

Role of Channels and Motives on Social Media Attitudes

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ABSTRACT

The aim of current study is to inspect the influence of motives and channels on the attitude of the student while assessing the social media. Data were collected from the universities that are located in Malaysia and SPSS was engaged to examine the hypothesis. The outcomes show that positive connection among the motives, channels and the attitude of the student while assessing the social media.

Keywords: motives, channels, attitude, social media.

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INTRODUCTION

After first embracing mobile technology in 1980s, the number of subscribers in Malaysia has increased tremendously surpassing fixed line in 2000 and reaching 30 million in 2011. As Malaysians accept mobile phones as necessity, operators begin shifting their approach from getting new customers to retaining old ones. Hence, new services are constantly introduced to keep customers happy. One key reason for this phenomenal growth worldwide is due to the development of mobile standards. The evolution of mobile standard is expected to have a significant role to changing the way mobile operators provide services to the mass market. The widespread of 3G technology led to the development of specialized devices to access mobile internet. Manufacturers began embedding this mobile technology in their laptop computers leading to a device known as netbook. User can now insert their SIM card in their netbook to directly access their mobile data services. Other than netbook, the market was introduced to a device called tablet. It is a mobile capable device made famous by Amazon Kindle, the Nook and iPad (Al-rahmi, Othman, & Musa, 2014; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019).

Based on the current traffic and its growth projection, it is apparent that the worldwide mobile messaging market is growing. Of this, Asia pacific holds the highest market share. By 2016, the mobile IM segment is estimated to be worth US\$16 billion. This segment will be shared by mobile operators (at 54% of market share) and the Over the Top (OTT) messaging services such as WhatsApp (at 46% of market share). As Facebook finalizes its takeover of WhatsApp in 2014, it is clear that Over the Top (OTT) messaging are the next biggest contributor of messaging traffics.

The emergence of social media plus the accelerated growth of mobile phone technology and usage create the need to focus on the subject of social media marketing via mobile phone. This paper focuses on mobile marketing via social media. The next section of the paper will introduce social media as a tool for marketing in general. Past studies define social media as "a group of Internet-based

applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content (Baran, 2014)."

1. Everyone is using social media networking Social networking has reached the older generation segments. In fact, users 55 years old and older represent the fastest growing segment in social networking usage.

2. 'Digital natives' suggest communications are going social

The increase in social media activities we see a large decline in engagement for other web activities. Nonetheless, services (email and instant message) own 16% of time spent online. For digital natives (age 15 to 24), social networking is a norm. They would spend average 67.1 minutes on emails, 264.7 minutes on IM and 483 minutes on social network. The usage of short messaging system (SMS) is depleting among youth. Due to cost effectiveness and rigidity of technology, youth are using social network as their main method of communication, be it to get information or to transmit information.

3. Social networking leads in online display advertising

Social networking strongly leads all content categories in the number of display ads delivered, accounting for more than one in four U.S display ad impressions (28 percent) in October. In addition, one in eight ads across the web are "socially-enabled," allowing users to click through to Facebook or other social-networking sites.

As the Social Networking category continues to account for an ever-increasing share of page views and time spent online by users, it comes as no surprise to see such a favorable shift for advertising on social networks.

4. The next disrupters are still to come
The social media landscape can change, similarly when Facebook was released. When released, Google+ quickly generated buzz and excitement, as users tested it to try it out. The site surged to 25 million global unique visitors faster than any other social network in history, reaching an impressive number in less than a month. To put that audience growth in perspective, it took Facebook 36 months, Weibo (Sina Microblogging), which exhibited the

highest growth at 181 percent, and Tumblr, with a 172-percent increase. European-based Badoo also posted strong gains at 64 percent. In other words, while marketers see mobile phone as a 'brand in the hand' of youth markets, young people themselves views their phones as a 'friend in the hand'. Thus, in order for businesses to be successful in mobile marketing it has to offer content that help nurture, convert and delight their consumers rather than pretending to be their friends. There is a possibility that the reaction of acceptance of mobile marketing via social media would differ (Dasgupta, Paul, & Fuloria, 2011).

In Mobi conducted a study on mobile marketing acceptance among Asians. Their study found that 69% of Asians already embracing the benefits of mobile advertising and women are less enthusiastic about embracing the benefits than men. Yet, Asian women are more comfortable with mobile advertising than their peers in other continents. Smart phones drive the importance of the viral call to action. Content is a consistent force, but no longer the dominant play. Consumer considers their mobile phone not the same way they look at their PC (Ehrenberg, Juckes, White, & Walsh, 2008).

One study on comparison of smartphones usage and other computing resources. Past studies found that the phone is highly leveraged for digital information needs beyond calls and SMS. In addition, the study found that checking emails was the most common activity performed with phone. The study finds that user uses the smartphone to stay continuously connected. Users like the smartphone because as a tool it is fast and always on. Moreover, user sees the smartphone as a primary computer. Yet the study shows that the concept of task carryover between the phone and the PC was not widely embraced. One study presents the user engagement when viewing video content using mobile and desktop devices.

In summary, social media is becoming a prominent communication medium for marketing. The number of users using mobile phone to access social media is also increasing. Yet, there are no studies on consumer behavior and expectation while using social media via mobile phone. The keys in implementing good marketing strategy are 1) a good understanding of the behaviour of the consumers, 2) a clear understanding of the best devices to communicate with them and an ability to develop the message that will help engage them with the brand. In the past, consumers are not bombarded with information the way they do today (Hussain, Mosa, & Omran, 2017). They communicate with phone, email and fax. Devices used for communication includes hand phone, laptop and desktop. Internet was slower and not widely available. The focus of the message is one direction. Brand would send a mass message hoping the masses would understand what they are trying to tell them. But today, the internet is faster and widely available. The devices are more handheld. Consumers are more and more attached to their social media. Marketing is no longer by the masses but by one to one advertising. Consumer data are abundant and analytics are more important now.

The study focuses on studying consumer behavior and expectation when using social media via mobile phone. The study will be conducted in the Klang Valley area. The study involves a field-work of distributing and collecting questionnaires from university students. The selection of respondents are only limited to young adults, specifically,

university students studying in universities. There are no specific universities and age group. The study considers all of students studying in a university as "university students" regardless of race, age and academic program.

In addition, since the assessment of the questionnaire was conducted by the author himself, it is unavoidable that in this study, certain degree of subjectivity can be found (Hussain, Mosa, & Omran, 2018).

LITERATURE REVIEW

This paper seeks to study how SME can effectively use social media application accessed via mobile phone to "sell" their brand. This process of communicating brand to consumer is called marketing communication. When the term "marketing communication" is used, it is referred to what previously known as "promotion" in the 4 Ps of marketing. The objective of the marketing communication is to generate an endless supply of leads for the brands. This should be done not by blasting consumers with impersonal marketing messages but using the communication tools such as social media to have a one to one interaction with the consumer. Earned media are earned because the customers are happy. Happy customers will tell all their friends about the firm's brand. Testimonies and recommendation by these customers are important to build trust and credibility. In digital world, trust is gold currency for firms. This format of media is very difficult to build and it is slow to grow. But, once it has gained momentum, the impact is bigger and longer lasting compared to other types of media (Hussain, Musa, & Omran, 2019).

According to past studies "Global Survey of Trust in Advertising" 84% of consumers worldwide said that "they trust earned media such as word of mouth from friends". This is an increase of 6% over the last six years. Trust levels for other media are: 69% for owned online advertising, 68% for online customer view and opinions, 56% for email ads, 48% for paid-search ads, online video and social network advertising, 42% for online banner ads, 45% for mobile display ads, 37% for mobile text ads, and 62% for paid TV ads, 60% for magazine ads and 61% for newspaper ads.

Regardless of what means of communication, mixes of media and marketing activities are implemented, the main objective of any marketing communication is to try influence customers to respond (i.e. to take up a new brand). In order for firms to successfully receive responses from the customers on their brand. Past studies argues that firms need not only an effective marketing communication strategy but they need to have a strong interpersonal communication strategy. A successful or effective marketing communication strategy requires several factors. Firstly, firms must have a clear understanding of the target market. Firms must have a clear market segment of their target market. Without clear understanding of the target market they cannot decide on the best means of communication, best channels mix, types of media and the best set of activities to communicate their brand (Hussain, Musa, & Omran, 2018). This can be done through market research. Secondly, firms have to clearly set what are the set of objectives they wish to achieve with their strategy, in this case what are the objectives for their social media strategy. Without clear objectives, it is difficult for firm to evaluate effectiveness and lose focus on what their intentions in the beginning. Successful strategy requires the firm the third factor which is the message

content. Firm must deliver the correct message (Hussain et al., 2012). Fourth factor is having to choose the right means of communication for the target market. There is little relevance of good message content when the readers are not being reached. The fifth factor is setting their right mix of media at set budget and priorities. Finally, firms must have the right tools to evaluate the effectiveness. The figure below illustrates the Vargas's Model for an Effective Marketing Communication Strategy. This model will be used to construct the research framework.

Firms must first assess and profile their target market's behaviour in social media. Firms have to consider its target market's motives and activities in social media. Social media effort must be developed in the context on understanding consumer behaviour with social media for the best results. A good social media strategy fulfils the consumer's social media motives, needs and wants. On the provider side, social networking site Facebook strives to understand the behaviours of its billion members through artificial intelligence. In late 2013, Facebook hires 2 professors to lead its AI unit. Past studies underline four key motivations or needs for consumer when using social media – control, connect, consume and create. Firstly, consumers have the need to have full control of their online experiences. Secondly, they are motivated with the need to connect with others. Thirdly, while online, they want to consume contents that interest them. Fourthly, not only do they want to consume content, they also want to create their own content to be consumed by others. An effective social media strategy considers all the consumer's motives and needs while they are online. Firms have to ensure that their strategy adds value to the brand (Kamal, Chu, & Pedram, 2013).

The motives above define what consumers do while they are online in social media. Consumer motive for self-expression for example, lead them to use social media to express and share their experiences regarding a brand, a product or a situation. If they had a good experience, they will give good reviews. If it is otherwise, they will vent out their frustration regarding their experiences. Consumer's desire to connect and social interact with others lead to their likely hood to share either written, audio video content with others. When deciding the type of social media marketing tactics to use, firms must first decide their marketing objectives or targets. A good set of social media objectives needs to consider the firms' internal and external goals, it needs to be organized into short term, medium term and long term range, and it needs to be quantifiable and measurable (Kim, LaRose, & Peng, 2009). Brand Awareness or Reach - Acquisition strategy to with an objective to build awareness of off-site and in offline media to drive web presences. It refers to the increased exposure of company brands. It associates the increased exposure of the brand in social media application as the strengthening of associations of brand in the customer's minds.

Brand Engagement or Engage - Retention and growth strategy with an objective to build customer and fan relationship to encourage repeat visits and sales. It refers to the increased engagement between brand and customers via social media applications. Brand engagement can be enhanced through social media application and its outcome can be positive. The bottom line is delayed sales.

Word of Mouth or Act and Convert or Monetization-Acquisition strategy with an objective to build awareness

of off-site and in offline media to drive web presences that will in turn induce an action by the visitor or conversion. Engaged customers are likely to communicate their opinions to others. Disgruntled and dissatisfied customers may also share negative attitudes about a brand or a poor social application. The best part of word of mouth in online world, it can be measured through sophisticated methodologies. Monetization is a stage where visitors are converted into paying customers. The second layer is offering value added services (Koc & Gulyagci, 2013). While the Grundrauschen is the start of the conversation, to get consumers to come back and stay connected, firms have to add value. Firm can offer extra information in a form of a link to company website, newsletter or gift. It has to offer something unique to make consumers stick to the firm social media sites. Firm has to dig down in their company to look for that unique value proposition it can offer the consumers.

Offering value added service via social media is not a one off strategy. Continuous value adding to the content strategy will ensure an active conversation. Firm must offer value added material for a long time and deep enough to be presented in all kinds of formats (text, video, audio). The key to successful social media marketing strategy are those developed and executed with the existing stakeholders involved. In social media, there is an engagement between companies and consumers as well as an engagement among people themselves. Finding the right tonality is essential. Firms have to create real dialog with their consumers, to present facts and to have an authentic conversation. It should not look to put up Ads online. Firms have to be honest in their conversation. Firm must be open for criticism and handle critics with care and honesty. Firms must show appreciation by thanking those supporting their social media effort. These models, guidelines and rules introduced above cover the most important grounds when planning a social media campaign.

In a nutshell, firms use social media to communicate brands information by creating content, whether in form of text, video or audio, to attract attention of their readers. Effective social media marketing strategy requires firms to create content that reaches the target readers, encourages them to engage by creating their own content and finally convert them into customers. Unlike traditional or non-digital media, where they are marketer's centric, social media is user-centric (Nawaz, Afzal, & Shehzadi, 2013).

Social media strategy usually centres on efforts to create content that attracts attention, to encourage readers to generate new content and to persuade readers to share content with their social networks. The first step to develop an effective social media communication strategy is to have a clear set of objectives. The second step is to decide on the integration of social media applications to be used in implementing the tactics. Firms have to ensure the integration of social media marketing strategies with the whole promotional strategy of the company to increase effectiveness. Next, a brand has to develop strong interpersonal effects. Firms have to create via its communication strategy an effect that is called word of mouth or social contagion effect. To achieve success in digital marketing or social media marketing or any marketing, they must create word of mouth effect.

Word of mouth (WoM), viral marketing, viral advertising or marketing buzz refers to a process of persuading readers to share content. To create a viral effect, past

studies argue firm's communication strategy must have 1) the right messenger, 2) the right message and 3) the right environment (Pelling & White, 2009). Firms must first identify and connect with readers that can be converted into messengers. Kaplan identifies three types of readers that would help spread the message. For firms to convert readers to become messengers, they must first gain the reader's trust and adhere to the reader's interests (Nawaz, Azam, & Bhatti, 2019). There are a large number of social media applications or platforms available. Furthermore the social media landscape is constantly changing. There are always new social media sites or application being introduced with some being replaced due to management buy-out or just closed down (Tan, Ooi, Sim, & Phusavat, 2012).

Considering this fact, firm must set criteria when choosing what platforms to use. Firm must look at the compatibility of the platforms with firm's value proposition, deliverability of firm content to target customers, the size of the platforms reached, the activities, presence and size of target customers in the platform, attractiveness of the platform for firm to deliver their message to the target customers, and previous history of brand success in the platform. With these criteria, firm can evaluate the different platforms to see which fit them well. Once firms have decided on their social media objectives, the next step is to decide on the social media mix and social media techniques to help achieve the set objectives (Parveen, Jaafar, & Ainin, 2015). There are many type of social media application and each type has numerous choices. The table below presents the different type of social media application and its function (Nawaz & Hassan, 2016).

Firms need to analyze the data they receive from monitoring and analyzing their social media. It is the basis on which to develop true insights, which will help firms adapt and optimize their strategies. When analyzing social media, firms should look at the social metrics. Social metrics consider these behaviour are important because it lets marketers measure the impact of their strategy by taking account the objectives of brand and online customers. There are a number of vital metrics that allow marketers and analytics teams to drill in to better understand their performance. The first vital metric is posts. Firm should be concern with number of posts overall. The second vital metric is impressions. Firm should be concern on from the posts how many are converted by purchasing something, or filling out a survey, etc.; or engaged or shared with others (Park, Kee, & Valenzuela, 2009).

METHODS

The research objective is to identify relationship between the independent variables, which are 1) motives, 2) channels, and the dependent variable, which is attitude, while accessing social media. The literature reviews show that marketers need to focus on the right consumers, understand how they behave and create content that are relevant to them, and communicate with them in the right means and mix of social media communication to have an effective social media strategy.

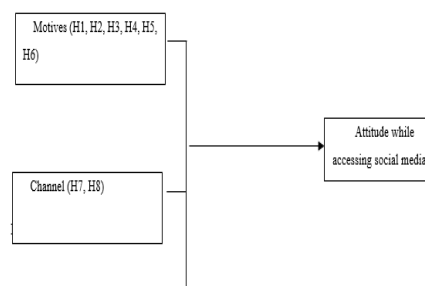


Figure 1: Model

The research explores this idea that marketers should consider the demographic, devices, activities, motivation, and channel factors when trying to understand the customer's attitude when accessing social media. The research seeks to understand the following factors to help brand develop better strategy.

- 1) motivation factor such as for entertainment or social connection
- 2) channel factor such as social media sites, Facebook, Twitter etc.

ANALYSIS

It is submitted for review to the thesis supervisor at Graduate School of Management in Management Science University. Based on their suggestions and recommendations the questionnaire is amended. Once the modification are made the questionnaire are again submitted for final review before it is approved for usage in the research. The procedure of the study begins with a pilot study. Once the questionnaire is tested, data collection begins. The details are presented below. The questionnaire is tested with 40 respondents in Management & Science University, Shah Alam. The questionnaire is pilot tested to detect problems with wording and understanding. The following are the results from the pilot questionnaires.

Table 1: Reliability Statistics for the Pilot Test.

Items	Cronbach's	
	Number of Items	Alpha
Activities using social mobile via phone	9	0.952
Motivation to access social media via phone	10	0.893
Activities when accessing social media via phone	7	0.782
Motivation would usually access social media via phone	6	0.698
Motivation access social media via phone	6	0.724
Motivation to do certain activities (share content)	8	0.928
Motivation to do certain activities (share specific brand)	6	0.757
Motivation to do certain activities (engage)	3	0.935
Motivation to do certain activities (respond)	3	0.847
Communicate	5	0.618
Follow social media	9	0.842

The results of reliability of the pilot instrument fall between 0.618 and 0.952. Therefore this indicates that the items in the questionnaire are reliable.

This study seeks to prove the following hypotheses:

H1:

- Respondents seek social connection more in social media than they are trying to seek for information or being entertained.

- Respondents seek social connection less in social media than they are trying to seek for information or being entertained.

H2:

- Respondents are willing to share content to their friends if the content is relevant and interesting.
- Respondents are less willing to share content to their friends if the content is relevant and interesting.

H3:

- Respondents are more into consuming content than creating and sharing content.
- Respondents are less into consuming content than creating and sharing content.

H4:

- Respondents are likely to respond or share more brand content that are being shared/referred by online friends than other ways.
- Respondents less likely to respond or share less brand content being shared/referred by online friends than brand's own media.

H5:

- Respondents are willing to respond with a brand that actively engaging them.
- Respondents are less willing to respond with a brand actively engaging them.

H6:

- Respondents respond more to brand that converse conversation than a general advertisement from the brand
- Respondents respond less to brand that converse conversation than a general advertisement from the brand

H7:

- Respondents communicate more using social media application than other mobile media (sms, phone, mms, email).
- Respondents communicate less using social media application than other mobile media (sms, phone, mms, email).

H8:

- Respondents prefer to use social networking site than other type of social media.
- Respondents do not prefer to use social networking site than other type of social media.

Findings

This section proceeds to answer the four research questions proposed. The questions are as follows:

- What are the consumer's motivations and activities when they are accessing their social media networks?
- Is marketing communication through mobile phone device the best medium for businesses to engage the consumer via social media?
- What are the consumer preferred channels when communicating with others?
- Is social media the consumer's most preferred channel to communicate with others (socially or commercially) when using their mobile phone?

In order to achieve this objective, descriptive statistical analysis and one sample t-test analysis were applied to the data collected. Descriptive statistical analysis is used to identify the highest score in predicting the respondents. Quantitative statistics descriptive is the main feature in analysing a collected data. Hence, the results from these statistical analyses are used to answer all the research hypotheses. Hypothesis 10 and 15 are regarding respondents' motives for using social media.

This hypothesis seeks to find out whether the respondents seek to be connected with the social circle more than they are trying to find information or being entertained. Thus, the following hypotheses were created:-

H1 Respondents seek social connection more in social media than they are trying to seek for information or being entertained

H01 Respondents seek social connection less in social media than they are trying to seek for information or being entertained

Table 2 below clearly shows that "get connected" has an "agree" score of 220 frequencies whereas "seek for information" has an "agree" score of 105 frequencies and a "neutral" score of 103 frequencies; and "seek to be entertained" has an "agree" score of 204 frequencies. The result indicates that most of respondents are intending to "get connected" with their friends more compared to their intention to "seek for information" and "seek to be entertained". It has the highest for 3.5304 and 3.4130 respectively. Furthermore, 'get connected' has the highest "agree" score at 220 frequencies. Thus, H1 is accepted and H01 is rejected.

Table 2: Accessing Social Media by Purpose One-Sample Statistics

I would usually access my social media sites via my phone to	N	Mean	Highest score	Frequency
Get connected more than I would to seek for information	247	3.4130	Agree	106
Get connected more than I would to seek for entertainment	247	3.5304	Agree	114
Seek for information more than I would to seek for entertainment	247	3.5344	Agree	105
Seek for information more than I would to seek for social connection	247	3.4777	Neutral	103
Seek for entertainment more than I would to seek for information	247	3.4696	Agree	102
Seek for entertainment more than I would to seek for social connection	247	3.4656	Agree	102

This hypothesis intends to study the respondents' interest to share content if the content is relevant and interesting

or not sharing if the content is not relevant and interesting. The hypotheses are as follows:

H2 Respondents are willing to share content to their friends if the content is relevant and interesting

H02 Respondents are less willing to share content to their friends if the content is relevant and interesting

Table 3 below clearly shows that the highest mean score is 3.5749 where "I think it is relevant and interesting to my friends" has the highest "agree" score at 122 frequencies. The second highest mean score is 3.5020 where "it is relevant and interesting to me" has an "agree" score at 102 frequencies. Thus, the highest score means fall to "relevancy and interesting" content. With this H2 is accepted and H02 is rejected.

Table 3: Share Contents by Respondent

When accessing my social media sites via my phone, I would share content with others if	N	Mean	Highest score	Frequency
my friend has first sharing it with me	247	3.3198	Neutral	95
my friend has first sharing it with me even if it is not relevant or interesting to me	247	3.2874	Neutral	96
it is relevant and interesting to me	247	3.5020	Agree	102
I think it is relevant and interesting to my friends	247	3.5749	Agree	122
the content is relevant and interesting to my friends but not to me	247	3.2955	Neutral	101
it is in video format	247	3.3644	Neutral	106
it is in picture format	247	3.4696	Neutral	95
it is in text format	247	3.4939	Agree	100

The objective of this hypothesis is to identify whether respondent's consume or create content. The hypotheses are as follows:

H3 Respondents are more into consuming content than creating and sharing content

H03 Respondents are less into consuming content than creating and sharing content

Table 4 below illustrates that the highest mean score of 3.5830 is for "read, listen or view posted content". The second highest mean score of 3.5101 is for "read, listen or view posted content more than I would create articles, audio or video content". The third highest mean score of 3.4049 is for "forward or share posted that I like". The fourth mean score of 3.3725 is for "read listen or view posted content more than I would share them". The fifth mean score of 3.2561 is for "create articles, audio or video content more than I would share them", sixth mean score of 3.1215 for create articles, audio or video content more than I would read, listen or view posted content and finally mean score of 3.0931 for create articles, audio or video content. Thus H3 was accepted and H03 is rejected.

Table 4: Respondent's Willingness to Create Content (Articles, Audio, and Video)

One-Sample Statistics

When I am accessing my social media sites via my phone, I would	N	Mean	Highest score	Frequency
read, listen or view posted content (consume)	247	3.5830	Agree	125
create articles, audio or video content (create)	247	3.0931	Neutral	104
forward or share posted content that I like (share)	247	3.4049	Neutral	108
read, listen or view posted content more than I would create articles, audio or video content (consume vs create)	247	3.5101	Neutral	103
read, listen or view posted content more than I would share them (consume vs share)	247	3.3725	Neutral	101
create articles, audio or video content more than I would read, listen or view posted content (create vs consume)	247	3.1215	Neutral	111
create articles, audio or video content more than I would share them (create vs share)	246	3.2561	Neutral	108

This hypothesis is developed to understand the respondents' response towards the brand content that is being shared or referred online. The hypotheses are as follows:

H4 Respondents are likely to respond or share more brand content that are being shared/referred by online friends than other ways.

H04 Respondents less likely to respond or share less brand content being shared/referred by online friends than brand's own media.

The table below clearly shows that the highest mean score of 3.4696 is for "my friend has first shared it with me even

if it is not relevant or interesting to me". The second highest mean score of 3.4211 is for "it is relevant and interesting to me". Followed by, the third mean score of 3.3684 is for "I receive free gifts or voucher for it". Next, the fourth mean score of 3.3603 is for "I think it is relevant and interesting to others". Thereafter, the fifth mean score of 3.3077 is for "the content is relevant and interesting to my friends but not to me". Lastly, the sixth score mean of 3.2915 is for "my other friend has first shared it with me". Thus, since the highest mean score of 3.4696 is for "my friend has first shared it with me", H4 is accepted and H04 is rejected.

Table 5: Respondent Respond towards Brand Content. One-Sample Statistics

When accessing my social media sites via my phone, I would share a specific brand content if	N	Mean	Highest score	Percent
my other friend has first shared it with me	247	3.2915	Agree	125
my friend has first shared it with me even if it is not relevant or interesting to me	247	3.4696	Neutral	104
it is relevant and interesting to me	247	3.4211	Neutral	108
I think it is relevant and interesting to others	247	3.3603	Neutral	103
the content is relevant and interesting to my friends but not to me	247	3.3077	Neutral	101
I receive free gifts or vouchers for it	247	3.3684	Neutral	108

This purpose of this hypothesis is to find out the "willingness of the respondents to act in response with a brand that engages with them. The hypotheses are as follows:

H5 Respondents are willing to respond with a brand that actively engaging them.

H05 Respondents are less willing to respond with a brand that actively engaging them.

The table below finds that the highest mean score of 3.5830 is for "interesting content to share with my friends". This is followed by "interesting content" with a mean score of 3.5709. The final variable "free stuff" scored a mean of 3.4980. The result shows that the respondents are willing to respond with brand that engaged with them with interesting contents by sharing them with their friends. The significant level for three of variable is 0.00 less than 0.05. Thus, H5 is accepted and H05 is rejected.

The objective of this hypothesis is to understand whether the respondents respond more to brand that converse with them with content that interests them or to a brand's general advertisement. The hypotheses are as follows:

H6 Respondents respond more to brand that converse conversation than a general advertisement from the brand

H06 Respondents respond less to brand that converse conversation than a general advertisement from the brand

Table 6 below identifies the highest value for mean score of 3.3862 is for "any brand if they create interesting content" (p-0.00 less than 0.05). Subsequently, the second mean score of 3.3846 is for "a particular brand that interests me when they create interesting contents" (p-0.00 less than 0.05). Lastly, a mean score of 3.3699 is for "a particular brand that engages with me exclusively rather than a general advertisement sent to me" (p-0.00 less than 0.05). With this, H6 is accepted and H06 is rejected.

Table 6: Respondents Responds to Brand. One-Sample Statistics

	N	Mean	Highest score	Frequency	Sig
a particular brand that interests me when they create interesting contents	247	3.3846	Neutral	103	0.00
any brand if they create interesting content	246	3.3862	Neutral	120	0.00
a particular brand that engages with me exclusively rather than a general advertisement sent to me.	246	3.3699	Neutral	117	0.00

Hypothesis 7 and 8 are regarding respondents' medium channel while using social media. This hypothesis is developed to identify whether the respondents communicate more with others using social media application than any other type of mobile based communication application. The hypotheses are as follows:

H7 Respondents communicate more using social media application than other mobile media (SMS, phone, mms, email)

H07 Respondents communicate less using social media application than other mobile media (SMS, phone, mms, email)

Table 7 below shows that the highest mean score of 4.1742 is for "more with phone conversation". This is followed by "more in texting" with a mean score of 3.9798, "more in instant messaging" with a mean score of 3.8866, "more with social networking site" with a mean score of 3.8826 and finally, "more in email" with a mean score of 3.2753. Since the highest score of 4.1742 is for "more with phone conversation", H7 is rejected and H07 is accepted.

Table 7: Respondent's Mode of Communication

One-Sample Statistics

When communicating with friends, family and acquaintances, I would communicate	N	Mean	Highest score	Frequency	Sig
more with email	247	3.2753	Neutral	89	0.00
more with phone conversation	247	4.1741	Agree	113	0.00
more with instant messaging	247	3.8866	Agree	105	0.00
more with texting	247	3.9798	Agree	113	0.00
more with social networking sites	247	3.8826	Agree	109	0.00

The objective of the final hypothesis is to find out whether the respondents prefer to use social media networking rather than other types of social media. The hypotheses are as follows:

H8 Respondents prefer to use social networking site than other type of social media

HO8 Respondents do not prefer to use social networking site than other type of social media

From table below, it is apparent that “social networking” has the highest score mean at 5.5344. This is followed by “video and photo sharing” with a mean score of 5.4089, “product review” with a mean score of 4.4696, “forum and discussion board” with a mean score of 4.008, “social media games” with a mean score of 4.3036, “blogs” with a mean score of 4.2348, “microblogging” with a mean score of 4.1255, “social bookmarking” with a mean score of 3.8623 and finally “co-creation” with a mean score of 3.7652. Since “social networking” has the highest score, H8 is accepted and HO8 is rejected.

The ANOVA table shows that the F value of 40.434 is significant at the 0.000 level. This result reflects the previous result where 63.3 percent of the variance (R-square) in attitude while accessing social media via mobile phone has been significantly illustrated by the four independent variables.

Table 8: Regression Analysis of ANOVA Test

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.241	4	8.060	40.434	.000 ^a
	Residual	48.242	242	.199		
	Total	80.484	246			

a. Predictors: (Constant), Motivation, Channel, Devices, Activities

b. Dependent Variable: attitude

The four independent variables explain 39.1 percent of the variance in attitude while accessing of social media via social media. Table 4.23 indicates that beta of Devices is at 0.051, beta of Activities is at 0.282, beta of Motivation is at 0.434, and beta of Channel is at 0.12. The result illustrates that for every 1 percent increase of independent variable, it will be affected by the Beta for each variables. Based on the result, “motivation” has the highest impact on attitude while accessing of social media.

Table 9: Regression Result Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.472	.202		7.278	.000
Devices	.030	.030	.051	1.017	.310
Channel	.005	.021	.012	.244	.808
Activities	.211	.046	.282	4.594	.000
Motivation	.377	.053	.434	7.107	.000

a. Dependent Variable: attitude

Furthermore, “activities” and “motivation”, with a result of p=0.00, are significant predictors of attitude while accessing of social media via mobile phone. Otherwise, “devices” with a result of p=0.310 and “channel” with a result of p=0.808 are not predictors of attitude while accessing of social media.

DISCUSSIONS AND CONCLUSIONS

Customers need to be nurtured and educated so that they can start to trust a particular brand. They need to trust a brand in order to purchase them. Previous studies have presented a great debate on the different methods of creating brand equity through brand awareness. It is about building and imprinting the strengths of the different brands in the consumer’s mind through a well thought out marketing communication strategy. It is to be measured not in brand recall but more in word of mouth. Social media and mobile phone are great channels to cultivate and to promote word of mouth or viral impact regarding a specific brand.

Yet, even with great opportunities in these new technologies, research lags in the studies of consumer’s

attitude toward mobile social media. The questions remain:

- Is mobile social media the best medium to be used to build brands?
- What are the motives and activities of the customers in mobile social media?
- How businesses can use mobile social media to best engage the customers?

This section will restate the problem, the objectives, the questions and the hypotheses of the research as presented earlier in Chapter One and Chapter Three. Then, it will present the summarized statistical analysis and results of each hypothesis as described in Chapter Four. Finally, it will discuss the research problem, research questions and research hypotheses by relating them to the literature review in Chapter Two.

The third and fourth research questions are about 'channel'. The third research question is to find out what is the preferred channel when communicating with others. This question will be answered by hypothesis 16. The fourth research question is to find out whether the social media is the consumer's most preferred channel to communicate with others (socially or commercially) when using their mobile phone. This question will be answered by hypothesis 17.

Social media is a major marketing channel. Businesses understand that customers are actively participating in the vast digital world, especially the social media. Yet, many businesses are afraid to jump on it. One reason is due to its newness and its rapid growth. The "channel" factor seeks to further understand social media as a channel. Therefore, two hypotheses are developed to help answers the third and fourth research questions.

H1 Respondents seek social connection more in social media than they are trying to seek for information or being entertained.

H01 Respondents seek social connection less in social media than they are trying to seek for information or being entertained.

Hypothesis H1 is accepted because the test shows that accessing social media by purpose is positively significant. In addition, the frequency and mean accessing social media variable is 106 and 114 in frequencies. Furthermore, the mean scores for both are 3.4130 and 3.5304 respectively. These are higher than the mean score for "seek information" and "seek entertainment". As a result, H1 is accepted and H01 is rejected.

H2 Respondents are willing to share content to their friends if the content is relevant and interesting.

H02 Respondents are less willing to share content to their friends if the content is relevant and interesting.

Hypothesis H2 is accepted because "willing to share content" by respondents is positively significant. The frequency of "relevant and interesting to friends" is 122. Moreover the mean is at 3.5749. Therefore, H2 is accepted and H02 is rejected.

H3 Respondents are more into consuming content than creating and sharing content.

H03 Respondents are less into consuming content than creating and sharing content.

Hypothesis H4 is accepted because the respondent's "willingness to share video content" is positively significant. Moreover, the frequency of "read, listen or view posted content" has 125 frequencies. In addition, the

mean is at 3.5830. Thus, H4 is accepted and H04 is rejected.

H4 Respondents are likely to respond or share more brand content that are being shared/referred by online friends than other ways.

H04 Respondents less likely to respond or share less brand content being shared/referred by online friends than brand's own media.

Hypothesis H5 is accepted because the respondent's "respond towards brand content" is positively significant. The frequency and mean of "share relevant or interesting to me" is 104 frequencies and 3.4696 in mean. Therefore, H5 is accepted and H05 is rejected.

H5 Respondents are willing to respond with a brand that actively engaging them.

H05 Respondents are less willing to respond with a brand actively engaging them.

Hypothesis H5 is accepted because respondents' willingness to respond and stay connected due to the brand engagement and brand value is positively significant. The frequency and mean of "share relevant or interesting to my friends" is 96 in frequencies and 3.5830 in mean. Therefore, H5 is accepted and H05 is rejected.

H6 Respondents respond more to brand that converse conversation than a general advertisement from the brand.

H06 Respondents respond less to brand that converse conversation than a general advertisement from the brand.

Hypothesis H6 is accepted because the respondents' "respond more to conversation" was positively significant. The frequency and mean of "share relevant or interesting to my friends" is 120 in frequencies and 3.3862 in mean. Therefore, H6 is accepted and H06 is rejected.

H7 Respondents communicate more using social media application than other mobile media (SMS, phone, mms, email).

H07 Respondents communicate less using social media application than other mobile media (SMS, phone, mms, email).

Hypothesis H07 is accepted because respondents' "communicate less in social media" is positively significant. The frequency and mean of "phone conversation" is 113 in frequencies and 4.1741 in mean. Hence, H07 is accepted and H7 is rejected.

H8 Respondents prefer to use social networking site than other type of social media.

H08 Respondents do not prefer to use social networking site than other type of social media.

Hypothesis H8 is accepted because the respondent's "prefers to use social networking" is positively significant. The frequency and mean of "respondent prefers social networking" is 75 in frequencies and 5.5344 in mean. As a result, H8 is accepted and H08 is rejected.

The final element is "channel". The table illustrates it to have the lowest beta score of 0.012. The "channel" factor has lowest influence towards attitude while accessing mobile phone. There are many types of social media including many variation and combinations. Furthermore, new channels are developed and introduced each year. These channels include blogs, discussion forum, bulletin boards, microblogs, prize site, social networks, virtual words, wikis, sharing site, real time online chat, live blogs and twitter chat to name a few. Through social media, businesses can structure their marketing strategy to include fun, interactive and different content. Although

the result indicates low correlation between “channel” and “attitude”, correctly implemented online strategy that integrates business’s total digital marketing can be beneficial.

In conclusion, the result shows that “attitude while accessing social media” variable can be influenced by devices, activities, motivation and channel. As a result, 13 out of 17 hypotheses variables have an influence on attitude while accessing social media.

A successful marketing communication strategy requires the firm to have the right message content. The firm must deliver the correct message. The findings show that a brand has to create a message that are “social” or “share worthy” and helps customer to be more “social” or “share worthy” with others. A brand also has to be more social and thinks of ways to connect their customers with other customers. A brand has to make their content relevant and interesting. Brand has to consider creating an environment where their customers create their own content. Brand has to focus on engaging with their customer more.

Furthermore, successful marketing communication strategy requires setting the right mix of media at a set budget and priorities. A brand should develop a solid social media strategy because customers use social media is the main source of information. In addition, when brands want to communicate to their customers, they have to consider multiple channels. Plus, when planning their social media campaign, brands must focus on social media networking sites.

Implications of the Study

This research provides valuable insight for companies to create value by indicating attitude as the most important dominants of creating belief and intention to purchase among the five predictors. The findings of the study suggest that creating a positive attitude towards mobile social networking is important for companies to generate leads, nurture and convert them to purchases. These give companies an insight in developing effective marketing strategies to communicate and meet the expected value of potential customers.

In ensuring high ranking, brands have to 1) build social media links and 2) build brand awareness through content development. Link building focuses on driving traffics directly to individual website through links promotion. Link building will increase the number of web visitors plus increasing the number of backlinks. Backlinks are important because search engine uses them to determine page ranking. A good strategy to build backlinks is through social media marketing. Relevant content and consistency in communicating with prospects and markets help builds social proof.

In term of social media campaign, brands should have both finite end strategy and open end strategy. Both strategies must be used together in an integrated campaign. These strategies include attaching video on Youtube, dedicated into Facebook, podcast, promotion to Tweeter, insert portion to micro site or company’s site. The key strategy is to have an objective and build a social aspect where “followers” look forward for future content. Proper integration of product and content marketing through social media will help to determine the success of a brand. Social media is a long term strategy with an objective in building relationship. Through relationship building, brands value are recognized and appreciated. Brands use the different tools available in social media in creating

activities that stimulate conversation with consumers. Furthermore, it must integrate correct processes in its social media campaign in addressing customers’ service issues and enquiries. Although integrated, social media marketing needs to remain flexible, allowing company to introduce and allow user generated content to spread their brand. Finally, the social media campaign has to put in place processes to respond to the ever changing environment.

As conclusions, this thesis has investigated the research problem on, ‘What are the best mediums for business to engage the consumer via social media?’, ‘What are the consumers’ motivations and activities when they are accessing social media network?’, ‘What are the best consumer preferred channel when communicating with other?’ and ‘What are consumers’ most preferred channel to communicate with other.

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