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THE EFFECTIVENESS OF SOCIAL MEDIA ON PURCHASE DECISION-MAKING

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ABSTRACT

Social media plays a dominant role in day-to-day life, and it has many features such as providing information, entertainment, social networking, live streaming, shopping, and learning. Purchase decision-making is a term that defines the cognitive process that occurs before customers make any purchasing decision. This decision is important to lead a consumer from identifying a need, generating options, and choosing a specific product and brand. Online decision-making is a term that defines the cognitive process that occurs before consumers make online decision. This is to understand what drives consumers to choose a particular alternative product or brand against the competitor, especially the quality and price of different products and services. The purpose of this study was to examine the effectiveness of social media such as Facebook, Instagram, and Twitter on purchasing decision making. The field of study conducted is related to Facebook, Instagram, and Twitter on purchasing decision. A quantitative study was conducted, and 208 questionnaires was distributed to Shah Alam residents as a respondent using a random sampling method. The finding shows Instagram has a significant positive factor on purchase decision making among the respondents. Most of the respondents use Instagram as main platform to buy a product. With the mean 4.50, majority of the respondents strongly agreed that they are consider purchasing from Instagram. Conclusively, this research is beneficial for business enterprise to improve the integrated marketing communication mix strategy by aggressively promoting and selling the product through Instagram. Nowadays, social media is one of the digital platforms that contribute to nurturing the business especially during the era of pandemic Covid-19.

Keywords: Social media, effectiveness, purchase decision-making,

INTRODUCTION

In Malaysia, the emergence of social media such as Social Networking Site (SNS), Facebook, Twitter, LinkedIn, YouTube, Blog has garnered millions of users, using them in their daily life. According to the Malaysian Communication Multimedia Commission (MCMC) 2013, Facebook is the leading Social Networking Site (SNS) in Malaysia with 84.2% of users, followed by Twitter (14.3%), LinkedIn (2.4%), Google+ (2.6%), and other lesser-known Social Networking Site (SNS) (1.1%). Malaysians are also reported to have the greatest number of Facebook users in Asia, at 5 million users (Balakrishnan & Shamim, 2013; Wok, Idid, Misman, & Rahim, 2012). The advent of social media has garnered immense usage globally, bringing users together for daily communication, business transactions, information, and more. This new communication technology is easy to use and entertaining in interacting with other users online.

Among the social media types available include collaborative projects (i.e., Wikipedia), blogs and microblogging (i.e., Blogspot or Twitter), content communities (i.e., YouTube or Flickr), social networking sites (i.e., Facebook or LinkedIn), the virtual game world (i.e., World of Warcraft) and virtual social world (i.e., Second Life) (Kaplan & Haenlein, 2010). Statistics exhibit that around one billion Internet users are on Facebook, 200 million are tweeting on Twitter, 800 million are on YouTube and 200 million connect on LinkedIn (Pick, 2013). Consumer and organizational decision-making concerning the selection and use of products and services is one of the key issues in marketing research. Research on buying behavior in the context of services has mainly focused on the use or selection of service providers (Ettenson and Turner, 1997; Farrell and Schroder, 1999; Gallouj, 1996; Hill and Neeley, 1988). In the context of organizational buying, purchase decisions are typically regarded as multi-person and multi-objective processes involving complex decision-making units or buying centers (Johnston and Lewin, 1996). Currently, online purchase decision or online stores are important and highly visible representatives of the 'new economy' (Van Der Heijden and Verhagen, 2002). Thus, purchasing online is becoming a common way of shopping (van der Heijden et al., 2003).

Problem Statement

Nowadays, social media has been dominated by people worldwide regardless of rank and age. Social media is not only favored by international users but is also becoming a popular medium for Malaysians. According to the We Are Social website in September 2016, Malaysia is ranked in eighth place (62%) for having active accounts on top social networks (We Are Social, 2016). Facebook is the leading social media site in Malaysia with 84.2% users, followed by Twitter (14.3%), LinkedIn (2.4%), Google+ (2.6%), and other lesser-known social media applications (1.1%) (Malaysian Communication Multimedia Commission, 2013). The statistics illustrate social media is one of the most engaging online communication platforms for everyone.

The main objective of this research is to identify the effectiveness of social media on purchasing decision-making. Normally, people in Malaysia own social media accounts such as Facebook, Instagram, and Twitter. They are always exposed to advertisements through social media. Therefore, advertisement plays important role to

disseminate the right social media to reach a certain target market. This is because social media accounts are characterized by a different range of users. Facebook is specifically for adults range from 30s to 50s, the Instagram and Twitter users are more to the youngster at the age of 30s. That is why purchasing products on social media can affect customers on their decision-making.

Research Objective

1. To examine the effectiveness of social media on purchasing decision making.

2. To examine the most preferred social media platform (Facebook, Instagram, and Twitter) for consumer purchase decision.

Research Question

1. Which are the most influential platforms that affect consumer purchase decisions?

2. What is the most preferred social media marketing platform (Facebook, Instagram, and Twitter) for consumer purchase decision?

Research Hypothesis

There are three (3) hypothesis that corresponding to the sub-research questions is developed:

H1: There is a significant relationship between Facebook and purchasing decision-making.

H2: There is a significant relationship between Instagram and purchasing decision-making

H3: There is a significant relationship between Twitter and purchasing decision-making.

LITERATURE REVIEW

According to Boyd & Ellison 2008, social media is a "platform to create profiles, make explicit and traverse relationships". Social media is also identified as the set of functionalities or "building blocks" with 3000 citations (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). A taxonomy of "social media" splits the field into 6 distinctive categories (Blogs, Social Networking Sites, Collaboration Projects, Content Communities, Virtual Social Worlds, and Virtual Game Worlds) (Kaplan & Haenlein 2010). The trend of creating new and updating old definitions continues, as does the development, use, and adoption of social media (Kapoor et al., 2017). Purchase decision consumer is behaviors shown by decision-making units in the buying, usage and disposal of goods and services. Purchase decision consumer is the decision-making process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services (David and Albert, 2002). According to Loudon and Della (1993) the buying decision process can have a useful approach to understand how is the purchaser make a decision according to her or his interest and it is developed in three segments: the external environmental variables influencing behavior, the individual determinants of behaviour and the customer´s decision process.

The introduction and rise of the Social Network Site (SNS) Facebook have been one of the most important social trends of the past decade. Although it only opened to the public in 2006, Facebook reports already serving one billion monthly active users at the end of 2012 (Facebook, 2012). Once a profile is created, the new user can start

looking for friends and send friend requests. When accepted, Facebook connects the two individuals by allowing them to see each other's profile pages and by adding their activities to one another's news feed. Facebook thus functions as an online application to see and to be seen (Stroud, 2008) or to "presume": producing and consuming at the same time (Le and Tarafdar, 2009; Ritzer and Jurgenson, 2010). Online shopping has been in user's life for several years, but the social shopping phenomenon is integrating more among Facebook and Twitter users. Today, online shopping is taking a new way to be more social, users connect with friends and family to get a recommendation or obtain deals from a Twitter account that the consumer follows, or buy clothes right on Facebook (Dugan, 2012).

Instagram, a mobile photo (and video) capturing and sharing service, has quickly emerged as a new medium in the spotlight in recent years. It provides users an instantaneous way to capture and share their life moments with friends through a series of (filter manipulated) pictures and videos. Since its launch in October 2010, it has attracted more than 150 million active users, with an average of 55 million photos uploaded by users per day, and more than 16 billion photos shared so far (Instagram 2013). The extraordinary success of Instagram corroborates the recent Pew report which states that photos and videos have become the key social currencies online (Rainie, Brenner, and Purcell 2012). Facebook is "losing its youth appeal," and the popularity of Instagram has recently surpassed the popular SNS Twitter with 300 million users monthly (Sloane, 2014). Citigroup has recently come out and said that as of December 2014, Instagram is now worth $35 billion, which is 49 times the amount that Facebook purchased it for in 2012 (Berkowitz and Souppouris, 2014).

Twitter is a widely used free social networking tool that allows people to share information, in a real-time news feed by posting brief comments about their experiences and thoughts (Bristol et al, 2010). Public messages sent and received via Twitter or 'tweets' are limited to no more than 140 characters and can include links to blogs, web pages, images, videos, and all other material online. Despite the brevity imposed by this media tool, Twitter use is extensively used in a wide variety of circumstances. According to Mollett et al.(2011), 'thousands of academics and researchers at all levels of experience and across all disciplines already use Twitter daily'.

Theoretical Framework

The purpose of this study is to identify the effectiveness of social media in purchasing decision-making. The theoretical framework is formed based on the research objectives and research questions. It displays both the dependent variable and independent variables. Figure 1 shows the theoretical framework. The four dimensions of independent variables include Facebook, Instagram, and Twitter. The dependent variables are purchasing decision-making.
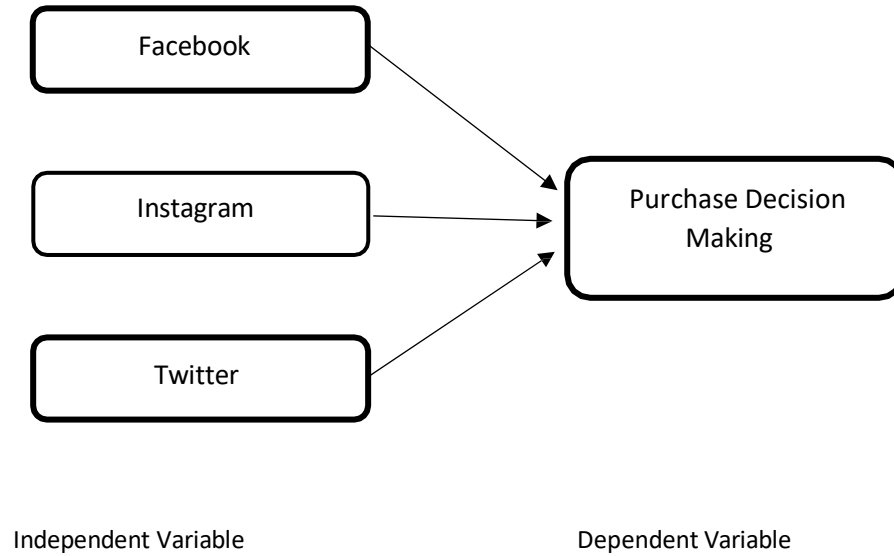
Independent Variable   Dependent Variable

Figure 1. Theoretical Framework

METHOD

The purpose of the study is to explore the effectiveness of social media on purchase decision-making. Quantitative methods use descriptive analysis as this study can describe a particular subject by taking into account various aspects and factors that need to be evaluated. According to Mäntyneva, Heinonen and Wrange (2008) quantitative research focus on collecting numerical data to explain the phenomena. For this research, researcher used the quantitative methods by questionnaire. Questionnaires are distributed to 208 people that are selected randomly in Seksyen 13, Shah Alam area. This method is selected because it is cost-efficient, practical, and fast results. The data collected were analyzed using the Statistical Package for the Social Sciences 25 (SPSS 25) program using descriptive statistics such as mean and standard deviation to answer each of the research questions. Results of the analysis will then be displayed using statistical summary tables, charts, and graphs.

FINDINGS

For effectiveness and efficiency, researcher choose to use Statistical Packages for the Social Science for Windows version 25" (SPSS 25.0), the exact data obtained from the collected questionnaire are then displayed in the form of tables showing the frequency, percentage, and mean. The mean value is classified into 3 levels. According to Richard I. Levin and David S. Rubin, (2000), the highest of the mean score is between 3.67 to 5.00, the medium is from 2.34 to 3.66 and the lowest is from 1.00 to 2.33.

Reliability Test

Table 1. Reliability Test

Variables	Cronbach's Alpha	Number of Items
Facebook	0.808	5
Instagram	0.875	5
Twitter	0.707	5
Purchasing Decision Making	0.804	5

The rule of thumb for the reliability test is that 0.7 or higher suggests good reliability and may be acceptable if between 0.6 and 0.7. Based on the results in table above, Facebook, Instagram, Twitter and purchasing decision making recorded excellent reliability with Cronbach 's Alpha of 0.808, 0.875, 0.707 and 0.804 respectively.

Demographic Profile of Respondent

Table 2. Demographic Profile: Gender

Gender

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Male	121	58.2	58.2	58.2
	Female	87	41.8	41.8	100.0
	Total	208	100.0	100.0	

Table show there is a total respondent of 208 participated in the survey questionnaire. The result of gender analysis consists of 121 male and 87 females. The percentage of male is 58.2% and the female is 41.8%.

Table 3. Demographic Profile Marital Status

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Single	114	54.8	54.8	54.8
	Married	80	38.5	38.5	93.3
	Divorce	14	6.7	6.7	100.0
	Total	208	100.0	100.0	

Majority of respondents are single, which are 114 respondents (54.8%) and 80 respondents (38.5%) are married.

Table 4. Demographic Profile Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	69	33.2	33.2	33.2
	Unemployed	18	8.7	8.7	41.8
	Government sector	65	31.3	31.3	73.1
	Private sector	55	26.4	26.4	99.5
	Others (Please specify _____)	1	.5	.5	100.0
	Total	208	100.0	100.0	

Table above shows the respondents 'occupation groups. Most of the respondents are students amounting to 33.2% or 69 out of 208 respondents. The second highest is the Government sector which amounted to 31.3% or 65 out of 208 respondents.

Pearson Correlation Coefficient

According to Tripathi and Badugu (2018), the Pearson Correlation Coefficient is adopted to measure the sense of mutual dependence of more than two variables. Latent variables are perceived usefulness with perceived trust and the dependent variables are Information search, Evaluation of Alternatives and Buying intention, each variable is individually treated with each other and a result is obtained, where the value r shows positive correlation and p value representing significant at 0.01 level i.e. p <0.01.

Table 5. Pearson Correlation Coefficient

MEAN FACEBOOK			MEAN INSTAGRAM	MEAN TWITTER	MEAN PURCHASING DECISION MAKING
MEAN FACEBOOK	Pearson Correlation	1	-.065	-.142*	.008
	Sig. (2-tailed)		.348	.040	.905
	N	208	208	208	208
MEAN INSTAGRAM	Pearson Correlation	-.065	1	-.073	.264**
	Sig. (2-tailed)	.348		.296	.000
	N	208	208	208	208
MEAN TWITTER	Pearson Correlation	-.142*	-.073	1	-.127

	Sig. (2-tailed)	.040	.296		.067
	N	208	208	208	208
MEAN PURCHASING DECISION MAKING	Pearson Correlation	.008	.264**	-.127	1
	Sig. (2-tailed)	.905	.000	.067	
	N	208	208	208	208

*. Correlation is significant at the 0.05 level (2-tailed).

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

Table 5 shows the correlations between the independent variables Facebook, Instagram, and Twitter with the dependent variable which is purchase decision making. Independent variables have a positive linear relationship to the dependent variable at significant level 0.05. All value in this probable is less than 0.9 which indicates that there is no multi-collinearity problem. The correlation among independent variables is less than 0.9 which is between -0.065 to 0.264

First, there is no significant relationship between Facebook and purchasing decision making. This is because the p-value equal to 0.000 and more than alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.008, falls under the coefficient range of "±0.00 to ±0.20". This indicates slight relationship between Facebook and purchasing decision making. Second, there is a significant relationship between Instagram and purchasing decision making. This is because the p-value equal to 0.000 and less than alpha 0.05. Moreover, the value of the correlation coefficient, which is 0.264, falls under the coefficient range of "±0.21 to ±0.40". This indicates to small but define relationship between Instagram and purchasing decision making. Finally, there is no significant relationship between Twitter and purchasing decision-making. This is because the p-value equal to 0.000 and more than alpha 0.05. Moreover, the value of the correlation coefficient, which is -0.127, falls under the coefficient range of "±0.00 to ±0.20". This indicates the slight relationship between Twitter and purchasing decision-making.

Multiple Regression Analysis

Regression analysis is a statistical technique for estimating the relationship among variables that have reason and results relation. Through univariate analysis, the relation between a dependent variable and independent variable are analysed, and the equation representing the linear relations between the dependent and independent variable is formulated. The regression model with one dependent variable and more than one independent variable, however, is known as multivariate regression analysis (Koksal,1985, Tabachrick,1996, Buyukozturk, 2002)

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.285[a]	.081	.068	.43719

Predictors: (Constant), MEANTWITTER, MEANINSTAGRAM, MEANFACEBOOK

Based on the table 6, it shows that the value of correlation coefficient (R value) is 0.081. Independent variables can explain 8.1% of the variation in dependent variable. However, it is still left 91.9% unexplained in this study.

Table 7. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.450	3	1.150	6.017	.001[b]
	Residual	38.992	204	.191		
	Total	42.442	207			

Dependent Variable: PURCHASING DECISION MAKING
Predictors: (Constant), MEANTWITTER, MEANINSTAGRAM, MEANFACEBOOK

Table 8. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.778	.353		10.714	.000
	MEAN FACEBOOK	.007	.047	.010	.145	.885
	MEAN INSTAGRAM	.207	.054	.256	3.800	.000
	MEAN TWITTER	-.054	.035	-.107	-1.573	.117

a. Dependent Variable: MEANPURCHASINGDECISIONMAKING

Based on table 8, (Coefficients) show that Instagram is significant to predict the dependent variable (purchase decision making) This is because the p-value is less than the alpha value 0.05. The independent variable that is not significant to predict the dependent variable is Facebook and Twitter, which is more than alpha 0.05. The relationship can be analyzed as the following equation.

PDM =3.778 + 0.007 (Facebook) + 0.207 (Instagram) + -0.054 (Twitter)

Instagram was found to exert a significant positive factor on purchase decision making which has an

influence toward purchase decision making (t = 3.800, p = 0.000, β=0.207). On the other side, there is no significant or no impact by Facebook (t=0.145, p=0.885, β=0.007) and Twitter (t=-1.573, p=0. 117, β=-0.054) on purchase intention as its p- value is more than 0.05. The result of significant test as follows:

Hypothesis 1

H_1: There is an impact from Facebook towards purchase decision making

The p-value of Facebook according to the table above is 0.885, which is more than the significant level of 0.05. This means Facebook has no impact on purchase decision-making.

Hypothesis 2

H_1: There is an impact from Instagram towards purchase decision making.

The p-value of Instagram according to the table above is 0.000, which is less than the significant level of 0.05. This means Instagram has an impact towards purchase decision making.

Hypothesis 3

H_1: There is an impact from Twitter towards purchase decision making.

The p-value of place according to the table above is 0.117, which is more than the significant level of 0.05. This means Twitter has no impact on purchase decision-making.

CONCLUSIONS AND DISCUSSION

Based on the findings, Instagram shows that Instagram have a significant positive relationship with the purchasing decision making of consumers at Seksyen 13, Shah Alam. Meanwhile, Facebook and Twitter have no relationship with the dependent variable. Table 9 shows the major findings of the study.

Table 9. Major Findings

HYPHOTHESIS	SIGNIFICANT	CONCLUSION
There is an impact from Facebook towards purchasing decision making among the public on Seksyen 13, Shah Alam.	0.885	Not Supported
There is an impact from Instagram towards purchasing decision making among the public on Seksyen 13, Shah Alam.	0.000	Supported
There is an impact from Twitter towards purchasing decision making among the	0.117	Not Supported

public on Seksyen 13, Shah Alam.

Relationship between Facebook and Purchasing decision making

H1 indicates that Facebook has no significant relationship on purchasing decision making. Result shows P-value is 0.885 and β-value is 0.007, which expressed that H1 is not supported. There was no impact between Facebook on purchasing decision making which is inconsistent with (Marsden, 2011) Facebook commerce or F- commerce derived from ecommerce is the selling process via Facebook. Companies use this social network to facilitate, implement and create a support between the companies and the customers during the selling process. H1 not supported.

Relationship between Instagram and Purchasing decision making

H2 indicates that product has significant relationship on purchasing decision making. Result shows P-value is 0.000 and β-value is 0.207, which expressed that H2 is supported. Consumer purchasing in Instagram stores is a relatively new phenomenon. To the best of our knowledge, there is no empirical study that uses a theoretical framework to examine the factors driving consumer purchase intention in Instagram stores. This mode of shopping represents a new experience for most consumers; thus, we expect that consumer trust is a key driver of consumer purchase decision.

Relationship between Twitter and Purchasing decision making

H3 indicates that Twitter has no significant relationship on purchasing decision making. Result shows P-value is 0.117 and β-value is -0.054, which expressed that H3 is not supported. There was no impact between Twitter on purchasing decision making which is from the previous study state that results of the analysis in relation to Twitter are not creating an effective respond from consumers to be an incentive to buy (Freydee Karina Rondon, 2012). H3 is rejected.

The study has met its objectives by validating that Instagram was significant relationship with purchasing decision making while Facebook and Twitter are having less impact on the dependent variable. This can be concluded that Instagram as a social media platform plays an important role in purchase decision making. The study gives a clearer picture of exploring the effectiveness of social media among the consumers at Seksyen 13, Shah Alam Selangor. Meanwhile, Facebook and Twitter have no relationship with the dependent variable.

RECOMMENDATIONS

The findings indicate that social media plays a prominent role in the day to day activities. The study is beneficial for business enterprises to improve the integrated marketing communication mix strategy by aggressively promoting and selling the product through Instagram. Nowadays, social media is one of the digital platforms that contribute to nurturing the business, especially during the era of pandemic Covid-19. Future researchers

may use the findings of the study to identify a new dimension of social media marketing as an important digital platform for online purchasing.

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