THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR IN THE FOOD AND BEVERAGE (F&B) INDUSTRY IN THE KLANG VALLEY DURING COVID-19

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BY

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A final year project submitted in partial fulfilment of the requirement for the degree of

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DECLARATION

I hereby declare that:

(1)   This undergraduate FYP is the end result of my 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 FYP 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)   Sole contribution has been made by me in completing the FYP.

(4)   The word count of this research report is _____10859 words_____.

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DEDICATION

Thanks to my parents for the unwavering care, encouragement, inspiration and understanding throughout the research process. I thank them for everything they have given me and use my strength and motivation to help them.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
BNM	Bank Negara Malaysia
COVID-19	Coronavirus Disease 2019
CP	Cashless Payment
CB	Consumer Behaviour
DV	Dependent Variable
E-WOM	Electronic Word-of Mouth
EWOM	E-WOM
F&B	Food and beverages
GPS	Global Positioning System
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
IV	Independent Variable
MCO	Movement Control Order
MDBC	Malaysian Dutch Business Council
NRP	National Recover Plan
OFD	Online Food Delivery
ODS	Online Order and Delivery Systems
SR	Stimulus-Response
SMA	Social Media Advertising
SARS-CoV-2	Severe Acute Respiratory Syndrome Coronavirus 2
TPB	Theory of Planned Behaviour
USD	United States Dollar
UTAR	Universiti Tunku Abdul Rahman
WHO	World Health Organisation
WOM	Word-of Mouth

PREFACE

The adoption of social media marketing is increasingly popular among businesses, especially in the F&B industry. Personal spending habits have been influenced as a result. However, some individuals continue to have reservations about using technology in their daily lives and hesitant to use it. Therefore, the goal of this research is to determine the importance of the relationship between social media marketing and customer behaviour in Malaysian F&B businesses during the COVID-19 pandemic.

Researcher is able to perform this research to gain a better understanding in this topic based on the expanding corpus of study from worldwide. Additionally, it is vital to recognise consumer behaviour in terms of marketing strategies since behaviour reflect real action. Furthermore, this study also intends to educate industry practitioners on the advantages of social media marketing through an in-depth investigation of particular aspects that influence consumer habits, which might aid in enhancing their promotion strategies.

ABSTRACT

The goal of this article is to examine the significance between social media marketing and consumer behaviour during the COVID-19 pandemic in Malaysia. The research was conducted in the Malaysian food and beverage industry and focused on how social media influences consumer behaviour. Residents of the Klang Valley in Malaysia were the target respondents for this study. There are 258 valid respondents took part in this study by filling out an online questionnaire sent to them. This research has four independent variables: a) social media advertising; b) Electronic Word-of Mouth (E-WOM); c) online order and delivery systems; d) cashless payments and one dependent variables, consumer behaviour. Based on the Stimulus-Response (SR) paradigm and the Theory of Planned Behaviour (TPB), the link between them has been examined. In addition, descriptive analysis, inferential analysis, correlation analysis, and multiple regression analysis are employed to determine the importance of both variables. Due to the accessibility of food delivery applications, the results imply that E-WOM has the highest significant with consumer behaviour, whereas online order and delivery systems have the least relationship. In the end, a discussion of the studies' limitations and recommendations have shown.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This study is conducted to understand the opportunities created by social media marketing and to investigate the consumer behaviour in the F&B industry in the Klang Valley during COVID-19 pandemic. As COVID-19 pandemic is a new phenomenon, information about its influence on Malaysia's social media marketing practices is limited (Mason, Narcum, & Mason, 2021). Due to this COVID-19 restriction on direct contact, the role of social media in consumer spending may increase because it can connect users around the world. It is essential to examine the influence of the pandemic on consumer behaviour due to a previous survey results reveal that the pandemic has a vital fundamental influence on consumer purchasing behaviour and decision-making processes, which may lead to considerable shifts in marketing strategies (Mason et al., 2021). As the 21st century begins, experts expect the Internet will serve as a bridge between business organisations and consumer within the world. When the world is obliged to retain a more isolated distance, social media fill this void, allowing people to keep in touch with every individual and organisation (Sotelo, 2017). Besides, social media marketing has recently regained prominence in 2020 (Ritson, 2020). As a result of this shift in consumer behaviour, F&B businesses have made social media an integral element of emerging marketing trends (Dwivedi, Ismagilova, Hughes, & Carlson, 2021). Furthermore, it is also necessary to evaluate widely used social media channels to conduct social activities with the target audience to improve the business (Timilsina, 2017). Therefore, this research will help discover the continuing trend of adopting social media as a new promoting channel in the F&B industry and its impact on Malaysian consumer behaviour during COVID-19.

1.0.1 Operational definitions

This section provides the operational definitions that will be used throughout the report.

1.0.1.1 Social media

In the marketing field, social media is all online based technical apps that follow the principles of Web 2.0, allowing the development and distribution of user-generated data, while encouraging participation and cooperation among users (Alves, Fernandes, & Raposo, 2016). Not only people can interact with friends, family, and colleagues, but they also interact with activities, social groups, companies, brands, and other organisations (Newman, Chang, Walters, & Wills, 2016). For example, Twitter, Facebook, Instagram. Wikipedia, YouTube and online forums (Rahman & Hassan, 2015).

1.0.1.2 Marketing strategy

Li, Larimo, and Leonidou (2020) defined marketing strategy as a series of comprehensive decisions that help companies make key decisions for marketing activities in specific markets and market segments. It aims to generate, engage, and satisfy consumers in return for achieving certain goals in the business. Furthermore, in comparison to conventional forms of marketing, social media marketing is a comprehensive strategies targeted to advertise goods and services across social media platforms that can reach a larger consumer group (Dwivedi et al., 2021).

1.0.1.3 Consumer behaviour

Consumer behaviour refers to the psychological and physical behaviour of consumer while looking for assessing, purchasing, and consuming products and services (Mehta, Saxena, & Purohit, 2020).

1.0.1.4 Food and beverages (F&B)

Telukdarie, Munsamy, & Mohlala (2020) define the F&B industry which ranges from packaging to preparation, transportation, and supply of food or beverages, including restaurants, fast food chains, cafes, food producers, food delivery service providers, and others.

1.0.1.5 COVID-19 pandemic

COVID-19 (Coronavirus Disease 2019) is a disease first identified in Wuhan, China in December 2019 (Centres for Disease Control and Prevention, 2021). It is a highly contagious and fatal viral illness generated by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2), resulting in a worldwide pandemic that causes a significant loss of lives (Shereen, Khan, Kazmi, Bashir, & Siddique, 2020).

1.0.1.6 Electronic Word-of Mouth (E-WOM)

Chevalier, Judith A., and Dina Mayzlin (2006) described E-WOM as "any review, good or bad, of a commodity or firm made by a potential, existing or past consumer and accessible via the Internet for majority of individuals and institutions."

1.1 Background of research

1.1.1 Social media marketing

Social media marketing becomes more and more common and, as expected, is flourishing on a global scale in today's digital world. In 2020, over 3.6 billion individuals in global used social media, with that figure predicted to grow approximately to 4.41 billion by 2025 (Statista Research Department, 2021). The numbers are shown in Figure 1.1. F&B businesses often adopt social media platforms such as Facebook, Instagram, Twitter, and YouTube. As we can see, in less than a decade, their subscription has been rapidly increasing and resulting in an immense user base (Timilsina, 2017). There are over 50 million businesses that have Facebook accounts, and over 88% of companies utilize Twitter to market their brands (Dwivedi et al., 2021). Instagram is one of the top social networking platforms, with easy-to-use capabilities for capturing photos, customizing them, and sharing them with followers (Middelesch, 2017). With the help of advanced technology, social media allows individuals to communicate freely with each other while providing businesses with various options to connect and interact with consumer. As social media has become an essential branding and marketing medium in F&B industry, it is critical to evaluate the potential of social media from the perspective of consumer perception (Appel, Grewal, Hadi, & Stephen, 2019).

Figure 1.1 Worldwide social media users (2017-2025)
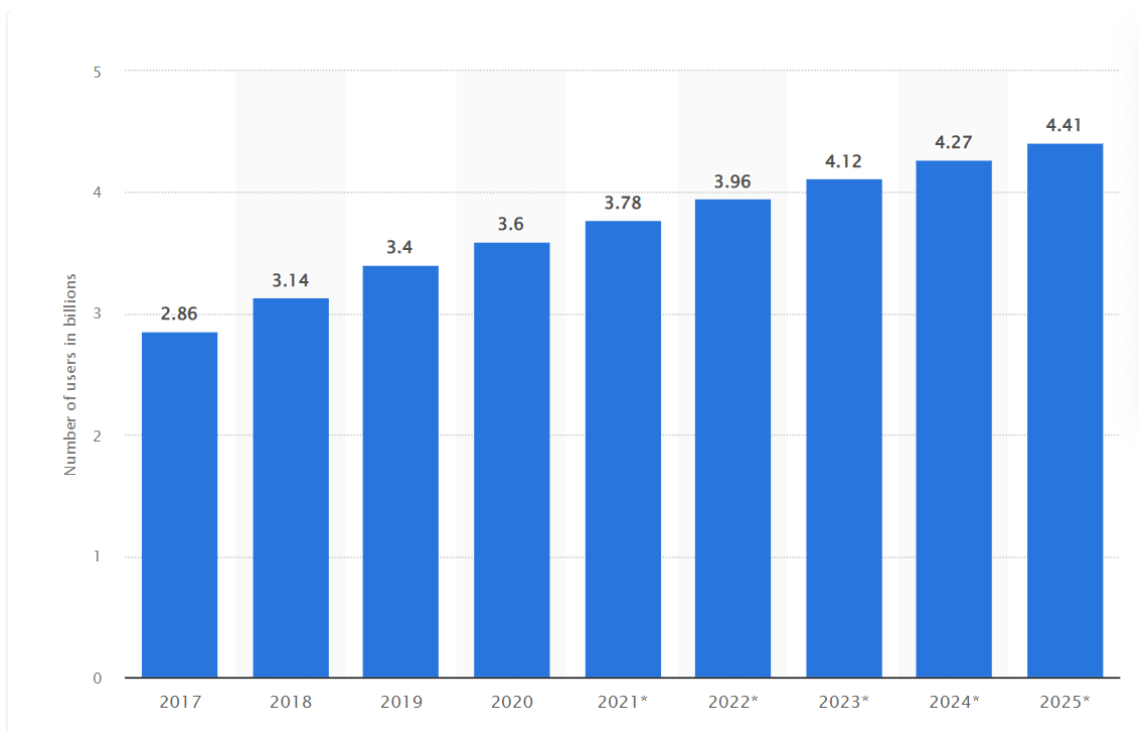
Source: Statista Research Department (2021). *Number of social media users 2025.*
Statista.

1.1.2 Adoption of social media marketing in the F&B industry

The use of social media has become an inseparable element of regular Internet use. As shown in Figure 1.2, the statistics show that Internet users spend an average of 144 minutes per day on social media and communication applications which have risen over half an hour from 2015 (Statista Research Department, 2021). It is undeniable that the influence of social media user-generated data on customer decision-making has been widely identified in several market research. As a result, researchers have discovered how the impact of social media has allowed many F&B enterprises to apply numerous media contact points in building their brands (Perumal, Krisnan, & Abdul Halim, 2017). According to Salleh, Rashdi Abd

Patah, Samsudin, & Mohd Piah (2017), as consumer is more inclined to share their experiences on social media, businesses can learn what consumer anticipate from the services they provide through social media marketing. Notwithstanding, studies discovered that F&B enterprises use social media to acquire consumer opinions nowadays to enhance their operations while also serving as an information platform for Malaysian consumer to access (Perumal et al., 2017). In addition, potential consumer recently relied on information collected from social media, such as posted images, "share" buttons, "like" buttons, and comments while selecting a restaurant (Li, Kim, & Choi, 2019). Consumer may access the restaurant's location using the Global Positioning System (GPS) or "check-in" functions, as they frequently utilize social media to locate restaurants, read reviews, and collect nutritional information (Li et al., 2019). These features in social media platforms bridge the gap between the real world and online social networks by connecting F&B enterprises with consumer.

Figure 1.2 Daily time spent on social networking by internet users worldwide from 2012 to 2020 (in minutes)
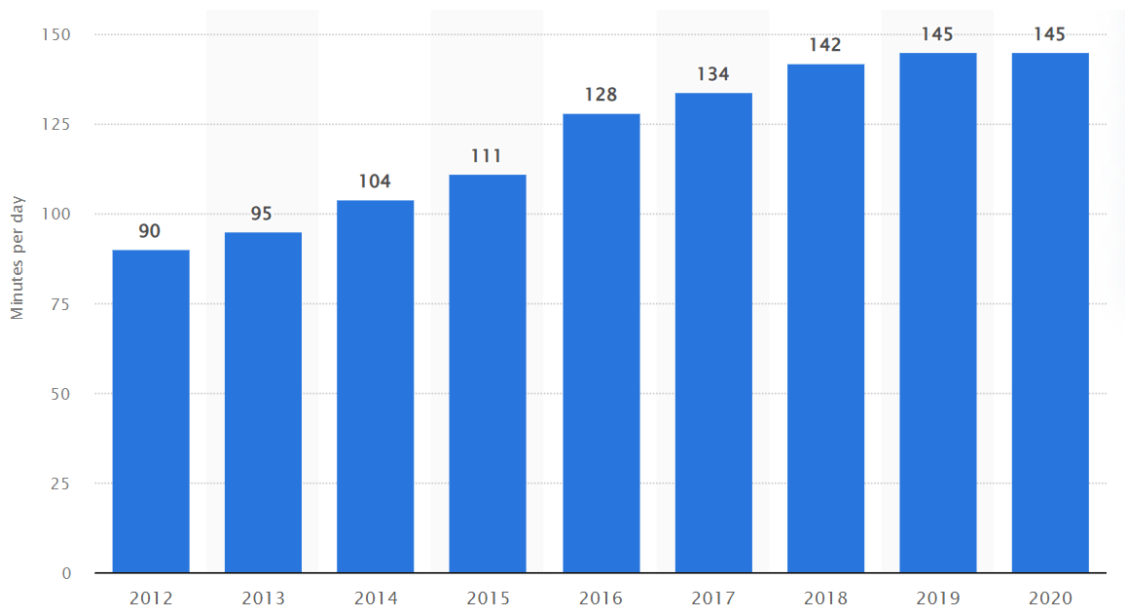
Source: Statista Research Department. (2021). *Daily-Social-Media-Usage Worldwide*. Statista.

1.1.3 COVID-19 pandemic

The role and influence of social media as a marketing tool are bound to grow with the introduction of public health care issues and the government's COVID-19 Movement Control Order (MCO) (Mason et al., 2021). This is because, in an era where social distancing has become commonplace, social media has provided users a way to communicate with each other without physical touch. During the lockdown, contemporary people who can only stay at home have expanded their internet usage by spending most of their time on social media to connect with the world (Perumal et al., 2017). On October 18, 2021, Tan Sri Ismail Sabri Yaakob, the Malaysia Prime Minister, announced that three-quarters of Malaysia's states will be in the fourth stage of the National Recover Plan (NRP) and will loosen the COVID-19 restrictions on fully vaccinated persons (Malaysian Dutch Business Council [MDBC], 2021). According to the latest news, more than 75% of Malaysian citizens have been fully vaccinated as shown in Figure 1.3 and are allowed to dine at any restaurant in the country (Ministry of Health Malaysia, 2021). However, this does not affect the impact of social media marketing on the F&B industry, yet it has become more prevalent among consumer (Kumar, Konar, & Balasubramanian, 2020).

Figure 1.3 Vaccination Progress in Malaysia on 24 November 2021
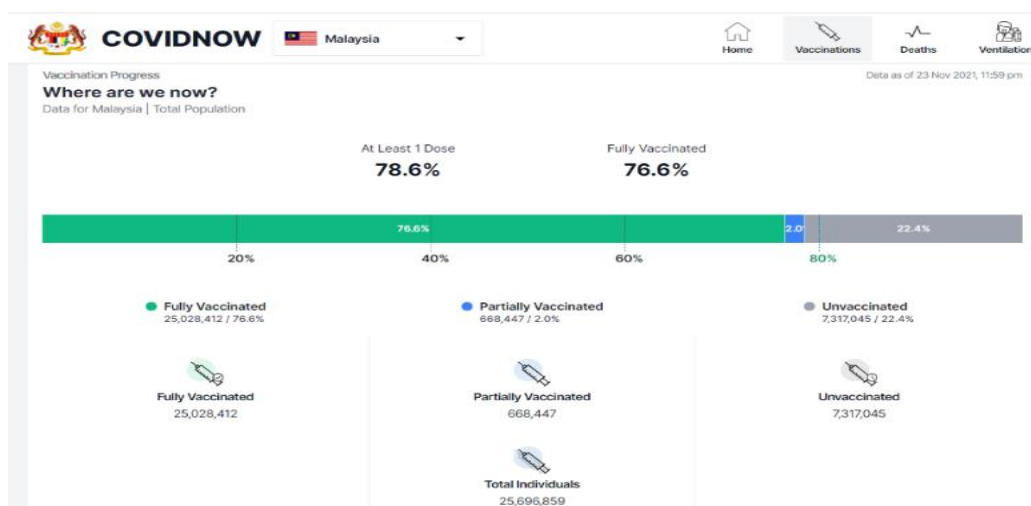
Source: Ministry of Health Malaysia. (2021). *Vaccinations in Malaysia.* COVID NOW.

1.2 Problem Statement

To contain the outbreak of COVID-19 pandemic, the MCO restrictions was implemented on March 18, 2020, where the daily lives of Malaysians changed dramatically overnight (Sundarasen, Chinna, Kamaludin, Nurunnabi, Baloch, Khoshaim, & Sukayt, 2020). As a result, the implementation of social distancing to mitigate the adverse impact of COVID-19 pandemic on the F&B business has led to rapid business closures. For example, over 2,000 coffee shops and Mamak eateries throughout Malaysia have closed due to their inability to provide services to consumer (Daisy, Nazri, Misbah, Nazril, Musa, & Abdul Hamid, 2021). Additionally, Malay Mail (2020) reported that compared with the previous year, F&B businesses lost 90% of their income during the entire MCO period. In the initial stage of COVID-19 pandemic, customers were not allowed to dine in, and the businesses only allow takeaway services. Although Malaysia is recovering to the fourth stage of MCO, Malaysians still prefer to stay at home rather than eating out (Lai, Abidin, Hasni, & Karim, 2020). In this regard, the researchers observed that business owners are making profound modifications to their marketing strategies and practices in response to the various restrictions imposed by the authorities during COVID-19 pandemic (Lai et al., 2020).

In terms of marketing during the COVID-19 pandemic, social media has outperformed traditional marketing, reshaping how people analyse, choose, and exchange information (Perumal et al., 2017). This has led to the diversification of food choices in today's culture. Researchers found that the best-performing businesses in the F&B industry have a comprehensive and active presence on social media (Perumal et al., 2017). Although the pandemic has had a significant impact on businesses, social media marketing enables businesses to devise creative and productive solutions to mitigate the pandemic's negative influence on operations (Daisy et al., 2021). Therefore, it is vital to adopt social media marketing in F&B industry by recognizing the shifting consumer behaviour.

1.3 Research Objectives

1.3.1 General Objectives

The objective of this research is to investigate the potential opportunities created by social media marketing in the F&B industry and how it affects consumer behaviour in the Klang Valley, Malaysia during COVID-19.

1.3.2 Specific Objectives (SO)

SO1: To examine the relationship between consumer behaviour on social media advertising in the F&B industry in the Klang Valley during COVID-19.

SO2: To examine the relationship between consumer behaviour on the E-WOM in the F&B industry in the Klang Valley during COVID-19.

SO3: To examine the relationship between consumer behaviour on the online order and delivery systems in the F&B industry in the Klang Valley during COVID-19.

SO4: To examine the relationship between consumer behaviour on cashless payment in the F&B industry in the Klang Valley during COVID-19.

1.4 Research Question (RQ)

RQ1: What is the relationship between consumer behaviour on social media advertising in the F&B industry in the Klang Valley during COVID-19?

RQ2: What is the relationship between consumer behaviour on the E-WOM in the F&B industry in the Klang Valley during COVID-19?

RQ3: What is the relationship between consumer behaviour on the online order and delivery systems in the F&B industry in the Klang Valley during COVID-19?

RQ4: What is the relationship between consumer behaviour on cashless payment in the F&B industry in the Klang Valley during COVID-19?

1.5 Hypotheses of the study (H)

H1: There is a significant relationship between consumer behaviour and social media advertising in the F&B industry in the Klang Valley during COVID-19.

H2: There is a significant relationship between consumer behaviour and E-WOM in the F&B industry in the Klang Valley during COVID-19.

H3: There is a significant relationship between consumer behaviour and the online order and delivery systems in the F&B industry in the Klang Valley during COVID-19.

H4: There is a significant relationship between consumer behaviour and cashless payment in the F&B industry in the Klang Valley during COVID-19.

1.6 Research Significance

The consumption of social media in the F&B business has expanded dramatically as the greatest advancements in communication and information technology have led to major changes in the globe (Perumal et al., 2017). Today, people's purchasing behaviour is affected by social networking sites, which have become their indispensable source of information (Saura, Palos-Sanchez, & Reyes-Menendez, 2017). Since then, consumer attitudes towards online purchases have been positively affected by the increased use of digital marketing and social media, leading to an increase in the market share of e-commerce-centric companies (Dwivedi et al., 2021). As a result, the goal of this study is to determine the influence of social media marketing on consumer purchasing behaviour in Malaysia's F&B industry during COVID-19 pandemic. To understand the impact of social media marketing on local customers, the research will be conducted in Malaysia in the F&B industry (Kumar et al., 2020).

CHAPTER 2: LITERATURE REVIEW

2.0 Underlying Theories

To analyse specific consumer buying behaviour, the Stimulus-Response (SR) model of consumer behaviour is widely used to study how social media marketing affects Malaysian consumer behaviour in the F&B industry during COVID-19 pandemic (Kanagal, 2016). According to Ajzen (2020), Theory Planned Behaviour (TPB) first clearly defines the behaviour of interest-based on the behaviour performed, the circumstances that occurred, and the timeline. Thus, this study used TPB theory to assess the relationship between the increasing use of social media marketing in the F&B industry and the changes in consumer behaviour among Malaysians during COVID-19 pandemic.

2.1 Review of Variables

2.1.1 Dependent Variable (DV): Consumer Behaviour

The COVID-19 disease began in December 2019 and has become a global disaster, spreading to all parts of the world at lightning speed (World Health Organisation, 2019). According to Kotler & Keller (2016), customer engagement in the formulation of marketing strategies is one of the most suggested tactics to endure an unstable market like the one encountered by restaurants during COVID-19 pandemic. Although many studies in the literature focus on consumer in evolved nations, Abouelgheit (2018) highlights the relevance of recognizing shifting consumer behaviour in a deeper context. The researcher has emphasizing the value of perception, sentiment, experience, and self-behavioural in influencing consumer decision-making and faith with online businesses (Dwivedi et al., 2021).

Nevertheless, consumer participation, fundamental traits, motives, and the influence of social media marketing have all been investigated. Among them, factors such as social media advertising, E-WOM, online order and delivery systems, and cashless payment seem to have played an important role in the changes in consumer behaviour in Malaysia during the COVID-19 period.

2.1.2 Independent Variable (IV)

2.1.2.1 Social Media Advertising (SMA)

Social media is an innovative digital technology in online marketing because it incorporates multiple web-based software and channels developed to facilitate communication, assistance, and information distribution (Dwivedi et al., 2021). As previously indicated, traditional marketing has been replaced in recent years, particularly in the F&B business due to technological advancements and COVID-19 pandemic (Perumal et al., 2017). To cope with the COVID-19 effect, marketers have shifted their attention from traditional advertising strategies to both online and offline channels to attract consumer from multiple angles. Therefore, customers are shifting away from conventional marketing's 4Ps of products, pricing, places, and promotions toward digital advertising (Varkaris & Neuhofer, 2017). According to Kim, Koh, Cha, & Lee (2015), nearly 93% of business people use social media advertising in their business, while the F&B industry is one of the most used industries. However, according to Mhlanga & Tichaawa (2017), the impact of social media advertising on consumer experience may vary by race, gender, generation, performance, and environment. Thus, it is necessary to research how social media advertising influences Malaysian consumer in the F&B industry during COVID-19 pandemic.

2.1.2.2 Electronic Word-of-Mouth (E-WOM)

E-WOM is defined as verbal communication between people, composed of communicators and receivers that occurs through various social media channels (Timilsina, 2017). E-WOM is the ultimate marketing goal of all companies because it refers to consumer spreading company-related information to others like suggestions and recommendations (Stephen & Lehmann, 2016). With the gradual popularity of the Internet, E-WOM has been seen as several marketing methods such as buzz marketing, viral marketing, community marketing, conversation creation and referral programs (Kumar et al., 2020). To reveal the huge impact of social media marketing, a Bright Local survey indicated 88% of worldwide consumer trust online reviews of goods, resorts, restaurants, and other services more than any other sort of word-of-mouth recommendation (Li et al., 2019). Through social media marketing, consumer can openly communicate on products, services, and brands, furthermore, generating a sense of belonging through interpersonal interaction and dialogue to aid in their decision-making process (Kim & Drumwright, 2016).

2.1.2.3 Online Order and Delivery Systems (ODS)

Even if the pandemic ended tomorrow, people would continue to be concerned about eating out for a great time. Restaurants have resorted to building a digital presence and online channel to promote awareness among consumer to reduce economic loss since the MCO went into force (Kapoor & Vij, 2018). A survey conducted in Malaysia indicated that due to the implementation of MCO, more than 62% of the overall respondents ordered food online more frequently during COVID-19 pandemic (Müller, 2021). The online ordering method is rapidly developing among customers and establishments in the F&B industry as

it is more convenient, quick, and time-efficient. As a result, meal delivery services like Grab food, Foodpanda, Dahmakan, Bungkusit, RunningMan, and Deliveroo have grown in popularity and reached a wider audience (Rathod, Khadke, Wakode, Ubnare, & Shinde, 2018). In addition, last-mile delivery service providers like Lalamove, Mr. Speedy, and Goget are also widely used to deliver prepared food to regular customers (Ekasari, Siregar, Chairunnisa, & Nurhasanah, 2019). Therefore, considering the current pandemic that does not encourage dining out in public places, restaurants need to be pragmatically aware of consumer changing behaviour.

2.1.2.4 Cashless Payment (CP)

The World Payment Report (2020) show that from 2018 to 2019, the global cashless transaction volume increased by 14% to 708.5 billion USD, which is the highest growth rate in the past decade. Since the outbreak of COVID-19 pandemic, cashless payment has emerged in Malaysia as consumer conduct financial transactions primarily via cards or electronic means (Rahman, Ismail, & Bahric, 2020). The World Health Organisation (WHO) has emphasized the practice of cashless payment such as e-wallet, TouchnGo, Shopee Pay, and Grab Pay in Malaysia because everyone is aware that the new coronavirus can rapidly spread through cash (Ather, Patel, Ruparel, Diogenes, & Hargreaves, 2020). Therefore, to ensure the health status between workers and consumer, the F&B industry has implemented cashless payment since COVID-19 pandemic to aid in achieving online food orders and deliveries (Daisy et al., 2021). Given that the present pandemic continued to plague Malaysians for a while, the government has introduced many incentives to encourage cashless participation, including the online shopping program, ePENJANA, Shop Malaysia Online initiative, and more (Malaysia Digital Economy Corporation,

2020). As more and more platforms provide digital payment, some companies have resurfaced through online business by adhering to the practices of contactless and cashless.

2.2 Conceptual Framework

Figure 2.1 Conceptual Framework
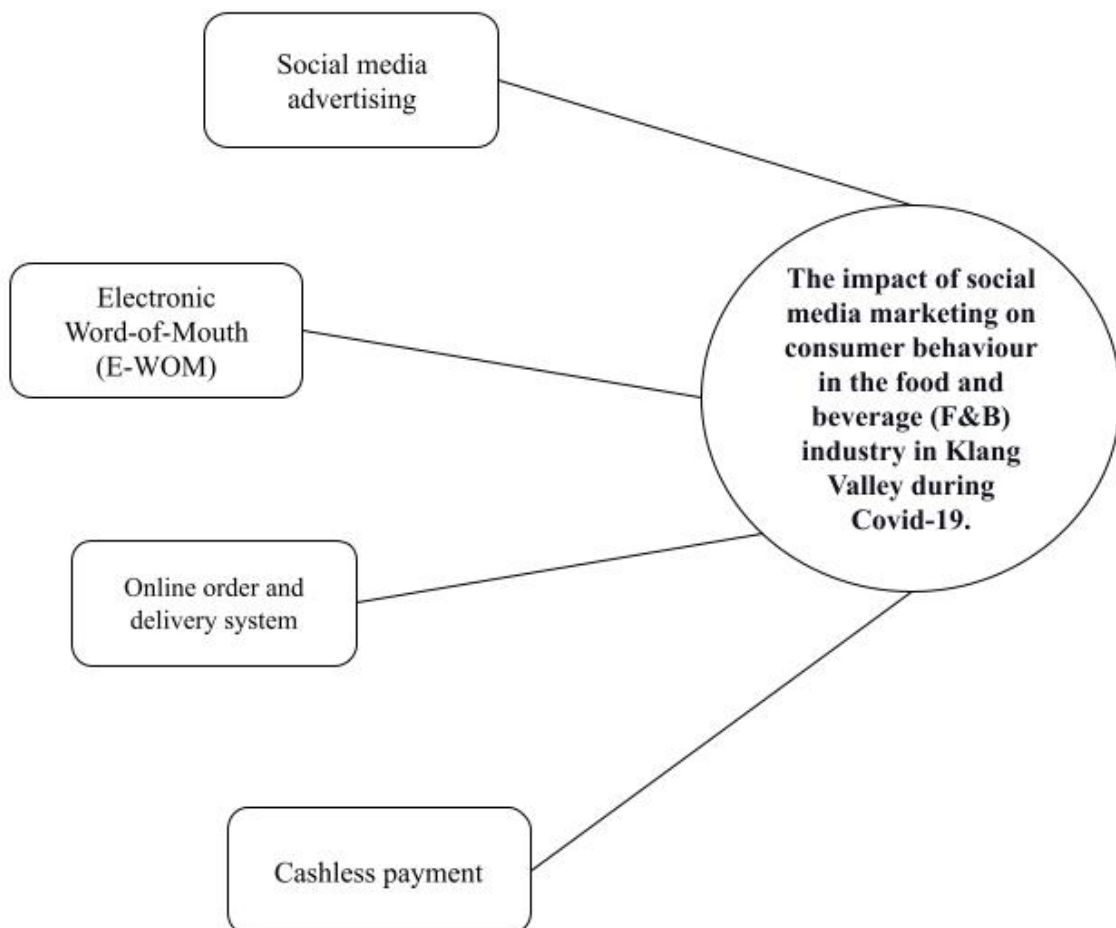
Source: Developed for the research.

2.3 Hypotheses Development

Research hypotheses are statements made by the researchers on the results of studies or investigations through speculating (Mourougan & Sethuraman, 2017). In this section, I will provide four hypotheses to support my research.

2.3.1 Hypothesis 1 (H1)

After this COVID-19 outbreak, as social distancing and hygiene measures have suppressed the desire to go to public places, it is expected that restaurant consumption behaviour will shift dramatically (Lai et al., 2020). With the increase in the market share of e-commerce businesses, the increasing use of **social media advertising** has had a positive impact on consumer attitudes towards online shopping. According to Salleh et al. (2017), F&B posts are one of the most popular contents on social media, with over 200 million posts tagged as #food and #drinks. This research proved that social media has also become a valuable source of marketing data about consumer behaviour on products or services offered on online platforms. According to a survey, consumer behaviour is affected by consumer perceptions of content utility, entertainment, legitimacy, and non-irritating social media advertising (Bae & Zamrudi, 2018). For instance, Hwang, Park, & Woo (2018) concluded that consumer is more likely to repurchase a product or service if they are satisfied with the engagement process, including completeness, relevance, flexibility, promptness, efficiency, and credibility of information. In fact, due to the rapid migration to the Internet, social media has transformed communication channels from advertising monologues to consumer voices, completely changing the way consumer behave.

H1: There is a significant relationship between social media advertising and consumer behaviour in the F&B industry in the Klang Valley during COVID-19.

2.3.2 Hypothesis 2 (H2)

Marketers say that word-of-mouth (WOM) in social media has been replaced by E-WOM, reaching more target population through low-cost marketing channels and becoming the most successful advertising method (Timilsina, 2017). Since E-WOM is the main platform for winning media publicity today, all companies, including the F&B industry, can build brand awareness through social media marketing. Researchers have found that social media marketing can help establish connections with customers, build relationships, and influence consumer decisions through online platforms that are open for discussion (Kumar et al., 2020). In contrast to WOM, information in E-WOM may be easily accessed and enhanced by adding features such as emoji and images (Velázquez, Blasco, & Saura, 2015). Nevertheless, other important variables have also been proved to help spread E-WOM through social media marketing including interaction, socialization, innovation, and experiences (Timilsina, 2017). Since social media marketing is a medium that promotes E-WOM marketing, the business should create a competitive advantage by making its product and service active on social media to avoid being eliminated by competitors.

H2: There is a significant relationship between E-WOM and consumer behaviour in the F&B industry in the Klang Valley during COVID-19.

2.3.3 Hypothesis 3 (H3)

During the pandemic, researchers investigated how social media platforms changed consumer behaviour by showing a 300% increase in demand for DeliverEat.my, and Grab Food riders also stated that their deliveries increased by 20% to 30% (Daisy et al., 2021). Given the severe pandemic outbreak, the engaging relationship with social media platform serves as an unofficial advertisement to entice more people to purchase from various restaurants through **online order and delivery systems**. According to a study, consumer prefer online ordering because it provides them with more control and convenience, thereby increasing satisfaction (Tan & Vincent, 2021). A complete food ordering system demonstrates perceptual control by allowing consumer to track their meal status and inform them when the order is complete. Research by Tan and Vincent (2021) showed that features of online order and delivery systems have a favourable influence on the consumer behaviour such as perceived prices, discounts and promotions, convenience, and food and service. Nonetheless, the research also revealed that convenience is an important attribute that influences consumer satisfaction and behaviour in practicing online purchasing. Since consumer satisfaction is the primary task for businesses to gain a competitive advantage in the F&B industry, they must adopt online order and delivery systems to respond to changing consumer behaviour.

H3: There is a significant relationship between the online order and delivery systems and consumer behaviour in the F&B industry in the Klang Valley during COVID-19.

2.3.4 Hypothesis 4 (H4)

Due to advanced innovation, perceived digital safety, social impact, hedonic motive, facilities, and performance expectations, consumer attitudes towards the value of money are shifting (Rahman et al., 2020). Before COVID-19 pandemic, **cashless payment** had been encouraged in Malaysia but it was not widely known among the people, which only found that 36% of Malaysians used e-wallets before the outbreak in a survey (Rahman et al., 2020). However, Bank Negara Malaysia (BNM) reported that cashless payment transactions increased by 131% in 2020, reaching 600 million transactions (Malay Mail, 2021). Given the current pandemic situation, global customers, including Malaysians, are worried about the safety of various purchasing options. Therefore, when the WHO highlighted the necessity of social distance, cashless payment have vigorously promoted through the new focus of social media marketing due to the enormous rise of Internet users (Ahmad & Lasi, 2020). The study of Barry & Jan (2018) put forward three aspects that promote consumer willingness to use cashless payment, namely perceived convenience, facilitating factors, and perceived security. Hence, it turns out that the abrupt and vital lifestyle changes and the new normal have prompted consumer to adopt a payment method to reduce the chance of infections through a simplified payment process.

H4: There is a significant relationship between cashless payment and consumer behaviour in the F&B industry in the Klang Valley during COVID-19.

CHAPTER 3: METHODLOGY

3.0 Research design

According to Sekaran & Bougie (2016), a blueprint or plan for collecting, measuring, and analysing data to answer your research question is called a research design. The goal of research design is to translate research questions into analysable data that can provide meaningful solutions to research questions with a minimal budget. The choice of research design was influenced by a thorough examination of the problem description, research question, research model, and literature review (Asenahabi, 2019).

3.0.1 Descriptive Research

According to Zikmund. Carr, Griffin, & Babin (2013), descriptive research entails illustrating and describing the features of respondents in terms of their items, people, groups, organisations, and surroundings. This study adopts a descriptive correlation research method, which entails the determination of IV and DV. The goal of descriptive correlation research is to find a relationship between two or more variables (Siedlecki & Faan, 2020). In other words, it looks at whether a rise or fall in one variable correlates with an increase in the other (Haryanto Atmowardoyo, 2018).

3.0.2 Causal Research

Causal research can be thought of as a technique for analysing hypotheses using conditional sentences "if X, then Y" to examine the impact of Malaysians' consumption habits on social media marketing in the F&B industry during COVID-19 pandemic (Sundarasen et al., 2020). In this study, the extent to which respondents were impacted by social media through (1) social media advertising; (2) E-WOM; (3) online order and delivery system; and (4) cashless payment in the F&B business were the DV. Consumer behaviour was monitored during COVID-19 pandemic as the IV.

3.0.3 Quantitative Research

Quantitative designs apply statistics or theoretical assumptions acquired from investigations to characterize big populations with survey data (Abbott & McKinney, 2012). Quantitative research uses numbers, measurements, and statistics to solve problems or achieve goals, and often requires high sample sizes (Phakiti & Paltridge, 2015). The data gathered for the respondents in this survey is simple to analyse and present in numeric form, hence this study was conducted using a quantitative research technique. Furthermore, quantitative research was chosen over qualitative research for this study because it is more transparent and reproducible (Daniel, 2016).

3.1 Sampling Design

The term "sampling" refers to the selection of a group of individuals or goods from a population. Researchers often use samples to interpret their findings and draw conclusions about entire populations. This study has used simple random sampling as it is the basis of all probability sampling methods, in which every possible sample of size n is equally likely to be chosen from the population (Lohr, 2021).

3.1.1 Target Population

The target population is a determined, conceptually bounded collection of potential respondents who may be accessed by the researcher and represent the features of the sample of interest (Casteel & Bridier, 2021).

Malaysians in the Klang Valley who had previously used social media to find F&B information were the target group for the study. The Klang Valley was chosen because it has potential respondents of different ages, income levels and employment statuses who are expected to behave somewhat differently on social media marketing (Sathiaseelan, Dava & Mahmud, 2020).

3.1.2 Sampling Frame

Given the sampling procedures employed in the study, the sample frame is a subset of the population that can be chosen from the target group. Since the sample may reflect only a small portion of the target population, the researcher must carefully consider whether the chosen sample frame is appropriate for the goals or assumptions of the study (Mesa, González

Chica, Duquia, Bonamigo, & Bastos, 2016). In this case, our sampling frame is everyone from the Klang Valley, Malaysia that searched F&B information through social media.

3.1.3 Sampling Location

This study's data was gathered using an online survey created with Google Forms and distributed to the participants. The reachability and scalability are two of the most evident advantages of doing online surveys. As a result, the researcher was able to disseminate the online survey to Klang Valley residents. Every site in Malaysia's Klang Valley, including Klang, Subang Jaya, Petaling Jaya, Metropolis Kuala Lumpur, and others, is included in our sampling location, as shown in Figure 3.1 (Saba. Ismail, Zulkifli, Abdullah Halim, Abdul Wahid, & Azmai Amal, 2020).

Figure 3.1 Site Map of Klang Valley, Malaysia
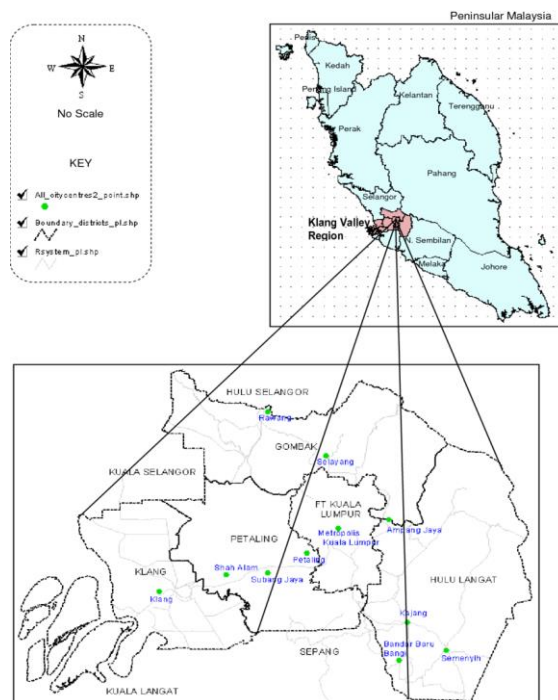
Source: DIVA-GIS, 2022. *Download data by country.* DIVA-GIS.

3.1.4 Sampling Element

Students, adults, employees, non-employees, and the elderly who were affected by the COVID-19 outbreak may be qualified to participate in this study (Mesa et al., 2016). Since the COVID-19 outbreak is not limited to one location, it has unleashed a global catastrophe that nowhere can be avoided by coincidence (Ather et al., 2020). Therefore, anyone in the Klang Valley of Malaysia who has used social media to search for information on the F&B industry is included in this study's population.

3.1.5 Sampling Technique

In this research, we shall employ probability sampling for our analysis. Probability sampling, also known as non-zero probability sampling, is based on the assumption that everyone in a delineated population has an equal chance of being chosen (Taherdoost, 2016). To ascertain the findings, we will poll people of various ages, randomly selecting five distinct age groups. This technique of sampling decreases the risk of systematic error and can result in a more representative sample (Datta, 2018).

3.1.6 Sample Size

In quantitative research, the sample size indicates that the topic is an essential criterion for quantitative research quality (Vasileiou, Barnett, Thorpe, & Young, 2018). According to result generated using G*Power system, the minimum sample sizes require for this study is 200 respondents as shown in *Appendix C*. Therefore, the total sample size in this survey is 259 respondents and 258 of them are valid.

3.2 Data Collection Methods

Data collection is critical to this research as all data must be analysed and understood to obtain statistics and facts (Clark & Vealé, 2018). This study uses the original data as the main source and the online survey questionnaire was the primary data.

3.2.1 Primary Data

Primary data is information obtained by researchers themselves, such as questionnaires, interviews, and tests, with the goal of better understanding and solving current research questions (Rumisha, Lyimo, Mremi, Tungu, & Mwingira, 2020). The data source utilized is primary data, which is information collected directly or via the original party that owns the data source, resulting in unprocessed and aggregated real-time data (Ajayi, 2017). The findings of distributing questionnaires throughout the Klang Valley served as the study's core data.

3.3 Data Collection Tools

3.3.1 Questionnaire Design

The survey questionnaire, observations, research of prior studies, and analysis were used to obtain data (Talaue, AlSaad, AlRushaidan, AlHugail, AlFahhad, 2018). As a result, 259 respondents were selected from the Klang Valley in Malaysia for this study. A self-administered questionnaire is being developed for this study. The questionnaire is divided into three sections: Section A: demographics, Section B: four IVs (social media advertising, E-WOM, online order and delivery systems, and cashless payment), and Section C: DV (consumer behaviour).

3.3.2 Pilot Test

Pilot test is used to test different aspects of the method before applying it to a larger, more thorough, or confirmatory research (Lowe, Partridge, & Davies, 2019). It reduces the likelihood of respondents having difficulty answering questions and allows for some assessment of the convergent validity and authenticity of the information to be obtained (Saunders, Lewis, & Thornhill, 2019). This study anonymously obtained 20 pilot test samples, as Zikmund et al. (2013) claimed that the appropriate sample size for a pilot test is between 20 and 30. Furthermore, each variable (CB, SMA, EWOM, ODS, and CP) is larger than the suggested value 0.70, indicating that all scales are within a valid range (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). The results are shown in Table 3.1.

Table 3.1: Reliability analysis for Pilot Test

Variables	Dimension	No. of item	Cronbach's Alpha
Dependent	CB	6	0.706
Independent	SMA	5	0.772
	EWOM	5	0.743
	ODS	5	0.746
	CP	5	0.782

Source: Developed for the research.

3.4 Constructs Measurement

3.4.1 Nominal Scale

In this study, this type of scale measurement has been employed in Section A of the questionnaire such as gender, employment status, and preferred social media platforms.

Figure 3.2: Example of Nominal Scale in Questionnaire

Gender
( ) Male
( ) Female

Source: Developed for the research.

3.4.2 Ordinal Scale

In this study, this type of scale measurement also has been employed in Section A of the questionnaire. For instance, age, monthly income level, and the frequency of searching F&B information in social media.

Figure 3.3: Example of Ordinal Scale in Questionnaire

Age

(   ) below 20 years

(   ) 20-29 years

(   ) 30-39 years

(   ) 40-49 years

(   ) 50 years and above

Source: Developed for the research.

3.4.3 Likert Scale

Likert scale questionnaires were employed in this study's surveys (Mirahmadizadeh. Delam, Seif, & Bahrami, 2018). This interval scale has five anchors, ranging from strongly disagree (1) to strongly agree (5), which were examined using Pearson Correlation and Multiple Regression Analysis (Shrestha, 2020). Table 3.2 showed that a 5-point Likert Scale is adopted in Section B and Section C of the questionnaire to analyse all the variables.

Table 3.2: Likert Scale Measurement

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

Source: Developed for the research.

3.5 Proposed Data Analysis Tool

Data analysis is the most critical part of any research as it provides a summary of the data collected. This study will use a variety of simple and general data analysis methods to count the data collected from the respondents.

3.5.1 Descriptive Analysis

Descriptive analysis, according to Zikmund et al. (2013), is the first modification of raw data that displays or explains the essential characteristics (e.g., central tendency, variability, and distribution). Descriptive analysis can stand on its own as a research outcome as it sheds light on previously unknown phenomena of social significance. In many cases, descriptions can also imply a better understanding of cause-and-effect relationships and the mechanisms underpinning them (Loeb, Dynarski, McFarland, Morris, Reardon, & Reber, 2017). Researchers can gain a better picture and knowledge of the sample by using descriptive analysis.

3.5.2 Scale Measurement

3.5.2.1 Reliability Test

To verify the consistency and reliability of measurements, a reliability measurement is constructed. According to Taherdoost (2016), the degree to which the research methods used in the assessment provide reliable and consistent results is called reliability. Cronbach's alpha is a widely used statistic in reliability testing.

The value can range from 0 to 1. The greater the coefficient, the higher the reliability of the tool, which means higher internal consistency. Table 3.3 below shows the Cronbach Alpha rule of thumb.

Table 3.3: Cronbach' Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Adapted from: Taber, K.S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education, 48(1),* 1273–1296.

3.5.3 Inferential Analysis

3.5.3.1 Multiple Regression Analysis

Multiple regression analysis is a statistical method used to predict changes IV by regressing DV (Sekaran & Bougie, 2016). This study objectively assessed the degree of association between several IVs and DV.

3.5.3.2 Pearson Correlation Analysis

The correlation between two variables is calculated using the Pearson correlation coefficient, which ranges from -1 to 1. This study will use Pearson's correlation analysis to determine the direction and strength of the linear relationship between the two variables (Sekaran & Bougie, 2016). The degree of mutual covariance is proportional to the absolute value of the correlation coefficient between two variables.

As shown in Table 3.4, the value range of the positive correlation variable is 0 ~ +1.0, and the value range of the negative correlation variable is -0.1 ~ 0. If the correlation coefficient is 0, the variables are unrelated.

Table 3.4: The rules of thumb on Pearson Correlation Coefficient

Coefficient range	Strength
±0.91 to ±1.00	Very Strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.21 to ±0.40	Small but definite relationship
±0.00 to ±0.20	Slight, almost negligible

Adapted from: Hair Jr et al. (2014). Partial least squares structural equation modelling (PLS-SEM): An emerging tool in business research. *European Business Review, 26(2),* 106-121.

3.6 Conclusion

This chapter explains the research methodologies as well as the study's main concept. As a consequence, survey research will be used to gather data from Klang Valley residents on the elements that influence consumer behaviour while utilizing social media marketing. In short, after all the data have been analysed and reviewed, they will be transferred from Chapter three to the next chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter will interpret and analyse the findings of the study. To collect data from customers in the Klang Valley, an online self-administered questionnaire (i.e., Google Forms) was designed. The purpose of the survey was to understand how customers in the Klang Valley perceive the impact of social media marketing on consumer behaviour. After data collection, 258 sets of questionnaires were analysed and interpreted. Finally, this chapter interprets and analyses the responses using the research techniques outlined in Chapter 3.

4.1 Descriptive Analysis

4.1.1 Demographic Profile

Figure 4.1: How often do you search for F&B information on social media?
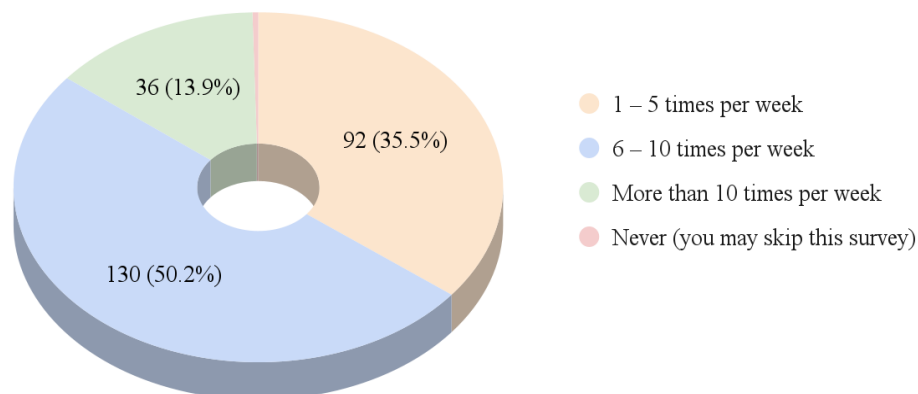
Source: Develop for the research.

Table 4.1: How often do you search for F&B information on social media?

How often do you search for food and beverage (F&B) information on social media?

		Frequency	Percent
Valid	NEVER	1	.4
	1-5 TIMES per week	92	35.5
	6-10 TIMES per week	130	50.2
	MORE THAN 10 TIMES per week	36	13.9
	Total	259	100.0

Source: Developed for research.

This section was created to count how often consumer search for F&B information via social media each week. Based on the survey results in Table 4.1 and Figure 4.1, 130 (50.2%) of the 259 respondents indicated that they searched 6-10 times per week, which was the highest choice. After that, 92 (35.5%) said they searched 1-5 times per week, and 36 (13.9%) said they searched more than 10 times per week. However, it is worth mentioning that only one respondent ($< 0\%$) said he or she had never searched before. Therefore, the total valid respondents are 258 after deleting that only one respondent who has never searched before.

4.1.2 Respondents' Gender

Figure 4.2: Gender of Respondents
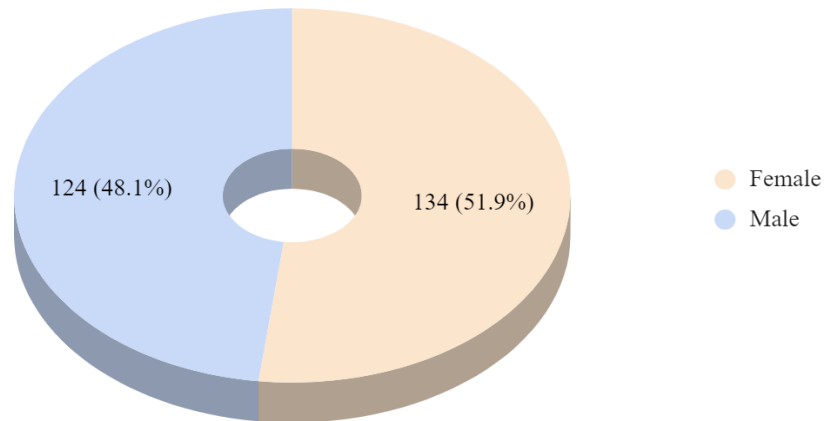
Source: Developed for research.

Table 4.2: Gender

Gender

		Frequency	Percent
Valid	MALE	124	48.1
	FEMALE	134	51.9
	Total	258	100.0

Source: Developed for research.

The proportion and the total number of respondents by gender are shown in
Table 4.2 and Figure 4.2. According to the survey results, 134 of the 258
respondents were women (51.9%) and the remaining 124 were men
(48.1%). There were more female respondents than male respondents.
Therefore, in this study, female consumer make up the majority of the
respondents.

4.1.3 Respondents' Age

Figure 4.3: Respondents' Age
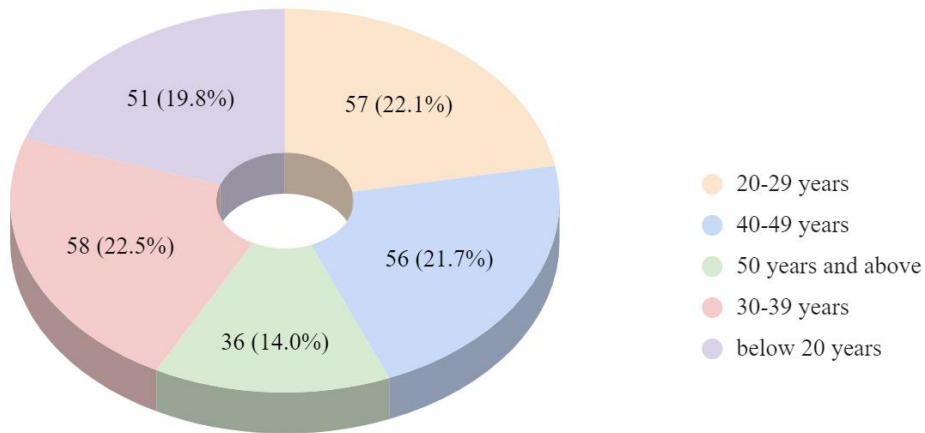
Source: Developed for research.

Table 4.3: Respondents' Age

Age

		Frequency	Percent
Valid	< 20 years old	51	19.8
	20-29 years	57	22.1
	30-39 years	58	22.5
	40-49years	56	21.7
	> 50 years old	36	14.0
	Total	258	100.0

Source: Developed for research.

Figure 4.3 and Table 4.3 divide the age of respondents into five groups: below 20, 20-29, 30-39, 40-49, and above 50. According to statistics, respondents aged 30-39 accounted for the majority of the respondents, accounting for 58 (22.5%) of the total. This was followed by the 20-29, 40-49, and below 20 groups, accounting for 22.1%, 21.7%, and 19.8%, respectively. Finally, respondents over the age of 50 provided 36 valid respondents (14%). In short, the overall age distribution seems to be equal.

4.1.4 Respondents' Employment Status

Figure 4.4: Respondents' Employment Status
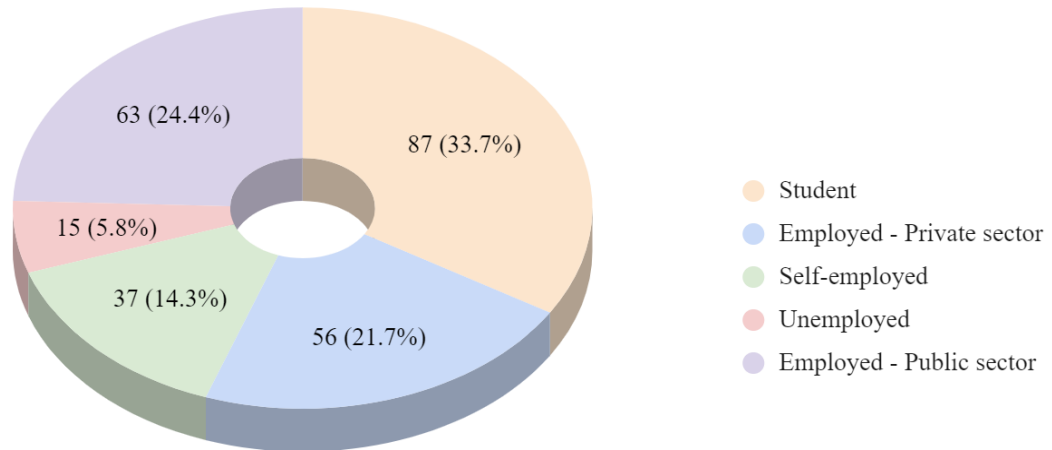
Source: Developed for research.

Table 4.4: Respondents' Employment Status

Employment Status

		Frequency	Percent
Valid	Student	87	33.7
	Employed - Private sector	56	21.7
	Employed - Public sector	63	24.4
	Self-employed	37	14.3
	Unemployed	15	5.8
	Total	258	100.0

Source: Developed for research.

Figure 4.4 and Table 4.4 show the different occupations of the respondents. Over 33.7% of respondents were students, while 21.7% and 24.4% were employed in the private and public sectors, respectively. The self-employed accounted for 14.3% and the unemployment rate was the lowest at 5.8%.

4.1.5 Respondents' Monthly Income

Figure 4.5: Respondents' Monthly Income
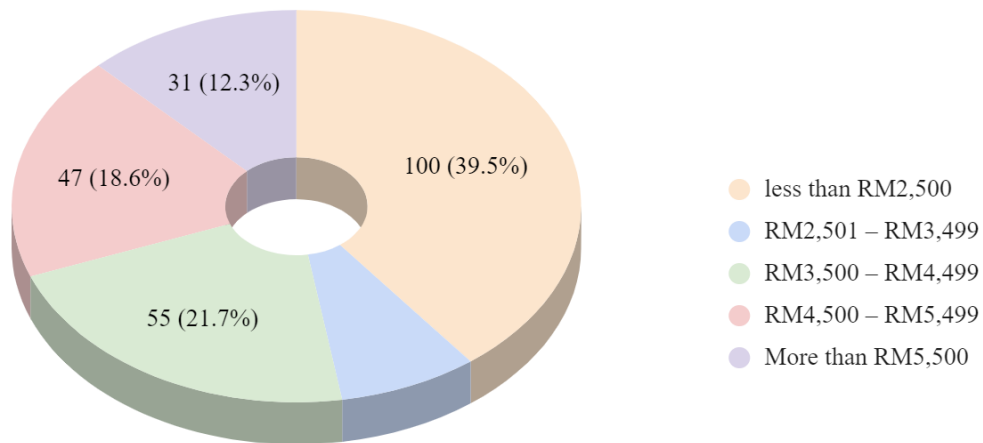
Source: Developed for research.

Table 4.5: Respondents' Monthly Income

Monthly Income

		Frequency	Percent
Valid	less than RM2,500	100	39.5
	RM2,501 – RM3,499	23	8.9
	RM3,500 – RM4,499	55	21.7
	RM4,500 – RM5,499	47	18.6
	More than RM5,500	31	12.0
	Total	258	100.0

Source: Developed for research.

The average monthly income of respondents to this study is shown in Figure 4.5 and Table 4.5. According to the survey, 100 respondents (39.5%) with incomes below RM2,500 were the highest-ranked group. The second largest group is between RM3,500-RM4,499 with 55 respondents (21.7%) followed by 47 respondents (18.6%) with monthly income between RM4,500-RM5,499 and 31 respondents (12%) earn more than RM5,500. In the end, only 23 respondents had incomes between RM2, 501 and RM3, 499 (8.9%).

4.1.6 Respondents' Frequent Used Social Media Platforms

Figure 4.6 Respondents' Frequent Used Social Media Platforms
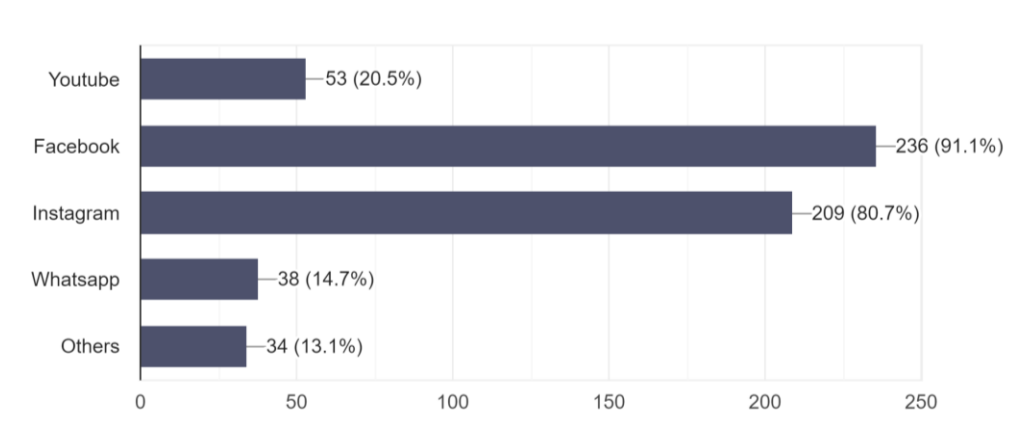
Source: Developed for research.

Table 4.6 Respondents' Frequent Used Social Media Platforms

Which of the following social media platforms do you frequently used to search for F&B information?

		Frequency	Percent
Valid	Youtube	53	20.5
	Facebook	236	91.1
	Instagram	209	80.7
	Whatsapp	38	14.7
	Others	34	13.1

Source: Developed for research.

Figure 4.6 and Table 4.6 show the social media platforms respondents frequently used when searching for F&B information. Facebook and Instagram are the most used channels by consumer with 91.1% and 80.7% respectively, followed by YouTube with 20.5% and WhatsApp with 14.7%. In contrast, only 13.1% of respondents use other platforms.

4.2 Central Tendencies Measurement of Constructs

4.2.1 Social Media Advertising (SMA)

Table 4.7: Central Tendency for SMA (N=258)

Central Tendency for SMA

	Mean	Std. Deviation
I always use social media to gather information on F&B.	4.388	.6214
Social media advertisements are more effective in drawing consumer attention.	4.403	.5720
The contents in social media are personal, interesting, and up to date.	4.395	.5907
Social media offers quick responses to my queries.	4.349	.6678
Feedbacks (reviews/comments/posts) on social media can affect your purchase.	4.391	.5834

Source: Developed for research.

All constructs of the variables were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). According to Table 4.7, SMA has the largest mean (4.403) of all constructs in attracting consumer' attention. With a mean of 4.349, social media ads in the response query had the lowest average of all constructs. However, social media ads in responding had the highest value (0.6678), ranking first in terms of standard deviation. In addition to this, SMA has the lowest standard deviation (0.5720) in attracting consumer attention.

4.2.2 E-WOM (EWOM)

Table 4.8: Central Tendency for E-WOM (N=258)

Central Tendency for EWOM

	Mean	Std. Deviation
Buzz marketing (entertainment/news) influences consumer purchase decisions.	4.341	.6175
Viral marketing (electronic messages/email) influences consumer purchase decisions.	4.225	.7138
Community marketing (communities as groups /discussion forums) influences consumer purchase decisions.	4.333	.6463
Conversation Creation (promotions/events) influences consumer purchase decisions.	4.260	.6288
Referral Program (other social media users) influence consumer purchase decisions.	4.310	.6810

Source: Developed for research.

The statistics of E-WOM are shown in Table 4.8. The statement has five questions with an average between 4.225 and 4.341. Buzz marketing had the highest mean with an average of 4.341. Also, in the standard deviation data, viral marketing has the highest value (0.7138), while buzz marketing has the lowest value (0.6175).

4.2.3 Online Order and Delivery Systems (ODS)

Table 4.9: Central Tendency for ODS (N=258)

Central Tendency for ODS

	Mean	Std. Deviation
I always use online food order and delivery systems on social media.	4.256	.7251
The online order and delivery system has made my purchase more convenient.	4.326	.5939
The online order and delivery system has made my purchase more time-saving.	4.360	.6159
The online order and delivery system has made my purchase safer during Covid-19.	4.376	.6316
Overall, I think that online order and delivery systems are beneficial to me.	4.422	.5612

Source: Developed for research.

Table 4.9 shows the survey results for online order and delivery systems. The statement has five questions with an average between 4.256 and 4.422. ODS are beneficial, with the highest mean at 4.422. Also, in the standard deviation data, the ODS had the largest use-value (0.7251).

4.2.4 Cashless Payment (CP)

Table 4.10: Central Tendency for CP (N=258)

Central Tendency for CP

	Mean	Std. Deviation
Currently, cashless payment has become my primary payment method on F&B.	4.384	.7194
Cashless payment is more likely to reduce contact among people.	4.364	.5776
Cashless payment is easy to use.	4.198	.7509
The initiatives and incentives by the Malaysian government (eg: RM50 ePenjana) increase the usage of cashless payment among Malaysians.	4.310	.6695
I will continue to use cashless payment even after Covid-19 is over.	4.465	.5445

Source: Developed for research.

Statistics on CP is shown in Table 4.10. The statement has five questions with an average between 4.198 and 4.465. Respondents claiming they will continue to use CP has the highest mean at 4.465. In addition, among the standard deviation data, the ease of using CP was the highest (0.7509) and the continuous use of CP was the lowest (0.5445).

4.2.5 Consumer Behaviour (CB)

Table 4.11: Central Tendency for CB (N=258)

Central Tendency for CB

	Mean	Std. Deviation
Please rate the degree to which you used social media to search on the F&B before the Covid-19 pandemic.	3.8643	1.20352
Please rate the degree to which you used social media to search on the F&B after the Covid-19 pandemic.	4.508	.6437
Social media is interactive and it positively influences my online F&B purchasing experience.	4.500	.5999
Social media provides sufficient F&B information online which attracts me to engage and participate on the site.	4.422	.5749
I am satisfied with viewing/using social media platform.	4.500	.5802
I will continue to use social media in the future.	4.616	.5330

Source: Developed for research.

The statistical results of consumer behaviour are shown in Table 4.11. The statement has five issues with a mean between 3.864 and 4.616. Continuing to use social media in the future has the highest mean at 4.616. In addition, the highest value of standard deviation (1.2035) was found in the extent of social media use before COVID-19 pandemic, and the lowest value (0.533) was found in the extent of continued social media use in the future.

4.3 Scale Measurement

4.3.1 Reliability Analysis

Table 4.12: Analysis of Reliability for Each Variable

Variables	Number of Item	Cronbach Alpha	Remarks
IV			
1) Social Media Advertising	5	0.709	Acceptable
2) E-WOM	5	0.737	Acceptable
3) Online Order and Delivery Systems	5	0.776	Acceptable
4) Cashless Payment	5	0.731	Acceptable
DV			
Consumer Behaviour	6	0.611	Questionable

Source: Developed for research.

Table 4.12 showed the reliability tests for the two variables in this survey. By referring to Table 3.3, the Alpha value of each IV is greater than 0.7 and between 0.709 and 0.776, indicating that all IVs in this study are acceptable. However, only one DV has an Alpha value of 0.611, which is indicated as questionable. Furthermore, ODS have the largest Alpha value of 0.776, followed by 0.737 from E-WOM, 0.731 from CP, 0.709 from SMA and 0.611 from CB. Finally, all IVs have values greater than 0.7, indicating strong reliability for each variable in this study. On the other hand, DV with questionable reliability were slightly less stable and consistent in measuring constructs.

4.4 Inferential Analysis

4.4.1 Pearson Correlation Analysis

Table 4.13: Pearson's Correlation Analysis (N=258)

Pearson Correlations

		SMA	EWOM	ODS	CP	CB
SMA	Pearson Correlation	1	.684**	.634**	.532**	.553**
	Sig. (2-tailed)		.000	.000	.000	.000
EWOM	Pearson Correlation	.684**	1	.603**	.405**	.634**
	Sig. (2-tailed)	.000		.000	.000	.000
ODS	Pearson Correlation	.634**	.603**	1	.607**	.467**
	Sig. (2-tailed)	.000	.000		.000	.000
CP	Pearson Correlation	.532**	.405**	.607**	1	.447**
	Sig. (2-tailed)	.000	.000	.000		.000
CB	Pearson Correlation	.553**	.634**	.467**	.447**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

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

Source: Developed for research.

Table 4.13 describes the relationship between SMA, E-WOM, ODS, CP (independent factors), and CB (dependent factor) among Klang Valley Malaysians. The correlation coefficients between the two variables were both less than 0.9 and ranged between 0.447 and 0.634, indicating that there are no problems with many coequalities in this variable.

There is a significant relationship between all the IV and DV, in the Klang Valley of the F&B industry in Malaysia. In addition, the correlation coefficients between all IV and DV are within the range of "±0.41 to ±0.70" coefficients in Table 3.6. This suggests that there is a moderate relationship between the IV and DV in the Klang Valley of the F&B industry in Malaysia.

4.4.2 Multiple Regression Analysis

4.4.2.1 R square (a)

Table 4.14: Model Summary (a)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674[a]	.454	.445	.31569

a. Predictors: (Constant), CP, EWOM, OFD, SMA

Source: Developed for research.

Table 4.14 shows that the value of R square is 0.454, which translates to 45.4%. This means that the IV (SMA, E-WOM, ODS, CP) that influence consumer in the Klang Valley, Malaysia's F&B sector may explain 45.4% of the variance in the DV (CB). However, this suggests that 55.6% of the variance could not be explained by this study.

4.4.2.2 ANOVA [a](a)

Table 4.15: ANOVA [a](a)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.966	4	5.241	52.593	< 0.001[b]
	Residual	25.214	253	.100		
	Total	46.179	257			

a. Dependent Variable: CB

b. Predictors: (Constant), CP, EWOM, OFD, SMA

Source: Developed for research.

The F-ratio value of 52.593 with a significance level of <0.001b is shown in the Table 4.15 above. This demonstrated that a statistically significant difference has appeared between the IV and DV. Thus, the overall model is significant and the fitness of the model is considered high.

4.4.2.3 Coefficients ᵃ(a)

Table 4.16: Coefficients ᵃ (a)

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.205	.235		5.122	< 0.001
	SMA	.145	.073	.141	1.986	.048
	EWOM	.438	.062	.474	7.088	< 0.001
	ODS	-.025	.064	-.027	-.391	.696
	CP	.183	.056	.196	3.257	< 0.001

a. Dependent Variable: CB

Source: Developed for research.

Based on the findings of Table 4.16, it is clear that the ODS should be rejected as study hypotheses. This is because the p-value (0.696) is more than 0.05, indicating that there is an insignificant relationship with consumer behaviour. While E-WOM and CP with p-values less than 0.001 should be supported as study behaviour. On the other hand, SMA, E-WOM, and CP had a positive relationship with consumer behaviour. This is suggested that a positive value of B shows a positive relationship between the IV and DV. As a result, E-WOM has the greatest impact on overall consumer behaviour. On the other hand, the ODS have a minor impact on the overall consumer behaviour.

CB = 1.205 + 0.12845 (SMA) + 0.438 (EWOM) - 0.025 (ODS) + 0.183 (CP)

4.5 Test of Significant

Table 4.17: Test of Significant

Constructs	Significant Value	Result
Social Media Advertising	0.048	YES
E-WOM	< .001	YES
Online Order and Delivery Systems	0.696	NO
Cashless Payment	< .001	YES

Source: Developed for research.

Hypothesis 1

Reject H0, if $p < 0.05$

The p-value for the SMA is 0.048, which is slightly smaller than the significance level of 0.05, according to Table 4.17. Therefore, **H1:** There is a significant relationship between social media advertising and consumer behaviour in the F&B industry in Klang Valley during COVID-19 **is supported**.

Hypothesis 2

Reject H0, if $p < 0.05$

Table 4.17 indicate that the significant value of E-WOM ($p = <0.001$) is lower than 0.05, which shows that **H2:** There is a significant relationship between E-WOM and consumer behaviour in the F&B industry in Klang Valley during COVID-19 **is supported**.

Hypothesis 3

Reject H0, if $p < 0.05$

Table 4.17 shows the significant value of ODS ($p=0.696$) is higher than the 0.05. This indicates that **H3**: There is a significant relationship between the online order and delivery systems and consumer behaviour in the F&B industry in Klang Valley during COVID-19 **is rejected**.

Hypothesis 4

Reject H0, if $p < 0.05$

CP had a p-value of less than 0.001, which is less than the level of significance of 0.05, according to Table 4.17. **H4:** There is a significant relationship between the cashless payment and consumer behaviour in the F&B industry in Klang Valley during COVID-19 **is supported.**

4.6 Conclusion

Overall, the goal of this chapter is to assess, analyse, and synthesize the information gathered from chosen respondents. The researchers focused first on the statistics of the data collected, then utilized reliability tests to ensure that each variable in this study was reliable. Using Pearson correlation, the strengths of the IV (SMA, E-WOM, ODS, CP) and DV (CB) were examined, and multiple regression was used to test for significance between the two variables.

CHAPTER 5: DISCUSSION, IMPLICATION AND CONCLUSIONS

5.0 Introduction

This chapter presents the significant findings of the research hypotheses. Finally, its limitations, theoretical implications, and research recommendations will be explored in the final section which may be used to facilitate future research.

5.1 Summary of Statistical Analyses

5.1.1 Summary of Descriptive Analysis

A total of 259 questionnaires were collected, with 258 of them ultimately serving as the foundation for this study. According to the findings, the majority of participants, 99.6%, stated that they searched F&B information through social media, and most of them are searched 6-10 times per week, accounting for 50.2%. Only one respondent (0.4%) stated that they do not typically search before. In terms of demographics, 51.9% of the participants in this research were female, while 48.1% were male. Following that, the overall age distribution in this study seems to be equal as every five divisions of age are within the range of 14% - 22.5%. In terms of employment status, the majority of participants (33.7%) are students. Furthermore, 39.5% of respondents reported earning less than RM2, 500 per month due to the fact that more students responded in this study.

5.1.2 Summary of Scale Measurement

In this study, reliability tests were used to test the reliability of each variable. The online order and delivery systems (ODS) has the highest coefficient value of the five variables with an alpha value of 0.776. Subsequently, E-WOM scored 0.737, cashless payment (CP) scored 0.731, social media advertising (SMA) scored 0.709, and consumer behaviour (CB) scored 0.611. The test results show that the alpha values of all IV are greater than 0.70, which is satisfactory and acceptable. On the other hand, the DV is slightly less than 0.6, which is in the questionable range.

5.1.3 Summary of Inferential Analyses

5.1.3.1 Pearson Correlation Analysis

For both IV and DV, the correlation coefficients vary from 0.447 to 0.634. According to Hair Jr et al. (2007), the Pearson correlation is moderate since it falls between "0.41 to 0.70" coefficient range.

5.1.3.2 Multiple Regressions Analysis

According to the statistical findings of multiple regressions, R Square is 0.454. This suggests that the four IV in this study (SMA, E-WOM, ODS, and CP) can explain 45.4% of the variation in the factors influencing consumer behaviour among Malaysians in the F&B sector in the Klang Valley during COVID-19 pandemic. Furthermore, in this study, SMA, E-WOM, and CP all showed a substantial positive correlation with customer behaviour. The ODS,

on the other hand, were unrelated to consumer behaviour. In addition, the findings revealed that E-WOM had the greatest impact on customer behaviour. The following equation was used to calculate the regression equation:

CB = 1.205 + 0.12845 (SMA) + 0.438 (EWOM) - 0.025 (ODS) + 0.183 (CP)

5.2 Discussions of Major Findings

5.2.1 Relationship between SMA and CB

H1 **is supported** in this study. This is because the p-value (β=0.141; p=0.048) is less than 0.05.

According to Chu & Chen (2019), an online study was undertaken to investigate social media users in China, the major consumer market in today's world. The results of this study experimentally investigated the relationship between customers' CSR-related actions on social media and consumer behaviour, and the findings revealed a significant correlation. The findings revealed that consumer advertising on social media had a substantial influence on consumer behaviour through increasing brand recognition and favourable brand perception.

According to Akayleh (2021), information was gathered through a questionnaire sent to 1,425 social media users. Consumer behaviour was the DV in the study, while social media advertising was the IV. Moderating factors were income, education level, gender, age, and culture. Gender, age, and culture have strong impacts between consumer behaviour and social media advertising, whereas income and education have minimal effects.

A poll, which included 937 respondents from two countries, explored how social media advertising influenced purchasing behaviour and market trends in Italy and Slovakia, according to Ali Taha, Pencarelli, Škerháková, Fedorko, & Košíková (2021). Throughout the first phase of the COVID-19 outbreak, this article investigates the impact of social media on the preference for certain e-shops. However, the findings demonstrated a rather weak link between the usage of social media and purchases made in an e-shop promoted on social media. This opposes the results of this research.

As a result, there is a **significant** relationship between SMA and consumer behaviour in the F&B industry in Klang Valley during COVID-19. Researcher disagree with Ali Taha et al. (2021).

5.2.2 Relationship between E-WOM and CB

H2 **is supported** in this study. This is because the p-value (β=0.438; p<0.001) is less than 0.05.

Yusuf, Hussin, Busalim, & Abdelsalam (2018) employed 218 respondents in their study to assess the impact of E-WOM engagement on customer buying behaviour in social commerce. Social commerce is a hybrid of business and social activity in which people share their buying experiences and expertise with their peers and provide information about products and services. According to empirical results, consumer purchase intention is significantly affected by E-WOM participation.

According to Shahrinaz, Kasuma, Yacob, Dayang, Abang, Rahman, & Mahdi (2016), 380 students from Kota Samarahan, Sarawak, Malaysia gathered to explore consumer behaviour in Kota Samarahan and its relationship to E-WOM and corporate identity. The data suggest that there is a sizable link between corporate identity and consumer behaviour, but E-WOM has the weaker effect. According to the survey results, there is still

show a significant relationship between E-WOM and consumer behaviour in the study.

As a result, there is a **significant** relationship between E-WOM and consumer behaviour in the F&B industry in Klang Valley during COVID-19. Furthermore, E-WOM is so important in identifying the effect of customer behaviour because of its highest Beta value (0.474) and positive correlation.

5.2.3 Relationship between the ODS and CB

H3 **is not supported** in this study. This is because the p-value (β=-0.027; p=0.696) is more than 0.05.

With the growing popularity of online food delivery (OFD) services, Hong, Hayeon, Eun-Kyong, & Hyun-Woo (2021) investigated factors influencing consumer intention to utilize OFD services during COVID-19 pandemic. With the growing popularity of OFD services in the wake of the COVID-19 pandemic, this study looked at the factors that influence customer intention to utilize OFD services. Customers are more inclined to accept OFD if they believe it is valuable, according to this study. This contradicts the findings of this study.

Su & Dastane (2021) used convenience sampling and gathered data from 304 respondents who utilize OFD applications in Malaysia's Klang Valley region via an online survey questionnaire. The findings demonstrated that quality of service, perceived advantages, and brand equity all had a favourable and significant influence on the buying desire. The study has added to the field of expertise in the context of OFD by looking at the influence of a few important parameters on purchase intent in the setting of OFD. This contradicts the findings of this study.

Using the expanded TPB theory, Prasetyo, Tanto, Mariyanto, Hanjaya, Young, Persada, Miraja, & Redi (2021) sought to uncover factors impacting customer satisfaction and loyalty in OFD during COVID-19 pandemic in Indonesia. A total of 253 people volunteered to take part in the survey. Surprisingly, this study discovered that usability criteria like navigation design and user satisfaction had no impact on customer satisfaction and loyalty in OFD under COVID-19 pandemic. As a result, this is somehow consistent with existing findings.

As a consequence, there is an **insignificant** relationship between the ODS and consumer behaviour in the F&B industry in Klang Valley during COVID-19. Due to its perceived ease of use, some respondents of this survey may be dissatisfied, especially those aged 50 and above.

5.2.4 Relationship between CP and CB

H4 **is not supported** in this study. This is because the p-value ($\beta=0.196$; $p<0.001$) is less than 0.05.

A total of 301 useable surveys were gathered from Malaysian consumer to examine the variables impacting the adoption of cashless payment in Malaysia, according to Rahman et al. (2020). The findings reveal that performance expectations and conducive conditions have the greatest impact on cashless payment implementation. The acceptance of cashless payment is also strongly linked to perceived cybersecurity threats, physiological incentives, social impact, and innovativeness.

This study used a sample of 294 people to see if adopting cashless technology is the most effective behaviour during COVID-19 pandemic (Sunarjo, Nurhayati, & Muhardono, 2021). This is the initial effort of a comprehensive strategy to explain cashless acceptance in Indonesia, taking into account the different consumer behaviours in each area. The findings

suggest that utilitarian value as a moderating variable only affects the link between technology user attributes and adoption behaviour. It also suggests that the more expertise a technology user has, the greater the impact of cashless technology adoption behaviour.

However, Mohd, Sharif (2020) examines respondents' perceptions of cashless transactions and the problems they encounter when using cashless transactions. The poll of a sample of 100 people showed that people have a lot of issues with cashless transactions, such as lack of safety, lack of internet connection, lack of digital knowledge, and illiteracy issues. Moreover, people are less understanding of the most recent ways of cashless transactions. Instead, people believe in minor cashless benefits.

As a result, there is a **significant** relationship between cashless payment and consumer behaviour in the F&B industry in Klang Valley during COVID-19.

5.3 Implication of the Study

5.3.1 Theoretical Implications

The purpose of this study is to examine how four variables, including social media advertising, E-WOM, online order and delivery systems, and cashless payment, have affected customer behaviour in the Klang Valley F&B sector during COVID-19 pandemic. The research yielded a theoretical implication: The Theory of Planned Behaviour (TPB), which examines the link between greater use of social media marketing and consumer behaviour. Therefore, this paper contributes to existing research describing consumer intent by providing additional insight and information (Li et al., 2019). Additionally, previous research has overlooked the importance of social media marketing in the F&B industry during COVID-19 pandemic (Kim et al., 2015). Therefore, the proposed SR model addresses this gap in this study.

5.3.2 Practical Implications

This study provides researchers with knowledge about the factors influencing customer behaviour through social media marketing, and how businesses in the F&B industry can use social media marketing to engage consumer during COVID-19 pandemic. This research helps businesses better understand consumer needs and expectations, potentially leading to improvisation. Additionally, based on the findings, the researchers were able to identify several consumer perspectives on social media marketing. In short, the main finding of the study is that most Malaysian consumer is adjusting their buying habits in light of COVID-19 pandemic.

One of the most important outcomes of the research is that the usage of social media is influenced by a variety of personality traits since variations were discovered when other characteristics of respondents, such as gender or age, were considered. Differentiation and focused consumer approach are based on assumptions the opinions of a specific sample population. When it comes to the proper positioning of a good or firm's commercial or marketing, knowing which age demographic prefers which social media platform is critical. For instance, Instagram may not be the ideal option if a firm wants to market its products to people in the 40s generation and beyond, because that demographic is not widely using the platform.

Consumer behaviour is critical not only for the researcher's comprehension but also for the long-term success of F&B businesses. According to the survey, social media are the channels and instruments that allow businesses to engage and communicate with customers at all stages of the extended experience. In order to design successful and effective marketing plans and actions, marketers seek insight and knowledge about customer behaviour. To maintain a consistent and systematic relationship with their customers, businesses must ensure the highest quality advertising materials and services on social media platforms.

As social media has become the primary marketing and communication medium for businesses, organisations, and institutions, it is crucial to assess the future of social media in the context of consumer behaviour and marketing. The main goal of this study is to explain how social media affects consumer' decision-making process, both in concept and in reality.

5.4 Limitation of the Study

There are several limitations discovered throughout the examination and analysis of the research, are given below for researchers and readers to recognize and take into account.

Whether outdated or modern, all technologies have advantages and disadvantages. Businesses should constantly assess the "big picture" when adopting emerging technologies such as social media platforms, online ordering and delivery systems, cashless payment systems, and other internet-related technologies.

Due to the obstacles of the COVID-19 pandemic, F&B industry must restructure its operations and reduce goods availability. The F&B business has recently turned its attention to delivering meals via social media and food delivery apps. It is worth mentioning that this study rejected the online order and delivery system because of its ease of use. Therefore, this makes it a limitation of this study, requiring F&B businesses to focus on improving this service.

Additionally, F&B businesses are actively using social media to promote their products. Understanding and implementing these emerging online technologies for emerging social media marketing trends takes a lot of effort. F&B businesses should keep in mind that adopting these marketing strategies on social media platforms will require a significant financial and time commitment in training their workers.

Given the severity of the COVID-19 outbreak, all governments should track consumer smartphone data to alleviate the pandemic and effectively identify an infected person. However, protecting one's privacy is equally important. Although linking consumer data to local governments and online platforms might increase efficiency and applicability, it also raises security risks, such as cyber-attacks and data breaches.

5.5 Recommendations for Future Research

Even if the pandemic eventually stops, the F&B industry is unlikely to return to its "pre-pandemic state." All of these practices and processes may need to change in the wake of this COVID-19 outbreak, as most F&B businesses have previously focused on in-person service. The reason is that today's consumers expect better hygiene measures, better contactless services, and better engagement with social media marketing.

Those F&B businesses should continue to conduct social media marketing on multiple online platforms to improve the quality of their information. For example, the emerging live-streaming model is often used to cater to audience tastes and attract new customers nowadays, such as interesting and creative films. Additionally, these F&B businesses can consider expanding their online ordering and delivery services to provide better service. For example, restaurant businesses should maximize their product offerings, connect all social media platforms with delivery apps, optimize food packaging, gather consumer feedback, and more to gain a competitive advantage. Lastly, as contactless services become more common in the F&B industry, businesses need to adopt innovative systems and solutions. For instance, self-service systems, kiosks, and robots are to be deployed to engage consumers.

In terms of the F&B industry, this COVID-19 pandemic appears to be the impetus for the business to become more technologically advanced. Once the pandemic has passed, practitioners and academics will be able to summarise these research findings and assist organisations in preparing for the next "black swan" occurrence.

5.6 Conclusion

In summary, this study offers new insights on the significance of social media advertising (SMA), E-WOM (EWOM), online order and delivery systems (ODS), and cashless payment (CP) in social media marketing, guided by the SR model theory. During COVID-19 pandemic, the results showed that SMA, EWOM, ODS, and CP had favourable effects on customer behaviour (CB) toward social media marketing in the F&B business in Klang Valley. E-WOM, in particular, was discovered to have the highest influence on consumer behaviour, which has a direct impact on customer purchase intentions. Based on the study findings, an overview of the study analysis and an assessment of the significant factors are offered. Furthermore, the researchers gained some important conceptual and practical insights, limitations, and recommendations for better future research.

(10859 words)

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Appendix A

Origin of Construct

DV	Source	Item	Statement
Consumer Behaviour	(Mason et al., 2021)	CB1 CB2	Please rate the degree to which you used social media to search on the F&B before and after the COVID19 pandemic.
	(Godey et al., 2016)	CB3	Social media is interactive and it positively influences my online F&B purchasing experience.
		CB4	Social media provides sufficient F&B information online which attracts me to engage and participate on the site.
		CB5	I am satisfied with viewing/using social media.
		CB6	I will continue to use social media in the future.
Social media advertising	(Mason et al., 2021)	SMA1	I more often use social media to gather information on F&B and compare currently.
	(Kumar et al., 2020)	SMA2	Social media advertisements are more effective in drawing consumer attention.
		SMA3	The contents in social media are personal, interesting and up-to-date.
		SMA4	Feedbacks (reviews/comments/posts) on social media can affect your purchase.

	(Godey et al., 2016)	SMA5	Social media offers quick responses to my queries.
E-WOM	(Kumar et al., 2020)	EWOM 1	Buzz marketing (entertainment/news) influences consumer purchase decisions.
		EWOM 2	Viral marketing (electronic messages/email) influences consumer purchase decisions.
		EWOM 3	Community marketing (communities as groups /discussion forums) influences consumer purchase decisions.
		EWOM 4	Referral Program (other social media users) influence consumer purchase decisions.
		EWOM 5	Conversation Creation (promotions/events) influences consumer purchase decisions
Online order and delivery systems	(Kumar et al., 2020)	ODS1	I more often use online food order and delivery systems on social media currently.
	(Cho et al., 2019)	ODS2	The online order and delivery systems has made my purchase more convenient.
		ODS3	The online order and delivery systems has made my purchase more time saving.
	(Troise et al., 2021)	ODS4	The online order and delivery systems has made my purchase safer during COVID-19.
		ODS5	Overall, I think that online order and delivery systems are advantageous.
Cashless Payment	(Edeh et al., 2021)	CP1	Cashless payment has become my primary payment method on F&B currently.

		CP2	Cashless payment is easy to use.
		CP3	Cashless payment is more likely to reduce contact among people.
		CP4	The initiatives and incentives by the Malaysian government (e.g.: RM50 ePenjana) increase the usage of cashless payment among Malaysians.
		CP5	I will continue to practice cashless payment even after COVID-19.

Source: Developed for research.

Appendix B

CHAPTER 4: DESIGN INSTRUMENT (QUESTIONNAIRE)

SECTION A

1) **How often do you search for food and beverage (F&B) information on social media?**

    a) Never (you may skip this survey)

    b) 1 – 5 times per week

    c) 6 – 10 times per week

    d) More than 10 times per week

2) **Age**

    a) below 20 years

    b) 20 - 29 years

    c) 30 - 39 years

    d) 40 – 49 years

    e) 50 years and above

3) **Gender**

    a) Male

    b) Female

4) **Employment Status**

    a) Student

    b) Employed - Private sector

    c) Employed - Public sector

    d) Self-employed

    e) Unemployed

5) **Monthly Income**

    a) less than RM2,500

b) RM2,501 – RM3,499

c) RM3,500 – RM4,499

d) RM4,500 – RM5,499

e) More than RM5,500

6) **Which of the following social media platforms do you frequently used to search for food and beverage (F&B) information?**

a) YouTube

b) Facebook

c) Instagram

d) WhatsApp

e) Others

SECTION B: IMPACT OF SOCIAL MEDIA MARKETING

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

Variable	Questions	1	2	3	4	5
Social media advertising	1. I always use social media to gather information on F&B.					
	2. Social media advertisements are more effective in drawing consumer attention.					
	3. The contents in social media are personal, interesting, and up to date.					
	4. Social media offers quick responses to my queries.					

	5.　　　　　　　Feedbacks (reviews/comments/posts) on social media can affect your purchase.					
E-WOM (electronic-word-of-mouth)	1.　　　Buzz　　marketing (entertainment/news)　　influences consumer purchase decisions.					
	2.　Viral　marketing　(electronic messages/email)　　　influences consumer purchase decisions.					
	3.　　　Community　　marketing (communities as groups /discussion forums)　influences　consumer purchase decisions.					
	4.　　Conversation　　Creation (promotions/events)　　influences consumer purchase decisions.					
	5. Referral Program (other social media users) influence consumer purchase decisions.					
Online order and delivery systems	1. I always use online food order and delivery systems on social media.					
	2. The online order and delivery system has made my purchase more convenient.					
	3. The online order and delivery system has made my purchase more time-saving.					

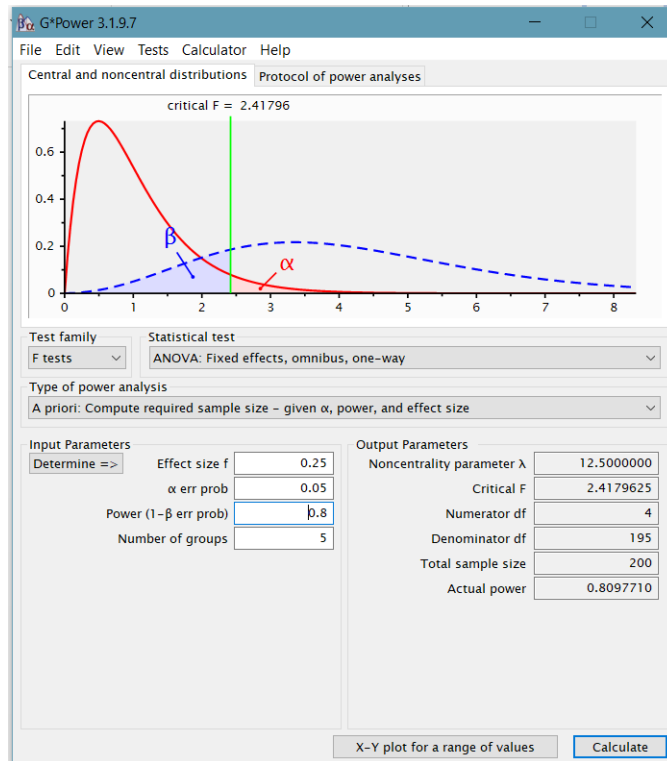|						
	4. The online order and delivery system has made my purchase safer during Covid-19.					
	5. Overall, I think that online order and delivery systems are beneficial to me.					
Cashless Payment	1. Currently, cashless payment has become my primary payment method on F&B.					
	2. Cashless payment is more likely to reduce contact among people.					
	3. Cashless payment is easy to use.					
	4. The initiatives and incentives by the Malaysian government (e.g.: RM50 ePenjana) increase the usage of cashless payment among Malaysians.					
	5. I will continue to use cashless payment even after Covid-19 is over.					

SECTION C: CONSUMER BEHAVIOUR

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

Variable	Questions	1	2	3	4	5
Consumer Behaviour	1. Please rate the degree to which you used social media to search on the F&B before the COVID-19 pandemic.					
	2. Please rate the degree to which you used social media to search on the F&B after the COVID-19 pandemic.					
	3. Social media is interactive and it positively influences my online F&B purchasing experience.					
	4. Social media provides sufficient F&B information online which attracts me to engage and participate on the site.					
	5. I am satisfied with viewing/using social media platform.					
	6. I will continue to use social media in the future.					

Source: Developed for research.

Appendix C

G*Power Sample Size Analysis

Source: Developed for research.