

**ANALYSIS ON THE INFLUENCE SOCIAL MEDIA
MARKETING TOWARDS PURCHASING DECISION
AMONG STUDENTS UNIVERSITI MALAYSIA
KELANTAN IN PENKALAN CHEPA**

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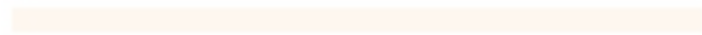
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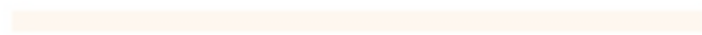
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**Analysis On The Influence Social Media Marketing Towards
Purchasing Decision Among Students Universiti Malaysia
Kelantan In Pengkalan Chepa**

by

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A thesis submitted in fulfillment of the requirements for the bachelor of
entrepreneurship (commerce) with honours

**Faculty of Entrepreneurship and Business
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2024


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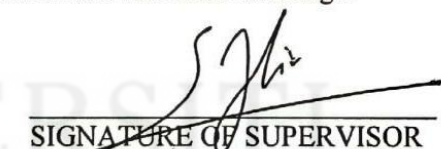
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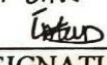
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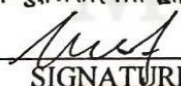
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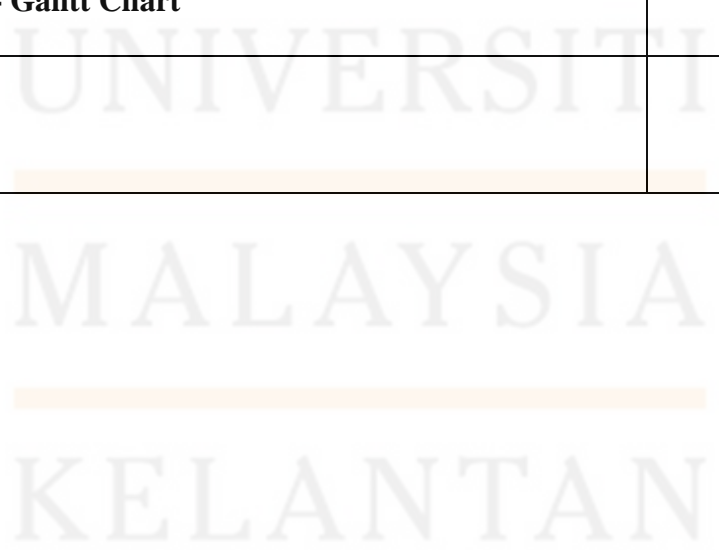
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LIST OF ABBREVIATIONS

UMK - Universiti Malaysia Kelantan

IV - Independent Variable

DV - Dependent Variable

IS - Information System

SPSS - Statistical Package of Social Science

FKP - Faculty of Entrepreneurship and Business

FHPK - Faculty of Hospitality, Tourism and Wellness

FPV - Faculty of Veterinary Medicine

SAK - Bachelor of Entrepreneurship (Commerce) with Honour

SAL - Bachelor of Entrepreneurship (Logistic and Distributive Trade) with Honour

SAR - Bachelor of Entrepreneurship (Retailing) with Honour

SAB - Bachelor of Business Administration (Islamic Banking and Finance) with Honour

SAE - Bachelor of Entrepreneurship with Honour

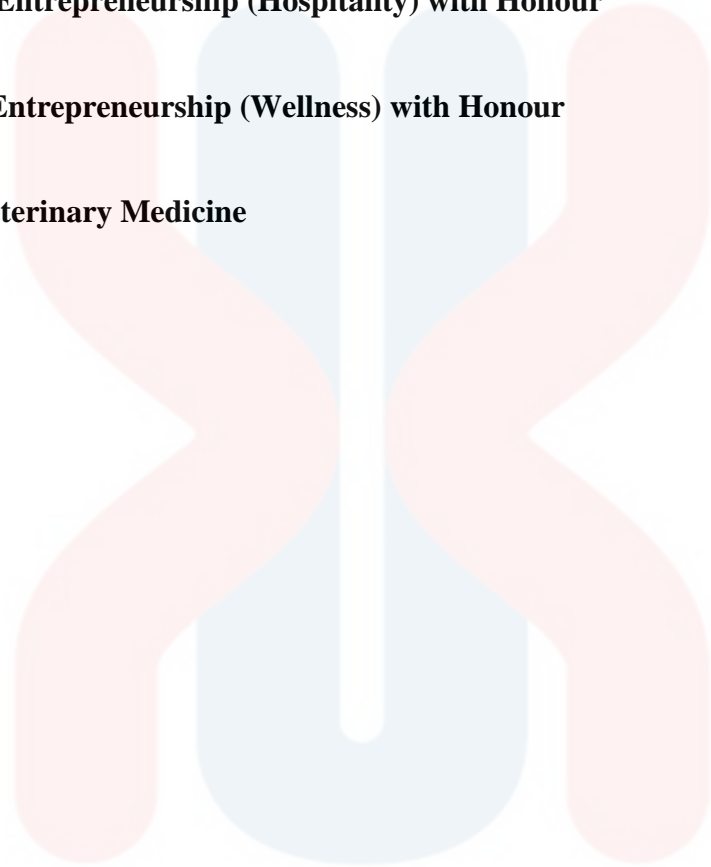
SAA - Bachelor of Accounting with Honour

SAP - Bachelor of Entrepreneurship (Tourism) with Honour

SAH - Bachelor of Entrepreneurship (Hospitality) with Honour

SAS - Bachelor of Entrepreneurship (Wellness) with Honour

SDV - Doctor of Veterinary Medicine



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LIST OF SYMBOLS

% - Percentage

N- Population

S- Sample Size

< - Less than



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ABSTRAK

Di peringkat global, media sosial berada di kedudukan yang penting dalam perjalanan sebagai alat komunikasi. Manusia di seluruh dunia menggunakan media sosial untuk berhubung dengan orang lain atau organisasi. Mereka juga mula menggunakan media sosial seperti Facebook, Twitter, Instagram dan LinkedIn untuk berkongsi pengalaman mereka. Sebagai seorang pelanggan, manusia akan berkongsi ulasan produk, informasi berkaitan service, nasihat tentang makanan atau kesihatan, amaran berkaitan produk, petua menggunakan produk tertentu dan lain-lain. Media sosial adalah pengaruh yang kuat dalam dunia e-dagang. Objektif kajian ini adalah untuk mengkaji pengaruh pemasaran media sosial terhadap keputusan pembelian dalam kalangan pelajar Universiti Malaysia Kelantan di Pengkalan Chepa. Terdapat 4 faktor yang diteliti iaitu pengiklanan, kandungan, penglibatan, penggunaan trend. Penyelidikan menggunakan "persampelan kemudahan" untuk mengumpul sampel. Selain itu, sebanyak 357 responden yang telah dikumpul daripada pelajar UMK melalui borang google dalam talian yang terdiri daripada empat bahagian utama iaitu A, B, C dan D. IBM SPSS digunakan untuk menganalisis data yang diperolehi. Keputusan menjelaskan bahawa pengiklanan, kandungan, penglibatan, penggunaan trend mempunyai hubungan yang signifikan dengan pengaruh pemasaran media sosial terhadap keputusan pembelian dalam kalangan pelajar di Universiti Malaysia Kelantan di Pengkalan Chepa. Oleh itu, H1, H2, H3 dan H4 diterima kerana pengiklanan, kandungan, penglibatan, penggunaan trend mempunyai hubungan yang signifikan dengan keputusan pembelian. Selain itu, implikasi kajian, batasan dan cadangan untuk penyelidikan lanjut telah diteliti.

Kata Kunci: Pengiklanan, Kandungan, Penglibatan, Penggunaan Trend

ABSTRACT

Globally, social media has occupied an important position as a communication tool. People all over the world use social media to connect with other people or organizations. They also started using social media such as Facebook, Twitter, Instagram and LinkedIn to share their experiences. As customers, people share product reviews, information about services, advice about food or health, warnings about products, tips on using certain products and more. Social media is a powerful influence in the world of e-commerce. The objective of this study is to examine the influence of social media marketing towards purchasing decisions among students at Universiti Malaysia Kelantan in Pengkalan Chepa. There are 4 factors examined which are advertising, content, engagement, trend utilization. The research used a "convenience sampling" to collect the sample. Besides, 357 valid responses were collected from UMK students through an online google form consisting of four main sections which are A, B, C, and D. The IBM SPSS was used to analyze the data that had been obtained. The result has clearly shown that advertising, content, engagement, trend utilization had a significant relationship on the influence of social media marketing towards purchasing decisions among students at Universiti Malaysia Kelantan in Pengkalan Chepa. Thus, H1, H2, H3 and H4 were accepted because advertising, content, engagements, and trend utilization have significant relationships with purchasing decisions. Also, the study's implications, limitations and recommendations for further research were examined.

Keywords: Advertising, Content, Engagement, Trend utilization

CHAPTER 1 INTRODUCTION

1.1 Background of the study

In the wake of the digital revolution, the commerce landscape has undergone a major transformation, giving rise to the widespread phenomenon of e-commerce. The emergence of the Internet and its integration into daily life has not only revolutionized communication and information sharing, but also fundamentally changed the way business transactions are conducted (Legito, L., & Eva Andriani, 2023) . This paradigm shift has begun to reshape governments, societies, and economies, giving rise to a host of social, economic, and political implications.

According to Brenner, B., (2018), as E-commerce gains momentum, it holds the promise of unleashing a new wave of economic growth, fundamentally altering the way businesses conceptualize, market, deliver, and support their products. The relationships among various stakeholders, including customers, suppliers, partners, and distributors, are undergoing a radical metamorphosis, creating opportunities and efficiencies for individuals and businesses alike. E-commerce, characterized by the buying and selling of goods and services through electronic networks, has emerged as a cornerstone of modern commerce, fundamentally changing the traditional commercial paradigm (Legito, L., & Eva Andriani, 2023).

E-commerce has the power to reduce costs, enhance consumer convenience, expand choices, and facilitate global market access round the clock. While this digital transformation offers numerous advantages, its far-reaching impact extends to areas such as intellectual property rights, privacy protection, data filtering, and more, raising important social concerns (Kazemi, A., & Saeedy, S. S., 2018). E-commerce is at the forefront of transforming marketing strategies, based on new technologies, and facilities for product information and improved decision-making. In this way, marketing strategy increasingly requires large amounts of information to better fit consumer expectations (Rosario, A., 2021).

Social media platforms have become integral in shaping the digital landscape, connecting people across the globe and providing a platform for businesses to reach a vast audience (Dwivedi, Y. K., Ismagilova, E., 2021). The relationship between social media marketing and e-commerce has gained substantial attention in academic research and business practices (Rosario, A., 2021). It is widely acknowledged that social media marketing plays a pivotal role in influencing purchasing decisions.

Social media marketing has revolutionized the business landscape, placing consumers at the forefront of marketing strategies and offering marketers a powerful array of tools to engage with their target audience in innovative ways. This contemporary style of marketing is distinctly different from conventional media, focusing on expanding the horizons for promoting products and services. In today's competitive market, understanding the profound impact of social media on consumer buying behavior is imperative (Prasath, P., & Yoganathen, A., 2018).

E-commerce businesses increasingly utilize social media platforms to connect with their target audience, showcase products or services, and engage in personalized and interactive marketing strategies. So, social media marketing is less costly and time saving as compared to other marketing tools (Makesh, 2013). This study explores the influence of social media marketing on the purchasing decisions of UMK students, examining the factors of social media marketing that influence students in making purchasing choices using social media. Through careful research and analysis, we aim to gain a deeper understanding of how social media affects the decision-making choices of university students at University Malaysia Kelantan in Pengkalan Chepa.

1.2 Problem Statement

In the contemporary landscape of E-commerce, the influence of social media marketing on purchasing decisions among students has become a subject of significant concern and intrigue (Chen, B. & Wang, L., 2022). As students increasingly constitute a substantial consumer demographic, their preferences, behaviors, and motivations in the context of E-commerce warrant meticulous examination (Gao, X., Xu, X. Y., 2021). This study aims to delve into the intricate interplay between social media marketing strategies and the purchasing decisions made by students, seeking to identify the key factors, challenges, and opportunities that shape this dynamic relationship.

In order to engage, attract, and convert student consumers, E-Commerce enterprises use a variety of marketing approaches and strategies that have emerged as a result of the explosion of

social media platforms (Purnomo, Y. J. 2023). Even though social media marketing seems to be everywhere, there is still a lack of knowledge about how it specifically affects students' decision-making when they are navigating the virtual marketplace (Wang, R., & Bush-Evans, R., (2023).

By conducting this investigation, this study seeks to explain the multi-layered nature of social media marketing influence in E-commerce and its impact on students' purchasing decisions. The information obtained from this study is expected to provide valuable guidance to E-commerce businesses, marketers, and policy makers in adapting their strategies and optimizing their online platforms to better meet the evolving needs and behaviors of the student segment.

1.3 Research Questions

This research questions of this study area a below :

- i. What is the relationship between advertising of social media marketing towards purchasing decisions among students ?
- ii. What is the relationship between content of social media marketing towards purchasing decisions among students ?
- iii. What is the relationship between engagement of social media marketing towards purchasing decisions among students ?
- iv. What is the relationship between trends utilization of social media marketing towards purchasing decisions among students ?

- v. What is the relationship between advertising, content, engagement, and trend utilization of social media marketing towards purchasing decisions among students?

1.4 Research Objectives

The research objectives of this study are as below :

- i. To examine the relationship between advertising of social media marketing towards purchasing decisions among students.
- ii. To examine the relationship between content of social media marketing towards purchasing decisions among students.
- iii. To examine the relationship between engagement of social media marketing towards purchasing decisions among students.
- iv. To examine the relationship between trends utilization of social media marketing towards purchasing decisions among students.
- v. To examine the relationship between advertising, content, engagement, and trend utilization of social media marketing towards purchasing decisions among students.

1.5 Scope of the Study

The scope of this study is focused on exploring the influence of social media marketing on purchasing decisions among Universiti Malaysia Kelantan (UMK) students in Pengkalan Chepa.

While there are numerous studies on the effects of social media marketing on user behavior in various contexts, as well as the factors influencing social media marketing on

purchasing decisions, this study is primarily focused on seeking a specific analysis of its influence, particularly concerning purchasing decisions among students.

The study's focus is confined to students UMK in Pengkalan Chepa, with a carefully selected sample size of 357 students, as indicated by the Population Sample Table, who will serve as respondents in this research. This study will give particular attention to variables including age, gender, faculty, academic program preferences, and the degree of interest students exhibit in products or services advertised on social media platforms. These students will actively participate by responding to a customized Google Form questionnaire distributed for ease of data collection and analysis.

1.6 Significance of Study

The study titled "The Influence of Social Media Marketing on Purchase Decisions Among UMK Students in Pengkalan Chepa" not only garners high academic attention but also makes a significant contribution to the field of education. This study reveals a deeper insight into how social media marketing affects consumer behavior, with a specific focus on students. Furthermore, this research has the potential to enhance the measurement tools used in previous studies.

For UMK as an academic institution, this study offers practical benefits to students. With a better understanding of the factors influencing students' purchasing decisions in the e-commerce world, UMK can update its policies and initiatives related to e-commerce education and digital marketing. Additionally, this study raises awareness among UMK students regarding the impact of social media marketing on their purchase decisions, enabling them to make more

informed choices when engaging in e-commerce activities, ultimately leading to a more satisfying user experience.

1.7 Definition of Term

This section explains the definition of terms for factors such as Advertising, Content, Engagement, and trend Utilization that influence the impact of social media marketing on the purchasing decisions of UMK students in Pengkalan Chepa.

1.7.1 Purchasing Decision

The purchase decision is defined as the combination of purchase intention and various factors that influence the actual act of buying (Prasad, S. (2019). This is also a multifaceted concept within consumer behavior, characterized by the initiation of purchase intention and the interaction of various factors influencing the execution of the buying process ultimately (M. F. 2020). This comprehensive definition encompasses the initial phase in which consumers formulate their intentions to make a purchase and the subsequent dynamic involvement of various elements that shape the final purchasing action. (Jayawardhena, C. 2018)

In this context, the purchase decision encompasses the steps or considerations taken by students before purchasing a product or service. This involves assessing needs, comparing products or offers, gathering information, weighing financial factors, and ultimately making the decision to purchase. (M. A. 2022). In this study, the focus is on how social media marketing influences these steps, including the role of advertisements and promotions on social media in shaping students' perceptions and the utilization of information from social media in making purchasing decisions.

1.7.2 Advertising

Advertising in social media occupies a pivotal role in shaping and influencing consumer behavior. It embodies a strategic approach where enterprises leverage diverse social media platforms to connect with their target audience, endorse their products or services, and ultimately influence the purchasing decisions of potential customers.(Abokhoza, Mohamed et al. 2019) By crafting visually captivating content, delivering meticulously structured messages, and executing precisely targeted campaigns, social media advertising can effectively elevate brand awareness, nurture a favorable brand image, and stimulate consumers to contemplate and, eventually, make a purchase. (Quesenberry 2020)

Social media advertising presents a unique advantage by enabling companies to reach consumers where they invest a significant portion of their online time. It tailors content to specific demographics, interests, and behaviors, ensuring that ads are pertinent to the intended audience. (Lee, Hosanagar et al. 2018) When consumers interact with these ads through likes, shares, comments, and clicks, advertising can further influence purchase decisions by fostering trust and familiarity with the brand (Ahmed 2020). The dynamic nature of social media facilitates real-time interaction between businesses and consumers, enabling direct communication and the immediate resolution of queries or concerns. This not only cultivates a stronger customer-brand relationship but can also serve as the final nudge that converts potential buyers into loyal customers. (Appel, Grewal et al. 2020)

1.7.3 Content

Content in social media pertains to the materials, information, and media generated and shared by both businesses and individuals across a variety of social media platforms. This

content assumes numerous forms, including text, images, videos, articles, infographics, and more. It operates as a crucial element in social media, as it captures the attention of users, conveys messages, and encourages active engagement.(Gillespie 2018)

The effectiveness of social media content is often assessed by its capacity to generate likes, shares, comments, and other forms of engagement. It wields the power to educate, entertain, and inspire, cultivating a sense of connection and community among followers. (Shahbaznezhad, Dolan et al. 2021) Well-crafted content can establish trust and credibility while addressing the needs and desires of the target audience, ultimately influencing their decisions, whether it pertains to making a purchase, supporting a cause, or sharing information.(Khanna, Alexander et al. 2023)

1.7.4 Engagement

Engagement on social media holds substantial importance in fostering interaction and involvement between a company and its audience. This encompasses diverse activities like comments, likes, shares, and reactions to content shared on social media platforms (Chirumalla, Oghazi et al. 2018). Engagement serves as an effective gauge of the extent to which the audience responds and engages with the content posted by a business (Moran, Muzellec et al. 2020).

When companies manage to create content that elicits positive responses and interactions from the audience, it aids in constructing a closer relationship between the brand and the consumer. More than just passive consumption of content, engagement empowers the audience to actively participate, provide feedback, and feel more immersed in the communication process.(Moran, Muzellec et al. 2020). Engagement also has a bearing on how content is ranked and promoted in social media algorithms. Content that garners substantial engagement tends to

feature higher in users' news feeds, thereby generating more opportunities to be noticed and recognized by a broader audience (Omena, Rabello et al. 2020).

In the context of influencing purchasing decisions, robust engagement on social media can shape how consumers perceive a brand, foster trust, and culminate in purchases. When customers feel involved and establish a positive rapport with a brand on social media, they are more inclined to consider the products or services offered by that brand when making a purchasing decision. Consequently, engagement on social media plays a pivotal role in influencing consumer decisions.

1.7.5 Trend Utilization

The utilization of trends in social media represents a significant component in marketing strategies aimed at influencing and keeping pace with shifts in consumer behavior and industry trends.(Gazzola, Pavione et al. 2020) In the context of social media, this involves harnessing information and topics that are currently popular and trending on the platform. By comprehending and tracking these trends, businesses can generate relevant and captivating content for their audience.(Serazio and Duffy 2018)

The practice of trend utilization encompasses the use of trending hashtags, participation in challenges or viral trends, and keeping abreast of topics that are the subject of widespread discussion. In doing so, businesses can broaden their outreach and create content that resonates with current issues, thereby appealing to a broader audience. (Omena, Rabello et al. 2020)

By capitalizing on trends, businesses can establish a dynamic and perpetually up-to-date image in the eyes of consumers. This can cultivate attraction and trust in the brand, as consumers

perceive it as a company that remains attuned to the latest and pertinent developments in their industry. In other words, the utilization of trends in social media signifies a strategic endeavor that empowers businesses to remain connected with their audience, capture attention, and influence purchasing decisions through pertinent and current content.(Palmatier and Steinhoff 2019)

1.8 Organization of the Proposal

This chapter investigates the mediating variables between the dependent variable and four independent variables, drawing upon previous research and statistical analysis to shed light on the study's objectives. To provide an overview of the entire research endeavor, this work is structured across five chapters. The primary focus of this study centers on understanding the factors that influence customer purchasing decisions in the realm of e-commerce, with a specific focus on the context of UMK students in Pengkalan Chepa.

Chapter two is dedicated to a comprehensive exploration of the variables in our study, and it builds a theoretical framework by comparing and testing research hypotheses, thereby evaluating the validity of the established theory.

Chapter three is dedicated to our research methodology, where we detail our data collection methods, research design, sampling techniques, sample size determination, and variable measurement techniques, and provide a summary of the chosen methodology. Additionally, we discuss how the sampling design impacts the identification of our target audience, which is further explored in five sub-chapters.

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction

In today's rapidly evolving research landscape, the literature review as a research method is increasingly pertinent, serving as a methodical approach to gather and amalgamate prior research findings (Snyder 2019). Conducting a literature review not only facilitates the synthesis of research findings on a meta-level but also serves as an essential element in identifying areas that require further investigation, thus playing a pivotal role in the development of theoretical frameworks and the construction of conceptual models (Snyder 2019).

2.2 Underpinning Theory

George posits that underpinning theory serves as a fundamental framework utilized by researchers to dissect the intricate social dynamics within the realm of Information Systems (IS) studies. Typically, it plays a pivotal role in elucidating the underlying reasons and mechanisms behind the occurrences and patterns observed in this field (Vivi Kumalasari Subroto S.E 2021).

2.2.1 Social Media Marketing Theory

2.2.1.1 Social Exchange Theory

This theory has applications in both psychology and economics (Bhasin 2020). According to an American sociologist George Homans, social exchange theory is a psychology concept that is focused on social behavior (Cherry 2023). It's because he said that individuals

will consider the advantages and disadvantages of their social relationships (Cherry 2023). For instance, they will decide to end the relationship if the risks outweigh the rewards (Cherry 2023).

Following that, a new social exchange theory with a stronger emphasis on the economics sector was developed by Peter Blau and Richard Emerson (Bhasin 2020). One of the basics of marketing is exchange theory (Bhasin 2020). This is due to the fact that businesses or persons that sell goods to consumers do so in order for the goods to benefit the consumers at the same time as the business or individual receiving the goods benefits them personally (Bhasin 2020). Advertising and the exchange theory are related in that when a company or individual invests money in advertising, they can be sure that their brand will gain more trust from customers and consumers and that this will improve their business performance (Bhasin 2020).

2.2.1.2 Content Marketing Matrix

Dan Bosomworth created this matrix which is used to visualize a business content mix and assess whether the material you have created is appropriate for your intended audience (Dakner 2022). To put it simply, they are tools that will indicate whether the content you have produced will satisfy the needs of your intended audience and search intent (Dakner 2022). In fact, it is a helpful framework that you can use to plan future content, find out areas of weakness, and select an appropriate content marketing strategy (Dakner 2022).

This matrix consists of four parts: entertain, inspire, educate, and convince (Kumel 2019). These four elements are typically utilized by businesses to align the client purchase behavior (Kumel 2019). Businesses can utilize entertainment to raise brand recognition in an emotionally

impactful way by posting a short video on social media platforms like Facebook (Kumel 2019). The goal of inspiring content is to create a favorable feeling in the target audience through the corporate brand, such as through an event that can change the perspective of other target audiences (Kumel 2019). Additionally, the primary goal of educational content is to help the intended audience find a solution to their problems (Kumel 2019). A corporation can be considered a leader if it leads its target audience in problem-solving (Kumel 2019). Lastly, persuasive content is used to persuade customers that using our company's brand or service is the best option for them to address the problem with persuasive material (Kumel 2019). This kind of content focuses more on the specifics of the product, service, and technical aspects (Kumel 2019). For a business to have more success with social media marketing, it is crucial to understand what kinds of content to provide for their intended audience (Kumel 2019).

2.2.1.3 Chaffey's Theory

David Chaffey presented the Chaffey theory in 2012 (Stella Dominick Haule 2021). To make things simpler, Chaffey said that social media marketing is an unofficial method of promotion (Stella Dominick Haule 2021). This approach was developed to track and encourage consumer participation, interaction, and sharing (Ginee 2021). This is because, in accordance with this theory, human behavior will be influenced by interactions between businesses and customers (Stella Dominick Haule 2021). As a result, the business can utilize social media marketing to influence consumers to choose a specific brand, make a purchase, and show brand loyalty (Stella Dominick Haule 2021). This idea proposed that social media marketing would have an impact on organizational performance (Moses Chundu 2022). Social media marketing will play a big role in helping the business in the performance area by developing long-term relationships with clients (Stella Dominick Haule 2021). The reason for this is that social media

marketing has become a crucial aspect of the online marketing world since the majority of individuals prefer to initiate communication on online platforms (Ginee 2021). This relationship will ultimately shift as a result of online networking, which is a component of advertising (Ginee 2021). For instance, individuals will begin utilizing social media platforms like Facebook, Instagram, Twitter, and so forth to begin conducting business with others (Ginee 2021).

2.2.2 Purchasing Decision Theory

Hawkins Stern first proposed this idea in 1962, and it will provide us with a fresh understanding of how customers behave when making purchases. According to this idea, customers engage in impulsive purchasing when they are influenced by outside factors. It indicates that marketers, particularly those that target online shoppers, are successful in convincing customers to buy products or services that are beyond of their actual budget (Ankita Agarwal 2019).

This approach divides impulse purchase into four categories. The first is pure impulse buying; as the name implies, customers frequently buy items that are not on their lists of things to buy, and the majority of them do so just as a result of a new product engagement. Another is reminder impulsive buying, where customers will purchase the goods if they are already familiar with it or have used it before. The third option is advised impulse buying, which implies that customers will buy the goods when they see it for the first time. Last but not least, planned impulse buying happens when a customer needs a product but is unsure of its specifications. The same applies to clients who are more willing to make purchases online because they must plan ahead before using an internet platform to seek for products (Ankita Agarwal 2019).

The theory of Maslow's Hierarchy of Needs will also influence consumer decisions in purchases. Maslow's hierarchy of needs is a theory of motivation consisting of five components: physiological needs, safety needs, belongingness and love needs, esteem needs, and self-actualization from the bottom. Individuals must satisfy the needs from bottom before attending to the higher level (McLeod 2018). This theory is related to purchasing decisions because usually consumers will make a purchasing decision based on their different needs at different levels. For example, the most basic needs in Maslow's hierarchy are physiological needs and safety needs. It means that an individual needs to decide on purchasing a food, house, and so on to fulfill their basic needs (McLeod 2023).

2.3 Previous Studies

2.3.1 Purchasing Decision

The internet has expanded the horizons for businesses, creating new avenues for revenue generation (Al-Azzam and Al-Mizeed 2021). It not only enables sellers to operate from their physical stores but also empowers them to promote and sell their products or services through their social media platforms (Al-Azzam and Al-Mizeed 2021). As a result, social media marketing has emerged as a prevailing trend, with consumers increasingly inclined to scrutinize price comparisons, product attributes, and quality when making purchasing choices (Mbeté and Tanamal 2020). In addition, a significant number of individuals seek online feedback or consult with their friends to inform their purchase decisions (Mbeté and Tanamal 2020).

Purchasing decisions encompass the choices made by consumers in the decision-making process regarding transactions involving goods or services available in the marketplace (Ansari, Ansari et al. 2019). With numerous products of varying brands, values, and qualities, consumers must make informed decisions to ensure they acquire items that align with their budget and expectations (Ansari, Ansari et al. 2019). Electronic word-of-mouth (eWOM) has gained prominence as a crucial point of reference for customers contemplating their purchases (Yang Zhao 2020). This is attributed to the fact that eWOM plays an integral role in the realm of social commerce, providing individuals with valuable insights such as personal anecdotes, user experiences, product recommendations, and comments (Yang Zhao 2020).

2.3.2 Social Media Marketing

The utilization of social media platforms as marketing channels has become an increasingly widespread practice. This is because individuals can establish meaningful connections and relationships with others through online platforms (Iankova, Davies et al. 2019). Social media marketing involves the strategic use of popular social media applications like Facebook, TikTok, Instagram, Telegram, and WeChat as essential tools for businesses to promote and operate their ventures effectively (Bowring 2023). This is precisely why a previous researcher mentioned that individuals born after 1981 are fortunate, as they came into the world during the digital age, with access to technologies like handphones and television. As a result, many of them may have phased out traditional television viewing habits by 2017 (Silvia 2019).

In the following section, researchers will delve into theories associated with social media marketing.

2.3.2.1 Advertising

In today's digital age, both marketers and consumers are increasingly initiating their interactions through dynamic new media platforms, primarily via social networks (Shareef, Mukerji et al. 2019). This phenomenon has contributed to Facebook's remarkable status as one of the fastest-growing companies in the social media industry (Shareef, Mukerji et al. 2019) . It remains a dominant and widely recognized social media platform where a plethora of content is shared daily, including promotional content such as 25 payday sales (Shareef, Mukerji et al. 2019). In fact, this powerful social media platform has opened up remarkable opportunities for brands to promote their products by gaining exposure, capturing attention, shaping perceptions, fostering consumer opinions, and building brand value (Shareef, Mukerji et al. 2019).

Simultaneously, advertising can serve as a tool for communities to disseminate crucial information or knowledge (Habes, Alghizzawi et al. 2020). For instance, during the COVID-19 pandemic, both governmental and private organizations utilized their social media platforms as advertising tools to raise awareness about the virus and to promote their products and services, illustrating the dual role of advertising in informing and marketing (Habes, Alghizzawi et al. 2020). While at the same time promotion also plays an important role in advertising. Promotion stands out as the most renowned and effective marketing communication strategy within the realm of social media platforms (Raji, Rashid et al. 2019). A prime illustration of its potency can be seen when a business uploads promotional content on social media, successfully drawing the attention and interest of potential customers and consumers (Raji, Rashid et al. 2019). Previous

research indicates that various forms of promotion, including related posts, the sharing of promotional coupons, discount codes, product sampling, and offering free gifts, are common tactics employed on social media platforms, particularly Facebook (Raji, Rashid et al. 2019) This process is not only essential for enhancing a business's marketing performance and production efficiency but also for establishing a loyal and enduring relationship with its consumers (Nugraha and Kurniawan 2023).

2.3.2.2 Content

The exploration of social media has provided business owners with opportunities to engage with customers on diverse platforms (Raji, Rashid et al. 2019). Social media serves as a versatile tool for individuals to generate fresh content or share existing material with others (Ansari, Ansari et al. in 2019. The advent of Web 2.0 technologies has facilitated the online connection of individuals from diverse backgrounds through an array of digital information sources they have collectively generated (Poturak and Softic 2019). In the present day, a growing number of companies recognize the importance of fostering personalized two-way relationships with their customers to effectively engage with them (Poturak and Softic 2019).

Content is essentially the information that a sender conveys to prospective recipients (Schreiner, Fischer et al. 2021). Content can take various forms, such as blogs, videos, case studies, infographics, e-books, images, professional reviews, and more. Among these, video content stands out as one of the most powerful and effective marketing techniques for sharing company content with consumers (Ansari, Ansari et al. 2019). Notably, there is a strong

correlation between social media content and advertising content, as an increase in a company's advertising presence on social media naturally garners more attention towards its social media content. This underscores the critical importance of social media for businesses, offering them a valuable opportunity to enhance brand awareness among customers (Raji, Rashid et al. 2019). Content marketing represents a strategic approach employed by businesses to generate and disseminate valuable, pertinent, and consistent content aimed at captivating their target audience. Unlike conventional marketing, the primary objective of content marketing is to address the questions and problems of customers and consumers rather than solely focusing on promoting the company's brand (Ansari, Ansari et al. 2019).

2.3.2.3 Engagement

The term 'engagement' takes on various meanings across different fields, including sociology, psychology, educational psychology, and many others (Shawky, Kubacki et al. 2019). Social media platforms offer marketers interactive opportunities to engage with their customers and build longer relationships (Shawky, Kubacki et al. 2019). For instance, a luxury brand manager can derive valuable insights from customer and consumer engagement on social media, enabling them to tailor products and services to meet specific needs (Liu, Shin et al. 2021). Consequently, it can be affirmed that social content plays a pivotal role in influencing customer purchasing (Agnihotri 2020).

The internet and social media serve as valuable tools that empower individuals to make informed choices by evaluating and comparing options (Agnihotri 2020). People frequently

utilize social media as their primary engagement platform, connecting with various branded companies (Agnihotri 2020). This engagement becomes a significant factor that can influence their decision-making process when it comes to making purchases (Agnihotri 2020). Engagement in social media marketing encompasses actions such as liking, commenting, and sharing social media posts (Schreiner, Fischer et al. 2021). These actions are typically driven by individuals' genuine interest in the content or the company behind it (Schreiner, Fischer et al. 2021). When a consumer is a prominent figure on social media with hundreds of thousands of followers, their influence can significantly boost business sales, as today's consumers often tend to follow the actions and recommendations of popular individuals in the digital space (Agnihotri 2020).

2.3.2.4 Trend Utilization

There are billions of individuals worldwide who incorporate social media into their daily routines and lives (Appel, Grewal et al. 2020). As of October 2023, the global count of social media users has reached 4.95 billion (Petrosyan 2023). Previous research has indicated that adults typically devote six hours per day to their social media interactions (Hruska and Maresova 2020). Given the vast number of people engaged in social media, numerous marketers have seized these opportunities to explore new markets (Appel, Grewal et al. 2020). The evolution of the Internet has facilitated the surge in social media's popularity, making it a pivotal platform for accessing vital information across various domains such as business, entertainment, science, security, and many others (Hruska and Maresova 2020).

Social media marketing involves utilizing social media platforms and websites to operate businesses, effectively promoting their products or services to a broader audience (Dr. S.A. Shamsudeen Ibrahim 2018). With technology continually evolving year after year, social media marketers must remain attuned to the latest trends in the digital landscape to ensure active engagement with their target customers and consumers (Technologies 2023).

2.4 Hypotheses Statement

In this study, our independent variable is advertising, content, engagement, and trend utilization. While purchasing decisions are our dependent variable. The research hypotheses are designed based on previous researchers. The hypotheses are:

Advertising

H1: There is a relationship between advertising and purchasing decisions among students of UMK in Pengkalan Chepa.

Content

H2: There is a relationship between content and purchasing decisions among students of UMK in Pengkalan Chepa.

Engagement

H3: There is a relationship between engagement and purchasing decisions among UMK students in Pengkalan Chepa.

Trend Utilization

H4: There is a relationship between trend utilization and purchasing decisions among students of UMK in Pengkalan Chepa.

Purchasing Decisions

H5: There is a relationship between advertising, content, engagement, trend utilization and purchasing decisions among students of UMK in Pengkalan Chepa.



2.5 Conceptual Framework

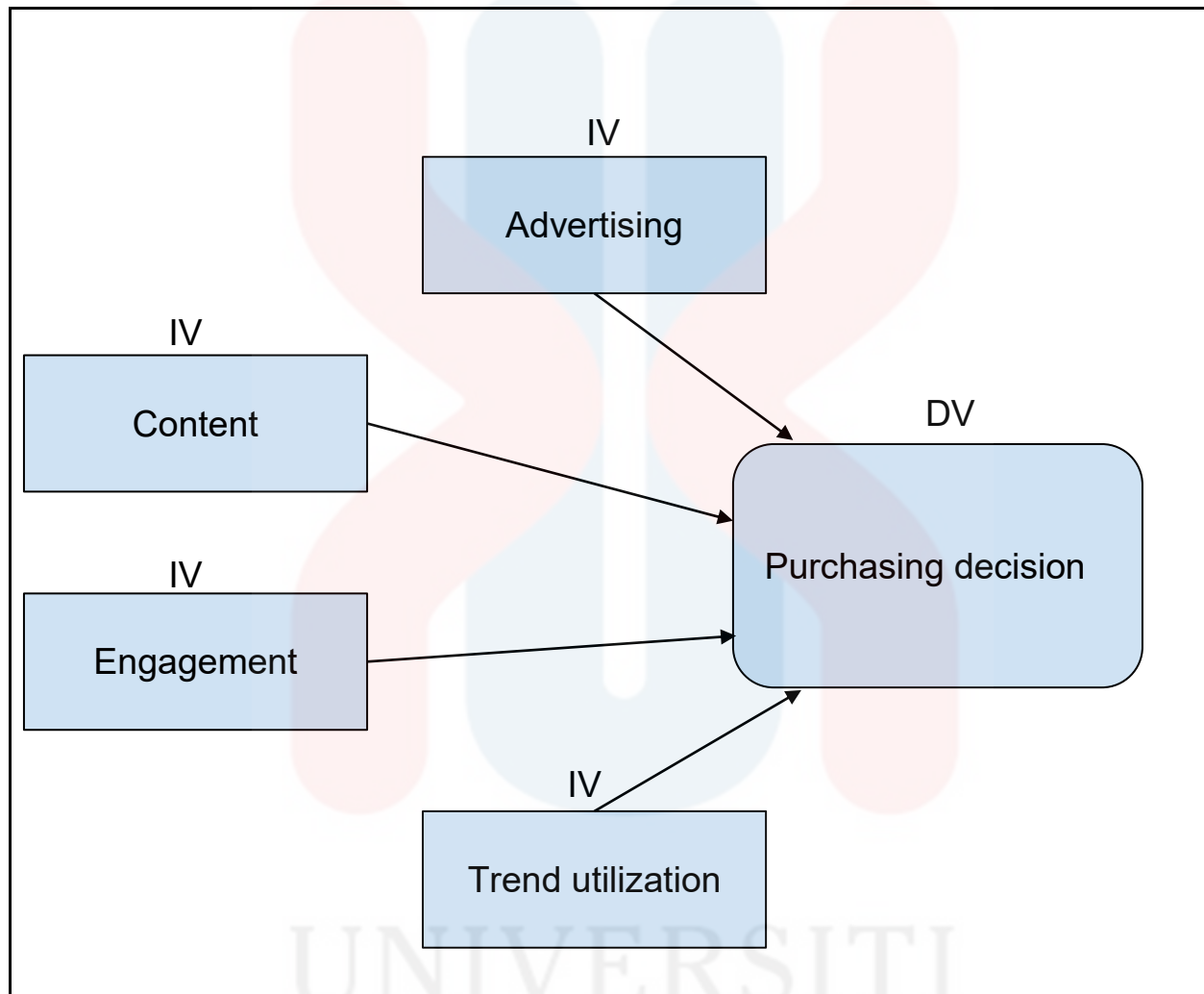


Figure 2.5: Conceptual Framework

As shown in Figure 2.5, this study developed a conceptual framework for evaluating social media marketing in E-Commerce towards purchasing decisions among students Universiti Malaysia Kelantan (UMK) in Pengkalan Chepa based on previous research and analysis. There are four independent variables and one dependent variable are related in our study, as have

shown in Figure 2.5. The independent variables in our research are advertising, content, engagement and trend utilization. While, purchasing decisions is our dependent variable. In conclusion, the aim of this study is to gain a better understanding of the interactions between independent factors and dependent variables.

2.6 Summary/ Conclusion

In this chapter, we covered the theories, previous studies, hypotheses statements, and conceptual framework related to the influence of social media marketing on consumer purchase decisions. Before making a purchase, customers go through a number of processes that can be characterized as a buy decision process (Voramontri and Klieb 2019). It includes several elements, including what to buy, when to buy, where to buy from, which brand or model to buy, what payment method will be utilized, and how much to spend (Hanaysha 2022). As we all know, the fact that a growing number of customers choose to shop online has led to a substantial increase in social commerce (Lin, Wang et al. 2019). Consumer behavior and trust are important elements affecting customers' decisions to acquire goods and services advertised on online platforms such as social commerce (Maia, Lunardi et al. 2018).

The most recent development in recent years has been the dominance of social media marketing in online interaction (Can and Alatas 2019). To accomplish marketing and advertising goals, it is a type of online marketing that makes use of numerous social media platforms (Li, Larimo et al. 2021). Sharing content, videos, and images on social media is essentially done for commercial gain (Appel, Grewal et al. 2020). Targeting the correct audience, consumer online brand-related activities, and electronic word-of-mouth are the main marketing strategies utilized by companies (Habib, Hamadneh et al. 2021).

The specific constructions of shopping orientation, online experience, and website's interactive feature were evaluated to ascertain their influence on the students' propensity to buy goods utilizing e-commerce (Al-bloush, Wahab et al. 2021). In this chapter, the study's relevance and significance were highlighted, emphasizing the rapid expansion of e-commerce. By increasing consumer acceptance and the likelihood that they will engage in online shopping, online retailers can benefit from the expanding e-commerce industry (Habib and Hamadneh 2021). Marketers and advertisers are constantly looking for new approaches to better understand their customers and determine their propensity to buy their products (Hanaysha, Al Shaikh et al. 2021). To do this, a lot of customer-related data must be acquired. These details about internet users can be gathered from social media and later evaluated to follow user behavior (Lamrhari, El Ghazi et al. 2022). Social networks like Twitter and Facebook are used by a variety of businesses to increase the sales of their goods and services (Kim and Kim 2018).

CHAPTER 3 RESEARCH METHODS

3.1 Introduction

Research methods are systematic steps used to collect and analyze data in research. It includes various approaches, such as quantitative and qualitative methods (Mohajan, D., & Mohajan, H. 2022) . The choice of this method will affect the results of the study and the validity of the findings. In this introduction, we will examine the basic principles and importance of research methods. The methods used in this study are described in this research method. The researcher is required to analyze a study to better understand the methodology that will be used in this research. This chapter will discuss the study design, data collection methods, study population, sample size, sampling techniques, development of research instruments, measurement of variables, and data analysis procedures.

3.2 Research Design

Research design is a systematic plan or blueprint that outlines how to conduct a research study, including how to collect, analyze, and interpret data to address specific research questions or hypotheses (BIEREENU-NNABUGWU, M., 2018). It is a structured guide that helps ensure that research is carried out carefully and produces valid results. The organization of criteria for data collection and analysis to maximize relevance to the study purpose is another aspect of research design. According to Jane A. Smith (2022), the emphasis is on the importance of

selecting a research design that is appropriate to the research question and the purpose of the research.

Research design refers to the difference in evaluation between quantitative and qualitative analysis methodologies (Farghaly, A. (2018)). Therefore, the research method we used in this study is a quantitative technique. Quantitative research is the procedure of collecting and analyzing numerical data (Parente, F., & Finley, J. C., (2023)). It is also used to extrapolate the results of a single study to a larger population. In this study, quantitative techniques will be used which are objective and formal research and statistical procedures. The use of large samples, measurement standards, deductive methodology and structured interviews to collect data to test hypotheses are all characteristics of quantitative research. Furthermore, for the reliability test, we are using SPSS as a software in this study. SPSS (Statistical Package for the Social Sciences) is statistical software used to analyze data in scientific and social research (Sun, Z. (2019)). With SPSS, we can perform various types of statistical analyses, such as hypothesis testing, regression, multivariate analysis, and more. This software provides powerful statistical tools to assist researchers in processing and interpreting their data. In addition, a questionnaire was used to survey in this study.

3.3 Data Collection Methods

Data collection means the collection in terms of facts, objects, and figures, classifying, categorizing the historical and other useful information that has been collected by researchers from several sources (Stieglitz, S., Mirbabaie, M., (2018)). A researcher may employ a variety of

techniques to gather data, such as questionnaires, in-person interviews, surveys, and direct observation. The data collection method has been split into two categories which are primary data and secondary data. Primary data are the newly acquired first-hand data that researchers have gathered, while secondary data refers to information gained by newspapers, magazines, and other sources. The research chose the secondary data method in gathering the data needed in this study.

The researcher has chosen to deliver the questionnaire through an online survey using Google Forms as a distribution platform. The questionnaire will be distributed to the students of Universiti Malaysia Kelantan in Pengkalan Chepa who will be the sample in this study. Questionnaires are used as research tools in both quantitative and descriptive research methodologies. A questionnaire was created to collect all the data related to the objective of this study. To collect responses from respondents, this Google Form will be shared on social media platforms such as WhatsApp and Telegram. In addition, the researcher will also distribute the questionnaire physically on campus to students who have the opportunity to answer the distributed questionnaire. In this way, the researcher is more likely to know more deeply and in detail based on the opinions of the students on the issue of the influence of social media marketing on the influence in making decisions in purchasing E-Commerce applications such as Shopee, Lazada, Amazon and other applications.

3.4 Study Population

According to Lohr (2021), the study population is a portion of the target population, which is where the sample is drawn. It goes beyond the concept sample frame in scope. In Malaysia, there are more than 26 million internet users, and 80 percent of those between the ages of 16 and 64 have already engaged in online shopping (Kemp and Moey, 2019). Students from University Malaysia Kelantan (UMK) in Pengkalan Chepa made up most of our study sample as we investigated how social media influences their purchasing decisions. Respondents will be selected to answer questions related to the influence of social media marketing in E-Commerce on the students of Universiti Malaysia Kelantan in Pengkalan Chepa. Respondents must also be aged between "18 and 26 years old above" and are studying at University Malaysia Kelantan. Before asking the respondents to answer the questionnaire, the researcher will ask several questions to ensure that the selected respondents are eligible and according to the criteria stated above to answer the survey conducted for the researcher's assignment.

3.5 Sample Size

Sample size refers to the number of participants or observations included in the study (Lakens 2022). This study uses a stratified sampling method in which students will be selected for the questionnaire section. Based on table 3.1, the population size used is 5000 students. This is because the number of students at University Malaysia Kelantan, in Pengkalan Chepa is 5153 students. Therefore, we take the nearest number which is 5000 as the population size of this study, and the sample size is 357 students. So, the total number of respondents is 357 students from different courses on campus and will be randomly selected from the questionnaire section.

FACULTY ENTREPRENEURSHIP AND BUSINESS

This is because the UMK Pengkalan Chepa has several courses in the Faculty of Entrepreneurship and Business, namely logistics and distribution, banking, hospitality, tourism, trade, health and retail.

Table 3.1 Krejcie and Morgan

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	3	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375

70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size

Source: Krejcie & Morgan 1970

Source : (Krejcie & Morgan, 1970)

3.6 Sampling Technique

There are two types of sampling techniques namely probability and non-probability (Stratton 2021). In this study, we chose to use non probability sampling. The non-probability sampling technique uses nonrandomized methods to draw the sample. Non-probability sampling method mostly involves judgment. Instead of randomization, participants are selected because they are easy to access (Lehdonvirta et al., 2020). There are five main types of non-probability samples which are convenience, purposive, quota, snowball, and self-selection. The type of non probability that we used in this study is convenience sampling. In convenience sampling, subjects who are readily accessible or available to the researcher are selected (Hanaysha, J.R., 2022). We chose to collect information from respondents online and offline to study the

influence of social media marketing on purchasing decisions among students of Universiti Malaysia Kelantan in Pengkalan Chepa. In this study, we will find out whether advertising, content, engagement, trend utilization influence decision makers.

3.7 Research Instrument Development

3.7.1 Questionnaire

A questionnaire, defined as a structured set of questions designed for respondents to complete (Anon 2019), serves as a fundamental research tool. It comprises a series of inquiries with the primary goal of collecting essential information from the intended respondents (McLeod 2023). The research's main objective is to conduct a survey that explores the impact of social media marketing on the purchasing decisions of students at UMK Kota campus. A comprehensive questionnaire should encompass both dependent and independent variables to achieve this goal.

In Section A, the researcher will gather information on the respondents' demographic details, including age, gender, education level, income level, and more (Anon 2018). This section provides a valuable opportunity for researchers to gain deeper insights into their target audience. Demographics offer researchers a source of detailed information that may not be accessible through other means, enriching the understanding of the study's participants (Anon 2018).

In Section B, we delve into the questions related to dependent variables, whereas in Section C, we explore independent variables. Both of these variables hold significant importance in the research process. It's crucial for researchers to grasp that independent variables are the

factors that are deliberately altered and controlled during a study, potentially influencing dependent variables (Helmenstine 2022). To provide context, in this research, the dependent variable is social media marketing, while the purchasing decisions serve as the dependent variables.

3.8 Measurement of the Variables

In 1940, Stanley Smith Stevens introduced a classification system consisting of four scales of measurement, which have since been widely employed in research (Graphpad 2019). These measurement scales categorize variables into four distinct types: nominal, ordinal, interval, and ratio (Anon 2023). Each scale serves a unique purpose in measuring and categorizing collected data. It's important to note that ratio and interval scales fall under the category of quantitative data, while ordinal and nominal scales are associated with qualitative data (Graphpad 2019).

In this research, we will employ two scales of measurement, specifically nominal variables and ordinal variables. A nominal variable falls under the category of categorical variables and can encompass two or more distinct categories (Anon 2023). For instance, nominal variables are suitable for gathering personal data such as names, genders, email addresses, ages, and more. On the other hand, ordinal variables are a form of measurement variable that assigns results a specific rank (Graphpad 2019). This type of data is categorical and classifies variables into groups, organizing them into distinct ascending or descending hierarchies (Hearn 2022). It's

noteworthy that our respondents will be required to answer questions related to both dependent and independent variables using a selection from five available choices.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

3.9 Procedure for Data Analysis

To unveil the research findings, it is imperative to conduct a thorough analysis of all the collected data. In this study, researchers utilized the Statistical Package for the Social Sciences (SPSS) software to perform the analysis. Researchers will employ tools like correlation tests, reliability tests, and regression analysis provided by the SPSS software to ensure the completion of this research paper.

3.9.1 Descriptive Statistics

Descriptive statistics is a field of statistics dedicated to summarizing, organizing, and presenting data. Its primary focus is on elucidating and analyzing the characteristics and key features of the data. In essence, the objective of descriptive statistics is to provide individuals with a clear and concise overview of the data, typically encompassing metrics like mean,

median, mode, standard deviation, and the distribution's shape. Furthermore, descriptive statistics can also be visually represented through graphical elements such as charts, graphs, and tables (Simplilearn 2021).

Since it is used by previous studies to define the fundamental characteristics of the data that is relevant to the investigation, this analysis plays a significant role in the research process. Additionally, it gives researchers summaries of the metrics and selected data (Mishra, Pandey et al. 2019). Therefore, in this research there are three major types of descriptive statistics which will be discussed which are measures of frequency, measure of central tendency, and measures of dispersion or variation (Mishra, Pandey et al. 2019).

3.9.2 Normality Test

True to its name, a normality test is conducted by researchers to determine whether their data adheres to a normal distribution or not. Normality, in this context, pertains to a distinct statistical distribution known as the normal distribution, typically characterized by the mean and standard deviation of the data (Feldman 2018). There are two ways to assess the normality of data: numerical approaches and graphical methods. For graphical methods like Q-Q plots, box plots, and histograms. Researchers typically use skewness, kurtosis, and normality tests when referring to numerical approaches (Feldman 2018).

According to earlier research, normality tests are a crucial first step in determining a statistical approach for data analysis and the measure of central tendency for researchers. The

reason for this is that researchers must present the mean value if the data have a normal distribution. Mean cannot be the representative value for this test if it is not normal. This is due to the possibility that an incorrect representative value selection could lead to an incorrect interpretation. For this reason, determining normality should come first when determining the best techniques for analyzing the collected data (Mishra, Pandey et al. 2019).

3.9.3 Reliability Test

When something is said to be "reliability," it means that it can function as expected and that everyone can rely on it (Rana 2020). Reliability analysis plays a crucial role in examining the characteristics of measurement scales and their constituent items. Essentially, reliability tests are employed to gauge how consistently a method measures a particular attribute (Middleton 2019). Furthermore, this analytical process yields a numerical value, frequently used to quantify the scale's reliability, offering valuable insights into the interplay among individual items within the scale (IBM 2021). Previous research had employed reliability analysis to investigate the interplay between two variables such as the interplay between mathematical flexibility and computing complexity (Tabandeh, Jia et al. 2022). In order to determine the reliability between dependent and independent variables, researchers have chosen to employ this analysis.

Table below shows the Coefficient Alpha, alternatively known as Cronbach Alpha. The coefficient alpha is a metric used to assess the extent to which all the items collectively measure a shared construct and the number of coefficient alpha should be equal or greater than 7 (Miami

2020). Therefore, a reliability test is chosen to analyze how reliable between the variable in the study..

Table 3.3: Table of Coefficient Alpha

Coefficient of Cronbach's Alpha	Reliability Level
More than 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.6-0.69	Questionable
0.5-0.59	Poor
Less than 0.59	Unacceptable

Source: (Ramanathan etc, 2023)

3.9.4 Spearman Correlation

One definition of correlation is a bivariate analysis that researchers typically employ to gauge how strongly two variables are related to one another. The correlation coefficient typically has a value between +1 and -1. A correlation coefficient number close to "0" indicates a weaker

association between the two variables, whilst a value of "+1" indicates a perfect relationship. Put more simply, a relationship denoted by "+" is positive, whereas one denoted by "-" is negative. (BMJ 2019) Researchers frequently utilize two correlation techniques: Pearson Correlation and Spearman Correlation. The Spearman Correlation is the method used in this study.

The ranks of the values for each of the two variables are actually used to construct a Spearman Correlation. The value of the Spearman Correlation Coefficient also ranges from -1 to +1. In the event that the data has an irregular distribution, Spearman analysis will be employed to determine the monotonic relationship between the two variables.(Patrick Schober 2018) Therefore Spearman correlation analysis will be chosen to apply in this research since the normality results are abnormal for all the data that is collected. In addition, earlier research had reported that Spearman correlation analysis is employed to investigate the relationship between two variables, for example, the implementation and impact of partnership programmes. The Spearman correlation's positive sign suggests that an increase in one independent variable unit will have an impact on an increase in another variable (Lobo and Guntur 2018).

Table 3.4: Table of Correlation Coefficient

Correlation Coefficient	Correlation Degree
0	No Correlation
0.01-0.19	Very Weak

0.20-0.39	Weak
0.40-0.59	Moderate
0.60-0.79	Strong
0.8-0.99	Very Strong
1.00	Monotonic Correlation

Source: (Yan, Z etc, 2019)

3.9.5 Multiple Linear Regression

Regression analysis comes in two types: multiple linear regression and linear regression. For the record, multiple linear regression is utilized in research projects with many independent variables, although linear regression is typically utilized when there is just one independent variable. Multiple linear regression approach was selected since this research uses four independent variables. Regression analysis is actually a technique for data analysis that researchers employ to identify and measure the relationship between the variables.(Gupta 2020) To put it simply, the dependent variable in this study will be estimated by the researchers using the values they obtain from the other independent variables. Aside from that, the P value should not be greater than 0.05 to guarantee a significant relationship between the dependent and

independent variables. Furthermore, the technique used in this study aims to determine whether or not independent variables will have an impact on dependent variables. It is because previous studies had stated that previous researchers used this analysis to describe the influence of the luminaire height and the street width on the energy efficiency of street lighting systems (Maaouane, Zouggar et al. 2021).

3.10 Summary/ Conclusion

In summary, this chapter investigates quantitative data analysis, elucidating the connections between dependent and independent variables. It comprehensively covers topics such as sample size, sampling techniques, research design, data collection methods, study population, data analysis procedures, and research instruments and variable measurements.

CHAPTER 4 DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter will explain about the collected data and the research methodology that has been used. Each segment will focus on various related matters. The data are examined and calculated by using statistical analysis software which is IBM SPSS. Outcome of these software will be shown in this chapter. Analysis of the research consists of preliminary analysis, demographic profile, descriptive analysis, validity and reliability test, normality test, hypothesis testing and summary.

Respondents for data analysis of this research are obtained randomly from students at University Malaysia Kelantan Kampus Kota. The purpose of this study is to know the influence of purchasing decisions through social media marketing. Researchers completed questionnaires, which were distributed separately to every student on the UMK Kampus Kota. A total of thirty out of the 357 student's data were used for the pilot test, and the data was also used for data analysis in this study. The analysis that will be run on those 357 data are demographic analysis, descriptive analysis, frequencies analysis, reliability analysis, normality analysis, R- square analysis, and correlation test.

4.2 Preliminary Analysis

Preliminary analysis is also known as pilot testing, which is a small-scale study conducted before conducting actual experiments and designed to test and refine procedures such as determining project metrics. A pilot test is a crucial step in the design of the research protocol and methods before a larger-scale study project (Simkus, 2023). In this study, the reliability test was carried out using 30 target respondents before it was distributed to 357 target respondents. The result using the Cronbach Alpha is equal or more than 0.7 which if it is lower than 0.6 the acceptance limit is lower.

Table 4.1: The result of pilot test for all variable by reliability test

Section	Number of items	Cronbach's Alpha	Internal Consistency
The influence of social media marketing towards purchasing decision	5	0.716	Acceptable
Advertising	5	0.771	Acceptable
Content	5	0.754	Acceptable
Engagement	5	0.675	Questionable
Trend utilization	5	0.750	Acceptable

According to the reliability analysis in Table 4.1, the result shows that Cronbach's Alpha for the influence of social media marketing towards purchasing decision is 0.716, which is acceptable internal consistency. Next, the Cronbach's Alpha for advertising is 0.771, which is acceptable internal consistency. Meanwhile, the Cronbach's Alpha for content and trend utilization is 0.754 and 0.750 respectively. The internal consistency for content and trend utilization is acceptable. Lastly, Cronbach's Alpha for Engagement is 0.675 and the internal consistency is questionable. Thus, the set of questions for the dependent variable and four independent variables was very reliable and supported for further analysis.

4.3 Demographic Profile of Respondents

There are 357 students from University Malaysia Kelantan, Campus Kota have been respondents for this study and the google form questionnaire was distributed through an online platform which is WhatsApp application and offline. This section will discuss in more detail about the research findings that have been obtained from respondents. Researchers have run frequency analysis for the demographic profile of respondents. The part of the demographic is age, gender, faculty, program and how often do you make purchasing decisions based on information you encounter on social media. Therefore, the demographic profile of respondents for this research is shown in the tables and figures below.

4.3.1 Age

Table 4.2: Frequency output for age

Age					
Valid	Frequency	Percent	Valid Percent	Cumulative Percent	
18- 20	57	16.0	16.0	16.0	
21- 23	276	77.3	77.3	93.3	
24- 26	21	5.9	5.9	99.2	
27 and above	3	.8	.8	100.0	
Total	357	100.0	100.0		

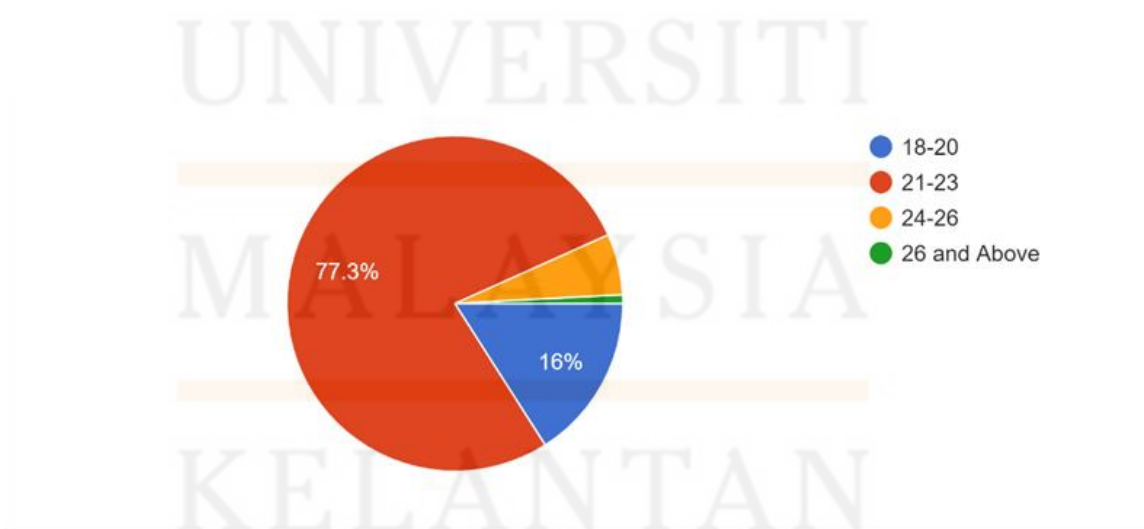


Figure 4.1: Percentage of respondents according to age

Table 4.2 above shows analysis about frequency output for age. There are four categories of age divided, which is 18 until 20 years old, 21 until 23 years old, 24 until 26 years old and 27 years old above. The results of frequency output for age show that majority respondents are between the ages of 21 until 23 years old, which is 276 respondents. Based on figure 4.1, the percentage of respondents which range around 21 until 23 years old is 77.3%. Next, the results show that respondents between the ages 18 until 20 years old are the second highest category, which is 57 respondents, and the percentage is 16%. Beside that, the result show that respondents are between ages 24 until 26 years old is 21 respondents and the percentage is 5.9%. Lastly, the minority of respondents is 27 years old and above. That means, there are 3 respondents, and the percentage is 0.8%.

4.3.2 Gender

Table 4.3: Frequency output for gender

Gender					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Male	134	37.5	37.5	37.5
	Female	223	62.5	62.5	62.5

Total	357	100.0	100.0	100.0
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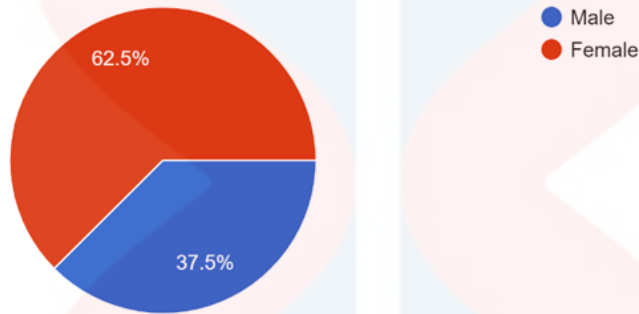


Figure 4.2: Percentage of respondents according to gender

The result of frequency and percentage of respondents is based on gender division. Based on table 4.3, the result shows that the frequency respondent for male is 134 respondents and the percentage for male is 37.5%. Based on table 4.3 and figure 4.2, female respondents have the highest percentage which is 62.5% and the frequency of respondents which are involved in this study is 223 respondents. This study shows that female respondents are 25% more than male respondents.

4.3.3 Faculty

Table 4.4: Frequency output for faculty

Faculty

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	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FKP	267	74.8	74.8
	FHPK	84	23.5	98.3
	FPV	6	1.7	100.0
	Total	357	100.0	100.0

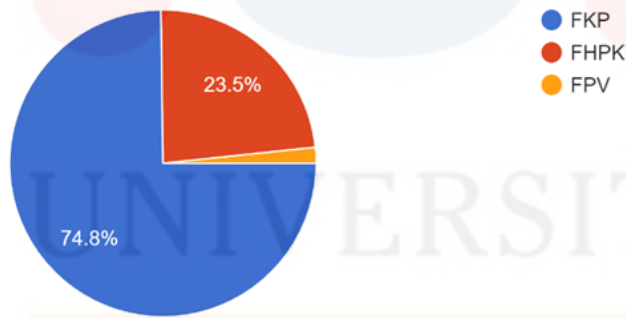


Figure 4.3: Percentage of respondents according to faculty

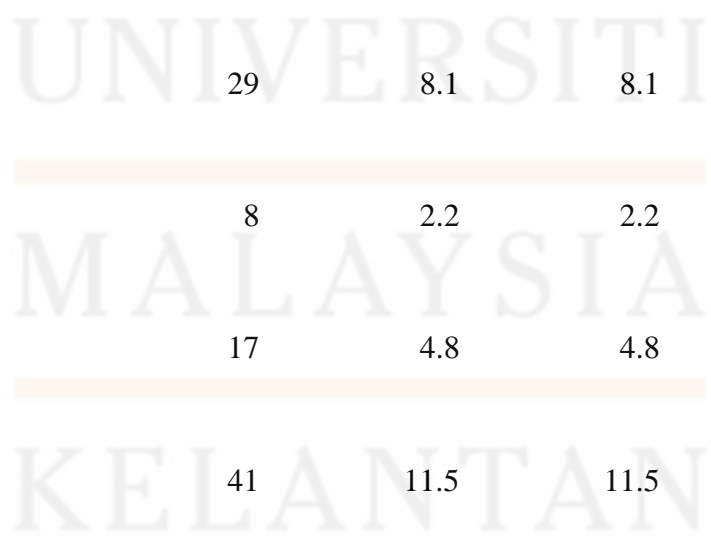
According to the table and figure of faculty, it shows that most respondents who answered this survey are from faculty of FKP. Frequency of FKP's faculty is 267 respondents and the percentage of respondents from FKP is 74.8%. Meanwhile, the faculty of FHPK has 84 respondents and the percentage level is 23.5% respondents. Lastly, the frequency of FPV's

faculty is 6 respondents and the percentage of respondents from FPV's faculty is 1.7% have been involved in this study.

4.3.4 Program

Table 4.5: Frequency output for program

Program					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	SAK	110	30.8	30.8	30.8
	SAL	65	18.3	18.3	49.0
	SAR	41	11.5	11.5	60.5
	SAB	29	8.1	8.1	68.6
	SAE	8	2.2	2.2	7-.9
	SAA	17	4.8	4.8	75.6
	SAP	41	11.5	11.5	87.1



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SAH	18	5.0	5.0	92.2
SAS	22	6.2	6.2	98.3
SDV	6	1.7	1.7	100.0
Total	357	100.0	100.0	

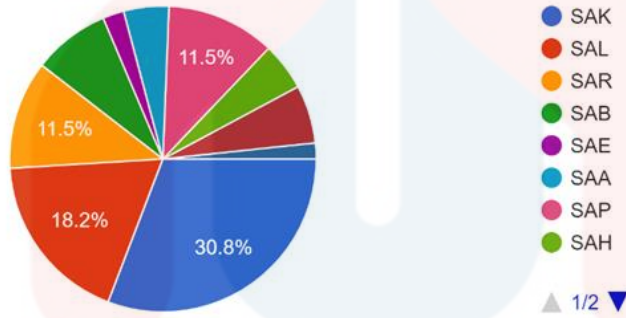


Figure 4.4: Percentage of respondents according to program

The table 4.5 shows frequency output for the program. There are 10 programs in Campus Kota, which are SAK, SAL, SAR, SAB, SAE, SAA, SAP, SAH, SAS and SDV. The higher frequency output is SAK's program which is 110 respondents and followed by SAL's program which is 65 respondents. Based on figure 4.4, the percentage of respondents from SAK and SAL's program is 30.8% and 18.2% respectively. Next, the third stage is from SAR and SAP's program. The frequency output of SAR and SAP's program is 41 respondents, and their percentage is 11.5%. The SAB's program has a middle frequency, which is 29 respondents. The

percentage of SAB's program is 8.1% respondents. While the frequency output for SAS, SAH, SAA's program is 22, 18 and 17 respondents. The frequency output for SAS, SAH, SAA's program is 6.2%, 5.0% and 4.8% respectively. Lastly, the lowest frequency output is SAE and SDV's program which have 8 and 6 respondents. The frequency output of SAE and SDV's program is 2.2% and 1.7% respondents.

4.3.5 How often do you make purchasing decisions based on information you encounter on social media?

Table 4.6: Frequency output for purchasing decision based on influence of social media

How often do you make purchasing decisions based on information you encounter on social media?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Very Often	90	25.2	25.2	25.2
	Often	139	38.9	38.9	64.1
	Occasionally	90	25.2	25.2	89.4
	Rarely	35	9.8	9.8	99.2

Never	3	.8	.8	100.0
Total	357	100.0	100.0	

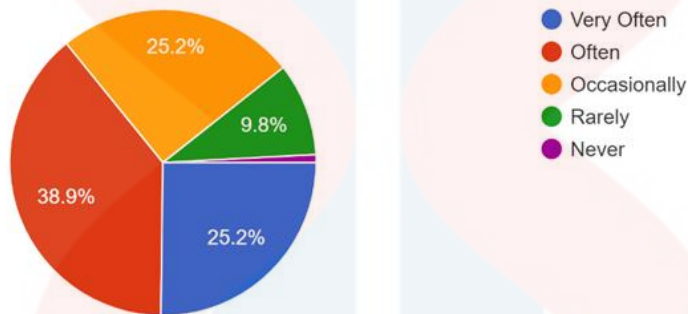


Figure 4.5: Percentage of respondents according to quantity of purchasing decision based on influence of social media

In terms of frequency output for purchasing decisions based on influence of social media, it has been divided into 5 categories which are very often, often, occasionally, rarely, and never. The highest frequency output is 139 respondents that chose the “often” category, and the percentage is 38.9% respondents. Whereby, the second highest category in frequency of purchasing decisions based on influence of social media is the “very often” and “occasionally” category. The frequency of “very often” and “occasionally” categories is 90 respondents. The percentage of “very often” and “occasionally” category is 25.2% respectively. While the frequency of “rarely” category is 35 respondents and the percentage is 9.8%. The lowest frequency is “never” category which is 3 respondents, and the percentage is 0.8% respondents.

4.4 Descriptive Analysis

4.4.1 Overall Mean Score

Table 4.7: Overall dependent and independent variables mean score

Variables	N	Mean	Standard Deviation
Purchasing Decision	357	3.9899	0.66915
Advertising	357	4.0426	0.66820
Content	357	4.0084	0.69657
Engagement	357	3.9961	0.69967
Trend Utilization	357	3.9389	0.75444

Notably, trend utilization registers the lowest mean (3.9389), while advertising emerges with the highest mean (4.0426) among the independent variables. The dependent variable, purchasing decision, exhibits an overall mean score of 3.9899. Examining the standard deviations, trend utilization shows the lowest value (0.75444), whereas engagement records the highest standard deviation (0.69967) among the independent variables. For the dependent variable, purchasing decision, the standard deviation in this research is 0.66915. Consequently, it is reasonable to assert that a consensus among the majority of respondents suggests that consumer purchase decisions among UMK students in Pengkalan Chepa are predominantly influenced by advertising.

4.4.2 Descriptive Analysis of Purchasing Decision (Dependent Variable)

Table 4.8: Descriptive analysis of purchasing decision

	N	Minimum	Maximum	Mean	Std. Deviation
I will consider information and recommendations from social media when making purchasing decisions.	357	1	5	4.02	0.797
I will make impulsive purchasing decisions based on content I see on social media.	357	1	5	3.85	0.972
I will research and compare prices and reviews on social media before making a purchase.	357	1	5	4.22	0.803

I will share or recommend products or services from social media with my friends or followers.	357	1	5	3.95	0.895
I will follow or subscribe to the social media accounts of brands or businesses to stay updated on their offerings.	357	1	5	3.91	0.930

The statement "I will research and compare prices and reviews on social media before making a purchase" stands out with the highest mean (4.22) and a standard deviation of 0.803. Conversely, the statement "I will make impulsive purchasing decisions based on content I see on social media" records the lowest mean (3.85) with a standard deviation of 0.972. These figures prompt the conclusion that "I will research and compare prices and reviews on social media before making a purchase" emerges as the most influential statement affecting the purchasing decision. The higher mean coupled with a relatively lower standard deviation suggests a more consistent and impactful influence on consumer decisions compared to other statements in the study.

4.4.3 Descriptive Analysis of Advertising (Independent Variable 1)

Table 4.9: Descriptive analysis of advertising

	N	Minimum	Maximum	Mean	Std. Deviation
I am more likely to trust a product or service if it has positive customer reviews or testimonials in its advertisements.	357	1	5	4.03	0.885
Advertisements that evoke emotions, such as humor or nostalgia, are more likely to make me consider a purchase.	357	1	5	3.86	0.951
Limited-time offers and discounts featured in advertisements 2 encourage me to make a purchase.	357	1	5	4.06	0.819

Promotions like discounts and special offers are a significant factor in my purchasing decisions.	357	1	5	4.19	0.798
I'm more likely to make a purchase when a product or service is bundled with additional items or services at a discounted price	357	1	5	4.09	0.825

The statement "Promotions like discounts and special offers are a significant factor in my purchasing decision" emerges with the highest mean score (4.19) and a standard deviation of 0.798. In contrast, the statement "Advertisements that evoke emotions, such as humor or nostalgia, are more likely to make me consider a purchase" records the lowest mean score (3.86) with a standard deviation of 0.951. These results lead to the conclusion that "Promotions like discounts and special offers are a significant factor in my purchasing decision" stands out as the most influential statement affecting consumers' purchasing decisions. The robust mean score, coupled with a relatively lower standard deviation, indicates a consistent and notable impact on consumer choices compared to other statements examined in the study. This suggests that promotional offerings play a pivotal role in shaping consumers' decisions in the purchasing process.

4.4.4 Descriptive Analysis of Content (Independent Variable 2)

Table 4.10: Descriptive analysis of content

	N	Minimum	Maximum	Mean	Std. Deviation
I will share the content in social media that I am interested in.	357	1	5	3.84	1.020
Content in social media is important for people to get the latest information.	357	1	5	4.13	0.828
Every content that I share on social media needs to be verified before sharing.	357	1	5	3.97	0.908
I will only share the content that I think is useful with my friends.	357	1	5	4.08	0.875
I always change my purchasing decisions when I find new	357	1	5	4.03	0.921

content on social media.

The statement "Content in social media is important for people to get the latest information" emerges with the highest mean score (4.13) and a standard deviation of 0.828. In contrast, the statement "I will share the content in social media that I am interested in" records the lowest mean score (3.84) with a standard deviation of 1.020.

These results lead to the conclusion that "Content in social media is important for people to get the latest information" stands out as the most significant statement, garnering preference from a majority of respondents. The robust mean score, along with a relatively lower standard deviation, suggests a consistent and considerable preference for the importance of social media content in acquiring up-to-date information among the surveyed individuals. This highlighted the perceived significance of social media as a source of timely and relevant information.

4.4.5 Descriptive Analysis of Engagement (Independent Variable 3)

Table 4.11: Descriptive analysis of engagement

N	Minimum	Maximum	Mean	Std. Deviation
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FKBP

Do you use social media engagement to get information or inspiration about your purchasing decisions?	357	1	5	3.97	0.918
Do you frequently engage with brands or products on social media platforms, such as liking, commenting, or sharing the content?	357	1	5	3.92	0.922
Do you trust the opinions and suggestions of individuals on social media more than traditional advertising methods?	357	1	5	3.96	0.871
Negative social media interactions will prevent you from making a purchase?	357	1	5	4.12	0.816

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Types of content on social media such as product reviews, user-generated content, and sponsored posts are most influential in your purchasing decisions.	357	1	5	4.01	0.869
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The statement "Negative social media interactions will prevent you from making purchases?" stands out with the highest mean score (4.12) and a standard deviation of 0.816. In contrast, the statement "Do you frequently engage with brands or products on social media platforms, such as liking, commenting, or sharing the content?" records the lowest mean (3.92) with a standard deviation of 0.922.

The variables examined, "Negative social media interactions will prevent you from making a purchase?" is the statement most agreed by the majority of respondents. The robust mean score, coupled with a relatively lower standard deviation, indicates a consistent and considerable preference for the significance of negative social media interactions as a factor influencing purchase decisions among the surveyed individuals. This highlights the perceived impact of adverse social media experiences on consumer purchasing behavior.

4.4.6 Descriptive Analysis of Trend Utilization (Independent Variable 4)

Table 4.12: Descriptive analysis of trend utilization

	N	Minimum	Maximum	Mean	Std. Deviation
I am more interested in purchasing when live streaming because I can ask about the product directly.	357	1	5	3.86	1.035
I am easily influenced to purchase when there is a lot of positive feedback and experience about the product on social media.	357	1	5	4.10	0.845
Would you consider purchasing items that are viral on social media?	357	1	5	3.96	0.943

Using relevant hashtags in every promotional post makes me more interested in buying the goods.	357	1	5	3.89	1.011
The trend of products collaborating with social media influencers makes me more interested in purchasing those products.	357	1	5	3.88	0.945

The statement "I am easily influenced to purchase when there is a lot of positive feedback and experience about the product on social media" stands out with the highest mean score (4.10) and a standard deviation of 0.845. Conversely, the statement "I am more interested in purchasing when live streaming because I can ask about the product directly" records the lowest mean score (3.86) with a standard deviation of 1.035.

The statement emphasizing the influence of positive feedback and experiences on social media has gathered the most consensus among respondents. The robust mean score, coupled with a relatively lower standard deviation, suggests a consistent and considerable agreement among the surveyed individuals regarding the impact of positive social media feedback on their purchasing decisions. This highlighted the perceived significance of positive online experiences in shaping consumer attitudes towards product purchases.

4.5 Validity and Reliability Test

Researchers will discuss the reliability test results based on the inclusion of one dependent variable (DV) and four independent variables (IV) in this research. The dependent variable, purchase decision, exhibits a commendable level of reliability with a Cronbach's Alpha of 0.816. This signifies a strong internal consistency for the measurement of purchase decisions in this study.

Moving to the independent variables which are advertising (IV1), content (IV2), engagement (IV3), and trend utilization (IV4) all four exhibit good reliability results. With Cronbach's Alpha values ranging between 0.821 and 0.854, these variables demonstrate good internal consistency. The reliability of these independent variables is crucial as it enhances the confidence in the accuracy and precision of the measurements associated with advertising, content, engagement, and trend utilization in this research.

Table 4.13: Results of reliability test

Section	Number of Items	Cronbach's Alpha
Purchasing Decision	5	0.816
Advertising	5	0.839
Content	5	0.821

Engagement	5	0.854
Trend Utilization	5	0.847

4.6 Normality Test

The significance value, sometimes referred to as the P value, in the Kolmogorov-Smirnov and Shapiro-Wilk parts is the focus of the normality test, which is utilized in this study to ascertain the data's normality.(Anon 2023) For data with a normal distribution, the P value for these two components shouldn't be less than 0.05. The result of P value in this test is 0.000, it is possible to conclude that the obtained data is not normal.

Table 4.14: Tests of normality

	Kolmogorov-Smirnov	Shapiro-Wilk
Purchasing Decision	0.000	0.000
Advertising	0.000	0.000
Content	0.000	0.000
Engagement	0.000	0.000

Trend Utilization	0.000	0.000
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4.7 Hypotheses Testing

Since the result of the normality test is abnormal therefore Spearman Correlation analysis is applied in this study to evaluate the hypothesis. The correlation degree between the dependent and independent variables is the primary reason why researchers will consult the table of correlation coefficients below after they get the results.

4.7.1 Hypothesis 1 (Advertising)

H_n There is no relationship between advertising and purchasing decisions among students of UMK in Pengkalan Chepa.

H_a There is a relationship between advertising and purchasing decisions among students of UMK in Pengkalan Chepa.

Table 4.15: Spearman correlations of advertising

Correlations		
		Purchasing Decision
Advertising	Correlation Coefficient	0.737**
	Sig. (2-tailed)	0.000
	N	357

The given value of correlation coefficient, 0.737 has revealed that there is a strong correlation between advertising and purchasing decision. It demonstrates that advertising is a significant variable that affects purchasing decisions and has shown a positive relationship. It is because the appearance of advertising will influence consumers to purchase the product. Therefore, the analysis's conclusion is in accepting the alternatives to the hypothesis (Ha). The acceptance of Ha recognised that there is a significant relationship between advertising and purchasing decisions among Pengkalan Chepa UMK students.

4.7.2 Hypothesis 2 (Content)

H_n There is no relationship between content and purchasing decisions among students of UMK in Pengkalan Chepa.

H_a There is a relationship between content and purchasing decisions among students of UMK in Pengkalan Chepa.

Table 4.16: Spearman correlations of content

Correlations	
Content	Purchasing Decision
Correlation Coefficient	0.727**
Sig. (2-tailed)	0.000
N	357

The given value of correlation coefficient, 0.727 has revealed that there is a strong correlation between content and purchasing decision. It demonstrates that content is a significant

variable that affects purchasing decisions and has shown a positive relationship. Therefore, the analysis's conclusion is in accepting the alternatives to the hypothesis (H_a). The acceptance of H_a recognised that there is a significant relationship between content and purchasing decisions among Pengkalan Chepa UMK students.

4.7.3 Hypothesis 3 (Engagement)

H_n There is no relationship between engagement and purchasing decisions among students of UMK in Pengkalan Chepa.

H_a There is a relationship between engagement and purchasing decisions among students of UMK in Pengkalan Chepa.

Table 4.17: Spearman correlations of engagement

Correlations		
		Purchasing Decision
Engagement	Correlation Coefficient	0.723**

Sig. (2-tailed)	0.000
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N	357
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The given value of correlation coefficient, 0.723 has revealed that there is a strong correlation between engagement and purchasing decision. It demonstrates that engagement is a significant variable that affects purchasing decisions and has shown a positive relationship. Therefore, the analysis's conclusion is in accepting the alternatives to the hypothesis (H_a). The acceptance of H_a recognised that there is a significant relationship between engagement and purchase decision among Pengkalan Chepa UMK students.

4.7.4 Hypothesis 4 (Trend Utilization)

H_n There is no relationship between trend utilization and purchasing decisions among students of UMK in Pengkalan Chepa.

H_a There is a relationship between trend utilization and purchasing decisions among students of UMK in Pengkalan Chepa.

Table 4.18: Spearman correlations of trend utilization

Correlations		
		Purchasing Decision
Trend Utilization	Correlation Coefficient	0.693**
	Sig. (2-tailed)	0.000
	N	357

Given that the correlation coefficient is 0.693, there is a strong correlation between trend utilization and purchasing decision. It shows that trend utilization has indicated a positive correlation and is a significant variable that influences purchasing decisions. As a result, the analysis's conclusion supports the acceptance of hypothesis alternatives (Ha). The acceptance of Ha acknowledged that among UMK students in Pengkalan Chepa, there is a strong correlation between trend utilization and purchase decisions.

4.7.5 Hypothesis 5 (Advertising, Content, Engagement, and Trend Utilization)

H_n There is no relationship between advertising, content, engagement, trend utilization and purchasing decisions among students of UMK in Pengkalan Chepa.

H_a There is a relationship between advertising, content, engagement, trend utilization and purchasing decisions among students of UMK in Pengkalan Chepa.

Table 4.19: Spearman correlations of advertising, content, engagement, and trend utilization

		Correlations				
		Purchasing Decision	Advertising	Content	Engagement	Trend Utilization
Spearman's rho	Correlation	1.000	.737**	.727**	.723**	.693**
	Sig. (2-tailed)	.	.000	.000	.000	.000

N	357	357	357	357	357
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First, due to the correlation coefficient value of 1.000, there is a monotonic correlation between buying decisions and itself therefore H_a is accepted. When assessing the consistency of purchase decisions, the result shows a consistent and direct link with itself, as would be expected. Second, there is a positive correlation between the four independent variables which are advertising, content, engagement, and trend utilization and purchasing decisions. The correlation coefficients for these four independent variables are 0.737, 0.727, 0.723 and 0.693 respectively. Consequently, all four of the hypothesis alternatives (H_a) for these variables are accepted, and this means that these four independent variables and purchase decisions have a considerable and strong relation. This is a significant and valuable finding for researchers and marketers. The reason for this is that by comprehending the type and intensity of the relationship, they can develop fresh tactics.

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4.8 Regression analysis

Table 4.20: Table of multiple linear regression

Model	Sig.
1. (Constant)	0.001
Advertising and Promotion	0.000
Content	0.000
Engagement	0.022
Trend Utilization	0.031

Every independent variable and the dependent variable, the purchasing decisions, have a strong correlation. This is due to the fact that each of these four independent variables has a P value less than 0.05. P values for engagement and trend utilization are 0.022 and 0.031, respectively, while P values for the other two variables content and advertising are 0.000. As a result, it concludes that advertising, content, engagement, trend utilization, and purchasing decisions are significant correlations. Given that advertising has the lowest P values and the value of standardized coefficient is 0.381, it can be concluded that it is the most influential variable that affects purchasing decisions.

4.9 Summary / Conclusion

In this study, all of the data that was gathered from the UMK campus at Pengkalan Chepa was analyzed using SPSS software. Descriptive statistics, Reliability test, Descriptive analysis, Normality test and Spearman Correlation is using SPSS software. At the end of this chapter, it can be concluded that there is a relationship between the dependent variable (Purchasing Decision) and the other four independent variables (Advertising, Content, Engagement, Trend Utilization).

CHAPTER 5 DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter will be focused on summarizing the results of the hypothesis of each variable in detail. Next, the implication, the study's limitations and the recommendation for next research will be covered in this chapter. This chapter also concludes with a discussion of how advertising, content, engagement and trend utilization relate in the Influence of Social Media Marketing towards Purchasing Decision among Students in University Malaysia Kelantan in Pengkalan Chepa.

5.2 Key Findings

All of the results will be discussed in more detail in this chapter. It will help researchers to get more explanation based on the result of the finding. The aim for this research is to examine the influence factors of social media marketing towards purchasing decisions among students in University Malaysia Kelantan in Pengkalan Chepa. The data analyzed after the survey was collected from 357 respondents which is the sample size of this study. A quantitative method has been used in this research which data was collected from online questionnaires distributed to students in University Malaysia Kelantan.

The four goals of the study are being attempted which is the first objective is to examine the influence of advertising, the influence of trend utilization, the influence of content and lastly

to examine the influence of engagement of social media marketing towards purchasing decision among student in University Malaysia Kelantan in Pengkalan Chepa.

The key findings are about that have been analyzed from the data of the questionnaire which was distributed. This analysis of data included validity analysis, reliability analysis, descriptive analysis, Spearman's Correlation analysis, multiple regressions, and normality test using e Social Sciences Statistical Package (IBM-SPSS Version 26 of Windows) to analyze the relationship between variables. The Cronbach 's Alpha of all variable's scales ranged from 0.679 to 0.857. The generally accepted rule is that 0.6 to ensure the internal consistency and 0.7 or higher is considered acceptable. Reliability test for Engagement variable highly reliable with Cronbach's Alpha value of 0.854. Reliability test for Trend Utilization is 0.847 which is second highest Cronbach's Alpha value, followed by reliability test for Advertising and promotion is 0.839 and reliability test for Content is 0.821. It can be concluded that, Reliability test for all four independent variables has Cronbach's Alpha values between 0.821 and 0.854, the reliability test results for these variables are good.

Next, Spearman Correlation can be used to measure the strength of linear connection when dependent variables and independent variables have a linear or significant relationship through coefficient, r . P-value less than 0.05 is considered statistically significant and the null hypothesis should be rejected. Apart from that, the value of Spearman's correlation coefficient, r is between 0.00 and 1.00. This results indicated that there is a positive moderate relationship between purchasing decision and advertising ($r=0.737, n=357, p<0.01$), relationship between Purchasing Decision and content ($r=0.727, n=357, p<0.01$), relationship between purchasing decision and engagement ($r=0.723, n=357, p<0.01$) and relationship between purchasing decision and trend utilization ($r=0.693, n=357, p<0.01$).

5.3 Discussion

The researchers have four independent variables (IV) that need to be investigated in this study. The four independent variables are advertising, content, engagement and trend utilization. The dependent variable for this study is purchasing decisions among students at University Malaysia Kelantan in Pengkalan Chepa. Thus, according to the findings of this study, there is a relationship between the independent variables and the dependent variable. The aim of this study is to examine the relationship between advertising, content, engagement and trends utilization towards purchasing decisions among students UMK in Pengkalan Chepa. The findings of the study reveal a robust and statistically significant positive relationship between advertising, content, engagement and trends utilization towards purchasing decisions among students UMK in Pengkalan Chepa.

The first objective of this study is to examine the relationship between advertising of social media marketing towards purchasing decisions among students. Based on the data analysis result in Chapter 4, we can see that there is a positive significant relationship between advertising and purchasing decisions among students of UMK in Pengkalan Chepa. The correlation coefficient of 0.737 indicates that there is a strong correlation between advertising and purchasing decisions. Thus, the significant value is less than 0.01, there is a significant correlation between these two variables. Hence, H1 is accepted. Advertising shows have a strong impact on social media marketing towards purchasing decisions. It shows that advertising has a strong influence on social media marketing towards purchasing decisions. The findings are also supported by the study by Aliah, A. N., & Djamereng, A.,(2021) which shows a positive relationship between advertising and purchasing decisions among students. The study

emphasizes that an effective advertising strategy and a positive brand image significantly influence consumer choices. The outcome of the hypothesis test indicates that there has a positive relationship between advertising on social media marketing towards purchasing decisions.

Next, the second objective is to examine the relationship between content of social media marketing towards purchasing decisions among students. From the result, the correlation analysis has shown that there is a significant positive relationship between content and purchasing decisions among students of UMK in Pengkalan Chepa. The correlation coefficient is 0.727 and the significant level is less than 0.001. Hence, the H2 is accepted. Content shows have a strong impact on social media marketing towards purchasing decisions. It shows that content has a strong influence on social media marketing towards purchasing decisions. Previous studies show that content and purchasing decisions have a relationship in purchasing decisions. According to previous studies by Yoon, S. J. (2002), highlight how content elements like transaction security, website attributes, search functionality, and personal variables have a strong relationship with one another and how important it is for them to build customer trust when it comes to making decisions about online purchases. The research shows that while navigation functionality influences satisfaction, image-related factors like company awareness and reputation have a substantial impact on website trust. This is determined by a thorough examination of the antecedents, consequences, and mediating variables.

Besides that, the third objective is to examine the relationship between engagement of social media marketing towards purchasing decisions among students. From the results, the correlations analysis has shown that there is a significant positive relationship between engagement and purchasing decisions among UMK students in Pengkalan Chepa. The correlation coefficient of

0.723 indicates that there is a strong correlation between engagement and purchasing decisions. Hence, H3 is accepted. Engagement shows have a strong impact on social media marketing towards purchasing decisions. It shows that engagement has a strong influence on social media marketing towards purchasing decisions. Previous studies show that engagement and purchasing decisions have a relationship in purchasing decisions. Previous studies show, A common tool in business strategy is influencer marketing, which influences the effectiveness of online brand engagement at various points in the customer purchase funnel. Results indicate that depending on the qualities of the blogger and the substance of the blog post, sponsored blogging has varying effects on online engagement (such as loving companies and leaving comments). This effect is also influenced by the type of social media platform and the campaign advertising intent. Hughes & Swaminathan (2019) highlight the significance of the interplay between platform type, campaign intent, resource, incentive, and content aspects in promoting engagement, which in turn affects purchasing decisions.

Moreover, the fourth objective is to examine the relationship between trend utilization social media marketing towards purchasing decisions among students. From the result, the correlations analysis has shown that there is a significant positive relationship between trend utilization and purchasing decisions among UMK students in Pengkalan Chepa. Since the correlation coefficient value is larger than 0.41 and less than 0.70, the Spearman Correlation Coefficient value of 0.693 also demonstrates that there is a positively significant association between trend utilization and purchasing decisions. Hence, H4 is accepted. Previous studies show that trend utilization and purchasing decisions have a relationship in purchasing decisions. According to Lou, C., & Yuan, S. (2019) the substantial growth in influencer marketing expenditure suggests a significant link between trend utilization and purchasing decisions. In

order to comprehend the critical roles that advertising value and source credibility play, the study puts forth the social media influencer value model. An online survey revealed that characteristics such as useful information, reliability, attractiveness, and resemblance had a favorable impact on confidence in influencers' branded posts, which in turn affects brand awareness and buy intentions. The study's conclusions highlight how closely trend involvement and consumer purchase behavior are related.

Lastly, regarding objective 5, the results above show the correlations analysis has shown that there is a significant positive relationship between advertising, trend utilization, content, engagement and purchasing decisions among UMK students in Pengkalan Chepa. Due to the correlation coefficient value of 1.000, there is a monotonic correlation between buying decisions and itself therefore H_a is accepted. When assessing the consistency of purchase decisions, the result shows a consistent and direct link with itself, as would be expected. There is a positive correlation between the four independent variables which are advertising, content, engagement, and trend utilization and purchasing decisions. The correlation coefficients for these four independent variables are 0.737, 0.727, 0.723 and 0.693 respectively. Consequently, all four of the hypothesis alternatives (H_a) for these variables are accepted, and this means that these four independent variables and purchase decisions have a considerable and strong relation. This is a significant and valuable finding for researchers and marketers. Based on these findings, the objective and questions of this study have been answered and the findings from the previous study help in carrying out this study.

5.4 Implications of the Study

The implications of this study can be utilized as a marketing strategy for UMK students. Considering UMK Pengkalan Chepa's status as an entrepreneurial university, it is crucial for every student to understand how social media marketing influences purchasing decisions. Through this study, students can gain feedback from consumers regarding the use of social media in developing effective marketing strategies. It aids them in focusing on what they do to attract and capture the interest of students in their businesses. This insight can be applied to promote academic programs, campus events, and other offerings to attract students.

Furthermore, the next implication is that it can serve as a foundation for academic research and future studies. This study can be the basis for further academic investigations in the field of social media marketing and its impact on consumer behavior. The results of this study not only provide current understanding but also open doors for further research that can offer deeper and more relevant insights into the realm of social media marketing. By continually seeking new knowledge, researchers and academics can make a significant contribution to the advancement of knowledge and shape the future direction of marketing and consumer behavior. Future research could build on these findings to explore additional factors or investigate the long-term effects of social media influence on consumer behavior. The extent to which this influence persists over time and how it evolves in line with technological advancements and changes in consumer needs and desires could be the focus of upcoming research.

5.5 Limitations of the Study

The researcher must face challenges and set limitations when conducting this study. While difficulties are inherent in research, the researcher must possess the ability to overcome them. It is crucial for the researcher to recognize and understand the weaknesses in this study. However, with dedication and effort from our research team, we successfully completed this study with success within the specified timeframe.

The first highlighted weakness in this regard is the difficulty in obtaining cooperation from respondents. Despite the researcher's efforts to distribute Google forms through WhatsApp and Telegram applications, this endeavor did not achieve the desired success in data collection. Although the Google forms were consistently distributed every day within the same WhatsApp and Telegram groups encompassing various students, the responses received were insufficient to reach the target of 357 respondents. One factor to consider is the potential for respondent saturation or lack of interest in participating in the study through the WhatsApp and Telegram platforms. Therefore, this weakness touches on the effectiveness of the distribution strategy and raises questions about the willingness of respondents to participate in the study through these platforms.

Undeniably, a major limitation faced by every researcher is the insufficient time for reviewing and researching various journals and articles to produce a new report before submitting it by the deadline. Searching for relevant and precise data on a particular topic is challenging but can be accomplished with internet access. Additionally, researchers also have to

spend a considerable amount of time gathering a sufficient number of respondents. Thus, to proceed with the next steps, the researcher had to wait until obtaining an adequate number of respondents, leading to a time constraint in completing this assignment.

5.6 Recommendations/ Suggestion for Future Research

For future research endeavors exploring the influence of social media marketing on purchasing decisions among students at Universiti Malaysia Kelantan in Pengkalan Chepa, several avenues require deeper investigation. Among them, a comprehensive qualitative approach is recommended, delving into the intricacies of students' perceptions and attitudes toward social media marketing. Utilizing methodologies such as in-depth interviews and focus group discussions can provide a more profound and detailed perspective, capturing the multifaceted factors shaping purchasing decisions.

Furthermore, researchers need to conduct a thorough assessment of the impact of social media influence on purchasing decisions among students. By investigating the dynamics of influence marketing in-depth, especially how authenticity and specificity specifically affect different product categories, this study has the potential to unveil new dimensions crucial to understanding the impact of social media on consumer behavior. By detailing the relationship between authenticity and specificity in the context of diverse products, this research can provide a deeper understanding of the dynamic and contextual nature of social media's influence in purchasing decisions among students.

Additionally, emphasizing specific contextual aspects for UMK students, including the campus environment, shopping needs of students, and cultural elements that may influence their

responses to social media marketing, is crucial. This analysis may involve case studies and field research to understand the local context more profoundly.

5.7 Overall Conclusion of the Study

In conclusion, the discussion within the findings indicates that all research objectives and questions have been achieved and successfully addressed. Utilizing the Statistical Package for the Social Sciences (SPSS), the data presented in Chapter 4 has been analyzed, and all conclusions will be drawn based on the results. The study results show and summarize that the relationships of independent variables, namely advertising, content, trend utilization, and engagement, influence purchasing decisions among UMK students. This research was distributed to UMK Kota Campus students, with a survey consisting of 357 respondents. Respondents and areas like this were chosen by the researcher for their proximity and convenience in conducting the study.

The aim of this study is to analyze the relationship between the influence of social media marketing on purchasing decisions among Universiti Malaysia Kelantan (UMK) students in Pengkalan Chepa. With the rapid growth in the use of social media influencing purchasing decisions, this research will examine the extent to which social media marketing plays a key role in shaping the attitudes and purchasing behavior of students. This assertion is strengthened by the data obtained from the researcher's study, where all respondents fully agreed that social media has the power to influence their purchasing decisions. This can also be supported by the results of the researcher's study.

The study's results can be summarized by stating that there is a positive relationship between the independent variables, namely advertising, content, trend utilization, and engagement, with purchasing decisions among UMK students in Pengkalan Chepa. This is because each independent variable has a significant p-value of less than 0.001.

Marketing through social media is capable of creating a deeper understanding of products or services and effectively conveying promotional information to students, thereby influencing their decisions to make a purchase. Lastly, with this research that has proven that factors in social media marketing have strong relationships in the decisions to make a purchase. It will help sellers to further develop business strategies through social media marketing by focusing on the factors that are more influential in making a purchase decision among students.

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APPENDIX A

QUESTIONNAIRE

“ANALYSIS ON THE INFLUENCE OF SOCIAL MEDIA MARKETING IN E-COMMERCE TOWARDS PURCHASING DECISION AMONG STUDENT UNIVERSITI MALAYSIA KELANTAN (UMK) IN PENKALAN CHEPA”

Greetings to all dear respondents,

We are final year students from the Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing a Degree in Bachelor of Entrepreneurship (Commerce) with Honors. I am currently conducting a research survey regarding “Analysis on the influence of social media marketing in E-Commerce towards purchasing decisions among students at Universiti Malaysia Kelantan (UMK) in Pengkalen Chepa”. Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and used exclusively for academic purposes only.

SECTION A: DEMOGRAPHIC INFO

You are required to place a tick (/) at the appropriate answer.

1. Age:

18-20	21-23	24-26	27 and Above
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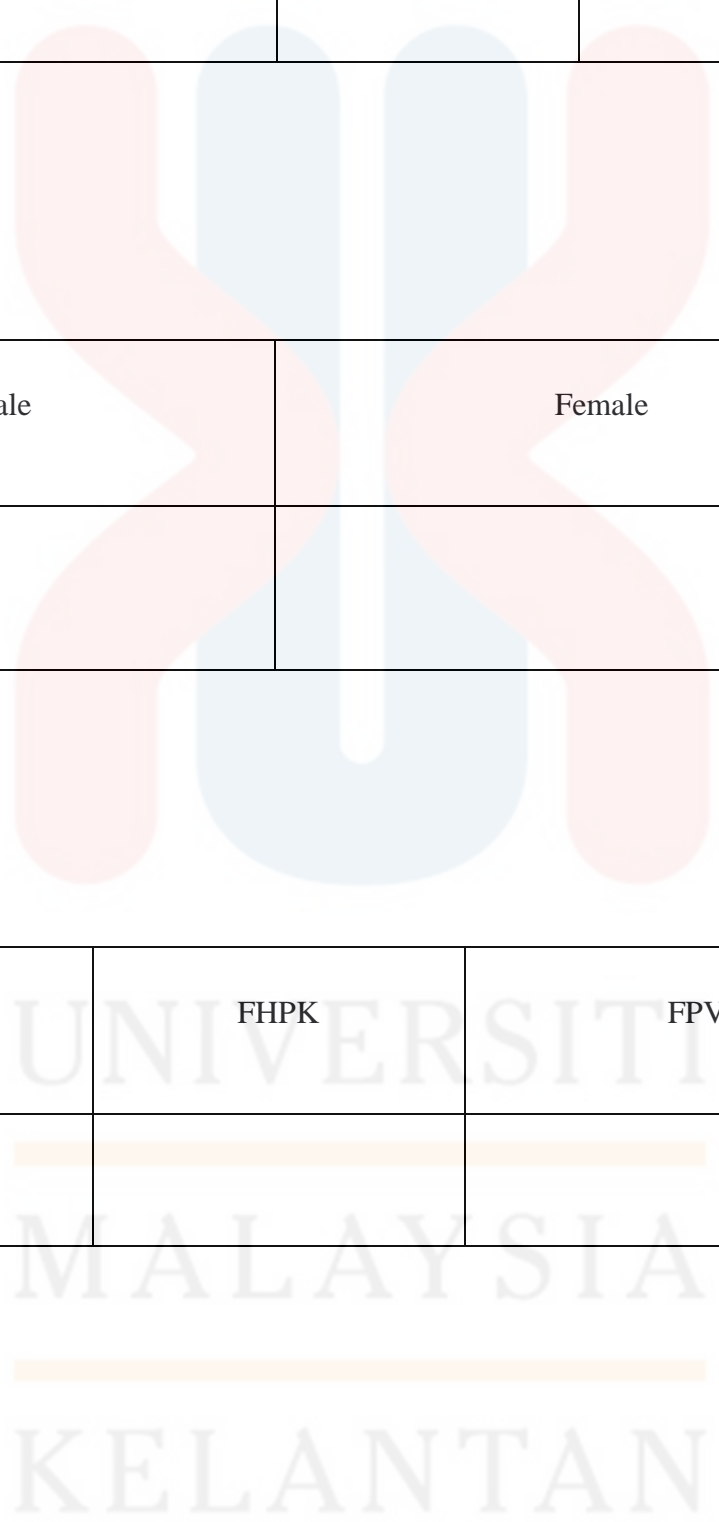
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2. Gender:

Male	Female

3. Faculty:

FKP	FHPK	FPV



4. Program:

SAK	SAL	SAR	SAB	SAE	SAA	SAP	SAH	SAS	SDV

5. How often do you make purchasing decisions based on information you encounter on social media?

Very Often	Often	Occasionally	Rarely	Never

SECTION B: DEPENDENT VARIABLES

This section will measure your influence of social media marketing towards purchasing decision among students. Please mark your answer based on the scale from 1 to 5.

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Strongly Disagree (<u>SD</u>)	Disagree (<u>D</u>)	Neutral (<u>N</u>)	Agree (<u>A</u>)	Strongly Agree (<u>SA</u>)
1	2	3	4	5

THE INFLUENCE OF SOCIAL MEDIA MARKETING TOWARDS PURCHASING DECISION AMONG STUDENTS.		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	I will consider information and recommendations from social media when making purchasing decisions.	1	2	3	4	5
2.	I will make impulsive purchasing decisions based on the content I see on social media.	1	2	3	4	5

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3.	I will research and compare prices and reviews on social media before making a purchase.	1	2	3	4	5
4.	I will share or recommend products or services from social media with my friends or followers.	1	2	3	4	5
5.	I will follow or subscribe to the social media accounts of brands or businesses to stay updated on their offerings.	1	2	3	4	5

SECTION C: INDEPENDENT VARIABLE

This section will measure your Advertising and Promotion, Content, Engagement, and trend Utilization to influence social media marketing towards purchasing decisions among students. Please mark your answer based on the scale from 1 to 5.

Strongly Disagree	Disagree (D)	Neutral	Agree	Strongly Agree
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(SD)		(N)	(A)	(SA)
1	2	3	4	5

ADVERTISING AND PROMOTION		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	I am more likely to trust a product or service if it has positive customer reviews or testimonials in its advertisements.	1	2	3	4	5
2.	Advertisements that evoke emotions, such as humor or nostalgia, are more likely to make me consider a purchase.	1	2	3	4	5
3.	Limited-time offers and discounts featured in advertisements often encourage me to make a purchase.	1	2	3	4	5

4.	Promotions like discounts and special offers are a significant factor in my purchasing decisions.	1	2	3	4	5
5.	I'm more likely to make a purchase when a product or service is bundled with additional items or services at a discounted price.	1	2	3	4	5
CONTENT		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	I will share the content in social media that I am interested in.	1	2	3	4	5
2.	Content in social media is important for people to get the latest information.	1	2	3	4	5
3.	Every content that I share on social media needs to be verified before sharing.	1	2	3	4	5

4.	I only will share the content that i think it is useful with my friends	1	2	3	4	5
5.	I always change my purchasing decisions when I find new content in social media.	1	2	3	4	5
ENGAGEMENT		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	Do you use social media engagement to get information or inspiration about your purchasing decisions?	1	2	3	4	5
2.	Do you frequently engage with brands or products on social media platforms, such as liking, commenting, or sharing the content?	1	2	3	4	5
3.	Do you trust the opinions and suggestions of individuals on social media more than traditional advertising	1	2	3	4	5

	methods?					
4.	Negative social media interactions will prevent you from making a purchase?	1	2	3	4	5
5.	Types of content on social media such as product reviews, user-generated content, and sponsored posts are most influential in your purchasing decisions.	1	2	3	4	5
TREND UTILIZATION		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	I am more interested in purchasing when live streaming because I can ask about the product directly.	1	2	3	4	5
2.	I am easily influenced to purchase when there is a lot of positive feedback and experience about the product on	1	2	3	4	5

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	social media.					
3.	Would you consider purchasing items that are viral on social media?	1	2	3	4	5
4.	Using relevant hashtags in every promotional post makes me more interested in buying the goods.	1	2	3	4	5
5.	The trend of products collaborating with social media influencers makes me more interested in purchasing those products.	1	2	3	4	5

Thank you for your participation.



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APPENDIX B

GANTT CHART

NO	Activities / Week	October				November				December				January	
		2023				2023				2023				2024	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Determination of students and supervisors by the PPTA course according to student registration and specialization.														
2	Final year research briefing I and II distribution of final year research project guidelines														

3	<p>Meetings and discussion with supervisors</p> <p>-Verification of appropriate field or title of the research project</p>														
4	<p>Writing a draft research project proposal (chapter 1-3)</p>														
5	<p>Submission of draft research project proposal to supervisor.</p> <p>- Review by supervisor(chapter 1-3)</p> <p>-Correction by</p>														

	students													
6	Preparation of Research Questionnaire and Conduct the pilot test													
7	Distribution of Research Questionnaire													
8	Writing a draft research project proposal (chapter4 and 5)													
9	Meetings and discussion with supervisors -Review by supervisor (poster,													

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	chapter 4 and 5) -Correction by student													
10	Submission of Poster to supervisor and examiner													
11	Writing a article paper													
12	Meetings and discussion with supervisors - Preparation for presentation.													
13	Presentation													
14	Submission final Research Project Proposal Report and Article to Examiner													

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