RESEARCH STUDY ON ADOPTION OF SOCIAL MEDIA MARKETING IN THE ENTERPRISE (MALAYSIA CONTEXT)

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BY

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SEPTEMBER 2015

DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is _____10,303_____.

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DEDICATION

This thesis is especially dedicated to:

Mr Choy Johnn Yee, Mr Garry Tan Wei Han, and

Our families, friends and respondents,

Thanks for your fully support when we need it the most.

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LIST OF ABBREVIATIONS

BI	Behavioral Intention
DV	Dependent Variable
et al	And others
EU	Ease of Use
FC	Facilitating Condition
IV	Independent Variable
PE	Performance Expectancy
SAS	Science Analysis System
SI	Social Influence
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use of Technology

ABSTRACT

Social media has become a trend for youngster and business partner today. Therefore, this research had been carrying out to encourage entrepreneur to adopt social media as new business platform to further improve their business. This is because 92% of marketers declared that social media marketing is important on increase growth for businesses. Some of the entrepreneur still prefer offline business because they think that traditional marketing still remain as rival for social media marketing. To determine how much percent can influence entrepreneurs' behavioral intention to adopt social media, several factors like social influence, facilitating condition, performance expectancy and ease of use has been adopt to become a framework. For collect the data required, online survey has been conducted as primary data where online questionnaire distribute to online entrepreneurs in Malaysia through Facebook and email. The targeted respondents was 200 people but questionnaire that been distribute were more than that. The test result of internal reliability analysis showed that the four interdependent valuable are reliable as the cronbach's alpha is more than 0.70; Pearson correlation analysis also state that the relationship between IV and DV are strong. This research can be a thesis that provides further information for researcher when they want to conduct similar research in the future. The identified constructs in this paper are inspired from the UTAUT and TAM theoretical frameworks respectively.

Chapter 1: RESEARCH OVERVIEW

1.0 Introduction

This study was carried out to discover the factors affecting the initial response on entrepreneurs in Malaysia regarding behavioral intention when adopting social media marketing. This chapter covers a wide scope of research background and identification of problem, continue by research objectives, questions, hypotheses, significance of study and lastly the chapter layout of this research study.

1.1 Research Background

In the modern times like these, technology has significantly changed the methods and channels people used to communicate and interact with each other, communication between businesses to customer has also changed (Moran, 2014). In fact, the emergence of social media provide a great market opportunities for all sizes of businesses (DeMers, 2015). The social media revolution has also trigger the entrepreneurial spirits, and we can see that there's a lot of businesses being initiated on social media (Minei, 2014). According to a statistic report from Hubspot in 2014, 92% of marketers declared that social media marketing is important for increasing growth for businesses.

Social media is considered as a medium or source which allow people to produce, share or exchange content and information in cyber communities and network (Burke, 2013). Whereas, social networking service is a web-based service focus on building relationships and network among people in a platform (Khan, 2012). However people always misuse and fail to distinguish the term of 'social media' and 'social networking' (Dodson, 2014). In fact, there are a vast difference between social media and social network (Hartshorn, 2010). To sum up all the definitions, social media is to help people to make connection whereby social networking enhance the connection

(Cohn, 2011). Social media is a very broad online resources and social networking is one of the sub categories of social media (Joshua Perdue, 2010). Besides, video-sharing sites, microblogging, photo-sharing sites, social news, and social bookmarking are the sub category of social media (Joshua Perdue, 2010).

Social media marketing is define as the channel for social media such as social networking sites to promote or advertise a company and sell its products (Barefoot & Szabo 2010). Nowadays, social media marketing has become a new trend and growing rapidly, businesses can reach to their targeted customer more easily with the advance of social media (Chun, 2014). Social media marketing is a new and fast growing trend which enable the businesses to reach out to targeted customers easily. People in Malaysia spend at least five hours on internet every day, and 64% out of the population like to spend it on social media sites (Mustafa et al., 2014) (Tarmizi, 2014). In the year 2013, the total Internet user in Malaysia have reached 19.2 million people while 15.6 million people out of the total are active on Facebook (Industry Performance Report, 2013). Social media can also increase the performance and capability of organizations for example, enhancement on customer relations and customer service activities, and improve in information accessibility. (Parveen, Jaafar & Ainin, 2014). The majority of well-established business organization in Malaysia have been using social media as a marketing tool (Shahizan, Norshuhada, Norlaily, Sobihatun, & Samsu, 2012).

1.2 Problem Statement

Social media marketing is a new phenomenon in the world and has changed the traditional operation of business environment (Jagongo & Kinyua, 2013). However, there are some controversial issues on implementation of social media marketing (Fuchs-kitowski et al. 2009; Chui et al. 2012). According to Duhan and Singh (2014), businessmen are not so into using social media marketing because most of them already have a mindset of social media might fail to achieve the entrepreneurial objective or goals. Based on Shankman (2013)'s study, he stated that the mindset are fixed by people who simply make assumption that social media marketing is similar to traditional tactics hence they insist of not adopting the new trend. These scenario reflects that the entrepreneurs in Malaysia lack of confidence in social media marketing. Therefore, it is important to identify the factors that are prohibiting the enterprise from adopting social media marketing so that the usage of social media among the enterprise in Malaysia increases (Parveen, Jaafar & Ainin, 2015).

According to McDowell & Morda (2011), people in our society are easily being influenced to sign up for social media to socialize with each other, however there are still lack of influences in conducting entrepreneurial activities on social media. Furthermore, it is very challenging for entrepreneurs to keep up with the rapid changes of technology to ensure the infrastructure can support the social media marketing (Cutler, 2014). Despite the wide acceptance of social media marketing around the world, some of the enterprise are still in doubt whether social media marketing are as functional and effective compare to the traditional marketing on seeking attention from their targeted audience based on the different generation (Thompson & Gregory, 2012). Moreover, many entrepreneurs think that creating a social media marketing plan is not an easy task and has to employ a professional personnel to run the plan (Lapage, 2014). Based on past social media examiner, a total of 97% of users are currently involve in social media marketing but however 85%

out of the 97% are not sure what tools or tactics that is effective to use in social media (Demers, 2014). This shows the lack of understanding of entrepreneurs on how to achieve the targeted results.

Nowadays, social media offers the enterprise a new way to engage with customers and the engagement had benefited the enterprise where customer will be more involved with the company and its brand (Smith & Zook, 2011). The current research shows that social media marketing have both advantages and disadvantages but there are still quite a number of researchers emphasize on the benefits (Agnihotri, et. al., 2012; Tuten & Angermeier, 2013; Corstjens, 2012). According to Karaatli, et al. (2010), social media has fulfill customer's desire for a virtual communication with the company because they are free from time and place constraints.

1.3 Research Objectives

Research objective formulate the purpose for researchers.

1.3.1 General Objective

The main objective of this study is to determine and identify the factors that affect entrepreneur's behavioral intention to adopt social media marketing.

1.3.2 Specific Objectives

1. To determine the relationship between social influence and Malaysian entrepreneur's behavioral intention towards adoption of social media marketing.

2. To determine the relationship between facilitation condition and Malaysian entrepreneur's behavioral intention towards adoption of social media marketing.

3. To determine the relationship between performance expectancy and Malaysian entrepreneur's behavioral intention towards adoption of social media marketing.

4. To determine the relationship between ease of use and Malaysian entrepreneur's behavioral intention towards adoption of social media marketing.

1.4 Research Questions

What are the important factors that motivate entrepreneur's involvement in business through social media marketing in Malaysia?

1. Does social influence affect to entrepreneur's behavioral intention to adopt social media marketing in Malaysia?

2. Does facilitation condition affect to entrepreneur's behavioral intention to adopt social media marketing in Malaysia?

3. Does performance expectancy affect to entrepreneur's behavioral intention to adopt social media marketing in Malaysia?

4. Does ease of use affect to entrepreneur's behavioral intention to adopt social media marketing in Malaysia?

1.5 Hypotheses of the Study

H1: There is a significant relationship between social influence and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

H2: There is a significant relationship between facilitation condition and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

H3: There is a significant relationship between performance expectancy and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

H4: There is a significant relationship between ease of use and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

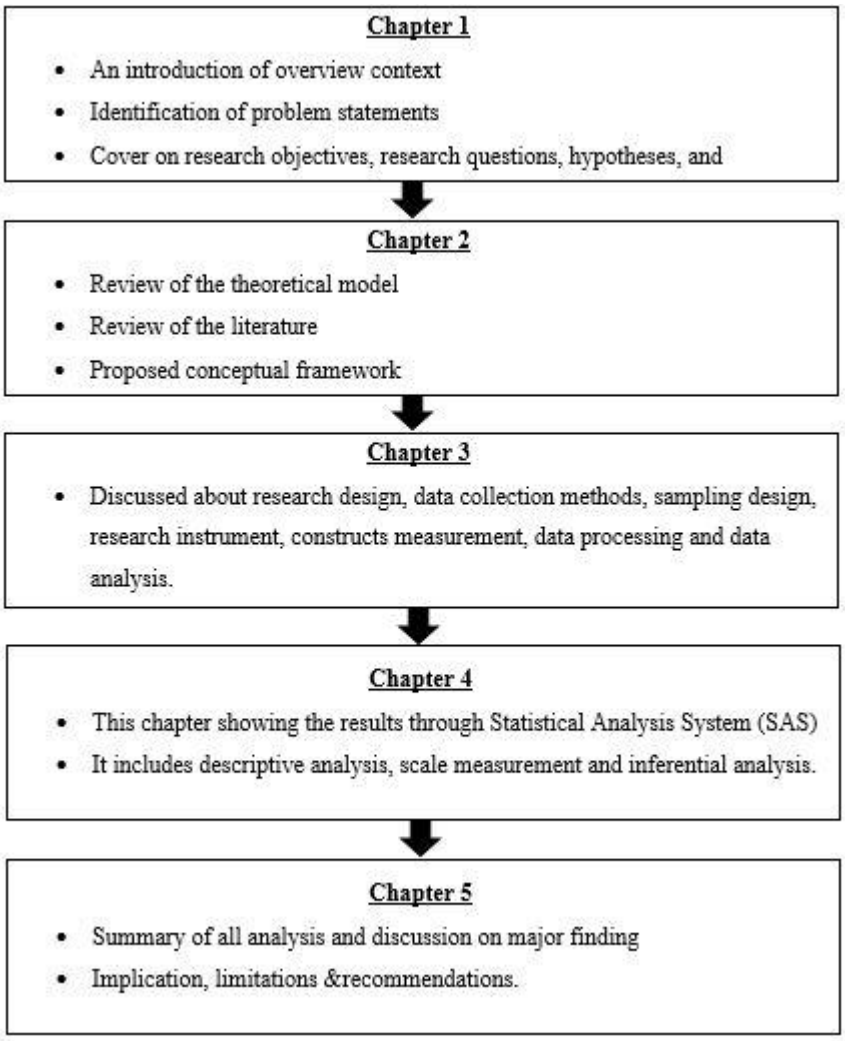
1.6 Significance of the Study

Nowadays, the amount of Internet user increases where they spend most of their time on social media sites using personal computer or mobile devices (Nielsen, 2012). Therefore, entrepreneurs can take this opportunity to exploit potential customers through social media sites. This research mainly discuss the factors influence on the initial intention to adopt social media marketing among the enterprise. Consequently, this research will furnish the entrepreneurs and organization to have a more understanding and knowledge on benefits of social media marketing. Thus, 4 variables will be tested on the existing users of social media marketing on intention to implement this marketing tools on entrepreneurial activities. Besides, this research could also motivates the enterprise in Malaysia to initiate the implementation of social media site, provides them a channels to build awareness, attract new customer, increase sales and build loyalty of their products or services.

1.7 Chapter Layout

The overall of this research study consists of 5 chapters which are:

Figure 1.1: Chapter Layout



Source: Developed for the research

1.8 Conclusion

In conclusion, this chapter provide a broad description regarding to the whole research project. In the research background, it highlighted the improvement of technology on web 2.0 have changed the way businesses communicate and interact with customer. In problem statement also discussed about the controversial issues are exists when entrepreneurs adopt social media marketing. Besides, research objectives described the aim and purpose of conduct this research study. Benefits and importance of conduct this research also has discussed in the research significance. In overall, this chapter provides an insight to improve to the following chapters.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will review to past studies and literature to explore the relationship between independent and dependent variable. Moreover, a improved conceptual framework will be developed through this study. Hypotheses also will be tested in order to verify the relationships.

2.1 Review of Relevant Theoretical Models

2.1.1 Theory of Reasoned Action (TRA)

From Fisbein & Ajzen (1975)'s study, Theory of Reasoned Action (TRA) is a study of predicting on behavioral intention and this theory has been widely adopted in various studies to explain human's attitude and behavior. TRA is the most important and immediate predictor of behavior because TRA developed the two main factors that emphasizes on technology adoption which is attitude and subjective norm (Webb & Sheeran, 2006). According to Hansen, Jensen, & Solgaard (2004), one's intention to act are significantly affects to one's actual behavior. Moreover, previous research on TRA also showed that a person can control their own behavior (Thompson, Haziris, & Alekos, 1994).

2.1.2 Theory of Planned Behavior (TPB)

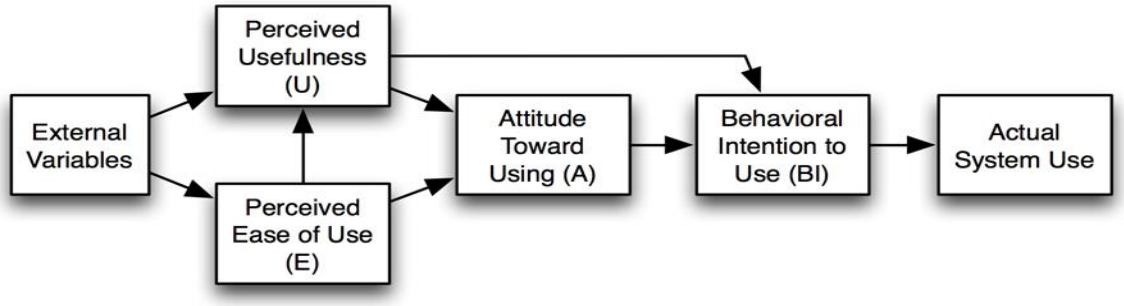
Theory of Planned Behavior (TPB) is an enhanced model of Theory of Reasoned Action (TRA) by included Perceived Behavioral Control (PBC). TPB are defined as an individual perceived that he/she do not have any control over their behavior when performing a particular behavior (Lin, 2007). In later explanation, Ajzen (2010)

expressed that TPB was construed based on behavioral intention is formed by one's attitude which aware of the feeling are either favorable or not when performing a behavior; social norms, which reflects the perceptions can influence the desire of individuals towards their actions. According to Hagger, Chatzisarantis, & Biddle (2002), 44.05% of variance in behavioral intention with the enhanced model of TPB was predicted as compared to the TRA model which only have 37.27% variance. Moreover, Khalifa and Shen (2008) also declared that TPB has been widely adopted to explain IT usage in past studies.

2.1.3 Technology Acceptance Model (TAM)

Technology acceptance model (TAM) is a model to shows the related of user's technology acceptance and use (Davis, 1986). In 1989, Davis and Warshaw proposed that TAM can provide the reason of why users accept or rejects information technology by adaptation theory of reasoned action (TRA). From Fanny (2015)'s study, TAM has become a most utilized frameworks for understanding and predicting on technology adoption compared with other alternative models, such as TRA and TPB. Fanny (2015) also proved that TAM has better explanation on the variance in use behavior and intention with a proportion of 40%. However, there are limitation on TAM due to its tendency to test only one information system on a single task at a specific time with a homogeneous group boost the generalization problem in any single study (Lee, Kozar & Larsen, 2003). The TAM is used in different contexts to understand how to use information technologies, such as word processing and telemedicine software, electronic mail, the Internet and so on (King & He, 2006).

Figure 2.1: Technology Acceptance Model (TAM) Model



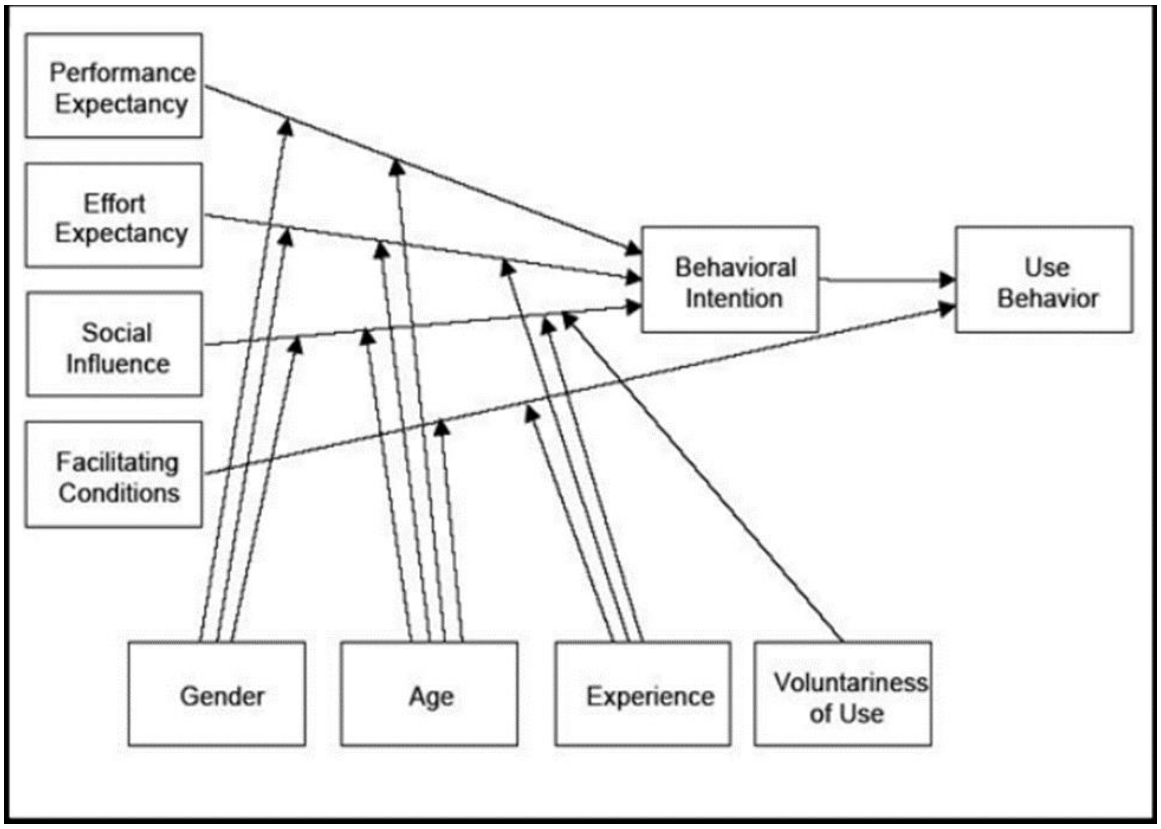
Source: Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information System. *MIS Quarterly*, 13(3), 319-340.

2.1.4 Unified Theory of Acceptance and Use of Technology (UTAUT)

Venkatesh Morris & Davis, (2003) stated that the formulation of UTAUT model formulation was synthesizing by 8 dominants framework which include Diffusion of Innovations Theory, Decomposed TPB, Social Cognitive Theory, Motivational Model, Model of PC Utilization, TAM, TPB and TRA. UTAUT is combined the eight models to explain the individual of information technology acceptance (Vankatesh, Morris & Davis, 2003). It comprises of four main influential elements for intent and use of Information Technology, which are social influence, facilitating condition, performance expectancy and effort expectancy. The moderating variable in the UTAUT model is gender, age, experience and voluntariness of use (Vankatesh et. al., 2003). UTAUT and technology theory have been used to define the social media adoption in the business environment (Gunther, Krasnova, Riehle & Schondienst, 2009). UTAUT model was focus on study of the personal intention to adopt the information system or the usage behaviour of entrepreneur towards a system

(Venkatesh et. al., 2003). Venkatesh et. al., (2003) also stated that when testing on same set of data, the UTAUT model was achieved the variance of behaviour intention around 70% which compare to the other eight reviewed frameworks only achieved 40%.

Figure 2.2: Unified Theory of Acceptance and Use of Technology (UTAUT)



Source: Venkatesh, V., Morris, M., Davis, G., & Davis, F. (2003).

2.2 Review of the Literature

2.2.1 Dependent Variable (DV) - Behavioral Intention (BI)

Behavior is categorized by a person's intention to behave while intention is influenced by the performance of the behavior, subjective norms and perceived behavioral control (Ajen & Fishbein, 1980). Ajzen (1991) indicated that BI reflects on how motivated and how hard a person willing to try and to perform the act. Lin (2006) commented behavior intention has been used to conduct a wide ranges of research predictions involving behavior in virtual community. In addition, Fetsherin and Latterman (2008) stated that behavioral intention is widely approach as DV for technology adoption and acceptance.

In order to measure BI, direct question must be conduct in behavior-specific and operationalized with Likert scale responses choices to measure the strength of intention. Besides, BI also can be measure by other synonyms of intention and sharing a similar concepts on self-prediction and desire (Armitage & Conner, 2001).

According to Penttinen, Rinta-Kahila, Ronkko & Saarinen (2014), prior studies have examined there is significant relationship between use intention and actual use towards an information system. In this study, we will determine on the entrepreneur's behavioral intention when they first adopt social media marketing.

The behavioral intention have been used as the dependent variable by researcher in the online transaction (Dinev & Hart, 2006). Schöndienst, et. al. (2011) had been adopted BI as dependent variable in their research study to determine the microblogging adoption in the enterprise.

2.2.2 Independent Variable- Social Influence (SI)

Social influence can define as moment when people suggest others that he/she should adopt a new system application or technology (Venkatesh, 2003). SI have similar concept with social factors and subject norms if putting these three elements to compare (Venkatesh, 2003). Social media will not only give a new sources for information data and resource flows, but also play a role in conduits via social influence operates (Friedkin, 1998). Social influence act as motivational factor that will drive an individual consider conduct business by social media such influences included associates' influence, rivals 'compression and latest business movement (Reid & Brown, 1996).

Common act regularly occur as strong and constant impact toward people's action and behavior in social media society (Zeng,Huang,Dou,2009).Social media can strengthen business competitive advantages due to social influences that encourages online users to interact with other users and business owner to pattern an cooperative group standard attitude (Baggozi & Dholakia, 2002). It can say that youth today often use social network service (SNS) as a platform to friendly communication and consistent connected to their companion (Haneefa & Sumitha, 2011). Brocke, Ritcher and Riemer (2009) argued that social motivation for undergraduate to interact with their associate is indeed movement in decide whether to use SNS. Social common act had verified as an impact in definitive user's purpose to use social network for communicate with others (Cheung & Lee, 2010). Pardamean and Susanto (2012) assumed that SI was exactly corresponding to level of objective to conduct online site in study procedure by undergraduate and today, blog can use as business activity too. For online network service information sharing attitude and Internet end user' behavioral to use social media, SI occurs as the main role that influencing these two situation (Kim, 2011).

2.2.3 Independent Variable- Facilitating Condition (FC)

According to the Venkatesh, Morris and Davis (2003), facilitating condition is defined as a personal believe that organizational framework with the technical of infrastructure to help the social media marketing. Facilitation condition is a goal element of the observers consent condition to apply an act liable to do with the provision of the computer support (Thompson, 1991).

Universal access and the security were concern greatly about the effect of the individual intention when using the system or new technology by establishment the technical base installation such as the computer hardware and software compatibility (Farhoodmand, Tuunaninen and Yee, 2000; Rietveld and Janssen, 1990). It is important to have a balanced development of the hardware, software and support the infrastructure, because it will have distant exceed the connectivity of network or hardware growing (Kirkman, 2002). Legal policies, government support and also the internal and external ambience encompassing organizational resources are equally depend on this adoption ((Koey, Haffez, & Jawed, 2006).

All the user were connected to each other with the Internet savvy, the Internet condition and e-readiness were ripe for the facilitation change (Connon, Donaldson & Anderson, 2012). The users need to have the necessary resources such as expertise and knowledge to adopt the social media information technology (Zhou, Lu & Wang 2010; Venkatesh et al, 2003). Malaysia as a educated tech-savvy population countries has adopted the social media technologies growth faster than the country's population such as Bangladesh where the professionals technology skills are very limited without any training and support from the country (Kirkman, Rosen, Tesluk, Gibson & McPherson 2002; Kalathil & Boas, 2003). The effect is expected to increase with experience as users of technology find multiple avenues for help and support throughout the organization, so the removing impediments to sustained usage (Bergeron, Rivard, & Serre, 1990).

2.2.4 Independent Variable- Performance Expectancy (PE)

Performance expectancy is determined as the degree to when a person believes that by adopting the technology or system will eventually assist an individual to have achievement in task performance. Extrinsic motivation, perceived usefulness, relative advantage, job fit and outcome expectancy are five constructs from different models that are similar to performance expectancy (Venkatesh et al., 2003).

According to Venkatesh et al. (2003)'s study performance expectancy are known as strongest predictors on behavior intention to follow and contribute on information technology. Davis (1989) suggested that people will believe on use of technology will be high in its perceived usefulness when they can encourage the user-performance relationship. In another words, people will reject the usage of the new system when the system was perceived on not improving their performance (Chiemeke & Evwiekpaefe, 2011). Nowadays, the numbers of internet users has increasing and information is sharing all around the social media sites and beneficial to enterprise by increase public awareness showing usefulness of adopting social media marketing (Ada, Raghav Rao & Sharman, 2010).

Thus, it was concluded that the influence of performance expectancy on intention to use social media will be controlled by individual (Onyebuchi, 2009). By using social media marketing at the workplace, enterprise able to conveniently reach people, share information and access useful content (Schöndienst, 2011). From the research of Moran (2014), businesses are started to adopt social media as their marketing tactic because it has showed to be useful.

2.1.5 Independent Variable- Ease of use (EU)

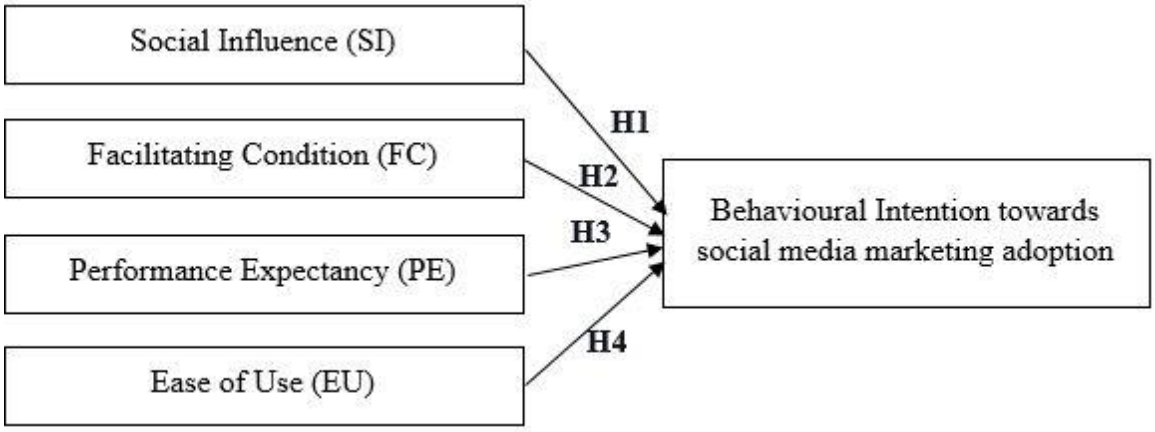
Defined by Davis in 1986, perceived ease of use is represented as a person on using a specific system will be free of any effort. Perceived ease of use also can be represent as the factor on how to use and learning on how to mix the technology into daily activity (Yang & Yoo, 2004). Marketer can easily adopt social media marketing to get innovative ideas from customer feedback and unfulfilled need of customer to provide great good and service to customers (Kotler, 2011).Ease of use would affect a person preference towards on using a system (Davis, 1993).

According to Lin (2007), social media marketing can let users ease of use, because users no need spend effort on operating. Based on the research of Goh (2013), many companies provide online market to create awareness and attract the young customer market segment. According Armstrong (2011), both of marketer and consumer used to adopt social media marketing to share information and communication. Social media marketing are very simple, users do not need any Information Technology knowledge to create a media, because user can easily learn how to use and acquire more information as fast as possible (Gbadeyan, 2010).

Social media marketing enable the entrepreneur to get information from customer and then manage database to create better idea or products to customers in convenience way (Evans & McKee, 2010). In addition, Marketer can use social media marketing to collect customer personal profile easily in order to design a better product and service to serve customer (Catherine, 2013). According to Su, Hsiu & Jean (2008), based on the benefits of social media marketing to user, such as convenience and time saving, this will be good offers to initiate the intention to adopt the technology and system.

2.3 Proposed Conceptual Framework

Figure 2.3: Proposed Conceptual Framework



Source: Developed for the research

After reviewed for theoretical models and literature, a conceptual framework was purposed in figure 2.3. In this study, UTAUT and TAM models were adapted to identify the behavioural intention to adopt social media marketing. The above model constructs SI, FC and PE as independent variables while the behaviour intention as dependent variable. The effort expectancy not included because this variable not strong enough to determine the significant relationship on behavioural intention (Mardikyan, Beşiroğlu & Uzmaya, 2012). However UTAUT is still not a perfect model, meanwhile improvement and revision could be apply to UTAUT model as particular needs in a unique IT application such as social media marketing (Min, Ji & Qu, 2008). Hence, ease of use from TAM model are inserted to the conceptual framework to test on behavioral intention to adopt social media marketing.

2.4 Hypotheses Development

2.4.1 The relationship between SI and BI

Studies have shown that social influence has been a strong predictor of intention at early adoption of technology which makes the construct somewhat controversial (Zmud, 1982). Social media help to influence customers' behavior when there is a integration process happen in Malaysia, its say that there is a cultural characteristic give strong relationship between social influence and intention to adopt social media by high education customers (Eze,2009). They were say to been attracted to adopt using social media due to others also using it then are expected to use social media too (Eze,2009).

2.4.2 The relationship between FC and BI

According to the Ismail, (2010), facilitating conditions is related with the entrepreneur's behaviour intention to arrange the social media marketing as business tools. Vemkatesh, et al (2003) defined that the facilitating condition can act as a determinant of the behavioural intention of the personal to adopt a technology, this exemplar is basis of the researchers who have a research about the direct causal relationship between the constructs. Wang and Yang (2005) found that the behaviour intention was influence by facilitating condition was powerful for the individuality feature with the internet user experience. Foon and Fah, (2011) found that the facilitating condition have a significantly influence the behaviour intention to use when they study the adoption of internet in Malaysia.

2.4.3 The relationship between PE and BI

According to Mandal (2012) the design stages of the study that the key construct of performance expectancy would expected to play a prominent role in influencing the behavior of entrepreneurs in adopting the of social media tools. Past researchers found that there is positively relationship between PE and behavioral intention in Malaysia (Ndubisi & Jantan, 2003). PE are analyzed by past researchers to have positive associaltions towards the adoption of social media marketing because user believer performance can contribute to usage (Agarwal & Karahanna, 2000). When social media marketing can assist entrepreneurs to communicate and sell their products or services to their target audiences, entrepreneurs are expected to have strong intention towards social media marketing.

2.4.4 The relationship between EU and BI

Ease of use would affect individual's preference towards using a system (Davis, 1993). According to Yoon (2015), perceived ease of use is defined as the individual's perception that using the new technology will be free of effort. Ease of use to represent consumers' perceptions that online shopping will include a minimum of effort (Davis, 1993). The relationship between perceived ease of use and user's behavioural intention strong; network have provide the service or product that customer need or want, so network's practicability have ability to influence customer to make the purchases decision (Terry, 2008). Youth's preference toward social media marketing and there is significant positive relationship towards the preference to use a system (Liu & Wei, 2003).

2.5 Conclusion

In chapter 2, the research proposed framework and hypotheses were established based on the past studies and theoretical model reviewed. In the next chapter will be further discuss on research methodology.

CHAPTER 3: METHODOLOGY

3.0 Introduction

A short brief on this chapter, we will discuss and deliver about the method of collecting the data, design of sampling and the ways on data processing. In addition, we also describe and explain the analysis used to analyze the entire research data. Research methodology is essential to provide a valid and reliable research study.

3.1 Research Design

Research design is a 'blue print' of description on how a research is processes (Smith, 2012). According to Ken (2003), research design included in providing solution and transformation of a better situation. The objective of implement this research is to understand and determine the relationship between SI, FC, PE, EU and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

3.1.1 Descriptive Research

Descriptive research is deployed to provide the data regards to the characteristics of the population being studied (Burns & Bush, 2010). Basically, descriptive research are in the form of closed-ended questions which limits the unique insight (Penwarden, 2014). Descriptive research was used in this study to collect research data to analyze which factors have strong affection entrepreneurs' behavioral intention to adopt social media marketing. Besides, the relationship among the variables will be tested in this study.

3.1.2 Quantitative Research

According to Aliaga and Gunderson (2000), quantitative research is by collecting measurable research data and analyze through mathematical methods. According to Cohen (1980), quantitative research is defined as a form of market research by using empirical methods and empirical statements to collect research data. Hence, quantitative research was deployed in this study to collect a numbers of target respondents on measuring the entrepreneurs 'behavioral intention to adopt social media marketing in their businesses.

3.2 Data Collection Method

In this section, we used primary data for data collection. Primary data was collected from questionnaire.

3.2.1 Primary Data

Primary data is the information collected for a particular purpose to apply into a specific research problem (Malhotra, 2014). It is obtained from first-hand sources included survey, observation and interview. According to Kenneth (2005), each respondent will be given the same questions and the preference or answer from respondents will be collected to understand the different behavior and preference of the respondents. In this research, questionnaire is used to collect research data from the respondents. A total sets of 500 questionnaires survey were distributed to entrepreneurs and employees working in related field in a week. Questionnaires are online distributed to the target respondents throughout the Malaysia, include sending via e-mail, Facebook Messenger, and Wechat. Online distributed method was used because most of our target respondents don't have a physical store but instead having a virtual store. Nevertheless, online survey may have limited sampling

and respondent's availability which indicates populations may less likely to respond to online survey (Gingery, 2011). Thus, we will be send a reminder email to the online entrepreneurs to follow up with them so that they will provide their free time to fill in the questionnaires. Data will be analyzed using SAS software after collected all the data from the questionnaire answered.

3.3 Sampling Design

According to Statistics Canada (2003), sampling is a small unit of selection from a population that information are collected and roughly gain insights about the overall population. Sampling planning plays a big role in a research project to ensure the precision and accuracy (Smith & Albaum, 2012).

3.3.1 Target Population

According to Hair, Bush & Ortinau (2006), target population is defined as a group of people that a program or researchers are interested to collect information or data from. The target population for this study are social media marketing users such as online entrepreneurs and employees which assist in a company's social media appearance in Malaysia. It is reasonable to target online entrepreneurs and employees as target population because they may have experiences on handling social media marketing and have the knowledge regarding to the social media adoption in Malaysia. Therefore, this study will determine on entrepreneurs initial response of behavioral intention for conduct social media marketing.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is described as an information bank that have all the details regarding to the population's sample units (Burns & Bush). However, there is no sampling frame throughout this study because the list of online entrepreneurs in Malaysia does not exist. Sampling location is the location that being selected to conduct a survey (McClements, 2003). The sampling location of this research is set at Malaysia. According to the industry performance report (2013) the total Internet users in Malaysia reach to 19.2 million people and among them, 64% of them have social media penetration.

3.3.3 Sampling Elements

Target respondents in this research are the online entrepreneurs in Malaysia vary from students, employed and unemployed individuals who currently having an online stores on social media for trading and communication purpose. Online entrepreneurs are chosen as respondents because they are assumed to have knowledge on latest information technology and have better understanding on the opportunities and threats by using social media marketing (Smale, 2015).

3.3.4 Sampling Technique

Nonprobability sampling technique is used in this research where probability are does not involve random selection from the sample of the population of interest, but depends on a few of methods to determine which elements should include in the sample (Michael, 2011). According to Warren (2011), convenience sampling is an attempt to obtain a sample of elements which are convenient accessibility and proximity to researchers. Respondents are chosen in convenience sampling when they are exist in the area at that time.

Convenience sampling is applied because it allow us acquire potential respondents with matching characteristics to our research purpose. Besides, judgmental sampling technique also used by allocating the survey questions to the target online entrepreneurs based on our own judgment (Burns & Bush).

3.3.5 Sample Size

Sample size is the most effective method of achieving measure that are accurate and reliability for decision making (Henry, 2013). Few factors needed to consider when choosing an appropriate sample size, such as importance of decision, nature of research, number of variables, type of analysis, sample size in similar studies and resource constraints (Mark, 2007). According to MacCallum, Widaman, Zhang & Hong (1999), a sample size should have more than 100. Besides, Cattell (1978) claimed that minimum desirable sample size should not have less than 250. Therefore, the sample size for this research study is 500 which indicates 500 sets of questionnaires were distributed to the targeted respondents. 500 sets of questionnaire were distributed through online survey tool- Google Docs.

3.4 Research Instrument

A pilot testing was conducted on 30 respondents because according to Hair, Money, Samouel & Page (2007), pilot study is conducted before the actual questionnaire are distributed, therefore a small amount of respondents able to help us identify the survey problems on the spot whether the respondents can understand the questions on it. We was chosen the entrepreneurs which does not have physical store and have past experience to used social media marketing

3.4.1 Purpose of Questionnaire

Questionnaire is the tool for collect research data and eliciting information which you can tabulate and discuss (Taylor, 1998). According to Bird (2009), the purpose of questionnaire is to collect research data, based on questionnaire to know what kind of evidence need to fulfil the purpose of the study and know how the information will be used, such as information about what people think, feel, do and want.

3.4.2 Questionnaire Design

Questionnaire design included three elements, which are determine the questions to be asked, select the type of question is follow the specify word and design the order of question (Thomas, 2001). The section A includes the demographic personal profiles. The section B includes the questions of each independent variables and dependent variable, such as social influence (SI), facilitating condition (FC), performance expectancy (PE), ease of use (EU) and behavioral intention (BI). Questionnaire been created through Google online form where we can set question easily by online. We choose online questionnaire because relate to the topic (social media), other than that, time efficiency also one of the reason because we can reach respondents through online not face to face which help to save both side's time.

3.4.3 Pilot Test

Pilot test is used to receive expert advice and modify the questionnaire, based on small number of respondents to make sure the questionnaire is effectiveness to collect research data that we need and want (Babbie, 2003). According to Dillman (2000), he suggests pilot test need 100 to 200 respondents, but follow the project resources can reduce the number of respondents to run the pilot test, so in this study we choose 30 respondents to

run the pilot test. The questionnaires distribute through Facebook and Email which our respondents often use it frequently.

3.5 Constructs Measurement

3.5.1 Scale of Measurement and the Scaling Techniques

Scale of Measurement is the process of mapping to objects in meaningful ways and taken to be the assignment of numbers to a variable in which we are interested (Khurshid & Sahai, 1993). According to Steven (1946), Scale of measurement has 4 categories which are nominal, ordinal, interval and ratio. In this study, we use nominal scale and interval scale. According to Steven (1946), nominal scales define the numbers serve only as labels for identify the objects and there is one-to-one relationship between the number. We used nominal scale in Section A of the questionnaire to measure demographic profile such as gender, age, highest education level and so on. According to Bertram (2011), interval scales are collecting the research data when respondents to indicate their level of agreement with each of a series of statement about the stimulus object. Interval scales was used in this study based on the 5 categories of Likert scale which is strongly disagree, disagree, neutral, agree and strongly agree.

3.5.2 Origin Source of Measurement

These are origin resource for us to set the questionnaire. These questions are adapted from past studies.

Table 3.1 Origin source of measurement

Constructs measurement	Source adapted from
Social Influence	Venkatesh,2003 Kripanont, 2007 Kholoud, 2009
Facilitating Condition	Venkatesh,2003 Zhang, Chan, & Fang, 2005
Performance expectancy	Mandal & McQueen (2012) Choudrie,Pheeraphuttharangkoon, Zamani & Giaglis (2014)
Ease of use	John, Jeen & Kee, 2011 Mulero, 2012

Source: Developed for the research

3.6 Data Processing

3.6.1 Questionnaire Checking

The first step in screening the questionnaires are check for the questionnaire to ensure we can obtains a good quality research data to satisfy the objective of this research study. In addition, the purpose of a survey inspection also includes checking of wrong sequences and missing pages (Malhotra, 2010).

3.6.2 Questionnaire Editing

According to Malhotra (2010), data editing is define as a review and edit of the questionnaires to improve precision and accuracy of the collection data, it also to ensure the questionnaires would not have incomplete, ambiguous and illegible responses.

3.6.3 Data Coding

Data coding is a code that distributed to each possible response to a particular question. Besides, data recording and column position that code will occupy (Malhotra, 2010).

3.6.4 Data Transcribing

Data transcribing involves the process of key in the coded data from the questionnaire into computers (Malhotra, 2010).

3.6.5 Data Cleaning

Data cleaning is a process of consistency checking and treatments of missing responses, checking are thoroughly and extensively, because they are making by computer (Malhotra, 2010). The purpose of data cleaning is to improve and control the quality of data.

3.7 Data Analysis

According to Andrew & Jiang (2000), data analysis is descriptive analysis to tour and get the data, based on specific questions from purpose of research and hypotheses to analysis the research data.

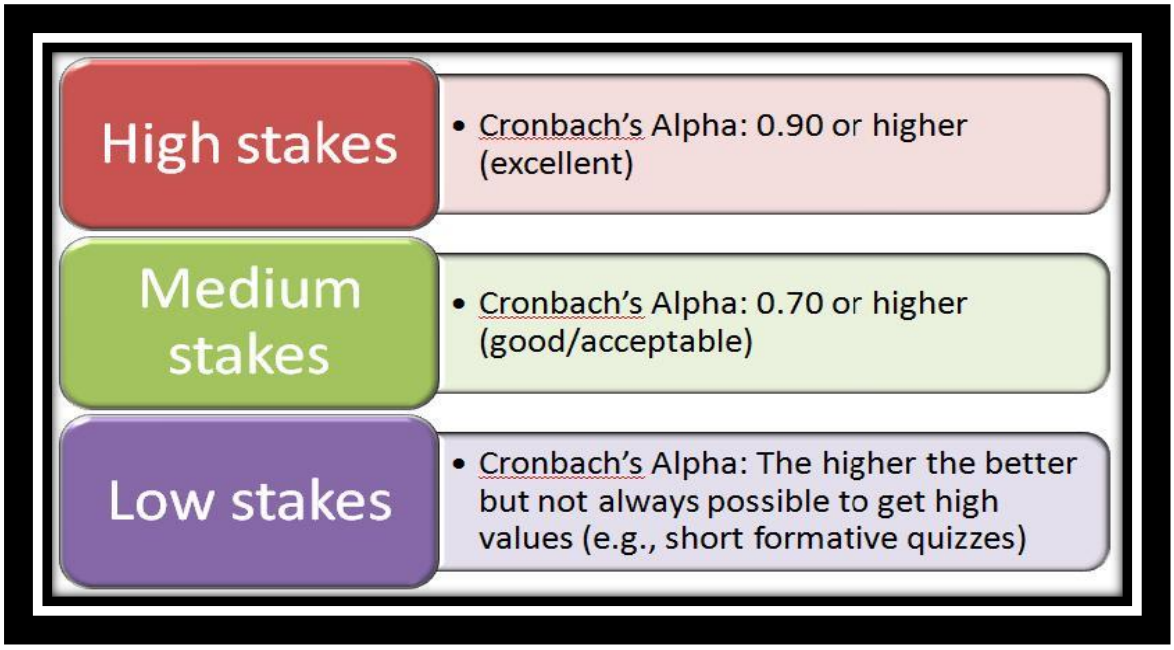
3.7.1 Descriptive Analysis

Descriptive analysis is collect research data from typical respondents and analysis the research data, such as using pie charts and tables to explain on each of the characteristics (Burns & Bush, 2003). SAS software was used to draw a table and charts based on the research questions.

3.7.2 Reliability Test

According to Malhotra (2010), reliability test is used to determine scale producer stability and consistent results if repeated measurements are made on the characters. According to Hans (2000), the objective of reliability test is to maximize the opportunity for observe unexpected failure, reliability also is the measure of unexpected interruption during customer use. According to Greg (2009), he explain cronbach's alpha is 0.9 or more than 0.9 is high stakes,0.7 or below 0.9 is medium stakes and less than 0.7 is low stakes.

Figure 3.1: Cronbach Alpha Coefficient Range



Source: Greg (2009)

3.7.3 Inferential Analysis

According to Patterson (2001), inferential analysis is to identify the relationship between the variables of the research. Inferential analysis is conducted by experienced analysts under data overload and a statistic is a numerical value that is computed from a sample (Patterson, Roth & woods, 2001).

3.7.3.1 Pearson Correlation Coefficient Test

Pearson's correlation coefficient is a statistical measure of the strength of association between two metric variables (Malhotra, 2010). According to Malhotra (2004), the correlation coefficient is scale range from -1 to +1 and statistical relationship between two ratio level variables. According to Evans (1996), size of correlation will affect the strength of the correlation.

Figure: 3.2 Pearson Correlation Coefficient

RANGE	INTERPRETATION
0<r<0.2	no or negligible correlation
0.2<r<0.4	low degree of correlation
0.4<r<0.6	moderate degree of
0.6<r<0.8	marked degree of
0.8<r<1	high correlation

Source: Agnes (2011)

3.7.3.2 Multiple Regressions Analysis

Multiple regression analysis was used to develop a mathematical relationship between the variables of the research. (Malhotra, 2010). Multiple Regression analysis used to identify the relationship between dependent variable and independent variable and also make the powerful and accurate predictions about the related between independent variable and dependent variable (Gary, 2003). According to Malhotra (2010), multiple regressions model is an equation used to define the result of multiple regression analysis. The general form of the multiple regressions model is as follows:

$$Y = a + b1X1 + b2X2 + b3X3$$

Multiple Regressions equation:

$$BI = a + b1SI + b2FC + b3PE + b4EU$$

According to Malhotra (2010), multiple linear regression is to test on the effect between independent variable (X) and dependent variable (Y). According to Gary (2003), calculate and evaluate independent variable (X) how to affect the dependent variable (Y), so independent variable and dependent variable to put in the formula of multiple regression equation, independent variable (X) such as social influence (SI), facilitation condition (FC), performance expectancy (PE), ease of use (EU), and dependent variable is behaviour intention (BI).

3.8 Conclusion

The methodology of this research has been deliberated through Chapter 3. Every part have addressed the way of conducting the survey. Hence, in the next chapter, chapter 4 we will collect research data and analysis the research data.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapter 4 of our research is made up of several analyses. SAS Enterprise Guide 5.1 software was used to analyze the data after we done collected the data. The purpose of Chapter 4 is to generate the data and provides a further discuss and interpret.

4.1 Response Rate

In this research study, we have distributed 500 sets of online questionnaires to the online entrepreneurs based in Malaysia through the social media. However, from the 500 set of questionnaires were distributed, we only received 41.4% of the response rate which indicates only the amount of 207 sets of questionnaires received. This might be due to some individual lack of interest on doing our survey and they tend to ignore our request to fill in our questionnaire. Besides, 1.4% of responses received were incomplete with some missing answer and some of the respondents answer the questions randomly without looking at it. Therefore, from the 500 sets were distributed, only 200 sets can be used as our research data.

4.2 Descriptive Analysis

4.2.1 Respondent Demographic Profile

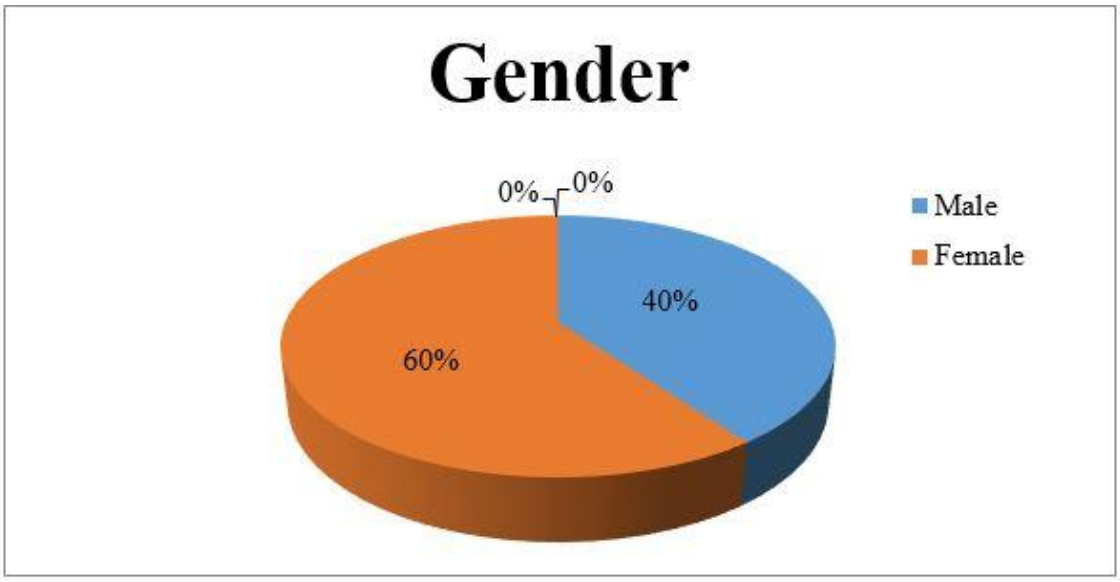
4.2.1.1 Gender

Table 4.1: Gender

Gender				
	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Male	80	40	80	40.00
Female	120	60	200	100.00

Source: Developed for the research

Figure 4.1: Gender



Source: Developed for the research

Refer to the Table 4.1 above is showing that it has 80 male respondents and 120 female respondents. 40% is male respondents while 60% is female respondents which illustrated in Figure 4.1.

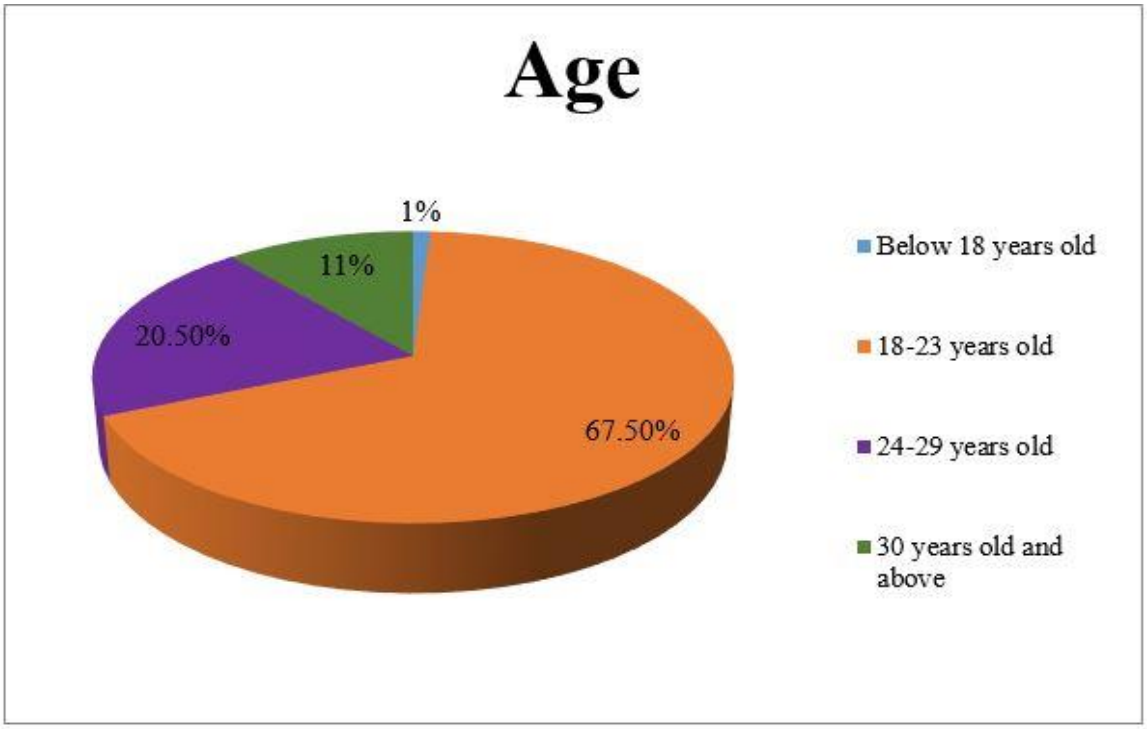
4.2.1.2 Age

Table 4.2: Age

Age				
	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Below 18 years old	2	1.00	2	1.00
18-23 years old	135	67.50	137	68.50
24-29 years old	41	20.50	178	89.00
30 years old and above	22	11.00	200	100.00

Source: Developed for the research

Figure 4.2: Age



Source: Developed for the research

Based on Table 4.2, most of the respondents are at the 18 to 23 years old age group, which have 135 respondents (67.50%). 41 respondents or 20.50% were at the age group between 24 to 29 years old. The age group of 30 years old and above has 22 responders or 11%. Only 1% of total respondents or 2 respondents below 18 years old.

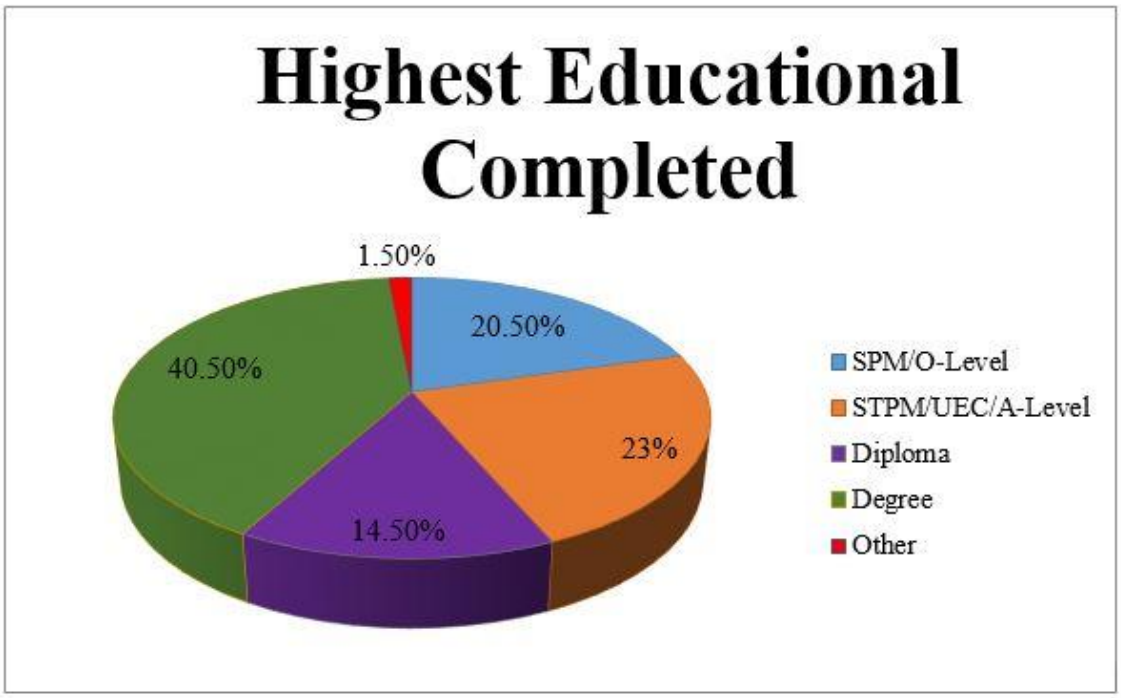
4.2.1.3 Highest Educational Completed

Table 4.3: Highest educational Completed

Highest Educational Completed				
	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
SPM/O-Level	41	20.50	41	20.50
STPM/UEC/A-Level	46	23.00	87	43.50
Diploma	29	14.50	116	58.00
Degree	81	40.50	197	98.50
Other	3	1.50	200	100.00

Source: Developed for the research

Figure 4.3: Highest educational Completed



Source: Developed for the research

From the table and figure above, many of the respondents are degree holder which consists of 81 respondents or 40.50% of total respondents follow by STPM/UEC/A-Level holders have 46 respondents, representing 23%of total respondents. Next, SPM/O-Level holder consists of 41 respondents which are 20.50% and 14.50% of total respondents (29 respondents) are diploma holders. Only 1.50% of total respondents or 3 respondents are from other education level.

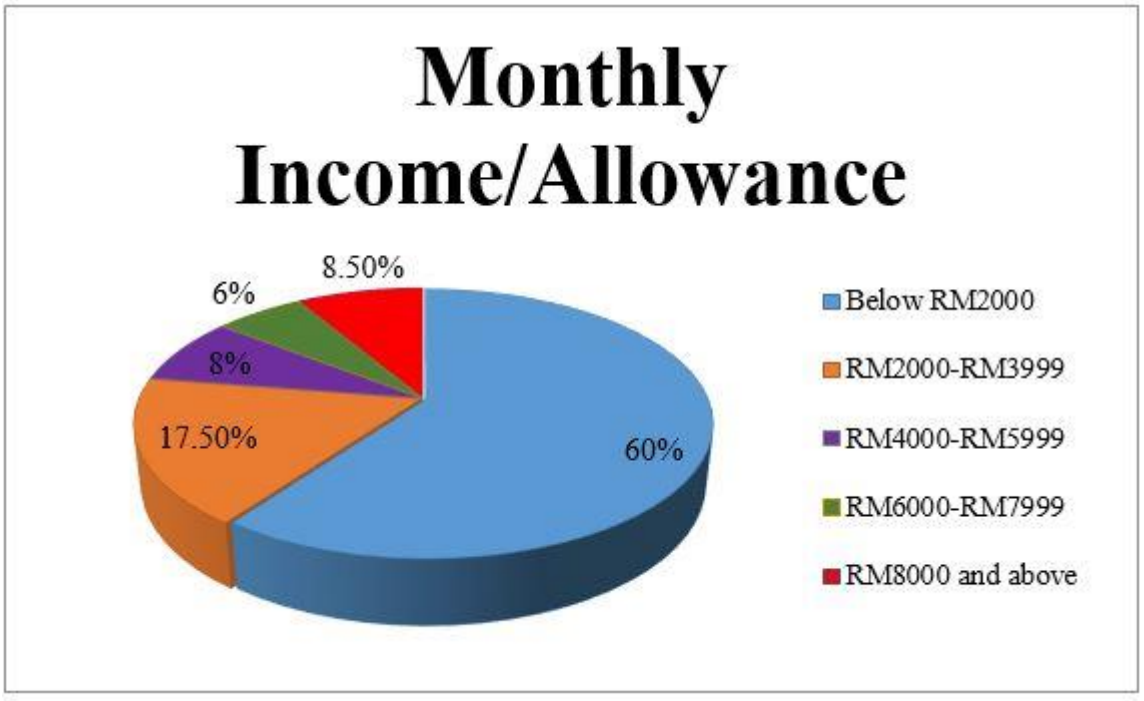
4.2.1.4 Monthly Income/Allowance (RM)

Table 4.4: Monthly income/allowance

Monthly income/allowance				
RM	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Below 2000	120	60.00	120	60.00
2000-3999	37	17.50	155	77.50
4000-5999	16	8.00	171	85.50
6000-7999	12	6.00	183	91.50
8000 and above	17	8.50	200	100.00

Source: Developed for the research

Figure 4.4: Monthly income/allowance



Source: Developed for the research

Table 4.4 and Figure 4.4 indicate the respondent's income level. Majority of the respondent's income / allowance is below RM2, 000 which have 60% or 120 respondents. 37 respondents are fall in the range of RM 2, 000-RM3, 999 (17.50%). 17 of respondent's income/ allowance at the range of RM8, 000 and above (8.50%) and 16 of the respondent's income/ allowance is RM4, 000-RM5, 999 (8%). Respondents' income/ allowance at the range of RM6, 000-RM7, 999 consists of 12 respondents or 6% of total respondents.

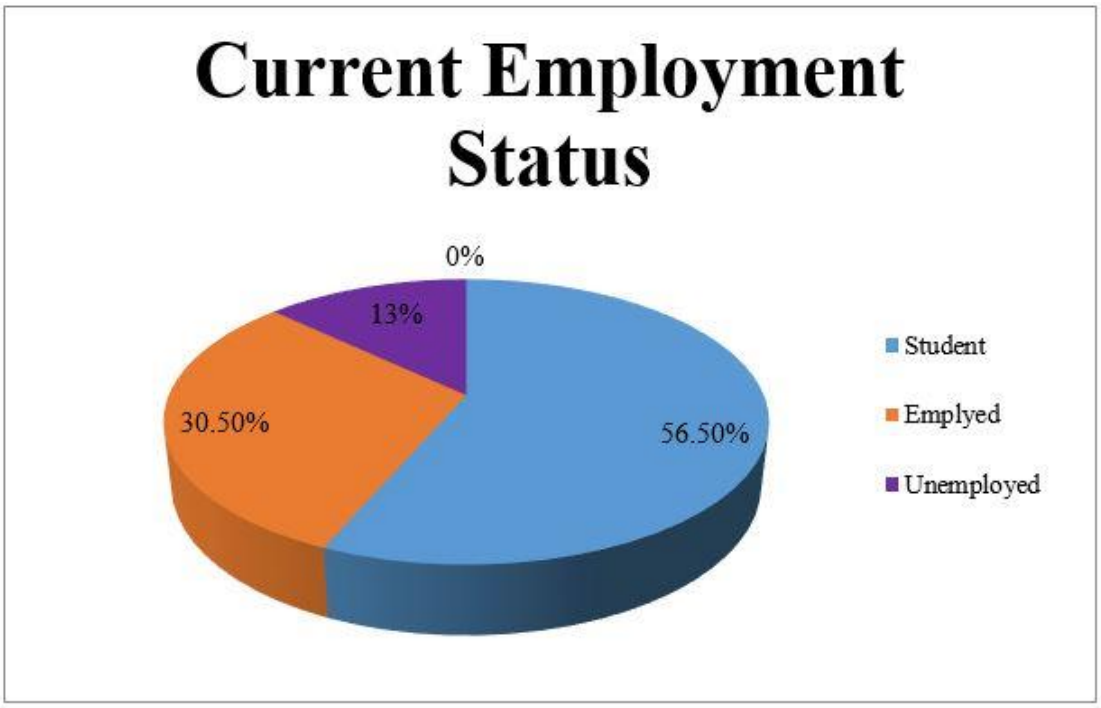
4.2.1.5 Current Employment Status

Table 4.5: Current Employment Status

Current employment status				
	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Student	113	56.50	113	56.50
Employed	61	30.50	174	87.00
Unemployed	26	13.00	200	100.00

Source: Developed for the research

Figure 4.5: Current Employment Status



Source: Developed for the research

Table 4.5 and Figure 4.5 bring to light that, most of the respondent's current employment status are students which contains of 113 respondents or 56.50% of total respondents. Next, respondents who are employed consists of 61 respondents which representing 30.50% of total respondents. There are only 13% of total respondents (26 respondents) are unemployed.

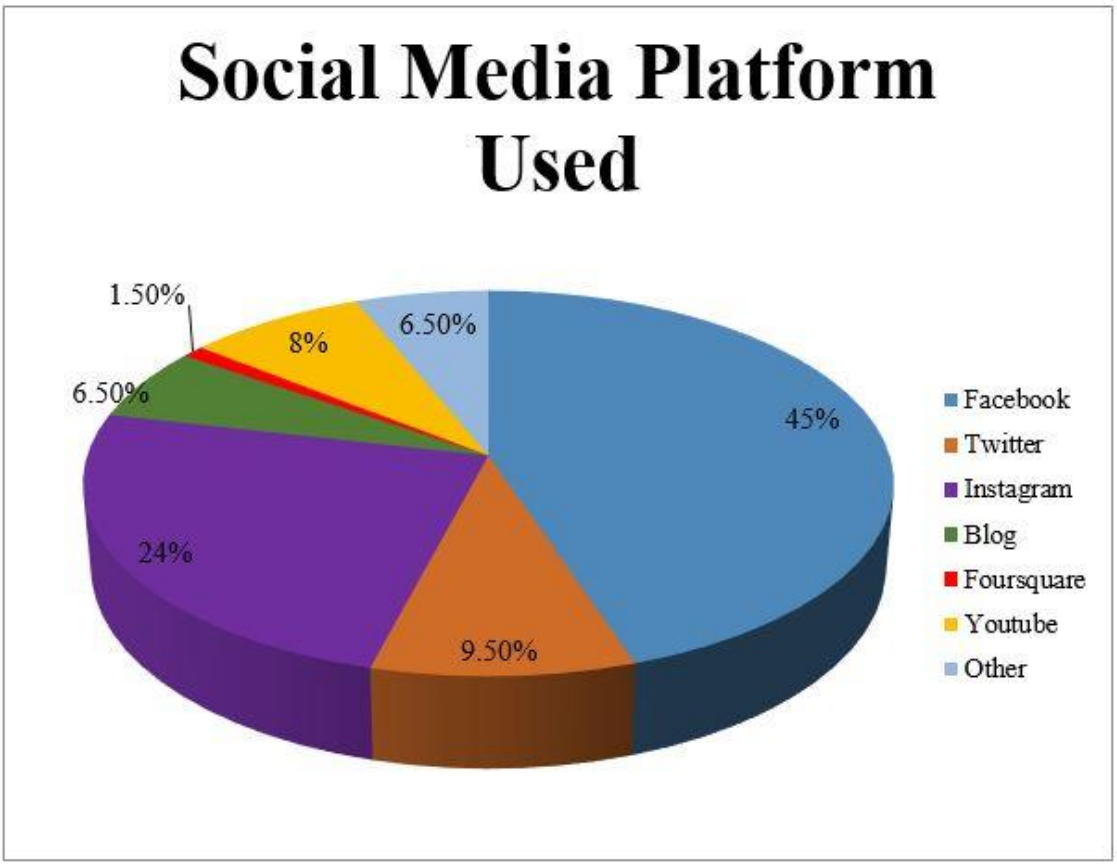
4.2.2.6 Social Media Platform Used

Table 4.6: Social Media Platform Used

Social media platform used				
	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Facebook	88	44.00	88	44.00
Twitter	19	9.50	107	53.50
Instagram	48	24.00	155	77.50
Blog	13	6.50	168	84.00
Foursquare	3	1.50	171	85.50
YouTube	16	8.00	187	93.50
Other	13	6.50	200	100.00

Source: Developed for the research

Figure 4.6: Social Media Platform Used



Source: Developed for the research

Most of the respondents use Facebook platform to sell or promote their product which consists of 88 respondents (44%) which showed at the Table 4.6 and Figure 4.6. The second highest is the 48 respondents (24%) who use Instagram, follow by those who use Twitter platform, which consist of 19 respondents (9.50%). Same number of respondents (13 respondents or 6.50% of total respondents) use Blog and other platforms. Follow by 16 respondents (8%) use YouTube to sell the products. The lowest percentage of platform is Foursquare which only have 3 respondents (1.50%)

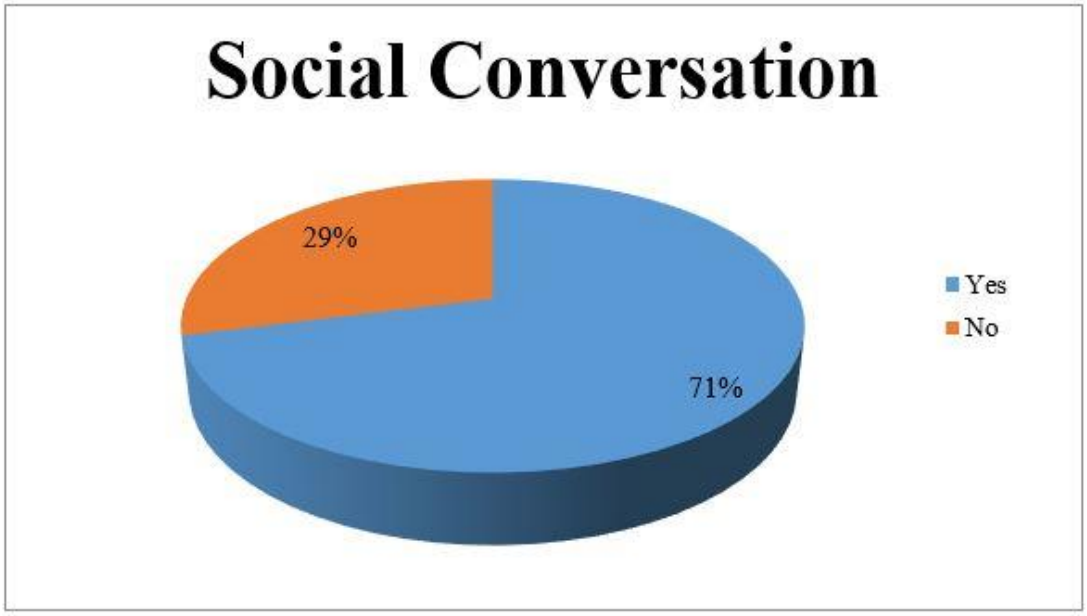
4.2.2.7 Social Conversation

Table 4.7: Social Conversation

Monitor social conversation				
	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Yes	142	71.00	142	71.00
No	58	29.00	200	100.00

Source: Developed for the research

Figure 4.7: Social Conversation



Source: Developed for the research

Table 4.7 and Figure 4.7 are showed the respondents with currently monitoring the social conversation. 142 respondents (71%) have monitored the social conversation. In other hand, that is 58 respondents (29%) are not monitoring the social conversation.

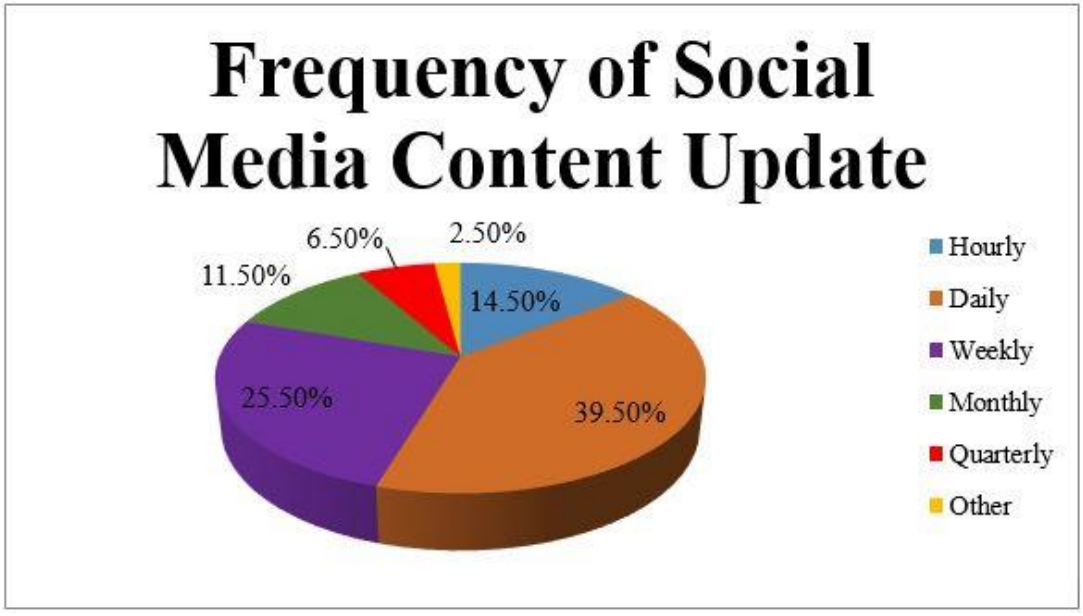
4.2.2.8 Social Media Content

Table 4.8: Frequency of Social Media Content Update

Update social media content				
	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Hourly	29	14.50	20	14.50
Daily	79	39.50	108	54.00
Weekly	51	25.50	159	79.50
Monthly	23	11.50	182	91.00
Quarterly	13	6.50	195	97.50
Other	5	2.50	200	100.00

Source: Developed for the research

Figure 4.8: Frequency of Social Media Content Update



Source: Developed for the research

Lastly, by referring to Table 4.8 and Figure 4.8, information regarding to our target respondents on how often they updated their social media content are displayed. Those update daily comprise the highest percentage is 39.50% (79

respondents), secondly is those who update weekly, which consists of 25.50% (51 respondents). Those who update the information hourly consists 14.50% or 29 respondents. Moreover, respondents who update the information monthly consist of 11.50% or 23 respondents. 6.50% (13 respondents) update the social media content quarterly. Our target respondents who update in other the internal comprise the lowest percentage towards our research is 2.50% (5 respondents).

4.3 Scale Measurement of Research

4.3.1 Test of Internal Reliability

Table 4.9: Reliability Statistics

Cronbach Coefficient Alpha with Variable			No. of Item
Variables	Standardized Variables		
	Correlation with Total	Alpha	
Social Influence (SI)	0.642	0.898	4
Facilitation Condition (FC)	0.743	0.876	5
Performance Expectancy (PE)	0.776	0.869	4
Ease of Use (EU)	0.768	0.870	5
Behavior Intention (BI)	0.808	0.862	4

Source: Developed for the research

Cronbach coefficient alpha is a method used to measure and test on the internal consistency of research data collected (Nunnally, 1978). The result of the test were gathered up and shown in Table 4.9. The Cronbach' Alpha value for independent variables, SI is 0.898, FC is 0.876, PE is 0.868, EU is 0.870 and the dependent variable, BI is 0.862. According to Bruin (2007), a reliability coefficient of 0.70 or higher indicates satisfactory of internal

consistency. As all of the alpha values are above 0.7, therefore all the variables are consistent and reliable.

4.4 Inferential Analysis

4.4.1 Pearson Correlation Analysis

Table 4.10: Person Correlation Analysis

	SI	FC	PE	EU	BI
SI	1.00000	0.52997 <.0001	0.56987 <.0001	0.53242 <.0001	0.61489 <.0001
FC	0.52997 <.0001	1.00000	0.65784 <.0001	0.69292 <.0001	0.65703 <.0001
PE	0.56987 <.00001	0.65784 <.0001	1.00000	0.67010 <.0001	0.73091 <.0001
EU	0.53242 <.0001	0.69292 <.0001	0.67010 <.0001	1.0000	0.71242 <.0001
BI	0.61489 <.0001	0.65703 <.0001	0.73091 <.0001	0.71242 <.0001	1.0000

Source: Developed for the research

According to Agnes (2011), the range of 0.2 and less than 0.2 is no or negligible correlation, range of less than 0.4 and more than 0.2 is low degree of correlation, of less than 0.6 and more than 0.4 is moderate degree of correlation, less than 0.8 and more than 0.6 is marked degree of correlation and high correlation is 0.8 and above.

4.4.1.1 Test of Significant

H1: There is a significant relationship between social influence and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

According to table 4.10, the correlation between social influence (SI) and behaviour intention (BI) towards the adoption of social media marketing in the enterprise is at 0.61489 ($p<0.001$). The result shows that social influence (SI) has significant association towards the adoption of social media marketing in the enterprise in Malaysia. Therefore, H1 is supported. According to Chan (2003), SI of 0.61489 is under marked degree of correlation.

H2: There is a significant relationship between facilitation condition and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

According to table 4.10, the correlation between facilitation condition (FC) and behaviour intention (BI) towards the adoption of social media marketing in the enterprise is at 0.65703 ($p<0.001$). The result shows that facilitation condition (FC), has significant association towards the adoption of social media marketing in the enterprise in Malaysia. Therefore, H2 is supported. According to Chan (2003), FC of 0.65703 is under marked degree of correlation

H3: There is a significant relationship between performance expectancy and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

According to table 4.10, the correlation in between performance expectancy (PE), and behaviour intention (BI) towards the adoption of social media marketing in the enterprise is at 0.73091 ($p < 0.001$). The result shows that performance expectancy (PE) has positive relationship towards the adoption of social media marketing in the enterprise in Malaysia. Therefore, H3 is supported. According to Chan (2003), PE of 0.73091 is under marked degree of correlation.

H4: There is a significant relationship between ease of use and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

According to table 4.10, the correlation between ease of use (EU) and behaviour intention (BI) towards the adoption of social media marketing in the enterprise is at 0.71242 ($p < 0.001$). The result shows that ease of use (EU) has significant association towards the adoption of social media marketing in the enterprise in Malaysia. Therefore, H4 is supported. According to Chan (2003), EU of 0.71242 is under marked degree of correlation.

4.4.2 Multiple Regression Analysis

4.4.2.1 Strength of Relationship

Table 4.11: Modal Summary

Root MSE	0.44305	R-Square	0.6611
Dependent Mean	3.96000	Adj R-Square	0.6541
Coeffevtive Variable	11.18813		

Source: Developed for the research

Based on Table 4.11 showed that R^2 is 0.6611, this shows that 66.11% of the result is significant taken to examine regression line. This 66.11% of behaviour intention to adopt social media marketing in the enterprise is

significantly explained by our independent variables (social influence, facilitation condition, performance expectancy and ease of use).

Table 4.12: Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F value	Pr>F
Model	4	74.65280	18.66320	95.08	<.0001
Error	195	38.27720	0.19629		
Corrected Total	199	112.93000			

Source: Developed for the research

Based on Table 4.12, F value is 95.08 with the significance probability associated with the F statistic (Pr>F) of <0.0001. Therefore, our variables (social influence, facilitation condition, performance expectancy and ease of use) in the linear regression model are able to explain the variation in entrepreneur's behaviour intention towards the adoption of social media marketing in Malaysia.

Table 4.13: Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T Value	Pr>|t|	Standardized Estimate
Intercept	1	0.13385	0.20630	0.65	0.5172	0
SI	1	0.19861	0.05276	3.76	0.0002	0.19970
FC	1	0.15018	0.07466	2.01	0.0457	0.12640
PE	1	0.34928	0.06458	5.41	<.0001	0.33851
EU	1	0.29700	0.06486	4.58	<.0001	0.29167

Source: Developed for the research

Table 4.13 showed the result of Coefficient analysis. From this result shows all of independent variable (IV) was significant to predict the dependent variable (DV). Based on p-value of independent variable is less than alpha value 0.05. So, the multiple regression equation was form as:

Behaviour Intention =0.133385+ 0.19861(SI) +0.15018 (FC) +0.34928 (PE) +0.29700 (EU).

Refer Table 4.13, for every unit increase in each independent variables (social influence, facilitation condition, performance expectancy and ease of use) and another independent variable remain the same would increase behaviour intention. For example every unit increase in social influence would increase behaviour intention by 0.19861 if another independent variable remains the same. Each unit increase in facilitation condition would increase behaviour intention by 0.15018, performance expectation would increase behaviour intention by 0.34928 and ease of use would increase behaviour intention by 0.29700.

4.5 Conclusion

In a conclusion, SAS software was used to compute 200 set of data obtained from the respondents. The data analysis was used to test on the relationship between IV and DV. Next chapter will be conducted to identify the major finding, implications, limitations and recommendations.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In the last chapter, we will be providing an overall summary for the data research that presented in the previous chapter, followed by discussion on the major findings to ensure the validity of our research study. The managerial and theoretical implication will be discussed to find out our research's contribution. Lastly, limitations for this study and recommendation for the future research will be discussed in this chapter.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

5.1.1.1 Respondent's Demographic Profile

From the analysis of respondent demographic profile in Chapter 4, female respondents obtains the highest numbers with a percentage of 60% and male respondents with the lowest percentage of 40%. Besides, majority of the respondents are from age of 18 to 23 years old with the percentage of 67.50%. Highest number of respondents have bachelor degree qualification with percentages of 40.50%. In addition, the highest percentage of respondent's income is below RM2000 that has accommodate 60%. The highest respondent's current employment status is student with the percentages of 56.50%. There are 44% of the respondents uses Facebook as their social media platform to sell products. Meanwhile 71% of respondents have monitored the

social conversation. There are 39.50% of the respondents update their social media content daily.

5.1.2 Scale Measurement

5.1.2.1 Reliability Test

Cronbach's Alpha was implemented to test the reliability of the 22 items including the four independent variables (SI, FC, PE, and EU) and a dependent variable (BI). The analysis was verified that both the dependent and independent variables are reliable. The highest value of the variables from the reliability test is SI, and followed by FC, EU, PE and BI.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Analysis

Pearson's correlation coefficient is a statistical measure of the strength of association between two metric variables. From the results of Pearson Correlation Analysis test, all independent variables show the relationship with the dependent variable. PE is largest related with BI (0.73091).), follow by EU (0.71242), FC (0.65703) and whereas the SI (0.61489) is smallest related with BI. In addition, the p-value among the independent variables is less than 0.0001 indicates all independent variables have significant relationship with BI.

5.1.3.2 Multiple Regression Analysis

Refer to the multiple regression table, the F-value is 95.08 with a significant level <0.0001. As a result, all hypotheses are supported. Multiple regression equation is established as below:

Behavioral Intention =0.133385+ 0.19861(SI) +0.15018 (FC) +0.34928 (PE) +0.29700 (EU).

Based on the table of model summary, R^2 is 0.654 indicates that 65.4% of behavioral intention to adoption of social media marketing in the enterprise can be explained by our independent variables (social influence, facilitation condition, performance expectancy and ease of use).

5.2 Discussion of Major Findings

H1: There is a significant relationship between social influence and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

According to Eze (2009), social influence has a positive influence to Malaysian entrepreneur's behavioral intention to adopt social media marketing. They were attracted and expected to adopt using social media due to others that are using it (Eze, 2009). In the other word, social influence can help entrepreneur influence customers' behavior when there have integration between sellers to buyers or buyers to buyers in Malaysia. Social influence intent to create a cultural characteristic which give strong relationship between social influence and behavioral intention to use social media by several type of generation as long as they have knowledge in using online technology.

H2: There is a significant relationship between facilitation condition and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

Kijsanayotin, Pannarunothai and Speedie (2009) approve that facilitating condition (FC) has play an important role to a positive effect of the Information Technology used. The positive relationship arises between the Malaysia entrepreneur's intention and FC is supported. According to Joshua and Koshy (2011), the more respondents' access to the computer and Internet, the more usage of computer and Internet, which shows a superior adoption ratio of respondents using social media marketing.

H3: There is a significant relationship between performance expectancy and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

Based on the result, performance expectancy (PE) has the strongest relationship among all the independent variables and is positively linked to the behavioral intention of adopting social media marketing in Malaysia. According to Banbersta (2010), PE is a main factor in influence the use of social networking sites to undergo entrepreneurial activities. Besides, PE is a vital determinants in predict behavioral intention towards adoption of any IT system as long as users perceived relative advantages by using it (Yu, 2012). Therefore, PE is crucial to increase the behavioral intention among the entrepreneurs in order to enhance the usage of social media marketing in entrepreneurial activities.

H4: There is a significant relationship between ease of use and Malaysian entrepreneur's behavioral intention to adopt social media marketing.

According to Terry (2008), perceived ease of use has significant relationship to behavioral intention to use the network. Based on past research, perceived ease of use has the positive impacts with behavioral intention (Lee, Cheung & Chen, 2005). The study mentioned that convenience and saving time believed to influence enterprise to adopt a new marketing strategy in Malaysia (Lin, 2007).

5.3 Implications of the Study

5.3.1 Managerial Implications

Today, the phenomenal of digital world have emerged the revolution of the conventional way of conducting business. There are increasing number of click-and-mortar stores and even pure-play online stores exist in Malaysia. In addition, the advancement of Web 2.0 enables people to communicate and share information online in a perceived new ways encourages the entrepreneurial activities via Internet. Thus, there are more research regarding the deployment of information technology in business.

In term of social science context, social influence proven to be the influencing factor for entrepreneurs' behavioral intention to adopt social media marketing. A business can better improve if company able to collect data about the social trend, and use those data to create topic that can attract awareness. The social influence can be a success factor if entrepreneur able to implement strategy that can generate topic that encourage customers give word of mouth constantly.

Result shows that FC have a strong positive effect towards adoption of social media marketing by entrepreneurs. This was agreed by the entrepreneurs who have the knowledge and skills to use the social media platform to support them in the electronic market. The entrepreneur should increase their budget in investing in the company's internet or on the business website. They can equip fiber optic to have a smoother and faster connection to the internet. Entrepreneur should also spend more money in choosing a better internet service provider. A good internet service provider helps them to ease their work or to provide a smooth transaction in a deal.

Based on the result developed, PE tends to have strong positive effect toward adoption of social media marketing by entrepreneurs if they found out that

social media marketing are useful and can enhance their performance. Besides, the entrepreneurs will market their product through social media to facilitating and boosting their works. Hence, service providers should always improve and update the functionality of social media in order to fit the goal of entrepreneurial activities which is by completing their tasks in the most effective and efficient ways.

Perceived ease of use has positive relationship with enterprise's behavioral intention in adopting social media marketing (Terry, 2008). Nowadays, enterprises need a system that is easy to use to provide information and communicate with customers. Service provider for social network marketers should focus in providing a convenient platforms and mechanism by avoiding complication for people to use social media marketing. Besides, a person would pleasurably perceive that their entrepreneurial goal and objective can be achieved easily with the convenient and appropriate features in publishing a social media. Normally, an enterprises uses social media marketing to update their latest information and to ease in sharing information with customer. Social network sites should be designed to meet entrepreneur's needs.

5.3.2 Theoretical Implications

There were numbers of research that previously done on need of social media and entrepreneurs' behavioral intention in other countries but limited number of research done in Malaysia. Therefore, these studies provide useful information for future researchers as a reference. Result in this study is beneficial to peoples that are interest on similar field of study.

UTAUT model has improved by including the Ease of Use from TAM model. These two models are believe to contribute to the future researchers as it was verified and tested through Statistical Analysis System (SAS). In addition, the result of findings from this research able focus on the determinants of social media marketing adoption by entrepreneurs in Malaysia with more facts to support.

5.4 Limitations of the Study

One of the primary limitation of this study is the limitation of independent variables includes in our conceptual framework while other variables might be effective on measure the behavioral intention of adoption of social media marketing. From our research data developed, the R^2 value is 0.654 which indicates 65.4% of dependent variable - BI can be used to describe on the variables. In another words, there are 34.6% of other possibilities of variables which do not include in our independent variables can affect to behavioral intention to adopt social media marketing.

Secondly, there's limitation to low response rate in this research. We are using online survey to collect data. We have forwarded around 500 surveys to the entrepreneurs through e-mail, social media chat box, WeChat, WhatsApp and also posted in the social media seller community. We only managed to receive 200 surveys in return even though we did follow up with them after sending the online survey.

5.5 Recommendation for Future Studies

Thus for the future studies, besides the 4 variables we measured from this research study we recommend the future researchers can extend the conceptual framework by adding variables that can influence the behavioral intention of users that prompt to the adoption of social media marketing. For an instances, perceived risks and government support also can be measure for the future studies.

We also recommend the future researchers to implement more than one data collection method. Future researchers can use online survey and also face to face survey to collect the data. They can have face to face survey to those entrepreneurs who have physical store and online stores at the same time for future research. Online survey can target those entrepreneurs at other state that is difficult to have face to face survey.

5.6 Conclusion

In a conclusion, the objective of this research is to study on entrepreneur's behavioral intention to adopt social media marketing. Social influence, facilitating condition, performance expectancy and ease of use have significantly relationship to behavioral intention. This study is beneficial and help for future researcher, entrepreneurs, and service providers to regulate their business strategies more accurately in developing a better social media platform.

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APPENDIX A

Definition of Construct

Multi-item Scale Measure	No. of Items	Sample Items
Social Influence (SI)	4	1. People who are important to me think that I should use online social networks. 2. People who influence my behavior think that I should use online social networks. 3. Peers are helpful in the use of online social networks. 4. The business trend encourages the use of online social networks.
Facilitating Condition(FC)	5	5. I have the resources necessary (computer, internet connection) to use the social media. 6. I have the knowledge necessary to use the social media. 7. Guidance is available to me to use online social media effectively. 8. A specific person (or group) is available for assistance with system difficulties. 9. The system is compatible with other system I use.
Performance Expectancy (PE)	4	10. I would find the social media marketing useful in my job. 11. Using the social media marketing would enable me to accomplish tasks more quickly.

		12. Using social media as a marketing tactics are successful. 13. Social media fitting well into my business plan.
Ease of use (EU)	5	14. Learning to use social media sites would be very easy 15. I find it easy to use the social media sites 16. It is easy to become skilful in using social media sites 17. I would find it easy to use SNM to accomplish all my tasks. 18. Overall, I would find the proposed system easy to use.

APPENDIX B

Questionnaire

Research Study on Adoption of Social Media Marketing in Enterprise

(Malaysia Context)

The purpose of this survey is pertaining to factors that influence the adoption of social media marketing in Malaysia. (E.g.: Selling, Promoting and Advertising) Please answer all the questions to the best of your knowledge. There are no wrong responses to any of these statements. All responses are completely confidential. Thank you for your participation.

Instructions:

1. There are **two (2)** sections in the questionnaire. Please answer **All** questions in **All** sections.
2. The content of the questionnaire will be kept strictly confidential.
3. Completion this form will take you approximately 10 to 15 minutes.

Demographic Profile

In this section, we are interested in your background in brief. Please tick your answer and your answer will be kept strictly confidential.

QA1: Gender: ☐ Female ☐ Male

QA2: Age: ☐ Below 18 ☐ 18-23 ☐ 24-29 ☐ 30 and above

QA3: Highest education completed: ☐ SPM/O-LEVEL ☐ STPM/UEC/A-Level ☐ Diploma ☐ Degree ☐ Other

QA4: Monthly income / allowance (RM): ☐ Below 2000 ☐ 2000-3999 ☐ 4000-5999

☐ 6000-7999

☐ 8000 and above

QA5: Current employment status: ☐ Student ☐ Employed ☐ Unemployed

QA6: Please indicate which platforms you sell/promote your product. (You may choose more than 1):

☐ Facebook ☐ Twitter ☐ Instagram ☐ Blog ☐ Foursquare

☐ Youtube ☐ Other

QA7: Do you currently monitor social conversation? :

☐ Yes ☐ No

QA8: How often do you update your social media content? :

☐ Hourly ☐ Daily ☐ Weekly ☐ Monthly ☐ Quarterly ☐ Other

Factors influence on adopting social media marketing

This section is seeking your opinion regarding the factors that influence your intention to adopt social media marketing. (Eg: Selling, Promoting and Advertising) Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree

NO	QUESTIONS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
SOCIAL INFLUENCE (SI)						
SI1	People who are important to me think that I should use online social media.	1	2	3	4	5
SI2	People who influence my behaviour think that I should use online social media.	1	2	3	4	5

SI3	Peers/colleague is helpful in the use of online social media.	1	2	3	4	5
SI4	The business trend encourages the use of online social media.	1	2	3	4	5
NO	**QUESTIONS**	**STRONGLY DISAGREE**	**DISAGREE**	**NEUTRAL**	**AGREE**	**STRONGLY AGREE**
FACILITATING CONDITION (FC)						
FC1	I have the resources necessary (computer, internet connection) to use the online social media.	1	2	3	4	5
FC2	I have the knowledge necessary to use the online social media.	1	2	3	4	5
FC3	Guidance is available to me to use online social media effectively.	1	2	3	4	5
FC4	A specific person (or group) is available for assistance with system difficulties.	1	2	3	4	5
FC5	Online social media is compatible with other technologies I use.	1	2	3	4	5
PERFORMANCE EXPECTANCY (PE)						
PE1	I find online social media useful in setting up a business.	1	2	3	4	5
PE2	Using the online social media would enable me to accomplish tasks more quickly.	1	2	3	4	5
PE3	Using online social media increases the quality of my output at minimal effort.	1	2	3	4	5
PE4	Using online social media increases the effective use of time in handling my tasks.	1	2	3	4	5
EASE of USE (EU)						
EU1	Learning to use online social media would be very easy.	1	2	3	4	5
EU2	I find it easy to use the online social media.	1	2	3	4	5
EU3	It is easy to become skillful in using online social media.	1	2	3	4	5
EU4	I would find it easy to use online social media to accomplish all my tasks.	1	2	3	4	5
EU5	Overall, I would find online social media easy to use.	1	2	3	4	5
BEHAVIOR INTENTION (BI)						
BI1	I intend to continue using online social media on my business in the future.	1	2	3	4	5
BI2	I will always try to use online social media in my daily life.	1	2	3	4	5
BI3	I plan to use online social media on my business more frequently.	1	2	3	4	5

BI4	I always aim to use online social media to sell my product instead of selling in physical store.	1	2	3	4	5

APPENDIX C

Demographic Profile of the Respondents

Gender	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Male	80	40.00	80	40
Female	120	60.00	200	100

Age (years old)	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Below 18	2	1	2	1.00
18-23	135	67.50	137	68.50
24-29	41	20.50	178	89.00
30 and above	22	11.00	200	100.00

Education Level	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
SPM/O-level	41	20.50	41	20.50
STPM/UEC/A-level	46	23.00	87	43.50
Diploma	29	14.50	116	58.00
Degree	81	40.50	197	98.50
Other	3	1.50	200	100.00

Income Level (RM)	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Below 2000	120	60.00	120	60.00
2000-3999	37	17.50	155	77.50
4000-5999	16	8.00	171	85.50
6000-7999	12	6.00	183	91.50
8000 and above	17	8.50	200	100.00

Current employment status	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Student	113	56.50	113	56.50
Employed	61	30.50	174	87.00
Unemployed	26	13.00	200	100

Social Media Platform Used	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Facebook	88	44.00	88	44.00
Twitter	19	9.50	107	53.50
Instagram	48	24.00	155	77.50
Blog	13	6.50	168	84.00
Foursquare	3	1.50	171	85.50
YouTube	16	8.00	187	93.50
Other	13	6.50	200	100.00

Social Conversation	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Yes	142	71.00	142	71.00
No	59	29.00	200	100.00

Social Media Content	Frequency	Percent (%)	Cumulative Frequency	Cumulative Percent (%)
Hourly	29	14.50	20	14.50
Daily	79	39.50	108	54.00
Weekly	51	25.50	159	79.50
Monthly	23	11.50	182	91.00
Quarterly	13	6.50	195	97.50
Other	5	2.50	200	100.00

APPENDIX D

Correlation Analysis

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
Mean_SI	200	3.75875	0.75745	751.75000	1.00000	5.00000
Mean_FC	200	3.80000	0.63404	760.00000	1.80000	5.00000
Mean_PE	200	3.91375	0.73009	782.75000	1.75000	5.00000
Mean_EU	200	3.84500	0.73981	769.00000	1.60000	5.00000
Mean_BI	200	3.96000	0.75332	792.00000	1.00000	5.00000

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.896227
Standardized	0.897624

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
Mean_SI	0.643231	0.896628	0.642240	0.897690
Mean_FC	0.742629	0.875670	0.743154	0.875976
Mean_PE	0.775630	0.866415	0.775869	0.868728
Mean_EU	0.765510	0.868687	0.768312	0.870411
Mean_BI	0.808530	0.858631	0.807513	0.861617

Pearson Correlation Coefficients, N = 200 Prob > |r| under H0: Rho=0					
	Mean_SI	Mean_FC	Mean_PE	Mean_EU	Mean_BI
Mean_SI	1.00000	0.52997 <.0001	0.56987 <.0001	0.53242 <.0001	0.61489 <.0001
Mean_FC	0.52997 <.0001	1.00000	0.65784 <.0001	0.69292 <.0001	0.65703 <.0001
Mean_PE	0.56987 <.0001	0.65784 <.0001	1.00000	0.67010 <.0001	0.73091 <.0001
Mean_EU	0.53242 <.0001	0.69292 <.0001	0.67010 <.0001	1.00000	0.71242 <.0001
Mean_BI	0.61489 <.0001	0.65703 <.0001	0.73091 <.0001	0.71242 <.0001	1.00000

APPENDIX E

One-Way Analysis of Variance

The ANOVA Procedure

Class Level Information		
Class	Levels	Values
Mean_BI	13	1 2 2.5 2.75 3 3.25 3.5 3.75 4 4.25 4.5 4.75 5

Number of Observations Read	203
Number of Observations Used	200

Dependent Variable: Social Influence

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	12	46.5445551	3.8787129	10.73	<.0001
Error	187	67.6276324	0.3616451		
Corrected Total	199	114.1721875			

R-Square	Coeff Var	Root MSE	Mean_SI Mean
0.407670	15.99918	0.601369	3.758750

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Mean_BI	12	46.54455515	3.87871293	10.73	<.0001

Dependent Variable: Facilitation Condition

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	12	39.01167027	3.25097252	14.83	<.0001
Error	187	40.98832973	0.21918893		
Corrected Total	199	80.00000000			

R-Square	Coeff Var	Root MSE	Mean_FC Mean
0.487646	12.32043	0.468176	3.800000

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Mean_BI	12	39.01167027	3.25097252	14.83	<.0001

Dependent Variable: Performance Expectancy

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	12	39.01167027	3.25097252	14.83	<.0001
Error	187	40.98832973	0.21918893		
Corrected Total	199	80.00000000			

R-Square	Coeff Var	Root MSE	Mean_FC Mean
0.487646	12.32043	0.468176	3.800000

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Mean_BI	12	39.01167027	3.25097252	14.83	<.0001

Dependent Variable: Ease of Use

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	12	39.01167027	3.25097252	14.83	<.0001
Error	187	40.98832973	0.21918893		
Corrected Total	199	80.00000000			

R-Square	Coeff Var	Root MSE	Mean_FC Mean
0.487646	12.32043	0.468176	3.800000

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Mean_BI	12	39.01167027	3.25097252	14.83	<.0001

One-Way Analysis of Variance (The ANOVA Procedure)

Levene's Test for Homogeneity of Mean_SI Variance
ANOVA of Squared Deviations from Group Means

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	8.7033	0.8703	1.19	0.2994
Error	186	135.9	0.7308		

Brown and Forsythe's Test for Homogeneity of Mean_SI Variance
ANOVA of Absolute Deviations from Group Medians

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	2.8928	0.2893	1.62	0.1026
Error	186	33.1402	0.1782		

Bartlett's Test for Homogeneity of Mean_SI Variance

Source	DF	Chi-Square	Pr > ChiSq
Mean_BI	11	29.3363	0.0020

Levene's Test for Homogeneity of Mean_FC Variance
ANOVA of Squared Deviations from Group Means

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	2.4367	0.2437	3.20	0.0008
Error	186	14.1830	0.0763		

Brown and Forsythe's Test for Homogeneity of Mean_FC Variance
ANOVA of Absolute Deviations from Group Medians

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	1.8513	0.1851	2.22	0.0184
Error	186	15.5156	0.0834		

Bartlett's Test for Homogeneity of Mean_FC Variance

Source	DF	Chi-Square	Pr > ChiSq
Mean_BI	11	25.0504	0.0090

Levene's Test for Homogeneity of Mean_PE Variance
ANOVA of Squared Deviations from Group Means

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	0.6632	0.0663	0.42	0.9383
Error	186	29.7251	0.1598		

Brown and Forsythe's Test for Homogeneity of Mean_PE Variance
ANOVA of Absolute Deviations from Group Medians

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	0.9794	0.0979	0.69	0.7289
Error	186	26.2333	0.1410		

Bartlett's Test for Homogeneity of Mean_PE Variance

Source	DF	Chi-Square	Pr > ChiSq
Mean_BI	11	6.8039	0.8147

Levene's Test for Homogeneity of Mean_EU Variance
ANOVA of Squared Deviations from Group Means

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	1.5584	0.1558	1.11	0.3594
Error	186	26.2000	0.1409		

Brown and Forsythe's Test for Homogeneity of Mean_EU Variance
ANOVA of Absolute Deviations from Group Medians

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Mean_BI	10	1.3191	0.1319	1.06	0.3979
Error	186	23.2140	0.1248		

Bartlett's Test for Homogeneity of Mean_EU Variance

Source	DF	Chi-Square	Pr > ChiSq
Mean_BI	11	13.5452	0.2592

Welch's ANOVA for Mean_SI			
Source	DF	F Value	Pr > F
Mean_BI	11.0000	7.76	<.0001
Error	22.9496		

Welch's ANOVA for Mean_FC			
Source	DF	F Value	Pr > F
Mean_BI	11.0000	15.25	<.0001
Error	23.0085		

Welch's ANOVA for Mean_PE			
Source	DF	F Value	Pr > F
Mean_BI	11.0000	30.39	<.0001
Error	24.4837		

Welch's ANOVA for Mean_EU			
Source	DF	F Value	Pr > F
Mean_BI	11.0000	43.61	<.0001
Error	23.9859		

Level of		Mean_SI		Mean_FC		Mean_PE		Mean_EU	
Mean_BI	N	Mean	Std Dev	Mean	Std Dev	Mean	Std Dev	Mean	Std Dev
1	2	2.00000000	0.70710678	2.30000000	0.42426407	1.87500000	0.17677670	2.00000000	0.56568542
2	4	2.31250000	1.02824689	2.40000000	0.81649658	2.18750000	0.55433895	2.00000000	0.16329932
2.5	4	2.43750000	1.00778222	3.50000000	0.93094934	2.75000000	0.64549722	3.20000000	0.43204938
2.75	1	3.25000000	.	3.80000000	.	2.75000000	.	3.60000000	.
3	16	3.26562500	0.52016624	3.26250000	0.34034296	3.32812500	0.46295023	3.00000000	0.67724934
3.25	11	3.43181818	0.40451992	3.61818182	0.50954525	3.43181818	0.48850421	3.67272727	0.40271804
3.5	18	3.30555556	0.68360827	3.32222222	0.43461349	3.63888889	0.50163133	3.48888889	0.60282559
3.75	22	3.63636364	0.56551321	3.74545455	0.55267942	3.85227273	0.50977989	3.70909091	0.54064256
4	42	3.84523810	0.42033806	3.80476190	0.35746559	3.93452381	0.42433421	3.83333333	0.40222956
4.25	21	4.05952381	0.49940441	3.80000000	0.57965507	4.17857143	0.53117121	4.11428571	0.53130567
4.5	14	4.07142857	0.66091844	4.00000000	0.44376016	4.00000000	0.59646394	4.12857143	0.59021322
4.75	21	4.34523810	0.45052879	4.34285714	0.28385107	4.44047619	0.43232483	4.39047619	0.54580652
5	24	4.20833333	0.89887208	4.45833333	0.51576593	4.70833333	0.59283157	4.60000000	0.47548602

Alpha	0.05
Error Degrees of Freedom	187
Error Mean Square	0.361645
Harmonic Mean of Cell Sizes	5.228102

Number of Means	2	3	4	5	6	7	8	9	10	11	12	13
Critical Range	0.9993857	1.0766961	1.1191928	1.1480534	1.1697102	1.1869261	1.2011418	1.2131856	1.2236377	1.2328172	1.2328172	1.2483384

APPENDIX F

Linear Regression

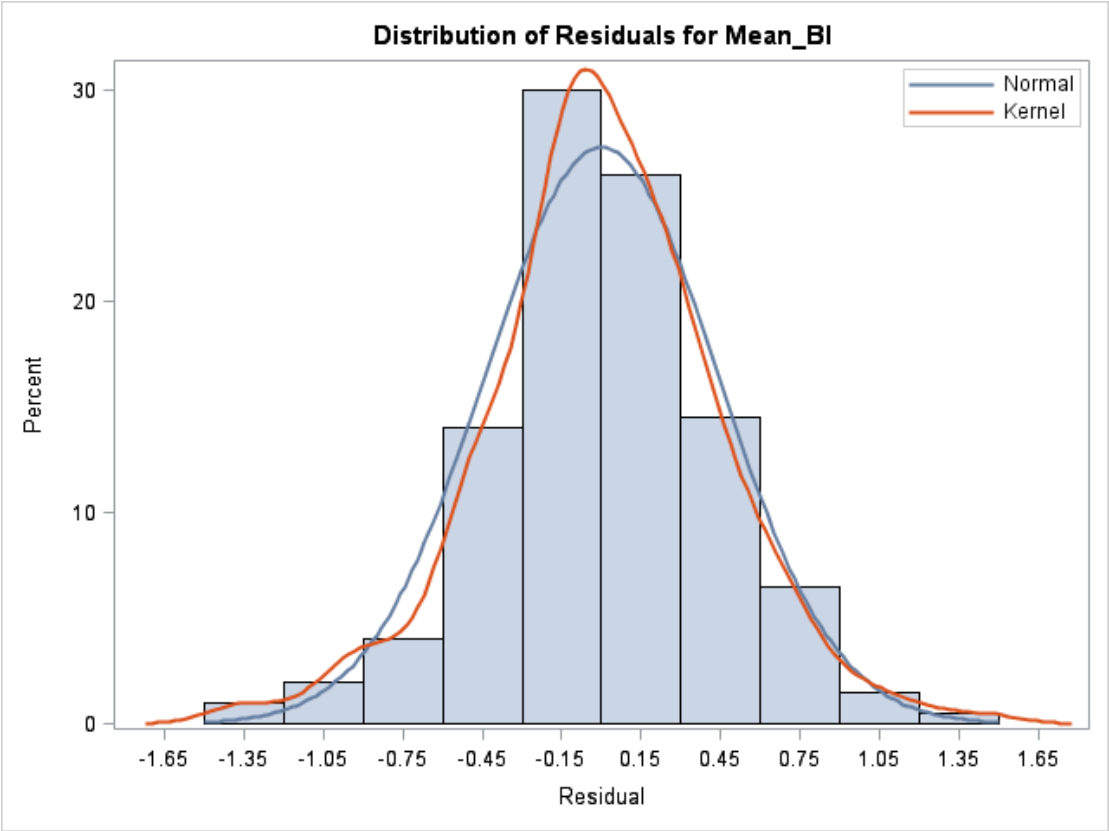
Number of Observations Read	203
Number of Observations Used	200
Number of Observations with Missing Values	3

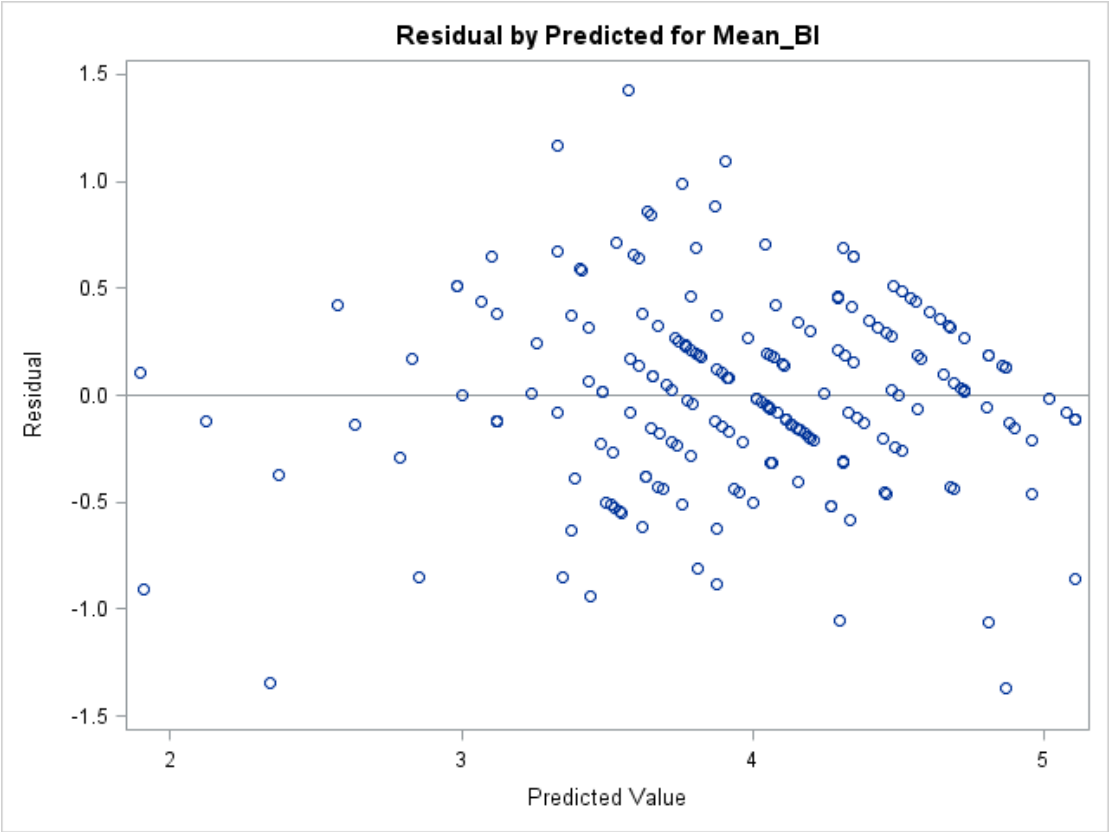
Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	74.65280	18.66320	95.08	<.0001
Error	195	38.27720	0.19629		
Corrected Total	199	112.93000			

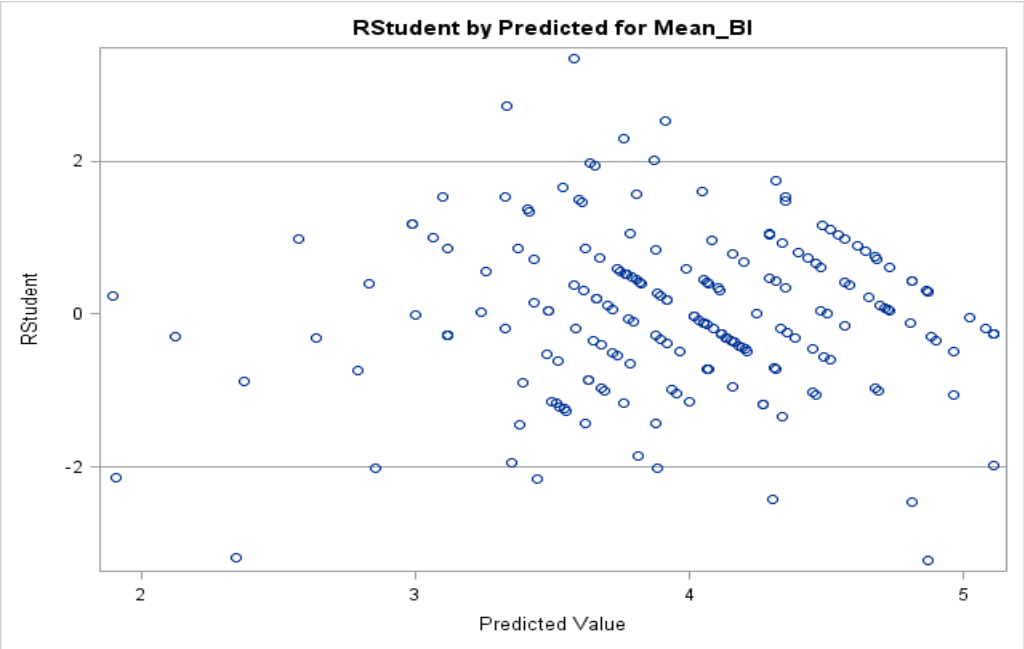
Root MSE	0.44305	R-Square	0.6611
Dependent Mean	3.96000	Adj R-Sq	0.6541
Coeff Var	11.18813		

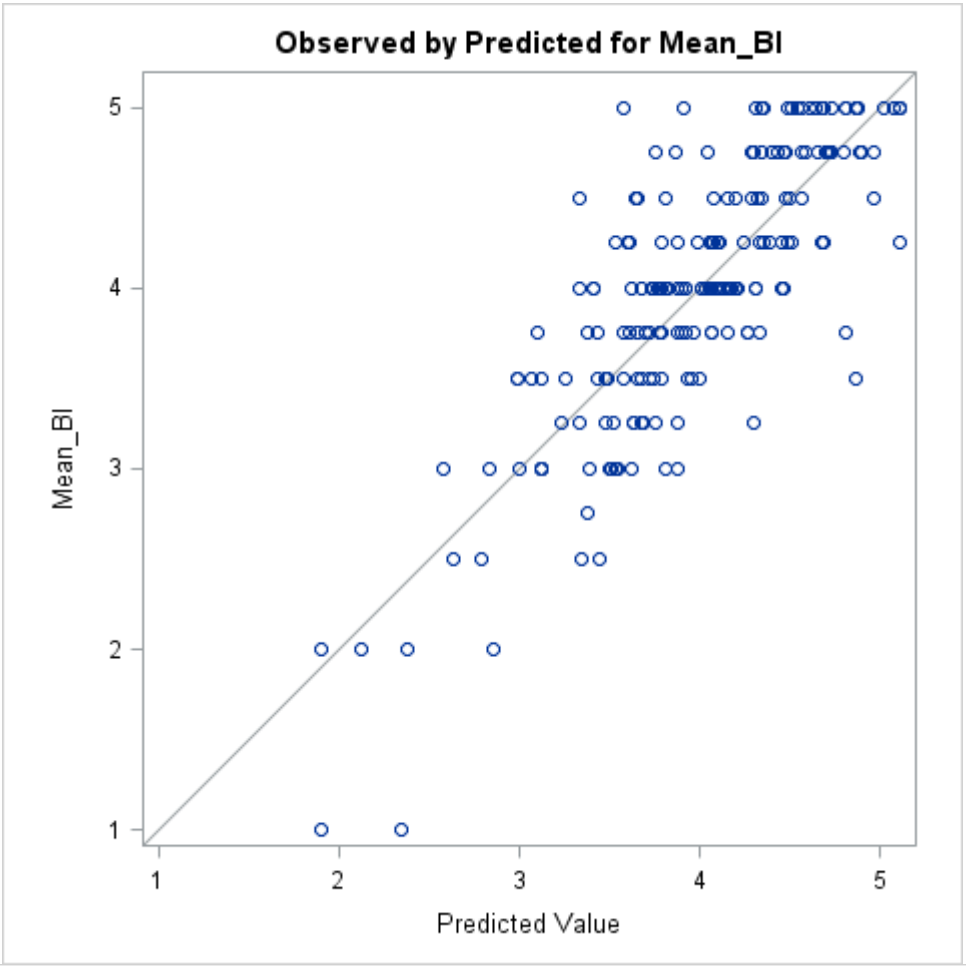
Parameter Estimates

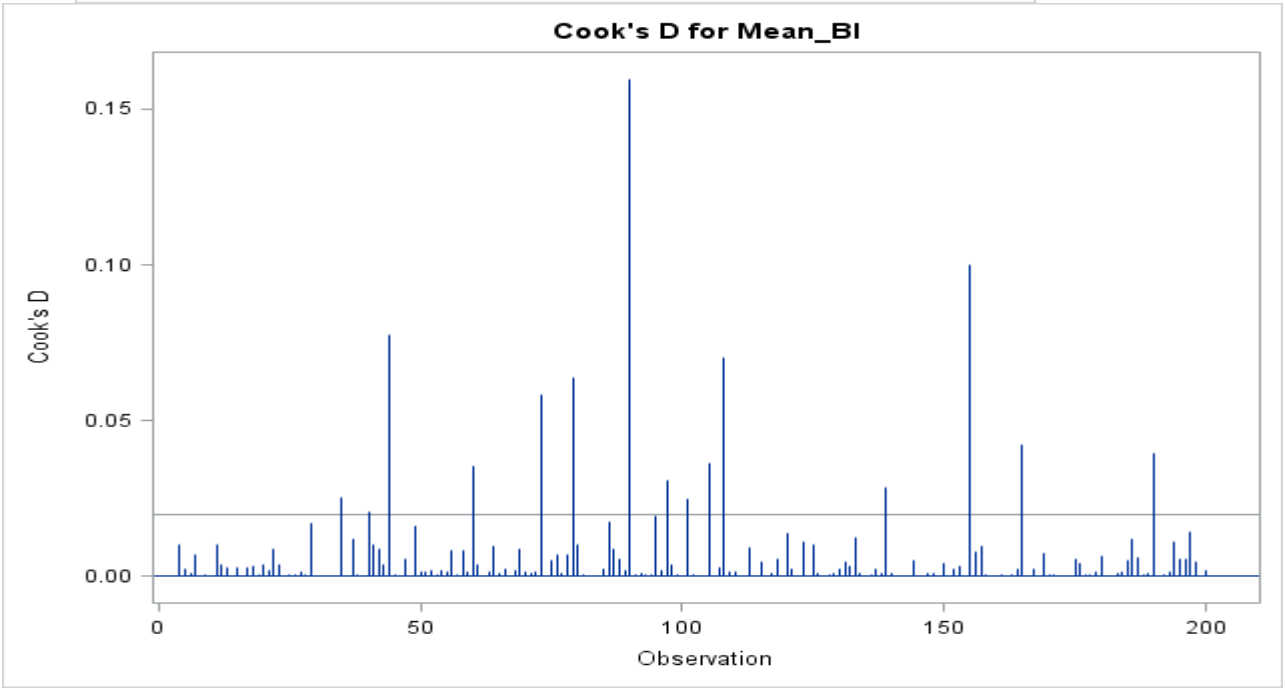
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|	Standardized Estimate
Intercept	1	0.13385	0.20630	0.65	0.5172	0
Mean_SI	1	0.19861	0.05276	3.76	0.0002	0.19970
Mean_FC	1	0.15018	0.07466	2.01	0.0457	0.12640
Mean_PE	1	0.34928	0.06458	5.41	<.0001	0.33851
Mean_EU	1	0.29700	0.06486	4.58	<.0001	0.29167

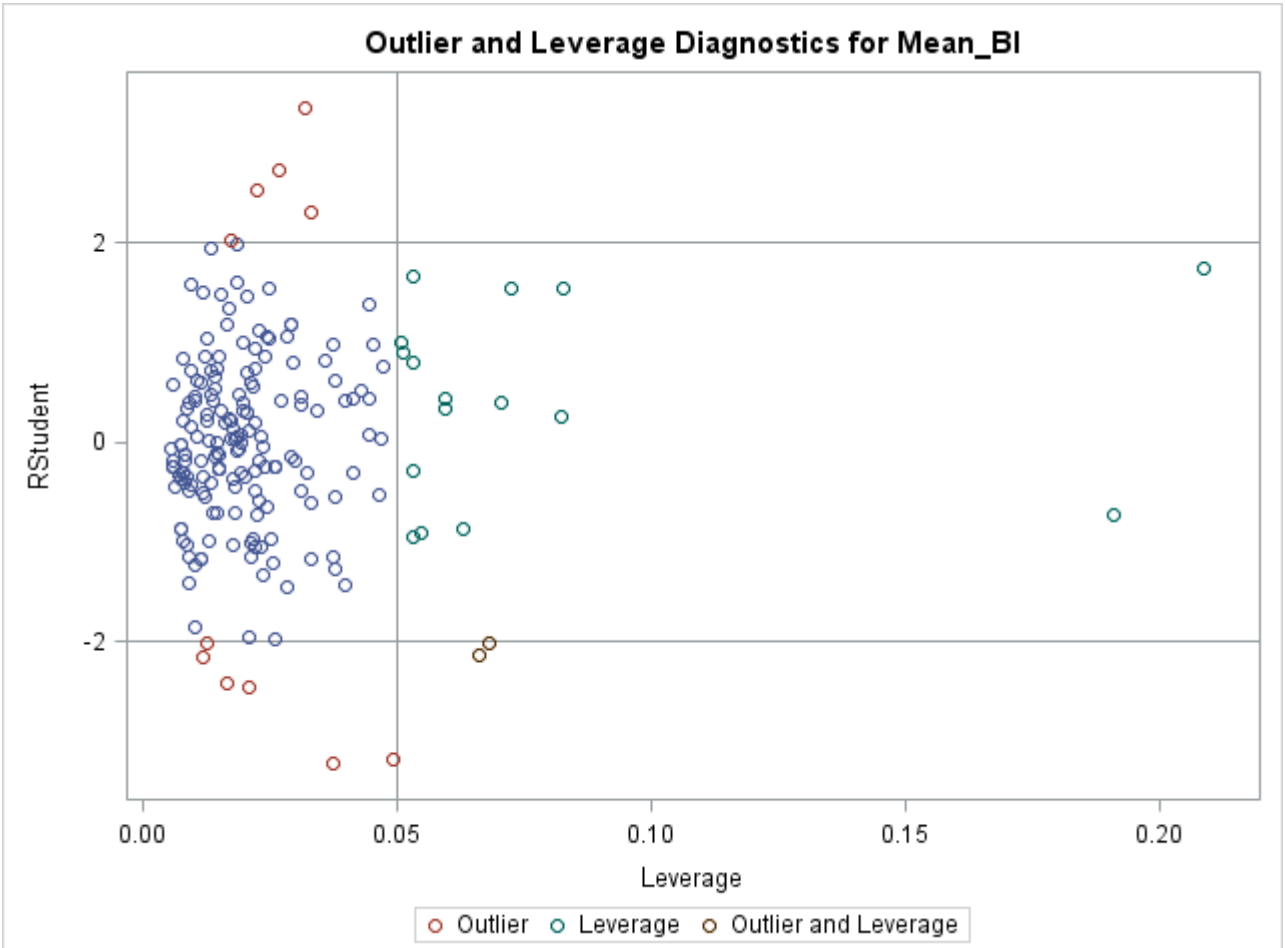


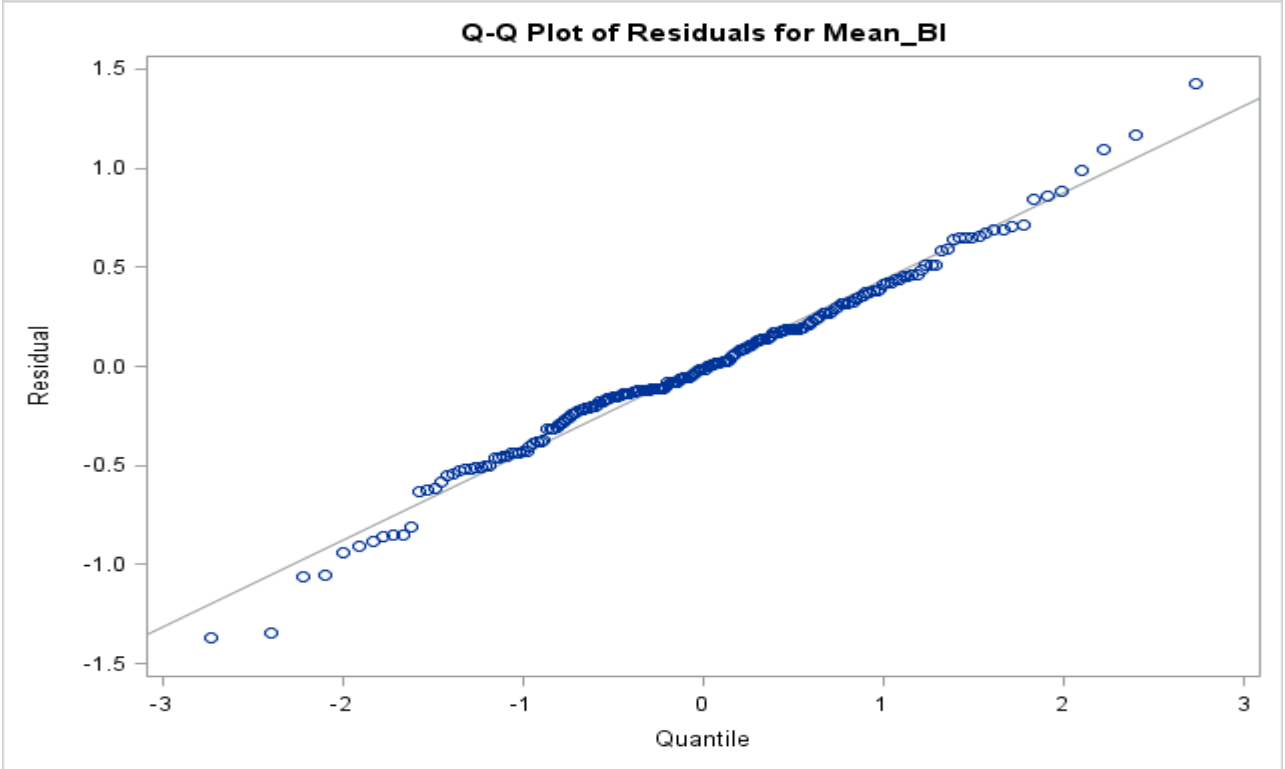

Residual by Predicted for Mean_BI
Residual
1.5
1.0
0.5
0.0
-0.5
-1.0
-1.5
2
3
4
5
Predicted Value

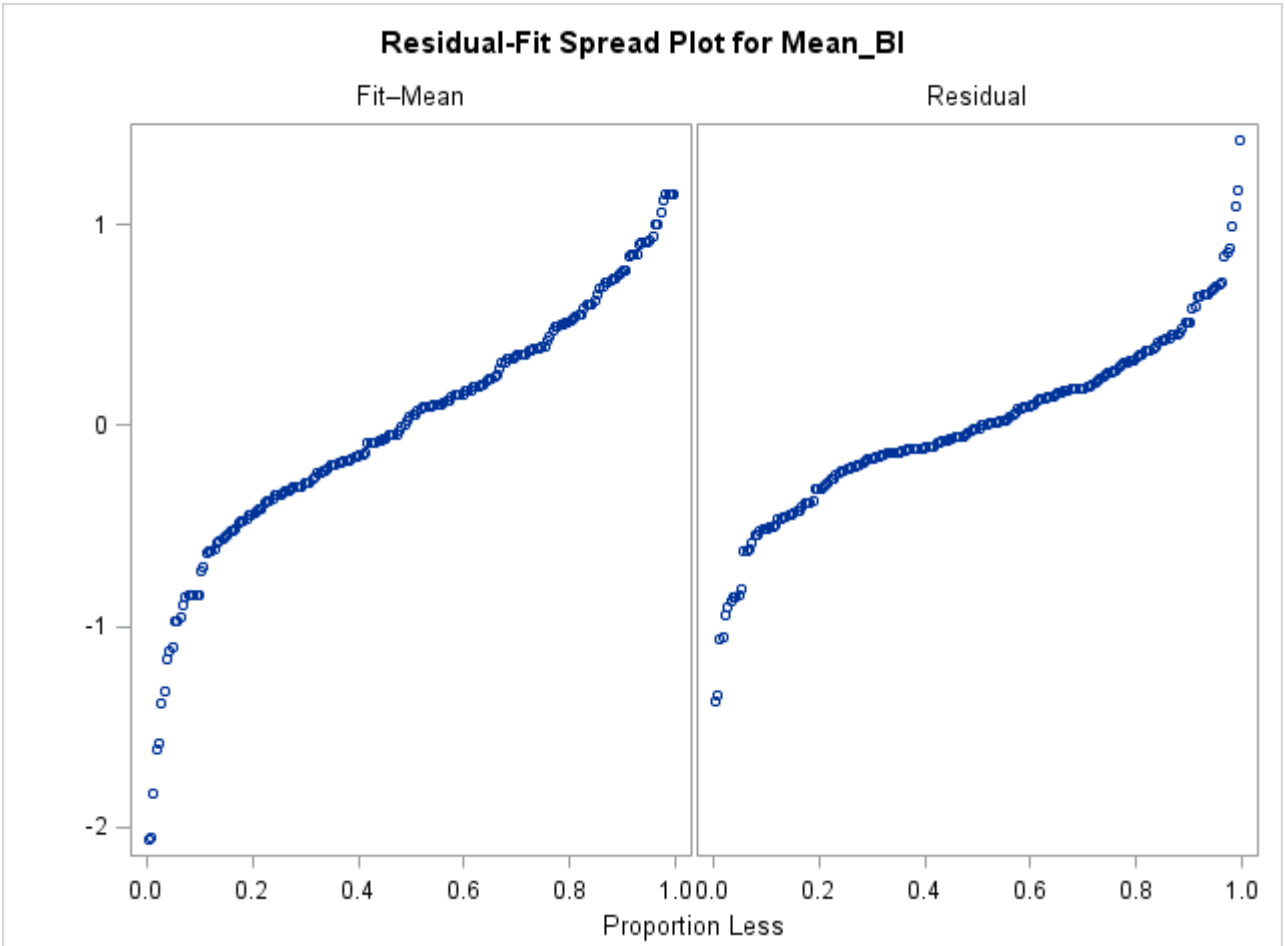

RStudent by Predicted for Mean_BI
RStudent
2
0
-2
2
3
4
5
Predicted Value

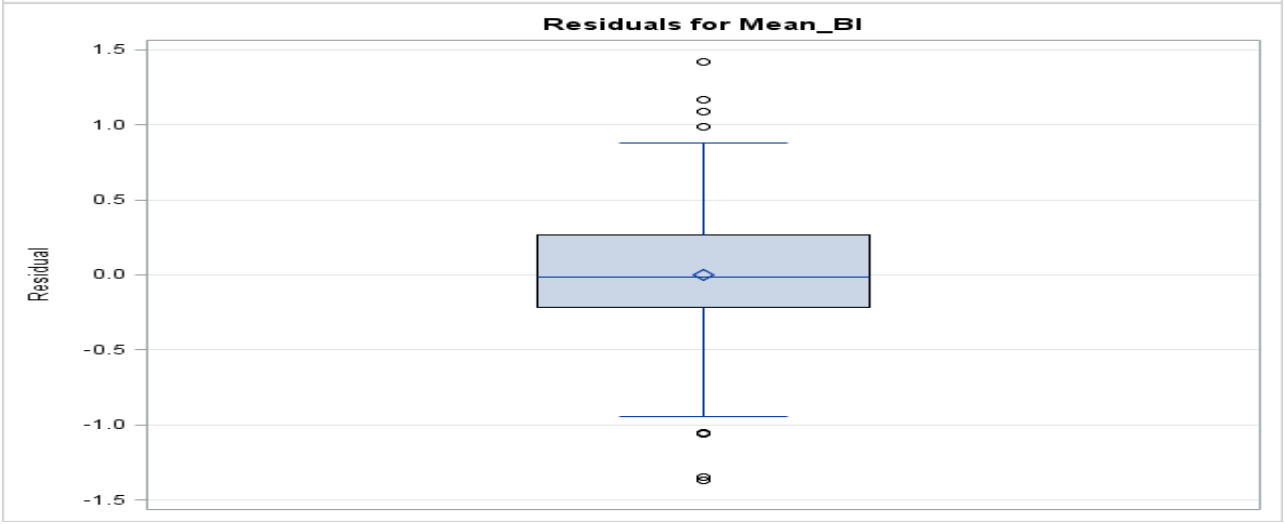

Observed by Predicted for Mean_BI
Mean_BI
Predicted Value
1
2
3
4
5

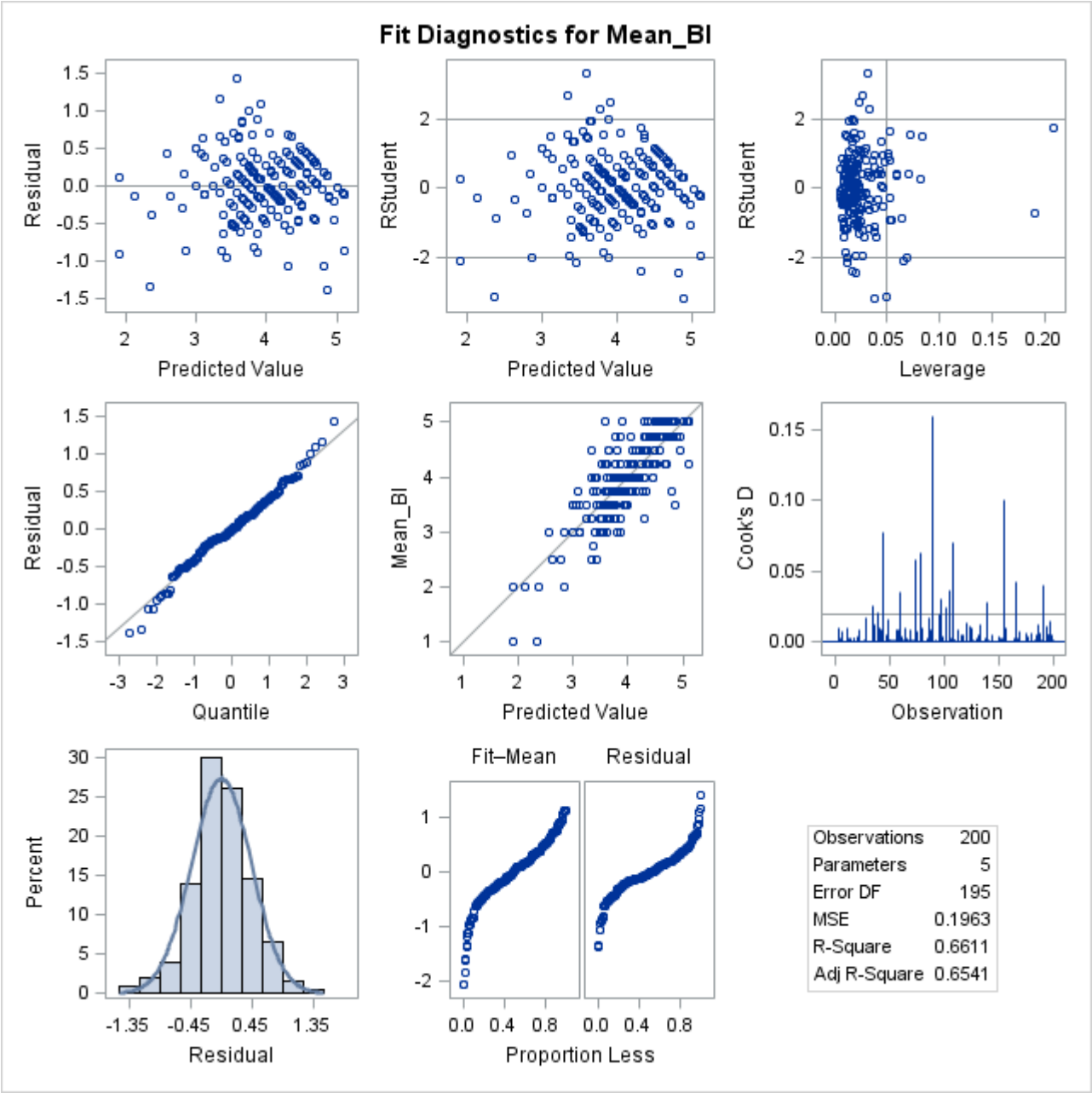

Cook's D for Mean_BI
Cook's D
Observation
0.00
0.05
0.10
0.15
0
50
100
150
200

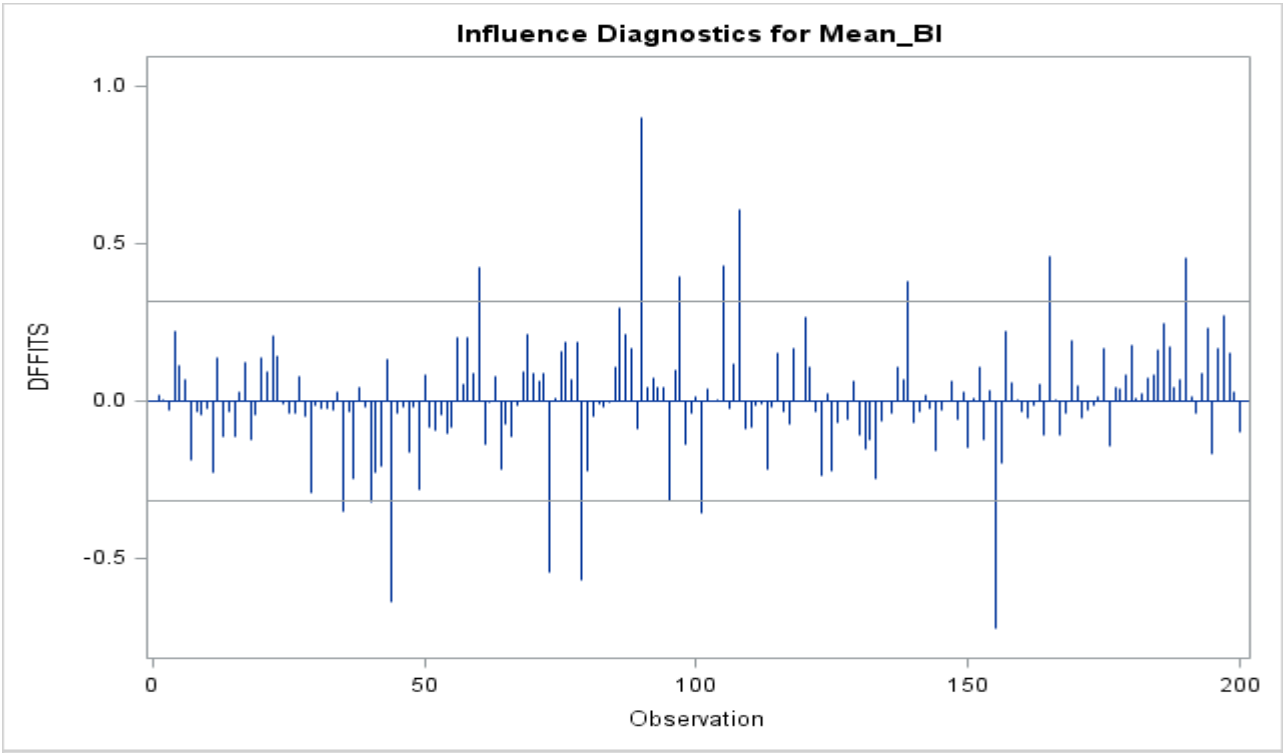

Outlier and Leverage Diagnostics for Mean_BI
RStudent
2
0
-2
0.00
0.05
0.10
0.15
0.20
Leverage
Outlier
Leverage
Outlier and Leverage

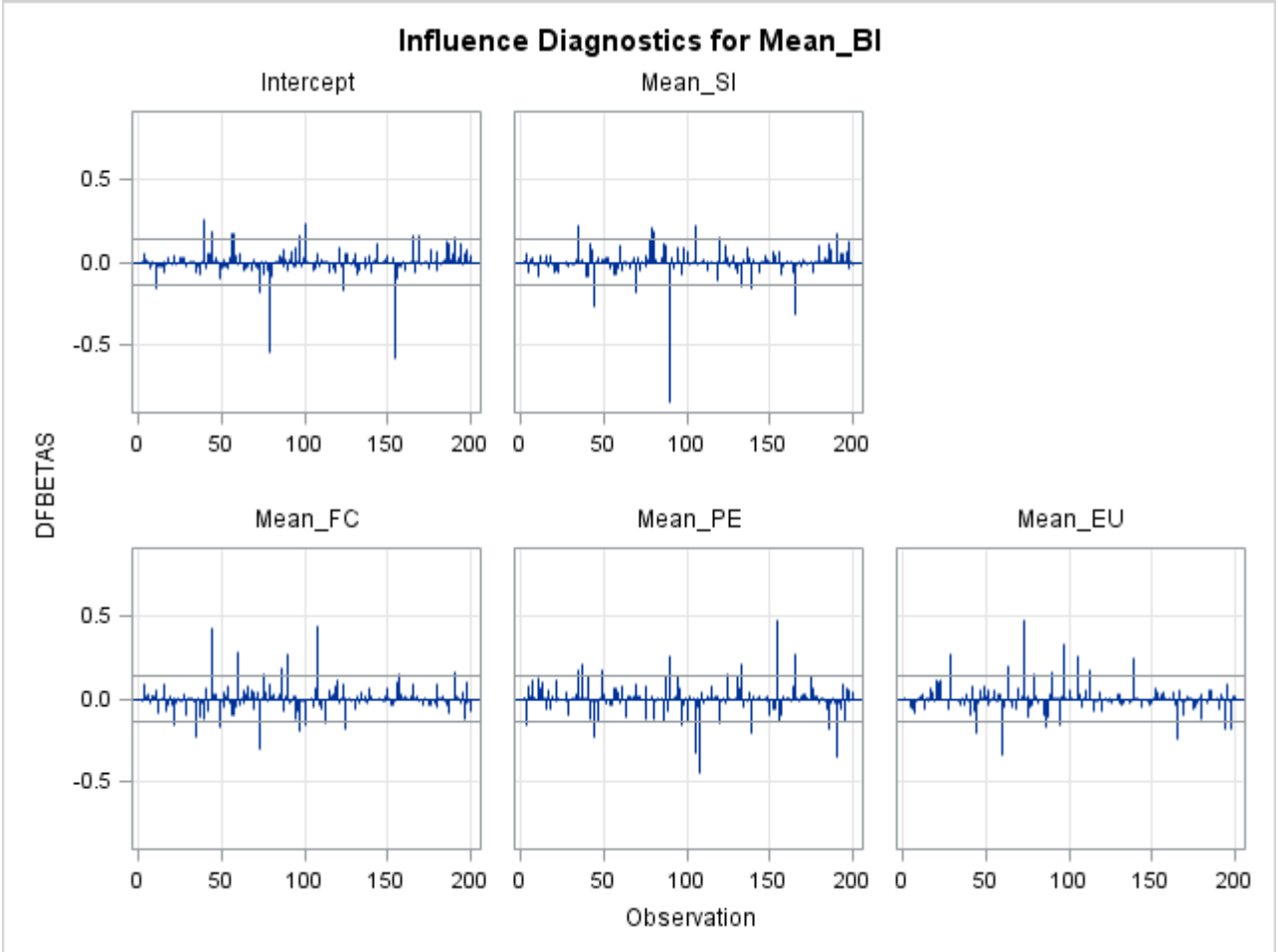

Q-Q Plot of Residuals for Mean_BI
Residual
1.5
1.0
0.5
0.0
-0.5
-1.0
-1.5
-3
-2
-1
0
1
2
3
Quantile

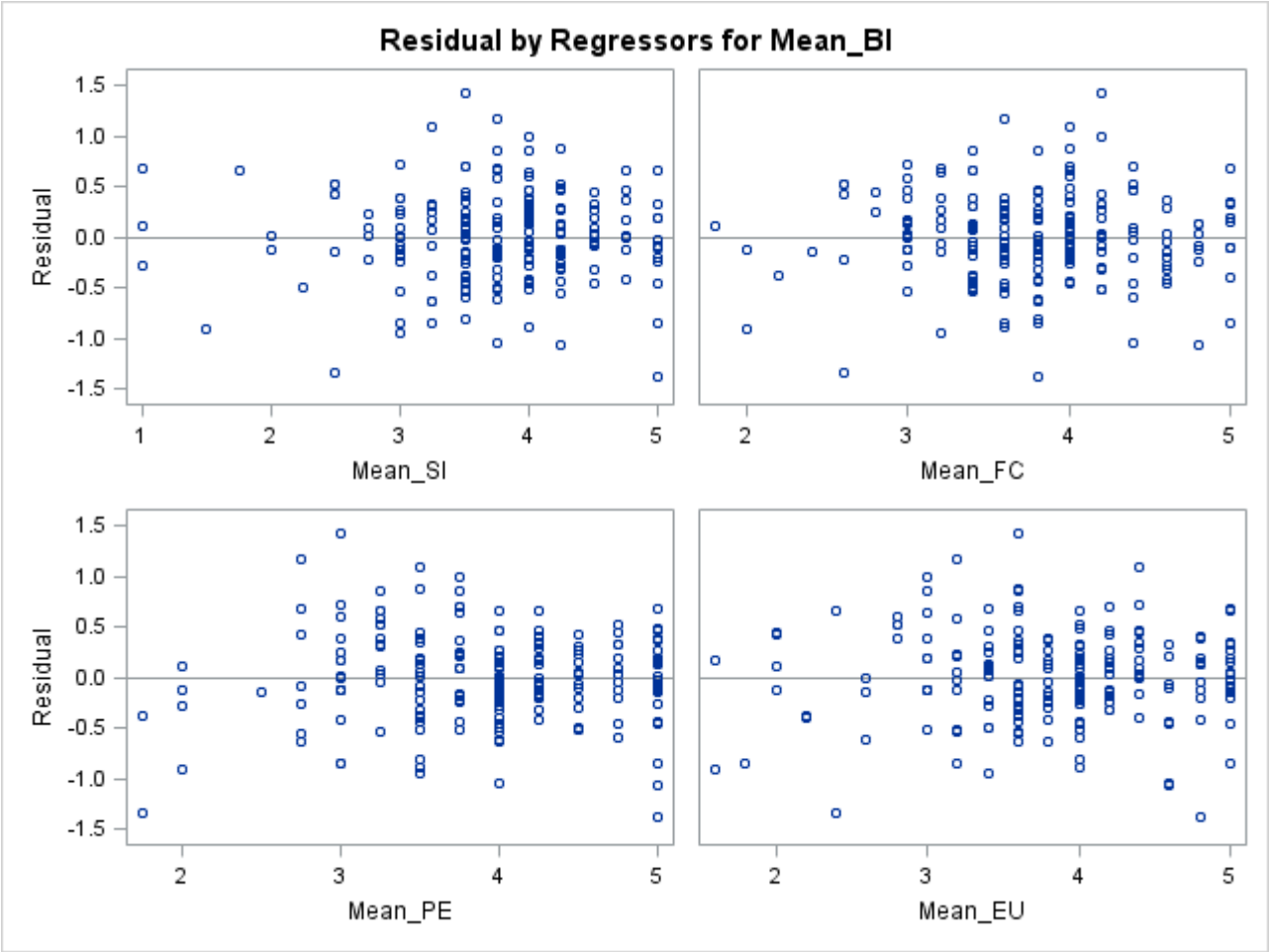

Residual-Fit Spread Plot for Mean_BI
Fit–Mean
Residual
1
0
-1
-2
0.0
0.2
0.4
0.6
0.8
1.0
Proportion Less


Residuals for Mean_BI
Residual
1.5
1.0
0.5
0.0
-0.5
-1.0
-1.5


Fit Diagnostics for Mean_BI
Residual
Predicted Value
RStudent
Predicted Value
RStudent
Leverage
Residual
Quantile
Mean_BI
Predicted Value
Cook's D
Observation
Percent
Residual
Fit–Mean
Residual
Proportion Less
Observations 200
Parameters 5
Error DF 195
MSE 0.1963
R-Square 0.6611
Adj R-Square 0.6541


Influence Diagnostics for Mean_BI
DFFITS
1.0
0.5
0.0
-0.5
0
50
100
150
200
Observation


Influence Diagnostics for Mean_BI
Intercept
Mean_SI
Mean_FC
Mean_PE
Mean_EU
DFBETAS
0.5
0.0
-0.5
0
50
100
150
200
Observation


Residual by Regressors for Mean_BI
Residual
1.5
1.0
0.5
0.0
-0.5
-1.0
-1.5
1
2
3
4
5
Mean_SI
Mean_FC
Mean_PE
Mean_EU

APPENDIX G

Growth for Business with Social Media Marketing

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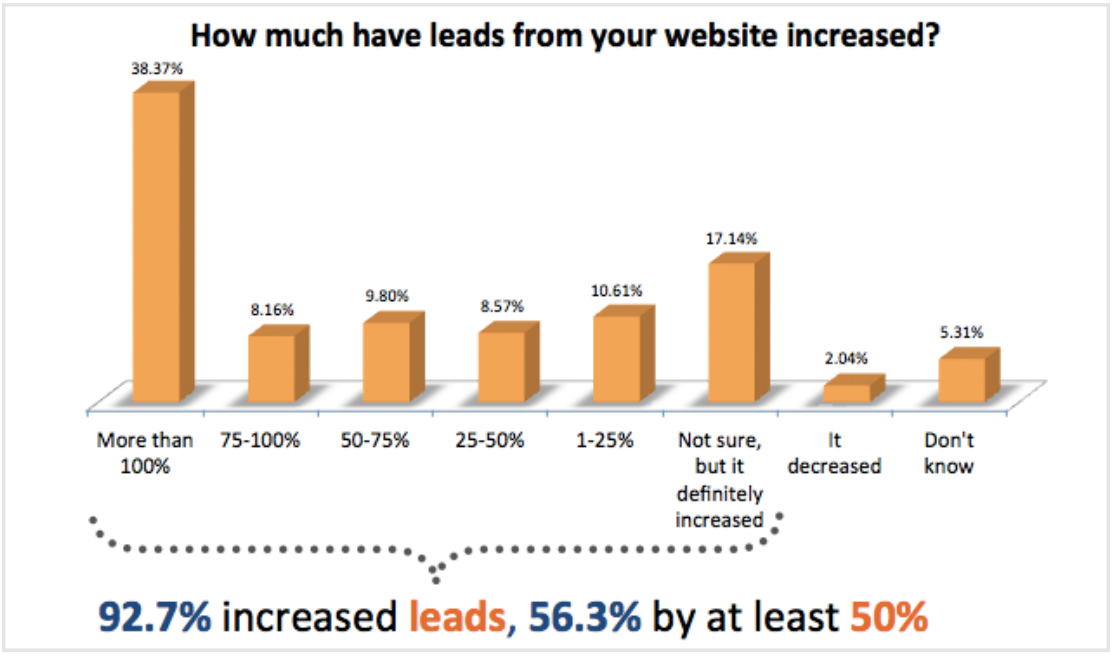

APPENDIX H

Survey Questionnaire in Facebook Format

APPENDIX I

Respondent's feedback