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THE INFLUENCE OF SOCIAL MEDIA ON ONLINE CONSUMER  
PURCHASE INTENTION



MASTER OF SCIENCE (MANAGEMENT)  
UNIVERSITI UTARA MALAYSIA  
JUNE 2017

**THE INFLUENCE OF SOCIAL MEDIA ON ONLINE CONSUMER PURCHASE  
INTENTION**



Thesis Submitted to  
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**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

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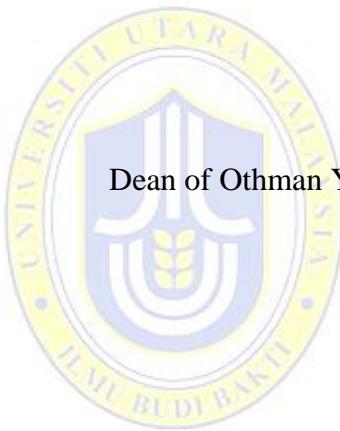
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## ABSTRACT

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

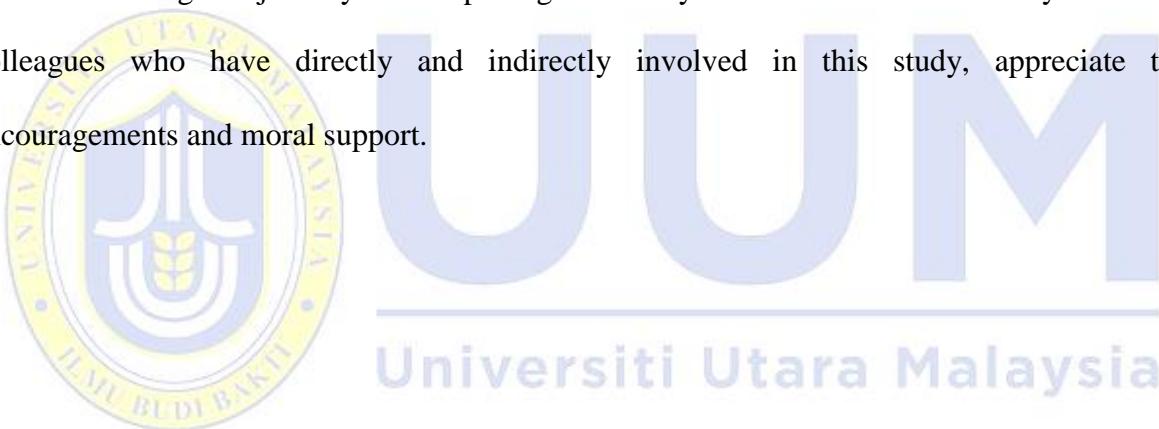
Media sosial telah menjana buzz besar dalam dunia hari ini. Di peringkat antarabangsa, pengguna Internet kini membelanjakan lebih daripada empat setengah jam seminggu di laman rangkaian sosial, lebih banyak masa yang mereka belanjakan untuk e-mel. Ia menyebabkan satu anjakan paradigma dalam cara pengguna 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

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# 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”. (Gallaugh, 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).

The contents of  
the thesis is for  
internal user  
only

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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 your kind response

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## Part 1. Demographic information

<b>Gender</b>	Male	<input type="checkbox"/>
	Female	<input type="checkbox"/>
<b>Marital Status</b>	Single	<input type="checkbox"/>
	Married	<input type="checkbox"/>
	Divorced	<input type="checkbox"/>
<b>Age</b>	20-29	<input type="checkbox"/>
	30-39	<input type="checkbox"/>
	40-49	<input type="checkbox"/>
	50 and above	<input type="checkbox"/>
<b>Ethnic Group</b>	Malay	<input type="checkbox"/>
	Chinese	<input type="checkbox"/>
	Indian	<input type="checkbox"/>
	Others	<input type="checkbox"/>
<b>Education</b>	Below Diploma	<input type="checkbox"/>
	Diploma	<input type="checkbox"/>
	Bachelor Degree	<input type="checkbox"/>
	Master Degree	<input type="checkbox"/>
	Post Doctorate	<input type="checkbox"/>
	Other	<input type="checkbox"/>
<b>Employment</b>	Employed	<input type="checkbox"/>
	Unemployed	<input type="checkbox"/>
	Student	<input type="checkbox"/>
	Other	<input type="checkbox"/>
<b>Monthly Income</b>	Below 1000	<input type="checkbox"/>
	MYR1001 - MYR3000	<input type="checkbox"/>
	MYR3001 - MYR5000	<input type="checkbox"/>
	Above MYR5001	<input type="checkbox"/>

## **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
--------------	-----------------------	--------------	-------------	-----------	--------------------

<b>Online Community</b>					
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

<b>Connectedness</b>					
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

<b>Openness</b>					
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

<b>Accessibility</b>					
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

<b>Participation</b>					
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

<b>Purchase Intention</b>					
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



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