

**THE STUDY OF FACTORS AFFECTING
BEHAVIOUR DIGITAL MARKETING AMONG
UNIVERSITY MALAYSIA KELANTAN STUDENT'S**

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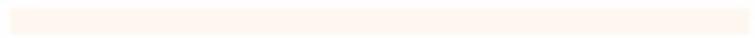
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The Study Of Factors Affecting Behaviour Digital Marketing Among University Malaysia Kelantan Student's

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2024

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LIST OF ABBREVIATIONS

UMK	University Malaysia Kelantan
IV	Independent Variable
DV	Dependent Variable
SmartPLS	Smart Partial Least Squares
SPSS	Statistics Package for Social Science
B2C	Business-to-consumer
B2B	Business-to-business
IoT	Internet of things
AI	Artificial intelligence
ROI	Return on investment
TAM	Technology acceptance model
PU	Perceived usefulness
PEOU	Perceived ease of use
SEO	Search engine optimization
IBM	International business machines corporation
SEM	Structural equation modeling
PLS	Path modeling method
CR	Composite reliability
AVE	Average variance extracted

LIST OF SYMBOLS

R^2
 Q^2
 β
df
Sig.

R-squared
Q-squared
Beta coefficient
Degree of freedom
Significance



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ABSTRACT

All throughout the world, digital marketing is becoming a regular part of daily life. In January 2021, 4.66 billion people, or 59.5% of the world's population, accessed the internet (Statista, 2021). As a result, business owners use a very proactive strategy to research the online consumer's behaviour, offer better goods and services, and maintain client relationships via digital channels. The problem from this study is, the findings of the previous study show that the attitude and intention to buy is not much influenced by the validity of the source of influence. Furthermore, the findings of this study show that influencers who endorse a product without having a deep understanding of the product directly oppose their followers' positive purchase intentions. The purpose of this study to examine the study of factors affecting behaviour digital marketing among University Malaysia Kelantan students. This study contained Performance expectancy, effort expectancy & facilitating conditions as the factor that affecting behaviour digital marketing. The method was used in this study is quantitative research study will be conducted online with 150 respondents among University Malaysia Kelantan students. For the findings, performance expectancy, effort expectancy and facilitating conditions have positive relationship with behaviour digital marketing. The data analysis was used are descriptive analysis, a reliability and validity test, and hypotheses testing followed by PLS-SEM algorithm and Bootstrapping. The Originality of the study, an experience study based on the behavior of Malaysia Kelantan University students in digital marketing. This paper is intended to see if the factors chosen by the researcher affect the behavior of Malaysia Kelantan University students related to digital marketing nowadays.

ABSTRAK

Di seluruh dunia, pemasaran digital menjadi sebahagian daripada kehidupan seharian. Pada Januari 2021, 4.66 bilion atau 59.5% daripada populasi dunia, mengakses internet (Statista, 2021). Akibatnya, pemilik perniagaan menggunakan strategi yang sangat proaktif untuk menyelidik tingkah laku pengguna dalam talian, menawarkan lebih baik barangan dan perkhidmatan, dan mengekalkan hubungan pelanggan melalui saluran digital. Masalah daripada kajian ini ialah dapatan kajian lepas menunjukkan sikap dan niat membeli tidak banyak dipengaruhi oleh kesahihan sumber pengaruh. Tambahan pula, dapatan kajian ini menunjukkan bahawa influencer yang menyokong produk tanpa pemahaman yang mendalam tentang produk secara langsung menentang positif pengikut mereka niat membeli. Tujuan kajian ini untuk mengkaji kajian faktor-faktor yang mempengaruhi tingkah laku digital pemasaran dalam kalangan pelajar Universiti Malaysia Kelantan. Kajian ini mengandungi jangkaan prestasi, jangkaan usaha & keadaan memudahkan sebagai faktor yang mempengaruhi tingkah laku pemasaran digital. The kaedah yang digunakan dalam kajian ini ialah kajian penyelidikan kuantitatif akan dijalankan secara atas talian dengan 150 orang responden dalam kalangan pelajar Universiti Malaysia Kelantan. Untuk penemuan, jangkaan prestasi, jangkaan usaha dan keadaan memudahkan mempunyai hubungan positif dengan pemasaran digital tingkah laku. Analisis data yang digunakan ialah analisis deskriptif, ujian kebolehpercayaan dan kesahan, dan ujian hipotesis diikuti dengan algoritma PLS-SEM dan Bootstrapping. Keaslian kajian, kajian pengalaman berdasarkan tingkah laku pelajar Universiti Kelantan Malaysia dalam pemasaran digital. Kertas kerja ini bertujuan untuk melihat sama ada faktor dipilih oleh pengkaji mempengaruhi tingkah laku pelajar Universiti Malaysia Kelantan berkaitan digital pemasaran pada masa kini.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

This paper discusses the study of factors affecting behaviour digital marketing among UMK students. According to Malesec and Cherry (2021), Kraus et al. (2019), and Civelek et al. (2020), web technology and industry 4.0 development have given businesses new opportunities to research, inform and enhance customer engagement, offer and sell products or services and keep on the top in the future of business. Kotamena et al. (2020); Novitasari et al. (2021) define digital marketing as the promotion of products via online-connected digital media. Customers today may communicate with each other over the internet in addition to connecting them with digital media. Digital marketing is becoming a common practice in daily life all around the world. 59.5% of the world's population, or 4.66 billion people use the internet in January 2021(Statista, 2021). People nowadays engage with social media and smartphone applications for a large portion of their free time. As consequently, owners take a highly proactive approach to studying the behaviour of digital consumers, providing them with improved products or services and preserving customer connections through digital platforms (Kushwaha et al., 2015; Suharto et al., 2022; Ali Abbasi et al., 2022). Digital marketing refers to one or more electronic media platforms that advertise products or companies. Digital marketing is also known as online marketing, internet marketing and web marketing. In recent years, digital marketing has become more popular especially in a few nations. Digital marketing is a specific type of marketing that is used in technology to promote products or services. Worldwide usage of the internet is still expanding and technology is rapidly being used by both B2C and B2B companies to gain a competitive edge. Nowadays, digital marketing is crucial because it enables businesses to successfully interact with customers, rate and evaluate the efforts of marketing and update the strategies as required. According to Wielki.J

(2020), the study demonstrates the rising significance of digital influencers for the ecology of digital promotion and its bearing on sustainable development. In the fashion industry, businesses and brands may deliberately employ digital influencers to encourage the purchase of sustainable clothes, particularly in the post-COVID-19 period when internet sales among young people are rising.

In contrast to the requirements and purchasing patterns of consumers shifting during the COVID-19 pandemic, social media and the internet have also had a role in these changes (Yogesh, 2021). Digital marketing benefits during the pandemic because customers are spending more time shopping online (Coresight Research, 2020). Additionally, it is widely accepted that using digital platforms is a strategy for sustainable growth (Verhoef et al., 2021).

The marketing environment has changed as part of social media platforms' explosive growth (Alrwashdeh, Jahmani, Ibrahim, & Aijuhmani, 2020; Nofal, Bayram, Emeagwali, & Al-Mu'ani, 2022). Social media marketing has also become a popular digital marketing tool in recent years. According to Lou and Yuan (2019), it is understandable why marketing managers started to recognize the importance of social media platforms in facilitating the attainment of various corporate objectives and plans.

Multinational corporations' business landscape has been altered by the widespread use of the Internet. As a result, successful online firms like Amazon, Grab, Lazada, Facebook and Google have grown exponentially and become major actors in the digital economy (Dastane, 2020). According to the Statista (2018) Malaysians spent around USD 6 million on consumer products and online shopping. This amounted to USD 3.1 million of total e-commerce expenditure making Malaysia the country with the greatest spending in South East Asia. Remarkably, 88% of adult Malaysians had smartphones and used the internet for six hours per day on all devices (Statista,

2019). The online shopping sector becomes highly competitive and players are searching for novel approaches to draw in new customers while holding on to their current consumers (Safie, Satar, Dastane & Ma'arif, 2019).

As a consequence, digital marketing is thought of as a technology-evolving kind of advertising that presents companies with fresh concepts to explore. Additionally, regardless of a potential customer's location, marketers may communicate directly with them through digital channel marketing efforts. Furthermore, social media, websites, multimedia advertisements, online advertising, e-marketing and communication marketing techniques like opinion surveys and game augmentation are just a few of the channels that digital marketing employs to reach the desired target market (Garg et al., 2021). Customers currently have more options when it comes to products, pricing and suppliers thanks to digital marketing, which has a greater impact on them (Chaffey & Ellis-Chadwick, 2019).

The use of digital platforms in daily life and marketing is growing. As a result, when consumers turned to digital gadgets rather than physical stores to fulfil their demands, the concept of digital marketing emerged in business (Desai, 2019). The rapid development of digital technologies, for example smartphones, smart devices, the Internet of Things (IoT) and artificial intelligence (AI) is associated with a boom in digital marketing. These technologies have an influence on the revolution in consumer purchasing and the reshaping of marketing strategies in the future. Compared to traditional or electronic commerce, mobile commerce gives customers more value factors (Dastane, Goi, & Rabbanee, 2020), which may also influence consumers' intention to make online purchases. The use of cellphones has significantly increased internet usage and social media has made it easier for individuals all over the world to communicate with one another. According to Kulkarni et al. (2020), a large number of individuals already utilize

digital media for a variety of purposes, including keeping in touch with family and friends, finding services and locations, evaluating items, purchasing and selling products, etc.

According to Lodhi and Shoaib (2017), digital marketing also has the power to draw in a diverse customer base, enable firms to efficiently engage with customers through online media and assist them during the checkout process. As a means of encouraging customer interchange of ideas, views and experiences that increase purchase intention, digital marketing also successfully reinforces the value of the brand by removing misconceptions about it (Tham et al., 2019). Top management frequently compares traditional marketing channels which have a stable, established track record of yielding a positive return on investment (ROI), to digital marketing, despite the latter's higher investment costs (Teixeira, Barbosa, & Pinto, 2019).

In the research of Donni, Dastane, Haba, and Selvaraj (2018), a customer's online search and the amount of time they spend on e-commerce websites have a significant impact on their intention to purchase. In order to attract both new and returning customers, e-commerce businesses need to know how digital marketing influences consumers' propensity to make purchases. With the rapid evolution of technology and strong competition, creative businesses should create a communications mix (Wong, Dastane, Safie, Satar and Ma' Afirf, 2019). Purwanto et al. (2020); Suryani et al. (2020) define that users may easily get product information online by simply using the internet which makes it easier to search for these items.

The digitization of life has advanced at an incredibly rapid rate in recent years. Along with the digitization of public services, everyday chores like taking a cab, shopping and paying bills have become digital in the modern day. Due to the fact that digitization makes life easier, it eventually becomes a demand. E-commerce is one of the businesses with the quickest growth rates,

allowing it to claim the upper hand over offline businesses. Furthermore, there is a strong argument that within the next ten years, offline sales will be supplanted by online sales.

1.2 PROBLEM STATEMENT

Digital marketing was born out of traditional marketing. All marketing initiatives that make use of a computer or the internet are included in the category of digital marketing. To communicate with both present and potential consumers, businesses use digital platforms including search engines, social media, email and other websites. Using a variety of digital channels and strategies to reach out to customers where they spend a lot of time on the internet is known as digital marketing. One could state that the Internet had a major role in the cultural, economic and social shifts that occurred at the start of the twenty-first century. The customer has become the center of attention for both company and Internet strategy (Hennig, 2010).

The modern marketing period has transformed how businesses engage with their customers and is conducted across several digital channels (Chaffey & Ellis-Chadwick, 2019). The internet has become a highly essential tool for selling goods and services and it is now often used for communication. This study aims to look for factors that affect digital marketing behaviour among UMK students.

A research made to provide more light on how influences affect consumers' attitudes and attentions to buy. The study emphasizes the significance of meaning transmission, product fit, source attractiveness and source trustworthiness. The research's findings indicate that attitudes and purchase intentions were not significantly impacted by the legitimacy of the influencers' sources (Lim, Radzol, Cheah, & Wong, 2017). Furthermore, this study's findings demonstrated that influencers endorsing products without possessing in-depth understanding of them were directly counteracting their followers' positive purchasing intentions. The significance of the product

match-up was a prerequisite for an influencer's effective advertising campaign (David, Markus, 2020).

Social media platforms are essential for sales to consumers as well as business-to-business, consumer-to-consumer and business-to-business communication. Students may be encouraged to make online purchases of items by these social media platforms and their activities. According to a thorough assessment of the literature, researchers have researched how social media influences consumer purchasing decisions and how word-of-mouth and online advertising have a positive and substantial relationship with buy intention when studied generally rather than with a focus on a specific target audience. But attention has to be paid to how social networking sites influence students' online buying habits through word-of-mouth and e-advertising. The current research aids in understanding what factors may influence the behaviour of digital marketing of students University Malaysia Kelantan.

1.3 RESEARCH QUESTION

1. What is relationship between performance expectancy and behaviour digital marketing among University Malaysia Kelantan student's.
2. What is relationship between effort expectancy with behaviour digital marketing among University Malaysia Kelantan student's.
3. What is relationship between facilitating conditions with behaviour digital marketing among University Malaysia Kelantan student's.

1.4 RESEARCH OBJECTIVE

1. To identify relationship between performance expectancy and behaviour digital marketing among University Malaysia Kelantan student's.
2. To identify relationship between effort expectancy with behaviour digital marketing among University Malaysia Kelantan student's.
3. To identify relationship between facilitating conditions with behaviour digital marketing among University Malaysia Kelantan student's.

1.5 SCOPE OF STUDY

To guarantee that the research is targeted, manageable, and can provide relevant results, the scope of a study on the influence of digital marketing methods on student attachment with e-commerce enterprises should be carefully defined. Here's an example of a study's scope:

1. **Geographic Focus:** Choose the region or regions where the study will be carried out geographically. Will it just be available in a particular nation, city, or area? The adoption of digital marketing techniques and e-commerce may differ throughout locations.
2. **Education Level:** Indicate the educational level of the pupils being studied. Are you targeting high school kids, undergraduates, graduates, or a combination of these? Digital marketing methods may be received differently by different age groups and educational backgrounds.
3. **E-commerce Business Types:** Define the types of e-commerce businesses that will be considered. Is the study focusing on a specific industry, such as fashion, electronics, or services, or will it cover a broad range of e-commerce sectors? Define the types of e-commerce businesses that will be considered. Is the study focusing on a specific industry,

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such as fashion, electronics, or services, or will it cover a broad range of e-commerce sectors?

4. **Digital Marketing Strategies:** Clearly outline the specific digital marketing strategies you'll investigate. These might include social media marketing, email marketing, search engine optimization, influencer marketing, content marketing, and paid advertising. Be explicit about which channels or tactics you're studying.
5. **Measurement of Student Attachment:** Describe the metrics and criteria for measuring student attachment to e-commerce businesses. This could include factors like frequency of visits, time spent on e-commerce platforms, the number of purchases, brand loyalty, or satisfaction levels.
6. **Data Collection Methods:** Describe the data collection methods. Will you rely on surveys, interviews, website analytics, or a combination of these methods? Determine whether the information will be gathered through self-reports, observations, or website analytics.
7. **Time Frame:** Establish the duration of the research. Will you be examining how digital marketing tactics affect student attachment over the long run or just the short term? You could, for instance, examine the effects over the course of a year, several years, or a semester.
8. **Sample Size:** Determine the size of the student sample to be included in the study. This should be based on the research objectives and statistical considerations.
9. **Analysis Techniques:** Describe the statistical and analytical methods you will employ to evaluate the impact of digital marketing strategies on student attachment. Regression analysis, correlation analysis, and content analysis are some examples.

10. **Ethical Considerations:** Discuss any ethical considerations, such as informed consent, privacy, and data security.
11. **Practical Implications:** Consider how the study's findings might have practical implications for e-commerce businesses and digital marketers. How can the results be applied to improve marketing strategies and student engagement?
12. **Limitations:** Be clear about the study's limitations. All research projects have limitations, and it's critical to recognize these. Some examples of limitations could be the size of the sample, geographical restrictions, or the veracity of self-reported data.
13. **Contributions:** Talk about the study's possible contributions to the fields of student consumer behaviour, e-commerce, and digital marketing. How will your study contribute to the body of knowledge already known in these fields?

1.6 SIGNIFICANCE OF STUDY

Studying the influence of digital marketing strategies on student attachment with e-commerce businesses holds significant value for several reasons:

1. **Academic Contribution:** Improves students' academic understanding of the relationship between digital marketing and consumer behaviour. This can help to develop theories and models in marketing and consumer psychology.
2. **Practical Insights:** Practical information for e-commerce businesses and digital marketers. Businesses can optimize their marketing efforts and improve ROI by understanding which digital marketing strategies are most effective in engaging students.
3. **Enhanced Marketing Strategies:** Assists online retailers in customizing their marketing plans to the distinct tastes and habits of the student market, which may enhance revenue and client retention.

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4. **Economic Implications:** Helps the e-commerce sector by offering advice on how to successfully reach and interact with the sizable student consumer market, which can have important ramifications for the economy.
5. **Customer Loyalty:** Provides insights into how digital marketing can foster student customer attachment and loyalty, resulting in repeat purchases and long-term customer relationships.
6. **Competitive Advantage:** Gives e-commerce businesses a competitive advantage by enabling them to stand out in a crowded marketplace and differentiate themselves from competitors.
7. **Educational Institutions:** Provides educational institutions with insights into students' online behaviour and preferences, potentially informing decisions about marketing programmes and digital literacy curriculum.
8. **Consumer Empowerment:** Offers students more power by enabling them to make wise decisions about their interactions and purchases made online as they grow more conscious of the ways in which digital marketing tactics shape their decisions.
9. **E-commerce Growth:** Contributes to the e-commerce industry's continued growth and sustainability by assisting businesses in adapting to changing consumer preferences and behaviour, particularly among the digitally savvy student population.
10. **Data-Driven Decision-Making:** Encourages businesses to make evidence-based decisions by using research findings to shape their marketing strategies and investments in digital marketing channels.

11. **Resource Allocation:** Assists businesses in making better use of their resources by focusing on digital marketing strategies that have the greatest impact on student attachment, potentially lowering marketing costs while increasing effectiveness.

In conclusion, researching the impact of digital marketing strategies on student attachment to e-commerce businesses has implications for both academia and industry. It advances knowledge, informs marketing strategies, improves consumer experiences, and equips businesses and students to make more informed decisions in the digital marketplace.

1.7 DEFINITION OF TERM

In this section, terms that are often used in this research study are defined as below:

1.7.1 Behaviour Digital Marketing

In behavior digital marketing, the platform and strategy are customized to meet individual preference considering their interest, behavior and other relevant metric (McGinley, 2023). The various online channels through which digital marketing delivered such as social media platforms, websites, email, influencer marketing, content marketing provide user with a constant stream of promotional content and ads. This can significantly shape the way users consume information and decision. Therefore, it is essential for an individual to develop the necessary skills to manage digital marketing effectively and develop a positive relationship or interaction with it. By doing so, an individual can make informed decision and manage their time and resources better. An understanding of behavior digital marketing able to help an individual in navigate the digital environment more effectively that lead to more fulfilling and productive online experience.

1.7.2 Performance Expectancy

Performance expectancy is a term used in the context of digital marketing is to describe the perceived usefulness and effectiveness of digital marketing tool. As stated by Davis (1989), performance expectancy refers to the perceived benefits and outcomes that individuals expect to receive through their interaction with digital marketing. The concept of performance expectancy is consider important as an individual is more likely to engage with digital marketing platform because of the process and service provided perceive as useful and effective. These encompass the benefits and outcomes that an individual expect when they interact with digital marketing and include swiftly accessing relevant information, saving time and receiving personalized recommendations that align with their interests and preferences. Ultimately, a well-executed digital marketing strategy that meets performance expectancy can significantly impact an individual experiences.

1.7.2 Effort Expectancy

Effort expectancy is a significant factor influencing the user perception of how easy or difficult it is to interact with a digital marketing channel. In accordance to Venkatesh (2003), effort expectancy is refer as the level of convenience that comes with using a specific system. It considers various aspects such as layout, design and features to examine how effortless users can navigate through and accomplish their tasks. This involves analyzing various factors such as ease of use, navigation and overall user experience to ensure that users can interact with the digital marketing effortlessly and without any difficulty.

1.7.3 Facilitating Condition

Facilitating condition encompass the external elements that enable users to effectively engage with digital marketing content or activities. According to the study conducted by Venkatesh (2003), it be describe that facilitating condition is when perception of an individual about the existence of technological framework that enables support the usage of the system. These factors consists of aspects such as internet connectivity, accessibility to tools and device compatibility. For instance, if user has access to high speed internet they are more likely to effectively engage with digital marketing. Conversely, limited access can lead to difficulty for user to participate in digital marketing contents.

1.8 ORGANIZATION OF THE PROPOSAL

In the Chapter 1 introduction consist subtopics for instance background of the study, problem statement, research question and objective, scope of study, significance of study, definition of term and organization of the proposal. A background of the study is to provide an overview of the general context of the research, introducing the broader landscape of digital marketing and its relevance. The problem statement is to outline issue or challenge arise on understanding the factors affecting behaviour digital marketing of University Malaysia Kelantan student's. The research question is to articulate the inquiries the study aim to answer and guide the further investigation into factors that shape student towards digital marketing platform meanwhile research objective is to highlight the goal aim to achieve and describe the context of the study. A scope of study include emphasis potential significance of the research study in practical application, knowledge and address specific issue relate to digital marketing among students. The definition of term is a key term used in research study define to ensure a common understanding.

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The literature review in Chapter 2 comprises subtopics such as introduction, prior studies, underpinning theory, conceptual framework, hypotheses statement and conclusion. In addition, the dependent variable and independent variable is been explain in this section beside the relationship between the variable is be described through the underpinning theory. The previous studies is to examine and summarize existing research, article and relevant literature related to the research topic. In the hypothesis statement, will be cover about dependent and independent variable and evaluate their significance then use the conceptual framework to explain the way they are interrelated. The conclusion section is to summarize the main findings from the reviewed studies and discuss the implication for the current research as well as providing suggestion for further research.

The research methods covered in Chapter 3 include introduction, data collection method, research design, sample size, study population, research instrument development, sampling technique, measurement of the variable, procedure for data analysis and conclusion. This section provides an overview of the systematic approach on the how the research process and ensure the methods used are clearly understandable. It provide a comprehensive understanding of data source, the reliability and validity in the research process. It provide insight into how the study was executed and conclusion were drawn from the collected data. Moreover, by showcasing the systematic approach to the research study it able to establish research credibility and sets the next step for further research investigation in the following chapter.

A preliminary and descriptive analysis, demographic profile of the respondent, validity and reliability test as well as normality test, hypotheses testing, and conclusion of the chapter are all covered in the fourth chapter, which concentrates on testing the hypothesis and analyzing the

results. This chapter will evaluate the data collected from the target respondents and display the results in tables and charts for illustrate a better understand the study's conclusions.

Lastly, included in the fifth chapter are a summary of the results, a discussion of the study's hypotheses, its implications and limits, recommendations for further research, and final conclusion. The fifth chapter contains a discussion of the findings of the research that were presented in the previous chapter and link to the research questions and hypotheses. In addition to outlining the study's implications and limitations, this chapter also addresses potential result for further research.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter examines the research about the influence of digital marketing strategies on student run e-commerce businesses. The purpose of this study of the literature is to investigate how digital marketing techniques affect student-run online stores. The significance of digital marketing in the triumph of e-commerce endeavors, particularly those overseen by students, has drawn significant focus as it persists in its evolution. In order to shed light on the many digital marketing tactics used by student entrepreneurs and how they affect the performance of e-commerce, this review will compile the findings of previous studies. This chapter also identifies the relationship between IVs and DVs of the research. In the next section, relevant literature reviews about the selected constructs are offered. Lastly, the research hypothesis for this study is developed based on the research framework. Then this chapter finished with a short summary.

2.2 UNDERPINNING THEORY

Several major theories and concepts from marketing and business literature can be used to explain the impact of digital marketing methods on student-run e-commerce firms. These theories give a conceptual framework for comprehending and identify the influence of digital marketing methods on student entrepreneurs. Here are some supporting theories that have been applied in this technological research to conduct the study.

2.2.1 Theory of Technology Acceptance (TAM)

According to the technology acceptance model, the perceived ease of use and utility of a technical instrument ultimately determines the degree to which consumers embrace that item. The Technology Acceptance Model (TAM), which is part of the field of computer systems, is a theory that explains how people began to embrace and use technology. The point at which people actually use technology is referred to as actual system utilization (Subawa et al., 2021). The Technology Acceptance Model (TAM) is a well-known theoretical framework for understanding how users, in this case, student entrepreneurs, perceive and accept technology or digital marketing methods in the context of their e-commerce firms. TAM was created by Fred Davis in 1989 and has since been extended and implemented in a variety of sectors, including digital marketing. It is based on two fundamental beliefs which is perceived usefulness and perceived ease of use. TAM is discussed more below in the context of student-run e-commerce businesses like external variables, actual use (behavioural intention), external outcomes and feedback loop and continuous adoption.

Perceived Usefulness (PU)

Perceived usefulness in the context of student-run e-commerce firms refers to the extent to which students believe that utilizing digital marketing methods will improve the success of their e-commerce initiatives. Students, for example, may believe that using social media marketing, SEO, or content marketing will enhance brand awareness, consumer engagement, and, eventually, sales. The predicted growth in revenue, consumer reach, and cost-effectiveness of these tactics are significant variables influencing PU.

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PEOU (Perceived Ease of Use)

The degree to which students believe that employing digital marketing methods is simple and user-friendly is referred to as perceived ease of use. Students can evaluate the usability of digital marketing tools, the complexity of application, and the availability of training or resources. Students are more inclined to use digital marketing tools and platforms in their e-commerce operations if they find them simple to use.

External Variables

External variables in TAM can influence the relationship between PU, PEOU, and actual technology adoption. External variables for student-run e-commerce businesses may include educational background, digital literacy, access to resources, and prior experience with digital marketing. Students with a strong background in digital marketing may find these strategies easier to adopt and implement.

Actual Use (Behavioural Intention)

According to TAM, perceived ease of use and perceived usefulness have a direct impact on users' intention to use technology, which translates to the adoption and application of digital marketing strategies in this context. The implementation of these strategies is a critical step for student-run e-commerce businesses. Students who believe digital marketing strategies are both useful and simple to implement are more likely to use them successfully in their e-commerce operations.

External Outcomes

The ultimate goal of student entrepreneur digital marketing strategies is to achieve external outcomes such as increased website traffic, higher conversion rates, and enhanced brand recognition. According to TAM, students' perceptions of PU and PEOU have a direct

influence on these external outcomes. Positive perceptions of the utility and simplicity of digital marketing strategies should result in improved e-commerce performance.

Feedback Loop and Continuous Adoption

TAM is aware that over time, user experiences and feedback may shape their perceptions. Students' opinions of PU and PEOU may change as they obtain experience and observe the fruits of their digital marketing efforts. In their e-commerce enterprises, this feedback loop can promote the ongoing adoption and development of digital marketing techniques.

In conclusion, the Technology Acceptance Model (TAM) is a useful framework for comprehending how students in e-commerce companies view and utilize digital marketing tactics, to sum up. It highlights how students' perceptions of these tactics' applicability and simplicity of use have a significant impact on their intentions to adopt and use them. Teachers, researchers, and students themselves can gain a better understanding of the factors that promote or impede the efficient use of digital marketing tools in student-run e-commerce ventures by taking TAM into account.

2.2.2 Unified Search Engine Optimization (SEO)

Search engine optimization (SEO) is an essential part of digital marketing that helps student-run e-commerce websites appear and rank higher in search engine results. The application of SEO theory in the context of student-run e-commerce businesses entails comprehending and utilizing a variety of concepts and strategies to improve online visibility and generate organic traffic. In this context, the SEO theory is elaborated as On-Page SEO, Off-Page SEO, Algorithm Understanding, Keyword Research and Analysis, User Experience and Mobile Optimization and Local SEO.

On-Page SEO

The goal of on-page SEO is to make individual web pages more search engine friendly. This includes strategies like keyword research and placement, meta tag optimization (title, description, headings), and making sure content is relevant, high-quality, and easy to read for student-run e-commerce businesses. According to on-page SEO theory, students need to make sure that the content of their websites is optimized for search engines and user intent.

Off-Page SEO

Off-page SEO theory includes techniques for enhancing a website's legitimacy and authority through outside sources. This could involve influencer partnerships, social media marketing, and link building in the context of student-run e-commerce companies. The idea behind this is that your e-commerce site will probably rank higher in search engine results the more reliable and authoritative other websites think it is.

Algorithm Understanding

The significance of comprehending search engine algorithms, particularly those employed by well-known search engines like Google, is acknowledged by SEO theory. Students need to understand how search engines rank websites according to a variety of criteria, including backlinks, user experience, site structure, and content quality. It's important to keep up with algorithm updates because they can have a big impact on search rankings.

Keyword Research and Analysis

SEO theory places a strong emphasis on keyword research and analysis. Students must identify the keywords and key phrases that potential customers are likely to type into search engines when looking for their products. According to the theory, students can increase the chances of their e-commerce sites appearing in search results when customers search for relevant products by targeting the right keywords.

User Experience and Mobile Optimization

Providing a positive user experience is a fundamental aspect of SEO theory. Websites that are mobile-friendly, load quickly, and provide a seamless browsing experience are prioritized by search engines. Understanding user experience principles is critical in the context of student-run e-commerce businesses because it influences search rankings.

Local SEO

Local SEO theory is applicable to student-run e-commerce businesses in the area. According to this theory, websites should be optimized for local searches by creating Google My Business profiles, making sure that the NAP (Name, Address, Phone) is consistent, and obtaining local citations. The objective is to increase awareness within the local community.

2.3 PREVIOUS STUDIES

Several studies on behaviour intention to use digital marketing are shown in the table below:

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Table 2.1: The summary of studies related to behaviour intention to use digital marketing.

Author (Year)	Research Methods	Factors	Sample Size	Result
(Nguyen Ngoc Hien & Tran Nguyen Huynh Nhu et al, 2022)	Quantitative research by online survey	Brand awareness, purchase attitude toward digital marketing	210 respondents who have intentions to use digital marketing	According to the research, this study was conducted to broaden current understanding of the main aspects of digital marketing and their impact on customer purchase intentions.
(Maher Alwan & Muhammad Turki Alshurideh et al, 2022)	Quantitative research by questionnaire	Purchase intention, brand equity	254 respondents respond to the questionnaire	Based on the findings of this study, digital marketing has an important effect on purchase intention testing.
(Omkar Dastane et al, 2020)	Quantitative research by questionnaire	Digital marketing, purchase intention, customer relationship management	202 respondents respond to the questionnaire	The results, backed up strongly by earlier research findings, show that digital marketing is an essential factor that favourably greatly impacts purchase intention.

For the conclusion, consumers globally are now knowledgeable and competent to use modern devices like smartphones, computers, tablets, and other digital devices that have become a part of their lives, the research conclusion displays how essential digital marketing is to generate purchase intentions. Since they use these devices on frequently, consumers have a good degree of trust in them and are willing to try new methods of online shopping, especially since there are lots of ways to connect them to goods and services with efficient digital advertising techniques. Nevertheless, no research has been done on how students intend to use digital marketing in their

actions at this time. It is essential and necessary to conduct research on University Malaysia Kelantan students' actions and intentions regarding the use of digital marketing.

2.4 HYPOTHESES STATEMENT

Within the scope of this research study, the behavior of digital marketing acts as dependent variable meanwhile the independent variable that we are focusing on for this research study is performance expectancy, effort expectancy and facilitating condition. Hence, we are able to create a hypothesis as below:

2.4.1 Performance Expectancy

According to the article by authored by Tan K. S entitled “Intention to use internet marketing” stated that performance expectancy indicates to the perception that implement digital marketing channels would lead to positive effects such as save time, increase productivity and efficiency. In spite of these, it is reasonable to believe that performance expectancy will have an effect on individual decisions, which will ultimately result in a rise in the utilization of digital marketing. Thus, the hypotheses below have been suggested:

H1: There is a relationship between performance expectancy towards student and behaviour digital marketing.

2.4.2 Effort expectancy

Based on the 2013 article “Intention to use internet marketing” by authored Chong S.C entitled explained that an individual decision and intentions toward implement digital marketing might be influenced by the amount of knowledge and experience of an individual with the feature systems. The likelihood of continued use of a digital marketing platform is positively correlated with the aspect of its simplicity of usage. As a result, the hypotheses have been suggested:

H2: There is a relationship between effort expectancy towards student and behaviour digital marketing.

2.4.3 Facilitating Condition

In a study conducted by authored Binshan Lin in 2013 about digital marketing, it said that when comes to the digital marketing it is essential to have a user-friendly interface that easy to navigate and search as well as offering appropriate assistance to the users. Therefore, facilitating condition are important to take into account since directly affect towards an individual intentions and decision. Moreover, it is critical to consider these variable or factor while promoting the usage of digital marketing. The hypotheses below have been suggested:

H3: There is a relationship between facilitating condition towards student and behaviour digital marketing.

2.5 CONCEPTUAL FRAMEWORK

In order to better understand the link between variables, a conceptual framework is developed on the study of factors affecting behaviour digital marketing among University Malaysia Kelantan student's. As seen in the diagram that has been provided, these components comprise a performance expectancy, effort expectancy, and facilitating condition. The diagram show in the Figure 2.1 presents the conceptual framework that illustrates the study of factors affecting behaviour digital marketing among University Malaysia Kelantan student's.

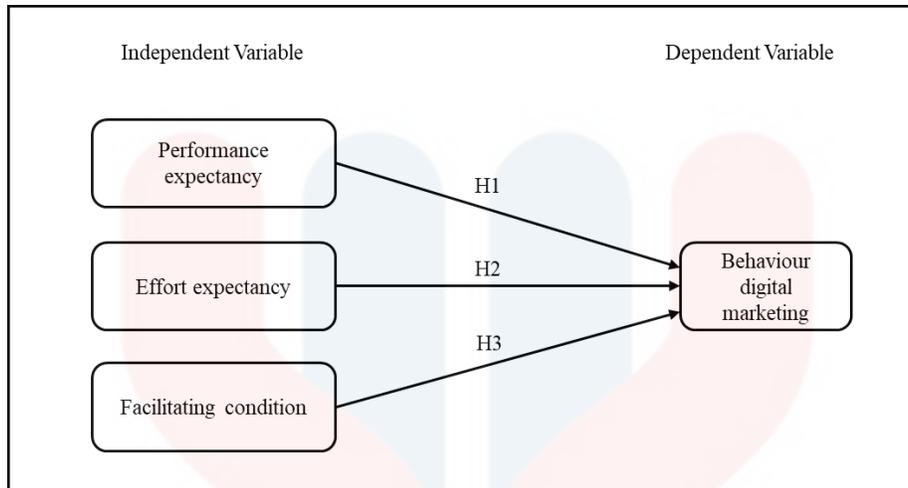


Figure 2.1: Conceptual Framework

2.6 CONCLUSION

In conclusion, based on a comprehensive study, it has been shown that many elements show a substantial influence on the behaviour of digital marketing and its impact on students. The research indicates that students are prone to implement digital marketing tools when they see its abilities as facilitating an efficient and seamless approach. Additionally, it has been discovered that the presence of a user-friendly interface alongside ease accessibility significantly contribute to enhancing the whole digital marketing experience. The insight underlines the significance of defining an efficient and intuitive digital marketing platform that aligns with students' performance standards, providing an effortless and convenient approach that is accessible. Furthermore, it has the potential to enhance an increase the interest in the use of digital marketing among students hence driving the utilization of digital platforms.

CHAPTER 3

RESEARCH METHODS

3.1 INTRODUCTION

The process a researcher selects to do research is known as a research methodology. Although research methodology can take many forms, most studies can be classified as qualitative or quantitative. Qualitative research involves gathering and evaluating non-numerical data such as spoken or written language. However, numerical data gathering and analysis are the focus of quantitative research. Usually, it entails gathering data using techniques like surveys (Research Methodology, n.d.).

3.2 RESEARCH DESIGN

A research design is essentially the strategy or framework for a study that serves as a direction for data collection and analysis. It is a process that is adhered to when finishing a research. The guide for research design is gathering, measuring and evaluating data. In reality, it's a map that is often established to direct the investigation.

This study applied a quantitative descriptive research design. Its findings emphasize the need of measuring variables to test hypotheses and using statistical processes to conduct an analysis in order to provide meaningful research findings. Due to the use of numbers at all stages of the research process which is data collection, data interpretation and result presentation. This technique is quantitative in nature. Furthermore, it is explained by deduction that deviates from general theories and which conclusions are reached after tests of the theory's validity are conducted through observations. The results will then be explained in a descriptive manner as we intend to utilize them to explain the data that was collected and provide an answer formula. A questionnaire will be conducted to collect the primary data with the number of respondents 150. Then, the pilot

test between 30-50 people will be conducted before spreading the survey. We will spread the questionnaire survey with convenience sampling. Surveys for digital marketing, performance expectancy, effort expectancy and facilitating conditions were created using five Likert scales. The same five possible answers from “strongly disagree” (1) to “strongly agree” (5) were used to rate each variable on a Likert scale for this investigation.

3.3 DATA COLLECTION METHODS

According to Preston (2009), a systematic collection of questions used in questionnaire surveys is a method for compiling statistical data regarding the characteristics, viewpoints or behaviours of a community. Questionnaire surveys can be conducted by phone, mail, in-person, online or by other methods. They cover a wide range of populations and allow us to investigate social and geographic differences in people’s characteristics, behaviours and views.

3.3.1 Primary Data

A questionnaire was created using primary data, drawing from previous studies that examined the factors affecting behaviour digital marketing among UMK students. The survey is to create a google form. Surveys for digital marketing, performance expectancy, effort expectancy and facilitating conditions were created using five Likert scales. Every study variable, also known as a construct, is composed of various indicators that were developed using historical data and comprise a number of questions and response options based on the current Likert scale.

The same five possible answers from “strongly disagree” (1) to “strongly agree” (5) were used to rate each variable on a Likert scale for this investigation. Students from Malaysia have created the survey questions for this study. The purpose of the study, how to complete the survey and the demographic profile were all briefly described in the

questionnaire's introduction section. Gender, age, race and are you familiar with the term of digital marketing were all included in the demographic profile that respondents filled out. All the variables that were investigated are covered in the questions in the second part. Before starting to collect the respondents, a pilot test of survey will be conducted between 30 to 50 people.

3.3.2 Secondary Data

Based on the Research Guides: Public Health Research Guide: Primary & Secondary Data Definitions, secondary data are those that were already gathered by another researcher. In this study, the secondary data will be collected from the internet, journal, articles and report population. There are several sources of the journal articles that were necessary for this research which are University Malaysia Kelantan Library, My Athens UMK, Science Direct, Emerald, ProQuest, Google Scholar and Scopus. To enhance the information from primary data, this study employed a range of sources, including scholarly publications, journals, articles and websites that addressed related themes regarding behaviour digital marketing.

3.4 STUDY POPULATION

A large group of individuals or objects that are the main focus of a review for an academic investigation can also be referred to as the research population. The welfare of the populace is the primary consideration when doing research. The huge size of the populations typically prevents researchers from evaluating every person of the community, even if doing it would be exceedingly expensive and time-consuming (Research Population-the Focus Group of a Scientific Query, n.d.).

In this study, the population is among UMK students in Malaysia. According to the UMK official website (2023), the total population of the University Malaysia Kelantan students is 13584 students.

3.5 SAMPLE SIZE

The number of subjects involved in a sample size is referred to as the sample size in market research. A group of individuals chosen from the general community and deemed representative of the actual population for that particular research is referred to as the sample size.

The following general guidelines for choosing sample size were suggested by Resource (1975) while deciding on the sample size for this study. For most studies, a sample size of greater than 30 and below 500 is adequate. It is not advised to do statistics on samples of less than ten. In the majority of experimental studies, samples of 30 or more are suggested. Therefore, it is advised to use a sample that is around 10% the size of the parent population within these ranges (30 to 500).

The Krejcie and Morgan table, which will aid in the sample size computation was used to compute the sample size. To fill the current gap, Krejcie & Morgan (1970) provided comparisons for computing sample size for a certain population (Kenpro, 2012). This made the method of calculating sample size for a limited population which was developed in 1970. The total population of the University Malaysia Kelantan students is 13584 students. Based on the Krejcie & Morgan table, the sample size of this research is 384 people. In this research, we need to ensure the quality of the data, so we reduce the sample size to 150 people.

Table 3.1: Krejcie & Morgan Table

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
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

3.6 SAMPLING TECHNIQUES

Every study needs to use a systematic method in sampling techniques in order to obtain the best analysis data. The researcher employed a non-probability sampling technique in this investigation. Convenience sampling is another name for this technique that describes the data collection process from a research population that is effortlessly reachable to the researcher (Rahi, 2017). In this study the researcher focused on UMK students for involvement in this study. This sample will be revealed to greater than 30 and below 500 respondents who are students who are the population of this study.

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The researcher will select these individuals according to the characteristics that have been set in the study, which is the factors affecting behaviour digital marketing among UMK Students. The study will be done by sending a form using Google Form and people who are interested can answer the questionnaire of this study. The majority of the time, non-probability online sampling techniques are employed to estimate populations (Baker et al., 2013). This is because questions distributed online are easier to analyze. All students who selected "yes" for the final question in Section A of the questionnaire will be considered as having given their permission to be included in the study and for the researcher to use the questionnaire's responses.

In this study, the researcher used quantitative methods to find the necessary data. Quantitative methods are methods that study numbers such as statistics, formulating studies based on data that is the number of numbers that can be obtained. The number of respondents that are a part of this study is the number in question. Additionally, this research methodology is more focused on achieving results. Primary and secondary data were used in the data gathering process for this study, and each type of data included a general description of the methodology employed. The questionnaires used to collect primary data will be distributed to the study participants, all of whom are students. Scholarly journals are used for secondary data, and that can be access by clicking on the links on the Google Scholar, Scopus, and Emerald Insight websites.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

Research instruments are measurement tools used in data collection in research. According to Takona (2002), research instruments include questionnaires and interviews and are recommended for use in educational research because of their effectiveness in measuring variables such as opinion, attitude, concept, attitude, composition, and so on. In this study, the researcher

chose to conduct a questionnaire because it is appropriate to the topic of the researcher. It is very important for researchers to use appropriate research instruments to collect the desired data.

3.7.1 Questionnaire Design

There are two types of questionnaires which are structured questionnaires and unstructured questionnaires. In this study, the questionnaire used is a structured questionnaire. This structured questionnaire requires questions with some controls. Usually the questions are short and limit the respondents to certain options only. Section A, Section B, and Section C are the three key sections of this questionnaire. The section where the respondents' demographic data will be gathered is section A. Section B is the dependent variable, which is questions related to behavior digital marketing that have answer options on a five-point likert scale, from scale 1 (strongly disagree) to scale 5 (strongly agree). While the last part which is Section C which is an independent variable related to performance expectancy, effort expectancy and facilitating condition also has options on a scale of 1 (strongly disagree) to 5 (strongly agree).

Table 3.2: Questionnaire to respondent

Section	Variable to be Identified	No. of Question
A	Demographic of Respondents	4
B	Dependent Variable · Behavior digital Marketing	4
C	Independent Variable · Performance Expectancy · Effort Expectancy · Facilitating Condition	4 4 4
		20

3.8 MEASUREMENT OF THE VARIABLES

An attribute variable that may have different values is for different individuals and where this value results from measurement, meaning that the value may take any value in a number interval. Usually, it is employed in scientific study. In statistics, measurement variables have the ability to alter both qualitative and quantitative values. Because of this, Stevens (1946) described measurement as "rules for assigning numbers to attributes". Measurement variables are also known as measurement scales, and they affect the type of analysis techniques that can be applied to the data. In this study, the researcher used two measurement variables namely nominal variables and ordinal variables.

3.8.1 Nominal Measurement

One kind of variable used to identify and categories particular items or groups of characteristics under measurement is called a nominal variable. It is the most straightforward of all the measurement variables and one of the two categories of categorical variables. These kinds of variables can be coded with numbers, but arithmetic operations like addition, subtraction, multiplication, and division can be used to determine the variable's order. In nominal measurement, data are categorized into different categories or groups, and these categories have an independent order or position. It can also be divided into two or more categories according to the suitability of the question. Among the nominal variables used by the researcher in conducting this study are gender and race.

Table 3.3: Category for gender

Gender	
Female	
Male	

Table 3.4: Category for race

Race	
Malay	
Chinese	
Indian	
Other	

3.8.2 Ordinal Measurement

Ordinal variables are measuring variables that take a value with an order or rank. By giving items numerical values that represent their rank or order based on qualities, it expands upon a nominal scale. Also, ordinal variable scales lack a regular order. Stated otherwise, there is not an equal difference in the ordinal variable's rank. Although it is usually classified as one of two types of categorical variables, it is occasionally regarded as a midway point between numerical and categorical variables. For ordinal data, arithmetic operations like addition and subtraction have no significance, although comparisons like "greater than" and "less than" can be done. A five-point Likert scale, an ordinal variable with a numerical value, was employed in this study to assess relationship behaviour digital marketing among University Malaysia Kelantan students.

Table 3.5: Five-point Likert Scale

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

3.9 PROCEDURE FOR DATA ANALYSIS

Every study definitely needs a procedure to analyze the data that will be collected. This step will certainly make the data obtained can be organized and viewed more easily. In this study, the researcher has used two types of tools namely SPSS and SmartPLS to analyze the data that will be obtained.

I) SPSS

Statistical Package for the Social Sciences is what SPSS stands for. It is a software programme that offers statistical analysis tools for use in a number of domains, such as marketing, health, social science, and other study areas. Originally created by IBM (International Business Machines Corporation), SPSS is currently included in the package of software known as IBM SPSS Statistics. Because of its intuitive design, SPSS may be used by researchers with different degrees of statistical experience. A vast array of statistical analyses, data manipulation, and data visualization tasks are possible for users. Descriptive statistics is just one of SPSS's many primary functions. Numerous descriptive statistics are available in SPSS, including as frequency distributions, measures of dispersion (range, variance, and standard deviation), and measures of central tendency (mean, median, and mode). Consequently, SPSS is appropriate for this research.

II) SMARTPLS

In this study, the researcher has chosen to use SmartPLS to analyze the data collected. A statistical software program called SmartPLS (Partial Least Squares Structural Equation Modeling) was used for path modeling and structural equation modeling (SEM). According to Vinzi (2010), PLS is a soft modeling approach to SEM without assumptions about data distribution. SEM is a powerful statistical method for examining how different variables in complex models relate to each other. It is widely used to test and validate theoretical models in various domains, such as social sciences, business and engineering. Partial least squares structural equation modeling is a type of SEM, and SmartPLS is made specifically for it.

PLS-SEM is known for its capacity to handle both reflective and formative constructs, and is often chosen when working with small sample sizes or complex models with several variables. SmartPLS can build and evaluate complex path models such as investigating relationships between latent constructs and observable variables. In addition, it can also analyze the relationship between latent constructs and testing theories about structural paths in the model become easier with the use of SmartPLS in structural model analysis. Various graphical outputs can be produced using SmartPLS to visualize data and make predictions. With all the advantages it has, it is very suitable to be used in this study.

3.9.1 DESCRIPTIVE ANALYSIS

The process of condensing and meaningfully presenting data in order to identify and comprehend its salient features is known as descriptive analysis. Descriptive analysis aims to give readers a clear and succinct summary of a dataset's key characteristics so they can understand its distributions, trends, and patterns. A descriptive analysis of each variable is the initial stage in the data analysis for this project. The measures of variance are skewness and standard deviation, while the measures of central tendency are the mean, median, and mode. The bulk of the data within a particular collection is described by the central tendency measures. Three commonly used metrics of central tendency are the mean, the median, and the mode. Each measurement yields the center point's location by employing a different set of algorithms. The degree to which a data set is scattered or dispersed is characterized by the dispersion metrics.

3.9.2 RELIABILITY & VALIDITY

The second step in the process of analyzing data using SPSS is that the researcher should identify the appropriate measurement model to use. There are two types of measurement models in SPSS, namely Reliability and Validity. In SPSS reliability primarily refers to the internal consistency of latent constructs or measurement scales. To assess the reliability of latent constructs, SPSS typically uses Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha is a widely used statistic to measure the internal consistency of a scale. In SPSS, you can calculate Cronbach's alpha for each latent construct to assess how well the items in that construct are interrelated. Higher Cronbach's alpha values indicate greater internal consistency. While composite reliability is another measure of latent construct reliability. It is often preferred over Cronbach's alpha in SEM because it provides a more accurate estimate of internal consistency. In SPSS, CR is calculated for each construct, and values above 0.7 or 0.8 are generally considered acceptable.

Table 3.6: Table of Cronbach's Alpha

No.	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.90-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-0.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

While validity is concerned with showing that your latent construct (theoretical variable) is accurately represented by the indicator (observed variable) and that the measurement model adequately reflects the theoretical construct. The main aspects of validity assessment in SmartPLS are Convergent Validity and Discriminant Validity. Convergent Validity in SmartPLS refers to the degree to which the items in the construct are related and strongly correlated with each other. To assess convergent validity, SmartPLS typically calculates the Average Variance Extracted (AVE). AVE should exceed 0.5 to indicate strong convergent validity. Discriminant validity is used to assess whether latent constructs are different from each other. Typically, it is evaluated by looking at how items cross-load onto their individual constructs and contrasting the correlation between the constructs with the square root of the AVE for each construct. When a concept's square root of the AVE is higher than the correlation between it and any other construct, discriminant validity is maintained.

3.9.3 MODEL R-SQUARED (R²) OR Q-SQUARED (Q²)

The next step is to evaluate the fit of the model using various fit indices such as R-squared (R²), Q-squared (Q²). R-squared (R²) is a measure of the amount of variance explained by the model. It assesses the extent to which the latent variables in the structural model account for the variance in the observed variables. In other words, R² indicates the proportion of variance in the dependent variable that can be predicted by the independent variable in the model. For example, the variable Y that is affected by X1, X2, and X3 has an R-Square value of 0.623. This means that 62.3% of the change in Y can be explained by X1, X2, X3. To make it easier to interpret, look for an arrow pointing towards the dependent (endogenous) variable. Hair et al. (2011) & Hair et al. (2013) suggest that in

scholarly research focusing on marketing issues, R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables can, as a rough rule, be described as large, medium, or weak, respectively. A high R^2 indicates that the model explains a large amount of the variance of the observed variable. R^2 alone does not provide information about model complexity or overfitting. It is often used in conjunction with other suitability indices for a more comprehensive assessment.

Q-squared is a measure of the predictive relevance of a model or its ability to predict new or out-of-sample data. It measures how well the model predictions match the actual data and is a valuable index for evaluating the out-of-sample predictive power of the model. Q^2 is usually calculated using a procedure called blindfolding, where a subset of the data is omitted, and the model is re-estimated to predict the omitted values. The difference between the actual and predicted values is used to calculate Q^2 . A positive Q^2 value (greater than zero) indicates that the model has predictive relevance. A larger positive Q^2 indicates a better predictive model. If Q^2 is negative, it indicates that the model is less effective in prediction than the simple mean or intercept model. Furthermore, Q^2 establishes the predictive relevance of endogenous constructs. A Q-squared value above zero indicates that your values are reconstructed well and that the model has predictive relevance. However, negative Q^2 values are common and may indicate model limitations.

3.9.4 HYPOTHESES TESTING

Last step is the Path Model Specification using SmartPLS. This step involves determining the relationship (path) between the latent variables, which represent the theoretical constructs or concepts you are studying. In SEM, the structural model will help the researcher understand how these constructs are interrelated and how they influence

each other. Before defining the structural model, the researcher should identify and define the latent variables that represent the construct of interest in the research. In this study, the researcher is studying the effect of digital marketing on students' purchase intentions and the independent variables are "perform expectancy", "effort expectancy" and "facilitating condition". Next the hypothesized causal relationship between these latent variables needs to be determined. For each relationship, determine whether the association is positive (direct arrow), negative (dashed arrow), or insignificant (dotted arrow). This directional relationship should be based on your research hypothesis and theoretical understanding of the concept. Each path in the structural model is associated with a path coefficient. Path coefficients represent the strength and direction of the relationship between two connected latent variables. It is a numerical value assigned to each path based on expectations or prior research. A positive coefficient indicates a positive association, while a negative coefficient indicates a negative association.

3.10 CONCLUSION

Research method section is an important component of any research paper or study. It summarizes the main elements of research methodology and provides an overview of how research is conducted. The design of the study or the approach used in the study is very important to identify. It involves experimental, observational, qualitative, quantitative or a combination of methods. The researcher must choose an appropriate design for this particular research and its alignment with the research objectives. Strengths and advantages of research methodology are very important to obtain accurate results. All the methods used are appropriate to address the research questions and objectives. This is very important because the research method section serves as a bridge between the methodology and the presentation of research findings. It offers a comprehensive overview of how the research was conducted, including design, data collection, analysis, and ethical considerations, while also acknowledging any limitations and pointing to potential future research opportunities.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

The researcher presented the result and provided an interpretation of the information gathered from the circulated questionnaire in this chapter. An online survey yielded 150 responses in total and the Statistics Package for Social Science (SPSS) spreadsheet was used for analysis. Required information on the demographic makeup of this study sample is provided in this section.

This chapter usually starts with an analysis of the respondents' demographic information, then it poses a question concerning the variables influencing University Malaysia Kelantan students' conduct when they relate to digital marketing. Tests for validity and reliability, normality and hypothesis testing were used in the analysis and description of the gathered questionnaires.

4.2 PRELIMINARY ANALYSIS

The study's overall results were assessed for validity and reliability using Cronbach's alpha. The Cronbach's Alpha analysis for 34 respondents is displayed in Table 4.1:

Table 4.1: Cronbach's Alpha Analysis

Variable	Cronbach's Alpha Result	Items	Result
Behaviour Digital Marketing	0.873	4	Good
Performance Expectancy	0.909	4	Excellent
Effort Expectancy	0.850	4	Good
Facilitating Condition	0.832	4	Good

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The Cronbach's Alpha coefficient values for the independent and dependent variables are displayed in Table 4.1. The dependent variable, digital marketing behaviour has a Cronbach's Alpha Coefficient of 0.873, indicating good conduct. The Cronbach's Alpha Coefficients for the result independent variable were outstanding and good for performance expectation (0.909), effort expectancy (0.850) and facilitating condition (0.832). Overall, the findings demonstrated that the Cronbach's Alpha Coefficient variable was valid and dependable. This indicates that both the results and the questionnaire are very credible.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

Participating in this study are 150 target respondents in total. The information from Section A of the survey included inquiries on the respondents' gender, age, race, year of study and familiar with the term "digital marketing". Tables were used to display the demographic characteristics of the respondents.

4.3.1 Gender

Table 4.2: Gender of respondents

	Gender	Frequency	Percent
Valid	Male	45	30
	Female	105	70
	Total	150	100

Table 4.2 displayed the respondents' genders. There were 105 responders who were female and 45 respondents who were male overall. As a result, of the 150 respondents who participated in this study, 30% were men and the remaining 70% were women.

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4.3.2 Age

Table 4.3: Age of respondents

	Age	Frequency	Percent
Valid	18-20 years old	9	6
	21-23 years old	114	76
	24-26 years old	22	14.7
	27 years old and above	5	3.3
	Total	150	100

Table 4.3 provides the aggregate age of the participants. A total of 150 respondents, ranging in age from 18 to 20 (9 respondents), 21 to 23 (114 respondents), 24-26 (22 respondents) and 27 years and above (5 respondents), take the time to complete the questionnaire. The respondents who were between the ages of 21 to 23 made up the largest proportion of respondents (76%), followed by those who were between the ages of 24 to 26 (14.7%). Next, 6% of students are between the ages of 18 to 20, while 3.3 % of students are beyond the age of 27 years and above.

4.3.3 Race

Table 4.4: Race of respondents

	Race	Frequency	Percent
Valid	Malay	81	54
	Chinese	51	34
	Indian	15	10
	Other	3	2
	Total	150	100

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The total respondents by race are displayed in Table 4.4. There were 150 respondents that answered the questionnaire, including 81 Malay students, 51 Chinese students, 15 Indian students and 3 other students. The largest proportion of respondents were Malay (54%) followed by Chinese (34%), Indians (10%) and others (2%).

4.4.4 Year of Study

Table 4.5: Year of Study of respondents

	Year of Study	Frequency	Percent
Valid	Year 1	16	10.7
	Year 2	17	11.3
	Year 3	18	12
	Year 4	99	66
	Total	150	100

Total responders by study years are displayed in Table 4.5. The sample size comprised 150 participants, including 16 from Year 1, 17 from Year 2, 18 from Year 3 and 99 from Year 4. According to Table 4.5, Year 4 had the highest percentage of responders (66%) followed by Year 3 with 12%, Year 2 with 11.3% and Year 1 with 10.7%.

4.4.5 Familiar with the term of digital marketing

Table 4.6: Familiar with the term of digital marketing of respondents

	Familiar with the term of digital marketing	Frequency	Percent
Valid	Yes	128	85.3
	Maybe	19	12.7
	No	3	2
	Total	150	100

The total respondents' familiar with the term digital marketing is displayed in Table 4.6. Among 150 respondents, 128 said they were familiar with the term digital marketing, 19 said they were maybe and 3 said they were no. According to Table 4.6, the majority of respondents (85.3%) said they were familiar with the term digital marketing, followed by 12.7% who said they may be familiar with the term digital marketing and 2% who said they were not.

4.4 DESCRIPTIVE ANALYSIS

In this study, descriptive statistics are employed to reveal the typical response pattern and to enumerate and characterize the respondents' attributes. This section will look into comprehensive detail on the mean and standard deviation for independent and dependent variables, as well as the frequency of respondents' demographic questions and certain questions about performance expectancy, effort expectancy and facilitating conditions.

Descriptive statistics were assessed on 16 items in this part according to their variable using the mean and standard deviation. Respondents' views on the variables of performance expectancy, effort expectancy and facilitating condition are often recorded using the mean score with the study's dependent variable (behaviour digital marketing) being the focus.

4.4.1 Performance Expectancy (IV 1)

Table 4.7: Mean and Standard Deviation of Performance Expectancy

	Mean	Std. Deviation
PE 1: I find that digital marketing is useful in my life.	4.40	.676
PE 2: Using digital marketing would increase my efficiency.	4.29	.669
PE 3: I save my time by using digital marketing.	4.41	.667
PE 4: I am able to customise my choices with digital marketing.	4.40	.645
Average Mean	4.38	

The descriptive statistics for responses to the independent variable performance expectancy are shown in Table 4.7. In PE 3, performance expectancy had the highest mean (4.41). This may provide an overview of how strongly respondents agree with the statement, “I save my time by using digital marketing.” In addition, PE 2 shows a lower mean of 4.29. Given that the average score ranges between 3.00 and 4.00, it can be concluded that using digital marketing would increase my efficiency.

In the meanwhile, PE 1 and PE 4 record mean scores of 4.40. The statements “I find that digital marketing is useful in my life” and “I am able to customize my choices with digital marketing”. The performance expectancy mean is 4.38 on average. Consequently, every respondent stated that performance expectancy is a factor influencing behaviour digital marketing.

4.4.2 Effort Expectancy (IV 2)

Table 4.8: Mean and Standard Deviation of Effort Expectancy

	Mean	Std. Deviation
EE 1: I would find digital marketing is very understandable and clear.	4.35	.667
EE 2: Learning to participate in digital marketing would not take much of my time.	4.21	.753
EE 3: In my opinion, digital marketing is easy to use.	4.31	.752
EE 4: I can easily adapt myself to the new concept of digital marketing.	4.27	.713
Average Mean	4.29	

The descriptive statistics for the responses to the independent variable, effort expectancy are shown on Table 4.8. In EE 1, effort expectancy had the highest mean (4.35). This may serve as an overview of how strongly respondents feel about the statement, “I would find digital marketing is very understandable and clear.” In addition, EE 2 has a lower mean of 4.21. Given that the average score ranges between 3.00 and 4.00, it can be concluded that learning to participate in digital marketing would not take much of my time.

In the meanwhile, the mean scores for EE3 and EE 4 are 4.31 and 4.27 respectively. This demonstrates that the respondent agreed with the statements, “In my opinion, digital marketing is easy to use” and “I can easily adapt myself to the new concept of digital marketing”. The mean effort expectancy is 4.29 on average. Consequently, every respondent acknowledged that effort expectancy is a factor influencing behaviour digital marketing.

4.4.3 Facilitating Condition (IV 3)

Table 4.9: Mean and Standard Deviation of Facilitating Condition

	Mean	Std. Deviation
FC 1: I have the knowledge necessary to use digital marketing.	4.23	.743
FC 2: My peers guide me in the use of digital marketing.	4.13	.830
FC 3: I get help from the creator for problem relating to that particular digital marketing.	4.21	.864
FC 4: In my opinion, the internet charge do no restraint the use of digital marketing.	4.19	.839
Average Mean	4.19	

The descriptive statistics for responses to the independent variable, the facilitating condition are displayed in Table 4.9, In FC 1, the facilitating condition had the highest mean (4.23). The respondents’ strong agreement with the statement “I have the knowledge necessary to use digital marketing.” Furthermore, FC 2 has a lower mean of 4.13. Given that the mean score ranges between 3.00 and 4.00, it is reasonable to conclude that “my peers guide me in the use of digital marketing.”

On the other hand, FC3 and FC4 had mean ratings of 4.21 and 4.19 respectively. This demonstrates that the respondent agreed with the statements, “I get help from the creator for problem relating to that particular digital marketing” and “In my opinion, the internet charge do not restraint the use of digital marketing”. The mean effort expectancy is 4.19 on average. As a

result, every respondent acknowledged that a factor influencing behaviour digital marketing is the conducive circumstance.

4.4.4 Behaviour Digital Marketing (DV)

Table 4.10: Mean and Standard Deviation of Behaviour Digital Marketing

	Mean	Std. Deviation
BDM 1: The digital marketing provides a wide range of feedback and helps searching for the best product.	4.54	.563
BDM 2: Most digital marketing advertising provides much needed information.	4.29	.773
BDM 3: The information in digital marketing is very reliable.	3.95	.992
BDM 4: I had the expected purchase experience after watching digital marketing advertising.	4.29	.736
Average Mean	4.27	

The dependent variable digital marketing conduct is represented by the descriptive statistics for response in Table 4.10. The BDM 1 data showed that behaviour digital marketing had the highest mean, 4.54. This might be a summary of how strongly respondents agree with the assertion that “The digital marketing provides a wide range of feedback and helps searching for the best product.” A lower mean of 3.95 is recorded by BDM 3. It is possible to conclude that “The information in digital marketing is very reliable” because the mean score falls between 3.00 and 4.00.

In contrast, BDM 2 and BDM 4 had mean scores of 4.29. The statement “Most digital marketing advertising provides much needed information” and “I had the expected purchase experience after watching digital marketing advertising” are illustrations of the respondent’s agreement. 4.27 is the average mean behaviour digital marketing.

4.5 VALIDITY AND RELIABILITY TEST

Cronbach's alpha, also known as coefficient alpha, was created by Lee Cronbach in 1951 and is used to quantify external consistency or reliability. In order to ensure that their data was reliable, the researchers utilized Cronbach's Alpha. By determining the range of the dependability coefficient, this statistical measure finds the strength of the relationship between the variables. Furthermore, the reliability test uses Cronbach's alpha to assess the constructions' internal consistency.

Table 4.11: Cronbach Alpha

Cronbach Alpha	Internal Consistency
0.90 and above	Excellent
0.80 – 0.90	Good
0.70 – 0.80	Acceptable
0.60 – 0.70	Questionable
0.50 – 0.60	Poor
< 0.50	Unacceptable

Sources: George and Mallery (2003)

In order to determine the dependability of a group of variables, it is possible to do an analysis of the range of alpha coefficient. The outcomes of the research that was conducted by

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George and Mallery (2003) suggest that a Cronbach Alpha value of 0.70 or above is normally considered to be within an acceptable range.

Table 4.12: Reliability Test Result

Variables	Cronbach's Alpha	Items	Result
Behaviour Digital Marketing	0.716	4	Acceptable
Performance Expectancy	0.764	4	Acceptable
Effort Expectancy	0.807	4	Good
Facilitating Condition	0.801	4	Good

Sources: Develop from SmartPLS

The research conducted has identified three important factors that influence behavior digital marketing which is effort expectancy, facilitating condition performance expectancy. Each independent variables reliability has been examined in the study by analyzing its Cronbach Alpha coefficient, with performance expectancy achieving a value of 0.764, effort expectancy achieving 0.807, and facilitating conditions achieving 0.801. The internal consistency of the dependent variable was also conducted as part of the study, behavior digital marketing achieving 0.716 Cronbach Alpha value. The questionnaire used in the study was found to be reliable and acceptable for this research, as determined by the responses of 150 participants.

Table 4.13: R-square Analysis

	R-square	R-square adjusted
Behaviour Digital Marketing	0.513	0.503

Sources: Develop from SmartPLS

It seems that the behaviour digital marketing R^2 value is 0.513, in accordance with the data in Table 4.13. This suggests that the three independent factors of performance expectancy, effort

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expectancy, and facilitating condition are contributed for behaviour digital marketing. Behaviour digital marketing variability is further confirmed by these variables, as indicated by the adjusted R^2 0.503. Findings from this study have important implications for understanding the effects of performance expectancy, effort expectancy, and facilitating condition towards University Malaysia Kelantan students.

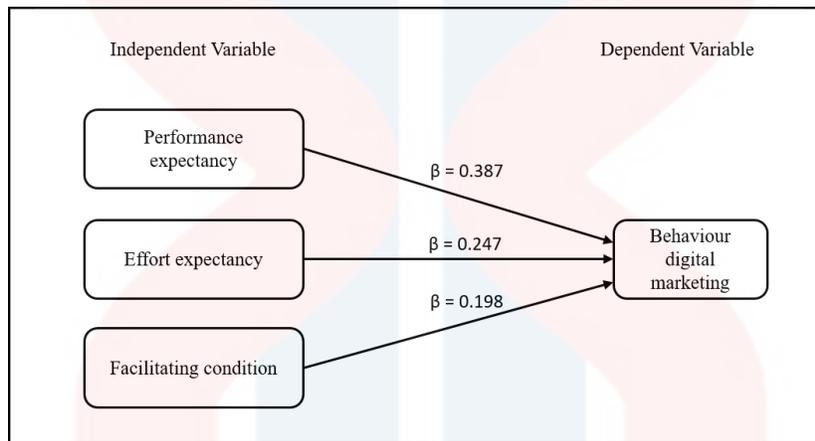


Figure 4.1: Beta Coefficient among Independent variables towards Dependent variable

Table 4.14: Beta coefficient and p-value of Independent and Dependent variable

Variable	Beta Coefficient (β)	p-value	Relationship
Performance expectancy -> Behaviour digital marketing	0.387	0.000	Significant
Effort expectancy -> Behaviour digital marketing	0.247	0.013	Significant
Facilitating condition -> Behaviour digital marketing	0.198	0.042	Significant

Examining that if a β value 0.70 and above with p-value less than 0.05 is to be deemed significant allows us to decide the significance of relationship between the factor variable towards behaviour digital marketing. Table 4.14 display that there is a significant connection between behaviour digital marketing and performance expectancy, effort expectancy, and facilitating condition, which are independent variables with p-value < 0.05 .

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With a β value 0.387 and $p < 0.000$, shows a substantial relationship between performance expectancy and behaviour digital marketing, as seen in Table 4.14. This suggests that users are more inclined to make use of digital marketing tools if they believe that doing so will improve their performance. A significant relationship exists between effort expectancy and behaviour digital marketing as evidenced by β value 0.247 with $p < 0.013$ meanwhile the β value 0.198 with $p < 0.042$ implies a statistically significant relationship between facilitating condition and behaviour digital marketing.

4.6 NORMALITY TEST

Kolmogorov-Smirnov and Shapiro-Wilk tests are two statistical methods that can be used to determine if the data follows a normal distribution or not. If the sample size is below 50, the Shapiro-Wilk test is used while above 50, the Kolmogorov-Smirnov test is used. The sample size is more than 50, as it was in this specific study. Assuming normally distributed data, we accept the null hypothesis when the p-value < 0.05 . A key component of many statistical studies is ensuring that the data is normal.

Table 4.15: Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Behaviour Digital Marketing (DV)	.134	150	.000	.907	150	.000
Performance Expectancy (IV1)	.152	150	.000	.890	150	.000
Effort Expectancy (IV2)	.153	150	.000	.903	150	.000
Facilitating Condition (IV3)	.152	150	.000	.909	150	.000
a. Lilliefors Significance Correction						

The two statistical tests that can be used to find out if the data is normally distributed are the Kolmogorov-Smirnov and Shapiro-Wilk tests, as shown in table 4.15. Since the data does not follow a normal distribution, we can accept the alternative hypothesis and reject the null hypothesis if the p-value < 0.01. Nonetheless, the data might be from a normally distributed population provided the null hypothesis is not dismissed. Based on these findings, the researchers have devised a set of strategies for conducting hypothesis testing using the SmartPLS PLS-SEM algorithm and Bootstrapping test method.

The results of the Kolmogorov-Smirnov and Shapiro-Wilk are shown in Table 4.15. A test Kolmogorov-Smirnov will be used because there are more than 50 respondents. The dependent variable which is behavior digital marketing test statistics value is 0.134 (150) and the statistical value for independent variable is performance expectancy is 0.152 (150). Meanwhile, the statistical value for effort expectancy is 0.153 (150), and the facilitating condition is 0.152 (150).

4.7 HYPOTHESES TESTING

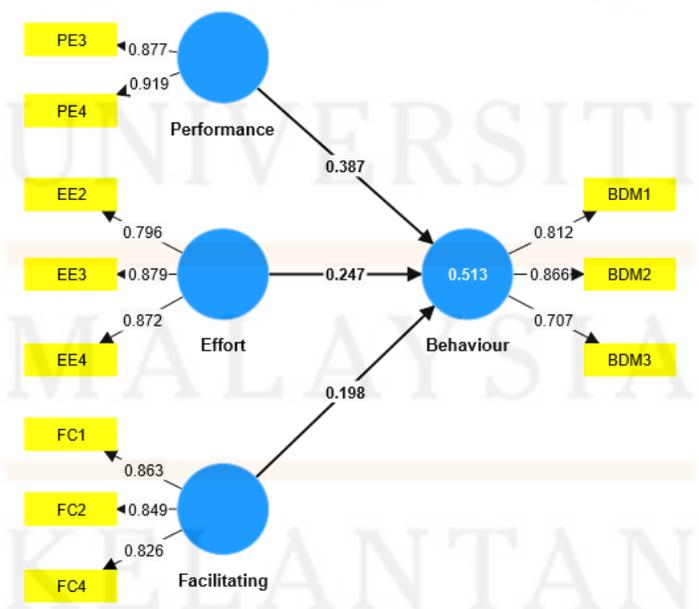


Figure 4.2: PLS-SEM algorithm

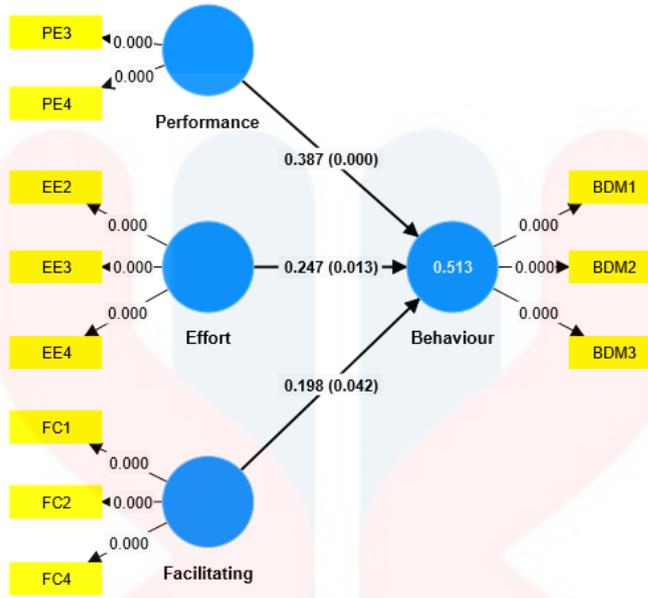


Figure 4.3: Bootstrapping

Table 4.16: Beta Coefficient and p-value

Path Coefficient	Beta Coefficient	p-value
Performance expectancy -> Behaviour digital marketing	0.387	0.000
Effort expectancy -> Behaviour digital marketing	0.247	0.013
Facilitating condition -> Behaviour digital marketing	0.198	0.042

In this study, the researchers examined the significant relationship between the independent and dependent variables using the SmartPLS approach. The approach is a statistical tool for determining the path and impact of an association between two variables. Finding out if the hypothesis was relevant or not was the primary goal of using this strategy. Finding out if the variables under study have a strong relationship is the next step for the researcher after concluded the analysis. In sum, the SmartPLS approach is a useful tool for researchers who want to learn about the interrelationships of different variables and put their hypotheses to the test.

4.7.1 Hypothesis 1

H0: There is no significant relationship between performance expectancy and behaviour digital marketing.

H1: There is a significant relationship between performance expectancy and behaviour digital marketing.
--

The fact that path relationship between performance expectancy and behaviour digital marketing acquire p value < 0.000 , which is $p < 0.05$, indicates that the relationship between two variables is significant. It was determined that there is a substantial association between performance expectancy and behavior digital marketing based on the beta coefficient value which is above > 0.10 at 0.387 . Based on the findings presented above, the researchers have established that hypothesis H1 is supported, which indicates that there is a relationship between performance expectancy and behaviour digital marketing.

4.7.2 Hypothesis 2

H0: There is no significant relationship between effort expectancy and behaviour digital marketing.
--

H2: There is a significant relationship between effort expectancy and behaviour digital marketing.

The fact that path relationship between effort expectancy and behaviour digital marketing acquire p value < 0.013 , which is $p < 0.05$, indicates that the relationship between two variables is significant. It was determined that there is a substantial association between effort expectancy and behavior digital marketing based on the beta coefficient value which is above > 0.10 at 0.247 . Based on the findings presented above, the researchers have established that hypothesis H2 is supported, which indicates that there is a relationship between effort expectancy and behaviour digital marketing.

4.7.3 Hypothesis 3

H0: There is no significant relationship between facilitating condition and behaviour digital marketing.

H3: There is a significant relationship between facilitating condition and behaviour digital marketing.
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The fact that path relationship between facilitating condition and behaviour digital marketing acquire p value < 0.042 , which is $p < 0.05$, indicates that the relationship between two variables is significant. It was determined that there is a substantial association between facilitating condition and behavior digital marketing based on the beta coefficient value which is above > 0.10 at 0.198. Based on the findings presented above, the researchers have established that hypothesis H3 is supported, which indicates that there is a relationship between facilitating condition and behaviour digital marketing.

4.8 Conclusion

In this chapter, a comprehensive analysis of the research technique that was utilized in this study has been provided. Several statistical measures, including the mean score, the standard deviation, the reliability test, the description statistics of variables, the normality test, the path relationship, the hypotheses, and the R-square analysis, are among the methods of data collecting that were utilized in this research. These approaches are explained in this research essay. Along with a discussion of the constraints of this research, the results of the field data analysis and interpretation of the research findings will be presented in the following chapter. Additional information regarding the limitations of this research will also be included.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this chapter, the researcher will explain the research findings on the relationship between performance expectancy, effort expectancy and facilitating conditions and digital marketing behaviour among University Malaysia Kelantan student's. Begin by explaining the findings about the research question from the data obtained. Then will lead to a discussion about three hypotheses based on the data collected. The limitations of the study will also be explained based on the relationship between performance expectancy, effort expectancy and facilitating conditions towards student and behaviour digital marketing. Next the researcher will list recommendations or suggestions for future research and finally the researcher will conclude the overall study.

5.2 KEY FINDINGS

Findings are the main results of a research project based on what the project reveals or shows. Usually this part shows the generality of the results of the research done. The purpose of this study is to examine the factors that influence behaviour digital marketing among students at University Malaysia Kelantan. This research will help the researcher find out more whether performance expectancy, effort expectancy and facilitating conditions can influence behaviour digital marketing among students of University Malaysia Kelantan. The respondent must complete the three main components of this questionnaire. University Malaysia Kelantan students who use digital platforms to do marketing are the target respondents in this study. To ascertain the study's dependability, the researcher carried out a pilot study on it prior to beginning the whole investigation. A pilot research that was carried out yielded 34 replies in all. Reliability value of the dependent variable of this pilot study which is behaviour digital marketing is 0.873. For the

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independent variable, the reliability value is performance expectancy recorded at 0.909, effort expectancy at 0.850 and facilitating condition at 0.832.

For the purpose to gather 150 respondents to respond to the offered questionnaire, a comprehensive study was carried out. The reliability value of the dependent variable of the study which is behaviour digital marketing is 0.716 which is acceptable according to Cronbach's Alpha. For independent variables, performance expectancy recorded a total of 0.764 which is acceptable, while effort expectancy and facilitating condition recorded a total of 0.807 and 0.801 respectively which is good. There are 105 female students and 45 male students based on the data gathered for this study. Most of these responders are fourth-year students between the ages of 21 and 23. The highest respondent by race is Malay who recorded 81 students. Based on the feedback shown by this data, 128 respondents agreed that they are familiar with the term of digital marketing.

After that, this research investigates three theories using data gathered from participants. In this study, the Smart Partial Least Square (SMART PLS) system was used to conduct P-Value analysis in order to assess significance or non-significant. The P-value for performance expectancy is 0.000 which is less than 0.05 while the beta coefficient value is 0.387 which means there is a positive relationship between performance expectancy towards University Malaysia Kelantan student's and behaviour digital marketing. The P-value for effort expectancy is 0.013 which is less than 0.05 and the beta coefficient value is 0.247 which shows a positive relationship between effort expectancy towards University Malaysia Kelantan student's and behaviour digital marketing. Lastly, the P-Value for the facilitating condition is 0.042 which is less than 0.05 and the beta coefficient value is 0.198 which shows a positive relationship between the facilitating condition towards University Malaysia Kelantan student's and behaviour digital marketing.

5.3 DISCUSSION

H1: There is a relationship between performance expectancy towards student and behaviour digital marketing.

The purpose of this study is to determine the connection between performance expectancy towards University Malaysia Kelantan student's and behaviour digital marketing. Based on the data obtained, the relationship between performance expectancy towards University Malaysia Kelantan student's and behaviour digital marketing is significant. This is because the p-value is lower than 0.05, namely 0.000. This result clearly shows that factors related to performance expectancy influence the majority of respondents to agree. This is because digital marketing channels are believed to bring positive effects to the respondents, i.e. increase productivity and efficiency and also save time for students who use digital platforms. This indirectly affects individual decisions leading to an increase in the use of digital marketing (Tan K. S et al., 2013).

H2: There is a relationship between effort expectancy towards student and behaviour digital marketing.

This study aims to identify the relationship between effort expectancy towards University Malaysia Kelantan student's and behaviour digital marketing. Based on the data obtained, the relationship between effort expectancy towards University Malaysia Kelantan student's and behaviour digital marketing is also significant. This is because the p-value is lower than 0.05, namely 0.013. This result clearly shows that factors related to effort expectancy encourage the majority of respondents to agree. This is because a student's efforts in acquiring knowledge in digital marketing will influence their intentions and decisions. In addition, students' experiences related to digital marketing can also influence their decision making. For that reason, the number

of respondents who agree with factors related to effort expectancy is quite high (Chong S.C et al., 2013).

H3: There is a relationship between facilitating condition towards student and behaviour digital marketing.

This study aims to identify the relationship between facilitating conditions towards University Malaysia Kelantan student's and behaviour in digital marketing. Based on the data obtained, the relationship between facilitating conditions towards University Malaysia Kelantan student's and behaviour digital marketing is significant. This is because the p-value is 0.042 which is lower than 0.05. This result clearly shows that factors related to the facilitating condition also encourage the majority of respondents to agree. This is because facilitation can influence students' intentions and decisions. User-friendly digital marketing platforms that are easy to navigate and search and offer appropriate assistance to users can often attract individuals to learn about or engage in digital marketing. Therefore, it is important to take into account each value in this factor (Binshan Lin et al., 2013).

5.4 IMPLICATION OF THE STUDY

This study and observations can give the researchers and students to expose themselves with the factors that affect student behaviour onto digital marketing. It is essential for study institutions to embrace digital marketing Digital marketing encompasses a range of tactics that can help students to improve their online visibility, attract more students and engage with their audience. At the same time, this research also can spread awareness among students about digital marketing platforms because they will gain the advantage of doing business on a small scale or on a large scale more effectively and safely. Digital marketing is often less expensive than traditional

marketing techniques. When compared to print or billboard advertising, many digital marketing strategies, such as email and social media marketing, are more affordable.

The primary goals of this study are to identify the variables that affect students' use of digital marketing platforms in terms of performance expectations, effort expectations, and enabling conditions. Based on this research, researchers identify several major theories and concepts from marketing and business literature about the impact of digital marketing methods on student-run e-commerce firms which are the Theory of Technology Acceptance Model (TAM) and Unified Search Engine Optimization (SEO). Both of these models can help the researchers to get data more efficiently and accurately.

In conclusion, studies on the impact of digital marketing on students have far-reaching and multifaceted implications. The findings of these studies have the potential to guide various stakeholders in navigating the ever-changing digital landscape, from shaping educational practices to informing marketing strategies and influencing public policy. As we embark on this journey to better understand the complex relationship between students and digital marketing, the implications will undoubtedly contribute to a more informed, responsible, and adaptive approach to education, marketing, and digital citizenship.

5.5 LIMITATIONS OF THE STUDY

Throughout this research, there were several difficulties faced by the researcher. To begin with, this study was conducted using an online platform which is Google Form. Next, the link from Google Form that the researcher created was distributed to students who are still studying at University Malaysia of Kelantan. The difficulty of filling out the Google Form is quite inconsistent with the response from the respondents. Such things may be due to respondents not reading the questions that stated on Google Form carefully. In addition, the process of collecting data from respondents

using Google Form platform also faces obstacles to be completed according to the time limit that has been set.

Other than that, to understand the factors that affect student behaviour on digital marketing platforms need more time because the approach needed to persuade each student at University Malaysia Kelantan to take part with this research. These could have all or any of them played a part in the low participation rate.

To summarize, while research into the impact of digital marketing on students has enormous potential, researchers must navigate a landscape fraught with constraints. By addressing these limitations through careful study design, diverse participant selection, and strict ethical considerations, researchers can improve the validity and reliability of their findings. Furthermore, understanding the evolving nature of the digital realm is critical for ensuring that studies remain relevant in the face of constantly changing technologies and student behaviours. A nuanced understanding of these limitations will be critical in advancing knowledge and informing educational practices as researchers continue to explore this dynamic field.

5.6 RECOMMENDATION/SUGGESTION FOR FUTURE RESEARCH

Digital marketing has become an integral part of students' lives, shaping their consumption patterns, preferences, and online behaviours. As we delve into the future of research in this domain, several avenues emerge, offering exciting opportunities for exploration and understanding. This essay presents key suggestions for future research on digital marketing use among students.

First and foremost, a careful examination of how new technologies are affecting students' digital experiences is necessary. New information may be found by investigating the ways in which students' interactions with digital marketing content are impacted by augmented reality (AR) and virtual reality (VR). It would be beneficial to comprehend how well immersive experiences

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communicate marketing messages as well as the psychological effects on students' ability to make decisions. Second, a growing field of study is customized advertising tactics based on student demographics. Examining the efficiency of tailored content in holding students' interest and encouraging brand adherence may offer marketers vital information. In order to guarantee ethical and considerate advertising practices, it is also important to carefully consider ethical issues related to data privacy and student acceptance of tailored marketing.

Third, the role of social media platforms in shaping students' digital marketing interactions is a fluid and ever-changing field. Future research could concentrate on the impact of new social media platforms on student preferences and behaviours. Understanding how the rise of niche platforms affects advertising effectiveness and user engagement, for example, could help marketers optimize their digital marketing strategies. Moreover, there is much room for research into the educational aspect of digital marketing for students. Studies could examine how digital marketing education is incorporated into university curricula and how this affects students' understanding, capacity for critical thought, and prospects for the future. It is essential to comprehend how educational establishments can best provide students with the information and abilities required for the quickly changing field of digital marketing. Finally, the future of research on digital marketing use among students is promising. Exploring the impact of emerging technologies, personalized advertising strategies, social media platforms, psychological aspects, and educational dimensions can provide a thorough understanding of this dynamic landscape. Researchers can contribute valuable insights that not only advance academic knowledge but also guide marketers in developing more effective and responsible digital marketing strategies for the student demographic by addressing these areas.

5.7 OVERALL CONCLUSION OF THE STUDY

It has been clearly stated that digital marketing platforms are one of the best ways for students to do business. The current age that has reached postmodernism is very convenient, especially for students. The study's findings also demonstrate that University Malaysia of Kelantan students use digital marketing platforms to launch their businesses. Therefore, the purpose of this study was to use a digital marketing platform to ascertain the attitude of undergraduate students at University Malaysia of Kelantan. The researcher designed the questionnaire in order to get our information from students. Then, we employed SmartPLS for data screening, descriptive statistics, and plots. At the same time, SmartPLS could be used to assess the validity and the reliability.

The researcher also identifies and specifies the latent variables that describe the study construct of interest before creating the structural model. The researcher was investigating the variables influencing University Malaysia of Kelantan students' behaviour in digital marketing for this study. Performance expectancy, effort expectancy and facilitating condition are the independent variables pertaining to students. The next step is to ascertain the posited causal link between these latent variables. Determine if there is a positive which is a direct arrow and negative show dashed arrow or negligible (dotted) association for each relationship. The study hypothesis and theoretical comprehension of the topic should serve as the foundation for this directional relationship. In the structural model, a path coefficient corresponds to each path. The intensity and direction of the association between two connected latent variables are represented by path coefficients. The degree and direction of the association between two related latent variables are represented by path coefficients. Each approach is given a numerical value based on previous research or assumptions. An association is said to be positive or negative depending on the coefficient, a positive coefficient denoted a positive association.

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For the summary, researchers identifying the relationship between independent variable (IV) and dependent variable (DV) show positive results that are represented by path coefficients. Thus, researchers can conclude the behaviour of digital marketing among students in University Malaysia of Kelantan affected by independent Variable (IV) which is performance expectancy, effort expectancy, and facilitating condition was valid.

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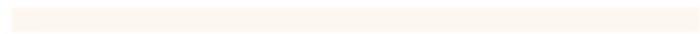
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Appendix A - Draft of Questionnaire

**THE STUDY OF FACTORS AFFECTING BEHAVIOUR DIGITAL MARKETING
AMONG UNIVERSITY MALAYSIA KELANTAN STUDENT'S**

Dear respondents,

We are final year students in Degree in Bachelor of Entrepreneurship (Commerce) with Honors from Faculty of Entrepreneurship and Business (FKP), University Malaysia Kelantan. We are conducting a survey on THE STUDY OF FACTORS AFFECTING BEHAVIOUR DIGITAL MARKETING AMONG UNIVERSITY MALAYSIA KELANTAN STUDENT'S. This questionnaire contains 3 sections. Section A is about the demographic profile, Section B is about the dependent variable and Section C is about the independent variable. Each sections contains 4 questions. We are really appreciate your time and cooperation in answering and providing us with information on this survey. All information will be kept confidential and used for academic research only. Thank you.

Responden yang dihormati,

Kami merupakan pelajar tahun akhir dalam Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian dari Fakulti Keusahawanan dan Perniagaan (FKP), University Malaysia Kelantan. Kami sedang menjalankan tinjauan mengenai Kajian Faktor-Faktor yang Mempengaruhi Tingkah Laku Pemasaran Digital Dalam Kalangan Pelajar Universiti Malaysia Kelantan. Soal selidik ini mengandungi 3 Bahagian. Bahagian A adalah mengenai profil demografi, Bahagian B adalah mengenai pembolehubah tidak bersandar dan Bahagian C adalah mengenai pembolehubah tidak bersandar. Setiap bahagian mengandungi 4 soalan. Kami amat menghargai masa dan kerjasama anda dalam menjawab dan memberikan maklumat mengenai tinjauan ini. Semua maklumat akan dirahsiakan dan digunakan untuk penyelidikan akademik sahaja. Terima Kasih.

SECTION A: DEMOGRAPHIC PROFILE / BAHAGIAN A: PROFIL DEMOGRAFI

1. Gender / Jantina

Male / Lelaki

Female / Perempuan

2. Age / Umur

18 – 20 years old / 18 – 20 tahun

21 – 23 years old / 21 – 23 tahun

24 – 26 years old / 24 -26 tahun

27 years old and above / 27 tahun dan ke atas

3. Race / Kaum

Malay / Melayu

Chinese / China

Indian / India

Other / Lain – lain

4. Years of study / Tahun Pengajian

Year 1 / Tahun 1

Year 2 / Tahun 2

Year 3 / Tahun 3

Year 4 / Tahun 4

5. Are you familiar with the term of Digital Marketing? / Adakah anda biasa dengan istilah Pemasaran Digital?

- Yes / Ya
- Maybe / Mungkin
- No / Tidak

SECTION B: DEPENDENT VARIABLE / BAHAGIAN B: PEMBOLEHUBAH

BERSANDAR

BEHAVIOUR DIGITAL MARKETING / TINGKAH LAKU PEMASARAN DIGITAL

Likert-Scale / Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
1. The digital marketing provides a wide range of feedback and helps searching for the best product / <i>Pemasaran digital menyediakan pelbagai maklum balas dan membantu mencari produk yang terbaik.</i>					
2. Most digital marketing advertising provides much needed information / <i>Kebanyakan pengiklanan pemasaran digital menyediakan maklumat yang sangat diperlukan.</i>					
3. The information in digital marketing is very reliable /					

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<i>Maklumat dalam pemasaran digital sangat boleh dipercayai.</i>					
<p>4. I had the expected purchase experience after watching digital marketing advertising/</p> <p><i>Saya mempunyai pengalaman pembelian yang dijangka selepas melihat pengiklanan pemasaran digital.</i></p>					

SECTION C: INDEPENDENT VARIABLE / BAHAGIAN C: PEMBOLEHUBAH BEBAS

a. PERFORMANCE EXPECTANCY / JANGKAAN PRESTASI

Likert-Scale / Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
<p>1. I find that digital marketing is useful in my life /</p> <p><i>Saya mendapati bahawa pemasaran digital adalah amat berguna di dalam kehidupan saya.</i></p>					
<p>2. Using digital marketing would increase my efficiency /</p> <p><i>Menggunakan pemasaran digital dapat meningkatkan kecekapan saya.</i></p>					

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<p>3. I save my time by using digital marketing /</p> <p><i>Saya dapat menjimatkan masa saya dengan menggunakan pemasaran digital.</i></p>					
<p>4. I am able to customize my choices with digital marketing /</p> <p><i>Saya dapat sesuaikan pilihan saya dengan pemasaran digital.</i></p>					

b. EFFORT EXPECTANCY / JANGKAAN USAHA

<p>Likert-Scale / Skala-Likert</p> <p>Questions/Soalan</p>	<p>Strongly Disagree</p> <p>Sangat Tidak Setuju</p>	<p>Disagree</p> <p>Tidak Setuju</p>	<p>Neutral</p> <p>Neutral</p>	<p>Agree</p> <p>Setuju</p>	<p>Strongly Agree</p> <p>Sangat Setuju</p>
<p>1. I would digital marketing is very understandable and clear. /</p> <p><i>Saya mendapati bahawa pemasaran digital mudah difahami dan jelas.</i></p>					
<p>2. Learning to participate in digital marketing would not take much of my time /</p> <p><i>Mempelajari dalam pemasaran digital tidak akan mengambil banyak masa saya.</i></p>					

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<p>3. In my opinion, digital marketing is easy to use. / <i>Pada pendapat saya, pemasaran digital mudah untuk digunakan.</i></p>					
<p>4. I can easily adapt myself to the new concept of digital marketing / <i>Saya dengan mudah menyesuaikan diri dengan konsep baru pemasaran digital.</i></p>					

c. FACILITATING CONDITION / KEADAAN MEMUDAHKAN

<p>Likert-Scale / Skala-Likert Questions/Soalan</p>	<p>Strongly Disagree Sangat Tidak Setuju</p>	<p>Disagree Tidak Setuju</p>	<p>Neutral Neutral</p>	<p>Agree Setuju</p>	<p>Strongly Agree Sangat Setuju</p>
<p>1. I have the knowledge necessary to use digital marketing / <i>Saya mempunyai pengetahuan yang diperlukan untuk menggunakan pemasaran digital.</i></p>					
<p>2. My peers guide me in the use of digital marketing / <i>Kawan-kawan saya membimbing saya dalam penggunaan pemasaran digital.</i></p>					

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<p>3. I get help from the creator for problem relating to that particular digital marketing /</p> <p><i>Saya mendapat bantuan daripada pencipta untuk masalah yang berkaitan dengan pemasaran digital.</i></p>					
<p>4. In my opinion, the internet charge do not restraint the use of digital marketing /</p> <p><i>Pada pendapat saya, caj internet tidak menghalang penggunaan pemasaran digital.</i></p>					

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Appendix B - Gantt Chart

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RESEARCH ACTIVITIES	OCT	NOV	DEC	JAN	FEB
PPTA 1 and PPTA 2 briefing					
CHAPTER 1: INTRODUCTION					
Background of the study					
Problem Statement					
Research Question					
Research Objectives					
Scope of the Study					
Significance of Study					
Definition of Term					
Organization of the Proposal					
CHAPTER 2: LITERATURE REVIEW					
Introduction					
Underpinning Theory					
Previous Studies					
Hypotheses Statement					
Conceptual Framework					
Conclusion					

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CHAPTER 3: RESEARCH METHODS					
Introduction					
Research Design					
Data Collection Methods					
Study Population					
Sample Size					
Sampling Techniques					
Research Instrument Development					
Measurement of the Variables					
Procedure for Data Analysis					
Conclusion					
FINAL SUBMISSION OF PPTA 1					
PRESENTATION FOR FINAL YEAR RESEARCH PROJECT 1					
PILOT DATA					
QUESTIONNAIRE					
CHAPTER 4: DATA ANALYSIS AND FINDINGS					
Introduction					
Preliminary analysis					

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Demographic Profile of Respondents					
Descriptive Analysis					
Validity and Reliability Test					
Normality Test					
Hypotheses Testing					
Conclusion					
CHAPTER 5: DISCUSSION AND CONCLUSION					
Introduction					
Key Findings					
Discussion					
Implications of the Study					
Limitations of the Study					
Recommendations / Suggestions for Future Research					
Overall Conclusion of the Study					

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**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

Student's Name: MOHAMAD HAKIM BIN ABDUL MUKTI
: NG SI WEI
: NOR IZZATI BINTI JOHARI
: NURUL HAMIZAH BINTI ZAINI

Matric No.:A20A2152
: A20A1587
: A20A1626
: A20B2241

Name of Supervisor: DR. MOHD NAZRI BIN MUHAYIDDIN

Name of Programme: SAK

Research Topic: THE STUDY OF FACTORS AFFECTING BEHAVIOUR DIGITAL MARKETING AMONG UNIVERSITY MALAYSIA KELANTAN STUDENT'S

NO	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Content (10 MARKS) (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem	Content of report is written less systematic with include fairly Background of	Content of report is written systematic with include good Background of study, Problem	Content of report is written very systematic with excellent Background of		

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

		Statement, Research Objective, Research Question and unscientific with unsearchable topic.	study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.	Statement, Research Objective, Research Question and scientific with good researchable topic.	study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.	(Max: 5)	
2.	Overall report format (5 MARKS)	Submit according to acquired format	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically,	The report is grammatically, theoretically, technically and logically correct in most of the	The report is grammatically, theoretically, technically, and logically perfect in all chapters	____ x 0.25 (Max: 1)

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**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

			technically and logically.	chapters with few weaknesses.	without any weaknesses.		
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	____ x 0.25 (Max: 1)
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)
3.	Research Findings and Discussion (20 MARKS)	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (Max: 4)	
Measurement is wrong and irrelevant		Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	____ x 1 (Max: 4)		
Data analysis is inaccurate		Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	____ x 1 (Max: 4)		
Data analysis is not supported with relevant		Data analysis is fairly supported with relevant	Data analysis is adequately supported with	Data analysis is strongly supported with relevant	____ x 1		

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

		output/figures/tables and etc.	output/figures/tables and etc.	relevant output/figures/tables and etc.	output/figures/tables and etc.	(Max: 4)		
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	____ x 1 (Max: 4)		
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	____ x 1.25 (Max: 5)		
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)		
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)		
	TOTAL (50 MARKS)							