Factors Influencing the Customer Engagement on Social Media

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Research Project Submitted in Partial Fulfillment of the Requirements

for the Degree of Master of Business Administration

Universiti Tun Abdul Razak

February 2023

DECLARATION

I hereby declare that the case study is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at Universiti Tun Abdul Razak (UNIRAZAK) or other institution.

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Date : 31 Jan 2023

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Furthermore, I'd like to take this opportunity to express my deep gratitude to my loved ones, who have provided me with endless words of support and encouragement throughout the course of this endeavour. Finally, I want to thank my fellow classmates for their kind words and constant morale boost this semester. They've done a lot of my homework for me and are always willing to lend a hand.

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LIST OF TABLES

Table 4.2.1 Demographic Data Statistics on the respondent. 32

Table 4.2.2 Gender.....33

Table 4.2.3 Status.....34

Table 4.2.4 Age.....35

Table 4.2.5 Education 36

Table 4.2.6 Income 37

Table 4.3.1: Quality of Content 39

Table 4.3.2: User Experience.....45

Table 4.3.3: Frequency of Visit 51

Table 4.4 Reliability Statistics.....56

Table 4.5.1: Model Summary 57

Table 4.5.2: Anova.....57

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LIST OF FIGURES

Figure 1: Research Framework 21

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ABSTRACT

Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfillment of the requirements for the Master of Business Administration

Factors Influencing the Customer Engagement on Social media

By

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February 2023

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As a result, of management not being aware of the opportunities social media offers in reducing the cost of firms advertising campaigns, increasing of sales, finding new customers and sustaining marketing strategy globally. The desire to undertake this research to probe further into this untapped avenue of social media, to bring to light its numerous opportunities to management, marketers and stakeholders. The analysis of this study has Cronbach's Alpha value of more than 0.7 for all 17 items in the scale. In fact, the scale had a value of 0.911. Hence, the research instrument was deemed to be reliable based on the alpha statistic. The result shown that the three independent variables as significant relationship with the social media as a marketing strategy. Therefore, it is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future.

Table of Contents

DECLARATION i
ACKNOWLEDGEMENT ii
LIST OF TABLES iii
LIST OF FIGURES iv
ABSTRACT v
CHAPTER 1 1
INTRODUCTION 1
1.0 Introduction 1
1.1 Background of Study 1
1.2 Problem Statement 3
1.3 Objective of Study 4
1.4 Research Question 4
1.5 Scope of Study 4
1.6 Significance of Study 5
1.7 Definition of Concept 5
1.8 Organizational Structure 7
CHAPTER 2 9
LITERATURE REVIEW 9
2.0 Review of Literature 9
2.1 Introduction 9
2.2 Conceptual Literature 9
2.2.1 Customer engagement on social media marketing 9
2.2.2 Quality of Content 11
2.2.3 User Experience 13
2.2.4 Frequency of Visit 14
2.3 Hypothesis Development 16
2.3.1 There is positive relationship between quality of content and customer engagement on social media marketing 16
2.3.2 There is positive relationship between user experience and customer engagement on social media marketing 17
2.3.3 There is positive relationship between frequency of visit and customer engagement on social media marketing 18
2.4 Summary 19

UNIRAZAK
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Copying, modifying or reprinting, is not permitted.

CHAPTER 3 20
RESEARCH METHODOLOGY 20
3.0 Research Methodology 20
3.1 Introduction 21
3.2 Research Framework 21
3.3 Definition of Variables 22
3.3.1 Quality of Content 22
3.3.2 User Experience 22
3.3.3 Frequency of Visit 22
3.3.4 Customer engagement on social media marketing strategy 23
3.4 Hypothesis Testing 23
3.5 Research Design 24
3.6 Unit of Analysis 25
3.7 Sampling Design 25
3.8 Data Collection Method 26
3.9 Data Analysis Method 28
3.9.1 Quantitative Research Method 28
3.9.2 Qualitative Research Method 28
3.10 Summary 29
CHAPTER 4 31
RESULTS AND DISCUSSION 31
4.1 Introduction 31
4.2 Data Collection and Findings 31
4.2.1 Descriptive Analysis-Frequencies Statistics 31
4.2.2 Gender 33
4.2.3 Status 34
4.2.4 Age 35
4.2.5 Education 36
4.2.6 Income 37
4.3 Factor Analysis 38
4.3.1 Quality of Content 39
4.3.2 User Experience 45
4.3.3 Frequency of Visit 51
4.4 Reliability Analysis 56
4.5 Multiple Regression 57
4.6 Hypothesis Testing 58

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Copying, modifying, or reprinting is not permitted.

CHAPTER 5 59
CONCLUSIONS AND RECOMMENDATIONS 59
5.1 Introduction 59
5.2 Summary of the result 59
5.3 Recommendation 62
5.4 Limitation 63
5.5 Conclusion 64
REFERENCES 65
APPENDIX 76

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CHAPTER 1

INTRODUCTION

1.0 Introduction

The first chapter of this thesis opens with the background of the study and further describes the Factors Influencing the Customer Engagement on social media. This is followed by the research objectives, research questions and significance of the study. The chapter concludes with the organization of thesis.

1.1 Background of Study

According to Weber (2017), the social web will become the primary centre of activity in our lives. To put it differently people use the social web as the world wide web is sometimes called, instead of the old media for most of the services supplied. On top of that, social web has brought a lot of new opportunities to exchange knowledge worldwide. According to the Internet World Statistic in June 2010, there were more than 1.96 billion people online. Given this, it can be concluded that social web has great impact on the people. For instance people now interact and communicate as a society and use the web to extend existing relationships. In recent times, firms have adopted this knowledge to target and reach customers as well.

The relevance of social media in improving commerce both internationally and locally cannot be over-looked due to its numerous benefits. In recent times social media has served as an instrument for businesses to transmit information about old and existing product; has enabled customers to make online purchases and has aided in the sustenance of commerce globally (Weber, 2017).

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According to Håkansson and Snehota (1995), as a marketing strategy is the act of gaining attention through social media sites. Social media has improved communication for organizations, fostered brand awareness and has improved customer service relationship of the firms. Therefore, social media is considered a relatively inexpensive means for organizations to implement marketing to build and improve their brand value.

We live in the midst of a global communication boom where the use of social media between individuals for personal and professional use is widespread. Carlsson (2010) predicted that 2010 is the year when the use of social media for branding purposes will really take off in the corporate sector. He further indicated that marketing managers have also predicted that 2010 will be the year when social media are integrated in the organizations and really start to become useful for companies and become an important tool in the communication.

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Others have argued that it is crucial for marketers to look to the web for new ways of finding customers and communicating "with" (relationship of based marketing) them, rather than "at" (transaction-based marketing) them, and various kinds of social media are the most promising way to reach new customers (Webber, 2019).

The combination of coordinating marketing messages across all medias including the social media, the real impact that social media (as an example the social network, Facebook with more than 400 million active users) has for both individuals and companies, the speed with which things move in this domain (Carlsson, 2010).

The study examined the factors influencing the customer engagement on social media. All in all, social networking sites facilitate active communication between companies and user and

spur interactions among users. It also emphasized that higher the influence of social media marketing, higher would be the customer engagement. Social media are regarded as new marketing tools for promoting a brands service, constituting an emerging communication channel through which to shape the relationship between a brand and its customers. social media marketing is a term which describes the actual acts of using social network for marketing purposes. Social media marketing is common in the business to consumer area.

Customer engagement is considered as one of the ways to help businesses retain old customers and attract new ones (Quynh, 2019; Quynh et al., 2020a). Therefore, it is necessary to explore deeply in different contexts to provide an overview and contribute to strengthening the theoretical foundation of customer engagement. To do that, this study focuses on exploring and evaluating the influence of factors on customer engagement in the social media. This can help businesses improve customer interaction on social networks.

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1.2 Problem Statement

In most recent times, customers have attributed the collapse of business firms to insufficient funds, employee incompetence and employer lack of business strategies. However, from an administrative point of view, management is attributing collapse of businesses to firms' inability to meet the growing cost of managing brands (Webber, 2019).

As a result, of management not being aware of the opportunities social media offers in reducing the cost of firms advertising campaigns, increasing of sales, finding of new customers and sustaining marketing strategy globally. The desire to undertake this research to probe further into this untapped avenue of social media, to bring to light its numerous opportunities to management, marketers and stakeholders.

1.3 Objective of Study

The main of this research is to s research aimed at meeting the following objectives:

i. To identify the factors influencing the customer engagement on social media.

ii. To identify factors that contribute on the factors influencing the customer engagement on social media towards customer engagement.

iii. To examine the relationship between quality of content and customer engagement on social media marketing.

iv. To identify the relationship between user experience and customer engagement on social media marketing.

v. To examine the relationship between frequency of visit and customer engagement on social media marketing.

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1.4 Research Question

This research aimed at answering the following research questions:

i. What is the relationship between quality of content and customer engagement on social media marketing?

ii. What is the relationship between user experience and customer engagement on social media marketing?

iii. What is the relationship between frequency of visit and customer engagement on social media marketing?

1.5 Scope of Study

The general purpose of this study will focus on the intention to examine the Factors Influencing the Customer Engagement on social media. This study will use quantitative

research where the questionnaires of open-ended questions using five point like scale will be distributed via google form specifically for random customers in Malaysia. The number of questionnaires of 200 respondents is part of the requirement for Master Business Administration that has been setup by the University. First stage is the research proposal which consists of chapter 1 until 3. The study will focus on the Factors Influencing the Customer Engagement on social media.

1.6 Significance of Study

This research aims to contribute to literature by analyzing the Factors Influencing the Customer Engagement on social media. The dependent variable in this study of marketing strategy, whereas the independent variables are quality of content, user experience, social media and electronic word of mouth. The findings of the study will aid in responding empirically to the problem statements that have surrounded the subject, by determining the relation between independent variables are quality of content, user experience, social media and electronic word of mouth. The findings of this study may be beneficial to several parties such as the Malaysia and also Government. They can obtain valuable information from the result of this study and utilize it for their own goods.

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1.7 Definition of Concept

Social media

Social Media has been defined as websites which allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008); web-based applications which provide functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2019). Social media has been referred to as "social media sites" (Diga & Kelleher, 2011), or a set of information technologies which facilitate interactions and networking (Kapoor et al.,

2017; Oestreicher-Singer & Zalmanson, 2018). However, there appears to be a broad agreement that Web2.0 technologies played a significant role in the development and adoption of social media.

Customer Engagement

Customer engagement is a business communication link between consumers and a company or brand through various channels of communication. This connection of customers and company can be a response, interaction or overall customer experience, which can take place in both online and offline.

Quality of Content

Quality of content is about understanding your customers, then developing content that engages them and highlights the message your brand is trying to communicate with them. Quality of content is extremely important as it builds trust.

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Frequency of visit

Frequency of visit is how regularly people visit your site and how long they wait between two visits can help to measure visitor loyalty and to discover the behavioral trends distinguishing frequent users from random ones.

User Experience

User experience in digital platform is about the overall experience of a person visiting a website or a social site, especially in terms of how easy or pleasing it is to use. If a website or social site degrades the user experience too much, people will simply stay away.

Social media Marketing

Social media marketing is usually based on a company's social media strategy. Parsons (2018) pinpoints the importance of having a communication strategy for each social media tool that the company uses.

E- Commerce

According to investors words (online dictionary), E-commerce is defined as "the buying and selling of product and services by businesses and consumers through an electronic medium, without using any paper documents".

E-commerce is referred to as the process of buying and selling of product over the internet. E-commerce can be grouped into three categories: business to business or B2B , business to consumer or B2C and consumer to consumer or C2C.

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1.8 Organizational Structure

The research study is structured into five chapters namely; chapter one, chapter two, chapter three, chapter four and chapter five.

Chapter one deals with the background of the study which entails introduction, problem statement, research objective, research hypothesis, definition of term, structure of project paper and limitation.

Chapter two discusses review of relevant literature of the study by making references to relevant authors whose works relate to our research study.

Chapter three consists of research population techniques, data collection procedures and procedures for analyzing the data.

Chapter four deals with analysis, interpretation and discussion of data collected during the field survey.

Chapter five of the study is looking at a summary, conclusions and recommendations to the research study.

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CHAPTER 2

LITERATURE REVIEW

2.0 Review of Literature

In this chapter, the literature review is organised with comprehensive reviews of the research topic through secondary information. As the chapter develops, the reviews of relevant theoretical models are discussed before developing the conceptual framework. In the following section will develop the hypotheses based on the conceptual framework before ending with a summary of this chapter.

2.1 Introduction

The aim of this literature review is to locate and critique relevant theory relating to the research problem, and identify concepts and themes (Ghauri & Grønhaug, 2005). This chapter will consist of the history of social media, definition of social media, the ecommerce concept, social media and marketing, Social media and branding, the effectiveness of social media in modern business and exploring marketing and strategy.

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2.2 Conceptual Literature

2.2.1 Customer engagement on social media marketing

Customer engagement can be defined as encouraging customers to interact with the brand and share experiences of the brand with others. According to Sklar (2018), 80 % of the customer engagement opportunities are either missed or mishandled by companies. Every lost opportunity is a loss in the revenue. Social media has provided an excellent tool for companies to engage with customers and build communities. (Chan 2014; Sklar 2018).

Before engaging with customers, the companies must engage with their employees. Sklar (2018) states that everyone in the company is responsible for recognizing a customer engagement opportunity and acting on it. Another important thing is to find the customers from social media and add them to the network. However, finding them is not enough, instead the company must also interact with them. High level of interaction with customers will build loyalty and make customers feel themselves special. Engaged customers will become advocates who will endorse the brand to others. Social media provides a great platform to endorse the company because thousands of people can be reached by one post. (Rogers 2014; Sklar 2018).

Goldman (2018) points out that few years ago engaging with customers online was a competitive advantage but now it is a requirement for success. According to Goldman (2018), one of the main reasons for companies to fail in engaging is that they do not think enough about the customers' needs and customer behaviour. In addition to sharing content with customers companies must also listen, understand and communicate with customers. Customer engagement is about managing two way communication with customers and not just about publishing content on the social media sites. (Goldman 2018, 16, 45, 52-53).

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Although the aim of customer engagement in social media is to share information and experiences and participate in conversations, companies must avoid spamming too much. If customers get overloaded with information, they will most likely un-like or un-follow the social media site. For example, Facebook has made it easy for users to decide what they want to see on their newsfeed and from whom. Therefore, it is vital to plan carefully what will be posted and when. (Goldman 2018, 52-53; Rogers 2014).

2.2.2 Quality of Content

Content quality is how well your content achieves its goal(s). It refers to the depth of information and insight contained within a piece of content. Content quality goes beyond information to include formatting, readability, and grammatical correctness. Content quality can also include how well your content ranks in search, drives traffic, engages your audience, and converts users.

Attracting the right audience to your website and business isn't easy. Engaging with them and helping them see your product as the right solution for them is even harder. Without quality content, it's nearly impossible. But, if your audience finds your content to be valuable, they're more likely to engage with you and eventually purchase. (Vinerean, Cetina, Dumitrescu & Tichindelean, 2018, 67)

Content is anything that is expressed through some medium, such as writing, speech or visual arts. In the world of publishing and communication, content is information and experiences that are meant to be consumed by an audience. (Whitler 2014; Tuten 2008, 19-20, 25-26).

Marketers know that quality content is the cornerstone of a successful campaign. But what exactly is “quality content”? And how does it help brands and businesses attract readers, customers and fans? Depending on your marketing goals, quality content can mean many things but the best content on the web shares some key features that resonate with readers and provide value they won’t find anywhere else.

A quick survey of content marketing trends and expert opinions reveal plenty of conflicting and confusing ideas about the elements that make up high-quality content. Some claim quality content can only be created by industry experts or writers with degrees in the subject.

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Others say good content must be long three to four thousand words at minimum, so readers feel that they're getting the most value. Still other content marketing specialists say the real marker of quality is how many shares and likes a piece receives.

Not so long ago, search engines such as Google ranked content based on a few simple things and they had very little to do with the actual quality of the work. These factors included, in large part, keyword inclusion how frequently keywords appeared in a post or article. That led to the questionable practice of "keyword stuffing," when writers packed simple articles with target keywords with little regard for the actual content of the piece. (Chan 2014; Sklar 2018)

But times have changed, and largely in response to these practices that flooded the Internet with poorly written, keyword stuffed articles, Google and other search engines decided to prioritize the quality of the content itself over keyword frequency in search rankings. Although search engine algorithms are hidden, it became clear that high-ranking articles, posts and other content were frequently longer, more developed pieces that used keywords naturally and sparingly, and included references to authoritative outside sources.

Those features became the search engine standard for "quality" content, and marketers worked hard to make sure that they produced similar material. But in today's marketing world, quality content needs to have other dimensions as well. (Castronovo and Huang, 2012)

Quality is often in the eye of the beholder, it can be difficult to find just the right combination of factors that make your articles, posts and other content memorable and relevant for the specific audience you're targeting. But even if you're new to the world of content marketing, quality content isn't so hard to achieve.

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2.2.3 User Experience

User experience can be defined as the understanding of user needs to help and create products and services that provide a meaningful experience to the customers. It is an essential feature of our digital world today as stated by sirlinksalot. It's an increasingly important topic now. Today consumers want their needs to be delivered instantly. Be it is finding answers via search engines, booking flights, ordering food, online shopping, internet banking, or checking with friends etc. execution of all these needs a good quality of user's online experience and that makes a huge difference. For the businesses that want to attract and convert their interests into revenue, UX is the key part of their success and survival.

Chu, (2011), examined UX is a combination of different principles such as visual design, information architecture, interaction design, usability, user search, and content strategy. Peter Morville, the president of Semantic Studios, is one of the pioneers of UX and information architecture. He created UX honeycomb to help to formalize the characteristics of a valuable user experience. It tells that UX should be useful, findable, credible, valuable, desirable and accessible. The honeycomb is adaptable and also outlines the principles of UX and can be prioritized based on unique needs. User experience is always forgotten when it comes to develop and execute digital marketing strategies. But it should be the first part to remember when starting a business, and it's a critically important component of successful digital marketing that prioritizes personalization and convenience.

UX is a qualitative foundation for digital marketing, or you can say any marketing. User experience is not only promotion of the Product. It touches the product itself. Marketing and designing are both different terms apart. Marketing is making people want things, and designing is all about making things that people want. Design drives user experience. That is

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it tends to live more towards the product design at the end of the spectrum. User experience designers often work in proximity to the digital marketing teams and are responsible for some optimisation with campaigns.

LaRoche, Habibi, Richard, and Sankarnarayanan, (2012), user experience is a research-focused discipline. It focuses on discovering and understanding real human needs which can be solved with the well-designed product. They focus on the methodologies for research that are qualitative so making excellence in framing a problem and situation and can be more accurately assessed quantitatively. The use of multiple research approaches ensure that a product is easily discoverable and generate real human values for customers so that businesses can create commercial value. On other hands, digital marketing doesn't generate much in ways of research. Marketing research focuses more on quantifying a known market for a fixed product. So it's all about focusing more on quantitative methods. So blend of User experience in digital marketing can help a business to lead their sales and promotion much more than they can do it with other strategies.

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2.2.4 Frequency of Visit

The importance of effective social media use has been demonstrated in recent research on social media marketing. The evidence suggested that engagement with social media BFPs leads to brand awareness, word of mouth and positive tangible outcomes such as purchase expenditure and purchase intention. Furthermore, Brettel et al. demonstrated that Facebook page visits are a short-term indicator of sales and that Facebook likes are a strong long-term sales driver because of their high carryover effect.

In addition, Kim and Ko found that 70% of the active users of social networks visit social media sites as a means of obtaining information prior to buying a particular product. As such, social media platforms provide marketers with viable platforms for communicating about and promoting their products and brands through organic posts and forms of viral marketing that can potentially be viewed by millions of connected social media users.

Frequency of visit is how regularly people visit your site and how long they wait between two visits can help to measure visitor loyalty and to discover the behavioral trends distinguishing frequent users from random ones. And when customers frequently visit the social media pages of a particular company, it also brings customer engagement for the company as the customers are liking to spend time in their pages and going back again and again to their sites. The more the customers visit a site, the more they likely to engage with that. (Rishika et al., 2018).

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In modern democracies people feel obliged, as responsible citizens, to have an opinion on all possible political issues. However, it is impossible to study each topic in depth. Consequently, the likelihood that people will simply adopt an opinion from the preferred source of information is very high. At the same time, people do not like to be seen as mere followers but prefer to emphasize the authenticity of their opinion by referring to their inner feelings about the issue being debated. In other words, political opinions are increasingly seen as an expression of a personal lifestyle rather than the result of an in-depth analysis of the issue at stake. In view of the weak involvement of people in politics as well as the growing aspiration by retailers to improve their public image, product marketing and political marketing have moved closer together by making instrumental use of affect heuristics.

Political ideology provides an informative and revealing view into the thoughts, feelings, motivations, and actions of consumers. These fundamental are likely to have a substantial impact on their consumption decisions.

2.3 Hypothesis Development

2.3.1 There is positive relationship between quality of content and customer engagement on social media marketing.

A number of studies have shown that consumer engagement shapes attitude toward content and likelihood of re-sharing content. Lepkowska-White (2018) found that consumers had the most positive attitudes towards (1) recommendations from other consumers, (2) recommendations from third-party recommendation systems (vs. seller recommendation systems), and (3) search and experience goods (vs. credence products). In their investigation of why positive online reviews tend to be valued less than negative reviews, Chen and Lurie (2018) showed that consumers often attribute positive reviews to the reviewers whereas they attribute negative reviews to the product experience. Lee and Ma (2012) suggest that how consumers perceive reviews can further be influenced by individual differences, such as consumer susceptibility to interpersonal influence (Bearden et al., 1989). With respect to ratings, He and Bond (2015) found that consumers are more tolerant of dispersion of ratings for taste-dissimilar product domains (e.g., music) than taste-similar product domains (e.g., flash drives). The level of affiliation with the brand may also affect perceptions of user-generated content. For example, Ertimur and Gilly (2012) found that unsolicited consumer-generated ads were perceived as authentic but not credible, whereas consumer-generated ads submitted to brand-sponsored contests were perceived as credible but not authentic.

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With respect to likelihood of re-sharing content, Purnawirawan et al. (2015) conducted a meta-analysis of online review valence. They found that the strongest influence of review valence is on consumer intention to engage in electronic word-of-mouth for the product being reviewed; that is, the more positive the set of reviews, the more likely the reader will recommend the product to others. Similarly, Baker et al. 17 (2016) showed that positive word-of-mouth has the strongest effect on retransmission intentions.

2.3.2 There is positive relationship between user experience and customer engagement on social media marketing.

According to Statista, there were 2.46 billion social media users in 2017, and this number is expected to reach three billion by 2021. Facebook is the most popular social media platform, with 2.07 billion active monthly users, followed by Instagram (800 million active monthly users), LinkedIn (500 million active monthly users), Twitter (330 million active monthly users), Pinterest (200 million active monthly users) and Snapchat (178 million active monthly users). (Statista, 2018).

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Social media are 'a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of User Generated Content' (Kaplan & Haenlein, 2010, p. 61). There is considerable diversity across the types of social media, which encompasses formats such as blogs, social networking sites and content communities. For example, Facebook is a social network site (SNS), Twitter is a microblogging application, and YouTube is a content community. SNSs are applications that allow users to connect with each other by creating their personal profiles, inviting friends, family members, acquaintances, and colleagues to connect to their networks; they can share information, ideas, pictures, and videos, and send instant messages and emails (Kaplan &

Haenlein, 2010). Microblogging is a real-time information network, which limits the size (number of words) of each post and encourages a faster mode of communication. Microblogging is the most important and visible field of Web 2.0 technologies due to its light, fast, and easy form of communication that is enabled by instant messages, email, mobile phones and the internet .

2.3.3 There is positive relationship between frequency of visit and customer engagement on social media marketing

Frequency of visit is how regularly people visit your site and how long they wait between two visits can help to measure visitor loyalty and to discover the behavioral trends distinguishing frequent users from random ones. And when customers frequently visit the social media pages of a particular company, it also brings customer engagement for the company as the customers are liking to spend time in their pages and going back again and again to their sites. The more the customers visit a site, the more they likely to engage with that. (Rishika et al., 2018).

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Frequency of visit is how regularly people visit your site and how long they wait between two visits can help to measure visitor loyalty and to discover the behavioral trends distinguishing frequent users from random ones. And when customers frequently visit the social media pages of a particular company, it also brings customer engagement for the company as the customers are liking to spend time in their pages and going back again and again to their sites. The more the customers visit a site, the more they likely to engage with that. (Rishika et al., 2018).

2.4 Summary

In this chapter, each of the variables for this research was reviewed to get a comprehensive understanding of the secondary information. The consumer purchases intention, social presence, and social support are the main independent variables that are discussed together with buying behavioural as the dependent variable. Additional information such previous empirical studies did by researchers were shared to prove beyond the theories and abstract reasonings. Through the discussion of the theoretical framework, the conceptual framework was created. The conceptual framework was designed in according to the research objectives and questions direction in Chapter 1 in order hypotheses can be developed accordingly.

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CHAPTER 3

RESEARCH METHODOLOGY

3.0 Research Methodology

The research strategy is an approach to tackling the research issue effectively. The study of focusing on how the study is done logically could be understood. At each operational stage of the research process, researchers are required to look at several techniques, strategies and models of research theory in order to achieve the objectives. So, in this part, the researcher will dig down the various steps that most of the time have been taken to investigate on the factors that contribute on effectiveness of social media marketing towards customer engagement alongside the rationale behind them. What information has been collected and what specific strategy has been adopted, why a specific procedure for examining information has been used, and a large group of comparable different enquiries will be answered as specialists get deeper into the examination study system.

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The decisions and choices made in this part also take into account the review of the literature as set out in chapter two. The literature review shows that others have used the systems and techniques proposed by the researcher, which techniques and methods have worked admirably for them, and which issues they have faced. Subsequently, it allows researchers to improve their position in the selection of a strategy that is equipped to provide a substantial solution.

3.1 Introduction

This chapter will highlight the structure of the research framework of this study on the independent and dependent variables as well as the definition of the variables. I choose the latest definition from the available sources to fresh and up-to-date touching on this paper. The hypothesis will be shown in 3.4 on the significant relationship between independent variables and dependent variables. Along the way, research design will be the blueprint for the data collection. In addition, the unit of analysis will be explained further after that. The most important components in this chapter are on the sampling design, data collection method and data analysis method. I will cover the type of sampling that will be used, sample size, how the data being collected, the medium of data collection and how the data are going to be analysed. All of this will be covered in this chapter.

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3.2 Research Framework

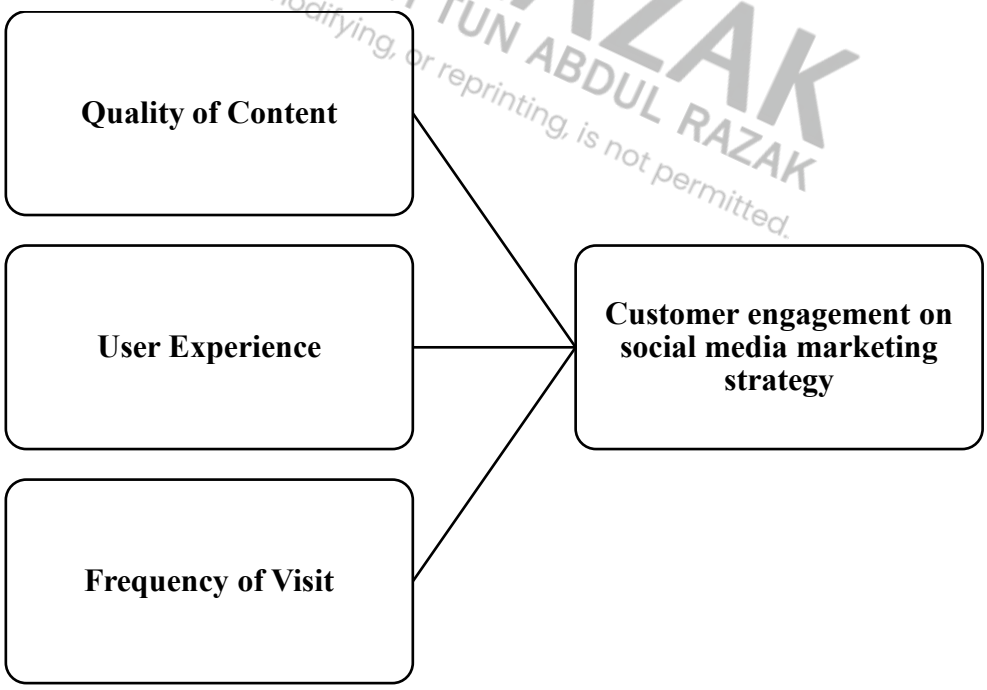

Figure 1: Research Framework

The dependent variable in this study customer engagement on social media marketing strategy, whereas the independent variables quality of content, user experience and frequency of visit. The main objective of this study is to identify the factors that contribute on effectiveness of social media marketing towards customer engagement. During this study, the data will be tested with the theory of Reasoned Action Approach by Fishbien & Ajzen to see whether the of the students is concurrently with the theory mentioned by the founder or not.

3.3 Definition of Variables

3.3.1 Quality of Content

Quality of content is about understanding your customers, then developing content that engages them and highlights the message your brand is trying to communicate with them. Quality of content is extremely important as it builds trust.

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3.3.2 User Experience

User experience in digital platform is about the overall experience of a person visiting a website or a social site, especially in terms of how easy or pleasing it is to use. If a website or social site degrades the user experience too much, people will simply stay away.

3.3.3 Frequency of Visit

Frequency of visit is how regularly people visit your site and how long they wait between two visits can help to measure visitor loyalty and to discover the behavioral trends distinguishing frequent users from random ones.

3.3.4 Customer engagement on social media marketing strategy

Customer engagement is a business communication link between consumers and a company or brand through various channels of communication. This connection of customers and company can be a response, interaction or overall customer experience, which can take place in both online and offline. The term can be used to define customer-to-customer communication regarding a product, service or brand. However, the later dissemination initiates from a business-to-consumer interaction echoed at a subconscious level.

Online customer engagement is different from offline as the nature of the customer interaction with a company, brand and other customers be different on the internet. Online customer engagement is a social sensation that became mainstream with the wide implementation of the internet in the late 1990s, which has extended the technical developments in broadband speed,

connectivity and social media. These factors support customer behavior to regularly engage in online communities revolving, directly or indirectly, around product groups and other consumption topics. This process leads to a customer's positive engagement with the company or offering, as well as the behaviors connected with different degrees of customer engagement.

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3.4 Hypothesis Testing

Hypothesis that can be brought out from this study as follows: -

H1: The quality of content has significant relationship with the customer engagement on social media marketing strategy.

H2: The user experience has significant relationship with the customer engagement on social media marketing strategy.

H3: The frequency of visit has significant relationship with the customer engagement on social media marketing strategy.

3.5 Research Design

Research Design involves an overall plan involving the methods and processes to be used to gather and to interpret the data (Agyapong, 2018). The data provide examples of methods of collection and analyze the data, the time frame, the location and the source used to obtain the data. As a results, the research design served as a reference in the acquisition of the relevant information related to the research problem, making it possible to perform research in the field of research in a better way.

In order to be able to perform the work in a better way, there was a need to understand the way the study will be done. There are two main approaches that are commonly used, namely the inductive approach and the deductive method. That is the inductive method is one in which the researcher, with the aid of a data, will formulate a theory while in the deductive approach, the researcher attempts to figure out the theory first and then moving on from the theory by testing the data collected.

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The deductive method was chosen for this research as a result of the factors that contribute on effectiveness of social media marketing towards customer engagement were first discussed and, as a result, the data was collected and explained in a questionnaire.

3.6 Unit of Analysis

According to the problem statement mentioned in chapter one, the main objective is to identify factors that contribute on effectiveness of social media marketing towards customer engagement. Therefore, the data will have to be collected from the customer in Malaysia and the unit of analysis is the individual.

3.7 Sampling Design

Surveys are useful and effective in finding answers to research questions by gathering data and conducting analyses; however, they can do more harm than good when the population is not adequately targeted. In other words, if data from individuals, events or items are not gathered that can provide the right answers to the question, the survey is in vain. Within this subchapter we will look at the method of choosing the correct people, objects or events as symbols for the entire population and called as sampling (Bougie, 2014)

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The population refers to the entire community of individuals, events or things of interest the researcher wants to analyze (Bougie, 2014). The population for this study was the customer in Malaysia. I classified the respondents who are 18 years old until 60 years old and mainly in youth generation (Nor, 2017) as per National Youth Development Policy 1997. However, there are new amendments in 2019 when YB Syed Saddiq, Minister of Youth and Sport manage to lower the age of youth from 40 to 30 years old through the Parliament in order to reduce generation gap, accelerate youth maturity and reduce risk in youth groups (Landau, 2019). The main priority is to identify factors that contribute on effectiveness of social media marketing towards customer engagement. To narrow the scope and provide clear access to potential participants, I collected the data by providing the structured questionnaire to the

customer in Malaysia. I used Google Form, a web-based data collection through survey or quiz.

Methods for probability sampling, including simple random sampling, are stratified sampling, systematic random sampling, multiphase sampling, and multistage sampling, both of which give each participant equal opportunity of selection in a survey (Fricker, 2016). On the other side, nonprobability sampling methods such as convenience sampling, purposive sampling technique, snowball sampling and quota sampling applies to the fact that each participant does not have a known probability to be selected in the survey (Fricker, 2016). Therefore, I used convenience sampling which is a method of collecting information from members of the populations who are conveniently available to answer the questionnaire. In this study, I will use non-probability sampling method not just to save time and money, but also because I lacked adequate participant information. Even though the random method of sampling is a great sampling approach, Covid19 impact disables me to go by this method and leaves me for convenience sampling as the only choice for this project.

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3.8 Data Collection Method

There are three methods for data collection which are interview, observation and questionnaire. In this study, I will use electronic questionnaires rather than manual questionnaires. There are many benefits when using online surveys, including low prices, high quality of information, minimum bias and speed of survey delivery (Brayman, 2016). One of the most important advantages is that web-based surveys provide the benefit of data collection straight into the database, which sets the time between data collection and analysis in a short period of time (O'Brien et.al, 2016). Despite the benefit of using a-questionnaire, there also some setback on this method where usually this type of questionnaire will have low

response rate and we cannot be sure if the data gathered are unbiased since the non-respondents may be different from those who respond properly (Bougie, 2014).

The structure of the questionnaire can be divided into two parts, first on the four demographic questions on gender, status, age, education level and monthly income. This survey will not be required for personal questions such as name and phone number. However, email is optional and depends if the respondents are likely to have the result of the survey. I will personally email to them the findings when the survey is completed. The second section consists of 17 questions measured using a 5-point Likert scale. The original Likert scale is a set of statements (items) provided for a real or hypothesis under study. Participants are requested to show a level of understanding (from strong disagreement to strongly agree with (items) the declaration given on a metric level and the founder is American Social scientist Rensis Likert in 1932. The questionnaire will require the respondent to have basic English literacy to be able to understand each question and 5 to 6 minutes approximately is needed to complete the survey.

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Upon approval from the supervisor on the questionnaire, I distributed a web-based questionnaire in a Google Form format, where I distributed the link to the survey via Whatsapp and Telegram to the target audience for the purpose of collecting the data for this study. (Sekaran, 2003) mentioned that for every millions of populations, the most appropriate number of questionnaires is 382. Nevertheless, this study needs only 150 questionnaires as part of the requirement for Master level.

Since, I will use an online questionnaire rather than a physical questionnaire due to Covid19 pandemic, therefore, I will gather the data that consist of 200 respondents. Let say 50% of the

total respondent's questionnaire are incomplete or not at par with the requirement, 150 respondents will be rejected and leaves 150 as the genuine respondent questionnaire for further analysis.

3.9 Data Analysis Method

There are two methods in in analyzing the data which are quantitative method and qualitative.

3.9.1 Quantitative Research Method

Quantitative research in numbers and graphs is expressed. It is used to test or confirm theories and hypotheses. This type of research can be used to establish prevalent facts on a subject. Common quantitative methods include experiments, numerical observations, secondary data and closed-end surveys.

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3.9.2 Qualitative Research Method

Qualitative research in words is expressed. It is used for understanding concepts, ideas or experiences. This type of research allows you to gather detailed insights into topics not well comprehended.

Common qualitative approaches include open-ended questions interviews, word described observations and literary reviews exploring concepts and theories.

Multiple regression analysis is most appropriate quantitative statistical analysis for two or more independent variables and the objective of the analysis is to predict the relation to dependent variables (Brayman, 2016). Therefore, it was undertaken to test if there any significant relationship between factors that influence online shopping and purchasing from a

student's perspective. Researchers use the data cleaning process to ensure the precision of the details used during the analytical process (Leopold, 2015). Missing data exists when survey participants are unable to answer one or more questions (Brayman, 2016). After that collection of surveys, I have ensured that the survey information received is complete and ready. For analysis purposes, the respondent may fail to answer a question for a number of reasons, such as the respondent may have forgotten to answer the question; the respondent may not have known the answer, or the respondent may not wish to answer the question (Brayman, 2016). I have rejected incomplete surveys and submitted additional surveys to meet the number of available surveys needed.

Multiple regression analysis researchers rely on assumptions of the study variables used. When a researcher cannot draw a conclusion on the correlation of independent and dependent variables, an error may occur.

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The total of 150 respondents obtained and needed to be coded, keyed in and edited. The research question formed to address the relationship between the independent variables (quality of content, user experience and frequency of visit) and the dependent variable (customer engagement on social media marketing strategy).

3.10 Summary

A statistically significant relationship exists between quality of content, user experience and frequency of visit to the customer engagement on social media marketing strategy in Malaysia. Hypothesis testing was conducted using IBM Statistical Package for the Social Science (SPSS) Statistics version 25.0 that launched in 2017 to interpret the data and compare

it to previous research. Quantitative data uses codes, categories, and numbers for statistical analysis (Cooper, 2014). The result of the data will be discussed in the next chapter.

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CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

The data collected from the customer's questionnaires were tabulated, and then analysed to testing the hypotheses of study using the Statistical Package for the Social Science (SPSS). By this SPSS, the researchers use the analysis method like below.

4.2 Data Collection and Findings

4.2.1 Descriptive Analysis-Frequencies Statistics

The questionnaire was distributed to the students by the link through email and whatsapp via google form. The impact of pandemic Covid19 restricted the movement of Malaysian citizens and resulted in no physical questionnaire being distributed directly to the respondents. A total of 200 usable questionnaires were collected and all of the responses can be used in this study and there is no missing data recorded in the system. The main objective for descriptive analysis is to understand the profile of the respondent. Table 4.2.1 shows the statistics of five demographic data on the respondent.

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Statistics

		Gender	Status	Age	Education	Income
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

Table 4.2.1 Demographic Data Statistics on the respondent.

The statistics show that every single demographic item managed to get a similar number of responses with 200 and no missing data recorded in the system. As moving forward, the study will elaborate further on every single demographic data to obtain an understanding of the respondents.

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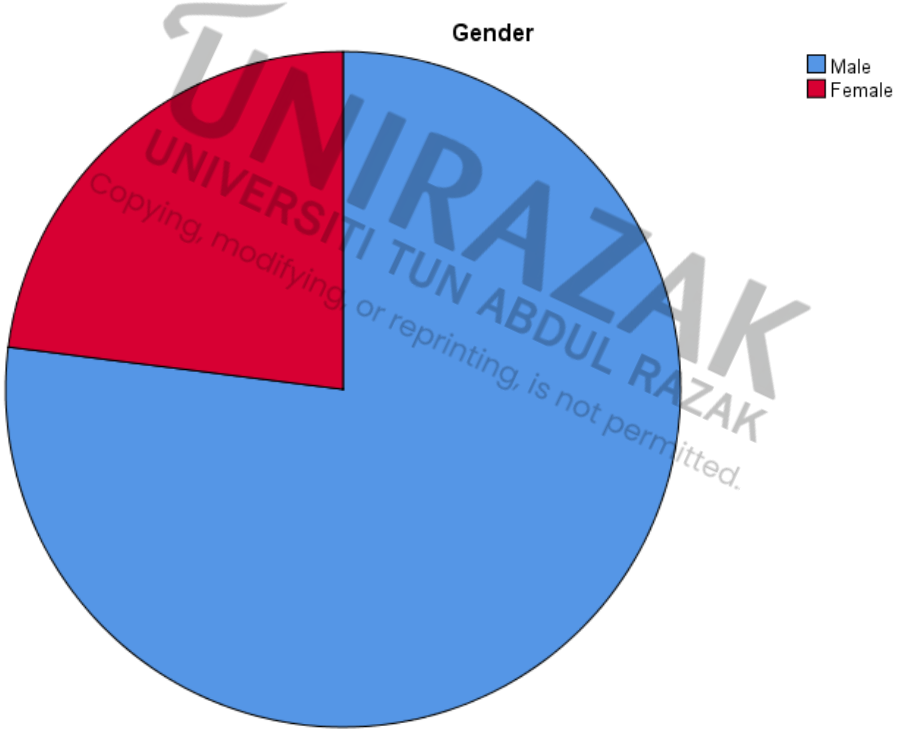
4.2.2 Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	154	77.0	77.0	77.0
	Female	46	23.0	23.0	100.0
	Total	200	100.0	100.0	



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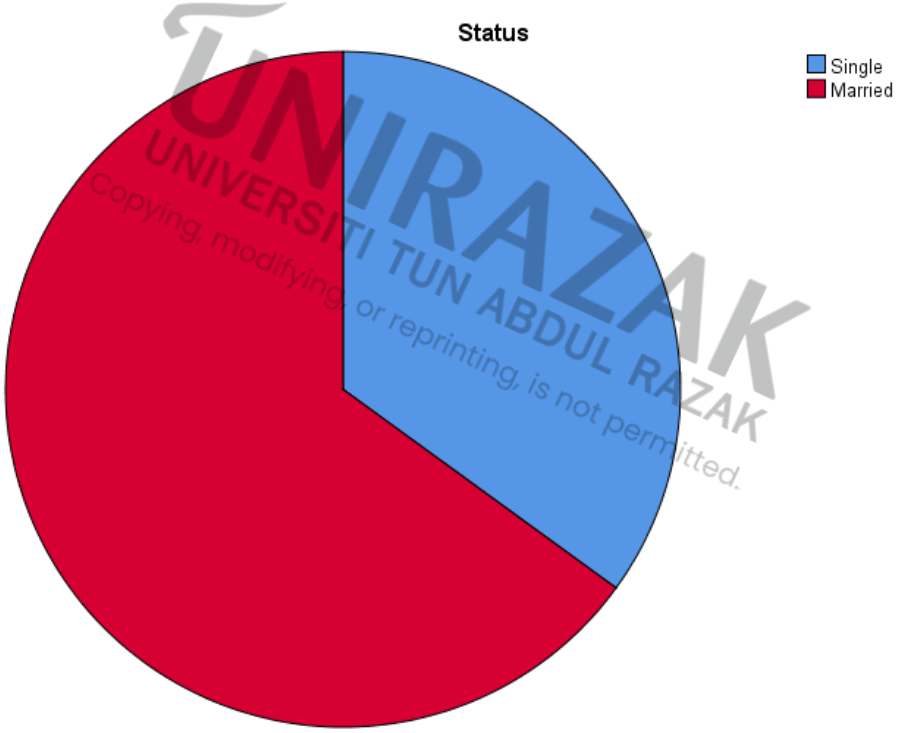
From the total number of 200 respondents, 154 is male customer which represent 77% of the total number of respondents. The remaining 46 is coming from female customer and represent 23% from the total number of respondents.

4.2.3 Status

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	70	35.0	35.0	35.0
	Married	130	65.0	65.0	100.0
	Total	200	100.0	100.0	



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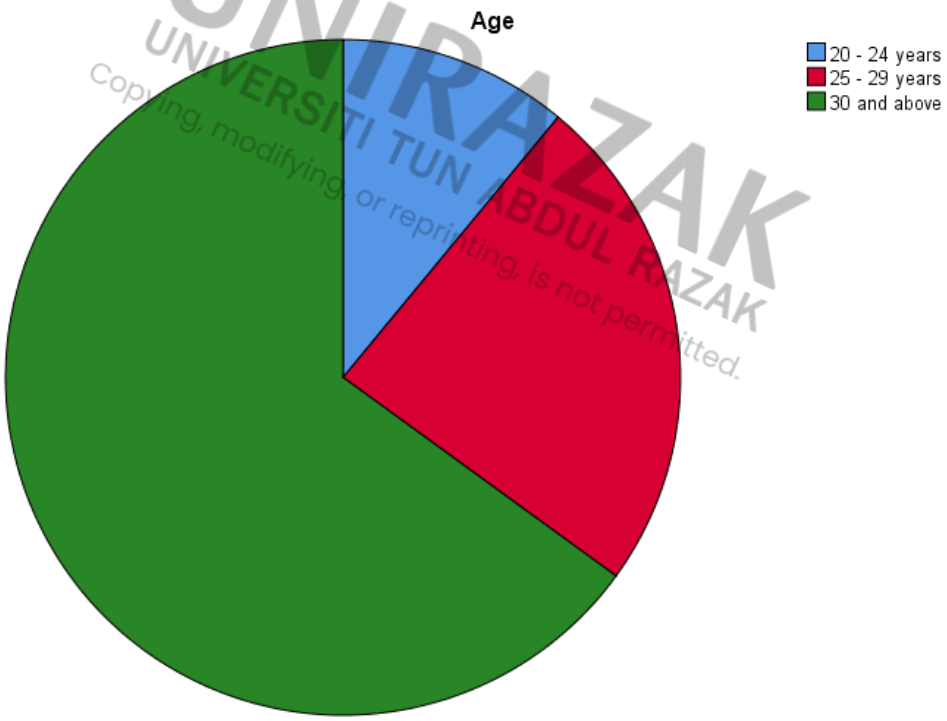
From the total number of 200 respondents, 130 are married customer which represent 65% that pursue study either undergraduate or postgraduate courses. The remaining 70 is coming from single customer and represent 35% from the total number of respondents.

4.2.4 Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 24 years	22	11.0	11.0	11.0
	25 - 29 years	48	24.0	24.0	35.0
	30 and above	130	65.0	65.0	100.0
	Total	200	100.0	100.0	



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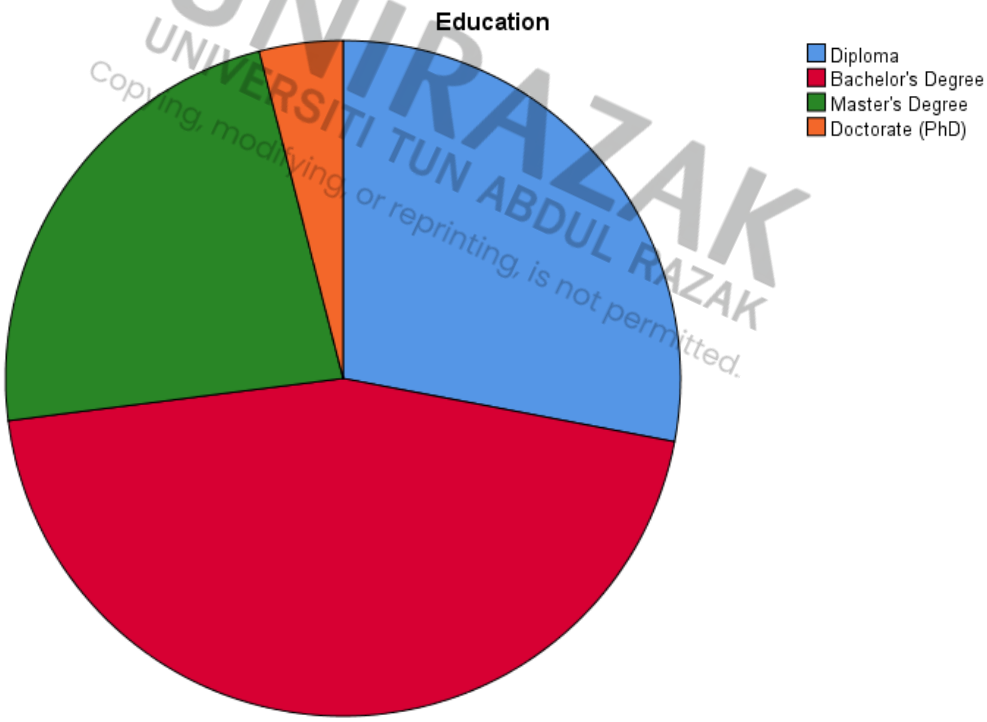
Out of 200 respondents, 22 of the customer age range between 20-24 years old and represent 11% of the total respondents. The second highest age is recorded between 25-29 years old and represent 24% of the population. And 130 or 65% represent the students age 30.

4.2.5 Education

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	56	28.0	28.0	28.0
	Bachelor's Degree	90	45.0	45.0	73.0
	Master's Degree	46	23.0	23.0	96.0
	Doctorate (PhD)	8	4.0	4.0	100.0
	Total	200	100.0	100.0	



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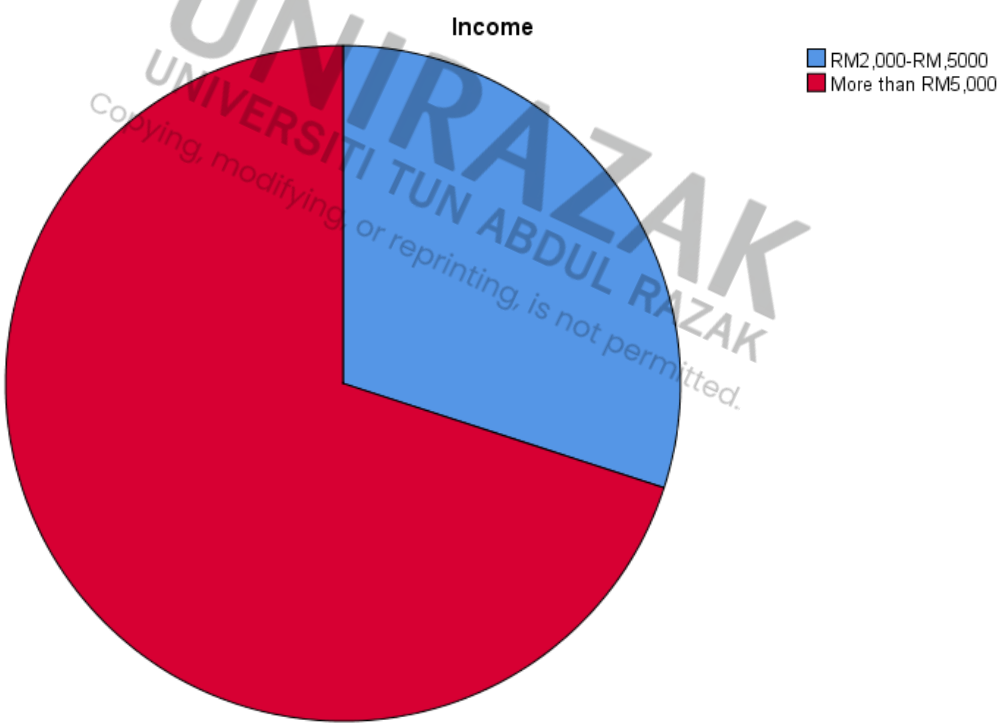
45 percent of the respondents or 90 customers have Bachelor's Degrees at the highest level of education while 28% or 56 customers are having Diploma. 46 customers have Master's Degree or 23%. Then only 8 or 4% person is having Doctorate (PhD).

4.2.6 Income

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM2,000-RM,5000	60	30.0	30.0	30.0
	More than RM5,000	140	70.0	70.0	100.0
	Total	200	100.0	100.0	



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From 200 respondents, 60 or 30% choose to have RM2,000-RM5,000 for their monthly income. The remaining 140 respondents or 70% stated that they have more than RM5,000 as their monthly income

4.3 Factor Analysis

In this section, the study will discuss 17 questions on three factors. Each question is a module earlier and will discuss each module under concerning factors.

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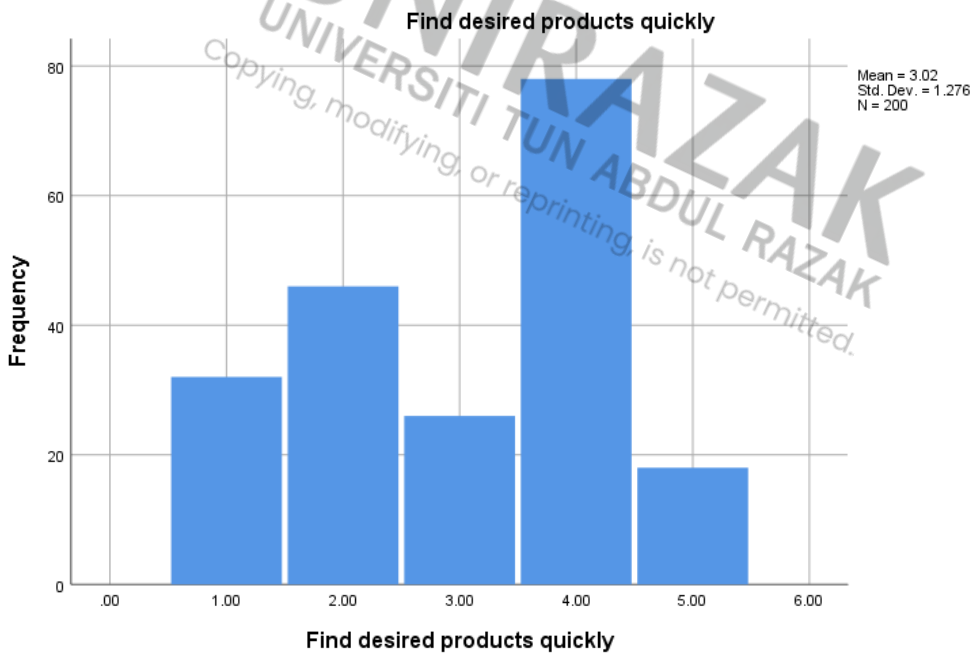
4.3.1 Quality of Content

Q1: Find desired products quickly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	26	13.0	13.0	52.0
	Agree	78	39.0	39.0	91.0
	Strongly Agree	18	9.0	9.0	100.0
	Total	200	100.0	100.0	



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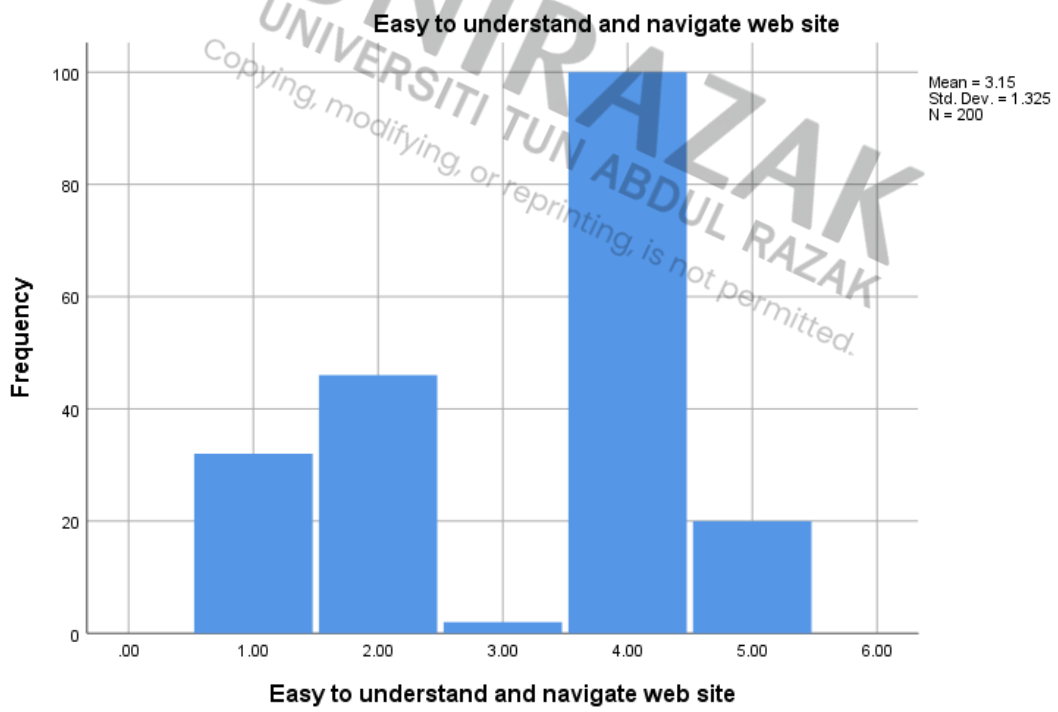
9% and 39% of the respondents strongly agree and agree with desired products quickly. 13% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q2: Easy to understand and navigate web site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	2	1.0	1.0	40.0
	Agree	100	50.0	50.0	90.0
	Strongly Agree	20	10.0	10.0	100.0
	Total	200	100.0	100.0	



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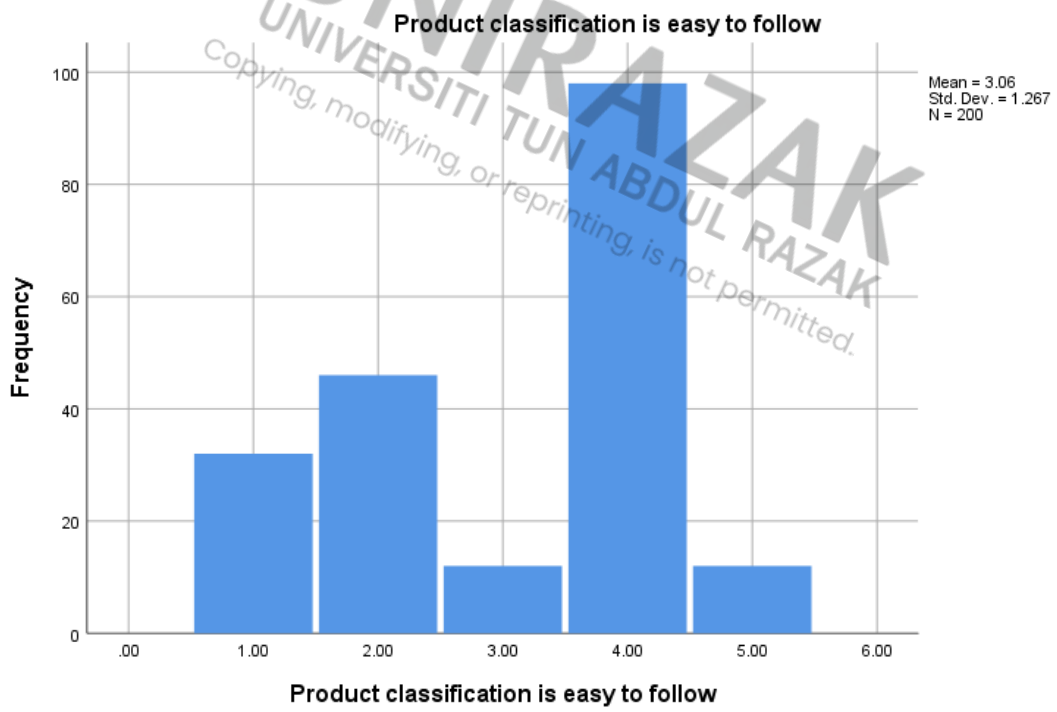
10% and 50% of the respondents strongly agree and agree with Easy to understand and navigate web site. 1% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q3: Product classification is easy to follow

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	12	6.0	6.0	45.0
	Agree	98	49.0	49.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	



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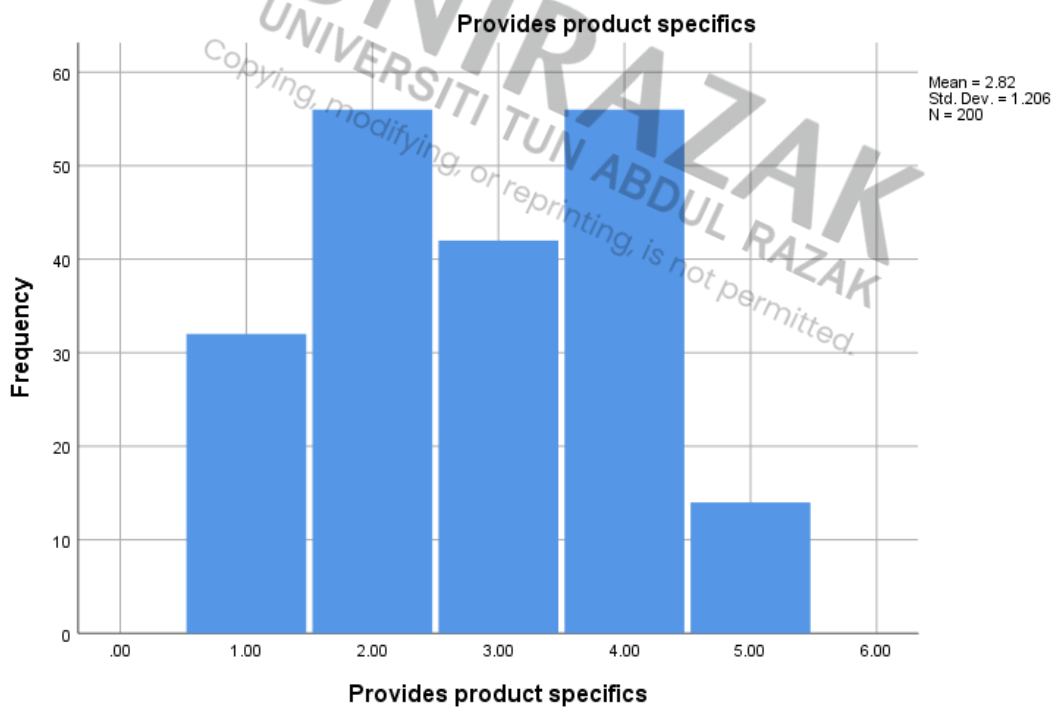
6% and 49% of the respondents strongly agree and agree with will Product classification is easy to follow. 6% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q4:Provides product specifics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	56	28.0	28.0	44.0
	Neutral	42	21.0	21.0	65.0
	Agree	56	28.0	28.0	93.0
	Strongly Agree	14	7.0	7.0	100.0
	Total	200	100.0	100.0	



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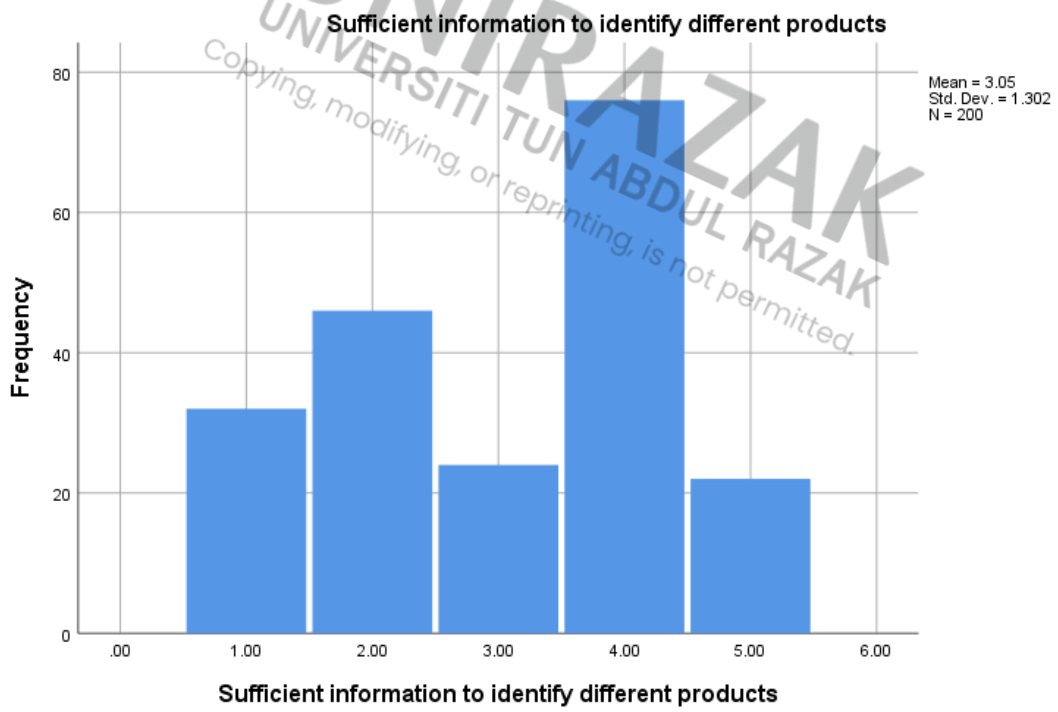
7% and 28% of the respondents strongly agree and agree with Provides product specifics. 21% of 200 respondent react as neutral while 28% and 16% of the respondents disagree and strongly disagree with the statement.

Q5: Sufficient information to identify different products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	24	12.0	12.0	51.0
	Agree	76	38.0	38.0	89.0
	Strongly Agree	22	11.0	11.0	100.0
	Total	200	100.0	100.0	



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11% and 38% of the respondents strongly agree and agree with Sufficient information to identify different products. 12% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q6: Uses both text and graphics of product information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	17.0	17.0	17.0
	Disagree	80	40.0	40.0	57.0
	Neutral	34	17.0	17.0	74.0
	Agree	52	26.0	26.0	100.0
	Total	200	100.0	100.0	

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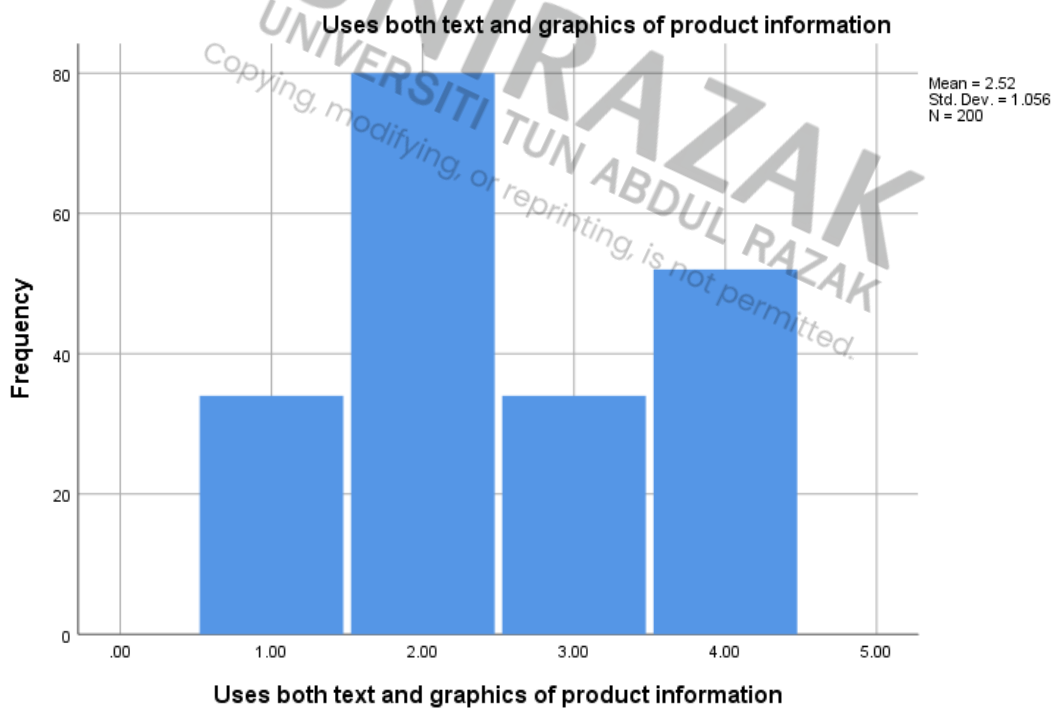
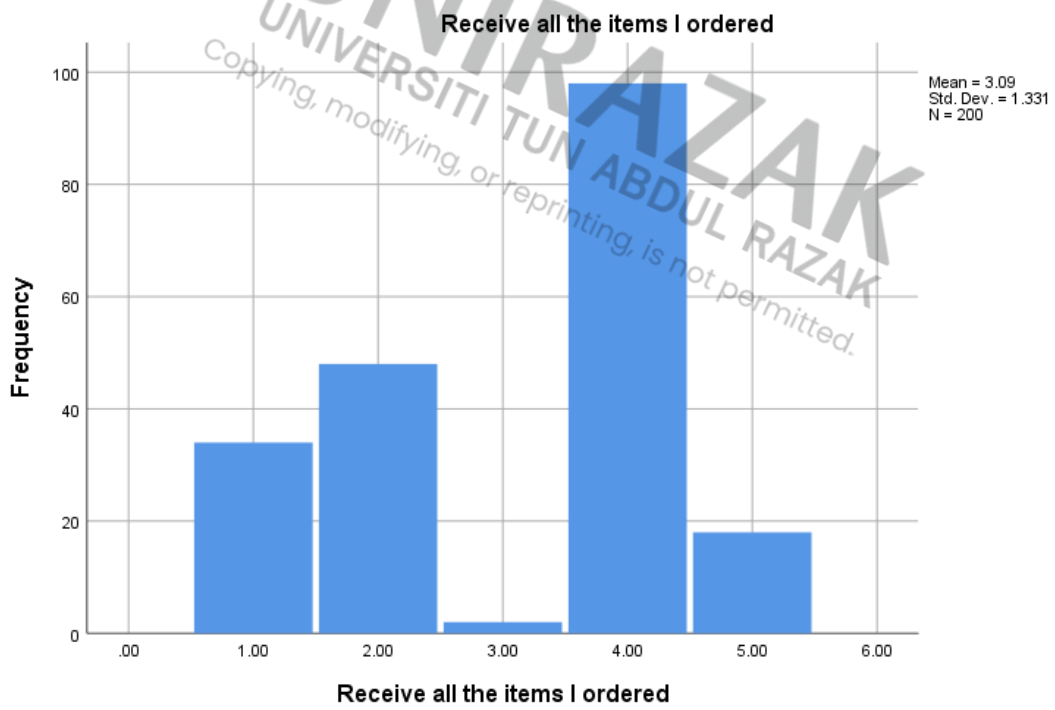


26% and 17% of the respondents strongly agree and agree with Uses both text and graphics of product information. 40% of 200 respondent react as neutral while 17% disagree with the statement.

4.3.2 User Experience

Q7: Receive all the items I ordered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	17.0	17.0	17.0
	Disagree	48	24.0	24.0	41.0
	Neutral	2	1.0	1.0	42.0
	Agree	98	49.0	49.0	91.0
	Strongly Agree	18	9.0	9.0	100.0
	Total	200	100.0	100.0	



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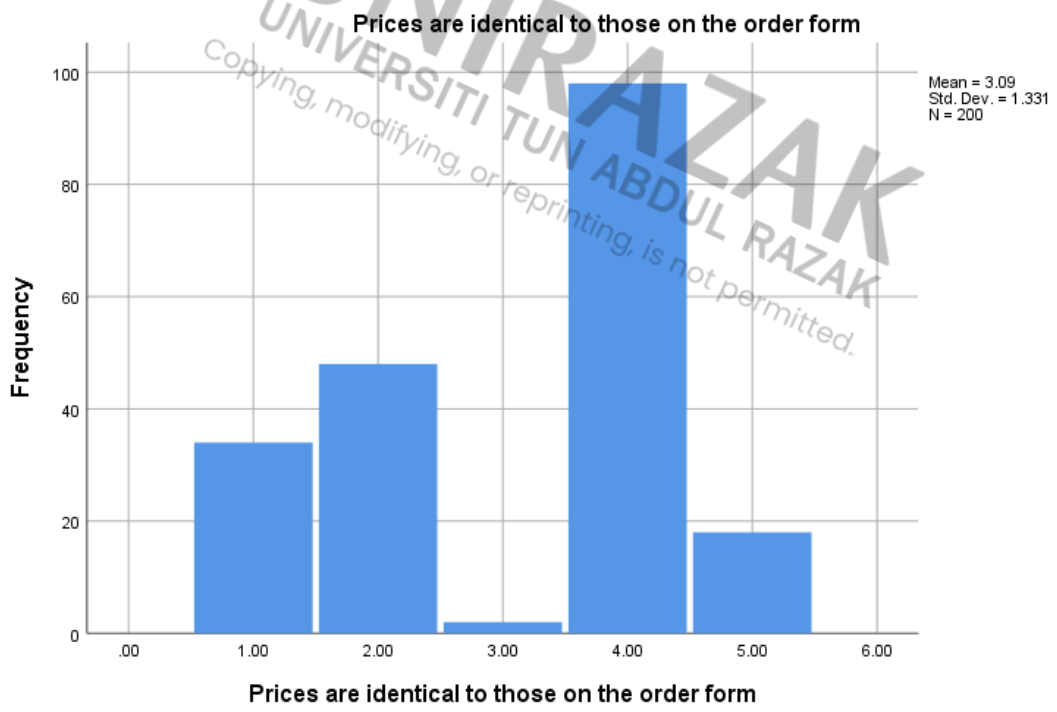
26% and 17% of the respondents strongly agree and agree with Receive all the items I ordered. 40% of 200 respondent react as neutral while 17% disagree with the statement.

Q8: Prices are identical to those on the order form

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	17.0	17.0	17.0
	Disagree	48	24.0	24.0	41.0
	Neutral	2	1.0	1.0	42.0
	Agree	98	49.0	49.0	91.0
	Strongly Agree	18	9.0	9.0	100.0
	Total	200	100.0	100.0	



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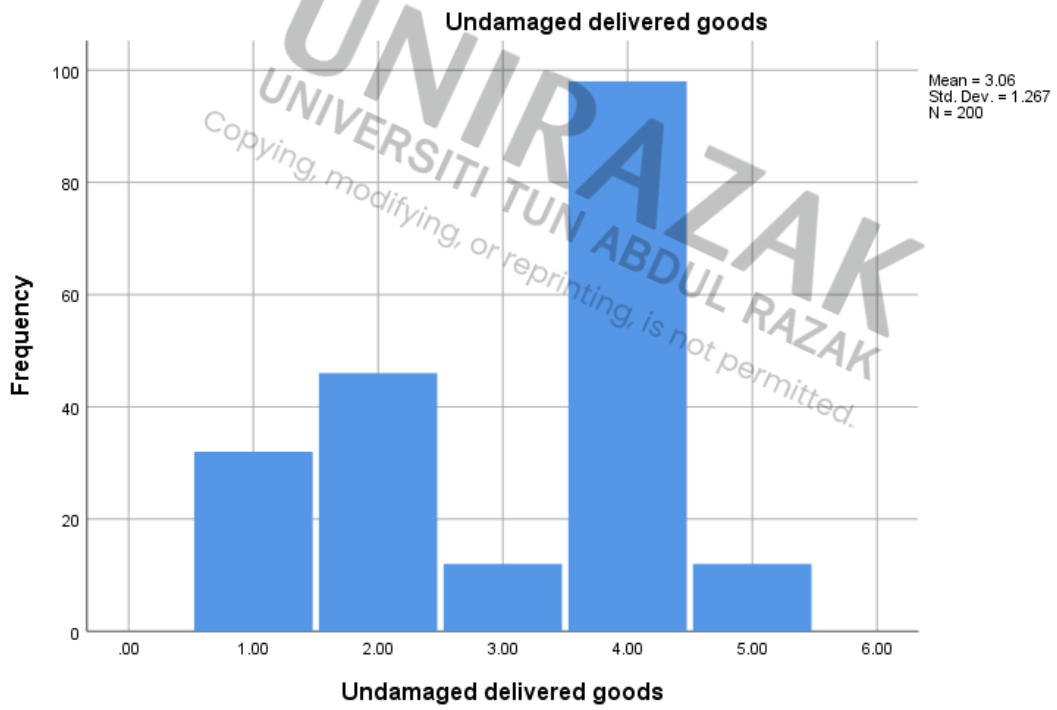
9% and 49% of the respondents strongly agree and agree with Prices are identical to those on the order form. 1% of 200 respondent react as neutral while 24% and 17% of the respondents disagree and strongly disagree with the statement.

Q9: Undamaged delivered goods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	12	6.0	6.0	45.0
	Agree	98	49.0	49.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	



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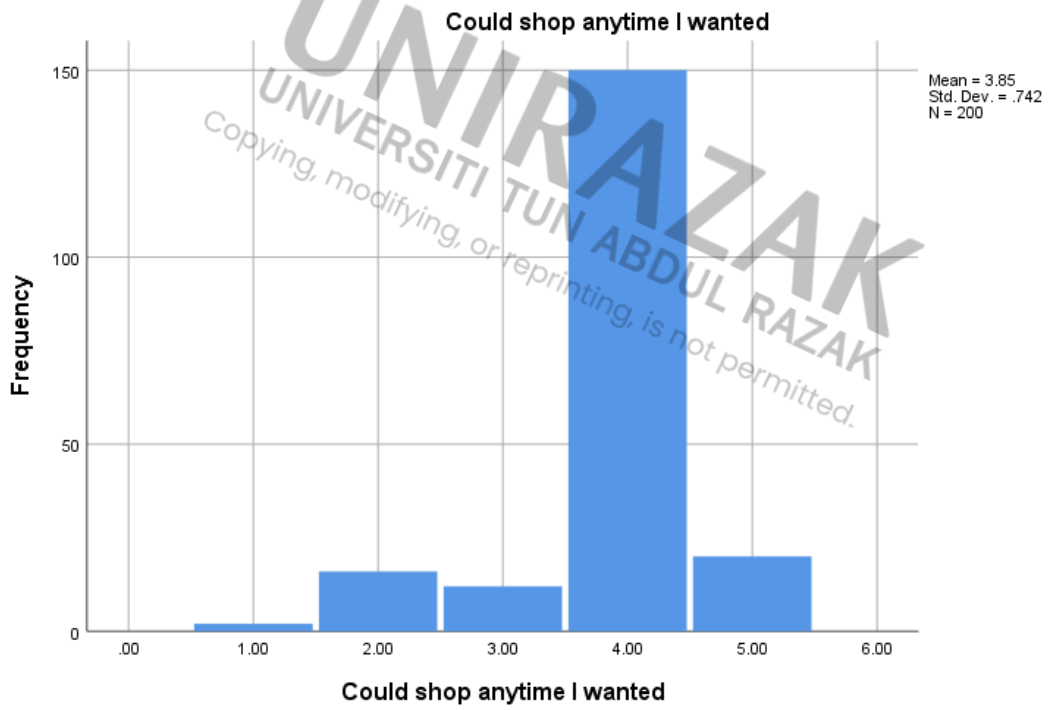
6% and 49% of the respondents strongly agree and agree with Undamaged delivered goods. 6% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q10: Could shop anytime I wanted

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	16	8.0	8.0	9.0
	Neutral	12	6.0	6.0	15.0
	Agree	150	75.0	75.0	90.0
	Strongly Agree	20	10.0	10.0	100.0
	Total	200	100.0	100.0	



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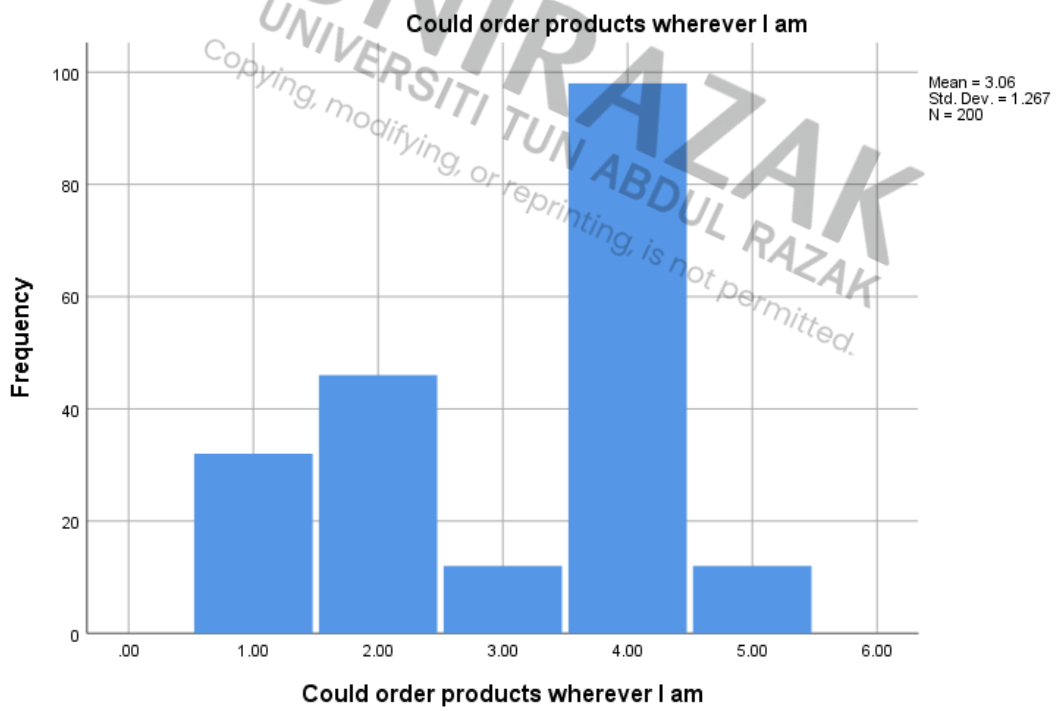
10% and 75% of the respondents strongly agree and agree with Could shop anytime I wanted. 6% of 200 respondent react as neutral while 8% and 1% of the respondents disagree and strongly disagree with the statement.

Q11: Could order products wherever I am

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	12	6.0	6.0	45.0
	Agree	98	49.0	49.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	



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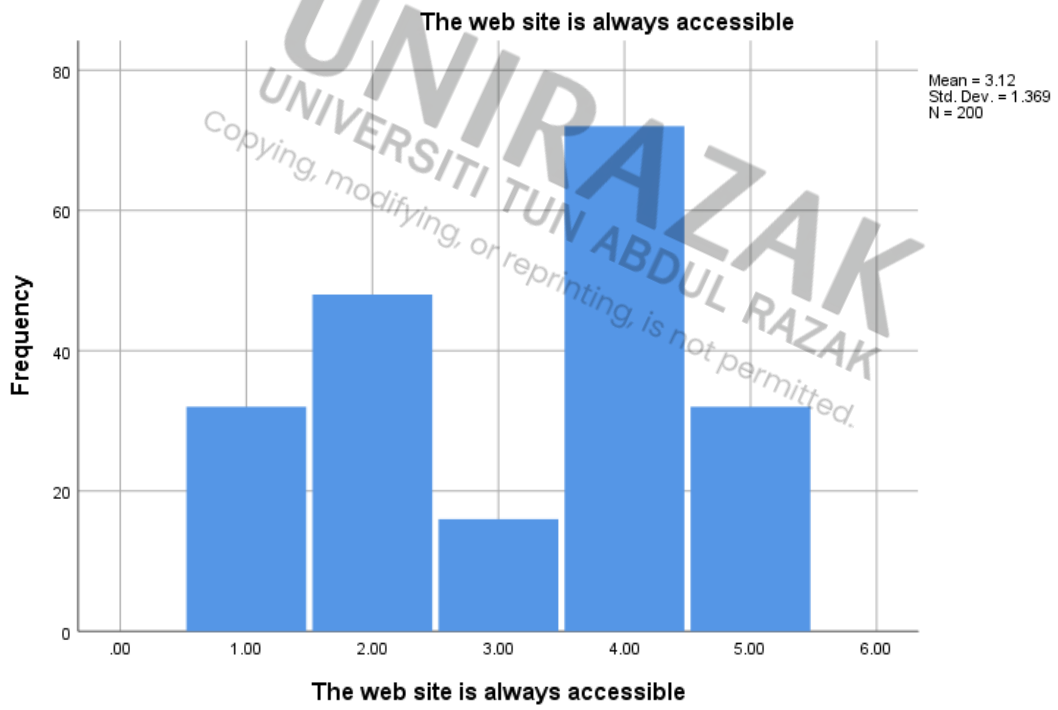
6% and 49% of the respondents strongly agree and agree with Could order products wherever I am. 6% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q12: The web site is always accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	48	24.0	24.0	40.0
	Neutral	16	8.0	8.0	48.0
	Agree	72	36.0	36.0	84.0
	Strongly Agree	32	16.0	16.0	100.0
	Total	200	100.0	100.0	



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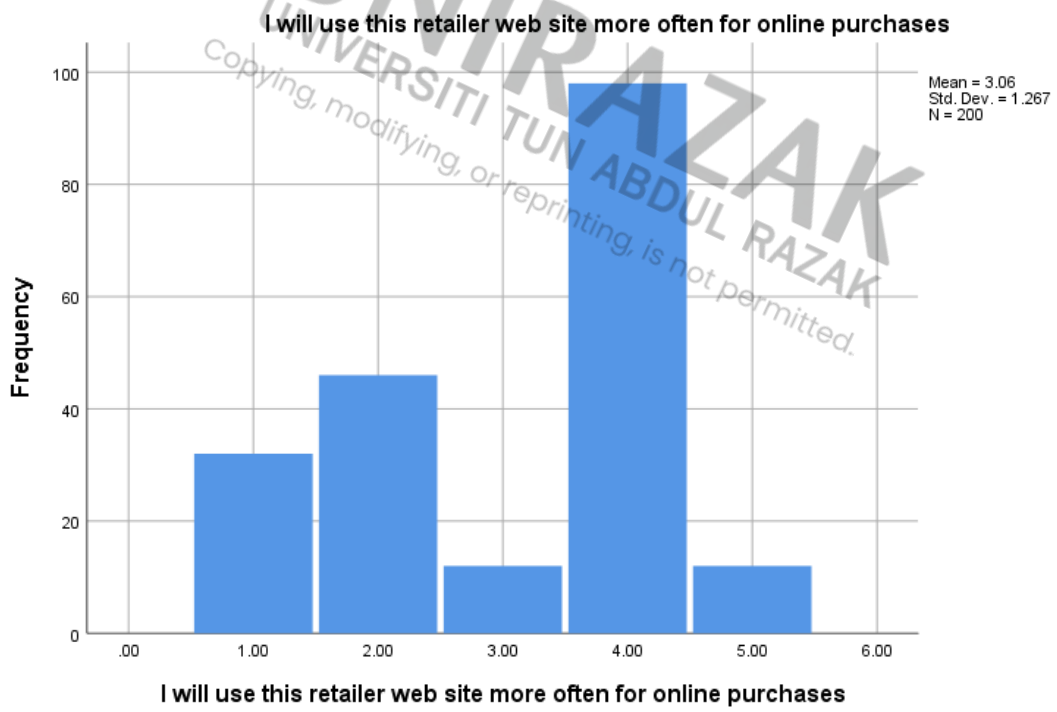
16% and 36% of the respondents strongly agree and agree with The web site is always accessible. 8% of 200 respondent react as neutral while 24% and 16% of the respondents disagree and strongly disagree with the statement.

4.3.3 Frequency of Visit

Q13: I will use this retailer web site more often for online purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	12	6.0	6.0	45.0
	Agree	98	49.0	49.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	



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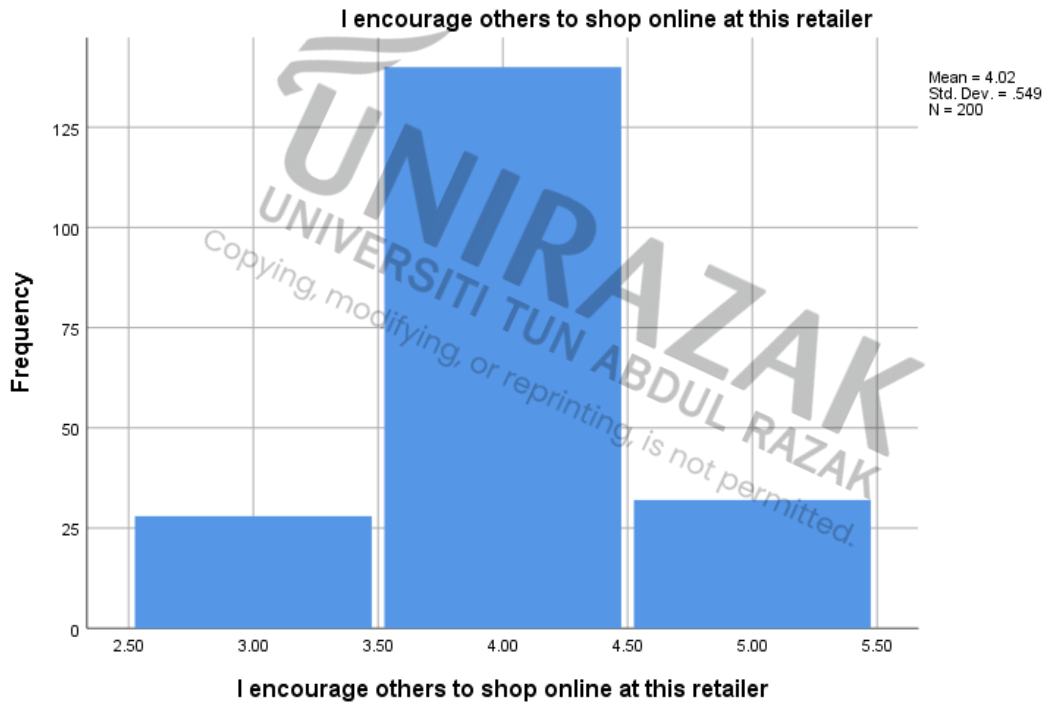
6% and 49% of the respondents strongly agree and agree with I will use this retailer web site more often for online purchases. 6% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q14: I encourage others to shop online at this retailer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	28	14.0	14.0	14.0
	Agree	140	70.0	70.0	84.0
	Strongly Agree	32	16.0	16.0	100.0
	Total	200	100.0	100.0	



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16% and 70% of the respondents strongly agree and agree with I encourage others to shop online at this retailer. While 14% of 200 respondent react as neutral.

Q15: I will continue to shop online at this retailer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	12	6.0	6.0	45.0
	Agree	98	49.0	49.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

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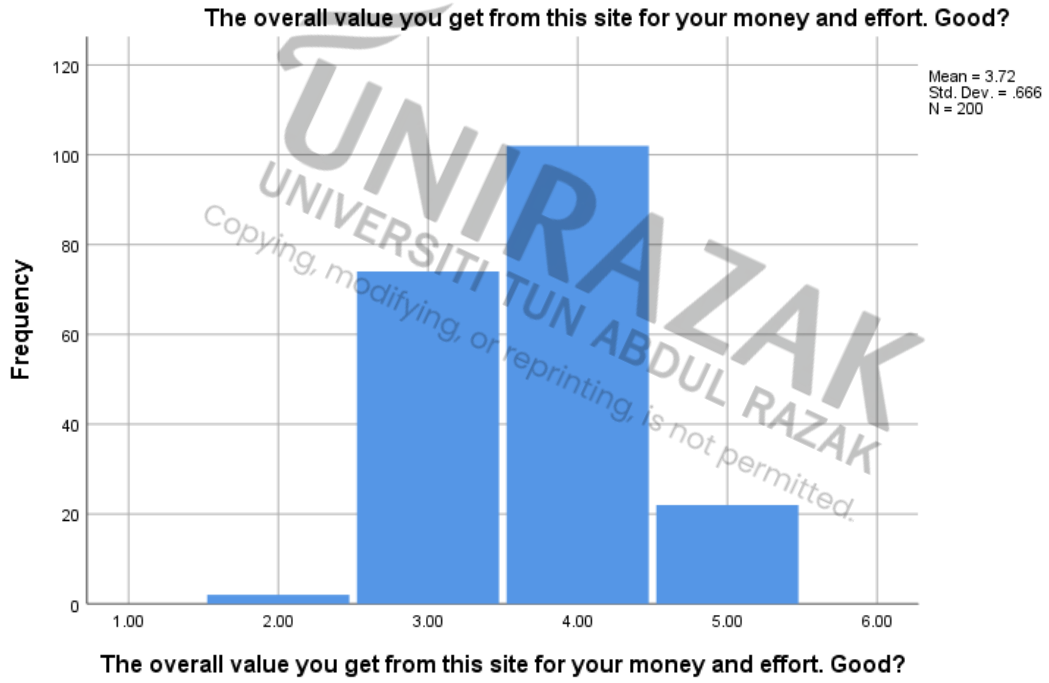
6% and 49% of the respondents strongly agree and agree with I will continue to shop online at this retailer. 6% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

Q16: The overall value you get from this site for your money and effort. Good?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	1.0	1.0	1.0
	Neutral	74	37.0	37.0	38.0
	Agree	102	51.0	51.0	89.0
	Strongly Agree	22	11.0	11.0	100.0
	Total	200	100.0	100.0	



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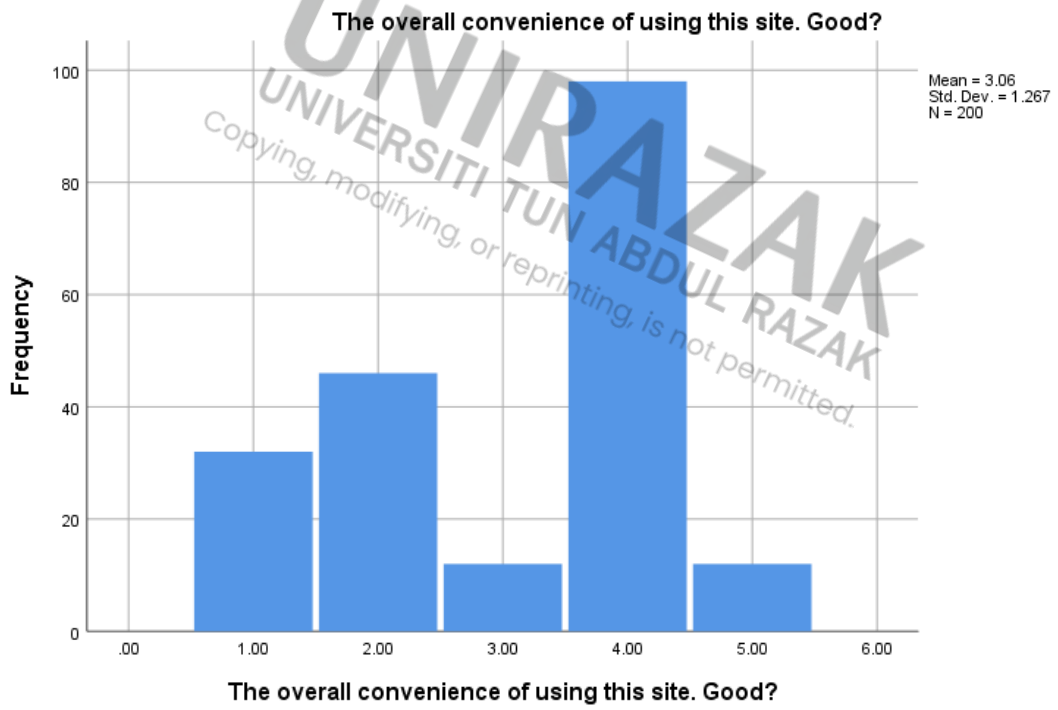
11% and 51% of the respondents strongly agree and agree with The overall value you get from this site for your money and effort. Good?. 37% of 200 respondent react as neutral while 1% disagree with the statement.

Q17: The overall convenience of using this site. Good?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.0	16.0	16.0
	Disagree	46	23.0	23.0	39.0
	Neutral	12	6.0	6.0	45.0
	Agree	98	49.0	49.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	



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6% and 49% of the respondents strongly agree and agree with The overall convenience of using this site. Good?. 6% of 200 respondent react as neutral while 23% and 16% of the respondents disagree and strongly disagree with the statement.

4.4 Reliability Analysis

Reliability test was performed based on the data collected from 100 respondents. Questionnaire which includes 17 items on the scale, was tested for reliability using Cronbach's Alpha. Statistical Package for Social Science (SPSS) Statistics Subscription was used for this purpose. The Cronbach's Alpha value was shown below.

Table 4.4: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.885	17

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The analysis of this questionnaire in this study has Cronbach's Alpha value of more than 0.7 for all 17 items in the scale. In fact, the scale had a value of 0.911. Hence, the research instrument was deemed to be reliable based on the alpha statistic. The general rule of thumb is that a value above 0.7 is good.

4.5 Multiple Regression

Analysis Multiple regressions is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233[a]	.054	.025	.41661
2	.279[b]	.078	.034	.41456
3	.305[c]	.093	.040	.41335

Table 4.5.1: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.922	6	.320	1.846	.092[b]
	Residual	33.498	193	.174		
	Total	35.420	199			
2	Regression	2.766	9	.307	1.788	.073[c]
	Residual	32.654	190	.172		
	Total	35.420	199			
3	Regression	3.298	11	.300	1.755	.065[d]
	Residual	32.122	188	.171		
	Total	35.420	199			

Table 4.5.2: Anova

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4.6 Hypothesis Testing

H1: The Quality of Content has significant relationship with the social media as a Marketing Tool

H2: The User Experience has significant relationship with the social media as a Marketing Tool

H3: The Frequency of Visit has significant relationship with the social media as a Marketing Tool

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CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter will be allocated into four sections. Section 5.2 discussed about the result on this study. Section 5.3 explained the recommendations on this study founded on the result that has been derived. Chapter 5.4 explained the suggestions or ideas for upcoming on the related study. Lastly, for section 5.5, shows the conclusion of this study.

5.2 Summary of the result

Statistics

		Gender	Status	Age	Education	Income
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

The total number of responses obtained were 200 and all were valid and usable. Of these 200 responses 154 (77%) were male and 46 (23%) were female. Approximately 11% respondents were in the age range 20-24 years and averagely qualified with an under-graduate study around 30% had an income less than RM2,000 – RM5,000 for monthly income. This data obtained through google form that been distributed via email and WhatsApp.

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Then, factor analysis shown that all the data obtained from 17 questions is sufficient and complete. The data is presented in term of the table and histogram chart. In order to test the reliability of the data, Cronbach's Alpha is used in this study and the result shows that 0.911 which is deemed as good and reliable for this study.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.885	17

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Multiple linear regression used when we want to predict the value of a variable based on the value of two or more other variables. This result from model summary shows that adjusted r squared for frequency of visit shows that it has strong value with the online purchasing behavior. The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent variables.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233[a]	.054	.025	.41661
2	.279[b]	.078	.034	.41456
3	.305[c]	.093	.040	.41335

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.922	6	.320	1.846	.092[b]
	Residual	33.498	193	.174		
	Total	35.420	199			
2	Regression	2.766	9	.307	1.788	.073[c]
	Residual	32.654	190	.172		
	Total	35.420	199			
3	Regression	3.298	11	.300	1.755	.065[d]
	Residual	32.122	188	.171		
	Total	35.420	199			

The most important analysis in this study will be correlation coefficient where the result of the tests will indicate whether the hypothesis earlier is accepted or rejected. Other than that, in this section, all the independent variables will be analyze if they have significant relationship with dependent variables. There are several types of correlation coefficient, but the most popular is Pearson's. Pearson's correlation (also called Pearson's R) is a correlation coefficient commonly used in linear regression. The result of this analysis will be presented in the table below.

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Independent Variable	Hypothesis Testing
Quality of Content	Accepted
User Experience	Accepted
Frequency of Visit	Accepted

THEORY PLANNED BEHAVIOR

In the current study, TPB served as a beneficial foundation for helping explain Internet purchasing, even though the model used here vary from TPB traditions by not including intentions. The relationship between attitudes towards online purchasing and the actual behavior was strong and positive, even though it was not mediated by intention. The direct relationship in TPB between perceived benefit and online purchase was supported here, and the relationship between self-efficacy and Perceived Behavior Control was strong. Typically, in TPB models, the effects of subjective norms on behavior would also be mediated by intention instead of the direct relationship posited here.

5.3 Recommendation

Social media channels have a remarkable ability to attract customers with very brief statements, and they can lead your prospects and customers to valuable content located on your website. On the other hand, your website can encourage visitors to engage with your company by prominently linking to your social media channels. In order to accomplish this goal the following steps may be followed,

1. Modify your website to complement your Social media Strategy.
2. Identify the Actions you want your Customers and Prospects to take
3. Implement your Conversations
4. Provide the Content your Visitors Want.
5. Maintain a consistent Communication Style
6. Send Advertisements.

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7. Use your Web Properties to drive people to take the actions you are targeting

In order to influence your prospects and customers, your sales effort must follow a process that captivates and transforms your prospects by implementing these steps, which must be integral part of Social media Marketing strategy.

a) Develop the proper context of your message

b) Create an appropriate draw.

c) Create the proper content that engages

d) Provide a sample offering

e) Ensure you follow-up.

f) Request they share.

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5.4 Limitation

Since the customers spend around 2-3 hours on an average in a day, the marketers must make the best of this time by promoting their advertisements in form of mini-clips, Infographics, etc. on these platforms. Instagram must be used by the marketers as the platform to promote their products as it has emerged as the platform were most of the respondent's spent their time these days. The reviews and recommendations provided by the customers on the Social Media Channels must be considered by the companies to improve their products and services from time to time. The advertisements and commitments made over these Social media platforms must be strictly followed by the marketer on delivery of products so as to increase the faith of the customer on the brand or company.

5.5 Conclusion

In conclusion, business today is being transformed from a transactional relationship to a social relationship. It is now more critical than ever that successful businesses use Engagement Marketing principles to plan for successfully engaging their prospects and customers before, during and after their purchase cycle, and that the basis for this engagement is high-quality and relevant information. Information which are demanded by target market at a time and place of their choice (24/7 and 365 days/year). Marketer's job is to provide this information in such a manner that you are viewed in a positive light, create a positive brand and product reputation, and are selected as their brand of choice. With the present growth and scale of social networking, we would even be able to buy products and services through the social medium. The medium is growing very fast and holds huge potential but is still in its nascent stage in India. Therefore, it is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future.

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APPENDIX

QUESTIONNAIRE

FACTORS INFLUENCING THE CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

Dear valued respondent,

My name is Dhany Azlany Bin Jamil, I am currently conducting a research study aimed at determining the Factors Influencing the Customer Engagement on Social media.

This is being done as partial fulfilment of requirement for the Degree of Master of Business Administration at Universiti Tun Abdul Razak. The following questionnaire will require 5-6 minutes of your time. There is no compensation for responding nor is there any known risk. In order to ensure that all information will remain confidential, please do not include your name.

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If you decide to take part in this survey exercise, provide answer to all the questions as honest as possible and return the completed questionnaires immediately. Understanding that participation is strictly voluntary, and you may decline to participate at any point.

I do hope you can assist me in completing my study and thank you for taking the time to assist in the research endeavours. If you require additional information or have questions, please contact me immediately.

Thank you

Section A - Demographic

1. Gender

Male

Female

2. Status

Single

Married

3. Age

Below 20 years

20-24 years

25-29 years

30 and above

4. Highest Level of Education

Sijil Pelajaran Malaysia (SPM)

Diploma

Bachelor's Degree

Master's Degree

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Doctorate (PhD)

5. Monthly Income

Less than RM2,000

RM2,000-RM,5000

More than RM5,000

Section B

1 – Quality of Content	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Find desired products quickly					
Easy to understand and navigate web site					
Product classification is easy to follow					
Provides product specifics					
Sufficient information to identify different products					
Uses both text and graphics of product information					

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2 – User Experience					
Receive all the items I ordered					
Prices are identical to those on the order form					
Undamaged delivered goods					
Could shop anytime I wanted					
Could order products wherever I am					
The web site is always accessible					

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3 – Frequency of Visit					
I will use this retailer web site more often for online purchases					
I encourage others to shop online at this retailer					
I will continue to shop online at this retailer					
The overall value you get from this site for your money and effort. Good?					
The overall convenience of using this site. Good?					

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Thank you for your time.

APPROVAL PAGE

TITLE OF PROJECT: **FACTORS INFLUENCING THE CUSTOMER ENGAGEMENT ON SOCIAL MEDIA**

NAME OF AUTHOR: **DHANY AZLANY BIN JAMIL**

The undersigned is pleased to certify that the above candidate has fulfilled the condition of the project paper prepared in the partial fulfilment for the award of the degree of Master of Business Administration.

SUPERVISOR

Signature **:** _____

Name **:**

Date **:**

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ENDORSED BY:

_____

Dean

Graduate School of Business

Date**:**