

# THE EFFECTS OF SOCIAL MEDIA MARKETING FUNCTIONALITIES ON CONSUMER DECISION-MAKING: THE MODERATING ROLE OF TRUST AND EMOTIONAL INTELLIGENCE

Amy Yeo Chu May<sup>1\*</sup>, Ling Wei Hong<sup>2</sup>, Jeffton Low Boon Tiong<sup>1</sup>

<sup>1</sup>Faculty of Accountancy, Finance & Business, Tunku Abdul Rahman University College, Malaysia

<sup>2</sup>LesBouquet Florist Sdn Bhd, Penang, Malaysia

\*Email: yeocm@tarc.edu.my

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## ABSTRACT

*The study aims to expand the knowledge on how functionalities of social media and the social influence could boost the social media marketing efforts, which may assist the social media marketers and users to explore a specific aspect of the user experiences as well as its implications for the business companies. It provides an understanding on how the emotional intelligence could affect the people in Malaysia, particularly in the relationship between the social media marketing and the consumer decision-making processes. The data amassed was based on 260 respondents and then analysed using Statistical Package for the Social Sciences (SPSS) and the Structural Equation Modelling (PLS-SEM). The findings reveal that the social media marketing that includes identity functionality, information sharing functionality, conversation functionality and social influence are found to be the predictors in consumer decision-making. People with the higher self-awareness, would enhance the relationship between the social media marketing and the consumer decision-making. Equally important is the interplay trust manifests on the consumer decision-making and social media marketing. Hence, marketers can gain insights on how to find new opportunities specifically focusing on the four dimensions of social media marketing which determine how potential consumers make decision during the unprecedented COVID-19 challenging era.*

**Keywords:** social media marketing, consumer decision-making, consumer trust, self-awareness, self-regulation, social awareness

## 1. INTRODUCTION

Since the outbreak of coronavirus disease (COVID-19) emerged in China and rapidly spread to the other countries, the pandemic has brought negative psychological consequences to the people due to the increased level of stress and uncertainties. Undeniably, it has changed the daily routines in people's lives, it is found that many of them were suffering from physical and mental health issues such as insomnia, depression, anxiety, and all of these are affecting their immune systems [1] [21]. Several scholars revealed that some of the negative impacts caused by the pandemic have changed the consumer behaviour, in terms of their purchase decisions [2]. Moreover, it was also observed that the social media marketing has a significant impact on the consumer decision-making processes and the marketing practices which it has even gained more importance after the emergence of COVID-19 [3][4]. The revolution of social media has become more popular that leads to new ways of searching and obtaining information of product and services in the market. For instance, most of the people nowadays can use popular platforms like Facebook, Instagram, YouTube, Twitter to share content and connect with people [5] [6]. Due to the pandemic mitigation measures and public healthcare concerns, the role of social media has become more important and the online sales has dramatically increased during this period of time. During the pandemic or lockdown

period, most of the people would prefer to stay at home in order to avoid the spread of virus and social distancing between the people has become a common practice as well [7].

In Malaysia, we discern that the purchase decisions of consumers are affected by the demand of online business activities to a great extent, where most of the consumers are highly dependent on the online platforms to purchase their essential necessities that are required for their survival [8]. With this, the consumers would try to search for more information about the products on social media before deciding to purchase. Additionally, the social media enables the consumers to communicate with the other people without having physical contact with them. Hence, most of the businesses would try to change their marketing strategies in the social media marketing platforms so that they are able to accommodate the changes in consumer behaviours. Despite these prior researches, little attention has been paid to the moderating effect of emotional intelligence in the relationship between the social media marketing and their purchase decisions, taking into consideration the effect consumer trust as mediator. Therefore, our research aims to find out to what extent social media marketing which is affected by consumer trust support the consumer decision making during COVID-19. We further developed two research objectives which, firstly, to determine the impact of social media marketing on the consumer decision-making, with the mediating effect of consumer trust and secondly, to investigate the moderating role of emotional intelligence in the relationship between social media marketing and consumer decision-making.

## **2. RESEARCH METHOD**

Prior researchers have postulated that the information and content that is posted by the marketer can promote positive perceptions about the products or services, then it can be used for message exposure as in delivering promotional messages and information [4]. Hence, when the marketer discloses more useful and unique information regarding the products and brand on social media, the consumers can get more familiarized with that particular product, thereby decreasing the general feeling of mistrust towards mainstream media [5]. Furthermore, according to [9], when the marketers disclose more about the product or brand information on social media, it will actually increase the brand engagement and consumer trust in brands. Consequently, the positive impression of the product can be increased due to the gain of product awareness and familiarity, where the consumer trust in that particular product will be improved as well. Therefore, it has shown how the identity functionality of social media can influence the consumer trust.

**H1:** Social media marketing functionalities which encapsulates identity, information sharing, conversation functionalities and social influence are positively related to the consumer trust.

According to [10] when the consumer trust is built in the seller-buyer relationship, the consumers will be confident to make online transactions and will be more interested to interact with the sellers. Therefore, it can be noticed that consumer trust is playing a crucial role that will affect the purchase decision of the consumers as well as the success of the social media marketing. Moreover, [11] have carried out research to examine the factors that influence the online purchase decision of consumers where consumer trust has found to be one of the important factors that will encourage and discourage them from purchasing the product on social media. In addition, consumer trust is found to be the main component that drives online purchase. This is because the consumer trust will directly affect their psychological value to decide whether to purchase that product or not. Besides, the concept of trust is closely related to the risk aspect [12]. [13] has acknowledged that the use of social media can help the consumers to reduce the risk and increase their trust towards that product

or brand. In particular, the peers' reviews have significantly impacted the consumers' cognitive and emotional trust as it will actually decrease the perceived purchasing risk, thereby influencing their purchase decisions [14]. Hence, we conjecture the following hypotheses.

**H2:** Consumer trust mediates the relationship between social media marketing and consumer decision-making.

**H3:** There is a positive relationship between consumer trust and consumer decision-making.

According to [15], customers have changed to more empowered and demanding in the digital environment with higher satisfaction. Especially during the pandemic period, most of the consumers will choose to do research, evaluation and even purchasing of products and services through the online platforms. Therefore, it was perceived that the positive or negative information about a product or a brand that can be found on social media has significant impact on the purchasing behaviour of consumers, especially their purchase decision [16]. Of late, several scholars have investigated the impacts of social media marketing on the point of view of purchase decision process of consumers [5][4][17]. From the findings of those studies, it has been found that social media has influenced every stage of consumer decision-making process which is from the information acquisition to the post-purchase behaviour of the consumers.

**H4:** Social media marketing is positively associated with the consumer decision-making.

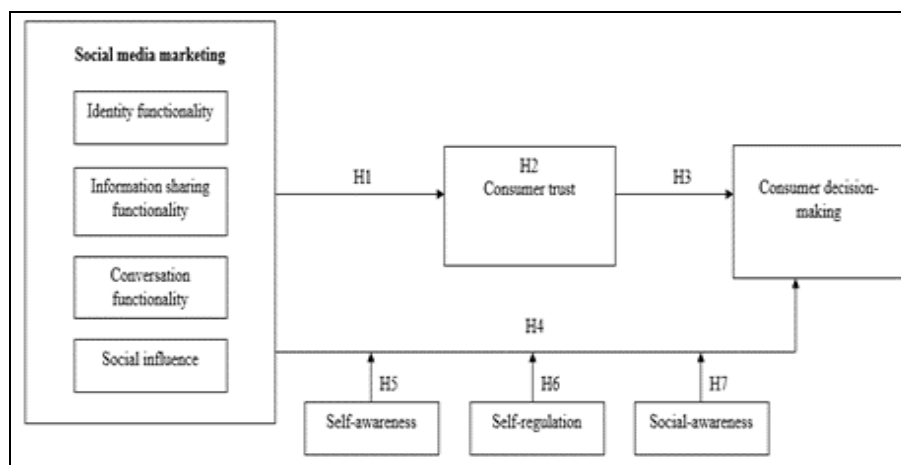
Due to the psychological impact on consumers that are caused by the pandemic, it was found that it has actually affected the consumers' product needs, purchasing behaviours as well as their decision-making process. For example, people tend to pay more attention on purchasing healthcare products, instead of fashion products [4]. Moreover, [2] have posited that the consumers shifted their attention to online purchase through social media platforms or e-commerce. It was found that the consumers would choose to purchase local brands, reduce their spending costs on non-necessity products and also became more selective in making purchases. [18] found that the consumers would choose to stockpile the products and make impulse purchases due to the increase level of fear and uncertainties, showing that the pandemic has brought significant impact on consumer purchase decisions which is mainly due to the psychological impact on them. However, it was observed that the people with higher emotional intelligence would have chosen a better decision on their purchases by improving their ways of thinking [19].

**H5(a):** Self-awareness moderates the relationship between social media marketing and consumer decision-making.

**H5(b):** Self-regulation moderates the relationship between social media marketing and consumer decision-making.

**H5(c):** Social-awareness moderates the relationship between social media marketing and consumer decision-making.

Based on our literature review, we proposed the following theoretical framework.



**Figure 1.** Theoretical Framework

Our study employed cross-sectional and positivist approach to investigate the beliefs, attitudes and behaviours of consumers. This method was widely used in consumer behaviour researchers as it enables the researchers to evaluate the participants' opinions, beliefs, behaviours and attitudes, which are in line with this research's objectives [20].

We did a pilot study with 30 respondents prior to distribute our questionnaire to ensure the clarity and appropriateness of the questionnaires [21]. Followed by the formal questionnaire online through Facebook, WhatsApp and email to reach the target respondents in different locations or states of Malaysia. Moreover, an email or message explaining the objectives of the research were also sent to the respondents seeking for their willingness to participate together with questionnaire. It was then distributed via Google Forms as this mode allows the researcher to approach a wide range of respondents which outweighs the conventional questionnaire. It also helps to ensure the respondents to complete the questionnaires without social desirability bias. Statistical Package for Social Science (SPSS) and Partial Least Square – Structural Equation Modeling (PLS-SEM) statistical software were used in data analysis stage, in order to undertake different statistical analyses.

The questions were designed in the form of 7-point Likert-scale questions, ranging from 1 = completely disagree to 7 = completely agree. The 7-point Likert-scale was used to determine how strongly respondents agree or disagree with the statement [22]. The target population of this research is the consumers that have the social media accounts in Malaysia. The sampling frame for this study will be the Facebook and Instagram users because it is found that the potential respondents are mostly active on both of these social media platforms [23]. Moreover, it has become the most popular social media platform for marketing as the consumers are found to be more engaging in using Facebook and Instagram and hence enabled them to gather more information and data before they make their final decision to purchase a product.

In empirical research study, it is crucial to choose the right sample size in order to draw valid conclusions from the research findings [24]. Moreover, [25] have posited that sample size of

a research should have sufficient power and significance to ensure that the research findings are not attributable to random variations in target population. Additionally, past studies have also recommended the minimum sample size that is needed to carry out the Structural Equation Modeling (SEM) analysis. For instance, [26] suggested that the ideal sample size to undertake SEM analysis is the range between 100 and 200, whereas [27] argued that at least sample size of 200 is needed. Furthermore, the previous studies for the social media marketing or consumer behaviours have similar sample size as well, which is within the range between 200 and 300 (e.g., [28][3]). Hence, a minimum sample size of 200 people should be used as this amount is required to conduct the goodness-of-fit measures as well [29]. Henceforth, the sample size for this study is 260, which fulfils the requirements as confirmed in the previous studies. The sampling technique used in the current study is snowballing method.

### 3. RESULTS & DISCUSSIONS

In this section, the association between two metric variables is examined by using the Pearson’s product-moment correlation coefficient. The Table 1 shows the correlations between the constructs of Self-awareness (S), Self-regulation (SR), Social Awareness (SA), Social Media Marketing (SMM), Consumer Trust (CT) and Consumer Decision-making (CDM). Based on the result, CDM has small to large effect size with S, SR, SA, SMM and CT at 0.01 probability level where  $r = 0.172, 0.170, 0.320, 0.643$  and  $0.470$ , respectively. To be specific, CDM shows the positive and strongest correlation ( $r \geq 0.50$ ) with SMM at 0.01 probability level. Besides, CT has positive effect and small to moderate effect size with S, SR, SA and SMM at 0.01 probability level where  $r = 0.209, 0.270, 0.157$  and  $0.471$ , respectively. In addition, SMM has small effect size with S, SR and SA at 0.01 probability level where  $r = 0.211, 0.219$  and  $0.294$ , respectively. Moreover, it can be seen that SA has moderate effect size with S and SR at 0.01 probability level in which the  $r = 0.443$  and  $0.474$ , respectively. Lastly, S has a large effect size with SR which is  $0.587$ . The correlations scores that are presented in the table imply a higher level of SMM ( $M = 5.34, SD = 0.75$ ) corresponds to a higher level of CT ( $M = 4.28, SD = 1.00$ ), subsequently to CDM ( $M = 5.01, SD = 1.02$ ).

**Table 1.** Assessment of Correlation between Variables

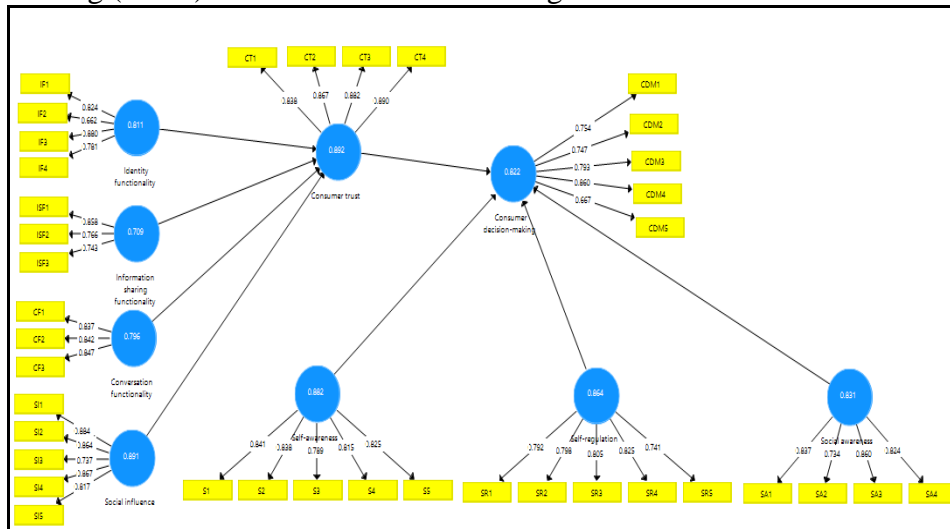
Constructs	Mean	SD	S	SR	SA	SMM	CT	CDM
S	5.50	0.89	1					
SR	5.18	0.99	0.587**	1				
SA	5.36	0.88	0.443**	0.474**	1			
SMM	5.34	0.75	0.211**	0.219**	0.294**	1		
CT	4.28	1.00	0.209**	0.270**	0.157**	0.471**	1	
CDM	5.01	1.02	0.172**	0.170**	0.320**	0.643**	0.470**	1

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

Note: IF (Identity Functionality); ISF (Information Sharing Functionality); CF (Conversation Functionality); SI (Social Influence); CT (Consumer Trust); CDM (Consumer Decision-making)

The theoretical foundations of the constructs are known as the first-order measurement model, which is also known as a reflective model, and so convergent validity and discriminant validity are undertaken [30] (Ramayah et al. 2018). All of the items for each

construct (i.e., Identity Functionality (IF); Information Sharing Functionality (ISF); Conversation Functionality (CF); Social Influence (SI); Consumer Trust (CT); Consumer Decision-making (CDM) are demonstrated in the Figure 2 below.



**Figure 2.** First-Order Measurement Model

For HTMT criterion, [31] suggested the threshold value of 0.85, meaning to say that the HTMT value should not be greater than 0.85. Based on the result in Table 2, it shows that all of the HTMT values have fulfilled the criterion, where all of them are less than the threshold value of 0.85. Hence, it indicates that discriminant validity is achieved in HTMT criterion.

**Table 2.** HTMT Criterion for First-Order Measurement Model

	CDM	CT	CF	IF	ISF	S	SR	SA	SI
CDM									
CT	0.546								
CF	0.459	0.421							
IF	0.486	0.254	0.549						
ISF	0.371	0.264	0.550	0.852					
S	0.224	0.135	0.164	0.374	0.315				
SR	0.198	0.294	0.188	0.258	0.245	0.679			
SA	0.371	0.190	0.219	0.355	0.274	0.508	0.570		
SI	0.767	0.532	0.438	0.393	0.254	0.101	0.155	0.223	

Note: IF (Identity Functionality); ISF (Information Sharing Functionality); CF (Conversation Functionality); SI (Social Influence); CT (Consumer Trust); CDM (Consumer Decision-making); S (Self-awareness); SR (Self-regulation); SA (Social Awareness)

In this research, three direct hypotheses are developed between the constructs. [32] suggested the researchers to consider bootstrapping procedure as it allows a huge number of subsamples from the original sample is utilized to be the replacements in order to generate bootstrap standard errors, resulting in generating approximate *t*-values for the significant structural path testing. Therefore, the bootstrapping function in PLS-SEM is employed for to examine the path coefficients, particularly the *t*-statistics.

Based on the results that are illustrated in Table 3, it shows that three of the direct relationships are found to have t-value greater than 1.645 (one-tailed), proving that they are significant at a 0.05 level of significance [32] (Hair et al. 2017). To be specific, CT ( $\beta = 0.170, p < 0.05$ ) and SMM ( $\beta = 0.585, p < 0.05$ ) are positively related to CDM while SMM ( $\beta = 0.509, p < 0.05$ ) is also found to have positive direct effect with CT. As a result, H1, H3 and H4 are supported.

**Table 3.** Assessment of Path Coefficient

Hypothesis	Relationship	Std. Beta	Std. Error	t-value	Decision
H1	SMM -> CT	0.509	0.050	10.116**	Supported
H3	CT -> CDM	0.170	0.057	2.998**	Supported
H4	SMM -> CDM	0.585	0.042	13.847**	Supported

Note: \*\*  $p$ -value < 0.05; CT (Consumer Trust); CDM (Consumer Decision-Making); SMM (Social Media Marketing)

The above results (H1, H3 and H4) were consistent with the previous studies that argued that social media marketing has significant positive effect on consumer trust [12] [6]. The researches also reaffirmed that online content or information shared by retailers, opinions of peers and the conversion on social media could improve the consumer trust. In addition, when social media enables the peers to communicate their experiences or opinions about the products in which they can have direct conversations with the sellers, it can enhance the trust relationship between the consumers and sellers especially when there is more positive feedback from the peers about the sellers on social media [33]. The relationship between consumer trust and consumer decision-making can also be further confirmed by the works of prior studies [10][14][11]. Furthermore, the research that was carried out by [34] has proven that when the consumers have good impression towards the products or brand, it will actually improve the consumer trust, thereby supporting their decisions to purchase that product on social media.

The result of bootstrapping analysis was conducted and the indirect effect of H2 ( $\beta = 0.087$ ) is significant with  $t$ -values of 2.855. Moreover, the indirect effect 95% Boot Confidence Interval Bias Corrected (CI BC) of H2 is [LL = 0.034, UL = 0.149], where it does not contain a 0 value in between, indicating that a mediation exists. [35]. Thus, it can be concluded that the mediation effect of H2 is statistically significant where H2 is supported.

In this current research, there are three hypotheses (i.e., H5, H6 and H7) developed for the moderating effect on the relationship between SMM and CDM, in which the moderators are self-awareness (S), self-regulation (SR) and social awareness (SA). Since there are three approaches that can be applied to examine the interaction effects, product indicator approach is employed for this moderator analysis [36]. The direct relationship of SMM and CDM, as well as S and CDM are significant with  $\beta = 0.562$  (strong relationship,  $p < 0.05$ ) and  $\beta = 0.164$  (weak relationship,  $p < 0.05$ ), respectively. Moreover, the interaction effect between S and CDM is also positive and significant ( $\beta = 0.018, p < 0.05$ ). Furthermore, the adjusted  $R^2$  for the main effect model and interaction effect model, which is also known as before and after moderation is 0.419 and 0.441, respectively. Besides, the  $R^2$  value change of 0.02 shows

small effect size, which only account for 2.0%. Hence, it can be concluded that there is weak moderating effect of S, thus H5 is supported.

However, the results show that the main effect of SR and CDM ( $\beta = -0.053, p > 0.05$ ), as well as SA to CDM ( $\beta = 0.033, p > 0.05$ ) are insignificant. Further, their interaction effects of SR and SA with CDM is also insignificant with  $\beta = -0.011$  and  $\beta = 0.005$  where the  $R^2$  values change for both of the relationships are also less than 0.02. Hence, the results conclude that there are no moderating effects of SR and SA, hence H6 and H7 are not supported.

#### **4. CONCLUSIONS AND SUGGESTIONS**

According to [19], it has been found that the emotional intelligence, particularly self-awareness plays a crucial role in encountering the irrational purchase behaviour, especially during the pandemic. Consumers who have the self-awareness would be aware of the content or information posted on social media which are related to their needs or problems that they are facing thereby enhancing the quality of the decision that are made. However, there was a weaker association with the presence of the interactive effect of the social media marketing and self-regulation towards the consumer decision-making. [37] pointed out that people with self-regulation may have higher ability to control their impulsive tendencies. Hence, in order to successfully manage their psychological states and maintain self-control during Covid-19 pandemic, they would try to spend lesser time on browsing some social media sites hence might overlook some promotional messages or content of products. In the same vein, it was also worth noting that people with social awareness and empathy would choose to support local brands or businesses during the pandemic as they can take others' feelings into consideration, in particular, the small-scale entrepreneurs [2]. Interestingly, this is not evidenced in Malaysia consumers probably due to different cultural practice, belief and norms as Malaysian generally might end to be less sensitive to other's feeling, emotion and perspectives.

This current research provides some understandings on the relationship between social media marketing and consumer decision-making in a several ways. Firstly, many of the scholars have investigated the impacts of social media marketing towards the consumer purchase decisions [38][3], the consumer behaviours [5][4] and the purchase intentions (Masuda et al. 2021). However, in this study, the social media marketing was examined based on the four dimensions that are adapted from the honeycomb model. This research is able to provide new knowledge on social media marketing as the use of functional blocks from honeycomb model to clarify the social media marketing has not been well-research in the context of consumer decision-making. Therefore, three out of the seven functional blocks (i.e., identity functionality, information sharing functionality and conversation functionality) in honeycomb model were used to examine the importance of social media marketing, while three of these social media functionalities are found to exhibit positive effects on the social media marketing.

Additionally, the fourth dimension which is social influence has recently gotten a lot of attention, largely due to the influence of social media. The results therefore illustrated the importance of social media influencers in promoting the products or services as well as the products' reviews that are given by the influencers or peers on social media. Specifically, our findings revealed that the identity functionality, information sharing functionality, conversation functionality and the social influence on social media is positively affecting the consumers' purchase decisions. Hence, this study has extended the theoretical knowledge by



enriching the understanding of the direct relationship between social media marketing and consumer decision-making during the pandemic in context of Malaysia.

Secondly, although attempts have been made to discover the role of consumer trust in online purchase decision and the online marketing [10] [12], these studies have only focused on the direct relationship between these two constructs. Interestingly, one of the highlights of this research is the mediating effect of consumer trust on the relationship between the social media marketing and consumer decision-making during the pandemic. The findings of the mediation analysis confirmed that consumer trust plays a crucial and meaningful mediator towards the direct relationship of social media marketing and consumer-decision making in the Malaysia context during the pandemic. Therefore, this study has added to the growing body of knowledge about the indirect effects of social media marketing on customer decision-making via the mediating route of consumer trust.

Finally, based on the research done by [39] [40] and the interplay between the emotional intelligence and psychological well-being during the pandemic has been largely discovered where the trait of emotional intelligence plays an important role in maintaining or improving the psychological health of individuals during this unprecedented time. While this research contributes to deepening the understanding about the emotional intelligence literatures, where the emotional intelligence theory highlights the moderating effect of self-awareness, self-regulation and social awareness. However, the findings of this study revealed that the self-regulation and social awareness are not the contributing factors since the interaction effects of both the constructs are reported to have weak associations with the direct relationship of social media marketing and consumer decision-making. Contrariwise, the trait of self-awareness has a significant moderating effect towards the direct relationship, thereby adding new knowledge to the existing body of literature. In short, this research aimed to add to the existing literature on consumer decision-making through social media marketing by considering consumer trust as well as emotional intelligence during the pandemic.

The first practical contribution of this study is that the social media marketing can be used to enhance the online marketing effectiveness. Since this study includes four dimensions in social media marketing, it may add some valuable knowledge that is able to improve the marketing strategies with the use of social media. [4] asserted that the usage of social media by consumers is increasing, as most of them would use it before making purchase decisions. The current study's findings indicated that social media marketing and consumer decision-making had a substantial favourable association.

Specifically, the social media enables the marketers to reveal their identities by posting more product-related content or information on social media in order to increase the brand awareness [41]. In addition, the interactions between the marketers and consumers could be improved through having conversations on social media platforms, which suggests the marketers to focus on the improvement of their customer services on social media. Moreover, it was also found that the consumers are socially influenced by the recommendations and reviews from a trusted source, for instance, their peers or the social media influencers [28]. Hence, the companies that are trying to use social media or influencer marketing can take advantage of the effects of social media marketing on customer decision-making in order to design the best social media marketing tactics for their target market.

Besides, although one of the keys to achieving business success through social media marketing is the consumer trust [42], but not much of the researchers have examined the

mediating effect of consumer trust in the relationship between social media marketing and consumer decision-making in the context of pandemic in Malaysia. Therefore, this study's second practical contribution is to prove the crucial role of consumer trust in mediating the relationship between social media marketing and consumer decision-making during the pandemic in Malaysia. The findings revealed the importance of consumer trust in online marketing environments since there is a high degree of user-generated content as well as the lack of physical communication between the marketers and consumers [43]. For instance, the consumers' trust will actually influence their decisions to make transactions through social media. [44] highlighted that the positive recommendations about a brand or product from peers or the reliable information available on the social media platforms can actually enhance the consumers' trust towards the brand. The significance of mediation hypothesis emphasizes that consumer trust towards the brand or seller on social media is an important intermediary mechanism between the social media marketing and consumer decision-making. By this, the marketers may focus on building good trust and relationship with the consumers, so that it will stimulate their interest on purchasing the products or services, thereby assisting the company or brand to achieve success in business.

Moreover, the marketers should be aware of the emotional states of the consumers which may alter their purchase behaviours especially during the COVID-19. Hence, the third practical contribution of this study is to provide deeper understanding on the moderation of emotional intelligence which could be useful for the companies to develop new marketing strategies that consider psychological factors, so that they are able to meet the consumers' actual feelings and fulfil their current needs. Since decision-making processes always include emotional reasoning attached to it, it is important to look into how the emotional intelligence influences the interaction between social media marketing and consumer decision-making [45].

The findings of this study proved that self-awareness has significant moderating effect, thus the social media marketers should grab the attention of such individuals through some suitable social media marketing activities. Although the moderation of both self-regulation and social awareness were found insignificant in this study, it is still important to include such investigation as it could still add values to the marketers' understanding and knowledge about the factors that may influence the consumer decision-making processes.

The use of non-probability sampling technique in this study may face the generalizability issue, even though this sampling technique is the most commonly used research design in social media marketing literature [46]. This leads to a low level of generalization of the results to the target respondents [47]. Therefore, it is suggested to adopt the research design that can minimize the sampling limitations such as the probability sampling technique in order to increase the generalizability of the results.

In the future studies, it would be interesting to include some essential social-demographic variables such as the occupational status, gender or age. Additionally, the discrepancies in the samples of populations could be investigated in the future for the purpose of examining the effects of difference in age or gender on social media marketing as well as the consumer decision-making. Last but not least, this research was carried out in Malaysia in which it only focuses on the Malaysians' consumer behaviours. However, it was noted that consumer behaviour in social media settings might vary greatly from country to country [42]. This is because every country has its own values, beliefs and symbols that leads to different cognitive consumer behaviours and perceptions [19]. Therefore, it is recommended to carry out the

similar research model in different countries or different cultural backgrounds as the results may vary for different cultures, which in turns produces a more meaningful insights or knowledge to the existing literature.

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