques.

Basically, there are three types of research designs used in research, namely exploratory, descriptive and explanatory (Saunders et al., 2009). Referring to Kumar (2011), exploratory research is a study conducted with the objective of either exploring an area that is less known or investigating the possibility of conducting a research study. According to Alvin and Ronald (2003), the purpose of exploratory research is to obtain background information to define terms, define problems and hypotheses and finally to set priorities. In addition, descriptive research is used to collect information that will show relationships and describe the world as it exists, where researchers describe certain phenomena through isolation from the study community based on a planned and structured design that relies on questionnaires as a tool. Kumar (2011) mentions that explanatory research is the emphasis of research to explain why and how the relationship between two aspects of a phenomenon.

The impact of social media on customer purchase behaviour in Malaysian restaurants is the subject of this study. The researcher used an explanatory research strategy for her study. Researchers can benefit from using this kind of study since it encourages methodical decision-making.

3.2.1 EXPLANATORY RESEARCH

According to Tegan George and Julia Merkus (2021), explanatory research is a research method that investigates why something happens when limited information is available. It can help you gain a better understanding of a subject, determine how or why certain phenomena occur and predict future events. An explanatory research design can be defined as a form of correlational design used to adjust and determine the relationship between two or more variables (Creswell, 2013). In addition, this research focuses on explaining why variables are related to each other. Explanatory research can discover casual relationships between two variables. Descriptive research depends on the questions that come from the researcher. Descriptive research is to identify any relationship between the variables found in the research problem. This descriptive research is quantitative and usually has tested the previous steps in the hypothesis of the relationship between the variables whose data is analyzed using statistical techniques. So, the main purpose of this study is to find out the effect of social media on consumer purchasing behavior in Malaysian restaurants.

3.3   METHODOLOGICAL CHOICE

3.3.1   Quantitative Research

Quantitative research, according to Bhandari Pritha (2020), is the process of gathering and examining numerical data. It may be used to evaluate causal linkages, find averages and trends, formulate forecasts, and extrapolate findings to broader groups. Rationalism is generally linked to quantitative research, especially when it is combined with highly organised, predefined data gathering methods. Additionally, a deductive method is usually associated with quantitative research, emphasising the use of numerical data to evaluate theoretical hypotheses. By looking at the relationship between independent and dependent variables, it is also utilised to test objective ideas. According to Muijs (2004), quantitative research is the use of numerical data to explain phenomena and mathematically based analysis techniques. This quantitative method of data analysis can be obtaining statistical results from many populations.

Furthermore, the researcher will devise and cultivate quantitative techniques, including ranking, categorization, finding optimal patterns, and generalisation. In this scenario, a structured questionnaire survey design will be employed to gather information, feedback, and analysis from participants. To help the respondents grasp the goal of the supplied questionnaire, it is crucial to make sure that the questions are expressed properly.

The study population consisted of all Malaysian restaurant owner respondents who use social media in their business and registered social media who reside in Malaysia. Only Malaysian restaurant owners who use social media were asked to complete a questionnaire for researchers to study the effects of social media. In order to ensure validity, the study ensures that the content of the questionnaire supports the objectives of the study and measures the variables that the study wants to measure. This research is designed as a research because it aims to examine the relationship between the effects of social media on consumer purchasing behavior in the Malaysian restaurant industry.

3.4   DATA COLLECTION METHOD

Data can be collected from different sources and for different reasons. According to Collis and Hussey (2009), there are two type sources of the data which are the primary data and secondary data. The data collection method was a critical part of the research since this was the basement of the

findings. In this study, researcher purpose to use primary data sources for gathering information, collecting data and answering research questions in order to achieve the research objectives.

3.4.1 Primary Data

According to Richard (2018), primary data sources are first-hand acquired information or data. This type of data is unique and has never been collected before. Surveys, experiments, interviews, and observations were used as primary data sources (Victor, 2017). The survey method was chosen as the major data source for this study since it provides the most dependable information on the respondents.

The primary data for this study is collected via a questionnaire related to the research topic. The researcher usually designed a set of questionnaires that were distributed to the public when conducting the questionnaire. The online method was chosen for this study to distribute questionnaires to all 160 respondents. Following that, data will be collected and analyzed using research methods such as SPSS.

3.4.2 Secondary Data

The secondary data is the material or information that other research have previously been collected. These secondary data included literatures, books, journal articles, pdf, patent and copyright documents, conference proceedings, websites, statistic information and news publication. The advantages of secondary data are it helps to save costs, time and is effort utilized.

3.4.3 Research Strategy

According to Saunders, Lewis, and Thornhill (2016), research strategy describes the entire research plan as well as how researchers respond to research questions. The researcher can determine the direction and structure of the research through research strategy. Datt and Chetty (2016) categorise research strategy as case studies, surveys, action research, experiments, grounded theory, ethnography, and archival research. The survey method was used by the researcher in this study. The survey strategy is related to the research approach's deductive approach. A survey entails collecting a large amount of data from a large number of respondents, allowing a specific problem to be viewed comprehensively and in detail.

The survey research strategy was used by the researcher to collect and obtain quantitative data from the respondents regarding the impact of usage social media tools expectancy of the Malaysian restaurant industry. The researcher used survey research strategy because it can be used to suggest possible reasons for a particular relationship between variables and hypothesis testing in order to generalize the results. Researcher believes that survey research strategy was the most suitable way to measure variables because it given the researcher more control over the research process and sampling used.

Mentioned by Creswell (2012), survey method is data collection through questionnaire and to get the data from response of the population based on the sample population. The data collection technique of survey applied by the researcher was the distribution of questionnaires. The questionnaire will be sent out to collect data which will reflect the opinions from the population. The surveys by using questionnaires are popular because it is highly economical way and can make a simple comparison between the variables.

3.4.4 Sampling Technique

Probability sampling and non-probability sampling are the two common types of sampling technique. Probability sampling is used when the population from every individual has an equivalent chance to be chosen. On the other side, non-probability sampling is gathering the samples based on the subjective judgment (Saunders, Lewis and Thornhill, 2016).

Researcher will use convenience sampling which falls under non- probability sampling in this research. Convenience sampling allow researcher to collect data in a simple and easy way from respondents who are effortlessly accessible. Researcher can carry out the survey by distributing the questionnaire online, Researcher only needs to send the questionnaire's link through email or social media platform to the potential respondents. After respondents done answering the questionnaire, they can direct submit their response through online This way isconsidered quick and convenience for the researcher to collect data.

3.4.5 Sampling Size

In a statistical environment, Zamboni (2018) defined sample size as the number of individual samples or observations. He also stated that inaccurate findings would be obtained if the sample size is too small, and that big samples need a lot of time and money to collect data. He noted that when

collecting data, researchers should consider the trustworthiness of thedata as well as the margin of error.

   According to Hair et al. (2010), the minimal sample size for the study is 100. Furthermore, researchers have been confronted with the COVID19 epidemic that has hit this country in the last 3 years, which limits to ability to collect the data. As a result, the researcher selects only 150 respondents who meet the study criteria to complete the survey and the number of respondents meet the sampling survey (Krejcie and Morgan, 1970), by Sample Size from a Given Population that shown in the Table 1. The sample size chosen can assist researchers in eliminating unreliable data from respondents and providing a lower margin of error.

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

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

Source: Krejcie & Morgan, 1970

Table 1: Determining Sample Size from a Given Population

(Source: Krejcie & Morgan, 1970)

3.4.6 Research Location

The location for this research was conducted in conducting surveys in the 2 region which are East Coast Regions (Terengganu), and Central Regions (Malacca). Hence, the survey using questionnaire will be distributed through Google Drive to the respondent who has used social media as a marketing tool in 2 region area. Researcher will not be specific on any district, as long as the respondent has used the social media in Malaysia, they are entitled to answer the questionnaire.

3.4.7 Time Horizon

According to Chat (2016) categorized time horizon into longitudinal studies and cross-sectional studies. Due to time constraints, cross-sectional studies were used in this study to investigate small online business use social media as marketing tools. The researcher already finished the research within the time range of March 2024 to January 2025 by conducting cross-sectional investigations (two semesters). As a result, to accomplish the entire investigation from beginning to conclusion, the researcher must have strong time management and planning skills.

3.5 QUESTIONNAIRE DEVELOPMENT

The researcher will be developed and distributed the questionnaires to the respondents who live in 2 regions in Malaysia such as East Coast Regions (Terengganu), and Central Regions (Malacca) in order to gather the information from them so that the researcher can come out with solutions that can meet the research problems and research objectives. The questionnaires are designed as simple, clear, and short, with targeted sections and questions. The language used in the questionnaires was English.

The questionnaires were developed to collect data from the target respondents after reviewing some of the previous literatures, so that the researcher can address each of the variables examined in this study. The respondents were asked to rate their level of agreement with the following statements the motivation to adopt social media marketing among small online businesses. The questionnaires have been classified into three sections which are Section A. Section B and Section C.

First, Section A is demographic background of the respondents such as gender, age, educational level, job status and income level. For the Section B, the questionnaires will be focusing on the independent variables of the research which are performance expectancy, social influence, facilitating

condition, propensity to share information and viral marketing expectancy to examine the most significant factor that will influence the small online business to use social media as marketing tools in Malaysia. For the Section C, the questionnaires will record about the dependent variables which is the usage of social media as a marketing tool of the online small business in Malaysia. The questions from Section B and Section C will be measured by using a five-point Likert scale, as shown in Table 2. The Likert scale that was used to indicate respondents' level of agreement or disagreement to the statements in the questionnaires is based on the following values of 1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree

The research will be distributed the questionnaires through online and electronically method which is by using Google Form. This method helps the researcher to be conducted the research in a cost-effective way and time-wise management because it was an inexpensive, convenient and efficient way of collecting a large and varied amount of information from the target audience.

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

Table 2: Likert Scale of Agreement

3.5.1   Pilot Test

Using a pilot test, researchers may get a feel of whether the surveys make sense. In a pilot test, the questionnaire is pre-tested on 30 people. The feedback received was used to improve the questionnaire before it was distributed to the intended respondents. During the pilot test, the selected quality chiefs discovered a few suggestions to improve the content of the questionnaire.

However, the quality did not comment on the questionnaire's accuracy characteristics because all the comments involved only needed to restate a few words given the difficulties in assisting potential respondents grasp the questions simply. Following these recommendations, a revised questionnaire for the final version was developed and used for the actual survey.

3.6   DATA ANALYSIS

The systematic process of identifying and tabulating research data using various approaches is known as data analysis. The Statistical Package for Social Science (SPSS) software version 28.0 was used in this study to analyse and interpret questionnaire results. SPSS can handle a large amount of

data, and many different types of internal management impact can be done to help with data collection and tabulation. When evaluating the hypothesis and administering the questionnaire for this study, the researcher can use SPSS to determine the reliability, accuracy, and validity of the data gathered.

A table will contain a summary of descriptive statistics data to help the researcher respond to the research question and achieve the research goal. In addition to descriptive statistics, data previously evaluated used Pearson correlation and linear regression.

3.6.1 Descriptive Statistics

According to Narkhede (2018), descriptive statistics make data easier to understand by summarizing and arranging the entire data set. The most common types of data shown in descriptive statistics are mode, median, and mean. Furthermore, the data appeared straight forward and well-organized in descriptive statistics. Descriptive statistics are classified into two types: central tendency and dispersion. In this study, the central tendency measure utilized to determine where the distribution is cantered in relation to what a normal or related value for a specific variable might provide the researcher some insights.

3.6.2 Reliability Analysis

By measuring a phenomenon, reliability can produce a steady and consistent outcome. There are a few approaches for measuring dependability. The Cronbach Alpha coefficient is the most often used technique for analyzing data dependability. It is a statistic used to demonstrate the appropriateness of tests and sales used for study. Cronbach Alpha is the most appropriate test of reliability when utilizing Likert scales in surveys (Statistics Solution, 2018).

Cronbach Alpha will be used in this study to determine the reliability of both the independent and dependent variables. In general, the coefficient alpha value ranges from 0 to 1. According to Hair et al. (2003), to obtain more credible research, the alpha value should be greater than 0.7, ideally greater than 0.80.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Table 3: Rule of Thumb on Cronbach Alpha

(Source: Hair et al., 2003)

3.6.3 Pearson Correlation Analysis

Pearson correlation analysis was developed by Karl Pearson to quantify the linear relationship between dependent and independent variables. As shown in Figure 3.1, the sign 'p' for Pearson's correlation represents the population, whereas the symbol 'r' represents a sample, with values ranging from 1 to 1. Ganti (2019) defines an inaccuracy in correlation measurement as a number greater than 1.0 or less than -1.0.

Pearson Correlation Analysis will help research reach objective number two. In this research, the second research objective is to investigate the impact of social media towards consumer's purchasing behavior being practiced by restaurants within industries in Malaysia. As a result, the researcher plans to employ this approach to assess the degree of correlation between the independent variables (E-WOM, social media advertisement, higher accessibility of information and online ordering system) and the dependent variable (Consumers' Purchasing Behavior in towards social media in Malaysian Restaurants), as the researcher wishes to test the hypothesis between each variable.
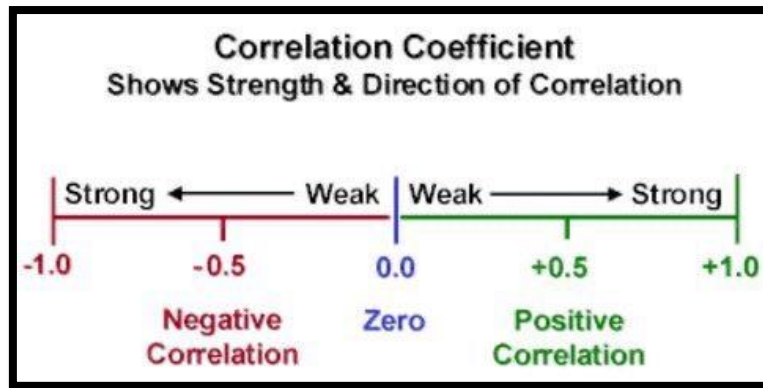
Figure 3: Strength of the Correlation Coefficient

(Source: Smarten, 2018)

3.6.4 Multiple Linear Regression Analysis

Linear regression is a statistical technique that is commonly used to find the best line to fit and assess the relationship between two variables. Linear regression can be used to forecast the intensity of independent factors in a dependent variable and to differentiate how the dependent variable changes when one or more independent variables change. Beers (2019) distinguishes between two types of regression: simple linear regression and multiple linear regression.

Multiple linear regression has been used to determine whether the factors of using social media on consumer purchasing behavior Malaysians independent variable (E-WOM, social media advertisement, higher accessibility of information and online ordering system). Multiple linear regression is used when two or more independent variables are used to estimate the value of a dependent variable. This approach will be used by the researcher to determine which independent factors are most important in relation to the dependent Variables. Accordingto Statistics How To (2019), after obtaining the regression equation, researchers may forecast the model.

3.7   SUMMARY

The entire research and data collection procedure has been identified. This chapter covered exploratory research, quantitative research methods, primary and secondary data sources, non-probability sampling methodology. survey method, questionnaire design, pilot test, and data analysis.

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CONCLUSION

In general conclusion, there are a lots of impact social media on consumers' purchasing behavior especially in Malaysian restaurants. Based on research from chapter 1 researcher focuses on main area which is research background, problem statement, research questions, research objectives, scope, limitation of the research, and the significance and contribution of the study. This chapter also researcher give an overview of research topic. Next for chapter 2, researcher focuses on literature review. For this chapter, researcher provide introductory knowledge to a subject and are useful at the start of the research process.

In chapter 3, basically researchers will use questioners to collect data from consumers to learn more about the research topic. A summary of any chapter would essentially highlight the main points discussed in that chapter. It should be a condensed version of everything you've covered in that chapter.
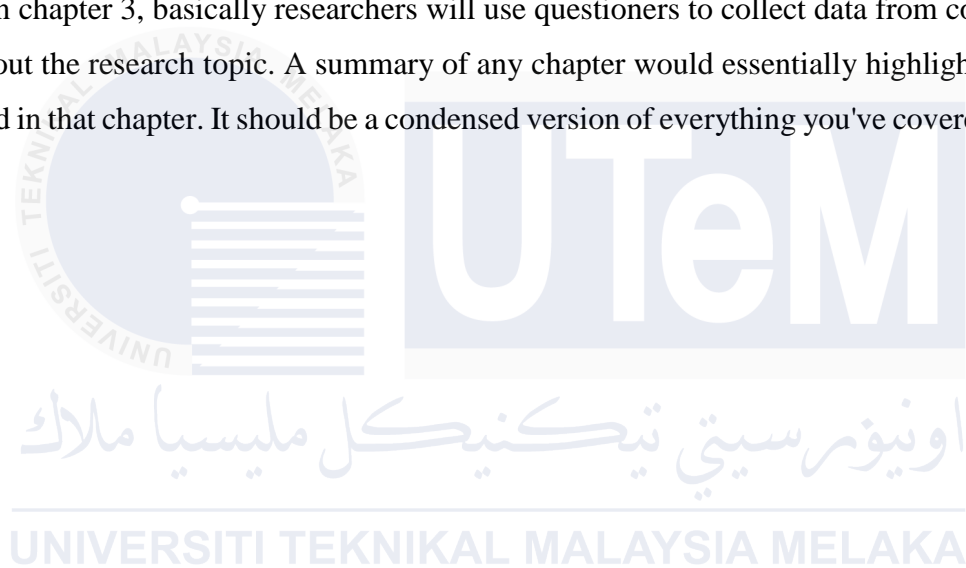
CHAPTER 4

RESEARCH FINDINGS

4.1 INTRODUCTION

This chapter will explain the findings, or the output based on the data collected from the respondents. There are 160 sets of questionnaires distributed to the respondents. All data gathered are analyzed using the Statistical Package of Science Social (SPSS) software version 29.0 for windows, a menu driven software program. Each question from the questionnaire is analyzed to find out whether the research objectives are achieved. After the analysis, the results are presented and illustrated in tables and charts for better understanding in describing the respondents' demographic profiles and impact of social media on consumers' purchasing behavior in Malaysian restaurants. This chapter also discusses about the relationship between the output and the theory and literature review that have been discussed in Chapter 2.

4.2 RELIABILITY ANALYSIS ON PILOT STUDY

The term "reliability" refers to the properties of tests and measures. The degree of stability, consistency, and repeatability of a test or measure is referred to as its reliability. Internal consistency reliability, or how well items reflecting the same construct produce similar results. It is tested using the Cronbach's Alpha coefficient, which is the most used estimate of internal consistency. Cronbach's Alpha is a reliability coefficient that indicates how well items in a set are positively correlated. Cronbach's Alpha is computed in terms of the average intercorrelations among the item measuring the concept. If the value of Cronbach's Alpha is closer to 1, the reliability of the question is better. In this study, researcher uses 30 samples of questionnaire to test the reliability. The 30 samples of questionnaire show that the rules demonstrate that all scales have relatively high reliability and are suitable for further analysis.

4.3 RELIABILITY TEST

Before distributing questionnaires to respondents, the first step is usually to conduct a pilot test. The experiment's goal is to determine the validity and reliability of the questionnaires. 30 respondents were given Google forms and questionnaires to provide feedback on the Impact of social media on Consumer Purchasing Behavior in Malaysian Restaurants. Cronbach's Alpha Coefficient ranged from 0 to 1. The higher the internal consistency of the scale's elements, the closer the Cronbach's Alpha Coefficient is to 1.0. As surveyed by Hair et al. (2003), the alpha value should be more than 0.7. In the meanwhile, for research to be considered credible, the value must exceed 0.80.

Reliability Statistics

Cronbach's Alpha	N of Items
0.947	25

Table 4.1 Reliability Statistics for Pilot Test of 30 Respondents
(Source: Output from SPSS)

In this survey, the researcher used Cronbach's Alpha Coefficient to analyze the reliability of five independent variables and one dependent variable which make the total items that has been included in the questionnaire is 25 items. Based on the table above, Cronbach's Alpha of reliability test statistics for all the variables are 0.943 that is considered as excellent reliability value.

Reliability Statistics
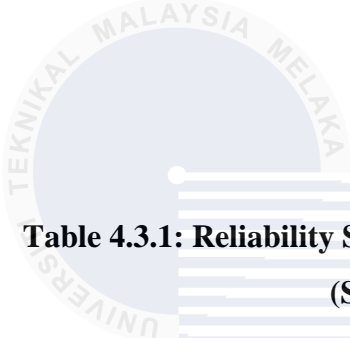
Variables	Cronbach's Alpha	Number of Items
Electronic Word of Mouth (E-WOM)	0.756	5
Higher Accessibility of Information	0.790	5
Social Media Advertisement	0.707	5
Online Ordering System	0.741	5
Consumer's Purchasing Behavior	0.781	5

Based on the result of reliability test on pilot survey above, the Cronbach's Alpha value for consumers' purchasing behavior scored 0.781 which is considered as second high reliability. The Cronbach's Alpha value for the electronic word of mouth, social media advertisement and online ordering system is 0.756, 0.707 and 0.741 respectively that shared the same good reliability result rank. Meanwhile, higher accessibility of information has the highest reliability or excellent reliability that is 0.790.

4.3.1 Electronic Word of Mouth (E-WOM)

Reliability Statistics

Cronbach's Alpha	N of Items
.756	5

Table 4.3.1: Reliability Statistics on Electronic Word of Mouth (E-WOM)
(Source: Output from SPSS)

Electronic Word of Mouth is the first independent variable included in the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.756, indicating an acceptable value because (0.7 to less than 0.8). Hence, all 5 items / questions under Electronic Word of Mouth were considered for the full research.

4.3.2 Higher Accessibility of Information

Reliability Statistics

Cronbach's Alpha	N of Items
.790	5

Table 4.3.2: Reliability Statistics on Higher Accessibility of Information
(Source: Output from SPSS)

Higher Accessibility of Information is the second independent variable included in the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.790, indicating an acceptable value because (0.7 to less than 0.8). Hence, all 5 items / questions under Higher Accessibility of Information were taken into account for the full research.

4.3.3 Social Media Advertisement

Reliability Statistics

Cronbach's Alpha	N of Items
.707	5

Table 4.3.3: Reliability Statistics on Social Media Advertisement
(Source: Output from SPSS)

Social Media Advertisement is the third independent variable included in the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.707, indicating an excellent (more than 0.9). As a result, all 5 items / questions under Social Media Advertisement were taken into account for the full research.

4.3.4 Online Ordering System

Reliability Statistics

Cronbach's Alpha	N of Items
.741	5

Table 4.3.4: Reliability Statistics on Online Ordering System
(Source: Output from SPSS)

Online Ordering System forth independent variable included in the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.741, indicating a good value as (0.8 to less than 0.9). Therefore, all 5 items / questions under Online Ordering System were considered for the full research.

4.3.5 Consumers' Purchasing Behaviour

Reliability Statistics

Cronbach's Alpha	N of Items
.781	5

Table 4.3.5: Reliability Statistics on Consumers' Purchasing Behaviour
(Source: Output from SPSS)

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Consumers' Purchasing Behavior is dependent variable included in the final section of the questionnaire, with 5 questions being designed. According to the statistical analysis above, the Cronbach's Alpha is 0.781, indicating a good value as (0.8 to less than 0.9). Therefore, all 5 items / questions under Consumers' Purchasing Behavior were considered for the full research.

4.4 DESCRIPTIVE STATISTICS ANALYSIS

4.4.1 ORGANIZATION PROFILES

In general, the respondents were introduced in this part of the questionnaire to find out the demographic data that could be inserted in the data. A total of 160 people responded to the questionnaire that was distributed.

4.4.1.1 Gender

1. Gender / Jantina:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.6	.6	.6
Female / Perempuan	88	55.0	55.0	55.6
Male / Lelaki	71	44.4	44.4	100.0
Total	160	100.0	100.0	

Table 4.4.1.1: Frequency and Percentage of Gender

(Source: SPSS Output)
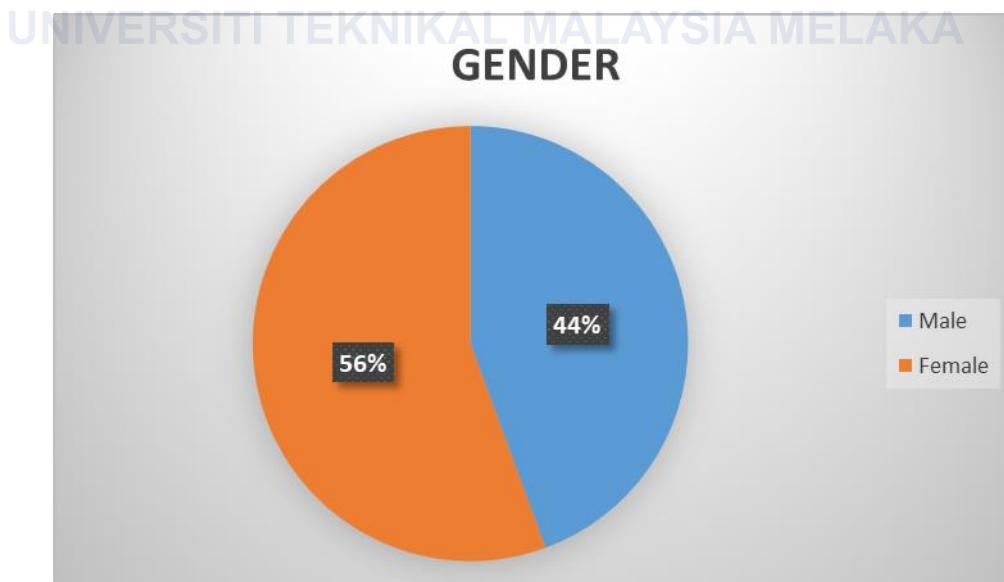
Figure 4.4.1.1: Frequencies and Percentage of Respondent's Gender

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Based on Table 4.4.1.1 and Figure 4.4.1.1 showed the total number of 160 respondents. Here there are total of 71 male respondents (44.4%) and 89 female respondents (55.6%) who have helped in answering this survey question. Food and beverages have been an industry that is dominated by female. According to ZIPPIA (2022), 45.5% of all restaurateurs are men, while 54.5% are women.

4.4.1.2 Age

2. Age / Umur:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.6	.6	.6
18 - 27 years old / 18 - 27 tahun	50	31.3	31.3	31.9
28 - 37 years old / 28 - 37 tahun	45	28.1	28.1	60.0
38 - 47 years old / 38 -47 tahun	45	28.1	28.1	88.1
Above 48 years old / 48 tahun keatas	19	11.9	11.9	100.0
Total	160	100.0	100.0	

Table 4.4.1.2: Frequency and Percentage of Age
(Source: SPSS Output)
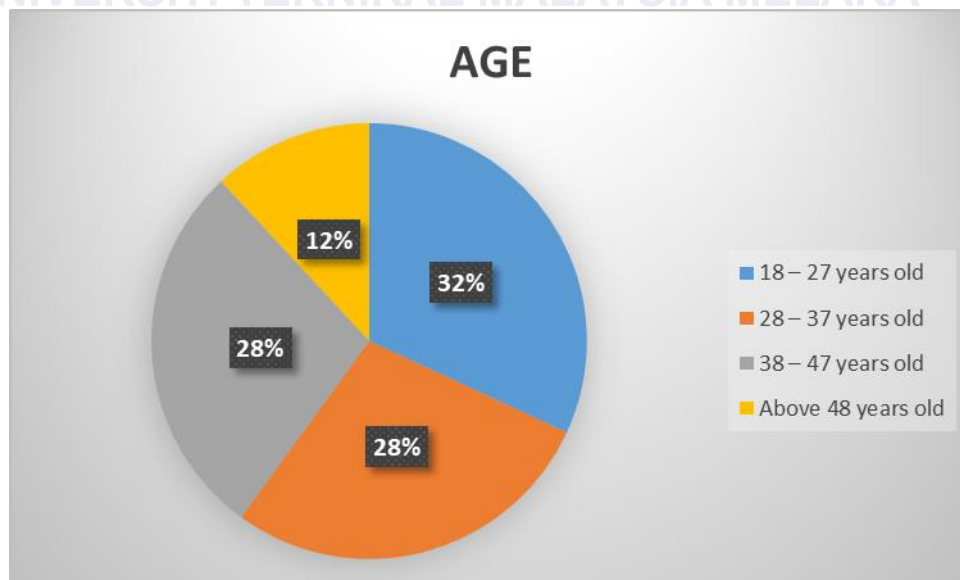
Figure 4.4.1.2: Frequencies and Percentage of Respondent's Age

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Table 4.4.1.2 and Figure 4.4.1.2 show the frequency and percentage of respondents about age. A total of 51 respondents (31.9%) in the age range of 18-27 years old have answered the survey questions. While aged 28-37 years old and 38-47 years old recorded same respondents which is 45 respondents (28.1%). For the 48 years old above, the lowest number was recorded, which is only 19 respondents (11.9%) who answered this survey question.

4.4.1.3 Level of Education

3. Level of Education / Tahap Pendidikan:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	Degree / Ijazah	51	31.9	31.9	32.5
	Master / Master	28	17.5	17.5	50.0
	PhD / PhD	16	10.0	10.0	60.0
	Secondary Level / Peringkat Menengah	16	10.0	10.0	70.0
	STPM / Diploma	48	30.0	30.0	100.0
	Total	160	100.0	100.0	

Table 4.4.1.3: Frequency and Percentage of Level of Education

(Source: SPSS Output)
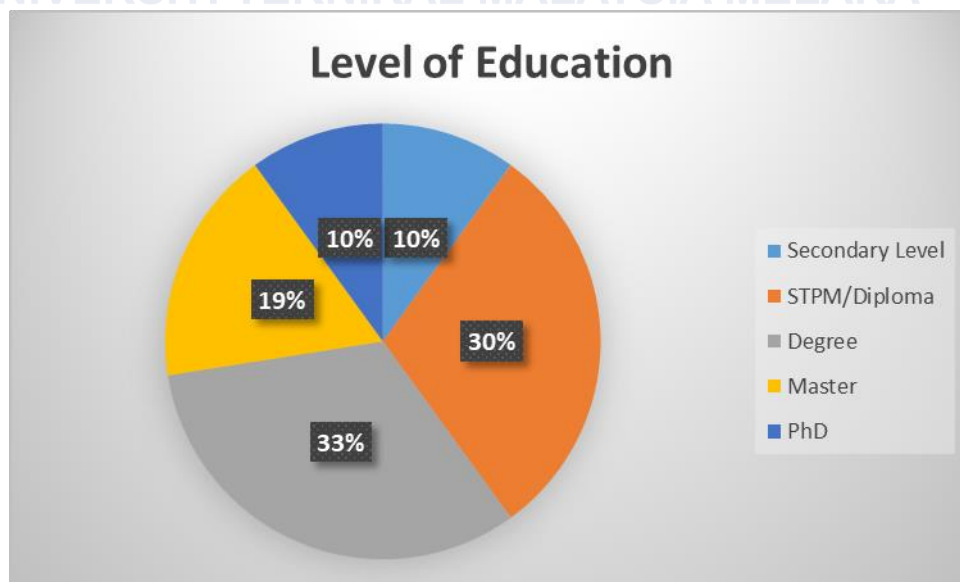
Figure 4.4.1.2: Frequencies and Percentage of Respondent's Level of Education

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Table 4.4.1.3 and Figure 4.4.1.3 show the frequency and percentage of respondents about education level. The highest respondents are respondents who are degree holders, which is a total of 52 people (32.5%). Respondents with STPM/Diploma graduates were the second highest at 48 people (30.0%). While 28 respondents (17.5%) are consisted of Masters. For the Secondary Level and PhD education level, the same and the lowest number was recorded, which is only 16 respondents (10%) who answered this survey question.

4.4.1.4 Position/Occupation

4. Position/Occupation in Company/Organization / Jawatan/Pekerjaan dalam Syarikat/Organisasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	Manager / Pengurus	51	31.9	31.9	32.5
	Staff / Kakitangan	33	20.6	20.6	53.1
	Student	13	8.1	8.1	61.3
	Supervisor / Penyelia	62	38.8	38.8	100.0
	Total	160	100.0	100.0	

Table 4.4.1.4: Frequency and Percentage of Position/Occupation in Company
(Source: SPSS Output)
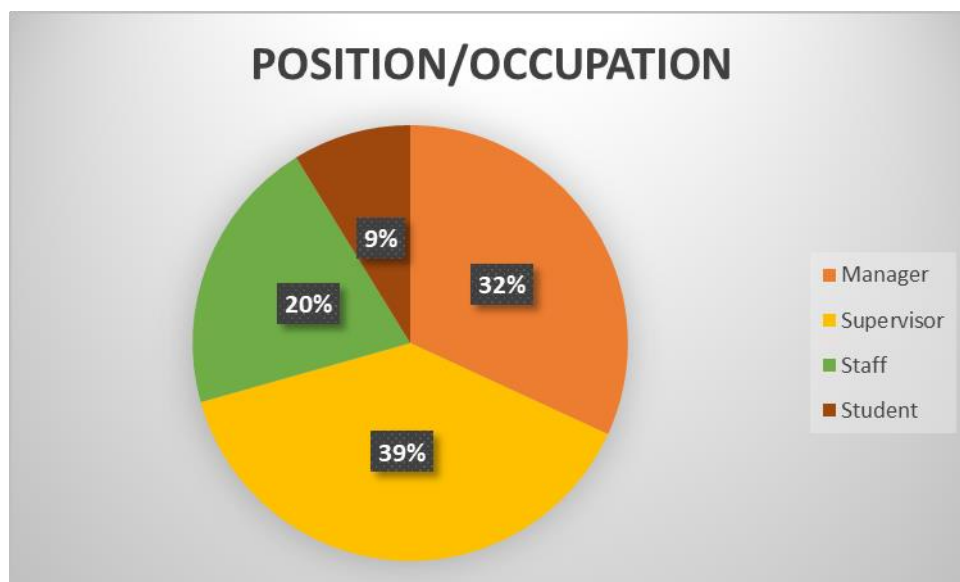
Figure 4.4.1.4: Frequencies and Percentage of Respondent's Position/Occupation in Company

Table 4.4.1.4 and Figure 4.4.1.4 show the frequency and percentage of respondents about position/occupation of respondents. A total of 62 respondents (38.8%) in the position of supervisor have answered the survey questions. While 51 respondents (31.9%) in the position of manager have also answered this survey question and respondents in position staff recorded the number of respondents which is a total of 33 people (20.6%). For the student, the lowest number was recorded, which is only 14 respondents (8.8%) who answered this survey question.

4.4.1.5 Monthly Turnover

5. Monthly Turnover / Perolehan Bulanan:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	Less than RM4000	66	41.3	41.3	41.9
	More than RM6000	17	10.6	10.6	52.5
	RM4100 – RM5000	41	25.6	25.6	78.1
	RM5100 – RM6000	35	21.9	21.9	100.0
	Total	160	100.0	100.0	

Table 4.4.1.4: Frequency and Percentage of Monthly Turnover
(Source: SPSS Output)
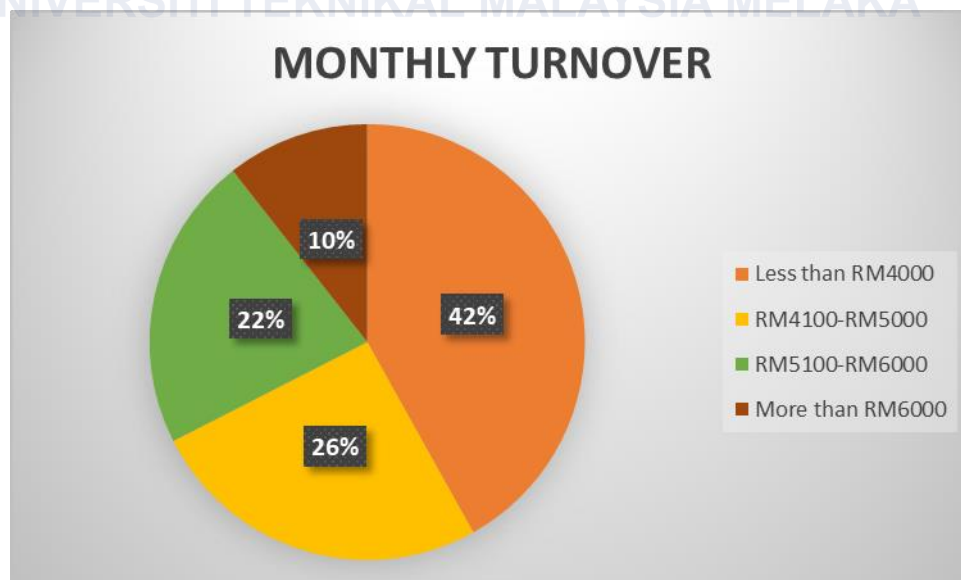
Figure 4.4.1.5: The Chart of Monthly Turnover

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Table 4.4.1.5 and Figure 4.4.1.5 shows the frequency and percentage of respondents' restaurant monthly turn over. Highest number of respondents recorded are the ones who receive less than RM4000 monthly, which are 67 of them equivalent to (41.9%). While a total of 41 respondents (25.6%) whose restaurant's monthly turnover is RM4100 - RM5000. There are also respondents who receive RM5100 – RM6000 also answered this survey question, which is a total of 35 people (21.9%). And finally, there are only 17 respondents who receive more than RM6000 per month, which is equivalent to 10.6%.

4.4.1.6 Social Media to Review the Restaurant's Menu

6. Do you use social media to review the restaurant's menu ? / Adakah anda menggunakan media sosial untuk menyemak menu restoran?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	No / Tidak	61	38.1	38.1	38.8
	Yes / Ya	98	61.3	61.3	100.0
	Total	160	100.0	100.0	

Table 4.4.1.6: Frequency and Percentage of Social Media to Review the Restaurant's Menu
(Source: SPSS Output)
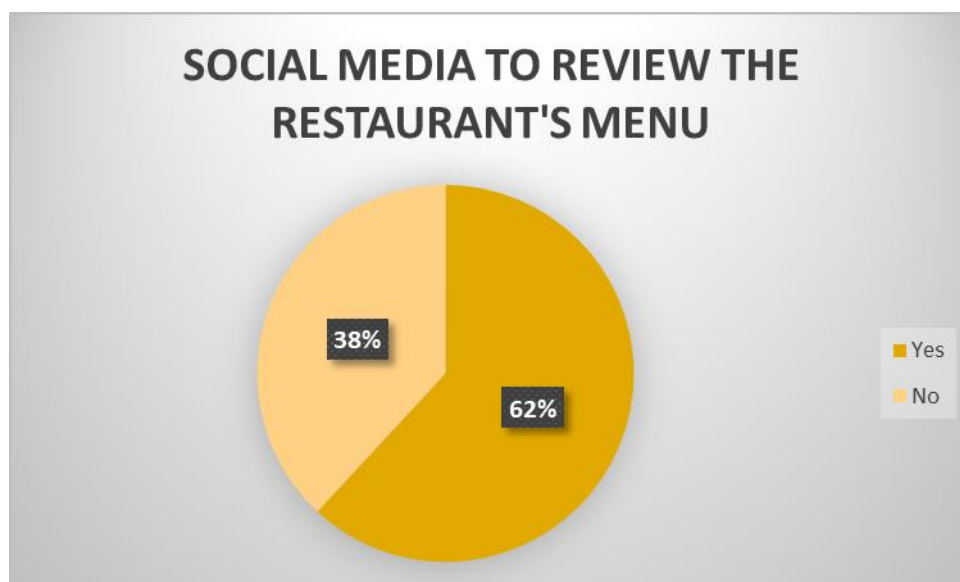
Figure 4.4.1.6: Frequencies and Percentage of Social Media to Review Restaurant's Menu

Table 4.4.1.6 and Figure 4.4.1.6 show the frequency and percentage of respondent who answered the question "Do you use social media to review the restaurant's menu?". A total of 99 respondents (61.9%) answered "YES" to the question. While 61 respondents (38.1%) who choose the option "NO".

4.4.1.7 Restaurant Will Gain More After the Review of Social Media Influencers

7. Do the restaurant will gain more after the review of social media influencers ? / Adakah restoran akan mendapat lebih banyak keuntungan selepas semakan pengaruh media sosial?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	No / Tidak	75	46.9	46.9	47.5
	Yes / Ya	84	52.5	52.5	100.0
	Total	160	100.0	100.0	

Table 4.4.1.7: Frequency and Percentage of Restaurant Will Gain More After the Review of Social Media Influencers

(Source: SPSS Output)
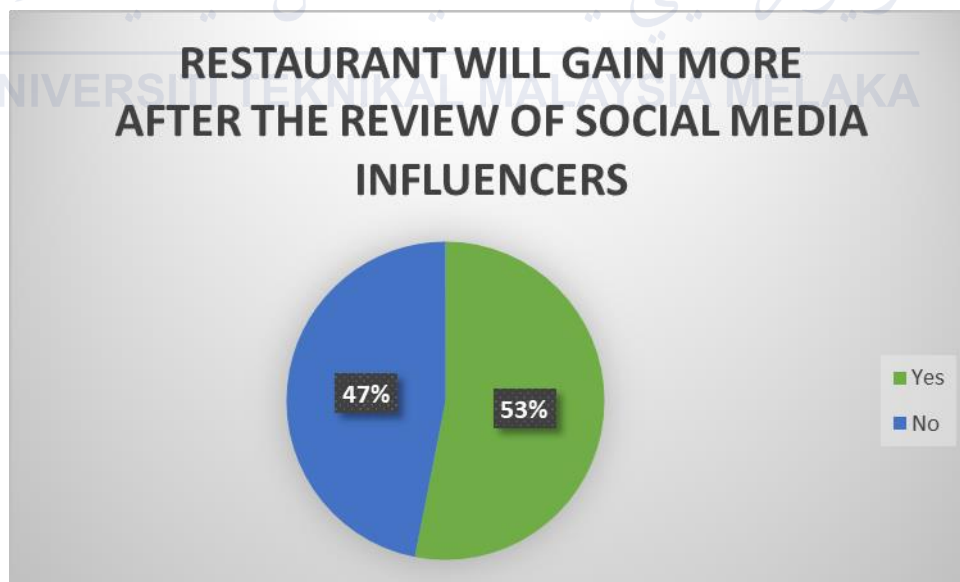
Figure 4.4.1.7: Frequencies and Percentage of Restaurant Will Gain More After the Review of Social Media Influencers

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Table 4.4.1.7 and Figure 4.4.1.7 show the frequency and percentage of respondent who answered the question "Do the restaurant will gain more after the review of social media influencers?". A total of 85 respondents (53.1%) answered "YES" to the question. While 75 respondents (46.9%) who choose the option "NO".

4.4.1.8 Advertisement on Mass Media Are Still Attractive

8. Do you find advertisement on mass media are still attractive ? / Adakah anda mendapati iklan di media massa masih menarik?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	No / Tidak	61	38.1	38.1	38.8
	Yes / Ya	98	61.3	61.3	100.0
	Total	160	100.0	100.0	

Figure 4.4.1.8: Frequencies and Percentage of Advertisement on Mass Media Are Still Attractive

(Source: SPSS Output)
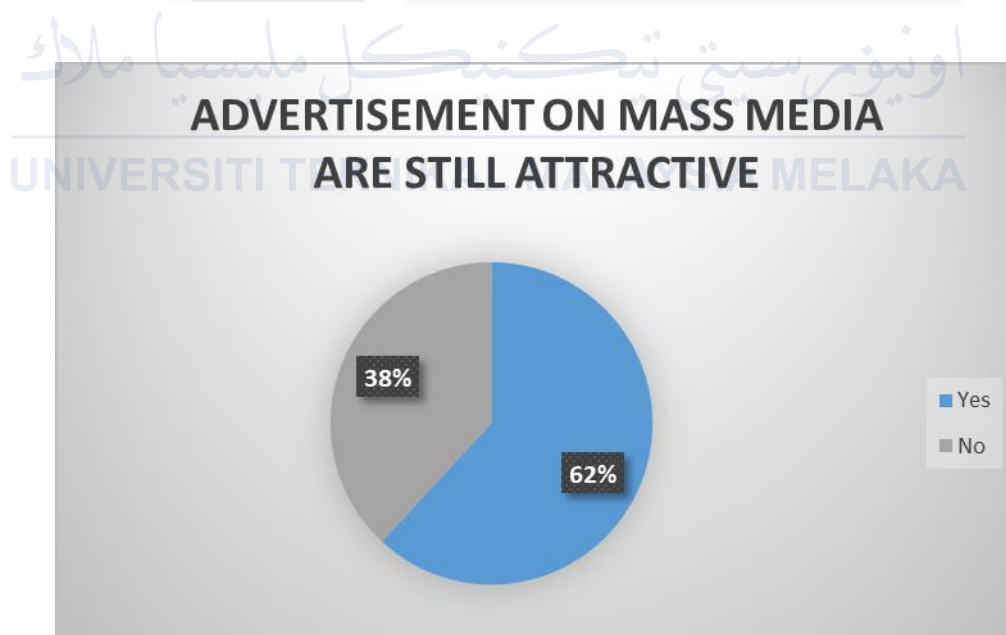
Figure 4.4.1.8: Frequencies and Percentage of Advertisement on Mass Media Are Still Attractive

Table 4.4.1.8 and Figure 4.4.1.8 show the frequency and percentage of respondent who answered the question "Do you find advertisement on mass media are still attractive?". A total of 99 respondents (61.9%) answered "YES" to the question. While 61 respondents (38.1%) who choose the option "NO".

4.4.1.9 Social Media Are Using Daily

9. Which of the following social media are you using daily ? You may choose more than one / Antara media sosial berikut, yang manakah anda gunakan setiap hari? Anda boleh memilih lebih daripada satu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	Facebook	48	30.0	30.0	30.6
	Instagram	18	11.3	11.3	41.9
	TikTok	66	41.3	41.3	83.1
	WhatsApp	17	10.6	10.6	93.8
	Youtube	10	6.3	6.3	100.0
	Total	160	100.0	100.0	

Figure 4.4.1.9: Frequencies and Percentage of Social Media Are Using Daily

(Source: SPSS Output)
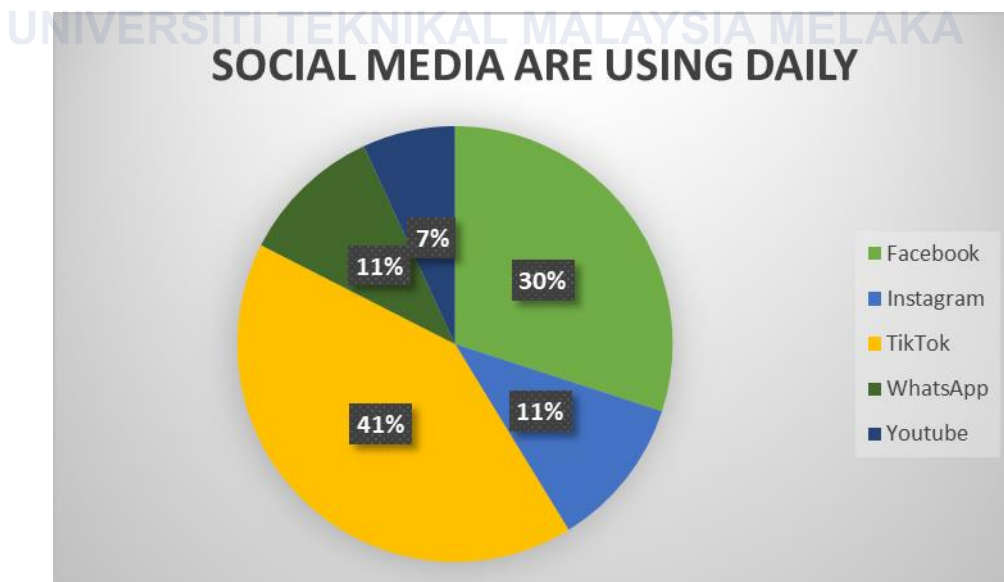
Figure 4.4.1.9: Frequencies and Percentage of Social Media Are Using Daily

Table 4.4.1.9 and Figure 4.4.1.9 show the frequency and percentage of respondents who answered the question "Which of The Following social media Are You Using Daily?". The highest respondents were TikTok, a total of 66 people (41.3%). While the second highest are Facebook of 48 people (30.0%). In addition, 18 choose Instagram as a social media using daily (11.3%) and 17 people choose WhatsApp (10.6). Lastly, the low percentage of 6.3%, which is a total of 11 respondents who choose Instagram.

4.4.1.10 Location of The Restaurant Business

10. What is the location of the restaurant business in which you are mostly involved ? / Apakah lokasi perniagaan restoran yang kebanyakan anda terlibat ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	Both / Kedua-duanya	49	30.6	30.6	31.3
	Malacca / Melaka	73	45.6	45.6	76.9
	Terengganu / Terengganu	37	23.1	23.1	100.0
	Total	160	100.0	100.0	

Figure 4.4.1.10: Frequencies and Percentage of Location of the Restaurant Business
(Source: SPSS Output)
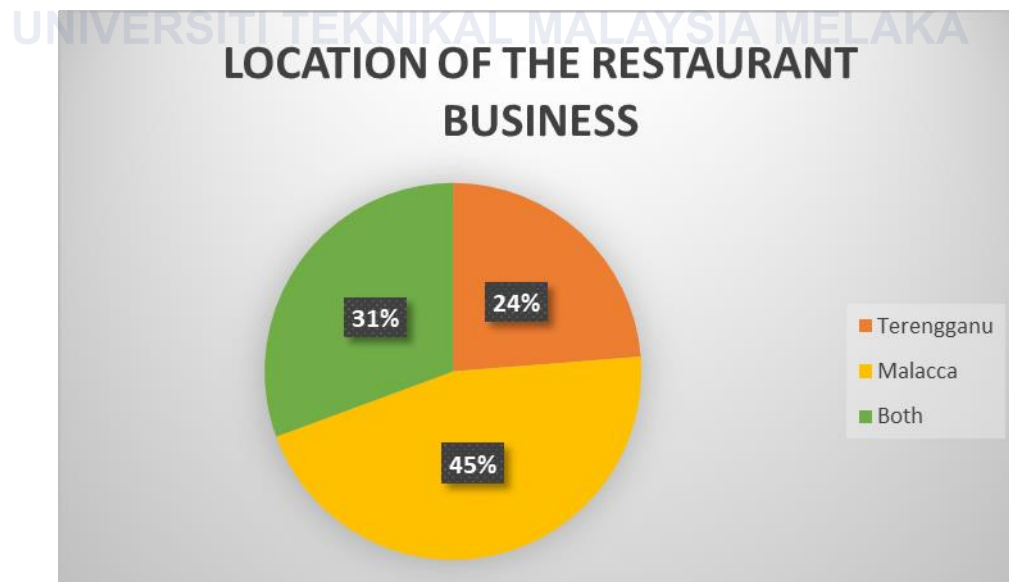
Figure 4.4.1.10: Frequencies and Percentage of Location of the Restaurant Business

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Table 4.4.1.10 and Figure 4.4.1.10 show the frequency and percentage of respondents "What is the location of the restaurant business in which you are mostly involved?". The highest respondents were Malacca, a total of 73 people (45.6%). While the second highest are both location, which is Malacca and Terengganu of 49 people (30.6%). Lastly, the low percentage of (23.8%), which is a total of 38 respondents who choose Terengganu state.

4.4.1.11 Category of Residence

11. Category of Residence / Kategori Kediaman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	Hidden Location / Lokasi Tersembunyi	10	6.3	6.3	6.9
	Island Community / Masyarakat Pulau	28	17.5	17.5	24.4
	Remote / Terpencil	36	22.5	22.5	46.9
	Rural / Luar Bandar	23	14.4	14.4	61.3
	Suburban / Pinggir Bandar	35	21.9	21.9	83.1
	Urban / Bandar	27	16.9	16.9	100.0
	Total	160	100.0	100.0	

Figure 4.4.1.11: Frequencies and Percentage of Category of Residence

(Source: SPSS Output)

Figure 4.4.1.11: Frequencies and Percentage of Category of Residence

50
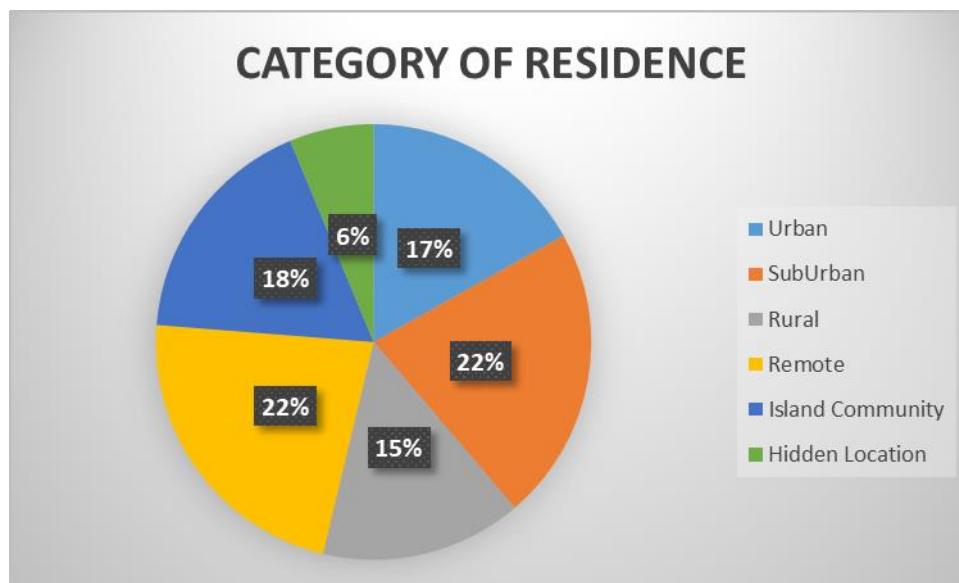
Table 4.4.1.11 and Figure 4.4.1.11 show the frequency and percentage of respondent's category of residence. The highest respondents were remote, a total of 36 people (22.5%). While the second highest are Suburban of 35 people (21.9%). In addition, 28 choose Island Community as their category of residence (17.5%). While Urban and Rural recorded 16.9% of 27 respondents and 15.0% of 24 respondents. Lastly, the low percentage of 6.3%, which is a total of 10 respondents who choose Hidden Location.

4.4.1.12 Type of Restaurant Business May Have Experience With

12. Type of restaurant business may have experience with (may choose more than 1) / Jenis perniagaan restoran yang mungkin anda mempunyai pengalaman dengan (boleh memilih lebih daripada 1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	Cafe/Bistro/Diner / Kafe/Bistro/Kedai makan	38	23.8	23.8	24.4
	Casual / Santai	20	12.5	12.5	36.9
	Fast Casual / Kasual Pantas	18	11.3	11.3	48.1
	Fast Food / Makanan Segera	25	15.6	15.6	63.7
	Fine Dining / Restoran Mewah	34	21.3	21.3	85.0
	Street Stall / Gerai Jalanan	24	15.0	15.0	100.0
	Total	160	100.0	100.0	

Figure 4.4.1.12: Frequencies and Percentage of Type of Restaurant Business May Have Experience With

(Source: SPSS Output)
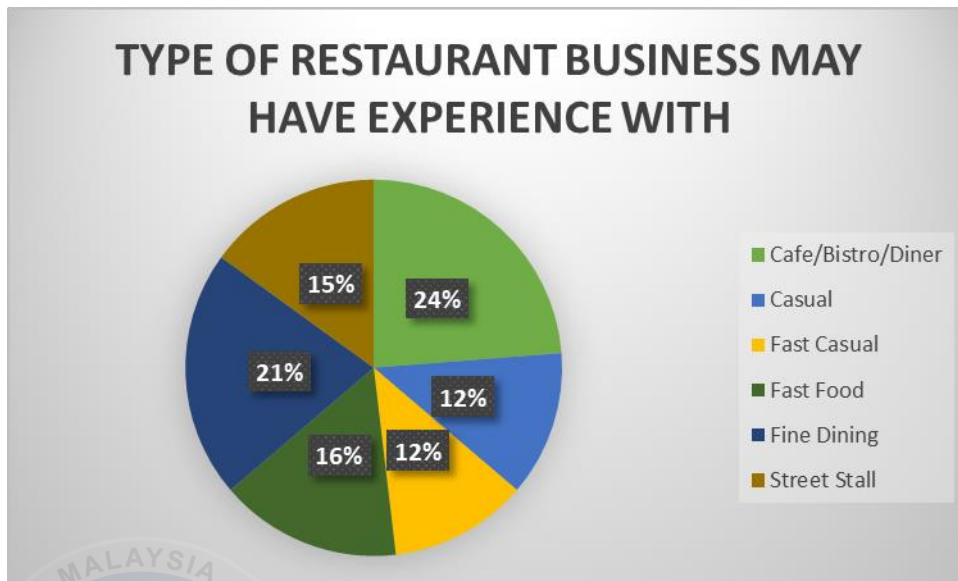
51

Figure 4.4.1.12: Frequencies and Percentage of Type of Restaurant Business May Have Experience With

Table 4.4.1.12 and Figure 4.4.1.12 show the frequency and percentage of type of restaurant business may have experience with. The highest respondents were café/bistro/diner, a total of 38 people (23.8%). While the second highest are fine dining of 34 people (21.3%). In addition, 25 choose fast food as their category of residence (15.6%). While street stall and casual recorded 15.0% of 24 respondents and 12.5% of 20 respondents. Lastly, the low percentage of 11.9%, which is a total of 19 respondents who choose fast casual.

4.5 CROSS TABULATION

Cross tabulation can be defining data tables that display not only the results of the entire group of respondents, but also the results from specifically defined subgroups.

4.5.1 Gender, Age Cross Tabulation

In the study of the Impact of Social Media on Consumers' Purchasing Behaviour in Malaysian Restaurant, the researcher chose gender and age cross tabulation as for comparison.

Gender	Age				Total
	18 - 27 years old	28 - 37 years old	38 - 47 years old	Above 48 years old	
Male	28	18	18	7	71
Female	23	27	27	12	89
Total	51	45	45	19	160

Table 4.5.1: Gender and Age Cross Tabulation
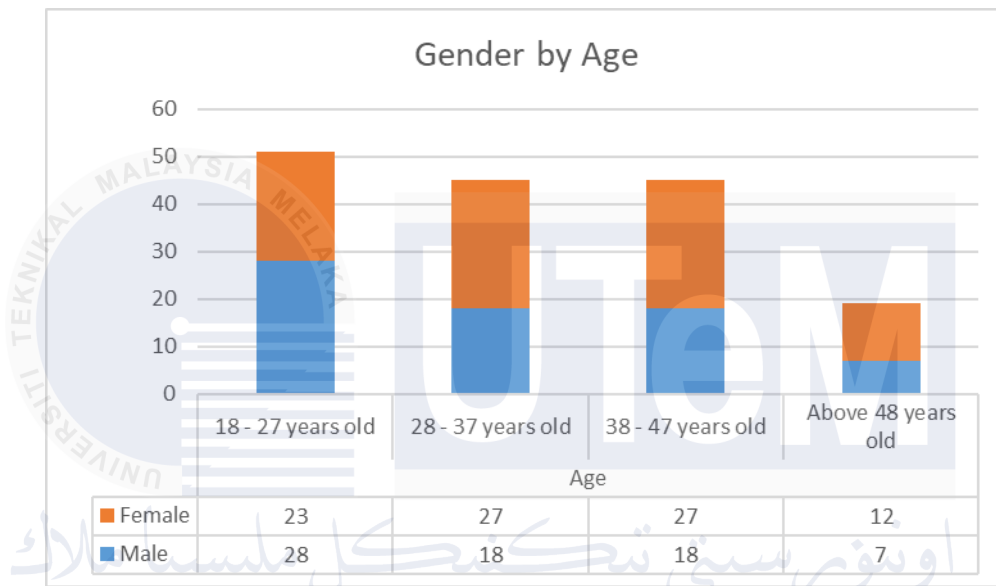
Figure 4.5.1: Gender and Age Cross Tabulation

4.5.2 Level of Education, Monthly Turnover Cross Tabulation

In the study of the Impact of Social Media on Consumer' Purchasing Behaviour in Malaysian Restaurant the researcher chose level of education and monthly turnover cross tabulation as for comparison.

		Monthly Turnover				Total
		Less than RM4000	RM4100 – RM5000	RM5100 – RM6000	More than RM6000	
Level of Education	Secondary Level	9	4	2	1	16
	STPM/Diploma	30	4	12	2	48
	Degree	20	23	5	4	52
	Master	6	8	5	9	28
	PhD	2	2	11	1	16
Total		67	41	35	17	160

Table 4.5.2: Level of Education, Monthly Turnover Cross Tabulation
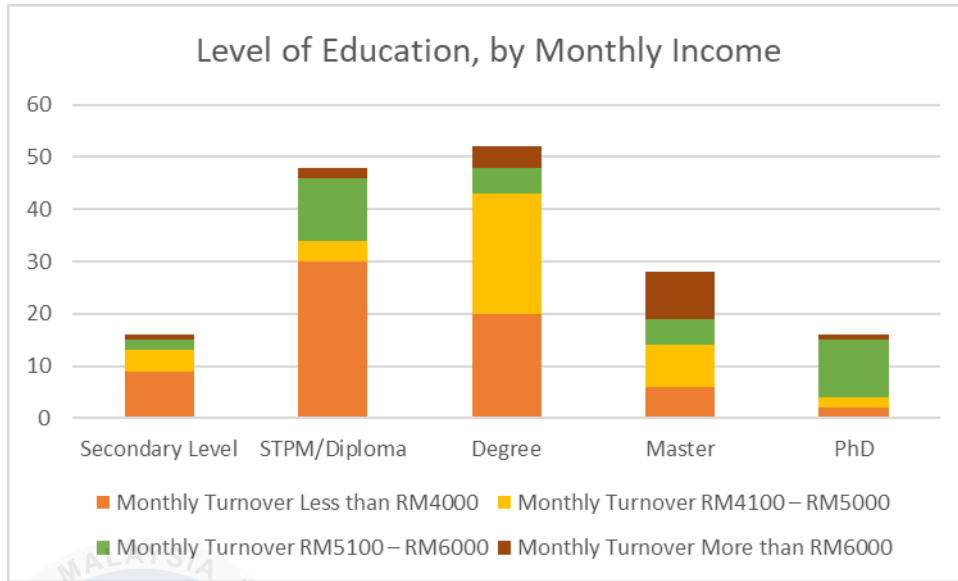
Figure 4.5.2: Level of Education, Monthly Income Cross Tabulation

4.5.3 Social Media are Using Daily, Location of Restaurant Business

In the study of the Impact of Social Media on Consumers' Purchasing Behaviour in Malaysian Restaurant the researcher chose level of social media using daily and location of restaurant business cross tabulation as for comparison.

		What is location of the restaurant business in which you are involved?			Total
		Terengganu	Malacca	Both	
Which of the following social media are you using daily?	Facebook	14	22	13	48
	TikTok	15	32	19	66
	Instagram	5	7	6	18
	Youtube	3	4	3	11
	WhatsApp	1	8	8	17
Total		38	73	49	160

Table 4.5.3: Social Media are Using Daily, Location of Restaurant Business
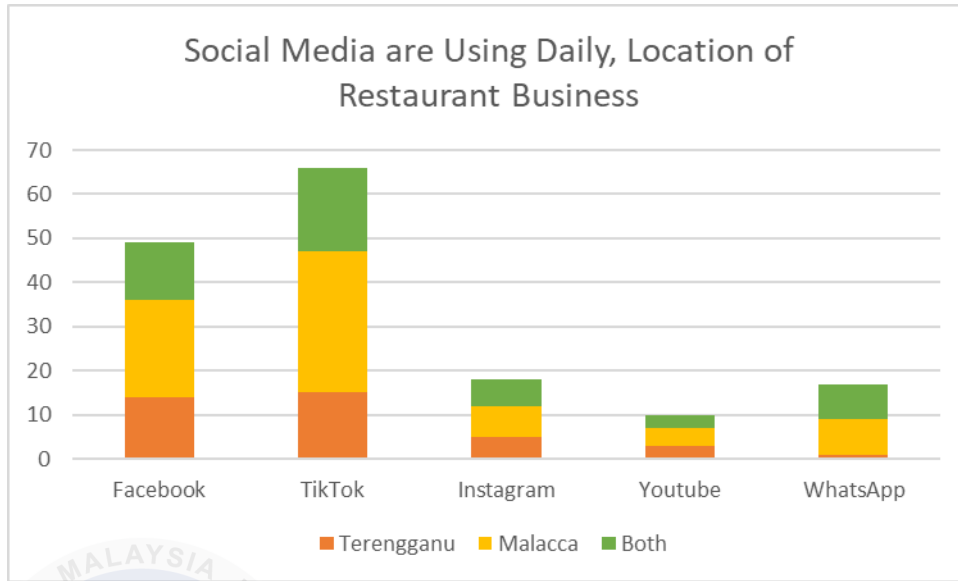
Figure 4.5.3: Social Media are Using Daily, Location of Restaurant Business

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4.6 DESCRIPTIVE ANALYSIS OF THE RELATIONSHIP VARIABLES

A descriptive statistic for each variable analysis and interprets the respondents' perspectives on the variables included in the conceptual framework. The level of agreement in this study was determined using 5-point Likert scale, with 1 indicating strongly disagree, 2 indicating disagree, 3 neutral, 4 indicating agree, and 5 indicating strongly agree. The low range of mean scores is 1.0-2.33, the intermediate range is 2.34-3.67, and the high range is 3.68- 5.0. The following table provides statistics for each variable, as well as the proportion of people who participated in the survey and gave their responses, on a Likert Scale ranging from 1 until 5.

4.6.1 Electronic Word of Mouth (E-WOM)

Descriptive Statistics

	N	Mean	Std. Deviation
Buzz marketing can influence consumer purchase decision.	160	3.73	1.159
Viral marketing can attract consumer purchase decision easily.	160	3.65	1.100
Community marketing (supporting such communities as fan clubs) influence consumer purchase decision.	160	3.82	1.355
Conversation creation (emails, promotions, or anything else designed to generate WOM) influence consumer purchasing decisions.	160	3.84	1.258
Referral programs (giving satisfied customers the opportunity to spread the word using various tools) have an impact on consumer purchasing behaviour.	160	3.87	1.234
Valid N (listwise)	160		

Table 4.6.1: Descriptive Analysis of Electronic Word of Mouth

(Source: SPSS Output)

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From Table 4.6.1 the findings reveal that the maximum mean of Electronic Word of Mouth was (M=3.87) with the items on " Referral programs (giving satisfied customers the opportunity to spread the word using various tools) have an impact on consumer purchasing behaviour.". The standard deviation value is 1.234. Meanwhile, the lowest mean value shows the item on "Viral marketing can attract consumer purchase decision easily.", which the value (M=3.65) and the standard deviation was 1.100. The minimum rating scale for each item was 1 and the higher rating scale was 5.

4.6.2 Higher Accessibility of Information

Descriptive Statistics

	N	Mean	Std. Deviation
Social media sites, are able to seek out our products and services information initiatively.	160	3.77	1.099
Consumers have prejudgement positive or negative towards a service before an actual consumption.	160	3.64	1.325
Information searching is easier via social media compared to mass media.	160	3.69	1.279
Consumers likely to change their mind about a restaurant after reading positive comments and reviews.	160	3.76	1.170
Consumers likely to share comments and reviews on social media after visiting a restaurant.	160	3.91	1.173
Valid N (listwise)	160		

Table 4.6.2: Descriptive Analysis of Higher Accessibility of Information

(Source: SPSS Output)

From Table 4.6.2 the findings reveal that the maximum mean of Higher Accessibility of Information was (M=3.91) with the items on "Consumers likely to share comments and reviews on social media after visiting a restaurant." The standard deviation value is 1.173. Meanwhile, the lowest mean value shows the item on "Consumers have pre-judgement positive or negative towards a service before an actual consumption.", which the value (M=3.64) and the standard deviation was 1.325. The minimum rating scale for each item was 1 and the higher rating scale was 5.

4.6.3 Social Media Advertisement

Descriptive Statistics

	N	Mean	Std. Deviation
It is easy to access the restaurant interactive menu through social media.	160	3.76	1.174
The information about ingredients and cooking process through social media is very useful.	160	3.68	.994
The visual appearance of an interactive menu in social media is attractive.	160	3.78	1.417
The social media make it easier to check menu variety for example healthy menu and halal menu offered in the restaurant.	160	3.89	1.244
The social media interactive menu to attracts consumers to try the restaurants.	160	3.65	1.077
Valid N (listwise)	160		

Table 4.6.3: Descriptive Analysis of Social Media Advertisement
(Source: SPSS Output)

The results from Table 4.6.3 show that the highest mean value for Social Media Advertisement was (M=3.89) with the items on "The social media make it easier to check menu variety for example healthy menu and halal menu offered in the restaurant.". The standard deviation value is 1.244. Meanwhile, the lowest mean value indicates the item on "The social media interactive menu to attracts consumers to try the restaurants." which is the value (M=3.65) and the standard deviation was 1.077. The minimum rating scale for each item was 1 and the highest rating scale was 5.

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4.6.4 Online Ordering System

Descriptive Statistics

	N	Mean	Std. Deviation
Consumers order via online is more convenient and faster.	160	3.54	1.207
Online ordering system has helped improved boost productivity and customer relationship management.	160	3.67	1.345
The social media help consumers to order online easily.	160	3.77	1.161
The restaurant online system helps consumers to locate the restaurant.	160	3.81	1.096
The social media helps to check the reservation availability for online booking.	160	3.89	1.232
Valid N (listwise)	160		

Table 4.6.4: Descriptive Analysis of Online Ordering System

(Source: SPSS Output)

The results from Table 4.6.4 show that the highest mean value for Online Ordering System was (M=3.89) with the items on " The social media helps to check the reservation availability for online booking.". The standard deviation value is 1.232. Meanwhile, the lowest mean value indicates the item on "Consumers order via online is more convenient and faster." which is the value (M=3.54) and the standard deviation was 1.207. The minimum rating scale for each item was 1 and the highest rating scale was 5.

4.6.5 Consumers' Purchasing Behaviour

Descriptive Statistics

	N	Mean	Std. Deviation
Technology is the best mechanism to influence consumers' purchasing behaviour.	160	3.94	1.185
The interactive promotion of the restaurant through the social media influences the consumers purchase decision.	160	4.23	1.299
Food promotion reminder through the social media influence the consumers purchase decision.	160	4.23	1.017
Advertising appeal of restaurant promotions through the technology influence the consumers purchase decision.	160	3.89	.894
The restaurant that uses technology gives a new dining experience to the consumers.	160	3.79	1.151
Valid N (listwise)	160		

Table 4.6.5: Descriptive Analysis of Consumers' Purchasing Behaviour
(Source: SPSS Output)

The results from Table 4.6.5 show that the highest mean value for Consumers' Purchasing Behavior was (M=4.23) with the items on "The interactive promotion of the restaurant through the social media influences the consumers purchase decision" and "Food promotion reminder through the social media influence the consumers purchase decision". The standard deviation value is 1.299 and 1.017. Meanwhile, the lowest mean value indicates the item on "The restaurant that uses technology gives a new dining experience to the consumers." which is the value (M=3.79) and the standard deviation was 1.151. The minimum rating scale for each item was 1 and the highest rating scale was 5.

4.7 RELIABILITY

The accuracy assessment seeks to determine whether or not the quality of the data contained in the questionnaire can be relied on, which is accomplished through the use of a reliability measurement. As a result, the researcher decided to calculate the study's reliability using Cronbach's Coefficient Alpha, the same method used in the pilot test.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.989	.990	25

Table 4.7: Reliability Statistic of Actual Survey

(Source: SPSS Output)

In this survey, the researcher uses Cronbach's Alpha Coefficient to examine the reliability of three independent variables and one dependent variable, which makes the total number of items that has been included in the questionnaire is 25 items, and it had been disseminated to 160 respondents. According to the data presented in the table that was just presented, the Cronbach's Alpha reliability test results for all of the variables add up to 0.989, which is an outstanding value for dependability.

4.8 PEARSON CORRELATION ANALYSIS

This researcher intends to investigate the relationship between the independent factors (Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System), on the one hand, and for the dependent variable (Consumers' Purchasing Behavior). According to Dr. Saul McLeod, (2020) Correlation means association, and it is a measure of how closely two variables are related. A correlational study can achieve three outcomes: a positive correlation, a negative correlation, or no correlation.

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The Pearson Correlation Coefficient is a measure of how well two variables are related. The correlation coefficient's strength is indicated in the table below.

Coefficient Range	Description of Strength
±0.81 to ±1.00	Very Strong
±0.61 to ±0.80	Strong
±0.41 to ±0.60	Moderate
±0.21 to ±0.40	Weak
±0.00 to ±0.20	Weak To No Relationship

Table 4.8: Strength of the Correlation Coefficient (Hair et al., 2010)

The independent and dependent variable use in this study is as follow:

a. Independent Variables: Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System

b. Dependent Variable: Consumers' Purchasing Behavior

4.8.1 Electronic Word of Mouth

Correlations

		Electronic Word of Mouth	Consumers' Purchasing Behaviour
Electronic Word of Mouth	Pearson Correlation	1	.699**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing Behaviour	Pearson Correlation	.699**	1
	Sig. (2-tailed)	<.001	
	N	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8.1: Correlation Analysis of Electronic Word of Mouth
(Source: SPSS Output)

According to the data presented in Table 4.8.1, which can be found above, the value of the correlation between Electronic Word of Mouth, which acts as the independent variable, and consumers' purchasing behavior, which acts as the dependent variable, has a value of 0.699. This indicates that the two concepts have a strong relationship. As a result, it appears that there is a substantial relationship

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between Electronic Word of Mouth and Consumers' Purchasing Behavior. Thus, these two variables have a strong relationship.

4.8.2 Higher Accessibility of Information

Correlations

		Higher Accessibility of Information	Consumers' Purchasing Behaviour
Higher Accessibility of Information	Pearson Correlation	1	.752**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing Behaviour	Pearson Correlation	.752**	1
	Sig. (2-tailed)	<.001	
	N	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8.2: Correlation Analysis of Higher Accessibility of Information

(Source: SPSS Output)

The value of the correlation between Higher Accessibility of Information as the independent variable and Consumers' Purchasing Behavior as the dependent variable is 0.752, which indicates that there is only a moderate association between the two variables. As a result, research appears that there is a substantial relationship between Higher Accessibility of Information towards consumers' purchasing behavior. Thus, these two variables have a strong relationship.

4.8.3 Social Media Advertisement

Correlations

		Social Media Advertisement	Consumers' Purchasing Behaviour
Social Media Advertisement	Pearson Correlation	1	.714**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing Behaviour	Pearson Correlation	.714**	1
	Sig. (2-tailed)	<.001	
	N	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8.3: Correlation Analysis of Social Media Advertisement

(Source: SPSS Output)

Based on the table 4.8.3 above, the correlation value of Social Media Advertisement as the independent variable and Consumers' Purchasing Behavior as the dependent variable have moderate relationship because the value is 0.714. Thus, it is indicated that there is a significant relationship between satisfactions towards Consumers' Purchasing Behavior. Thus, these two variables have a strong relationship.

4.8.4 Online Ordering System

Correlations

		Online Ordering System	Consumers' Purchasing Behaviour
Online Ordering System	Pearson Correlation	1	.753**
	Sig. (2-tailed)		<.001
	N	160	160
Consumers' Purchasing Behaviour	Pearson Correlation	.753**	1
	Sig. (2-tailed)	<.001	
	N	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8.3: Correlation Analysis of Online Ordering System

(Source: SPSS Output)

According to the table 4.8.3 above, the correlation value of Online Ordering System as independent variable and consumers' purchasing behavior as dependent variable have moderate relationship because the value 0.753. Thus, it is indicated that there is a significant relationship between satisfactions towards Consumers' Purchasing Behavior. Thus, these two variables have a strong relationship.

4.9 MULTIPLE REGRESSION ANALYSIS (MRA)

Multiple regression analysis uses more than one independent variable to explain variance in a dependent variable. Multiple regression tests are used by researchers to test the results of independent variables at the same time. This section will assess the concurrent effects of independent and dependent variables. According to the multiple regression results, the overall correlation coefficient value is R=0.822.

This is demonstrated in the model summary. R square = 0.676, which implies that 67.6 per cent of the variation in dependent variables (Consumers' Purchasing Behavior) can be clarified by the independent variables (Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement, Online Ordering System).

4.9.1 Model Summary of MRA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.822^a	.676	.668	2.97782	.676	80.956	4	155	<.001

a. Predictors: (Constant), IV4, IV2, IV1, IV3

Table 4.9.1: Multiple Linear Regressions of All Variable (MRA)
(Source: SPSS Output)

Based on the research analysis by Multiple Linear Regressions Analysis (MRA) above, the correlation coefficient (R) value is 0.822 which is indicates that have four independent variables (Electronic Word of Mouth. Higher Accessibility of information, Social Media Advertisement, Online Ordering System) are highly correlated to the dependent variable. This indicates that the respondents have a favorable outlook. In addition, the outcome of this research's coefficient of determination, R^2, demonstrates that a total variance of one hundred percent in Consumers' Purchasing Behavior can be described by each of the research's four independent variables individually.

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4.9.2 ANOVA

ANOVA (Analysis of Variance) is a statistical test used to compare the means of more than two groups. A single independent variable is used in a one-way ANOVA, whereas two independent variables are used in a two-way ANOVA.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2871.492	4	717.873	80.956	<.001[b]
	Residual	1374.452	155	8.867		
	Total	4245.944	159			

a. Dependent Variable: IV5

b. Predictors: (Constant), IV4, IV2, IV1, IV3

Table 4.9.2: Multiple Linear Regressions of All Variable (ANOVA)

(Source: SPSS Output)

From the ANOVA table above, it shows that the significance level (p-value) of the Multiple Linear Regression (MRA) test is <.001 that is below than alpha value of 0.04 which is a 4% level of confidence for this result. Therefore, it means that the overall multiple regressions of the relationship between consumers' purchasing behavior with electronic word of mouth, higher accessibility of information, social media advertisement, online ordering system.

4.9.3 COEFFICIENTS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.164	.835		9.779	<.001
	Electronic Word of Mouth	-.775	.208	-.873	-3.727	<.001
	Higher Accessibility of Information	.792	.172	.872	4.609	<.001
	Social Meia Advertisement	-1.606	.313	-1.736	-5.126	<.001
	Online Ordering System	2.239	.313	2.485	7.160	<.001

a. Dependent Variable: Consumers' Purchasing Behaviour

Table 4.9.2: Multiple Linear Regressions of All Variable (Coefficient)

(Source: SPSS Output)

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Based on the Model 1 in the table above, it is determined that the results of coefficient between independent variables and dependent variable. Table above shows the result of t-value and p-value (significant level) for hypothesis test. A t-value of more than 1.96 with significant level of less than 0.05 indicates an acceptance of alternative hypothesis in this research.

For the independent variable of perceived electronic word of mouth, it is significant to enhance consumers' purchasing behavior because the p-value is <0.001 that is less than alpha value 0.05. The correlation relationship between Electronic Word of Mouth and Consumers' Purchasing Behavior showing a strong relationship because the significant level is less than 0.05.

For the perceived Social Media Advertisement, it is significant to enhance consumers' purchasing behavior because the p-value is <0.001 that is also less than alpha value 0.05. The correlation relationship between Social Media Advertisement and Consumers' Purchasing Behavior showing a strong relationship because the significant level is less than 0.05.

However, the independent variable for higher accessibility of information shows the p-value is more than alpha value 0.08 that is 0.389, which means it is not significant to enhance consumers' purchasing behavior. The correlation relationship between higher accessibility of information and Consumers' Purchasing Behavior showing a not significant relationship because the significant level is more than 0.05.

Meanwhile, for the online ordering system shows significant increases the consumers' purchasing behavior because the p-value is <0.001. The correlation relationship between online ordering system and Consumers' Purchasing Behavior showing a strong relationship because the significant level is less than 0.05.

4.9.4 Hypothesis Testing

To test the research hypotheses, regression analysis was used to evaluate the influence of independent variables. These analyses will determine whether or not the results are acceptable. The hypothesis can be supported since the T-value is more than 1.96 and the P-value is less than 0.05. If the P-value is larger than 0.05, there was no significant influence of the independent variable on the dependent variable. In the regression analysis Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement and Online Ordering System were independent variables of this research and the Consumers' Purchasing Behavior were the dependent variable.

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Hypothesis 1: Electronic of Mouth

H1: There is a significant relationship between E-WOM and consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = -0.775 and t-value = -3.727 at significance level of 0.001 which is less than 0.05. It means that electronic of mouth has no significant relationship with consumers' purchasing behavior and its t- value is smaller than 1.96. Therefore, alternative hypothesis H1 is not accepted.

Hypothesis 2: Higher Accessibility of Information

H2: There is a significant relationship between Higher Accessibility of information and consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = 0.792 and t-value 4.609 at significance level of 0.001 which is less than 0.05. It means that higher accessibility of information has significant relationship with consumers' purchasing behavior its t- value is greater than 1.96. Therefore, alternative hypothesis H2 is accepted. According to Park and Tiwa's (2020) research, the need for information, the attitude toward data, the requirement for information, and the credibility, quality, effectiveness, and adoption of information are the most important variables that determine higher accessibility of information in social media and consumer loyalty.

Hypothesis 3: Social Media Advertisement

H3: There is a significant relationship between Social Media Advertisement and consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = -1.606 and t-value = -5.126 at significance level of 0.001 which is less than 0.05. It means that social media advertisement has no significant relationship with consumers' purchasing behavior and its t- value is smaller than 1.96. Therefore, alternative hypothesis H3 is not accepted.

Hypothesis 4: Online Ordering System

H4: There is significant availability of the online ordering system has significant a positive effect on consumers' purchasing behavior in the restaurant sector.

The regression result indicates that the Beta value = 2.239 and t-value = 7.160 at significance level of 0.001 which is less than 0.05. It means that Online Ordering System has significant relationship with consumers' purchasing behavior its t- value is greater than 1.96. Therefore, alternative hypothesis H4 is accepted. Anyone may easily track the orders, keep a database of customers, and improve food delivery service by using the online meal menu. The user can select the food items that they want from the menu that is being displayed thanks to this technology. Humaira Akter (2016)

Hypothesis	Results
H1: There is a significant relationship between E-WOM and consumers' purchasing behavior in the restaurant sector.	Not accepted
H2: There is a significant relationship between Higher Accessibility of information and consumers' purchasing behavior in the restaurant sector.	Accepted
H3: There is a significant relationship between Social Media Advertisement and consumers' purchasing behavior in the restaurant sector.	Not accepted
H4: There is significant availability of the online ordering system has significant a positive effect on consumers' purchasing behavior in the restaurant sector.	Accepted

4.10 SUMMARY

In this chapter, five methods of analysis were utilized to evaluate the data acquired through questionnaires from 160 respondents: reliability analysis, descriptive statistic analysis, correlation analysis, regression analysis, and hypothesis testing. The SPSS 29 version was used to gather and analyze all of the data. The next chapter will be Chapter 5 which will summarize about the overall analysis that had been analyze including discussion and limitation of this study. Lastly, recommendation for future research also will be discuss at the next chapter and the next chapter will be discussed further about final conclusion on the achieving of objectives.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

The researcher summarized the entire research results and outcomes in this final chapter. As an example, the results of the analysis were related to the research objectives discussed in the previous chapter. In addition, the researcher gave an overview of the limitations, implications, and recommendations of this research to other researchers as a guide for future research in this related study.

5.2 SUMMARY OF FREQUENCY ANALYSIS

Based on the data analysis in Chapter 4, the number of respondents that answers this survey is 160 respondents. Respondents that contributed in this survey consists of 71 of male which is 44.4% and 89 of female respondents which is indicates 55.6%. Majority of the respondents belong to the age group 18-27 years old with 51 respondents which is 31.9% from the range of age. Besides, from the total 160 respondents, the mainly of the level education are degree holders with 52 respondents that represent 32.5% and for the position in company mostly choose supervisor, which is recorded 62 respondents represent 38.8%. Besides, for the restaurant monthly turn over mostly choose less than RM4000 which is indicates 67 respondents or 41.9%. Furthermore, mostly respondents choose TikTok as their social media that are using daily which is indicates 66 respondents representing 41.3%. of the total 160 respondents. Among the 160 respondents, most of respondents that are 73 respondents which is 45.6% that choose Malacca location of the restaurant business that there are involved. Lastly, from the total 160 respondents, the mainly of the category of residence with 36 respondents that represent 22.5% and for the type of restaurants business may have experience with mostly choose café/bistro/diner, which is recorded 38 respondents represent 23.8%.

5.3 DISCUSSION ON RESEARCH OBJECTIVES

In this study, three objectives must be met after the data from the questionnaire has been analyzed, and nearly 160 respondents participated in this survey to provide the results for the researcher to achieve the research objective, as listed below: -

5.3.1 Objective 1: To explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia.

The first general objective for this research is to explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia. Regarding of objective 1, all the businesses owners believe that electronic media can help and give an effect them promote their services and physical goods, which will eventually profit them. According to Weaver et al. (2017) and Porter (2001), businesses must rely on technology to survive. Digital marketing, which includes mobile smart marketing, social networking sites. mobile applications, and mobile websites, is one of the most recent marketing trends (Horner & Swarbrooke, 2016).

According to the descriptive analysis result, based on the results of the third sub-variable of Electronic Word of Mouth, majority most of respondents choose strongly to agree that "Community marketing (supporting such communities as fan clubs) influence consumer purchase decision." is about 46.3% of the respondents. Besides, according to Subrahmanyam et al. (2008)'s research, people frequently communicate with one another on social networking sites and mobile applications. Further to that, Ostrow (2009) asserted that the use of social networking sites is increasing on a daily basis. Statista (2018), on the other hand, confirmed that Facebook allegedly has 207 billion accounts, whereas Twitter had 330 million followers by the end of the third quarter in 2017.

5.3.2 Objective 2: To investigate the impact of social media towards consumers' purchasing behavior being practiced by restaurants within industries in Malaysia

According to Sahil Nalkande (2022) consumers' purchasing behavior is significantly influenced by social media reviews. Social media is a constantly changing source of social proof, which is an important factor to consider when making a purchase. More than half (51%) of consumers read reviews on forums or social media before purchasing a product or service. Social media will

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impact to the consumer behavior via customers increasingly make direct purchases on social media platforms. Social media is almost as popular as TV or radio advertisements and word-of-mouth marketing for learning about brands. Three out of every ten consumers said they would prefer to learn about brands in this way in the future. However, consumers are increasingly turning to social media to find brands and make purchases from them.

According to the descriptive analysis result, based on the results of the fifth sub-variable of Social Media Advertisement majority of the respondents choose strongly agree and agree that "The social media interactive menu to attracts consumers to try the restaurants" is about 21.9%% and 41.9% of the respondents. According to the Rob FitzGerald (2019) in this day and age, social media has become an indispensable tool for online consumers. It's not surprising that businesses of all sizes have turned to social media to find and connect with their target audience. Consumers are 71% more likely to make a purchase based on social media referrals, according to the data.

5.3.3 Objective 3: To examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia.

The result on the Pearson's Correlation Analysis of this study discovers the answer for the second objective research objective that is to examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia. The result from that analysis shows that the correlation between consumers' purchasing behavior and four independent variables which is electronic word of mouth (0.699), higher accessibility of information (0.752). social media advertisement (0.714) and online ordering system (0.753). The coefficient rages of the four independent variables are in between ± 0.41 - ± 0.70 which is indicated that the relationship between this variable is a moderate relationship. So, it means that, there are very strong positive relationships between four independent variables (electronic word of mouth, higher accessibility of information, social media advertisement and online ordering system) and dependent variable (consumers' purchasing behavior). Hence, these four independent variables examine the most impacted of social media is significantly towards consumers' purchasing behavior in restaurants in Malaysia.

According to J. Park, H. Hyun, T. Thavisay (2021) In light of its importance in influencing consumer purchasing behavior, the use of social media for communicating and promoting new or existing products or services has increased dramatically in recent years. Meanwhile, A.K. Kar, A.K.

Kushwaha (2021) when consumers are looking for important information about a brand, they frequently use social media. As smart phones and wireless devices have grown in popularity, social media sites have emerged as the most viable option for conducting brand research. The recent study, Chhonker, M.S. Verma, D., Kar, A.K. & Grover, P. (2018) The widespread availability of the internet and new smart phones has made it easier for businesses to help spread important information online and connect with customers.

5.4 LIMITATIONS OF THE STUDY

Despite significant efforts to obtain a larger sample size impact of social media on consumers' purchasing behavior in Malaysia restaurants, the final sample size used in this study is somewhat limited; thus, any application of its findings should be cautious. Although the results of the analysis are statistically significant, there we several limitations to the study that were found while conducting this research. Researcher had distributed 160 questionnaires to the respondent. The respondent of this research was focus on an owner restaurant that use social media as their marketing tools. Next, in this study, researchers will collect data using quantitative methods, such as questionnaires.

As a result, the researchers conducting this study face some constraints, such as a restricted access to respondents, as the researchers can perform surveys with owner and staff restaurant. Furthermore, the study only focuses on one subsector, Malaysian restaurants, which is a popular and profitable subsector in Malaysia. Researchers are conducting surveys in 2 regions: Malacca and Terengganu.

Finally, the model's measurements are only from a quantitative standpoint in this analysis. As a result, the impact of social media on consumer purchasing behavior in Malaysian restaurants can vary depending on the period to get better or worse. It is therefore preferable to incorporate qualitative analysis approaches in order to obtain a more optimistic result.

5.5 RECOMMENDATION FOR FUTURE RESEARCH

The researcher has made several recommendations for future research based on the limitations identified. To begin, a 10-point Likert Scale is proposed to allow respondents to express their opinions while also making the study more specific and accurate. Furthermore, closed-ended, and open-ended questions were proposed to respondents for them to provide feedback and solutions to the challenges of owner restaurant to using social media in Malaysian restaurants.

In the future, qualitative research methods such as face-to-face interviews are recommended for gathering detailed public comments. Using semi-structured interviews or even the Delphi technique to collect data from respondents to solicit their perspectives on the impact of social media on consumer's purchasing behavior in Malaysian restaurant. Delphi techniques are structured group communication processes in which experts use an iterative process to evaluate complex issues where knowledge is uncertain and incomplete. This study used simple random sampling, which is a non-probability sampling method. As a result, using probability sampling to determine the target sample precisely and acceptably is suggested.

Moving forward, the findings suggest that owner restaurants should place a greater emphasis on creating value through their pricing strategy, as well as encourage knowledge sharing and a positive attitude toward Malaysian restaurants. This study not only focuses on the impact of social media, but it also assists restaurant owners in maintaining their businesses and having a long-term impact on society.

5.6 IMPLICATIONS OF THE STUDY

The analysis is carried out to achieve the goal of this research, which is to identify the factors (Electronic Word of Mouth, Higher Accessibility of Information, Social Media Advertisement, Online Ordering System) that influence the impact of social media on consumer's purchasing behavior in Malaysian Restaurant and the researcher was able to fulfil the goal by analyzing it through reliability, descriptive, correlation and regression test based on the data collected from 160 respondents.

Furthermore, the researcher was able to provide new knowledge to business owners in understanding the impact of social media on consumer's purchasing behavior in Malaysian restaurant

through this study. As a result, the study has important implications for restaurant owners who use social media and for businesses that want to grow steadily through social media. Next, using social media can help to increase brand recognition among a larger audience. By connecting personally with their customers via social media, businesses can increase customer loyalty.

In practice, this study may aid in raising awareness of the impact of social media on consumer's purchasing behavior in Malaysian restaurant. According to the problem statement, Zulhan et al. (2013) reported that several restaurants in Malaysia are having difficulty attracting customers. One of the contributing factors is service issues, specifically customer wait times for meals to be served. As a result of data collection, the questionnaires distributed may contribute to raising awareness among respondents in the owner restaurant about the impact of social media on consumer purchasing behavior.

The researchers hope that this study will provide better opinions for future scholars in order to end the endless maze of discovering better impact of social media on consumer purchasing behavior in Malaysian restaurant. This study also identified the primary activity criteria that may influence the process of producing quality content for the purpose of brand awareness and engagement in the Malaysian restaurant industry. According to Samdin, Z., Lim, B. J. H., & Phuah, K. T. (2022) in Malaysia, there has been an increase in the number of social enterprises, particularly in the food and beverage industry, over the last decade. However, the owner restaurant faces a number of challenges, including a lack of public awareness, which has hampered their progress. As a result of their rapid population growth and increasing purchasing power, millennials are a potential target market for social enterprises. Millennials are highly aware of social issues and strongly support socially responsible organizations.

5.7 SUMMARY

The objectives for this research were to explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia, to investigate the impact of social media towards consumer's purchasing behavior being practiced by restaurants within industries in Malaysia and to examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia between impact of social media on consumers' purchasing behavior. As a

result, the researcher assumed that the findings and objectives were supported by previous researcher's findings that answered the research questions for this research topic.

CONCLUSION

Finally, this paper examined the general process of planning and manipulating a research project, as well as the methodologies used for data collection and analysis. The goal of this study was to investigate and analyze the impact of social media on consumer purchasing behavior in Malaysian restaurant. Electronic Word of Mouth, Higher Accessibility of information, Social Media Advertisement and Online Ordering System were explored and analyzed as independent variables in the study framework.

This paper was completed by conducting a thorough review of the relevant previous literature. The quantitative analysis was carried out within the scope of this investigation through all the distribution of online questionnaires; 160 responses were collected. This publication may soon add to scholars' techniques and aid the work of other researchers in terms of the theories and data references they use. In general, the objectives established for this study were met with success.

In this study, the researcher developed three research questions to understanding the research topic. As a result, the three research objectives are to explore the effect of social media on consumers' purchasing behavior in the context of restaurants in Malaysia. Secondly is to investigate the impact of social media towards consumer's purchasing behavior being practiced by restaurants within industries in Malaysia. Thirdly is to examine the most impacted of social media towards consumers' purchasing behavior in restaurants in Malaysia. This study is divided into two regions: Malacca and Terengganu.

Next, the literature review was completed in chapter two. Users of the social media website or application can create and share content while also communicating with other users (Hudson 2020). Social media users can share new content in real time to use smartphones, tablets, and computers. Smartphones have become an important part of people's daily lives, with 3,5 billion users worldwide (Statista 2020). (2020 Hudson) social media has transformed into a platform where organizations and individuals of all types can interact with one another even while sharing information for a larger audience. The impact of social media has grown over the last decade to become an essential element of every business' marketing strategy (Quadros 2020). New trends emerge each year, while old ones

fade away. While social media is evolving, new trends emerge at a fast rate. Keeping up with the latest social media trends can help brands and businesses improve their social media strategy and make a distinction themselves from the competition (Influencer Marketing Hub 2020).

The third chapter investigated the researcher's methods during this investigation. In this study, the researcher used a descriptive research strategy to test concepts as well as examine the relationship between variables. The quantitative method was used by the researcher to determine the research outcomes, and respondents were given a questionnaire. The quantitative technique was linked to the questionnaire. Furthermore, researcher collected data and information related to the issue investigation both from primary and secondary sources.

In chapter four, the researcher explained the results and findings of data collected from respondents. The researcher has selected 30 respondents to participate in a pilot test before distributing the questionnaires. The researcher used descriptive analysis, such like graphs and tables, to describe and explain all of the data collected. Cross tabulation was used by the researcher to start investigating the relationship between two variables in the demographic section (example: gender with age, level education with month income and social media using daily with location of restaurant). Furthermore, the researcher measured the variable using Cronbach's Alpha analysis, and the independent variables in this research were tested using multiple regression analysis and Pearson correlation analysis.

Finally, in chapter five. This, paper was completed by conducting a thorough review of the relevant previous literature. The quantitative analysis was carried out within the scope of this investigation through all the distribution of online questionnaires; 160 responses were collected. This publication may soon add to scholars' techniques and aid the work of other researchers in terms of the theories and data references they use. In general, the objectives established for this study were met with success.

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GANTT CHART PSM 1

Details	Week													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
FYP briefing by the FYP committee	■	■												
Supervisor seeking			■											
1st meeting with supervisor				■										
Title selection				■										
Proposal submission				■	■	■								
Title finalization							■							
Submission of Borang Pengesahan Tajuk PSM							■	■	■					
2nd meeting with supervisor										■	■	■		
Submission of Chapter 1-3													■	
Submission of final report and video														■

GANTT CHART PSM 2

Details	Week													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
PSM II speech talk briefing	■	■												
Questionnaire development			■											
Correction and additional				■										
Submission of questionnaire				■										
Proposal Submission				■	■	■								
Data collection (Pilot test)							■							
Submission of pilot test (1st)							■	■	■					
Submission of pilot test (2nd)										■	■	■		
Data Collection													■	
Chapter 4														■
Chapter 5														■
Full report														■
Slides preparation														■
Compiling proposal														■
Full report correction														■
Slides correction														■
Full report submission														■
PSM II presentation														■

COVER LETTER

THE IMPACT OF SOCIAL MEDIA ON CONSUMERS' PURCHASING BEHAVIOUR IN MALAYSIAN RESTAURANTS

Purpose of this survey :	The main purpose of this study is to identify and figure out the of the impact of social media on consumers' purchasing behaviour in Malaysian restaurants.
Important :	I want to invite you to participate in this research project by answering all questions. All information given will be used for academic purpose only. Thank you for your contributing in this research and I am very appreciated that.
For further clarification and/or instruction, please contact :	NorNajeehah binti Muhamad Jais (Researcher) **Contact No :** **E-mail :**

Dr. Norun Najjah binti Ahmat
(Supervisor) **E-mail :**

Address

Faculty of Technologyy Management and
Technopreneurship (FPTT), University Teknikal
Malaysia Melaka Hang Tuah Jaya, 76100 Melaka, Malaysia.

STATEMENT OF CONFIDENTIALITY

The information you provide will be held in the strictest confidence. We will neither publish,
releasse, nor disclose any information on or identifiable with individual persons or organization or
companies.

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SECTION A:ORGANIZATION PROFILE

The following questions are intended to solicit information that will be used to determine the profile of respondent. Please (√) for the most suitable answers.

1. Gender:
   - o Male
   - o Female

2. Age:
   - o 18 – 27 years old
   - o 28 – 37 years old
   - o 38 – 47 years old
   - o Above 48 years old

3. Level of Education:
   - o Secondary Level
   - o STPM / Diploma
   - o Degree
   - o Master
   - o PhD

4. Position/Occupation in Company/Organization
   - o Manager
   - o Supervisor
   - o Staff
   - o Others: _____

5. Monthly Turnover:
   - o Less than RM4000
   - o RM4100 – RM5000
   - o RM5100 – RM6000
   - o More than RM6000

6. Do you use social media to review the restaurant's menu ?

o Yes

o No

7. Do the restaurant will gain more after the review of social media influencers ?

o Yes

o No

8. Do you find advertisement on mass media are still attractive ?

o Yes

o No

9. Which of the following social media are you using daily ?
You may choose more than one

o Facebook

o TikTok

o Instagram

o YouTube

o WhatsApp

o Others: _____

10. What is the location of the restaurant business in which you are mostly involved ?

o Malacca

o Terengganu

o Both

11. Category of Residence

o Urban

o Suburban

o Rural

o Remote

o Island Community

o Hidden Location

12. Type of restaurant business may have experience with (may choose more than 1)

o Fine Dining

o Casual Dining

o Fast Casual

o Fast Food

o Street Stall

o Cafe/Bistro/Diner

o Others: _____

SECTION B

Based on the questions below, please rate the questions briefly by using the 5 Likert Scale that consist of Strongly Disagree until Strongly Agree and the following based on your organization's performance over the last 3 years.

Please rate the item using the following scale:

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

Electronic Word of Mouth (E-WOM) – Refers to consumers frequently consult online consumers on the internet						
No.	**Items**	1	2	3	4	5
1.	Buzz marketing can influence consumer purchase decision.					
2.	Viral marketing can attract consumer purchase decision easily.					
3.	Community marketing (supporting such communities as fan clubs) influence consumer purchase decision.					
4.	Conversation creation (emails, promotions, or anything else designed to generate WOM) influence consumer purchasing decisions.					
5.	Referral programs (giving satisfied customers the opportunity to spread the word using various tools) have an impact on consumer purchasing behaviour.					

Accessibilty of Information – Refers to information that can be read or received and understood by individual or group for whom it is intended						
No.	**Items**	1	2	3	4	5
1.	Social media sites, are able to seek out our products and services information initiatively.					
2.	Consumers have prejudgement positive or negative towards a service before an actual consumption.					
3.	Information searching is easier via social media compared to mass media.					
4.	Consumers likely to change their mind about a restaurant after reading positive comments and reviews.					
5.	Consumers likely to share comments and reviews on social media after visiting a restaurant.					

Media Advertisement – Refers to a set of terms used to describe types of online advertising / digital marketing that are centered on social networking services		1	2	3	4	5
No.	Items	1	2	3	4	5
1.	It is easy to access the restaurant interactive menu through social media.					
2.	The information about ingredients and cooking process through social media is very useful.					
3.	The visual appearance of an interactive menu in social media is attractive.					
4.	The social media make it easier to check menu variety for example healthy menu and halal menu offered in the restaurant.					
5.	The social media interactive menu to attracts consumers to try the restaurants.					

Online Ordering System – Refers to software that allows your restaurant to accept and manage online orders		1	2	3	4	5
No.	Items	1	2	3	4	5
1.	Consumers order via online is more convenient and faster.					
2.	Online ordering system has helped improved boost productivity and customer relationship management.					
3.	The social media help consumers to order online easily.					
4.	The restaurant online system helps consumers to locate the restaurant.					
5.	The social media helps to check the reservation availability for online booking.					

SECTION C: CONSUMERS' PURCHASING BEHAVIOUR

Consumers' Purchasing Behaviour – Refers to the action taken (both online and offline) by consumers before buying a product or service		1	2	3	4	5
No.	Items	1	2	3	4	5
1.	Technology is the best mechanism to influence consumers' purchasing behaviour.					
2.	The interactive promotion of the restaurant through the social media influences the consumers purchase decision.					
3.	Food promotion reminder through the social media influence the consumers purchase decision.					
4.	Advertising appeal of restaurant promotions through the technology influence the consumers purchase decision.					
5.	The restaurant that uses technology gives a new dining experience to the consumers.					

LITERATURE REVIEW

No.	Author	Title	Finding	Method
1.	Johanudin Lahap, Rabiatul Lylia Azlan, Khairil Anuar Bahri	The Effect Perceived of Waiting Time on Customer's Satisfaction: A Focus on Fast Restaurant Food.	According to the findings from the various types of restaurants, the youth consumers who participated in the survey were pretty satisfied with the restaurant variables.	This study's target sample consisted of Malaysians who had previously patronized fast-food restaurants. To collect the necessary data for the study, the researcher used a survey questionnaire.
2.	Boo Voon Ho	Service Environment of Restaurants.	The youth customers who participated in the survey were generally satisfied with the restaurant variables, according to the findings from the various types of restaurants. They are, however, especially thrilled with the food quality and services cape aspects of the restaurants received relatively higher mean scores.	The focus of this study is primarily on the role of the service environment (i.e., services cape and human service) in various types of restaurants from the perspective of Malaysian youths. The questionnaires distributed structured were young to customers who had recently dined at fine dining, fast food, and food court restaurants in the previous three months.
3.	Mesut Cicek	The impact of social media marketing on brand loyalty.	The hypothesised relationships were tested using stepwise multiple regression analysis. To begin, zero-order correlations were examined among the study variables to better understand their relationships. Brand loyalty, beneficial campaigns, and content relevancy had the supreme power with it, in that order.	Data was gathered by administering a structured questionnaire to 338 people who were social media users and followed at least one brand on social media platforms. Two filter questions were used to ensure that the respondents were eligible to participate in the study. One question asked if the respondent used social media more than once a week.

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4.	Duangruthai Voramontri, Leslie Klieb	Impact of social media on consumer behavior.	The purpose of this paper is to investigate empirically the role of social media in the decision- making process of consumers for complex purchases characterized by significant brand differences, high consumer involvement and risk, and being expensive and infrequent.	The study employed retrospective questioning via a questionnaire survey. The study focuses on complex purchases that necessitate extensive problem solving, and where social media is more likely to be used. To focus on complex buying, respondents were asked to recall a recent purchase situation involving extended. problem solving, such as the purchase of a computer.
5.	Adebusoye Shedrack Oluwafemi, Omkar Dastane	The Impact of Word of Mouth on Customer Perceived Value for Malaysian Restaurant Industry.	In Malaysia, the frequency of word-of-mouth messages had no significant impact on study the customer perceived value. One possible explanation is that customers underestimate the frequency of messages received.	The quantitative research method is used in this causal (also called explanatory research). Because it seeks to establish a causal relationship, this study is designed as a causal study. Word of mouth is the most common form of communication.
6.	B.A. Chukwu, E.C. Kanu and A.N. Ezeabogu	The impact of advertising consumers behavior on buying.	The study significant relationship independent emotional discovered and a favorable between the variable's reaction, environmental response to brand, brand recognition, and sensory prompted advertising and the dependent variable consumer purchasing behavior.	In this study, a survey research design was used to collect information or data from consumers in Enugu metropolis using questionnaire a instrument. The study's population included all Enugu metropolis consumers. Due to various limitations, a non- probability purposive sampling technique was used in this study.
7.	Teodor Kostov	Impact of social media marketing on consumer behavior	Based on their educational backgrounds and	The study is based on Saunders' (2007) research onion, which

			work experiences, the findings show that the respondents are well-versed in the terms and trends related to social media marketing. As managers, they recognize that social media marketing is important in today's world and that it influences consumer purchasing and repurchase behavior.	states that justification should be provided at all research levels to ensure that the research methodology is plausible.
8.	Hayatul Safrah Salleh	Consumer- Behavioral Intentions Towards Functional Food Consumption in Malaysia: Profiles and Behaviors	In many cases, the findings of these studies generated very mixed results that rebutted each other (Verbeke, 2005). Only one study in Malaysia, to the best of our knowledge, has reported empirical research from the perspective of consumer behavior, which includes consumer profiles and behavior toward functional food.	This is a correlational study, which information means that only collected once to answer the study's research questions. The study's goal was to gain a detailed understanding of consumer behavioral intentions toward functional foods.
9.	Chahat Chopra, Sachin Gupta	Impact Of social media On Consumer Behavior.	Almost half of people, according to survey results, shop online once or twice a month. This could imply that they are from the working class, have little free time, and buy in massive amounts but less commonly from online platforms.	A research design describes how the research questions will be posed by the researcher. It logically specifies the measurement procedures, sampling methodology, frame of analysis, and time frame. Research designs are classified into three types.
10.	Hanaysha	A Study of the Fast Food Restaurant Industry's Restaurant Location and Price	Restaurant location, according to the findings, has a significant positive	The goal of this study was to look at how restaurant location affects brand equity in

		Fairness as Key Determinants of Brand Equity	impact on equity and its dimensions, which also include brand image, brand loyalty, brand preference, and ensure a seamless.	the Malaysian market. The quantitative research method is used to accomplish this goal and reach conclusions.