THE INFLUENCE OF SOCIAL MEDIA ON ONLINE CONSUMER PURCHASE INTENTION

NG SHIRLY

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THE INFLUENCE OF SOCIAL MEDIA ON ONLINE CONSUMER PURCHASE INTENTION

By

NG SHIRLY

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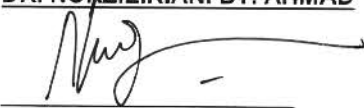*(has presented his/her research paper of the following title)*

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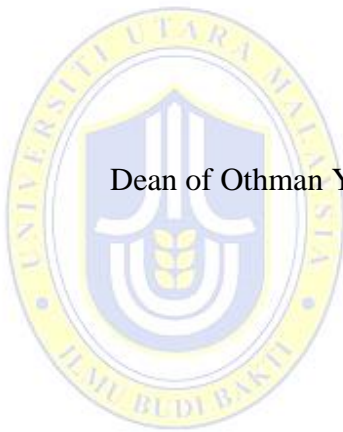
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ABSTRACT

Social media have generated a huge buzz in today's world. Internationally, Internet users now spend more than four and a half hours per week on social networking sites, the more time they spend on email. They cause a paradigm shift in how people interact and connect with each other and how they express and share ideas, and even on how they engage with products, brands and organizations. It is only popular among younger generations not so done middle and the older generation who get touched by the wave of social media. Initially, social media were used for the purpose of socializing where user able to connect with their friends and relatives. Later on, it developed widely as the tool of professional marketing to increase brand awareness among consumers which relatively cost effective. The world of digital communication creates many ways to promote the brand awareness and with the help of social media, it becomes the fastest way to reach consumer's knowledge since consumer are almost always online and participating varieties of online activities. In additional, social media has become a dominant online platform of consumer knowledge of their online shopping activities. The purpose of this study to examine the influences of social media network on consumers 'purchasing decision through available social commerce in Malaysia.

ABSTRAK

Media sosial telah menjana buzz besar dalam dunia hari ini. Di peringkat antarabangsa, pengguna Internet kini membelanjakan lebih daripada empat setengah jam seminggu di laman rangkaian sosial, lebih banyak masa yang mereka belanjakan untuk e-mel. Ia menyebabkan satu anjakan paradigma dalam cara pengguna berinteraksi dan berhubung dengan satu sama lain dan bagaimana mereka meluahkan dan berkongsi idea-idea, dan juga bagaimana mereka melibatkan diri dengan produk, jenama dan organisasi. Ia hanya popular di kalangan generasi muda tidak berbuat demikian pertengahan dan generasi tua yang tersambar oleh gelombang media sosial. Pada mulanya, media sosial digunakan untuk tujuan bersosial di mana pengguna dapat berhubung dengan rakan-rakan dan saudara-mara mereka. Kemudian, ia berkembang secara meluas sebagai alat pemasaran profesional untuk meningkatkan kesedaran jenama di kalangan pengguna yang agak kos efektif. Dunia komunikasi digital mencipta banyak cara untuk meningkatkan kesedaran jenama dan dengan bantuan media sosial, ia menjadi cara yang paling cepat untuk mencapai pengetahuan pengguna sejak pengguna hampir selalu dalam talian dan jenis yang menyertai aktiviti dalam talian. Dalam tambahan, media sosial telah menjadi platform dalam talian dominan pengetahuan pengguna aktiviti membeli-belah dalam talian mereka. Tujuan kajian ini untuk meneliti pengaruh rangkaian media sosial pada keputusan pembelian pengguna melalui perdagangan sosial yang terdapat di Malaysia

III

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter aims to highlight some important issue about this study. Firstly, it provides an overview of the research background, problem statement, research objective, research questions, and significance of the study and the organization of this study.

1.1 BACKGROUND OF STUDY

The second generation of Internet-based application (Web 2.0) is "a term widely used to refer to Internet services that foster collaboration and information sharing". (Gallaugher, 2009) Social media, another axiom word that came along with, is an evolution based on the Web 2.0 where it not only encourages user generated contents, but also extends the focus to the user b that The most identical changes is that social media: (a) eliminate spatial and time constraints that were inherent in traditional methods of communications; (b) online tools that allow for multiple sharing of multimedia content ; and (c) employ ease to use interfaces to enable for sharing and connection purpose. (Fotis, 2015). Social media sites are a great platform to spread information to the public and gaining feedback while keeping up to date interaction which each ends. It is the ideal medium for marketing products and services. Social media provides greater values to the business firms such as magnify brand awareness (de Vries,Gensler & Leeflang, 2012) ,aiding word –of – mouth communication (Chen *et al,* 2011) , sales boom up (Agnihotri *et al*, 2012), dissemination of information in business context (Lu,Hsiao 2010) and creating social support for consumers (Ali,2011 : Ballantine & Stephenson,2011).

1

Under Malaysia context, the amount of internet user portrayed continuous increase year by year. According to 2016 Malaysia Digital Landscape report, the total number of internet users in Malaysia as of Feb 2016 is 21M compare to 2015 was 20M which cover 68.5% of internet penetration. From this 21M Internet users, 20M of them, registered as user in top social network sites with penetration of 67.7%. It also stated that Malaysian spend an average of 2.8 hours a day on social networks where Facebook ranked as the 1st for top social sites that accessed by Malaysia with total 12M unique visitors. (ComScore MMX, 2016).

Apart from this, Statista forecasted that Malaysia digital revenue may raise up to USD270M by end of year 2020 compare to USD140M in year 2014 which contribute by different industry such as FMCG, services, automotive, travel and etc. (Statista, 2016-Digital Advertising Spending in Malaysia 2014).
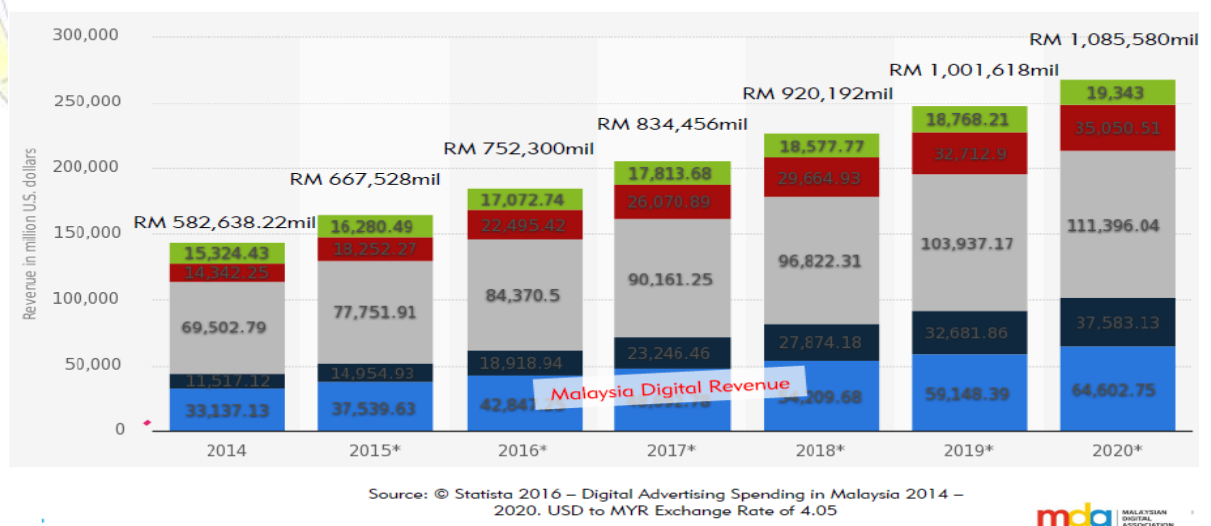
Figure 1.1:
Digital Advertising Spending in Malaysia 2014 – 2020

Followed by Econsultancy State of Social Media in Malaysia who found that social media ultimately been used to increase brand awareness and enhance reputation which this directly influences consumer purchase intention. Secondly followed with the purpose to engage with or retain customers while to sell products, services or content directly online conquer the top three primary usage of social media in Malaysia. With the emergence of social media, most of traditional firms in Malaysia are now keen to expand their territory to online market as they aware that this is not only the current trend of winds, but also a competitive advantages for them.

With the expansion of social media and social networking sites in today's world, a study of consumer behavior on these platform is a research agenda (Liang & Turban, 2011) because social media are likely to develop marketing strategies through the mechanism of consumer's purchase intention. Social media has become an essential conduit for global marketing communications and is demanding a larger share of advertising budgets. Thus, the value of advertising on social media such as Facebook, YouTube, LinkedIn, Twitter, Instagram and others is of keen interest to the organization, managers and academics. (Saxena and Khanna, 2013). More academic research has discovered the attitudes and perceptions of online advertising (Shu and Chuang, 2011; Jalilvand and Samiei, 2012; Blasco-Arcas et al, 2014; Hsu et al., 2014) and in recent times, social media (Maxwell, 2013; Persuad, 2013; Tham et al., 2013; He and Zha, 2014; McCarthy et al., 2014).

Many previous studies focused on consumer purchase decision making under social media context and the conceptual model that been applied is consumer buying decision which developed by Engel, Blackwell and Kollat (1968). Darban & Li (2012), Gros (2012), Lee (2013), Kaur (2014) and Yogesh & Yesha (2015) are those researcher who investigate

consumer purchase decision making by examined consumer buying decision and they found out that post purchase activities trigger purchase intention among their peers, family and friends through their post purchase experiences. These studies give insight to the researcher that post purchase experiences is a very crucial and essential to do further investigation which could increase or stimulates purchase intention among online consumers.

1.2 PROBLEM STATEMENT

With the evolution of online social media platform, blogging, chatting, gaming and messaging has become the additional online activities for consumers. Social interaction with others fosters new behaviors which it affected on consumer's daily buying decisions (Rogers, 2003).

Group of people such as family, friends, colleague or individuals have the power to influence on consumer who they would like to analogize themselves with them (Schiffman, Kamk & Hansen, 2008).

The influences from these people could be from online social networks who is online as well. Online consumer would like to get opinions and suggestion from others for their multiple purchase through online (Evans, et al, 2009). Due to fast growth in online shopping market in Malaysia, many companies have started to hurry into e-commerce platform to grab the portion since Malaysia poised for strong growth in 2016 as stated by online payment system provide Ipay88 owner, Chan KoK Long. Furthermore, he also stated that in 2015, iPay88's online transaction volume doubled to MYR1.6 billion from the previous year and he expected to grow 63% billion in 2016. According to statistics

that provided by Facebook which mentioned on SoyaCincau website that 94% of Malaysians eyeing products and brands of their preference on the social network where 62% of them been said that will consider to make purchase after review. (www.soyacincau.com).

However, according to The Statistic Portal 2015, shows that low percentage of online consumer willing to publish their online purchasing and using experience through social media platform. Consumer who posted their online purchase experience on social platform stand for only 29% and consumer who shared comments or ratings about the purchase present 16% while 49% online consumer do nothing after purchase activities This finding also confronts with Kaur, 2014 study's findings showed that only 15% respondents always share after purchase experience, 18% often share, and the remaining never share on their experience on social media.
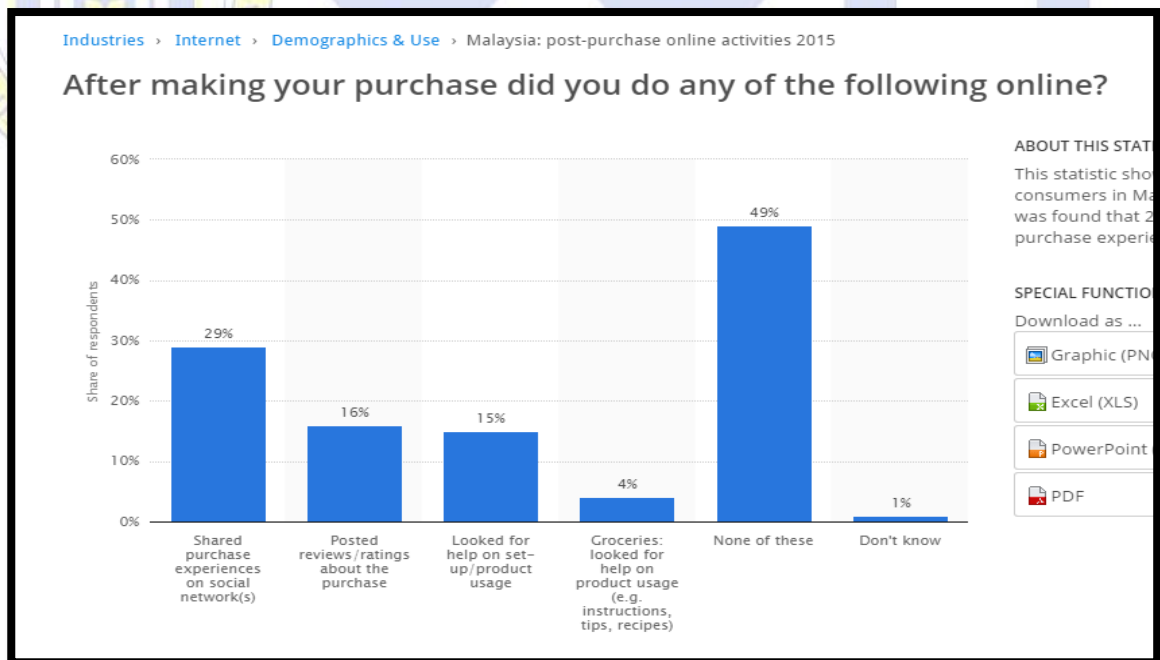
Figure 1.2
Malaysia: Post purchase online activities (2015)

5

In additional, Harvard Business Review revealed that only 16% of companies are focused on consumer retention, even though it costs at least five minutes more to acquire a new customer than to keep existing one (Sharma, 2016). Gros (2012) examined consumer purchasing decision process models in order to discover out what is the actual role of influence demonstrated by Social Media at the different stage of consumer's buying decision-making process. The research discover that most of consumers didn't value or write comments on Social Media after buying where only 3% of them often involve in post purchase activities while 50% never do it. This may indicates that most of product details is furnished by business firms instead of solitary consumer. If business firms somehow able to discover a way to exhilarate online consumer to participate and share their user experience through online, more sales and profits will be gained.

Providing a positive purchasing experience is a tremendous opportunity for business marketers to deepen their relationship with customer and build loyalty for their brands (Sharma, 2016). Refer to Foxcall (2005), post purchase experience is actually crucial for consumers, as it will affect their upcoming purchase pattern which not only influence their own pattern but also their peers. During post purchase stage, consumer will start measure their impression of the products versus with their expectations (Kardes, et,al, 2011).

As stated above, online purchase activities rapidly growing in Malaysia and it is golden opportunity for marketer to utilize social media as the platform to engage with consumer through their post purchase experience which could drive repeat purchase and loyalty. With the well-established of Web 2.0 technology, almost everyone around the globe able to keep in touch through social media as long as you are connected by digital devices which connects to Internet.

It has already been blend into part of our daily life. Nevertheless, knowledge on the characteristics of social media is not only critical for individuals but for business firms who want to strive in market.

This study will observe five fundamental characteristic of social media after thorough review of previous researcher Mayfield (2008), Taprial and Kanwar (2012) and Mohd and Rosli (2015) who fairly discussed about online communities, openness, connectedness, online communities and accessibility. Online communities' features describe group of people who shares same interest or background and it allows marketer to develop substantial relationship with consumer who have interest on their product or services. Building these relationships can not only give marketer positive brand image which create purchase intention but also increase revenue as these people may become return shopper (Mohd and Rosli, 2015). Next, it could improve and establish relationship with consumers by staying connected in the online worlds will gain marketers trust and loyalty.

User's acceptance of new technology have been constantly examined and stretched by many scholars by using the technology acceptance model (TAM) where this model argues that there is strong influence on their behavioral purpose. Under usability feature, three sub items plays important roles to ensure the usability of social media which is speed, accessibility and openness. Openness of social media where it means the specific social networking sites available for use without any payment required and consumer is allow to use the platform to share their feedback or comment freely about the product or service.

Meanwhile, accessibility where it means consumer able to access social media with no boundaries as long it connected to Internet. All above features of social media plays important roles leads consumer to share their knowledge or experience which later it create

7

purchase intention among peers, friends and family members. With this direction, this study will focus on how those mentioned features influences consumer to have intention to purchase through social media.

1.3 RESEARCH OBJECTIVE

The purpose of this study is to investigate the influences of social media on online consumer purchase intention among Malaysian. This research motivation is based on two viewpoints. From theoretical aspect, there are plenty research publication related to online consumer behavior. These research are generally supported by the concept drawn from traditional consumer behavior studies. From the practical aspect, even though social media in Malaysia is booming but most of business firm still need more experience for implementation and operational of social media as platform.

In core, they are not familiar with the characteristics of social media and its users. Consequently, this research is benefit managers, since most of organizations has invested significant portions of their promotional funds on social media marketing communications. Specifically, the study's objective summarizes as below:

1. To test the influence of online communities on consumer's purchase intention.

2. To study the influence of social media connectedness on online consumer's purchase intention.

3. To study the influence of social media openness on online consumer's purchase intention.

4. To study the influence of social media accessibility on online consumer's purchase intention.

5. To study the influence of social media participation on online consumer's purchase intention.

1.4 RESEARCH QUESTIONS

This study adopted model that constructed and tested by Chen (2014) in the research that conducted in China by the target group. This study will examine variables that mentioned in research objective to validate if stated variables present the same influence to Malaysian as well. Having stated and mentioned the problem in the early in this study, it is admissible to construct some research question that will precisely give an explicit direction on what the study hopes to accomplish. These questions are as follows:

1. Does social media's online communities influence online consumer's purchase intention?

2. Does social media's connectedness influence online consumer's purchase intention?

3. Does social media's openness influence online consumer's purchase intention?

4. Does social media's accessibility influence online consumer's purchase intention?

5. Does social media's participation influence online consumer's purchase intention?

1.5 SIGNIFICANCE OF STUDY

Social media has provided humans an outlet to create online communities making it easier to network with others, which satisfies some of our deepest social wants and needs. Additionally, social media has allowed users to increase the amount of people included in their personal communities, as social media is both viral, which is to say that information travels rapidly between social media users, and transparent. Social media can be considered transparent as users of sites such as Facebook and Twitter post their ideas, photos, and locations to their followers, which often consist of people who are not close acquaintances or kin.

Social media tools have become superb channels for marketers to reach consumers. The article titled, "Expand your Brand Community Online" states that social media is important for marketers because it allows them to dialogue directly with consumers, which in turn engages consumers directly with company brands (Hanlon, Patrick, Hawkins, & Josh, 2008). Many companies, such as Audi and Dunkin' Donuts have used social media very effectively to reach consumers. According to Wasserman (2011), out of all other brands on Facebook, Audi's fans are the most engaged of all major corporate brands on Facebook.

That consumers can reach out to companies and their personal communities via social media has created a power shift between companies and consumers. Lee (2010) vies that social media has become vastly popular for "normal people" because it allows anyone to interact with content or deliver it. This model of communication is vastly superior to the traditional format of one-way communication between major media and its intended audience. A company that uses social media is more likely to create relationships with

members of its target demographic rather than traditional media where conversations between the medium and the audience are unlikely. Now, social media outlets such as Facebook and Twitter have made it easy for consumers to post product reviews and reach out to other like-minded individuals in their communities. As social media infiltrates our lives as consumers, before people make purchases, they are increasingly reaching out to their social media communities for opinions (Drell, 2011).

1.6 CONSTRUCTION OF THE STUDY

This study organized with five chapters. Chapter one consists of the background of the study, the problem statement, objective of the study, the research question, the significance of the study and definition of key terms that used in this research. The second chapter reviews past relevant literature related to the identified variables in the study. The third chapter will discuss the research framework, development of hypotheses, the research design, measurement of variables, sampling and sampling techniques, data collection process flows, as well as the methods of data analysis. Scrutinizes of data and findings of this research will described in the fourth chapter. The chapter will provide detailed analyses of results of the study in form of numeric, tables and text so that the key information is emphasized. Finally, the last chapter of the study which is chapter five is the conclusion and recommendation. The chapter will present key findings based on the research objective, theoretical and managerial implication for the study along with limitations and future research directions.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This objective of this chapter is to deliver a review of present and past study as well as relevant theoretical models. The literature review consists of journals, dissertation studies and articles that relevant to the study. A brief discussion on independent variables and dependent variables with hypothesis that constructed for this study.

2.1 DEFINITION OF SOCIAL MEDIA

Many scholars and media pro have suggested numerous definition that relevant to social media. According to Kaplan and Haenlein (2010) who describe social media as "a group Internet-based application that build on the ideological and technological foundations of Web 2.0 and that permit the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). Social media is the type of electronic communication through which users create online groups to disseminate info, thoughts, personal messages, and other contents as videos (Merriam-Websiter dictionary).

The speedy evolution of social media platform eternally transformed the manner that many consumers connect with each other and organizations. Thus, it changed the approach of organization attract and retain prospective consumers (Leung, 2015). Parr (2008) specifies social media as the use of electronic and Internet device for the purpose of sharing and discussing information and experiences with other human beings in more resourceful ways. Dykeman (2008) defines social media as "the means for any individual to: publish digital, innovative content; and provide and obtain real- time feedback via online conversation,

commentary and evaluations; and incorporate changes or corrections to the original content"(Dykeman, 2008).

According to Breakenridge (2008), social media is whatever that uses the Internet to aid conversation between people, and it involves all the online technologies that people collaborate on, including their ideas, experience, and their difference of perspective. As stated by Scott (2011), social media not only allows business firms to approach their publics directly, but at the same time, it also permits their customer to provide, share and access individual opinions and experience from people around them. Expressing one's comments or ideas become painless with the aids of social media applications, other social media users adapt to accept and depends on these comments during their decision making stages, thereby influencing the amount of customers of a business firm (Mack, 2007).

Marchess (2007) tell apart social media from traditional media from traditional media by declaring that social media "is not the media itself, but the system of discovery, distribution, consumption, and conversation surrounding the media."

Safko and Brake (2009) further evaluated social media as "activities, practices, and behaviors among communities of people who gather online to spread information, knowledge, and opinions using conversational media.

There are many constant debates and discussions regarding definition of social media, however, the fundamental of features that support presence and prosperity of social media is content, communities and Web 2.0. Social media is unfilled can without support of the technology. Social media has generated a fresh prospect in supporting the socialization of

information (Solis, 2007), as a result it has facilitated and enhanced communication flow by making it at ease and to reach more people.

2.2 THE CLASSIFICATION OF SOCIAL MEDIA

In the analysis of classification of social media, there is different kinds of application and platforms that represent social media. Thus, it is crucial to summarize some common types of social media in order to set borderline to differentiate which is belongs to social and which is not. In this study, the platform that suggested by Mayfield will be considered as the criterion in evaluating whether a platform belongs to social media or not. As stated by Mayfield (2008), there are basically seven kinds of social media which includes social network sites, blogs, wikis, podcasts, forums, content communities and microblogging.

2.2.1   Social Networking Sites (SNSs)

Social networking sites are podiums where allows user to establish personal webpages to connect with another user for the purpose of sharing information and communication (Mayfield, 2008). Social networking are generic terms for sites that are used to interact with users with similar background and interest as mentioned by (Weinberg, 2009). These platforms, commonly, have few general elements across most of them – (1) users are able to form interactive and personalized profiles, either public or private with a bounded system, (2) a list of proposed "friends" with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2007).

14

2.2.2 Blogs

A blog is an online journal in which it is referred chronology content, text, data, images and other media subjects recorded and retrievable through a web browser which typically maintained by individuals or groups for a bigger group of viewers (Safko and Brake, 2009). Furthermore, blogs build good hubs for other social media marketing tools (videos, hyperlinks, pictures, and so on), because they can be incorporated into the platforms and posts; besides, blog software offers a variety of social features such as comments, trackbacks, and subscription (Gallaugher,2009). On the contrary, blogs permit everyone to publish and to join multi read conversations online, in which some of the bloggers have no editorial restrains and have access to the entire Web; as a result, their posts can influence personal, products, or brand images harmfully (Weber, 2009). Blogs also allow comments and subscription which encourage online interaction and form of community groups.

2.2.3 Wikis

Wikis are websites that allow individuals to add, revise or delete the contents in collaboration with others (Mayfield, 2008) Wikis is backed by a database that keeps track of all changes, allowing users to compare changes and also resume to earlier versions. All earlier contributions are stored permanently and all actions are detectible and reversible in wikis (Andrew, 2009). Collaborative authorship and revision control are the key criteria for a wiki (Emigh & Herring, 2005). Wikipedia is the most well-known Wikis.

2.2.4 Podcasts

Podcasts defined as a digital recording of music, news or other media that can be downloaded from the internet to user's own local portable media player. Audio and video files are available on the Internet that allows users to subscribe to it. The feature of subscription truly symbolizes the sociability and community traits of social media where each user is interacting with other users by notifying on their updates and this is direct marketing strategies. This feature aid everyone to form their own audiences and community as one of the fundamental formation of social media.

2.2.5 Microblogs

Microblogging is a *real-time information network,* which supposed to be a mini version of blogs, yet it limits the size (number of words) of each post and promotes a faster mode of communication. Furthermore, microblogging allows users to spread their short-text messages with the functions of instant messaging and social networking from other social media platforms. For instance, Twitter, launched in 2006, is one of the dominant and leading players in the micro-bog field with over 200 million active users and handles over 1.6 billion search queries per day (Twitter, 2011). Obviously, Twitter offers business firms to leverage via Internet traffic by creating a buzz on online communities, as users get the core and concise information through short-texted posts. Nowadays, many business firms using Twitter to tap into the business, prospects, influencers, and customers; in the purpose to build business relationship, achieving online and offline brand building (Weinberg, 2009).

2.3 THE CHARACTERISTIC OF SOCIAL MEDIA

It is not just crucial for a sole individual to understand the features of social media but too critical for business firm who want to strive in the marketplace. Social media has made almost everyone around the globe with the advancement of Web 2.0 technologies as long as you have electronic devices connected to the Internet. It has already been incorporated into part of daily life. With the well grasp knowledge of social media skills and features will make consumer life easier and give themselves additional value ((personal advertising, product information browsing, job search, etc.).

Business firm employ social media as one of their marketing techniques without initially understand the how social media works and function are convicted to failure. To my delight, few publication gives great outline of social media characteristics. Mayfield (2008) identified five fundamental characteristic that shared by almost all social media sites: participation, openness, conversation, community and connectedness. Taprial and Kanwar (2012) pointed five features that are more powerful and distinguish the social media from the traditional media. They are accessibility, speed, interactivity, longevity and reach. Based on the literature on social media, 5 characteristics of social media would be encapsulated as follow:

2.3.1   Online Community

Social media allows communities to share same characteristics with other online and virtual communities, which are formed based on people who possess the similar interest such as a love of photography, a political issue or favorite TV show (Chen, 2014). The article "Consumer Behavior in Social Networking: Implications for Marketers" (2011)

explained how humans use social media and how marketers should tackle user of social media (Diffley, Kearns, Bennett, &Kawalek, 2011). Its authors stress that there are two way marketers can use to approach consumers via social media; push and pull (Diffley, et al, 2011). The pull method required companies to form relationship with social media users, and the benefit of this relationship is to draw them to communicate with their brand online (Diffley,et al, 2011). The push method requires companies pushing their marketing communication to Internet users without first creating relationships (Diffley, et al, 2011). By offering stability, diversity, and possibility, it will benefit for online communities (Cartarescy, 2010)

2.3.2 Connectedness

Social connectedness is the integration of the sites, resources, and people who connected through links to others users from different social media platform (Mayfield, 2008). Social media permits its users to move from one point to another in virtual world by providing the respective web links of other network, resources and people. This offers connectedness to its users ((Mayfied et al., 2008). Lee and Robbines (1998) described social connectedness as a form of active and trustful interpersonal behavior. Perceived connectedness is positively associated to closeness and identification with others (Lee, Draper, & Lee, 2001).

2.3.3 Openness

Almost all social media services are open to participate and share information. It is free of charge to join and anyone can utilize social media as moderate to create, edit, communicate, and comment contents (Mayfield, 2008). Most of the social media application have the

18

openness that lets and encourages user to provide feedback, comment and share information on it with few barriers. Contrasting with the one-way information communication of traditional media, such as broadcasts, social media is a two-way communication platform that encourages conversation among users (Wang, Abdullayeva, 2011).

2.3.4 Accessibility

The expansion of Web 2.0 technologies and user generated content promotes ease of use where its user can sign in to social media no matter where and when as long as it is connected to Internet (Chen, 2014). There were studies recommending that perceived ease of use may actually be the underlying antecedent to perceived usefulness (Gefen & Straub, 2000). Perceived ease of use was also significantly associated with current usage and future usage (Davis, 1989).

2.3.5 Participation

Social media encourages input and feedback from everyone who is interested. The contents and post that shared on the platform aims to arouse the interest of other party to stimulate its users to dynamically contribute and provide feedbacks. It blurs the line between media and user as everyone can become creators, communicators, readers and consumers of contents on the platform (Mayfield, 2008).

2.4 CONSUMER ONLINE PURCHASE INTENTION

Many study conducted or developed on consumer purchasing behavior based on purchase intention in marketing arena for more than 20 year (Chen, 2014). Purchase intention widely used as a predictor for future purchase trend (Grewal, Krishnan, Baker, & Borin, 1998). As per Dodds, Monroes and Grewal (1991), the purchase intention refers to the probability of consumer's willingness to buy the products or services. Intention to purchase is the consumer's preference to act toward an object (Kim & Kim, 2004). Apart that, Spears and Sing (2004) also stated purchase intention as the attempts of an individual intentionally plans to buy the products of certain brand. When consumer tends to purchase a certain product or service in certain condition is the kind of purchase intention (Morinez, 2007).

Refers to Halim and Hamed (2005), they elaborated purchase intention as the number of patrons that has a suggestion to buy the products in future and make recurrence purchases and keep in touch with the specific products or services. Moreover, purchase intention is the transaction after consumer evaluates the overall products choices as claimed by He and Hu (2008). In additional with what stated by He and Hu (2008), they stated that purchase intention is measured with the extents of willing to purchase, worth of buying, and recommends others to purchase. Jin and Kang (2011) explains purchase intention involves four behaviors of consumer includes the exact plan to purchase the product, thinking clearly to buy the product, when someone contemplate to buy the product in the future, and to purchase the specific product utterly.

Consumer buying decision is a multifarious process. Purchase intention generally is linked to the behavior, perceptions and attitudes of consumers where buying behavior is a key

determinant for consumers to access and weigh the specific product (Mirabi, Akbariyeh, Tahmasebifard, 2015).

Perceived price, quality and value more likely to influence the consumer's purchase intention. In addition, internal and external motivation will influence consumer during buying process (Gogoi, 2013). Awareness, knowledge, interest, preference, persuasion and purchase are the six stages of pre purchase. (Kotler and Armstrong, 2010).

2.4.1 Online Consumer Purchase Intention

Consumer behavior could be presumed from its corresponding intentions as per the theory of reasoned action. (Ajzen and Fishbein, 1980).Online consumer purchase intention is describe as the paradigm that gives the strength of a consumer's intention to purchase online (Salisbury, 2001). The theory of reasoned action is used in order to presume person's intention to behave in a certain way, this is done by assess a person's attitude towards a specific behavior as well as the subjective norms of influential people and groups that could affect the person's attitude (Ajzen & Fishbein, 1980). Attitudes effect consumer's online intention to buy (Korzaan, 2003). Lim and Dubinsky (2005) supported the latter and mentioned that consumer attitude towards online shopping impacts if consumer intent to purchase online. Furthermore, consumers' attitude toward online shopping is the forecaster of online shopping (Hansen, 2004). Consumers' attitude toward the behavior of buying online is a motivator of behavioral intention (Hansen et al., 2004). Thus, the consumer must perceive the benefits of shopping online instead of in physical stores in order to establish online purchase (So, 2005).

When a consumer determined to purchase from an e-commerce business, online purchase intention is established (Salisbury et al., 2001; Choon, 2010). Consumers are more probably to stopover an online website with the intention to purchase when they are familiar with e- commerce businesses (Forsythe & Shi, 2003; Gefen & Straub, 2004; Barnes et al., 2007).

To access online consumer behavior, online consumers' purchase intention have been observed to be more relevant to measure intention to use a web site (Pavlou, 2003). Furthermore, online consumers' purchase intention will rely on many factors since online transaction involves information sharing and buying action (Pavlou, 2003). Online consumers' purchase intention is the indicator to reach the goal of actual purchase (Lee & Lee, 2015). Consumers' actual purchase actions is divided into two portion either have to buy or not to buy the item (Lee & Lee, 2015).

Online trust is essential when it comes to online purchase (McCole and Palmer, 2001). Trust demonstrates positively towards the accomplishment of online transaction (Jarvenpaa and Tractinsky, 1999). Furthermore, online trust is based on the impression of the risk or benefits of the online transaction (Teo and Liu, 2007). Many research's findings have summarized that the higher consumer online trust will result in higher customer online purchase intention (Verhage, 2006; Ling, 2010).

2.4.2   Current Study on Online Purchase Intention

As debated before, purchase intention is important in the decision making process which will impact consumer buying behavior. Researchers have developed various concepts and models to find the foundation of purchase intention as well as the understanding the mechanism from different standpoints and perspective. This section we will review several studies that focus on consumer purchase intention.

According to Chen (2009) in Mojtaba Nourbakhsh (2012), studies on consumers 'attitudes and behavior towards online shopping has been the primary focus in e-commerce. A combination of consumer beliefs, feelings and behavioral intentions is the signs of consumer attitude. These three components are highly interdependent and exhibit the process of how consumers respond to a particular product or brand (Chen. 2014). The more positive purchase intention would be with positive attitudes (Sondergaard, Grunert and Scholderer, 2005). Hidayat and Diwasasri (2013) from Indonesia discovered that consumer attitudes towards counterfeit handbags product has the strong influence to the consumer to purchase counterfeit products.

Prior to any final purchase decision, consumer weighed the difference between benefits consumer can gain and the cost they will pay for the product or services. This called as consumers' perceived value. As what stated in theory of consumer behavior, consumers will select the products and services that optimize their perceived value (Chen, 2014). Empirically, perceived value has a positive relationship with purchase intention. Shaharudin (2010) examined Malaysia consumer purchase intention of organic products and it shows that purchase intention of organic product strongly influenced by perceived value of organic products. In additional, Peng and Liang (2011) structures a four-

dimensional (i.e. price, functional, emotional and social) model of the perceived value under the context of limited time price promotion offered by e- commerce business in China.

Opposing to the optimizing utility principle of buying a product, there is observation that consumers will pick the product that they perceive with lowest risk. Perceived risk is defined as puzzle of possible negative magnitudes of using a product or service (Sam and Tahir, 2015). Numerous past research found that perceived risk has the great influences on consumers' buying intention over the Internet (Barnes, Bauer,Neumann & Huber, 2007; Tong, 2010;Zhang,Tan,Xu, & Tan, 2012). Tong (2010) specifies that a higher perception of risk leads to a fewer willingness to purchase.

In additional, Faqih (2011) examined the relationship between perceived risk and behavioral intention to practice online shopping in Jordan. Reducing perceived risk within the web environment would probably gain the customer trust in online shopping domain and enhance the consumer's intention to shop.

2.5 THEORETICAL FRAMEWORK
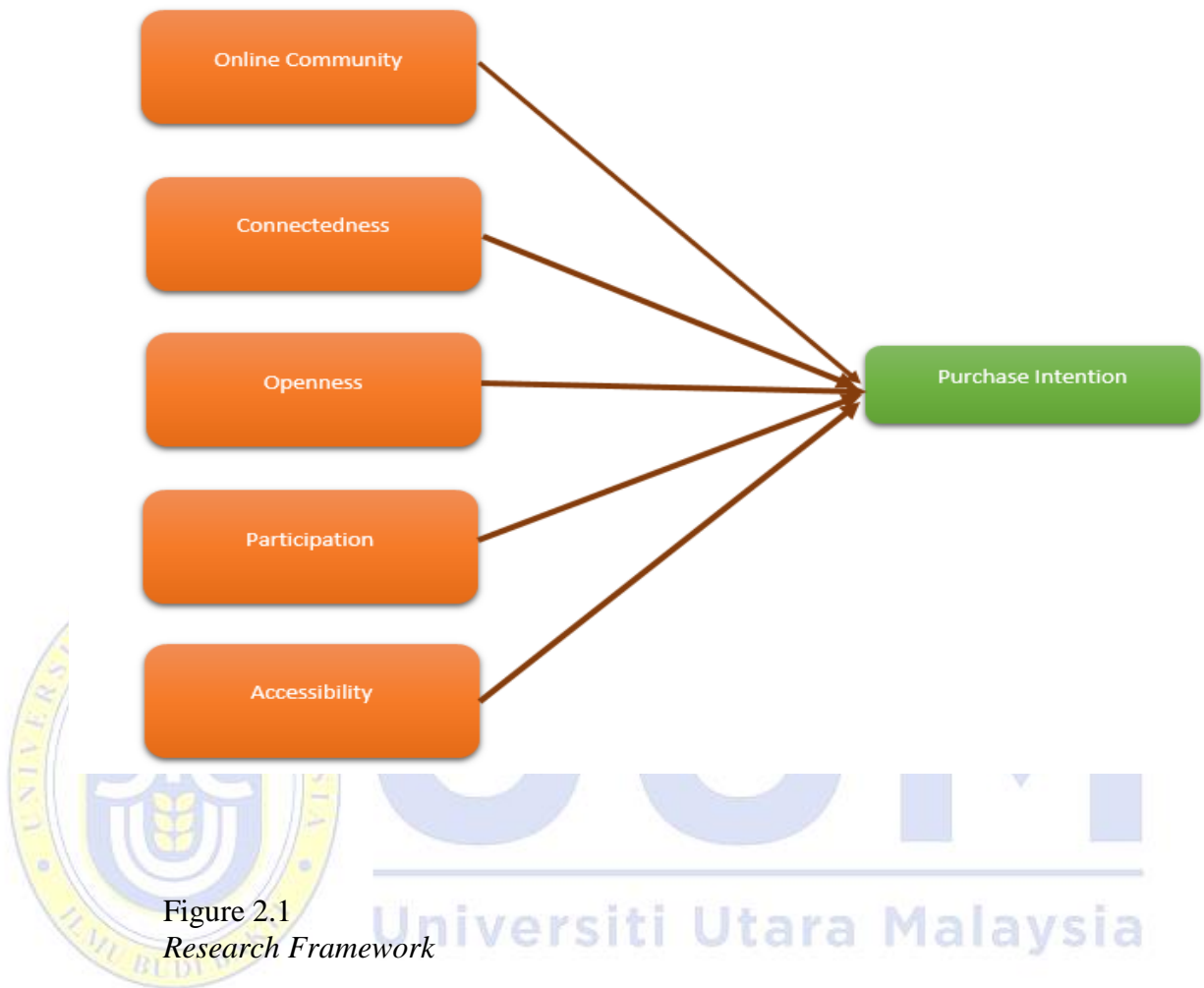
Figure 2.1
Research Framework

As illustrated in Figure 2.1, research framework constructed based on the independent variables and dependent variables which is the subject item for this topic. Independent variables represent by online community, connectedness, and openness of social media, participation, and accessibility meanwhile online consumer purchase intention is the dependent variables for this study.

2.6 HYPOTHESES DEVELOPMENT

Hypothesis are unproven proposal about the aspect or occurrence that attracts the researcher (Sekaran, 1992). Hypothesis will be based on the researcher's question because it is just a statement fairly there is a question that need to be answered.

Therefore, the research for this study as follows:

H1: Social media online community positively influences consumer's online purchase intention.

The emergence of social media speedily enable people to form virtual communities, which consist of people who share same interests or background. Word-Of-Mouth communication is a main part of online communication where consumer discuss and share their experience or opinions (Brown, 2007). The subsequent effect of these communities is e-WOM which is far more persuasive than offline word-of-mouth. Previous study illustrations that people who are authorities or experts in the community excite more attention and discussion as well as trust among community members (Yang, Mai, & Ben-Ur, 2011). Other researches review the online community itself as a social proxy for information distribution among user. The credibility of WOM information is ultimately evaluated by consumers based on their trust in the website itself and their own perceptions or perceived value on the information they retrieved (Broderick, Brown et al, & Lee, 2007).

H2: Social media connectedness positively influences consumer's online purchase intention.

The connectedness characteristic of social media is strongly associated to the user's perception and the actual usage of the social media platforms. It is a possible source of

26

social capital in which people may recognize their network benefits by managing both their strong and weak ties. (Riedl, Kobler, Goswami, & Kremar, 2013).

H3: Social media openness positively influences consumer's online purchase intention.

H4: Social media accessibility positively influences consumer's online purchase intention.

The technology acceptance model (TAM) has been continuously studied and expanded by many researcher for measuring user acceptance and usage of technology and thus its influence on their behavioral intentions. One of the summary in TAM model after empirically tested is that even if potential users perceive given system or technology is too difficult to use and performance benefits of usage are outweighed by the efforts of using the system or technology (Davis, 1989). Social media, as a form internet technology and communication tools, does require users to basic knowledge about internet and computer technology. Openness and accessibility can be categorized under the perceived ease of use in the TAM model. (Taprial & Kanwar, 2012).

H5: Social media participation positively influences consumer's online purchase intention.

Even though the online community is the most apparent characteristics of social media, it will not happen unless user really participate and engage with others in the platform. Empirical study demonstrates the reason why some user choose to remain active and participating in web 2.0 website whilst others choose to stop. One of the findings is that users' perceived values from continuance participation on Facebook positively affect

27

continuance participation intentions and behavior (Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013). In fact, the relationship between perceived value and participation may well reciprocal which means the more one participates, the more perceived value on will get from participation and thus facilitate him or her in continuance participation.

2.7 CHAPTER SUMMARY

After thorough review of related literature about social media and online consumer purchase intentions, it helps to explain the descriptions relevant terms. It also aids to figure out diverse views of researchers on these topics and themes more precisely, the approaches that imposed to solve the problems. Below is some brief summary from literature review:

Firstly, the idea of social media has been well established and explained. Social media is the product of both Web 2.0 technology and user generated content. The difference between traditional media with Web 2.0 is the way how the communication spreads among users. The grouping of social media is not fingertips task as there is several types or forms social media that exist nowadays. A common grouping of social media in western countries by Mayfield (2009) concluded 7 types of social media: social network, blog, wiki, podcasts, forum, content communities and microblogs.

Secondly, literature about the characteristic of social media is studied. These characteristics not only differentiate social media from other types of media or internet applications, but also they may be considered as possible factors that influence buying decision and purchase intention.

Thirdly, studying current study of purchase intention, there are several key views suggested by researchers. Among vary views, study on purchase intention based on perceived value is the most widely adopted view.

Lastly, this chapter ended with theoretical framework with illustration of independent variables and dependent variables together with hypothesis that constructed for this study which will test later on this research.

CHAPTER 3

METHODOLOGY

3.0 INTRODUCTION

This chapter focus on the methodology used to collect required data which aims to investigate the consumer response on how social media influences purchase intention. This chapter starts with discussion of the research design, data collection survey instrument, sampling technique, and also describe the data analysis technique that going to be use in analyzing the collected data.

3.1 RESEARCH DESIGN

Research design classified as a major plan that outlines process and techniques for the reason of data collection as well as data analysis required information (Zikmund, 2013). A research objective is interrelated to the principles that are engaged when investigating business research (Aliyar & Mutambala, 2015).

Basically, a research design should contain the purpose of study, the type investigation, the unit of analysis, the study setting, and the time frame (Cavana et al., 2001). Therefore, this study will test hypotheses by investigating the causal relationship among the identified variables in order to explain the variance in the dependent variable and it possible outcomes. In explaining nature of certain relationship, hypothesis testing is usually applied (Cavana et al., 2001). The unit of analysis will be the individual unit where a field survey will be conducted in a non-contrived setting to collect cross sectional quantitative data, amassed the data, and subsequently study the data.

3.2 UNIT OF ANALYSIS

Under the context of this study, individual is the unit of analysis. Unit of analysis indicates to the level of data will be collect for the data analysis. Unit of analysis for individuals is like referring to the data that collected from each individual and accepting every individuals' feedback as an individual facts basis.

3.3 POPULATION AND SAMPLE SIZE

Population is the group which indicate to the total numbers of people, event or things that the researcher wants to examine that share a common characteristic required by the researcher (Sekaran & Bougie, 2013). The population of this study comprised of Internet user who resides in Malaysia. Hence, the total number of Internet users in Malaysia as of 2016 is 21M as reported by Department of Statistic Malaysia.

A sample defines as a subset of the population which is studied in order for research to be generalized to the overall population of study (Sekaran, 2013). It is important to determine the size of the sample since it is not absolutely realistic to collect data from the entire population. (Zikmund, 2010). The sample size of 384 derived based on Krejie and Morgan (1970) sample size table as shown in below table:

Table 3.1
Determining sample size for a given population.

Population (N)	Sample Size (S)
5000	357
10000	370
15000	375
20000	377
30000	379
50000	381
75000	382
1000000	384

Source: Krejie and Morgan (1970)

Since the research was not sure to be able to obtain 100 percent response rate, the total number of the questionnaire that distributed was 450 and it is larger than the suggested sample.

3.4 SAMPLING TECHNIQUE

Sampling is the method of drawing conclusion based on measurement of a subset of the population (Zikmund, Babin, Carr, & Griffin, 2012). For this study, convenience sampling (non- probability) technique will be used as it is the most practicable due to human resource, time and cost constraints (Cavana, 2001). Convenient (non- probability) sampling picks samples from the population based on their convenient ease of access and proximity to the researcher. Convenient sampling technique is used extensively by researchers in carrying out both qualitative and quantitative research (Zikmund et al., 2012). Moreover, similar studies that carried out have applied the non-probability sampling procedure to collect data (e.g. Chen et al., 2014).

In addition, the convenience (non-probability) sampling procedure was used in gathering data from various background of Internet user in Malaysia. Researchers frequently use convenience sampling to collect large number of response in an efficient and cost effective

32

way when it is practically difficult to obtain sample through other means (Sekaran & Bougie, 2009).

3.5 RESEARCH INSTRUMENTS/ MEASUREMENT

With the exception of demographic variables, all other variables include in this study were measured on multiples item scale draw from previous research. Measurement is the task of statistics or any additional symbols to characterized (or attributes) the substance according to a specific set of policy. The questionnaire consists of two portion where Part 1 consist of demographic profile while Part 2 consist of 5 section measurement item such as online community, and participation, conversation, accessibility and purchase intention. The summary of the questionnaire are illustrated in Table 3.2. The measurement that has adapted in this study is nominal scale that refers to demographic profile question and interval scale that refers to Likert scale (1-5) in Part 2.

For Part 2, each of section will be give specific guideline to answer the questions. In any qualitative research, it is compulsory for the research to use valid measurement. Rattray and Jones (2005) stated that measurement can be adapted or adopted from relevant literature or valid sources such as academic journals. Below are the instruments used to measure independent and dependent variables:

Table 3.2

Independent Variable and Dependent Variable Measurement

Construct Name	Items	Number of Items	Cronbach's Alpha (a)	Sources
Online Community	I feel I can share common interests and ideas with others I feel I can find and interact with people like me I often share emotions and communicate my feelings with friends on social media platforms. I like to be part of the community or interest groups on social media platforms.	4	0.63	Chen, Li Wei (2014) The influences of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context.
Connectedness	I often use the same social media identity to log on different social media platforms. I often share contents from other social media platforms and post it in one social media platform through links. I can edit and communicate information on the social media platform in the form of text, sound, picture, video etc. I feel social media affords a two way or multiple communication channels.	4	0.689	Chen, Li Wei (2014) The influences of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context.

Openness	I can use the social media platform for free. I can join the social media platform freely. I can get information and publish posts on social media platform freely I can freely exchange ideas with other users on social media platform	4	0.87	Chen, Li Wei (2014) The influences of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context.
Accessibility	I do not need to know special and advanced skills to use social media platforms. I feel easy to join the groups and communities that I am interested in. I feel social media can easily accessible and require minimal or no cost to use. I feel social media content remains accessible for a long time, because of the nature of medium.	4	0.626	Chen, Li Wei (2014) The influences of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context.
Participation	I often search product and service information through social media platforms I often make comments or share experience with my friends about the products and services I have used before through social media platforms	4	0.867	Chen, Li Wei (2014) The influences of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context.

	I often start a discussion topic about products and services on social media platforms I often participate in the discussion about products and services proposed by my friends on social media platforms.			
Purchase Intention	Using social media platforms help me make decisions better before purchasing goods and services Using social media platforms increases my interest in buying products and services. If I find out that the utility of the products or services is larger than personal devotions in terms of money, time and energy, I will consider buying this products or services. I am very likely to buy products or services recommended by my friends on social media platforms.	4	0.805	Chen, Li Wei (2014) The influences of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context.

3.6 DATA COLLECTION PROCEDURES

The primary data has been used as the main instrument to collect information from the respondents. Data collection is among major and crucial activity to be conducted by the research. Without the data, the researcher not able to perform data analysis to prove the hypothesis that they have proposed. The benefit of using the questionnaire is it minimize the cost and the details of ambiguity amongst respondents that will lead to honest response (Schermerhorn, 2000).

For this study, the questionnaire will self-distributed and collected by researcher as it is convenient for researcher to explain the objective of the survey to respondents. Respondents will assured confidentiality of the survey and given sufficient time to respond and return the questionnaire within two weeks. There will no incentives offer for participating in the study. The questionnaire will distributed to among working publics and university student who is potential Internet user and suitable respondents to answer this survey.

3.7 DATA ANALYSIS TECHNIQUE

Data analysis is an accumulated data towards the size of manageable, developing summaries, pattern to be looked, and statistical technique to be applied. The response on the questionnaire was scaled. Experimental instruments required the analyst to derive various instruments in order to explore the relationship between the variables.

Then, the findings must be interpreted based on the research questions to determine if the result were consistent with their hypotheses and theories. Thus, this research will use four data analyses which are the frequency analysis, descriptive analysis, reliability analysis,

regression analysis and correlation analysis. The process of collecting, arranging, tabulation and presenting the data collected will done by using the descriptive statistic and frequency analyses. Generally, a frequency table will be generated for the purpose and alternatively, graphical presentation also may applicable.

3.7.1 Descriptive Analysis

Descriptive analysis will used to explain about the vital features of the data in the study. It is also explain about the observation on the study and also explains the easy summaries about the sample. The summary has been explained in quantitative from by providing details in statistic. Furthermore, descriptive analysis also present the data that forms the tables with the mean of percentiles and standard deviation. This statistics does not make any conclusion based on the data analyzed but explains about the data. This descriptive analysis helps the researcher to demonstrate quantitative description in a manageable way. Descriptive analysis also helps to simplify the huge amount of data into a wise way and also reduces data into a simpler outline.

3.7.2 Reliability Analysis

The reliability analysis will use the Cronbach's Alpha test where the internal consistency and stability of the multi item scales measured by the reliability test. If the item was standardized, or if not standardized, it was based on the average covariance among the items which commonly used the reliability test in Cronbach's Alpha.

The Cronbach's Alpha evaluate the internal stability of homogeneity among the multi-item scales such as the measurement of interval level. Its coefficient measures towards the multi-items scales in the measurement positively correlated to each another. The higher internal

reliability of the multi item scales based on the estimated Cronbach's Alpha Coefficient approaches to the value 1.

3.7.3 Pearson Correlation Coefficient

Pearson's correlation coefficient is a numerical measure of the strength of a linear relationship between paired data. This statistical test is commonly used in many studies to measure the relationship. Correlation test will be apply to measure the relationship between the independent variable and the dependent variable. The range of the correlations is -1.00 to + 1.00 signifies to perfect positive correlation whereby value of -1.00 signifies to a perfect negative correlation. Lack of correlations indicate by the value of 0.0. The closer the measure to 1.00, the more likely the relationship is statistically significant (Minchinsky, 1993). According to "Guilford Rule of Thumb" (Guilford, 1956) the strength of correlation shown in 3.3 below.

Table 3.3
Interpretation of Strength of Correlation Coefficient

Value Coefficient	Relation between Variables
< 0.30	Very Low Relationship
0.30 - 0.50	Low Relationship
0.50 - 0.70	High Relationship
> 0.70	Very High Relationship

3.7.4 Regression Analysis

Regression analysis is a statistical test which to analyze connection between one variable (dependent variable) and a set of other variables (independent variables). Field (2009) indicated that regression analysis is a way of predicting an outcome variables from one predictor variable (simple regression) or several predictor variables (multiple regression).

39

For this study, multiple regression will be used in order to predict the relationship. The objective of multiple regression analysis is to use the independent variables values are known to predict the single dependent value selected by the researcher. Regression analyses have several possible objectives including prediction of future observations, assessment of the effect of or relationship between, explanatory variables on the response and a general description of data structure (Faraway, 2002).

3.8 CHAPTER SUMMARY

Current chapter discussed the methods and analysis tools that applied into this study. From the above explanation, this chapter has the details of research design, data collection activity, instruments for the study, population of study, the reliability test result of the study and the techniques used to analyze the data to evaluate. This chapter is crucial for the researcher which gives clear understanding on how the research being conducted and designed. The following chapter will enlighten on the discovery of the study. The findings and result from the application of the measuring instrument developed here are discussed in the next chapter.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.0 INTRODUCTION

This chapter explains the findings of the study conducted in accordance with the objective that stated in Chapter One. The researcher begins by presenting main result after initial analysis of questionnaire response and data screening. SPSS (Statistical Package for Social Science) 22 is the main analysis tools that used to carry out the statistical analysis. The data examined with missing value analysis, descriptive analysis, reliability analysis, correlation analysis and regression analysis. Moreover, the respondents' demographic characteristic has been analyses through frequency analysis. The analysis will be presented in the form of table, chart, figures, and explanation of each item. The hypotheses that were constructed in Chapter Three were tested and strengths of the relationship were also reported. The chapter is crucial in the sense to determine and identify whether the expectation of this research is significant or not.

4.1 RESPONSE RATE

A total of 388 questionnaires were dispersed to stated sample consisting university students and workers in various sector of which all are categorized as Internet user in Malaysia. Based on the sample size determined by Krejcie and Morgan (1970), this study should at least acquire 384 completed questionnaire. From 388 questionnaires distributed to the respondents, all the questionnaire were able to get back and valid for analysis. The 388 response represent about 100% from the total of questionnaires that has been distributed. According to Baruch and Holton (2008), 50% response rate was generally acceptable.

Therefore, the above total response that has been collected by the researcher is useable for data analysis. Response rate shown in Table 4.1 below:

Table 4.1
Response rate

Number of distributed questionnaires	388
Returned	388
Returned (useable)	388
Response rate	100%
Rate of usable responses	100%

4.2 DEMOGRAPHIC PROFILE OF RESPONDENTS

Individual consumer is the unit of analysis of this study and the demography of the respondents which includes gender, marital status, age, ethnicity, educational qualification, occupation and monthly were collected and analyzed.

Table 4.2 represent the demographic profile of this study which it shows that out of 388 respondents, about 32.7% are male and 67.3% are female. The distribution of response for single and married were 80, 4% and 19.6% respectively. More than half of the population of respondents or 78.1% fall between the ages of 20-29 whereas 16.5% were between the ages of 30-39. 3.6% of respondents fall within the age bracket of 40-49 while the remaining 1% of the respondents are 50 years and above. Furthermore, out of 388 respondents, 45% are from the Malay ethnic nationality. Chinese ethnic nationals constitute 25.4% of the total respondents while 21.9% of the respondents were from the Indian ethnic group. Remaining respondents comes from non-Malay, non-Chinese and non-Indian is 7.2%.

42

Meanwhile for education profile, out of 388 respondents, 2.1% hold qualification as diploma holder, followed by 73.2% is bachelor degree holder, Master degree holder constitute 9% from the respondents while 3.4% is Doctorate degree holder. Remaining 1% of respondents holds other type education qualification. For employment profile, 56.7% is student who still studying in university, followed by 38.4% respondents is working professional, 2.6% represent other employment status whole unemployed is 2.1%

Lastly is the monthly income profile for the respondent where half of respondent's monthly income is below MYR1000, 54.4%. Followed by 17.8% respondents with monthly income with the range MYR3001-MYR5000, 14.7% respondents with monthly income with the range MYR1001-MYR3000. Lastly, 11.1% respondents earning monthly income above MYR5001.

Table 4.2
Demographic profile of respondents

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	127	32.7%
	Female	261	67.3%
		388	100.0%
Marital Status	Single	312	80.4%
	Married	76	19.6%
		388	100.0%
Age	20-29	303	78.1%
	30-39	64	16.5%
	40-49	14	3.6%
	50 and above	4	1.0%
		385	99.2%
Ethnic	Malay	176	45.4%
	Chinese	99	25.5%
	Indian	85	21.9%
	Others	28	7.2%
		388	100.0%
Education	Below Diploma	8	2.1%
	Diploma	44	11.3%

	Bachelor Degree	284	73.2%
	Master Degree	35	9.0%
	Doctorate	13	3.4%
	Other	4	1.0%
		388	100.0%
Employment	Employed	149	38.4%
	Unemployed	8	2.1%
	Student	220	56.7%
	Other	10	2.6%
		387	99.7%
Monthly Income	Below 1000	211	54.4%
	MYR1001-3000	57	14.7%
	MYR30001-MYR5000	69	17.8%
	Above MYR5001	43	11.1%
		380	97.9%

4.3 DESCRIPTIVE ANALYSIS

This statistic is used to explain about the vital features of the data in a study. Mean classified as the average value of data set Fah and Hoon (2009). Mean and standard deviation can be used to deliberate figures that can use to report essential propensity. Meanwhile, standard deviation is apply to calculate the "dispersion" or "spread". In ensuring the data is not violating any of the assumption made by individuals, assumption is tested by running descriptive statistics on each variable. Therefore, mean score and standard deviation are presented for each items such as presented in Table 4.3. As we can observe from each table, the mean and standard deviation are calculated so as to observe the tendency of response by respondents on variables. The mean value of the variables was obtained by measured on a five – point Likert scale in which the larger the number of the said five-point Likert scale, the greater the goodness will be for each variable. A mean score equivalent or higher than 4 show a significant agreement which the particular

standard; a score less than 3 is considered disagreement, and mean score of 3 is considered as a moderate agreement.

Table 4.3
Mean scores and standard deviation for the study variables

Variables	Mean	Std. Deviation
Online Community	3.35	0.98
Connectedness	3.49	0.99
Openness	3.89	0.90
Accessibility	3.68	0.90
Participation	3.39	0.99
Purchase Intention	3.56	0.93

4.4 RELIABILITY ANALYSIS (Cronbach's Alpha)

Cronbach's Alpha is one of the most known test utilized for reliability analysis (Coakes, Steed & Ong, 2010). Furthermore, Cronbach's Alpha analysis demonstrate that it has become an average covariance between the items when item is not standardized and when the item is standardized, the average will be correlation within the test. It is because the correlation of coefficient is interpreted by Cronbach's Alpha gives value in the range of 0 to 1. As per Sekaran (2003), the focus of the Cronbach's Alpha is to examine for consistency and stability. The reliability coefficient explains how could one variable is positively correlated with another variables. The higher internal consistency reliability can be seen when Cronbach's Alpha is closer to 1 that is called better. Scores that is more than 0.8 is considered good, meanwhile scores of 0.7 is acceptable and scores less than 0.6 is considered poor.

45

The variables demonstrates acceptable value as presented in Table 4.4 and Alpha values are greater than 0.6 except for Connectedness. These findings indicate that rest of the variables demonstrate good reliability.

Table 4.4
Reliability statistic for each variables with different outputs.

Independent Variables/Items	Number of Items	Cronbach's Alpha	Cronbach's Alpha if Item Deleted
Online Community	4	**0.76**	
OC1			0.71
OC2			0.70
OC3			0.74
OC4			0.67
Connectedness	4	**0.655**	
C1			0.65
C2			0.61
C3			0.62
C4			0.68
Openness	4	**0.811**	
O1			0.75
O2			0.75
O3			0.75
O4			0.80
Accessibility	4	**0.757**	
A1			0.79
A2			0.69
A3			0.66
A4			0.67
Participation	4	**0.818**	
P1			0.86
P2			0.73
P3			0.72
P4			0.75
Dependent Variables/Items	**Number of Items**	**Cronbach's Alpha**	**Cronbach's Alpha if Item Deleted**
Purchase Intention	4	**0.786**	
PI1			0.73
PI2			0.69
PI3			0.73
PI4			0.77

4.5 CORRELATION ANALYSIS

Pearson analysis is a method that is imposed to define the strength of the relationship between two continuous variables. This gives the clue of the direction (whether it is positive or negative) as well as the extent of the relationship (Pallant, 2013). Simple bivariate correlation is also known as zero-order correlation and is the most common test of the liner relationship and describes coefficients with a range of possible values from +1 to -1. The value of zero denotes that there is no connection between the two variables at all, while a value closer to +1 or -1 which indicates that value of one variables can be determined precisely by knowing the value of the other variable.

A significance of p=0.05 is generally accepted value to support the hypothesis. It means that 05 items out 100, a researcher can confirmed that there is a real significant correlation between the two variables. Only 5 percent chance that the relationship does not really exist. Therefore, in this study, the researcher assessed the connection between two variables to examine all the hypothesis to found out potential significant relationship. According to Ajen and Fishbein (1980), in social science, the r value (strength of correlation/relationship) that is greater than 0.20 is considered satisfactory and 0.30 to 0.50 are considered moderate correlation while those values that are larger than 0.50 reflect a strong correlation.

Table 4.5

Correlation among Independent Variables and Dependent Variables.

	Online Community	Connectedness	Openness	Accessibility	Participation	Purchase Intention
Online Community	1					
Connectedness	.329**	1				
Openness	.267**	.413**	1			
Accessibility	.171**	.339**	.534**	1		
Participation	.328**	.349**	.248**	.143**	1	
Purchase Intention	.322**	.258**	.374**	.331**	.443**	1

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

Based on Table 4.5, it demonstrates that all the independent variables have a significant relationship with the dependent variable. The correlation of online community with purchase intention is positive as the value = 0.322. The correlation of connectedness with purchase is positively low relationship with purchase intention = 0.258. The correlation of openness of social media with purchase intention presented positive as the value = 0.374. The correlation of accessibility with the purchase intention positive low relationship as the value is 0.331 and the correlation of participation with online purchase intention is positive as the value is 0.443. Regarding this analysis, participation is the most significance toward online purchase intention as the value it has the highest compare to others independent variables.

4.6 MULTIPLE REGRESSION ANALYSIS

In order to evaluate the influence of independent variables on dependent variable, multiple regression has to be conducted. In this study, the independent variable suggests by the researcher are online community, connectedness, openness, accessibility and participation and the dependent variables is purchase intention.

Table 4.6
Summary of Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558[a]	.311	.302	.67327

a. Predictors: (Constant), Participation, Accessibility, Online Community, Connectedness, Openness

Table 4.6 presented that the regression result revealed the R square value of 0.311. This indicates that 31.1% of variance that explained the DV (online purchase intention) was accounted for by the independent variables (online communities, connectedness, openness, accessibility and participation) where F value = 34.505 at *p <0.05*.

Table 4.7
Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.759	.235		3.232	.001
	Online Community	.147	.047	.147	3.141	.002
	Connectedness	-.039	.048	-.040	-.808	.420
	Openness	.180	.056	.171	3.212	.001
	Accessibility	.196	.056	.179	3.522	.000
	Participation	.305	.042	.341	7.276	.000

a. Dependent Variable: Purchase Intention

Based on Coefficients analysis, the beta value for online community is $\beta = 0.147$; $p< 0.05$. While beta value for connectedness $\beta = -0.040$; $p> 0.05$. The beta value for openness is $\beta = -0.171$; $p< 0.05$. The beta value for accessibility is $\beta = 0.179$; $p<0.05$ and the beta value for participation $\beta = 0.341$; $p< 0.05$. This analysis revealed that all of these independent

variables are significant with dependent variables except for one independent variables, connectedness does not significant with the dependent variables.

Thus, the most important factor that has a strong relationship with dependent variables is participation since the beta value is the highest compared to other independent variable. The second important factor is accessibility and the third important factor is openness. Meanwhile, online community is fourth important that has a relationship between online purchase intentions. The lowest relationship is connectedness of social media which demonstrates negative relationship.

H1: There is significant relationship between social media online community and online purchase intention.

This hypothesis indicates that there are positive correlation between social media online community and online purchase intention. Based on the Table 4.7, the relationship between online purchase intention and online community is analyzed as $t = 3.141$ and p = 0.000; p<0.05. Thus, this shows that social media online community will increase the online purchase intention.

H2: There no significant relationship between social media connectedness and online purchase intention.

This hypothesis indicates that there are negative correlation between social media connectedness and online purchase intention. Based on the table 4.7, the relationship between online purchase intention and connectedness is analyzed as $t = -0.808$ and p = 0.000; $p > 0.05$. Thus, this proved that social media connectedness will not influence online purchase intention.

50

H3: There is significant relationship between social media openness and online purchase intention.

This hypothesis indicates that there are positive correlation between social media openness and online purchase intention. Based on the Table 4.7, the relationship between social media openness and online purchase intention is analyzed as $t = 0.3522$ and $p = 0.000$; $p<0.05$. Thus, this proved that social media openness will increase online purchase intention.

H4: There is significant relationship between social media accessibility and online purchase intention.

This hypothesis indicates that there are positive correlation between social media accessibility and online purchase intention Based on Table 4.7, the relationship between social media accessibility and online purchase intention is analyzed as $t = 0.3212$ and $p = 0.000$; $p<0.05$. Thus, this proved that social media accessibility will increase online purchase intention.

H5: There is significant relationship between social media participation and online purchase intention.

This hypothesis indicates that there are positive correlation between social media participation and online purchase intention Based on Table 4.7, the relationship between social media participation and online purchase intention is analyzed as $t = 0.7276$ and $p = 0.000$; $p<0.05$. Thus, this proved that social media participation will increase online purchase intention.

4.7 HYPOTHESES SUMMARY

Table 4.8
Hypotheses summary

Hypothesis	Result
H1: Social media online community positively influences consumer's purchase intention.	Supported
H2: Social media connectedness positively influences consumer's purchase intention.	Not Supported
H3: Social media openness positively influences consumer's purchase intention.	Supported
H4: Social media accessibility positively influences consumer's purchase intention.	Supported
H5: Social media participation positively influences consumer's purchase intention.	Supported

4.8 CHAPTER SUMMARY

This section presents a detailed SPSS output. This chapter interpret the SPSS output in the descriptive and inferential statistical analysis on the data collected through the questionnaire distributions. From the findings, it can be summarized that hypothesis developed earlier in this study is support and proven through regression analysis except for independent variables, Connectedness, which demonstrates no significantly influence online purchase intention. Rest of independent variables such as online community, openness, accessibility and participation show positive correlation with online purchase intention.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 INTRODUCTION

In this chapter, it discusses about the recommendation and final outcome of this study. The purpose of this study is to provide a summary of findings in accordance with the objectives that stated in Chapter One. This chapter summarizes the interpretation of research findings presented in the previous chapter. This chapter starts with the discussion regarding findings of the study together with its limitation and direction for forthcoming research. This chapter ends with the closure of the study.

5.1 DISCUSSION OF THE FINDINGS

The purpose for this research is to explore and elaborate what are the connection and relationship among variables. In this chapter, it will provide the overview of the study results. The researcher has suggests five independent variables which are social media online community, social media connectedness, social media openness, social media accessibility and social media participation. On the other hand, the dependent variable is online purchase intention. It shows that those independent variables suggests by the researcher have a positive relationship with the dependent variable.

The first hypothesis is social media online community positively influence online purchase intention and the results demonstrated the first hypothesis is accepted. This resembles to the findings of other studies that the sense of belonging and sociality property of virtual community has a strong influence on online purchase intention. In social media network, community is the group of people who shares same interest and people feel more connected

when they share same thought. This online community influences online purchase intention by sharing their purchase experience to other members in the community, directly this impact whether consumer want to buy or not.

The second hypothesis is that suggested in this study is social media connectedness positively influences online purchase intention and the result shows that hypothesis is rejected. This proven that social media connectedness is not significantly important to online consumer to have purchase intention.

The third hypothesis is that proposed in this study is social media openness positively influences online purchase intention and the result show that hypothesis is supported. Social media openness where it means user can join any of social media network without paying any fees to use the services which this will increase more user to join specific social media network to obtain product or service information and this influence online customer to buy or not. Furthermore, this study found out that respondent more likely will have intention to buy if the contents of the product or service is freely available for them to access. Through social media, many brands and company advertised about their ultimate product and service to attract online consumer where it is more widely promoted. Thus, openness of social media will help to increase consumer's intention towards respective brands or companies.

The fourth hypothesis is that suggested in this study is social media accessibility positively influences online purchase intention and the result show that hypothesis is supported. Social media accessibility is related to any technical skills that required for user to access specific social network and use it for daily purpose. In this study, respondent feedback that they feel it take less effort to join the groups and communities that they are keen in and not

54

required special or advanced skills is need to use social media platforms. When user feel more easy to use social media platform, high percentile that they will browse and review product and services more often to get product or service knowledge.

The fifth hypothesis is that there is positive relationship between social media participation with online purchase intention. Social media participation is the independent variables that highly correlated with dependent variables in this study. The questionnaire result shows that respondents regularly browse product and service information through social media platform. Furthermore, they also often make comments and share experience with other users about the product or services that they have used before through social media platform. However, there is low percentile of user willing to start discussion about the products and services in social media networks and they also less participate the discussion even though it is suggested by their friends.

5.2 LIMITATION OF THE RESEARCH

This study was not without limitation. There are three (3) limitations of this study that has been identified as follows:

a) Sample of the study was mainly collected among university students in UUM and certain percentile of working groups. University student's utilized social media as their one of ultimate communication tools thus the understanding level is different compare to working adults who not really often using.

b) This research does not study in detail on specific social media platform where this will provide precise insights how the respective social media platform could influence online customer purchase intention.

c) This research is completed in a short period of time. A better result may obtain if this study is longitudinal.

5.3 RECOMMENDATION FOR FUTURE RESEARCH

In this study, the researcher emphasis on wider scope of social media which the population is too big to cover thus significance of the variables is not proven have high relationship with dependent variable. For future research, may venture the difference between samples from the population such as users from various social media platforms. Thus, in the future study, the sample should be narrow down to specific group of people who often using social media for online purchase. This will provide the research more relevant relationship of social media characteristic in influencing or creating purchase intention among online consumer.

Other than that, this study should review and add another few more variables which may have significant relationship with the dependent variables. Due to no pilot test was carried out which it would be a chance to revise the models and create measurement which more significant if possible. So in the forthcoming studies, conducting pilot test should be one of to do task to guarantee the quality of the research.

Lastly, in relative of measurement items and variables, some of items that constructed should be polished either studying more relevant material of the topic or seek topic related experts for assessment in forthcoming study to improve the study.

5.4 CONCLUSION

As a conclusion, social media community, social media openness, social media accessibility and social media participation have a positive relationship with online consumer purchase intention. The result of this study reveals that the social media participation as strong predictor in influencing online purchase intention. Meanwhile social media connectedness shows negative relationship where it does not significantly influencing online purchase intention.

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58

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APPENDIX: Questionnaire

Questionnaire

Dear respondent,

I am a student of School of Business Management, UUM carrying out a research in partial fulfilment for the award of MSc Management on the topic " The influence of social media on online consumer purchase intention in Malaysia''.

It will be highly appreciated if you could spare out some time to fill this questionnaire. Please note that there are no right or wrong answers; only your personal opinion and thought matters. All information and responses provided will be treated with utmost confidentiality and used strictly for academic research purposes.

Thank you for you kind response

Ng Shirly (818863)

MSc Management Candidate

School of Business Management, UUM College of Business

Email: ngshirly_1009@yahoo.com

Part 1. Demographic information

Gender	Male	
	Female	

Marital Status	Single	
	Married	
	Divorced	

Age	20-29	
	30-39	
	40-49	
	50 and above	

Ethnic Group	Malay	
	Chinese	
	Indian	
	Others	

Education	Below Diploma	
	Diploma	
	Bachelor Degree	
	Master Degree	
	Post Doctorate	
	Other	

Employment	Employed	
	Unemployed	
	Student	
	Other	

Monthly Income	Below 1000	
	MYR1001 - MYR3000	
	MYR3001 - MYR5000	
	Above MYR5001	

Part2. Measurement of variables

Please rate the following statements on a scale 1 -5 with 1 being Strongly Disagree and 5 being Strong Agree.

Likert Scale	1 - Strongly disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly agree

Online Community					
1. I feel I can share common interests and ideas with others	1	2	3	4	5
2. I feel I can find and interact with people like me	1	2	3	4	5
3. I often share emotions and communicate my feelings with friends on social media platforms.	1	2	3	4	5
4. I like to be part of the community or interest groups on social media platforms.	1	2	3	4	5

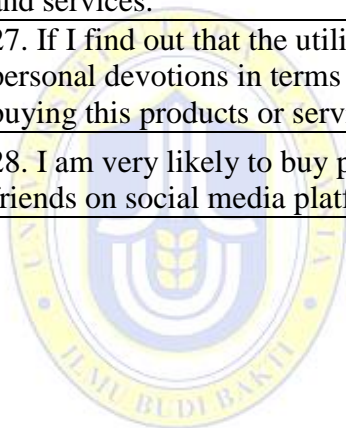| Connectedness					
5. I often use the same social media identity to log on different social media platforms.	1	2	3	4	5
6. I often share contents from other social media platforms and post it in one social media platform through links.	1	2	3	4	5
7. I can edit and communicate information on the social media platform in the form of text, sound, picture, video etc.	1	2	3	4	5
8. I feel social media affords a two way or multiple communication channels.	1	2	3	4	5

Openness					
9. I can use the social media platform for free.	1	2	3	4	5
10. I can join the social media platform freely.	1	2	3	4	5
11. I can get information and publish posts on social media platform freely	1	2	3	4	5
12. I can freely exchange ideas with other users on social media platform	1	2	3	4	5

Accessibility					
13. I do not need to know special and advanced skills to use social media platforms.	1	2	3	4	5
14. I feel easy to join the groups and communities that I am interested in.	1	2	3	4	5
15. I feel social media can easily accessible and require minimal or no cost to use	1	2	3	4	5
16. I feel social media content remains accessible for a long time, because of the nature of medium	1	2	3	4	5

Participation					
21. I often search product and service information through social media platforms	1	2	3	4	5
22. I often make comments or share experience with my friends about the products and services I have used before through social media platforms	1	2	3	4	5
23. I often start a discussion topic about products and services on social media platforms	1	2	3	4	5
24. I often participate in the discussion about products and services proposed by my friends on social media platforms.	1	2	3	4	5

Purchase Intention					
25. Using social media platforms help me make decisions better before purchasing goods and services	1	2	3	4	5
26. Using social media platforms increases my interest in buying products and services.	1	2	3	4	5
27. If I find out that the utility of the products or services is larger than personal devotions in terms of money, time and energy, I will consider buying this products or services.	1	2	3	4	5
28. I am very likely to buy products or services recommended by my friends on social media platforms.	1	2	3	4	5