FACTORS THAT INFLUENCE CUSTOMERS' PURCHASE INTENTION AND SATISFACTION IN SNACKS PURCHASE EXPERIENCE THROUGH SOCIAL MEDIA

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SYMBOLS

%	Percent
α	Alpha
n	Frequency
r	Pearson Correlation Coefficient
N	Population

ABBREVIATIONS

eWOM	Electronic Word of Mouth
MCMC	Malaysia Communication and Multimedia Commission
MCO	Movement Control Order
SPSS	Statistical Package for the Social Science

ABSTRACT

This study examines snacks purchase intention among social media users in Malaysia. Customers' purchase intention represents their desire to buy products from a particular shop. Physical attractiveness and sellers' credibility have been considered as the key factors affecting snacks purchase intention through social media. The data were collected by distributing an online questionnaire. 407 responses were collected. The data were analyzed by using SPSS. Statistical tests that were used in this study include reliability test, descriptive test, and Pearson correlation analysis. The results showed that physical attractiveness and sellers' credibility influenced customer satisfaction. The study provides insights for both academicians and social media users in relation to snack purchase behaviour through media social.

Keyword: Social media, Snacks, Purchase intention, Satisfaction, Physical attractiveness, Seller credibility

ABSTRAK

Kajian ini mengkaji tentang niat pembelian snek dalam kalangan pengguna media sosial di Malaysia. Niat pembelian pelanggan mewakili keinginan mereka dalam membeli produk dari kedai yang tertentu. Daya tarikan dan kredibiliti penjual dijadikan sebagai faktor utama yang mempengaruhi niat pembelian snek melalui media sosial. Data dikumpulkan dengan mengedarkan soal selidik secara dalam talian. Sebanyak 407 respon dapat dikumpulkan. Data yang dikumpulkan dianalisis menggunakan SPSS. Ujian statistik yang digunakan dalam kajian ini ialah analisis kebolehpercayaan, analisis deskriptif, dan analisis korelasi Pearson. Hasil kajian menunjukkan bahawa daya tarikan dan kredibiliti penjual mempengaruhi kepuasan pelanggan. Kajian ini memberikan pandangan kepada ahli akademik dan pengguna media sosial berkaitan tingkah laku pembelian snek melalui media sosial.

Kata kunci: Media sosial, Snek, Niat pembelian, Kepuasan, Daya tarikan fizikal, Kredibiliti penjual

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

This research explores the factors that influence the customers' purchase intentions and satisfaction in snack buying experience through social media in Malaysia. In this chapter, the background of the study, problem statement, research objectives, research questions and significance of the study are discussed.

1.2   BACKGROUND OF THE STUDY

This study investigates how satisfied customers are with their purchases made on social media. According to Kit Smith (2019), the number of social media users are 3.03 billion and about 91% of branded products have multiple social media accounts. Mangles (2017) on Smart Insight website found that, the three most engaging types of content on social media are written articles (27%), videos (26%) and images (24%). The food and beverage industry has been mentioned on social media platforms by over 1 million people with 57% of the quick-service in the restaurants.

The quick-service of the restaurants that response on social media are benefited because 71% of customers said that they like the company to give a faster respond on social media and are suggested by customers themselves. Baer (2019) conducted a study on word of mouth and has discovered that 99% of Gen Z and Millennials tend to focus on popularity, feedback and reviews when choosing a restaurant over than Gen X and Boomers. According to Retail Touch Point (2017), 72% of Instagram users reporting make a purchasing decision based on what they see on the platform compared to 23% on Facebook, 22% on Pinterest, 3% on Twitter and 1%

on Snapchat. The social media platform that has more influence on shopping habits is Instagram with 51%.

Besides, in this modern world, eating preference and decision-making processes are increasingly determined by numerous mobile applications, television programs and social media according to The Star (2020). With the social media routine of snapping a picture of a meal before simply eating it, people are willing to queuing up for hours to buy the new food or beverage that is all the rage online and even live-streaming their luxurious meals. These are mainly driven by the pursuit of "likes" and commentary on the immediate gratification of virtual attention.

Based on Sethu and Saini comparative study (2016) found that the online food ordering services have a high level of penetration. The student users of these services are familiar with the information provided on these websites and often use the services of online support. Samsudin and Ahmad (2014) have shown that the orientation of online shopping among consumers is influenced by three key factors, namely information quest, religious commitment and religious concern. Then, the other factors such as product price, customer attitude or personality, past experience and utilitarian variables also play a significant impact. Thus, it important for retailers and marketers to strategize their marketing tools in order to draw more customers from the skilled stream.

The consumer purchase decision is very complicated based on Keller's study (2001). The intentions of buying are usually linked to customers' actions, perceptions and attitudes. A key point for customers is their purchasing behaviour when considering and evaluating certain products. Chaniotakis et al. (2010) state that "customers' behaviours," "extrinsic factors" and "intrinsic factors" of the goods are factors that affect customer purchase intentions. Extrinsic information plays an important role to influence the purchase intention by customers, instead of intrinsic evidence (Richardson, 1997). The factor of the foreign product is the price, packaging, a store image and advertisements received. Research has shown that the intentions of customers are affected by monetary costs (Grunert, 2004).

Munusamy and Wong (2008) have reported that the pricing relationship with the clients' motivation to buy private-label products is significantly positive. Consequently, the majority of consumers decide on low-cost commodity (Zotos, Boutsouki & Masouti, 2008). Furthermore, the packaging is relevant because it reaches almost all consumers, therefore this is an important aspect of decision-making and customers usually review the goods with regard

to the packaging detail (Ampuero and Vila, 2006). In addition, Uusitalo (2001) reports that advertising serves as a communicator to inform consumers of the product and service.

Research that undertaken by Khristianto, Kertahadi and Suyadi (2012) has revealed that customer satisfaction is a consequence of comparing expectations and experience; that is to say when the deliveries meet or exceed expectations the customers are satisfied. The key factors determining the success of the market concept are satisfaction and loyalty. Ahn, Ryu and Han (2004) also stated that happy customers will repeat the purchase if they have reached or exceeded the expectations of the service provider.

Last but not least, security is an important factor that has been taken seriously by online shopping consumers in recent years (Mustafa, 2011). Because online shopping usually requires payment by debit or credit card, customers often focus on retailer details for protection (Lin, 2007). Security can be divided into two parts: first, data and security of transactions while second, customer authenticity (Guo, Ling and Liu, 2012). All this thus shows the importance of online shopping security as one of the main factors that customers take into account when choosing to buy a product online. Therefore, websites with security have customers that are reliable and satisfied.

1.3   PROBLEM STATEMENT

Based on Statista (2020), the new statistic in October 2020, there are almost 4.14 billion people in global were active social media users. There are 81% of Malaysian population were active social media users (Statista, 2020). The most popular social media platform among Malaysians was Facebook, Instagram, Messenger and LinkedIn in 2020 (Statista, 2020).

In advance, social media is used to share and communicate, but this median is turned into a business platform. The users began using social media for marketing and communicating with the customers. This has transformed e-commerce that are product-oriented environment into a new era of social trade that is more social and customer-oriented (Wigand, Benjamin, and Birkland, 2008).

The percentage of seller and buyer on social media currently are increasing. Almost half of Malaysian consumers surveyed report an increase in online shopping (Ting, 2020).

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Online shopping including through websites, mobile applications and social media are increasing due to pandemic COVID-19. Facebook and Instagram were becoming the kings when it comes to purchase on social media platforms. Social media provides various advantage for users and organizations to socialize, communicate and market the products.

Next, several studies have demonstrated the benefit of social media for individuals and companies (e.g., Kumar, Bezawada, and Kannan, 2016; Wagner, 2017). For example, it can increase the relationship between buyers and sellers, improve marketing, customer service, and exchange of information. They also underline the "light side of social media" and how the interaction between companies and customers can be democratized (Kietzmann, Hermkens, McCarthy and Silvestre, 2011). This problem statement also can relate with the seller's credibility on how the seller faced and adapt with customers. However, despite of many advantages, a dark side of social media platforms is definitely present.

The dark side of social media is threatened by scams and fraud. Scammers use social media to create counterfeit ads with attractive offers to attract victims (Ruban, 2012). They will claim to be an online seller on-site such as Facebook, Instagram or WhatsApp and use a fake profile to trap the victim without being traced. Then the scammer will pick up the victim to pay, but never ship the good that has already paid. Even though the goods are received, the goods are false, inadequate, or defective. Based on Malaysia Digest (2015), most of the complaints in this report are not receiving goods paid for, delayed, unoriginated, and non-advertised products, and failing to set the product and sale terms and conditions.

Furthermore, Malaysia was mentioned as one of the high-risk countries, cities or regions for online fraud, according to online fraud guide.com (2017). In 2014 the SOPHOS, a U.S. IT security developer, ranked Malaysia as the world's 6th country in terms of cybercrimes risk (Mahmood, 2015). There has also been a recorded case of fraud other than online transactions, which is lucrative, shows no prices, falsifies and misleads customers concerning the commodity, and sells fake products as well as the pyramid scheme.

Besides that, Malaysians are most vulnerable to internet scams in a report conducted by the Telenor Group (2016). As the popularity of online shopping, the number of complaints received about online shopping scams has risen. Indeed, during MCO, the statistics of the Ministry of Domestic Trade and Consumer Affairs indicated the rampant online shopping scammer between March and June 2020 (Mahalingam, 2020). To conclude, social media platforms have positive and negative sides but it depends on users to use them for good or bad

things. It is the most powerful platform to deliver positive change for customers. Moreover, customers must always be careful in choosing a seller for goods.

This has inspired this research to be carried out. There is very little is known about satisfaction in snacks purchase experience through social media in past research and journal or article. Therefore, the purpose of this study is to investigate customers' satisfaction towards snack purchase experience on social media.

1.4   RESEARCH OBJECTIVES

This study has two research objectives:

1. To determine the relationship between physical attractiveness and customers' satisfaction towards snacks purchase on social media.
2. To examine the relationship between sellers' credibility and customers' satisfaction towards snacks purchase on social media.

1.5   RESEARCH QUESTIONS

1. Does physical attractiveness have a relationship with customers' satisfaction towards snacks purchase intention on social media?
2. Does sellers' credibility have relationship with customers' satisfaction towards snacks purchase intention on social media?

1.6 SIGNIFICANCE OF THE STUDY

Currently, social media usage in Malaysia is increased due to these platforms are been used to market and sell various products and services. Therefore, this study will provide information to buyers and also seller or entrepreneurs on factors of snack buying through social media and the satisfaction of customers in buying snacks through social media.

This study beneficial for buyers or known as customers. This study can guide future customers to earn significance in satisfaction buying through social media. Furthermore, it also can help future customers to use the information for future buying and to know the type of seller credibility that can customers satisfy with.

The seller or entrepreneur of snack products are also benefit from the outcome of this study. The sellers or entrepreneur can develop a better understanding of the way to attract customers through the physical products and seller's credibility. It will help to improve themselves in marketing and service.

In addition, this study benefits the new entrepreneurs or small and medium businesses that want to make innovation in the business as like launching the snack packet and who looking for an opportunity to venture into business and earn money. The new seller or entrepreneur that can mention is a beginner in business that has zero experience and knowledge like student or housewife. Thus, the finding from this study can help them to understand what should they have done to attract and satisfy the customer.

1.7 SUMMARY

This study aims to investigates customers' satisfaction towards snacks purchase on social media. The problem statement is explained. Besides that, in this study mention about the purpose or objective make this research. In research objective, researchers determine the relationship between physical attractiveness and customers' satisfaction towards snacks purchase on social media and relationship between sellers' credibility and customers' satisfaction towards snacks purchase on social media. Other than that, in this section have research question for make online survey and significance of the study.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, there are three literature review sections. The first section explains on the meaning of social media, service quality and safety related when purchased snack by online. The second section discusses the relationship between independent variables (IV) and dependent variables (DV), which are the factors that influence snack buying intention and customers' satisfaction towards purchases on social media. The factors that are being studied are physical attractiveness and credibility of the seller. The final section of this chapter will discuss the conceptual framework for analysis. A conceptual framework for this research is a graphical diagram that indicates how the factors in the research can be related to one another.

2.2 LITERARURE REVIEW

2.2.1 Social media

Kapoor et al. (2018) define social media as a set of user-generated platforms that facilitate the distribution of dialogue, compelling information, and connectivity to a large audience. It is basically a digital space created and maintained by individuals that fosters interactions and networking on a number of levels, including personal, business, marketing, technological, societal, and political. Thus, social media enables direct interaction with individuals and offers marketers a variety of platforms for reaching out to and engaging with customers.

According to Borgerson and Miller (2016), social media has colonised the space between conventional broadcast and private contact, presenting users with a continuum of group size and degree of privacy that they have dubbed "scalable sociality." User-

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generated content helps in the investigation and decision-making process. Given social media's effect on various stakeholders, it has generated significant interest from academics across a number of contexts, including information systems.

Carr and Hayes (2015) provide an additional description, defining social media as internet-based, constrained, and continuous networks of mass personal communication that facilitate conceptions of user experiences and derive meaning primarily from user-generated content. This term emphasises the distinct nature of social media as a distinct category of media resources that share a common set of characteristics and functions, where the motivations for different individuals and communities to contribute to the production of the information they consume provide significant benefit much greater than the value provided by any individual site product.

Social networking is an internet-based application that enables individuals to interact, develop, and exchange messages (Bright, Margetts, Hale, and Yasseri, 2014). Additionally, Trottier and Fuchs (2014) identified social media as online forums that are primarily used to facilitate collaboration, cognition, collective work, and community development. The following definition emphasises how social media usage is capturing the interest of business and research academics who are fascinated by its scale and capabilities.

2.2.2 Service quality

Service performance is a key consideration and results-driven strategy for satisfying and persuading consumers to become lifelong customers by delivering high-quality products and services that meet their needs and desires. Due to a variety of reasons, consistent and continual growth in the level of service results in increased customer satisfaction and loyalty, allowing the company to conquer all uncertainties and win the industry's rivalry marathon. According to Muala (2016), customer satisfaction occurs when the level of services provided matches the customer's standard and expectation. Additionally, online purchasing or e-commerce can potentially achieve a competitive edge by developing long-term relationships with customers and providing high-quality services. Thereby, Kant and Jaiswal (2017) define service quality as a service that is considered to be of high quality by clients, consumers, or customers as compared to their standards prior to purchasing the service.

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Rust and Oliver (1994) have identified service efficiency as a critical factor in determining a business's viability and determined that it was essential for success. In the majority of service industries, service efficiency is essential for the performance. Additionally, it is important for e-commerce to take into consideration the needs of consumers by doing research on snack food purchased online. Service quality mostly emerged from earlier work on service marketing that led in the definition of service quality. Scholars such as Parasuraman et al. (1991) suggested that there are several studies in the recent period that demonstrate the methodology taken by several well-known researchers on 'assessment of service quality.

In this context, it is very important to study service quality because the quality is critical to satisfied the customer. Furthermore, service quality also contributes to long term revenue and profitability and service quality can prompt people to spend more. Focus on the concept of aspect, quality of service against the insertion of other satisfaction factors possibilities. Yeung et al. (2002) also investigated the type and measurement of quality of service and the correlations among service quality, purchasing products and customer satisfaction.

2.2.3 Safety

According to Merriam-Webster (n.d.), protection is described as "the state of being free from damage or danger." This is nearly identical to the primary concept of protection, which is "the condition or state of being secure." Additionally, safety is a common occurrence in life and can be taken seriously when it refers to someone's privacy or sensitive details that they maintain.

There are several terms that are used to describe online protection, including security, privacy, and trusting (Guo et al., 2012; Bèlanger et al., 2002; Sahney et al., 2013). According to Guo, Ling, and Liu (2012), security refers to a website's ability to secure its customers' personal information from unwanted use or exposure during an electronic transaction. Additionally, Bèlanger, Hiller, and Smith (2002) define privacy in e-commerce as the ability to exchange personal information over the internet in order to complete a purchase transaction. According to Sahney, Ghosh, and Shrivastava (2013), online trust can be described as a belief in the reliability of the online seller and a sense of confidence and safety about online transactions.

However, this study's definition of safety is more concerned on internet safety. According to Kimpe, Walrave, Ponnet, and Ouytsel (2019), internet safety refers to a set of problems that are either directly or indirectly relevant to internet users' physical and psychological well-being. Internet safety is also known as "online safety," "digital security," or "e-safety." This definition relates to both the threats that people face online and the ways in which they can protect themselves from these risks.

Online shopping is a process in which consumers buy goods or services from sellers through the internet. Internet shopping has been found to offer greater satisfaction to new shoppers demanding comfort and speed (Yu & Wu, 2007), with accurate details and a variety of options. However, new analysis indicates that consumers, such as cyber fraudsters or hackers, are concerned about the safety of online shopping. Online shopping allows the buyer to provide the vendor with personal details. However, despite the customer's willingness to exchange private details, there is still concern about their welfare. Consumers are concerned about an online website's liability, protection, and safety (Gefen, 2000). Security concerns about internet purchases continue to be a major concern when it comes to online shopping (Park & Kim, 2003; Elliot & Fowell, 2000; Liao & Cheung, 2001; Szymanski & Hise, 2000).

As a consequence, shoppers must exercise caution and always search the seller's record first. Security and protection are seen as critical factors that online users take seriously (Mustafa, 2011). This is because protection and privacy concerns are critical in establishing interest in internet purchases and the website itself (Chellapa, 2008).

2.3 THEORITICAL FOUNDATION

This section provides the relationship between independent variable (IV) and dependent variable (DV) which are the factors that influence customers' purchase intention and satisfaction in snacks purchase experience through social media. The factors that are being studied are physical attractiveness and credibility of the seller. The relationship between these factors and customer satisfaction can be proven with electronic word of mouth or known as eWOM.

eWOM is one of the most influential tools in social media and it has more useful and efficient insights to help consumers make a decision. According to Erkan and Evans (2016), eWOM is based on past consumer experiences and peer feedback about products or services, rather than on company-generated knowledge. eWOM is special in social media because consumers freely provide reviews of products or services, recipients are exposed to reviews or marketing content, and often users are involved in making information available at any moment in time (Chu and Kim, 2011). According to a previous study, eWOM in social media is described as the process of searching, offering, and exchanging knowledge (Ballantine and Stephenson, 2011). Thus, customers may determine if they are pleased with a product or service prior to purchasing it.

The impact of eWOM has been well documented in prior research (Daugherty and Hoffman, 2014; Jalilvand and Samiei, 2012). The researchers claimed that in social media, eWOM has a strong correlation with buying intentions (King et al., 2014; Park and Kim, 2008). If the customer's buying purpose is repeated, this indicates that the customer is pleased with the goods and services offered. When consumers invest more time on social media, the popularity of eWOM grows, assisting buyers in analysing goods or services prior to making a buying decision (Yan et al., 2014).

Based on the eWOM explanation, it is proved that attractiveness and credibility have a relationship with customer satisfaction. The following section explains on the relationship between factors that influence snack buying intention and customer satisfaction towards purchase on social media.

2.3.1 Factors that influence snacks buying interactions

2.3.1.1 Physical attractiveness and customers' satisfaction towards purchase on social media

Physical attractiveness is a factor that consumers often consider. Ding, Tang, and Wang (2017) discovered that the amount of image detail included within multiple marks has a variable impact on customer satisfaction. The tool for evaluating image quality and retailer credit, as well as the security programme and revenue advertising under the service label, all had a significant

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positive effect on customer loyalty. Moreover, Harly and Octavia (2014) studies also has conducted research on the impact of fashion blogger endorsement toward buying local brands of interest using four dimensions of an endorser, which are attraction, credibility, visibility and power that affect significantly due to the fashion bloggers who examined the popular figure in the community. According to Pollard (2017) visuals severely influence customer behaviour. When it comes to social media ads, the graphic pattern chosen is critical because it is a strongly visual-oriented framework that can influence the consumer's decision-making. Furthermore, according to Villarroel et. al, (2018) the application of such visual elements in social media marketing influences message-sharing, which is eWOM, positively. The estimated reasoning behind this phenomenon is that photos may promote mental stimulation in a better way than communication as offer a systematic picture to follow.

Ingredient explanations are really required in food products. Thus, according to Thomas and Capelli (2018), acquiring knowledge about attention localization can reveal ways to improve consumers' ability to understand and effectively use factual nutrition information such as the ingredient list. Similarly, European Commission (2017) found that when consumers getting the ingredient information that related to the product, it allows consumers to make informed purchasing choices. Moreover, there are many past studies that found that ingredient was a variable that significantly and positively affected customer satisfaction. According to Bialkova, Sasse and Fenko (2016), the taste benefit label has greatly affected not only the taste preferences of customers but also the actual taste experience, indicating that a food label can be so powerful that certain customers convince themselves that they like the taste of the product.

Few research has used the way the product is represented in the picture as a design predictor (Kobayashi and Benassi, 2015; Machiels and Karnal, 2016), despite the rational assumption that the different ways of expressing the product would generate different consumer reactions in terms of sensory and non-sensory preferences and willingness to purchase. Additionally, when designing packaging, the designer can employ verbal or visual cues to convey a message or a concept (Kauppinen-Risnen et al., 2012; Machiels & Karnal, 2016). As a result of the above, they believe that altering any of these factors,

including the packaging product, the depicted product image, and the use of visual or verbal cues to communicate actual information, would have an effect on the customer's sensory and non-sensory tastes, as well as their willingness to buy. The packaging aspect will be more pleasurable, even delightful. This knowledge base suggests that packaging substance can contribute to the formation of sensory preferences and the willingness to purchase. Thus, the attractiveness of photo, ingredients and packaging of snacks genuinely give customer satisfaction in purchasing via social media.

H1: Physical attractiveness have a positive relationship with customers' satisfaction towards snacks purchase on social media.

2.3.1.2 Sellers' credibility and customers' satisfaction towards purchase on social media

Purchase online purchasing on social media studies, the evaluation of goods or services is very important to build the trust of a customer to purchased goods in social media and it also was extensively reviewed. This factor was conceptualized by most of these approaches on the based on individual factors, rather than on a latent construct (e.g., Baek et al, 2012; Filieri and McLeay, 2013; Liu and Park, 2015). The star rating of a product or service can be seen as the final overall appraisal of buyers or users prior to making a purchase on social media. Review websites like e-commerce reviews these ratings from all online reviews of a given service or product. As a result, all related with online feedback can be viewed by consumer. However, the factor of product review or service performance may be defined directly as a peripheral indicator. According to Cheung et al., (2009) and Fang, (2014), the reviews can have an effect on consumers and customers to believe that goods and sellers are trustworthy. The visual index for customers also functions as shortcut information (Filieri and McLeay, 2013). In this context, product or service rating positively influences customer satisfaction.

In some studies, trustworthiness is related to the customer 's evaluation of the celebrity endorser's comments regarding the product (Erdogan, 1999). According to Hakimi et al. (2011) and Ohanian (1990), the most successful way

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to increase consumer confidence in a product is to create a trustworthiness level. Additionally, marketers choose personalities with a high level of trustworthiness, popularity, and integrity (Shimp, 2003). Indeed, celebrities' influence can have a favourable effect on consumers' value expectations and thereby affect their purchasing decisions (Erdem and Swait, 2004). Obviously, there is a positive association between trustworthiness and affinity and the strength of product-related arguments; for example, where promotional copy contains poor product-related arguments, the effect of trustworthiness is greater than when high product-related arguments are used (Chan et al., 2013; Priester and Petty, 2003).

A variety of social media analysis studies have confirmed the importance of timeliness in conjunction with a prompt response from the seller. As a result, this aspect has been developed as a reliable one in this context (Cheung, 2014; Cheung et al., 2008; Filieri and McLeay, 2013; Jamil and Hasnu, 2013). Timeliness refers to the novelty and relevance of user or customer feedback and analysis as a reflection of the actual situation of the product or service (Filieri and Mc Leay, 2013; Jamil and Hasnu, 2013). It is widely regarded as a significant factor in determining the validity of knowledge or, more precisely, the quality of claim (Cheung et al., 2008; McKinney et al., 2002; Rabjohn et al., 2008). Timeliness is closely connected to completeness, as only regularly updated web reviews provide full facts (Cheung, 2014). According to Abdulla et al. 2002, timeliness is vital for the credibility of knowledge, especially on the internet. Related to sellers' credibility, timeliness increases the customer consistency of an online review and increase the confidence of customers towards products or online shops, as a result of which is a more positive sense of consumer satisfaction. In this research, the timeliness in response has an impact on consumer satisfaction with the snack product purchased.

However, on-time arrival or shipment, as well as reliability in handling, are more essential in predicting customer loyalty than cheaper costs, as e-commerce analysis often highlights (Reibstein, 2002). According to Hsu (2008), the past studies shown that the accurate delivery of goods to the customers' home and the proper handling of returned goods when customers' not at home

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or return back the goods or refund because of damage or so on are factors that affect online shoppers' satisfaction (Hsu, 2008). When customers first time purchased and the shipping or delivery fast it can influence the customer satisfaction and loyalty of the customer to purchase again.

According to Ho as well as Wu (1999), logistic specifications are among the most significant determinants of customer retention for web and social media purchases. These characteristics include prompt arrival, warranty availability, after-sales operation, and the right to refund merchandise. Logistics purchasing practises such as distribution, monitoring, and return services all have a positive correlation with customer loyalty. To conclude, sellers' credibility which are trustworthy, review, quality service and on-time shipping and delivery of snack positively influence customer satisfaction to purchase via social media.

H2: Sellers' credibility has a positive relationship with customers' satisfaction towards snacks purchase on social media.

2.3.2 Customers' satisfaction towards snacks purchase on social media

Customer satisfaction is a main success factor for business entities (Adikaram, Khatibi & Yajid, 2016). Based on Kotler and Keller (2012) research, Satisfaction is determined by comparing the success of a product or service as viewed by consumers to the expectations of customers for the product or service. Customers' preferences can be considered when attempting to improve customer loyalty, as it should be concluded that customer satisfaction refers to the consumer's perception of a product's performance, where customers have an opinion of the product and are pleased if the product's performance satisfies the consumer's expectations.

Next, Sheng and Liu (2010), indicate customer satisfaction measures such as consumers being satisfied with the experience of online shopping, thinking sensible to use online shopping, being satisfied that the use of online shopping will fulfil their order, and consumers generally believing that the decision to make a purchase by online shopping is right. According to Kotler (2010), customers were satisfied: they will make repeat purchases, increasing their capability of making internet purchases.

Furthermore, customer satisfaction towards purchases on social media can be assessed by information from friends and from reviews reported across several media channels. Verleye et al. (2014) discovered that consumer feedback and favourable word of mouth (WOM) behaviours were influenced by the customer impact toward the service provider. In contrast, Zhu et al. (2016) discovered that giving input, tips, and inspiring other consumers in the form of online brand groups was favourably related to customer satisfaction. This proves that customers always make research before buying some product on social media.

According to Canny (2014), customer satisfaction is the determinant of the post-purchase attitude and reflect as a positive or negative result, which came from customer personal experiences. Moreover, customers are more likely to repurchase when they satisfied with the service given such as to reply as soon as possible, friendly and make the customer comfortable while chatting. This attitude of sellers will make customers willing to spread a positive message to others.

According to Polyorat and Sophonsiri (2010), a satisfied customer will bring three other customers on their recommendation. Last but not least, customer loyalty is necessary to determine a customer's mood, purpose, or willingness to behave (Natalia, Valonia, & Handrimurtjahjo, 2016) and long-term economic viability. success of a hospitality business as dissatisfied customers is unlikely to repurchase, revisit or recommend to friends and relatives.

2.4   RESEARCH FRAMEWORK

The conceptual structure for the analysis is a graphical diagram that indicates how the variables in the research can be related to one another. This framework demonstrates the relationship between the factors that influence customers' purchase intention and satisfaction in snacks purchase experience through social media.

Independent Variables

Factors that influence snacks buying in social media

Products' physical attractiveness

- Photo
- Ingredients
- Packaging

Sellers' credibility

- Review
- Quality service
- Time of respond
- Shipping

Dependent Variable

Customers' satisfaction in snacks purchase experience through social media

Figure 2.1: Research framework adopted from Sokolova and Kefi (2020).

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2.5   SUMMARY

This chapter focused on that literature review of what the meaning of the content by past researches related to the current study. Two factors that influence snacks purchase intentions. First, the physical attractiveness is a common thing that customers will discern. Second, sellers' credibility and customers' satisfaction towards snacks purchase on social media. The following chapter discusses the methodology that will used in the study.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

This chapter explains about the method that have been adopted by this research. This chapter outlines includes the research design, population, sample size, sampling method, data collection procedure, research instrument and lastly is the data analysis. Briefly, this chapter provides a detail explanation of the select process or procedure that have been used to collect the data for the purpose research.

3.2   RESEARCH DESIGN

Research design means a structure to plan and execute a particular research (Punch, 1998) and also the plan for a study that provides the specification of procedure to be followed by researchers in order to accomplish objective or test the hypotheses formulated for studies (McDaniel and Gates, 1999). Research design is the main component in the research as it involves all four main key which is consideration the strategy, conceptual framework, identification of whom and what to study on and the tools and procedure that was used for collecting and analysing the data. Basically, the research design is divided into several categories such as qualitative research and quantitative research.

In this study, the researcher used a quantitative research methodology that consists of an online survey and questionnaire to social media users. The questionnaire was tested the content validity, completeness and completion of time for the research. Questionnaire items was consisted the question that about the factors that influence customers' purchase intention and sati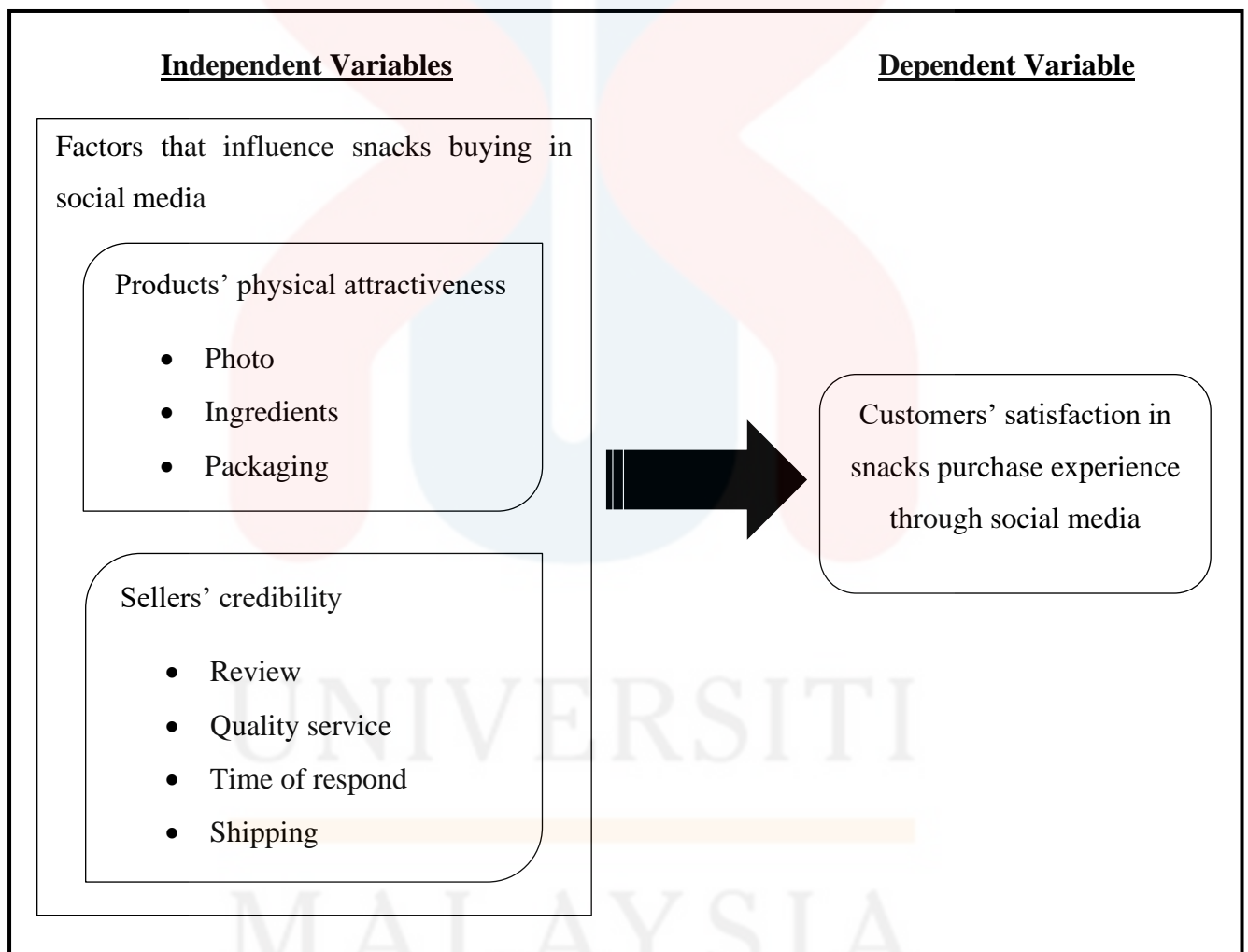sfaction in snacks purchase experience through social media. The questionnaire was provided general information on the satisfaction of online purchase intention and customer

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behaviour. Then, the questionnaire also described about the independent variable and dependent variable that would be tested in the study.

Besides, the online survey method in the online form used to ensure the confidentiality and non-obligation aspects of participation in the survey. The survey also have been shared on social media where the respondent can answer the questionnaire immediately. With an online survey, the researcher can get the average result from the respondent directly.

Last but not least, it was more accurate findings to the online survey because it gives a quick answer and opinion as a survey will be brought online. Thus, the data were more systematically to describe a large collection and could be generated reproducible knowledge.

3.3   POPULATION

Population was identified as all units processing certain characteristics which are the interest of researchers' studies based on Reid (2013). From the definition given, population could be interpreted as the target of groups or community of individuals that involved or chosen by the researcher for study. Therefore, in this study, the population from the samples were obtained of the following groups of respondents:

a) Malaysian citizen who uses social media. (Figure 3.1)
b) Social media users who buy goods online. (Figure 3.2)

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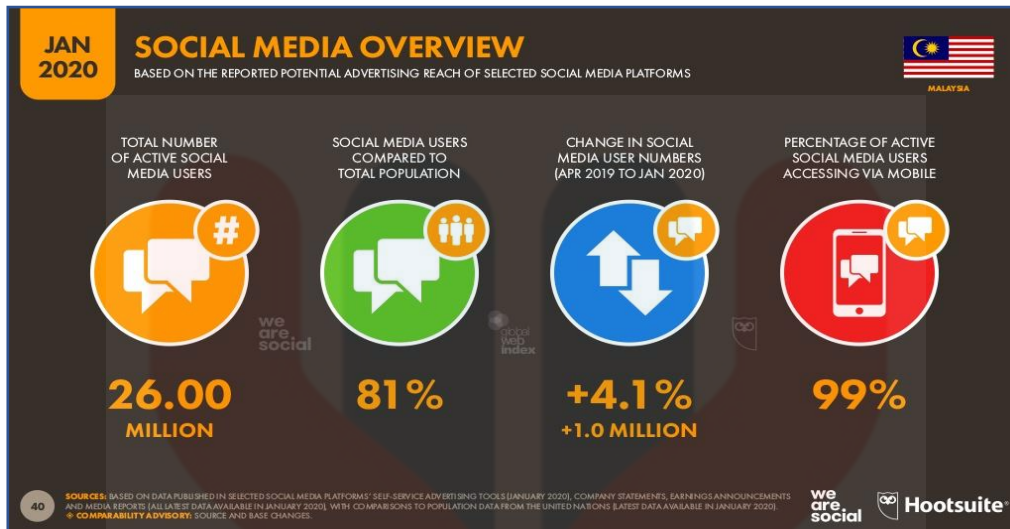
Figure 3.1: Overview of social media user in Malaysia.

The reason to obtain from social media user is because the user of social media platform are increases in every year. According to Kemp (2020), January 2020, the social media users in Malaysia were 26.00 million. The number of social media users in Malaysia are increase by 1.0 million (+4.1%) between January (2020) and April (2020). Moreover, January (2020), social media penetration stood at 81% (Kemp, 2020). The figure below represents the overview social media user in Malaysia in 2020.
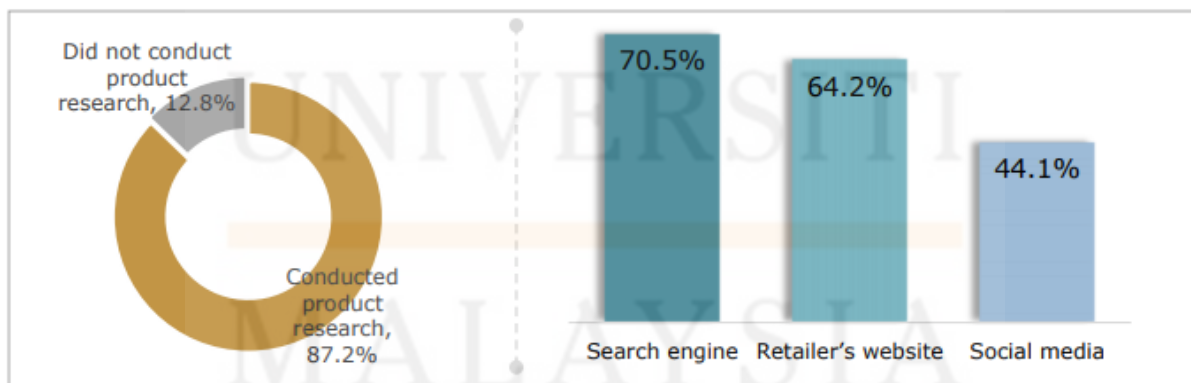
Figure 3.2: Overview of percentage of customer purchasing through social media.

According to Malaysia Communication and Multimedia Commission (MCMC), the figure 3.2 shows the consumer research on product through social media in 2018 is 44.1%.

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3.4   SAMPLE SIZE

Based on the past study of Sekaran and Bougie (2010), sample size can be defined as the subset of population required to ensure sufficient amount of information to draw conclusion. In this research, it focuses on the respondent who is social media user to answer the research objective. A total sample size of 384 are acceptable to determine form given population according to Krejcie and Morgan (1970).

Table 3.1: Determining sample size from a given population.

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

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

Source: Krejcie & Morgan (1970)

3.5   SAMPLING METHOD

The sampling method is divided into two groups which are probability sampling or non-probability sampling. For this studies, the non-probability sampling techniques will be used where the samples are obtained in a process so that each variable of the population is collected.

The convenience sampling was be chosen by researcher. Convenience sampling is one of the types of non-probability sampling and it was use to collects information from participants who are easily accessible to the researcher (Etikan, Musa & Alkassim, 2016). Convenience sampling was used in this study because it was eased the researcher during collected the data. It is also help in generate more samples with less or no investments in a brief period. Moreover, the participants of convenience sampling are easy to reach.

3.6   DATA COLLECTION PROCEDURE

The data collected for this research are through online questionnaire. The complete questionnaire was distributed through social media such as WhatsApp, Facebook or Instagram. The questionnaire was likely to distribute between March and April in 2021.

An online questionnaire was assigned randomly to the respondent that meets the criteria of our research. The most important of the criterion of our respondents is people who had bought snacks through social media and not on another site or platform. Just only qualified respondents that fulfil the criteria of this studies can answer the questionnaire.

There are about 384 respondents needed to answer the questionnaire. The questionnaire was highlighted the purpose of the study, objective of the study and agreement of the information provided by the respondents are confidential.

3.7   RESEARCH INSTRUMENT

The research instrument that has been used for this research is a questionnaire. The questionnaire was consisted of several question that are printed or typed in a definite order on a form or set of forms (Kothari, 2004). Furthermore, the questionnaire are more suitable to use in this study because it can collect a large number of respondents, gather an information in a short period and also cost saving (McLeod, 2018). In this part, the variable was a measure for factors that influence customers' purchase intention and satisfaction in snacks purchase experience through social media.

The questionnaire that was developed in this study are divided into three sections which are sections A, B and C. Section A was the first section in the questionnaire that consists of general information of the respondent demographic like gender, age, occupation and frequency of buying snacks through social media. Next, section B are designated to collect the data about the independent variable which is factors that influence customers' purchase intention that consists of products' physical attractiveness and sellers' credibility. Whereas, section C are more about the dependent variable which is satisfaction in snacks purchase experience through social media. The total of the question that will be in a questionnaire are 23 questions.

This study was use five-point Likert scale to specify the respondent's level of agreement. The point would be rated from 1 with strongly disagree to 5 with strongly agree as shown in Table 3.2. Five-point Likert scale are providing a better quality of data compared to a seven-point or eleven-point scale (Revilla, Saris & Krosnick, 2014). Moreover, it was more suitable when a respondent is among the general public.

Table 3.2: The five-point Likert scale.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5

Table 3.3: Overview of research instrument.

Section	Variables	Items	Authors
A	Demographics	10	Andi, Xiaokong and Nellikunnel (2019) Cao, Ajjan and Hong (2018)
B	Product physical attractiveness	5	Sokolova and Kefi (2020) King and Paramita (2016)
	Seller credibility	5	Sokolova and Kefi (2020)
C	Customers' satisfaction	3	Ganapathi and Abu-Shanab (2020) Ramanathan et al., (2017)

3.8   DATA ANALYSIS

Data analysis is the process of systematically applying or logical techniques to illustrate, describe, represent, interpret and evaluate data. It is important to understand the purpose of the study when conducting the analysis. The data analysis that was used in this research is descriptive analysis, reliability analysis and Pearson correlation.

3.8.1   Descriptive analysis

The descriptive analysis is a basic characteristic of the data in the research. It have been used to represent and analyse the data collected. It was included the distribution of frequency, the measure of shapes (skewness), measuring the central tendency like mean, median and mode. Descriptive analysis will be the best to limit the sample research and simplify the large amounts of data in a sensible way and with a simple graphic analysis.

3.8.2 Reliability analysis

Reliability analysis will measure the reliability of the instrument which is a questionnaire that will develop by using multiple Likert scale statements. Thus, Cronbach's Alpha was used to test the internal consistency and would be considered for measuring the scale of reliability. In Cronbach's Alpha, the reliability of the coefficient varies starting from 0 to 1. Based on Hair, Money, Samouel and Babin (2003), the range that higher than 0.70 in the Cronbach's Alpha is considered as good and acceptable. The ranges of Cronbach's Alpha from the rules of thumb are shown below in Table 3.4.

Table 3.4: Rule of thumb Cronbach's Alpha.

Alpha Coefficient Range	Strength of Association
Less than 0.60	Poor
0.60 to less than 0.70	Moderate
0.70 to less than 0.80	Good
0.80 to less than 0.90	Very good
0.90	Excellent

Source: Hair, Babin, Money & Samouel (2003)

3.8.3 Pearson Correlation

Correlation is a technique for investigating the relationship between two quantitative. Pearson correlation was used to identify the strength and direction of each and every independent variable with the dependent variable (Malhotra & Peterson, 2006). It is also to analyse the relationship between both variables and two-tailed significant level used to test the null hypotheses. The figure between -1 to 1 will be shown as the result of the correlation coefficient. -1 means the two variables have a perfectly negative correlation and 1 means the two variables have a perfectly positive correlation. The correlation of zero means, there is no linear relationship between the two variables (Hair, Babin, Money & Samouel, 2003). Table 3.5 shows the rule of thumb of Correlation Coefficient size.

Table 3.5: Rule of thumb Correlation Coefficient.

Coefficient Range	Strength of Correlation
0.5 to 1.0 or -0.5 to -1.0	High Correlation
0.3 to 0.5 or -0.3 to -0.5	Medium Correlation
0.1 to 0.3 or -0.1 to -0.3	Low Correlation

Source: Hair, Babin, Money & Samouel, (2003)

3.9   SUMMARY

In a nutshell, this chapter discuss the research design used in this research. It is also included a sampling method, sample size, population, data collection procedure and research instruments which is a questionnaire that was distributed to the respondents through social media.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter discusses the findings of the research. The data analysis focuses on analysing the factors that influence customers' purchase intention and satisfaction in snacks purchase experience through social media. A total of 407 sets of questionnaires were distributed to the customers who are purchase snacks through social media.

Other than that, the findings of descriptive analysis and inferential analysis were also shown in this chapter. Descriptive analysis was used to describe the demographic of the respondents such as mean, average mean and frequency. Inferential analysis was used to study the relationship between Independent Variables (IVs) and Dependent Variable (DV) by using Pearson correlation.

4.2 RELIABILITY ANALYSIS

Table 4.1: Result of reliability Cronbach's Alpha for the variables.

Variables	Number of items	Cronbach's Alpha
Product Physical Attractiveness	5	0.846
Seller's Credibility	5	0.864
Customer Satisfaction	3	0.870

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Table 4.1 shows the Cronbach's Alpha values of the questionnaire were above the good level which is 0.80 with the value range between 0.846 to 0.870. A total of independents variable and dependent variable has been tested using reliability Cronbach's Alpha. The first independent variable is product physical attractiveness was found to be good reliability with 5 items ($\alpha = 0.846$). The second independent variable which is sellers' credibility was also showed a good reliability with 5 items and the Cronbach's Alpha result was 0.864. Last but not least, the dependent variable which is customer satisfaction result was found to be good reliability with 3 items ($\alpha = 0.870$). To conclude, all the variables that carried out for this study were very good and acceptable. Therefore, the data was considered suitable for the further analyses.

4.3   DESCRIPTIVE ANALYSIS (DEMOGRAPHIC PROFILE)

4.3.1   People who have buy a snack through social media

Table 4.2: The decision of respondent.

Respondent decision	Frequency (n)	Percentage (%)
Yes	348	85.5
No	59	14.5
Total	407	100

PEOPLE WHO HAVE BUY A SNACK THROUGH SOCIAL MEDIA
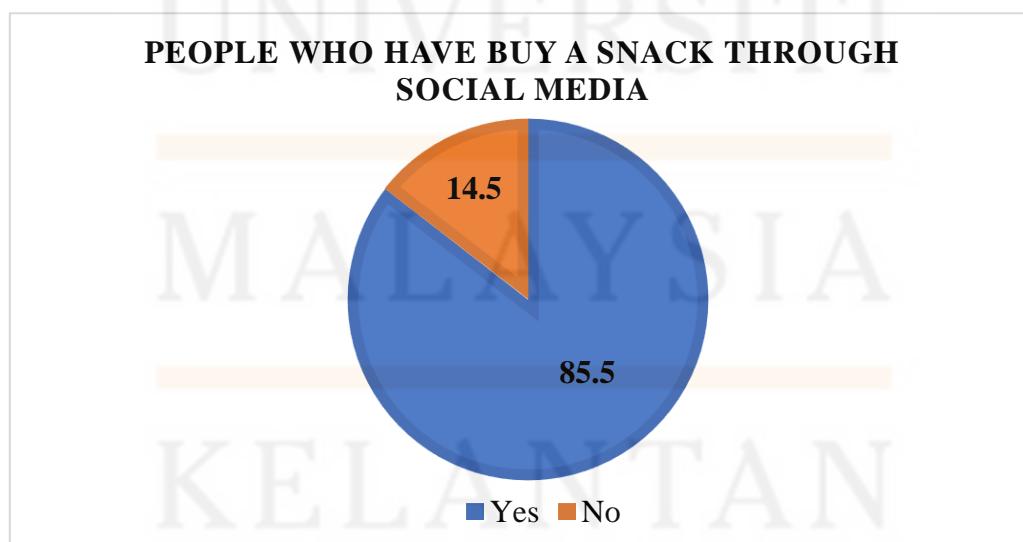
Figure 4.1: The percentage of people who buy snacks through social media.

Figure 4.1 shows the distribution of people who have buy snacks through social media. The result clearly shows that most of respondents have experience in buying snacks through social media. There were 85.5% (n = 348) have bought snacks through social media while 14.5% (n = 59) have not bought snacks through social media.

4.3.2 Gender

Table 4.3: The gender of respondents.

Gender	Frequency (n)	Percentage (%)
Male	78	19.2
Female	329	80.8
Total	407	100
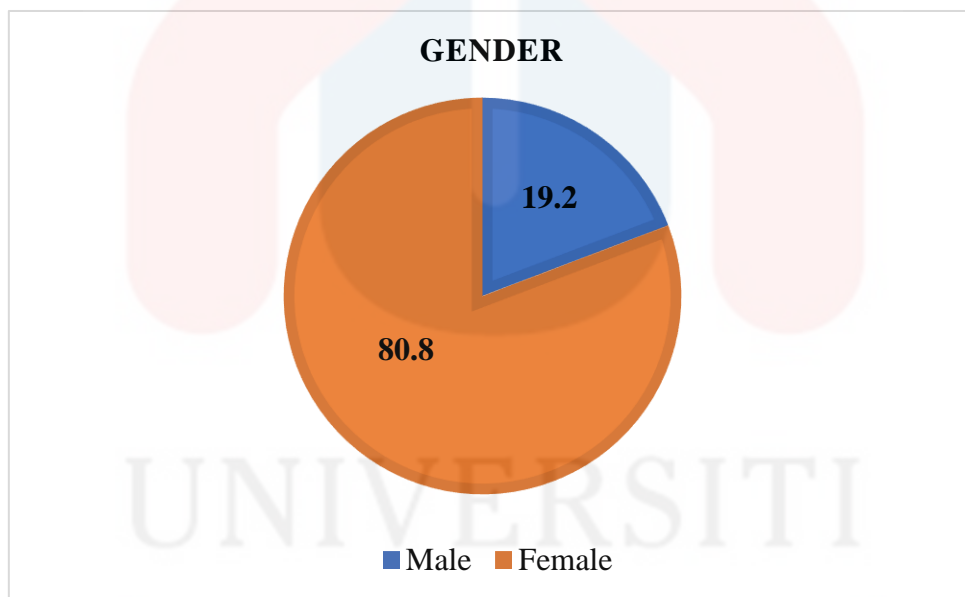
Figure 4.2: The percentage of gender.

Figure 4.2 shows the gender distribution of 407 respondents. The pie chart above shows that the majority of the respondents were female with 80.8% (n = 329) while the rest were male with 19.2% (n = 78).

4.3.3 Age

Table 4.4: The age of respondents.

Age	Frequency (n)	Percentage (%)
18 – 22 years old	97	23.8
23 – 27 years old	236	58.0
28 – 32 years old	29	7.1
33 years old and above	45	11.1
Total	407	100
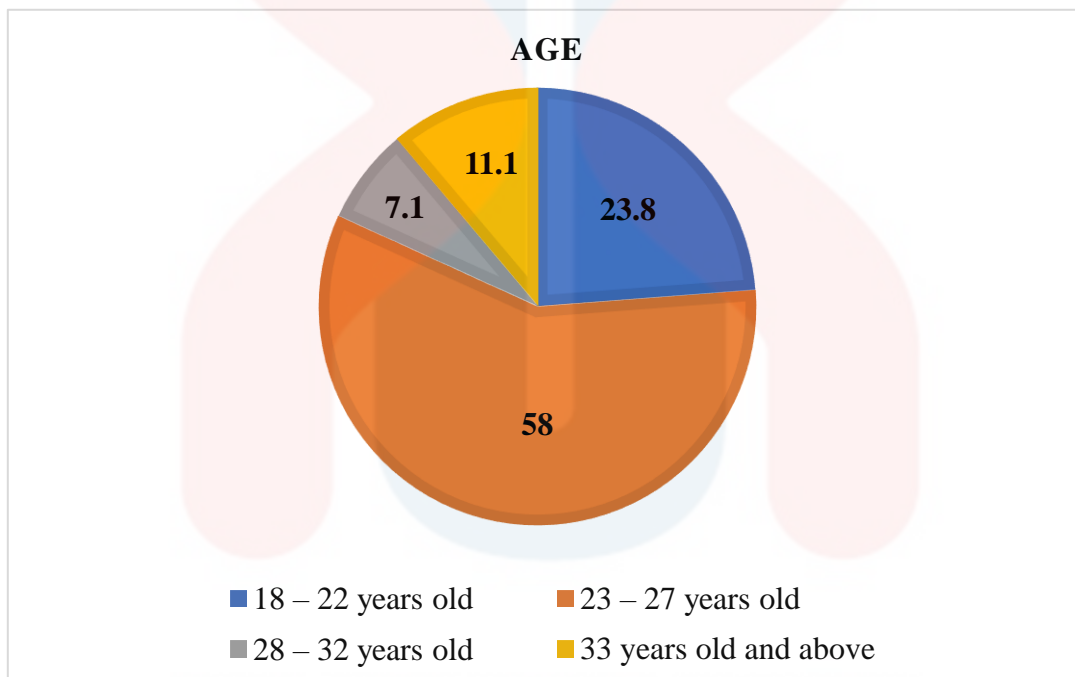
Figure 4.3: The percentage of age.

Figure 4.3 shows the age distribution among the respondents. The highest number of respondents were from the age of 23 to 27 years old with 58.0% (n = 236). The second highest number of respondents are from 18 to 22 years old with 23.8% (n = 97). Followed by the age of 33 years old and above with 11.1% (n = 45). While the lowest number of respondents are from 28 to 32 years old with 7.1% (n = 29).

4.3.4 Race

Races	Frequency (n)	Percentage (%)
Malay	369	90.7
Chinese	22	5.4
Indian	8	2.0
Others	8	2.0
Total	407	100
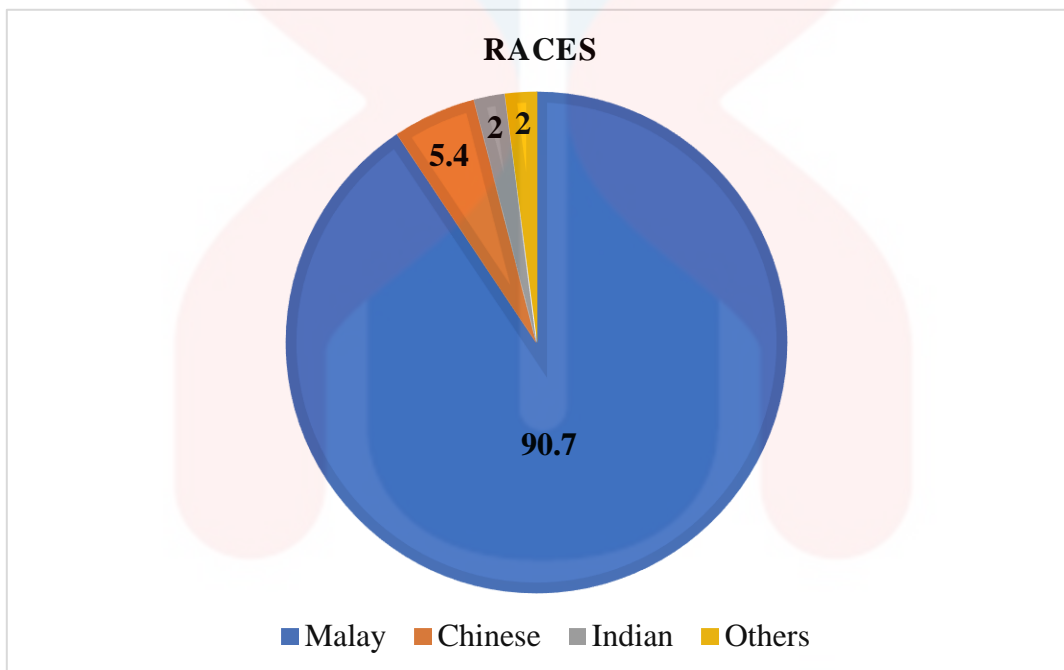
Figure 4.4: The percentage of races.

Figure 4.4 shows the race distribution of respondents. According to the result, more of the respondents were Malay with 90.7% (n = 369) and followed by Chinese with 5.4% (n = 22). The remaining respondents were Indian and others which consists the same number of respondents which is 2% (n = 8) respectively.

4.3.5 Marital status

Table 4.6: The marital status of respondents.

Marital status	Frequency (n)	Percentage (%)
Single	331	81.3
Married	76	18.7
Others	0	0
Total	407	100
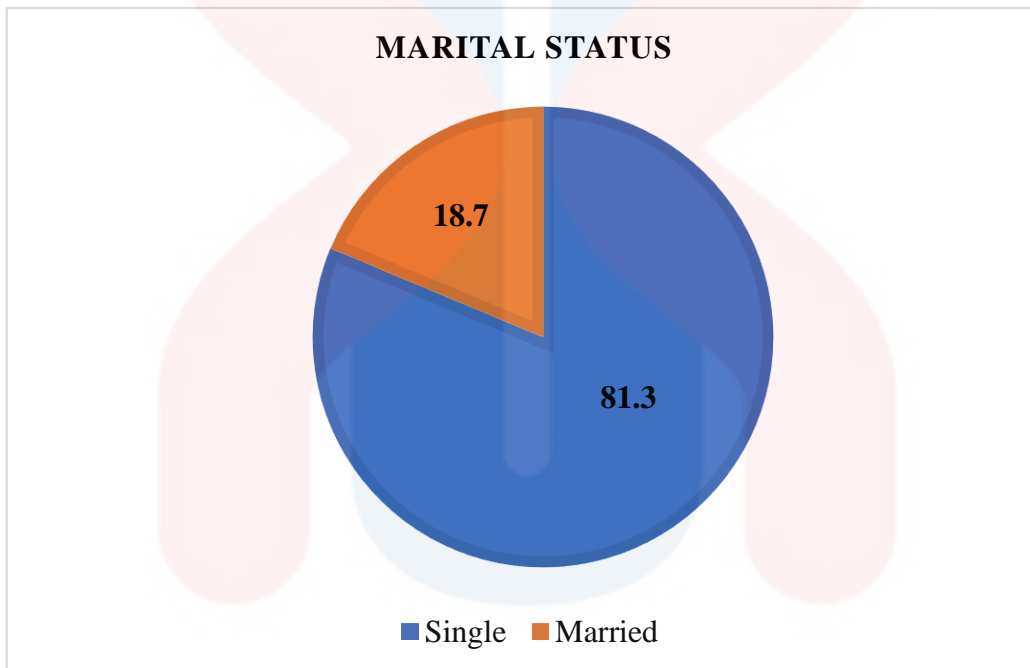
Figure 4.5: The percentage of marital status.

According to Table 4.5 and Figure 4.5, the total of 81.3% (n = 331) reported that the respondents were single. While, the remaining total of respondents are 18.7% (n = 76) were reported married at the time of survey.

4.3.6 Occupation

Table 4.7: The occupation of respondents.

Occupation	Frequency (n)	Percentage (%)
Student	233	57.2
Employee	151	37.1
Unemployed	21	5.2
Retired	2	0.5
Total	407	100
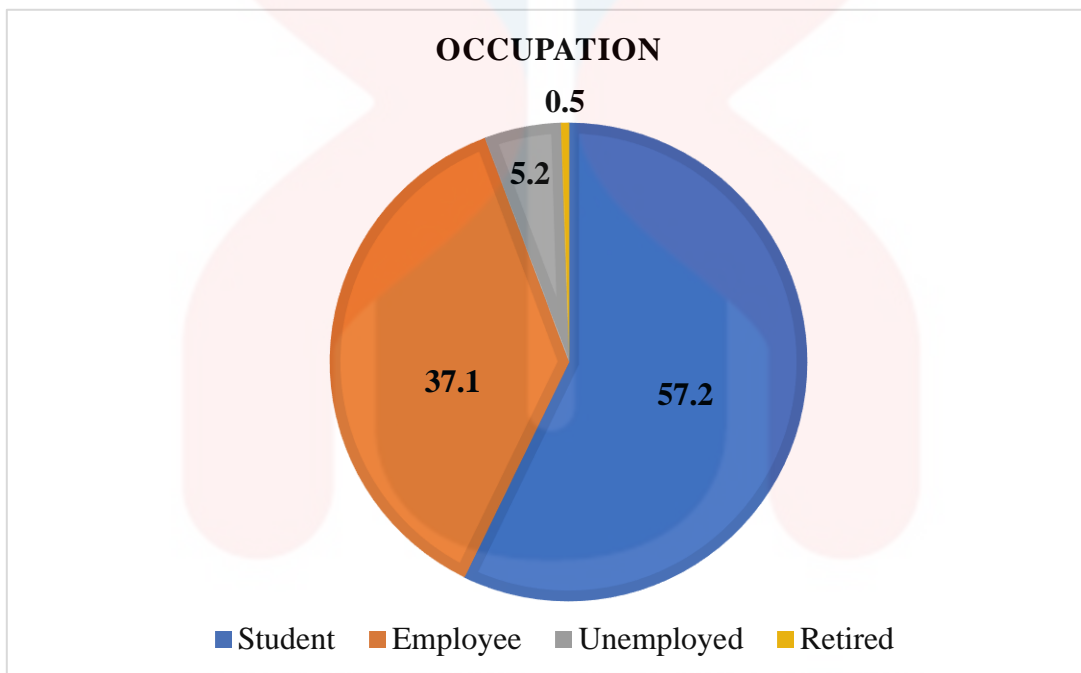
Figure 4.6: The percentage of occupation.

Figure 4.6 shows the occupation distribution among the 407 of respondents. The majority of the respondents were student which contains 57.2% (n = 233) while the second highest of the respondents were employee with 37.1% (n = 151). Next, 5.2% (n = 21) who were unemployed and 0.5% (n = 2) are retired who participated in these studies.

4.3.7 Income

Table 4.8: The income of respondents.

Income	Frequency (n)	Percentage (%)
Less than RM 1,000	253	62.2
RM 1,001 – RM 2,000	82	20.1
RM 2,001 – RM 3000	32	7.9
RM 3,001 and above	40	9.8
Total	407	100
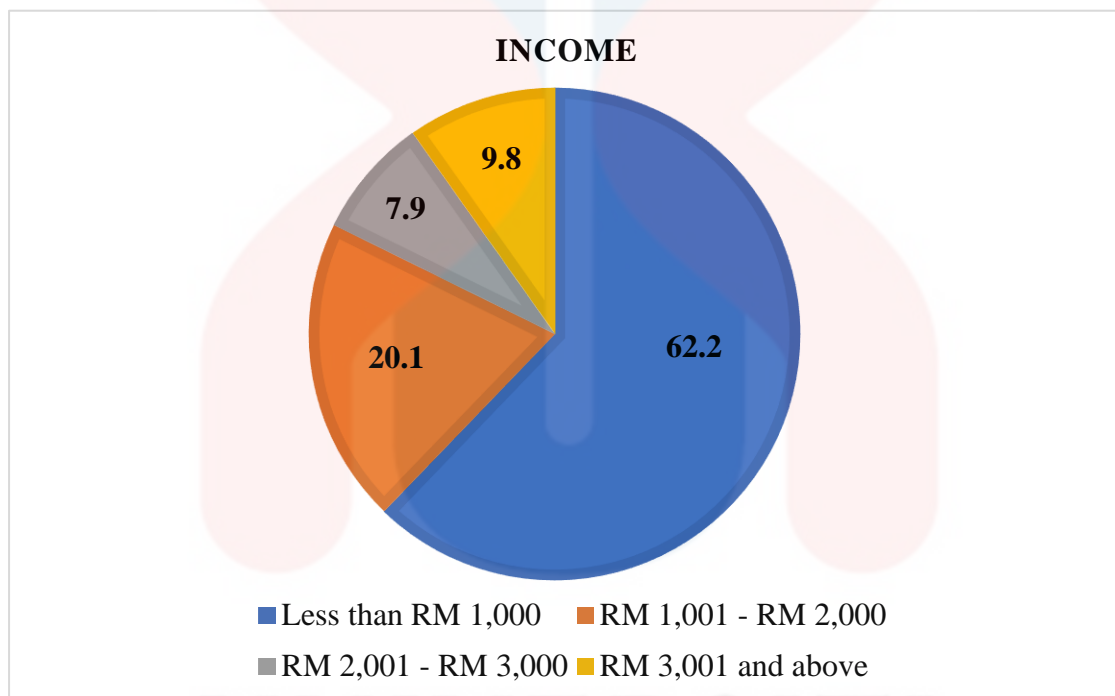
Figure 4.7: The percentage of income.

Figure 4.7 shows the income distribution of a respondents. The highest income among respondents were less than RM 1,000 with 62.2% (n = 253). Following with RM 1,001 to RM 2,000 with 20.1% (n = 82). RM 3,001 and above were the third highest income among the respondents with 9.8% (n = 40). While, the lowest income group were RM 2,001 to RM 3,000 with 7.9% (n = 32).

4.3.8 Experience in buying a snack through social media

Table 4.9: The respondents experience in buying snacks through social media.

Experience	Frequency (n)	Percentage (%)
Less than 1 year	202	49.6
1 – 2 years	114	28.0
3 – 4 years	37	9.1
More than 4 years	54	13.3
Total	407	100
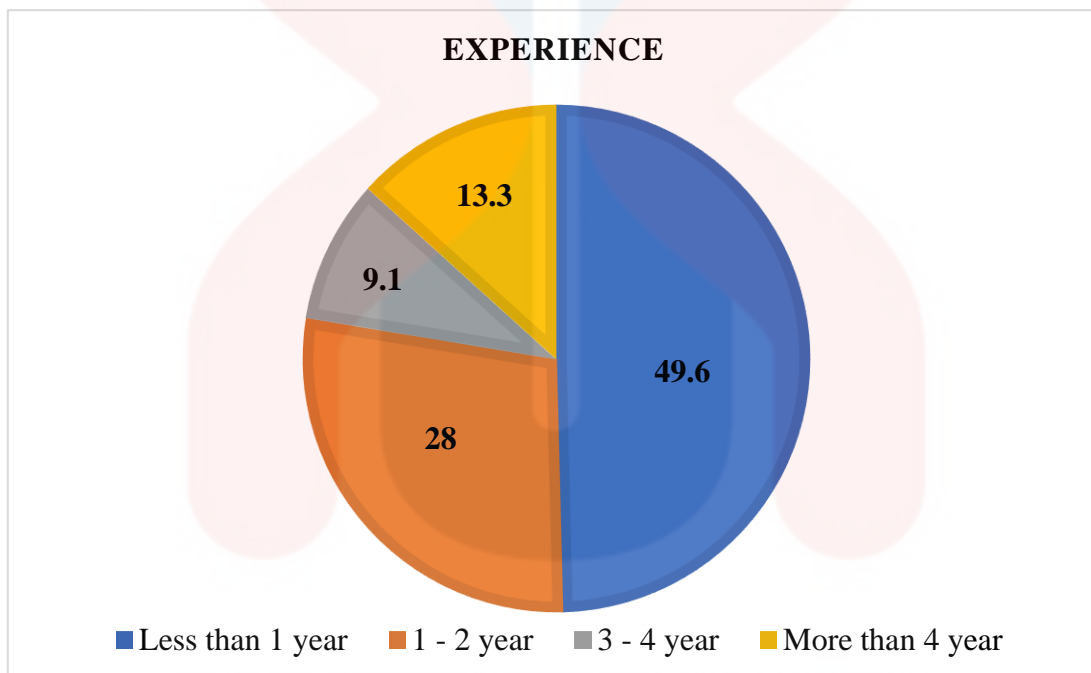
EXPERIENCE

Figure 4.8: The percentage of respondents experience in buying snacks through social media.

According to Figure 4.8, there was 49.6% (n = 202) who had experience buying snacks through social media in less than 1 year. Followed with 28.0% (n = 114) who had experience buying snacks through social media in 1 to 2 years. Next, more than 4 years of experience in buying snacks through social media with 13.3% (n = 54). The lowest of respondents' experience in buying snack through social media is 3 to 4 years with 9.1% (n = 37).

4.3.9 Frequency of purchasing snacks through social media

Table 4.10: The frequency of respondents purchasing snacks through social media.

Frequency of purchasing snack	Frequency (n)	Percentage (%)
Once a month	137	33.7
2 – 3 time a month	82	20.1
4 – 5 time a month	41	10.1
Once a year	147	36.1
Total	407	100

FREQUENCY OF PURCHASING SNACK
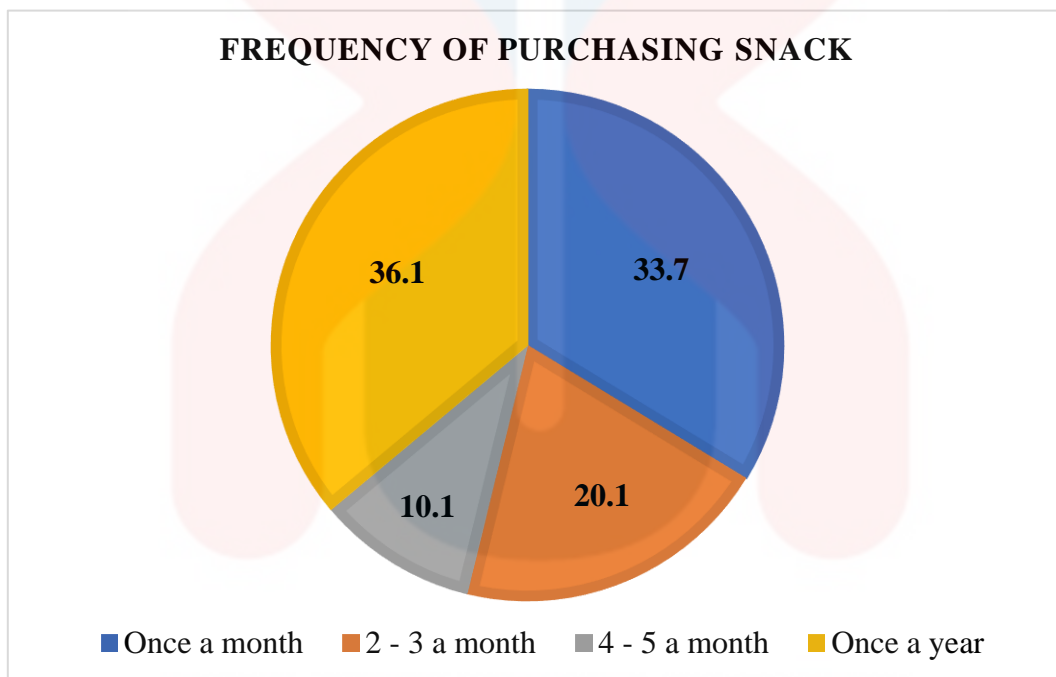
Figure 4.9: The percentage of frequency in purchasing snacks.

Figure 4.9 shows the frequency of respondents buying snacks through social media. Mostly, respondents buy snacks through social media once a year with 36.1% (n = 147). Followed by once a month with 33.7% (n = 137) and 2 to 3 time a month with 20.1% (n = 82). The last one is 4 to 5 time a month which consists 10.1% (n = 41).

4.3.10 Frequently used snack purchasing platform

Table 4.11: The frequently used snack purchasing platform of respondents.

Frequently used snack purchasing platform	Frequency (n)	Percentage (%)
Social media	329	80.8
E-commerce	37	9.1
Others	8	2.0
Social media and e-commerce	30	7.4
Social media and others	3	0.7
Total	407	100

FREQUENTLY USED SNACK PURCHASING PLATFORM
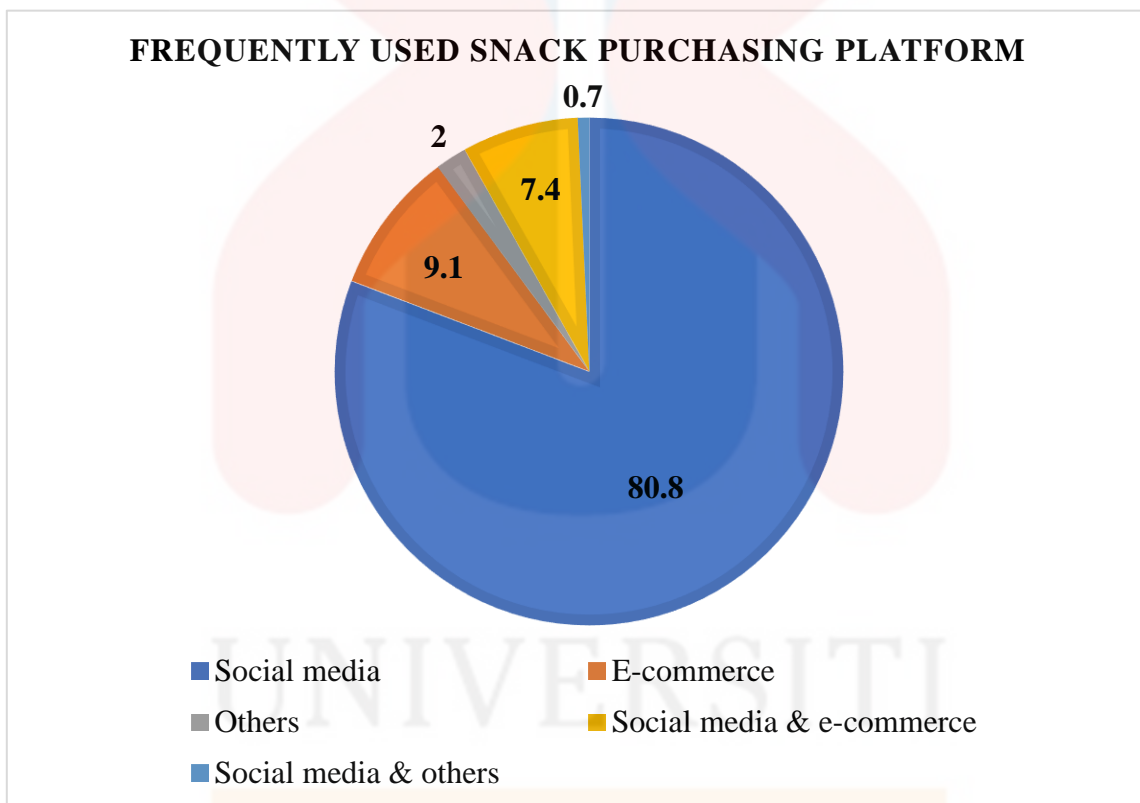
Figure 4.10: The percentage of frequently platform used to buy snacks.

Figure 4.10 shows the distribution of the platform that respondent used to buy snack. The highest number were social media with 80.8% (n = 329) that included WhatsApp, Facebook, Instagram, Twitter and TikTok. The second highest were e-commerce like Shopee and Lazada which consists 9.1% (n = 37). Followed by combination of social media and ecommerce platform of respondents used such as WhatsApp and Shopee which consist 7.4% (n = 30). Next, others platform like from the company official websites are consist 2.0% (n =

8) and the lowest number are combination of social media and others platforms with 0.7% (n = 3) for example included WhatsApp and newspapers.

4.4 DESCRIPTIVE ANALYSIS (IV and DV)

4.4.1 Product Physical Attractiveness

Table 4.12: Descriptive statistics for product physical attractiveness.

No.	Items	Frequency (n)					Mean	Standard Deviation
		1	2	3	4	5		
PPA1	Snack pictures on social media influenced my purchase.	2	7	58	166	174	4.24	0.793
PPA2	The description that shown on the snack product influences my purchases.	2	14	80	179	132	4.04	0.838
PPA3	The use of attractive colours on snack packaging influenced me to buy.	7	9	69	160	162	4.13	0.892
PPA4	Clear and simple understanding of product information has increased my confidence to buy.	3	3	45	167	189	4.32	0.756
PPA5	The unique and interesting way of packaging snacks has influenced my purchase.	5	6	67	154	175	4.20	0.852

It shows the frequency, mean and standard deviation for the items used to measure the product physical attractiveness. There were five questions measured with the highest mean of 4.32 for the item PPA4 on the statement "Clear and simple understanding of product information has increased my confidence to buy". There was a total of 87.4% (N=356) respondents strongly agree and agree, on the item PPA4. Otherwise, the lowest mean 4.04 was for the item PPA2. There were 3.9% (N=16) respondents who strongly disagree and disagree, the statement, "The description that is shown on the snack product influences my purchases". The mean values for the other three items for PPA1, PPA3 and PPA5 were 4.24, 4.13, and 4.2 respectively.

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4.4.2 Sellers' Credibility

Table 4.13: Descriptive statistics for sellers' credibility.

No.	Items	Frequency (n)					Mean	Standard Deviation
		1	2	3	4	5		
SC1	Feedback given by other clients influenced me in purchasing snacks on social media by looking at review before buying	5	3	39	163	197	4.34	0.780
SC2	Sellers that frequently update their social media accounts with products help in gaining my trust while buying snacks on social media	5	5	59	180	158	4.18	0.813
SC3	The friendly seller has influenced me to buy the snacks they sell.	3	6	60	163	175	4.23	0.807
SC4	Seller who provides the best quality of service have influenced me to buy.	1	5	39	157	205	4.38	0.729
SC5	Quick service (like answering messages) from snack's seller on social media influenced me to buy.	0	4	39	165	199	4.37	0.697

Table 4.13 shows the frequency, mean and standard deviation for the items used to measure the sellers' credibility. There were five questions measured with the highest mean of 4.38 for the item SC4 on the statement "Seller who provides the best quality of service are influenced me to buy". There is a total of 89% (N=362) respondents answered strongly agree, agree more likely agree on the items SC4. Otherwise, the lowest mean with 4.18 was for SC2. There were 2.4% (N=10) respondents who strongly disagree, disagree, more, or less disagree the statement that "Sellers that frequently update their social media accounts with products help in gaining my trust while buying snacks on social media". The mean values for other three items for SC1, SC3 and SC5 was 4.34, 4.23 and 4.37 respectively.

4.4.3 Customers' Satisfaction

Table 4.14: Descriptive statistics for customers' satisfaction.

No.	Items	Frequency (n)					Mean	Standard Deviation
		1	2	3	4	5		
CS1	I am happy with the snacks on social media	1	7	100	179	120	4.01	0.796
CS2	I really enjoy making snack purchases on social media because purchases are only through online banking transaction.	3	9	111	156	128	3.98	0.862
CS3	Overall, I am very satisfied with the purchase of snacks on social media.	1	9	87	166	144	4.09	0.820

Table 4.14 shows the frequency, mean and standard deviation for the items used to measure the customers' satisfaction. There were three questions measured with the highest mean of 4.09 for the item CS3 on the statement "Overall, I am very satisfied with the purchased of snacks on social media". There are a total of 76.2% (N=310) respondents who are strongly agree, agree more likely agree on the items CS3. Otherwise, the lowest mean with 3.98 was for CS2. There were 2.9% (N=12) respondents strongly disagree, disagree, more, or less disagree the statement that "I really enjoy making snack purchases on social media because purchases are only through online banking transaction". The mean values for other three items for CS1 was 4.01 respectively.

4.5   PEARSON CORRELATION ANALYSIS

Table 4.15 shows the result of the correlation analysis among product physical attractiveness, sellers' credibility and customers' satisfaction in snacks purchase on social media.

Table 4.15: Results of Pearson Correlation Analysis.

	Product physical attractiveness	Sellers' credibility	Customers' satisfaction
Product physical attractiveness	1		
Sellers' credibility	0.718**	1	
Customers' satisfaction	0.575**	0.550**	1

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

Table 4.15 shows that product physical attractiveness and customers' satisfaction were significantly correlated at $r = 0.575$, $p > 0.01$. Based on Hair, Money, Babin & Samouel (2003), the correlation coefficient indicated a high positive correlation between product physical attractiveness and customers' satisfaction in snacks purchased on social media.

Next, the second correlation is between sellers' credibility and customers' satisfaction. The result shows that there was statistically significant correlation between sellers' credibility and customers' satisfaction with $r = 0.550$, $p > 0.01$. According to the rule of thumb, this value represents a high positive correlation.

To conclude, product physical attractiveness and sellers' credibility were significantly correlated with customers' satisfaction and with a high positive relationship.

4.6   SUMMARY

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As a conclusion, this chapter discussed the data analysis which are the reliability analysis, descriptive analysis and Pearson correlation. Next chapter will discuss the discussion and conclusion of this research.

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

In this chapter, this result in chapter 4 will be further discussed. Below are the research objectives of this study:

1. To determine the relationship between physical attractiveness and customers satisfaction towards snacks purchased on social media.
2. To examine the relationship between the sellers' credibility and customers satisfaction towards snacks purchase on social media.

The research questions are also set out as the following:

1. Does physical attractiveness have a relationship with customers satisfaction towards snacks purchase intention on social media
2. Does sellers' credibility have relationship with customers' satisfaction towards snacks purchase intention on social media?

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5.2   RECAPITULATION OF THE FINDINGS

5.2.1   Physical attractiveness

Research Objective 1: To determine the relationship between physical attractiveness and customers' satisfaction towards snacks purchase on social media.

Research Question 1: Does physical attractiveness have a relationship with customers' satisfaction towards snacks purchase intention on social media?

The first hypothesis predicted a positive and significant relationship between physical attractiveness and customers' satisfaction towards snacks purchase on social media. Based on the Pearson Correlation analysis (see Table 4.15), the result showed that physical attractiveness is highly influence on the customers' satisfaction towards snacks purchase on social media. This refers to Pearson Correlation results that show the high positive correlation between independent variable 1 (physical attractiveness) and dependent variable (customers' satisfaction towards snacks purchase on social media) at $r = 0.575$, $p < 0.01$ are shown.

The independent variable 1 which is physical attractiveness has three elements (photo, ingredients and packaging). Among these three elements, the ingredients' information has the highest mean with 4.32. This is because customers perceive that the information of the ingredients to be highly important before they make purchase. This result is supported by European Commission (2017) that found when consumers getting all of the ingredient information that related to the product, it allows them to make informed purchasing choices.

5.2.2 Sellers' credibility

Research Objective 2: To determine the relationship between sellers' credibility and customers' satisfaction towards snack purchase on social media.

Research Question 2: Does sellers' credibility have relationship with customers' satisfaction towards snacks purchase intention on social media?

The second hypothesis predicted a positive and significant relationship between sellers' credibility and customers' satisfaction towards snacks purchase on social media. According to Pearson Correlation analysis at Table 4.15, the result showed that sellers' credibility is highly influential on the customers' satisfaction towards snacks purchase on social media. Based on the result, a high positive correlation between independent variable 2 (sellers' credibility) and dependent variable (customers' satisfaction towards snacks purchase on social media) at $r = 0.550$, $p < 0.01$ are shown.

The independent variable 2 (sellers' credibility) has four elements which is review, quality service, time of respond and shipping. Within this element, the highest mean score is service quality with 4.38. According to Muala (2016), customers satisfaction is achieved when the quality of services given are meets the standard and expectation of the customers. Hence, the quality of service is important for customers that will attract and satisfy them to purchase the snack through social media.

5.3   LIMITATIONS

The objective of the study discussed the relationship between physical attractiveness and customers satisfaction towards snacks purchased on social media and the relationship between the sellers' credibility and customers satisfaction towards snacks purchase on social media. This research, however, is subject to several limitations.

Besides that, this study only focused on two independent variables which are physical attractiveness and sellers' credibility. Thus, it limits the researchers to explore other factors.

Furthermore, the research focused on the people that have experience in buying snacks online and this limits for people that do not have experience in buying snacks online such as buying at the market.

Lastly, this research primary data was collected using an online questionnaire. By using this method, researchers were unable to identify the truthfulness of the respondent while answering the questionnaire. The respondent read the question in different ways and has responded based on their own understanding for each question. As an example, the scales that were used in the questionnaire were started from 1 which strongly disagree, scale 2 for disagree, 3 for neither agree nor disagree. 4 for agree and 5 for strongly agree were misunderstood by the respondent that scale 1 is for higher ranking and scale 5 for lower ranking. Hence, some respondents filled up the questionnaire in the wrong perception.

5.4   RECOMMENDATIONS

There are 2 types of recommendations given through theoretical and methodological recommendations for future research.

5.4.1 Theoretical Contribution

This research used descriptive analysis, reliability analysis and Pearson correlation had a significant and positive relationship between physical attractiveness (IV1) and sellers' credibility (IV2) with customers' satisfaction (DV). There are many platforms which is e-commerce platforms like Shopee or Lazada that future researchers can use to influence the customer purchase intention and customer satisfaction in snacks purchase experience. It is because, these platforms are providing many feedbacks or review from previous customer experiences. Besides, future researchers should carry out this research topic about the influence customer purchase intention and customer satisfaction in snacks purchase experience, by applying or focusing on various of variables that may have high impact or effect on customer's purchase intention that could lead customer satisfaction in snacks purchase experience through another platform such as Shopee and Lazada. Future researchers should conduct the research

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topic that focusing on customer's purchase intention and customer satisfaction in snacks purchase experience through social media.

Last but not least, this research topic is more focusing on customer's purchase intention in general snacks through social media only. Hence, future researchers can use specific snacks such as ethnic snacks like mooncake or murukku to measure the influence on customers' purchasing intention and customer satisfaction.

5.4.2 Methodological Contributions

In this research, a quantitative method was selected to collect data from the respondents. It was convenient and consumed less time during data collection. This method allows researchers to obtain a large number of respondents through social media. The targeted respondent will be the person that had previous or current experienced which is able to help in answering the questionnaire. The targeted respondents also can broaden to other races and cultures. Quantitative method allows the researcher to test for hypotheses and identify the relation of the variables. The future researchers are advice to apply this method in their research paper.

This research has applied the causal research approach which allows the researcher to identify and investigate the relations of the variables. The target respondents should be decided earlier based on the research objective of the study. The future researcher is encouraged to identify their target of the respondents to ease the process during data collection.

Lastly, it was highly recommended for the future researcher to enlarge the number of sample size and also who is a social media user which can obtain the data to be more accurate.

5.5   SUMMARY

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In conclusion, factors that influence snacks buying in social media and its satisfaction in snacks purchase experience through social media were tested. According to the results, all independent variables such products' physical attractiveness which is photos, ingredients and packaging and sellers' credibility which is review, quality of service, time of respond and shipping significantly and positively influence customer satisfaction of snacks purchase experience through social media.

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APPENDIX

QUESTIONNAIRE

Dear respondents,

We are undergraduate students of Bachelor of Entrepreneurship (Hospitality) with Honors from Faculty of Hospitality, Tourism and Wellness (FHPK), University Malaysia Kelantan (UMK). We are currently undertaking research projects to meet our degree requirements. The questionnaire we conducted was about the **FACTORS THAT INFLUENCE CUSTOMERS' PURCHASE INTENTION AND SATISFACTION IN SNACKS PURCHASE EXPERIENCE THROUGH SOCIAL MEDIA**.

Therefore, we would appreciate it if you could take 5 - 10 minutes to complete this questionnaire. All information you provide is confidential and is used for research purposes only. Finally, thank you for your cooperation in answering this questionnaire.

Your sincerely,

NAJWA IZZANI BINTI LAILI	H18A0283
NUR ATIRA BINTI BAHROROGI	H19B0494
NUR DINIE BINTI SAPIEE	H18A0764

KAJIAN SOAL SELIDIK

Responden yang dihormati,

Kami adalah pelajar Sarjana Muda Keusahawanan (Hospitaliti) dengan Kepujian dari Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan. Kami sedang menjalankan projek penyelidikan bagi memenuhi keperluan ijazah kami. Soal selidik yang kami jalankan adalah mengenai FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN DAN KEPUASAN PELANGGAN TERHADAP PEMBELIAN SNEK DALAM MEDIA SOSIAL.

Oleh itu, kami amat menghargai sekiranya anda dapat meluangkan 5 - 10 minit untuk melengkapkan soal selidik ini. Segala maklumat yang anda berikan adalah rahsia dan hanya digunakan untuk tujuan kajian sahaja. Akhir sekali, terima kasih atas kerjasama anda menjawab soal selidik ini.

Yang benar,

NAJWA IZZANI BINTI LAILI	H18A0283
NUR ATIRA BINTI BAHROROGI	H19B0494
NUR DINIE BINTI SAPIEE	H18A0764

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SECTION A: DEMOGRAPHIC / *SEKSYEN A: DEMOGRAFIK*

Instructions: Choose only one answer for each of the following statements. / *Arahan: Pilih satu jawapan sahaja bagi setiap pernyataan berikut.*

1. Have you bought a snack through social media? / *Pernahkan anda membeli snek yang dijual dalam media sosial?*

Yes / *Ya*	
No / *Tidak*	

2. Gender / *Jantina*.

Male / *Lelaki*	
Femalw / *Perempuan*	

3. Age / *Umur*.

18 – 22 years old / *18 - 22 tahun*	
23 – 27 years old/ *23 -27 tahun*	
28 – 32 years old / *28 - 32 tahun*	
33 years old and above / *33 tahun dan ke atas*	

4. Race / *Kaum*.

Malay / *Melayu*	
Chinese / *Cina*	

Indian / *India*	
Others / *Lain-lain*	

5. Marital status / *Status perkahwinan.*

Single / *Bujang*	
Married / *Berkahwin*	
Others / *Lain-lain*	

6. Occupation / *Pekerjaan.*

Employed / *Bekerja*	
Unemployed / *Tidak bekerja*	
Student / *Pelajar*	
Retired / *Bersara*	

7. Income / *Pendapatan.*

Less than RM 1,000 / *Kurang dari RM 1,000*	
RM 1,001 - RM 2,000	
RM 2,001 - RM 3,000	
RM 3,001 and above / *RM 3,001 dan ke atas*	

8. Experience in buying snack through social media. / *Pengalaman membeli snek yang dijual dalam media sosial.*

Less than 1 year / *Kurang daripada 1 tahun*	
1 - 2 year / *1 - 2 tahun*	
3 - 4 year / *3 - 4 tahun*	
More than 4 year / *Lebih daripada 4 tahun*	

9. Frequency in buying snack through social media. / *Kekerapan membeli snek yang dijual dalam media sosial.*

Once a month / *Sebulan sekali*	
2 – 3 a month / *2 - 3 kali sebulan*	
4 – 5 a month / *4 - 5 kali sebulan*	
Once a year / *Setahun sekali*	

10. Platform that always use in buying snack. (Can choose more than 1). / *Platform pembelian snek yang sering digunakan. (Boleh pilih lebih daripada 1).*

WhatsApp	
Facebook	
Instagram	
Others / *Lain-lain:*_____	

SECTION B: INDEPENDENT VARIABLE / *SEKSYEN B: PEMBOLEHUBAH BEBAS*

Instructions: Choose only one answer for each of the following statements according to the scale provided. The scale used is from 1 - 5 as shown.

Strongly disagree = 1, Disagree = 2, Neither agree nor disagree = 3, Agree = 4, Strongly agree = 5

Arahan: Pilih satu jawapan sahaja bagi setiap pernyataan berikut mengikut skala yang disediakan.

Skala yang digunakan adalah dari 1 - 5 seperti yang ditunjukkan.

Sangat tidak setuju = 1, Tidak setujU = 2, Setuju atau tidak setuju = 3, Setuju = 4, Sangat setuju = 5

Independent Variable 1: Products' physical attractiveness						
Item	**Questions**	**1**	**2**	**3**	**4**	**5**
PPA1	Snack pictures on social media influenced my purchase. / *Gambar snek dalam media sosial mempengaruhi pembelian saya.*					
PPA2	The description that shown on the snack product influences my purchases. / *Penerangan mengenai snek yang ditunjukkan di pelekat produk mempengaruhi pembelian saya.*					
PPA3	The use of attractive colors on snack packaging influenced me to buy. / *Penggunaan warna yang menarik pada pembungkusan snek mempengaruhi saya untuk membeli.*					
PPA4	Clear and simple understanding of product information has increased my confidence to buy. / *Maklumat produk yang jelas dan mudah difahami telah meningkatkan kepercayaan saya untuk membeli.*					
PPA5	The unique and interesting way of packaging snacks has influenced my purchase. / *Cara pembungkusan snek yang unik dan menarik telah mempengaruhi pembelian saya.*					

Independent Variable 2: Sellers' credibility						
Item	**Questions**	**1**	**2**	**3**	**4**	**5**
B1	Feedback given by other customers influenced me in making purchases on social media such as looking at "Reviews" before buying. / *Maklum balas yang diberikan oleh pelanggan lain mempengaruhi saya dalam membuat pembelian dalam media sosial seperti melihat "Review" sebelum membeli.*					
B2	Sellers who regularly update their social media accounts with products help in gaining my trust while buying snacks on social media. / *Penjual yang kerap mengemas kini akaun media sosial dengan produk membantu dalam mendapat kepercayaan saya semasa membeli snek dalam media sosial.*					
B3	The friendly seller has influenced me to purchase the snacks they sell. / *Penjual yang peramah telah mempengaruhi saya untuk membeli snek yang mereka jual.*					
B4	Seller who provides the best quality of service have influenced me to buy snacks sold on social media. / *Penjual yang memberikan kualiti servis yang terbaik telah mempengaruhi saya untuk membeli snek yang dijual dalam media sosial.*					
B5	Quick service (like answering messages) from snack vendors on social media influenced me to purchase. / *Servis yang pantas (seperti menjawab mesej) daripada penjual snek dalam media sosial mempengaruhi saya untuk membeli.*					

SECTION C: DEPENDENT VARIABLE / *SEKSYEN C: PEMBOLEHUBAH BERGANTUNG*

Instructions: Choose only one answer for each of the following statements according to the scale provided. The scale used is from 1 - 5 as shown.

Strongly disagree = 1, Disagree = 2, Neither agree nor disagree = 3, Agree = 4, Strongly agree = 5

Arahan: Pilih satu jawapan sahaja bagi setiap pernyataan berikut mengikut skala yang disediakan.

Skala yang digunakan adalah dari 1 - 5 seperti yang ditunjukkan.

Sangat tidak setuju = 1, Tidak setujU = 2, Setuju atau tidak setuju = 3, Setuju = 4, Sangat setuju = 5

Dependent Variable: Customer's satisfaction						
Item	**Questions**	**1**	**2**	**3**	**4**	**5**
C1	I'm happy with the purchase of snacks on social media. / *Saya gembira dengan pembelian snek dalam media sosial.*					
C2	I really enjoy making snack purchases on social media because purchases are only through "online banking" transactions. / *Saya sangat seronok membuat pembelian snek di media sosial kerana pembelian hanya melalui transaksi "online banking".*					
C3	Overall, I am very satisfied with the purchase of snacks on social media. / *Secara keseluruhan, saya sangat berpuas hati dengan pembelian snek dalam media sosial.*					

END OF SURVEY

THANK YOU VERY MUCH FOR YOUR KIND COOPERATION