



Faculty of Applied and Creative Arts

THE EFFECTIVENESS OF EVENT PROMOTION BY USING SOCIAL MEDIA

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(Arts Management)

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THE EFFECTIVENESS OF EVENT PROMOTION BY USING SOCIAL MEDIA

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This project is submitted in
partial fulfillment of the requirement for a
Bachelor of Applied Arts with Honours
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Final Year Project Report

Masters

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Abstract

This study was conducted to investigate the effectiveness of event promotion by using social media. The data collection method that used in this research was quantitative method. The sample sizes of this survey are 200 respondents from the event's participations. The sampling method used in this research is simple random sampling which tends to minimize bias. Quantitative data have been analyzed by using Statistical Package of the Social Sciences (SPSS) Version 22.0 and Microsoft excel. Types of analysis that have been used in this research are reliability, frequency, multiple responses, cross-tabulation, compare mean, regression, and correlation analysis. The finding result show that Facebook is the social media that has the highest number of users and most effective in promoting events. Beside, the result also shows that the information about the event posted on social media are reliable and the advertisement on social media is more interesting and interactive as compared to traditional media

Abstrak

Kajian ini bertujuan untuk mengkaji keberkesanan promosi acara melalui media sosial. Kaedah pengumpulan data yang digunakan adalah kaedah kuantitatif. Seramai 200 set soal selidik telah diedarkan secara rawak kepada responden yang menyertai acara di pusat beli-belah Kuching iaitu Summer mall, Boulevard, dan The Spring. Perisian SPSS versi 22.0 dan Microsoft excel telah digunakan untuk menganalisa data yang diperolehi daripada soal selidik. Jenis analisis yang digunakan adalah seperti *frequency*, *reliability*, *multiple response*, *cross-tabulation*, *compare mean*, *regression*, dan *correlation*. Dapatan kajian menunjukkan *Facebook* adalah media sosial yang paling ramai pengguna dan berkesan dalam mempromosikan acara. Selain itu, hasil kajian juga mendapati bahawa maklumat mengenai acara yang dipapar di media sosial boleh dipercayai dan iklan di media sosial didapati lebih menarik dan interaktif berbanding dengan media tradisional.

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LIST OF ABBREVIATIONS

SNS: Social Networking Site

UNIMAS: University Malaysia Sarawak

Chapter 1

Introduction

1.1 Introduction

This study was conducted to investigate the effectiveness of event promotion by using social media. This chapter will cover background of study, research objective, research hypothesis, problem statement, research question, conceptual framework, research scope, and significant of study.

1.2 Background of study

We are now living in the twenty-first century, electronic devices have become a need for everyone. Due to the evolution of the era, people had changed the living style. People nowadays need electronic devices such as tablets, mobile phones, and computers in order to complete their daily task. While the Internet access and various types of social media had become a trend and so called daily lifestyle for most of the people. The utilization of these services are very important in certain field such as medical, economic, business and also arts' organization. According to Dincer and Dincer (2012), statistic showed that the companies which utilize social media as their promotional tools are more than 60% and the numbers are still increasing. It means that social media had widely utilized by most of the company as promotional tools and also the importance of Internet and social media in people's daily life nowadays.

The advent of the Internet had changed the world where users are allow to establish their own web page and create their own content (Balakrishnan, Dahnil, & Wong, 2014) This changes bring a lots of benefit for people such as seeking for information, entertainment purpose, or looking for job vacancy. However, it can also help user in saving cost to promote their product or services as well as special events. Advertising on social media has seen to be more cheaper and convenient way as compared to traditional advertising in the past century.

Besides, million of people are engaging with social media indirectly in their daily lives (Zhong, Hardin, & Sun, 2011). This is because the social media act as a platform where users are allowed to communicate with each other, make new friends, gains knowledge and also for business purposes. While the appearance of Social Networking Site (SNS) had changed the traditional way of interaction and become an important media that enable interactive communication.

Due to the evolvment of social media, the interface and usability have improved as well as in the interaction for business purpose and also provide a more comfortable platform for communication (Buono, 2013). The development of social media platform are unpredictable, it can be keep on updating from time to time. Therefore, it attracts a lot of potential marketers, organization and big company to start advertising and promoting their event by using social media.

1.2.1 Use of Social media

Social media is a platform where it allow users to interact and share information through the networks such as Twitter, Facebook, Instagram, Youtube, Blog, etc (Pechrova, Lohr, & Havlicek, 2015). However, the form of advertisement or promotion on social networks are different due to the evolvement of social media environment. It can be advertise in the form of poster, video promotion, article, and also tweets. Social media tend to enhance the ability of a company in promoting their product or event and interaction with their potential customer.

Most of the people perceive that involving themselves in SNSs such as Twitter, Facebook, and MySpace is a wasted of time but number of studies have shown just opposite (Helou & Rahim, 2014). They felt it is time wasting because they perceive that people who use SNS are just for entertainment purpose. The study of Camilia, Ibrahim, and Dalhatu (2013) founded that users nowadays used social media not just to keep connection with their lecturer and course mates but also tend to keep updating with world events.

1.2.2 Evolvement of traditional advertisement to digital advertising

Advertising is one of the most important promotional strategic to increase the awareness of potential consumer. While social media had not fully develop during the past, consumer can only know the existing of certain event or product promotion through traditional advertisement. Billboards, newspapers, magazines, and radio are the mediums of traditional advertising (Lauren, 2015).

However, traditional advertising did not provide two-way relationship but only based on one-to-many paradigm (Stanislaw, 2014). It means that traditional advertising are more to just getting consumer's attention towards the event or product but not allow consumer to leave feedback or communicate back. Therefore, traditional advertising slowly being replace by digital style of advertising where it enable consumer to direct interact within each other.

While traditional media just provide information to consumer, social media had create an interactive platform for potential consumer in order to share their opinion or though. (Lim, 2010). Because of the interactive communication on the social media, the support by potential consumer keep on increasing and indirectly created a chance for company to enhance their service to increase the satisfaction level of the consumers.

Success of an event is determined by how the event is being promoted. Undeniable that social media have high potential in transmitting the information to potential consumer more effectively. Social media brings a lot of convenience to people. People can easily access to Internet as most of the people nowadays own a smart phone.

1.2.3 Role of social media in event promotion

Social media can act as an event planner for company. Regarding to this statement, William (2015) suggested organizer who are considering to hold an event to create a simple survey form to get the respond from potential consumer whether they are interested in attending that event.

Additionally, social media sites such as Facebook have provide a potential platform for advertiser to do promotion as it has the largest user base in recent. Prospective consumers will get notified no matter what event that had been shared on Facebook. Therefore, event organizers can take the advantage by keep updating the information of the event by sharing various types of content by video, photo, and also survey form.

Social media marketing eventually became an effective method to make promotion for events as well as not-for-profit events. This is because event promotion on social media able to create buzz regarding to the event and also act as a platform for attendees to share their experiences with their personal network. Therefore, it will probably attract more potential attendees and keep attendees updated for the upcoming events.

1.2.4 Definition of terms

Social media

- **Conceptual definition:** Social media is a web-based services that allow users to communicate, share information and collaboration (Wigmore, 2015). It can be used to build relationship with others within the system.
- **Operational definition:** In this study, social networking site is a platform with large amount of users signing into or accessing sites such as Facebook, Twitter, YouTube, Blog, and Instagram.

Effectiveness

- **Conceptual definition:** As stated by Lee (2004), effectiveness referred to the extent where an activity meets its main objective or purpose.
- **Operational definition:** In this study, the number of attendees who attend the particular event will be used to measure the effectiveness.

Event promotion

- **Conceptual definition:** According to Marcone and Vuibert (2010), event promotion is the way companies used to approach their potential customers in the market by a communication tool. It needs the creative and innovation idea from human beings in designing the way of promotion.
- **Operational definition:** In this study, the event is referred to any event that held in the shopping complex while social media is the promotional tools.

1.3 Research Objective

General objective:

To study the effectiveness of event promotion by using social media

Specific objectives:

- I. To investigate the channel of Social Networking Site (SNS) being used to promote event towards the effectiveness of event promotion.**
 - Regarding to this objective, it will be measured by the channel of social networking sites that are more familiar for event promotion. For instance, Facebook, Twitter, Instagram, Youtube and blog. While the reason of the channel of SNS being used to promote event will be counted in the measurement as well.

- II. To investigate the credibility of the information on social media towards the effectiveness of event promotion.**
 - The credibility will be measure by the information on social media and users review whether it is true or not. Besides, word of mouth marketing also one of the indicator that can be used to measure the credibility of the event promotion on social media.

- III. To investigate the perception of the consumers on the social media towards the effectiveness of event promotion.**
 - The perception of consumers on social media will be measured by the consumers' thought on whether the advertisement on social media are

more interesting than traditional advertising. It will also be measured by investigating neither social media advertisement nor traditional advertising are more interactive.

1.4 Problem Statement

I. Event promoted through social media networks are not effective

- Bond, Ferraro, Luxton, and Sands (2010) argued that social media network such as Facebook are not appropriate for advertising purpose. This is because there are a lot of risk facing the social media networks such as scam, spam, phishing, clickjacking and malicious software.

II. Event promoted through social media are not reliable

- This statement can be proved by the research that have been done by Bond et. al. (2010) who reported that the event promoted on social media are not reliable unless social media advertising was combined together with traditional media such as printed media or radio.

III. Traditional media are more informative

- Xie and Lee (2015) stated that Traditional media tends to convey more informative messages that will definitely create better understanding to consumers. Abzari, Ghassemi, and Vosta (2014) further explained that traditional media are more effective as a promotional tool than social media.

1.5 Conceptual framework

The conceptual framework is conducted based on the factors that tend to affect the effectiveness of event promotion. The independent variables are the channel of Social Networking Sites being used to promote event, credibility of the information on social media, and the perception of the consumers on social media.

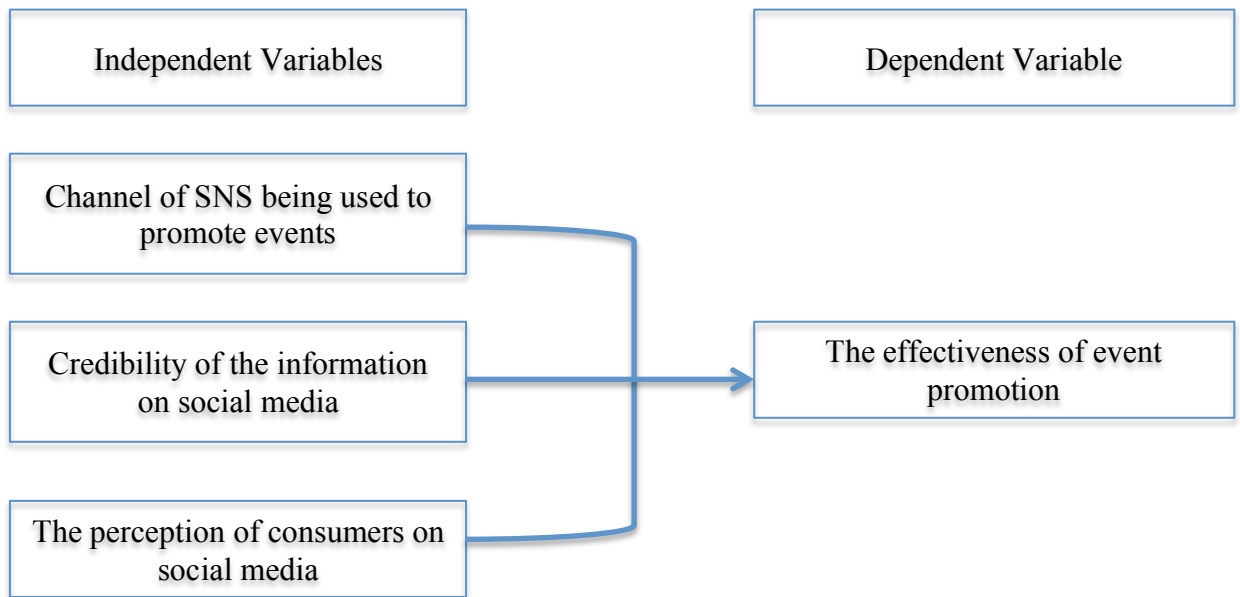


Figure 1.1 Conceptual Framework

1.6 Research Scope

Research scope is the participations that attend the events that held in the shopping malls at Kuching, Sarawak. It will be focused on the factors that tend to affect the effectiveness of event promotion included the channel of SNS being used to promote the event, the credibility of the information on social media, and the perception of consumers on social media to get the information on the effectiveness of event promotion.

1.7 Significant of study

- I. As a guideline for the organization to determine which channel of Social Networking Sites are more effective to promote their events.
 - This research tends to help organization to figure out which channel of SNS will be most suitable and effective to promote their event to public and the reason consumers access the SNS.

- II. As a guideline for social media users to investigate the credibility of the information on social media.
 - Social media users able to find out whether the information on social media is trustworthy or unreliable. It is measured by the user review on social media and also word of mouth marketing as well.

- III. As a guideline for the organization to understand the perception of consumer on social media.
 - Throughout this research, organization will have a better understanding on consumer behavior and perception on social media. Therefore, an organization might have a clearer direction and able to make enhancement in their promotional strategies.

1.8 Limitation of study

I. Lack of references

- Most of the researches that can be found are focusing on the investigation toward the consumer behavior towards social media marketing. There are lack of researchers who have done the study related to this topic. Therefore, it's somehow quite hard to have an evidence for certain issues.

II. Time constraints

- Time constraints is one of the limitation in conducting this research. The duration for me to complete this study is too short. Therefore, I only able to gather data by only using one instrument (questionnaire). Additional method would be applied to collect other data source if more time are given. Certainly, it will definitely deliver more insight on the event promotional by social networking advertising.

III. Sample size too narrow

- This research is mainly focus on Kuching, Sarawak due to the time constraint. The study will able to produce more reliable data and interesting result if larger location of participants took part. The sample size is too narrow to draw a conclusive statement due to the location.

1.9 Summary

In this chapter, the objectives have been clearly defined by narrowing it down into specific objectives to provide a clearer overview about the research in this study. Besides, the conceptual framework has been constructed and problem statements have been identified. The following chapter will be explaining the related research finding by other researcher as a supportive element for this study.

Chapter 2

Literature Review

2.1 Introduction

This chapter will be discussing about the previous research that have been done by other researcher. Literature review is important for researcher as a handy guide and also provides overview in their study. This chapter starts with the type of social media and also the challenges faced by the social media. Then, it highlights the related literature on factors that tend to affect the effectiveness of event promotion such as channel of SNS being used to promote event, credibility of information on social media, and the perception of users on social media.

2.2 Types of social media

There are several types of social media that often utilized by most of the event companies to promote or advertise their event, or even products and services. There are several types of social medias that can be categorized into Blog, Podcasting, and Social network. These social media tend to become a platform for user to share their knowledge, upload video, images, audio and messages according to the user's preferences (Akar & Topcu, 2011). By doing this, there will be a lot of information that can be found and gathered throughout the web pages when people around the globe keep on sharing their knowledge and information to the Internet.

2.2.1 Podcasting

Podcast, a digital media file, often referred to audio file but it can be in video file as well which is created in a series. It allows users to transfer the audio clips to their own laptop from the podcasting website free of charge (Watson, n.d.). Since the audio file is downloadable, hence the users do not have to “tune in” as what Internet radio did. Therefore, podcasting is one of the effective ways to convey the information as the users can get information by downloading podcast and listen to it anywhere and anytime. However, an argument said that podcasting seldom been used by company to promote their product or event (Koroma, 2012). While podcasting is one of the cheapest way to promote the event or services to those who are specifically have interest on it.

2.2.2 Blog

Blog comes from the abbreviation of weblog. It is just a simple webpage as it only has single page of entries, but it might have collection of some older entries and displays form the most recent entry to the oldest entry (Brain, n.d.). Examples of blog sites are Blogger and Wordpress. Peoples use blog typically to share their opinion and express their emotion by their own words and texts regarding different aspects in life. They may use it as online journal or diary to let others knows what is happening in life, so the setting of blogging can be set as private or public.

However, some blogger would use blog to write review or recommendation about the products or events that they had participated. Blogging is not that familiar for marketers to promote their products or events. This is because they did not see it

as a potential platform that can effectively transfer information to their potential consumer (Koroma, 2012). But the fact is that it can be used to communicate with potential customer and help customer to solve their existing problem or question. Other reason is that the marketers prefers to promote their events or products through other channel like advertisement during commercial break in television or putting their advertisement on the board so people can see while driving or walking on the road.

2.2.3 Social media network

These social networking sites (SNS) include YouTube, Twitter, Facebook, LinkedIn, My Space, Instagram, and many more. Social media network is widely utilized in business field because it can easily reach the potential customers globally as it can be used to promote products, brands, keep connection with their customers and generate new business. According to Weller (2015), most of the social media networks are free to access and allowed marketers to build relationship with potential consumers without any surcharge. Marketers can buy an advertisement on the social media network if you have very limited budget because advertising on social media usually less costly than those printed media or broadcast advertising. Therefore, there are several social media related business existed such as social media analytics, social media marketing and social media optimization.

2.3 Risk factors

As we know, the existence of social media had brought a lot of convenience to people all around the world such as bringing people closer without boundary or even meeting long lost friends or family members. However, there are several risks and challenges that are faced by the social media network. The risks and challenges are somehow related to internet security such as spam, phishing, clickjacking, and malicious software (Malware). In latter discussion, these challenges will be discussed to identify each challenge which could bring negative impact on the social media networks.

Spam

As stated by Tolentino (2005), spam is an act where the user used fake account to send inappropriate and unwanted messages through the Internet. It is usually considered to be those electronic mail, newsgroup posting that are useless or known as unwanted emails. They will attempt to be friends with real account in order to gain the credibility. Spammer also tend to hack into other user's account to spread those unwanted message to authentic users on social media. This issue threaten the users on social media where they might be one of the victim who been spammed. Spam activities included bulk messaging, spreading malicious links, fraudulent reviews, sharing undesired or excessive content.

Phishing

Cyber criminals had seen phishing as a platform for them to conduct illegal activities. It can be related to a kind of scam where the attackers hack the private

information and act as reputable entity in email or other related channel (Cobb, 2015). According to Stern (2014), they can steal people's money through phone call, by email message, and also webpages. They tend to make all these as real as possible to trick the victims.

Phishing is popular with cybercriminals as it is intended to take over the victim's account by hacking into their social network's account. The attacker just sends a seemingly legitimate email to get the victim's information by prompting the victim to click on an embedded link in the email. If the victim clicks on the link, then the attacker can access and gather the victim's information such as personal history, interests and activities, job titles and more. Barnett (2011) found that 70% of the social media users used the similar password in almost all of the other social media networks. This is the main reason that causes those hackers can easily access to victim's several accounts and carry out unethical activity.

Clickjacking

Basically, clickjacking occurred when user unintentionally click into those misleading links. This will not only enable the hacker to control over the users activity but will also lead to the leaking of the confidential information of the user (Buck, 2015). With the confidential information of the victim, hacker tends to carry out illegal activity through hacking into the victim's account like transferring money from the victim's bank account. However, clickjacking has another way of explanation on Facebook. According to Abendan (2012), clickjacking in Facebook happened when the code consists in unrelated webpages took control over the

victims' activity without their permission. It happened a lot in Facebook even until today.

Malicious Software

Malware is the abbreviation phrase of malicious software. As stated by Lee (2008), malware is any database or software that are unbeneficial to the users. Malware can be computer viruses, spyware, and also worms. This tends to steal the info about the victims without their consent.

Malware always being shared on social media network accidentally. This is because users often shared posts, links, or stories they interest on social media without checking the reliability. While most of the people will just click into the link without any suspicion because it was shared by their friends (Zeltser, 2015). Therefore, malware can easily infect the user computer because it is hard to be detected. Hence, the user must always get the computer protected with anti-malware software to avoid their information get stolen.

2.4 The channel of SNS being used to promote events

The channel of SNS being used to promote events is one of the independent variable that tends to affect the dependent variables. The events that commonly promoted through social network are such as concerts, meeting, conferences, seminar, and fundraising activities. According to Moise and Cruceru (2014), different channel of social networking sites have been used to promote the event depends on the types of events. For instance, there are average of 88% used LinkedIn, 79% used Google+ and 89% used Twitter to promote the event like workshops, conferences, and seminars. While 84% used Facebook and 94% used YouTube to promote their event such as new product launching, concerts, and exhibitions. YouTube is the most suitable channel for video sharing because it tends to promote an organization's event by creating promotion video that enable information convey to potential consumers. The short video can attract the attention of potential customer when it is creative and innovative. It might also have the possibility to rise up the awareness of the consumer who have totally no interest on it when the consumers found that the video is attractive.

Besides, Moise and Cruceru (2014) found that Facebook is the social media network that has the highest number of users in their finding. Potential consumer does not just focus only the event that they plan to attend, but probably follow and pay close attention on those event which they are interested about on social media network. Social media had evolved for the time beings and become consumers' main source of information in order to involve in an events or services (Buono, 2013). According to Edelstein (as cited in Buono, 2013), there are more than 200 million

users on Facebook and hit the highest percentage which is 60% where most of the event company utilize it to promote their event. While Twitter takes up 55%, 52% of LinkedIn, and 20% utilize other types of social media for their promotion. Different channel of social media network have different way of promotion to approach their potential customer.

Moreover, Cizmeci and Ercan (2015) claimed that having promotion by using SMS and email also able to send information to potential consumer effectively. Advertising using SMS tends to reach target consumer effectively because people nowadays did not stay apart from their mobile phone. Other than that, Cizmezi and Ercan (2015) reported that Twitter is less commonly use to promote event compare to other social media mediums. This is because the numbers of words that can be type are limited which is only 140 characters. However, the study conducted by Lacy and Hernandez (as cited in Jothi, Neelamalar, & Prasa, 2011) found contradictory result that Twitter able to attract potential consumers by making their tweets more interesting although it can only share about 140 characters. For instance, the Boston Bruins successful in creating the awareness of the event by giving out free tickets on twitter (Rogan, 2013). This is one of the creative way to reward the audiences and as an encouragement or motivation for the audience to participate in the event again. A study conducted by Lim (2010) also stated that Fortune Global 100 companies preferred Twitter as their marketing tools besides Facebook, YouTube or corporate blogs. This shows that Twitter is quite a popular media that company will normally used it as a promotional tool.

Furthermore, Koroma (2012) reported that LinkedIn, Twitter, and YouTube are the most suitable social media network that company used to promote their products and events. LinkedIn was highly recommended because of its feature like Google search and allowed potential customer to reach them easily. While Twitter plays an important role in advertising by sending tweets about the event and also providing link to the company main site. YouTube enable consumer to look through about the demonstration of product or how the event will be run through briefly by the promotion video or animation.

2.5 The credibility of the information on social media

The credibility of the information on social networking sites can be investigated by the viral marketing which is based on the word of mouth marketing. According to Charlesworth (2009), word of mouth marketing occurs when there is a communication between a receiver and a correspondent regarding to the products or services. Word of mouth marketing plays a very important role in social media network; it tends to leave a lot of impact to both consumers and marketers. Samson, Mehta, and Chandani (2014) found that word of mouth has the highest percentage that tends to affect the consumer's buying decision in his/her survey. Samson et. al. (2014) further explained that no one felt that the information that generated on social media is untrustworthy.

The utilization of social media in an organization brings a lot of benefits to the company. The combination of social media with the marketing strategy in a company not only enable them to attract international consumer and get immediate comment from consumer, but also save in term of cost and more effective in promoting their events (Melanthioum as cited in Buono, 2013). Most of the consumer trusts the content created by social media users compared to other sources. Therefore potential consumer will probably choose social media network as the priority channel when they are seeking for the information about the products or services.

On the other hand, Buono (2013) found that 78% of worldwide user trust about the review or suggestion of the products or services that provided by other

consumers. This is because the review made by consumer itself seems to be more neutral compared to the message that created by the event company itself. This causes the content generated by users on social media to be the greatest challenges to the companies, as it tends to affect the company's reputation. This is due to some of the biased content or fake feedback that created by consumer.

Undeniable that social media marketing is one of the factors that affecting the potential customers' buying decision due to the word-of-mouth. Celine (2012) found that word of mouth marketing is a more trustable source other than advertising. This is because marketers are unable to modify or control the information that had been created by user on social media. Therefore the market is depending on the marketer's skill to promote their brands and products to the customers through customer service skill and communication skills. The challenging part of social media marketing for marketers are that the content can be generated by anyone and yet they are unable to regulate the content created (Celine, 2012). Negative word-of-mouth will coverage whole world in just a few minutes time and consumer behavior such as buying decision, attitudes, and consideration will be affected.

However, the companies should be alert about the negative impact of social media networks. It tends to affect the productivity of the company when the employees wasting their time on social networking sites despite promoting the products or events. Although social media network brings a lot of positive impact toward the event promotion, negative effect also tends to happen such as illegally stealing the information by hacker (Moise & Cruceru, 2014). They randomly spam

people and share out fake news by using their fake account by the similar identity of other users. Many victims get cheat by these hackers. This situation creates a lot of social crime that will indirectly affect the image of our country.

Additionally, according to the study of Moise and Cruceru (2014), the finding shows that the events promoted by using social media are trustworthy and reliable. This is because most of them believe about the review or comment regarding to an event. Not only that, if the event are held several times previously, the user can looks reviews from the past participation. According to Blackshaw and Nazzaro (as cited in Akar &Topcu, 2011), the content and information in social media are more reliable than traditional media. This causes the reputation of social media keep increasing as the number of users is growing day by day.

Miller, as stated by Cizmeci and Ercan (2015), the social media participations nowadays did not just blindly follow the content that shared on social media, but they are aggressive in giving their feedback as well. The feedback might be their point of view or probably criticism on the satisfaction on the products of services. According to Akar and Topcu (2011), consumers usually leave comment or review after they consume a product or after took part in an event through social media network. This causes the electronic word-of mouth giving a huge impact on the consumer buying decision.

2.6 The perception of users on social media

Social media marketing are efficient to promote their event because marketers are able to improve their marketing strategy by observing the consumers' needs through social media (Celine, 2012). People will have the equal chances to share their thought to anyone and involve themselves directly in the discussion through the social media (Sawyer, 2011). Through reviews and discussions by the consumer, indirectly it promotes the products or events too, which will attract more attention from others to buy or participate the event held. This would be called as free marketing strategy as the company doesn't need any budget to promote but through users' opinion and reviews.

Besides, every company or organization has to know about the consumer's wants and needs in order to provide better services to customers (Buono, 2013). The perception of potential consumer on the social media website tends to affect by the satisfaction of the product or during an event launching. When social media able to enhance the potential consumers' experience, their perception on social media will become positive and the user on social media will significantly increasing.

Plus, social media marketing enable responsive interaction between consumers in order to share their experience (Buono, 2013). When consumers involve themselves in the conversation or forum on social media, it can generate the interest of potential consumer to participate in certain events or services. The attitudes of consumers toward social media marketing can be affected by the effort that a company did such as information updated time to time on social media

network. As stated by Buono (2013), the positive attitudes of potential consumers tend to form when they get informed earlier on social media network before the event held.

According to Amir (2014), there is a relationship between the perception of consumer toward the social media advertising and their behavior on clicking the advertisement on social media. Therefore, understanding consumers' attitude or perception are important in affecting their behavior on concerning about the event websites or pages on social media. From the marketers point of view, they felt that social media is the main support for them as a marketing tools in order to generate revenue (Koroma, 2012).

Then, according to the study of Motwani, Shrimali, and Agarwal (2014), the finding showed most of the consumers felt that advertisements on traditional media are not as interesting as those advertisements on social media. Because of there is more interaction that happened on social media than traditional media, therefore consumers thought that it is more interactive and efficient on social media compared to traditional way of advertisement. This kind of consumers' perception tends to influence the effectiveness of event promoted on social media. A study that has been done by Dincer and Dincer (2012) reported that consumers are willing to engage themselves with social media if they can gain benefit from that. The regarding benefit might be the discount offered for certain product or event. The benefits also can be limited offers from the company. The behaviors of the customers are

unpredictable because they only share the information of the event in detail when they found the event is attractive (Moice & Cruceru, 2014).

2.7 Summary

This chapter had reviewed the related finding regarding to the factors that tend to affect the effectiveness of event promotion by using social media. This has provided a clearer image by the previous research which has been done in the same field. The following chapter is going to discuss the methodology that will be used in implementing this study.

Chapter 3

Methodology

3.1 Introduction

This research study on the effectiveness of event promotion by using social media have been carried out by using a set of methodology which are going to discuss in this chapter. This chapter will focus on the procedure of research to be used include location, population, sample, sampling procedure, data collection, and data analysis procedure.

3.2 Research Design

The purpose of this research is to investigate the effectiveness of event promotion by using social media. This research is conduct by using quantitative design method. Quantitative data have been collected by the questionnaires. There are three independents variables which are the channel of SNS being used to promote event, the credibility of event promoted on social media, and the perception of social media participation on the event promoted through social media. The dependent variable is the effectiveness of event promotion. This study consists of five chapters which are Chapter 1 Introduction, Chapter 2 Literature review, Chapter 3 Methodology, Chapter 4 Findings, and Chapter 5 Discussions as shown in the figure 3.1 which is research model.

3.2.1 Research Model

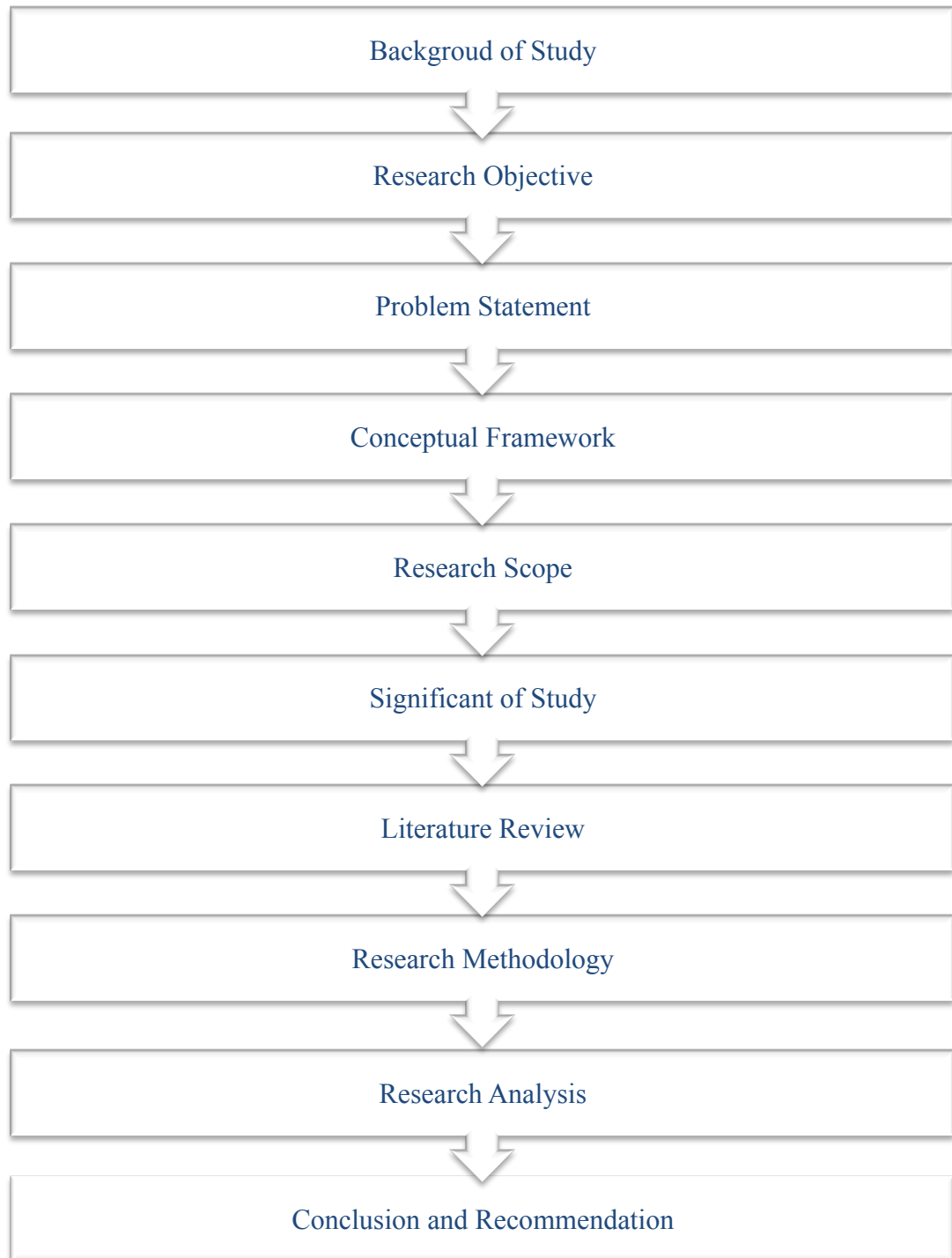


Figure 3.1 Research Model

3.3 Location

The location of this research will be focus on the shopping mall at Kuching, Sarawak. Shopping mall such as Boulevard, The Spring, and Summer Shopping Mall were chosen to carry out the actual study. These location have been chosen to conduct this research is because there are quite a number of event launching during the moment. And also it's more convenient for me to conduct survey as I'm a degree student at University Malaysia Sarawak (UNIMAS).

3.4 Sample and sampling method

The population of this research is focus on respondents who attend to the event. The sample sizes of this survey are 200 respondents from the event's participations. The sampling method used in this research is simple random sampling which tends to minimize bias. This technique is the simplest and ensuring all of the attendees have equal chance to be selected.

3.5 Data Collection Method

Data collection method is the source of information or data that researcher used in the research. In this research, there are two methods to collect data, which are primary data and secondary data.

3.5.1 Primary data

Primary data are collection of data for certain research problem (Hox & Boeije, 2005). In this research, quantitative methods have been utilized in order to get more specific result.

I. Questionnaire

200 sets of questionnaires have been distributed to the respondents in Boulevard, The Spring, and Summer Shopping Mall. Researcher has brief through the respondents about the questionnaires to ensure that the respondents understand the sequence of the questionnaire. The questionnaire contains four sections which are section A, B, C and D. Section A are the respondents' demographic background such as age, gender, race, and marital status. In Section B, there are the question about the used of social networking site. While the question in section C are related to the credibility of information on social media. Last but not least, section D are related to the perception of respondents toward social media marketing. Both Malay and English version have been used to ensure respondents understand the question. The Likert Scale is a point scale which is used to let the respondents to express how much they agree or disagree with a particular statement (Saul, 2008). Likert scale 4 ratings used to measure the effective of event promotion by using social media. Table 3.2 shows the Likert Scales 4 ratings.

Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Agree Setuju	Strongly Agree Sangat Setuju
1	2	3	4

Table 3.1 Likert Scale 4 ratings

3.5.2 Secondary data

On the other hand, secondary data are those data that taken from existing research from other sources such as reference books, electronic journal, articles and past year students' thesis (Vartanian, 2010). Secondary data is important as a source of information to get the fact of previous study by other researcher. Some references have been obtained from Center Academic Information Service (CAIS) at University Malaysia Sarawak to get more information.

3.6 Data Analysis Method

In this research, quantitative methods have been used such in order to analyze the result that obtained from the questionnaires. Types of analysis that have been used in this research are reliability, frequency, multiple responses, cross-tabulation, compare mean, regression, and correlation analysis.

3.6.1 Quantitative

According to Wyse (2011), quantitative research normally used to investigate the objective by using numerical figure or data that can be converted into statistics. Quantitative data have been analyzed by using Statistical Package of the Social Sciences (SPSS) Version 22.0. The data will be analyzed by using descriptive and cross tabulation method and the result of the analyzed data will be presented in either table or chart form.

3.7 Summary

In this chapter, research design has been constructed systematically. This chapter had also clearly elaborated the method that researcher use to collect and analysis data. Besides, data that obtain by researcher from primary and secondary data will be analyzed by using qualitative and quantitative method. The next chapter will be going to discuss the finding of this study.

Chapter 4

Finding

4.1 Introduction

This chapter will be presenting about the results of the statistical analysis. The types of analysis that will be used are frequency, reliability, cross-tabulation, multiple response, compare mean, and regression by utilizing the SPSS version 22.0 and Microsoft excel.

4.2 Demographic background

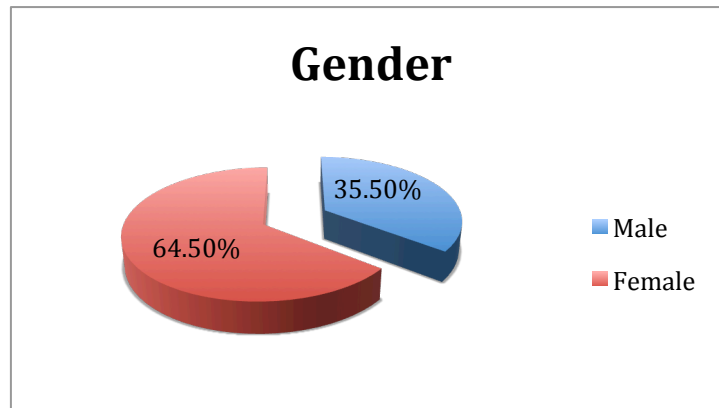


Figure 4.1 Gender

In table 4.1, the pie chart showed that the respondents who involved in this survey are 200 in total. The statistic showed that less than half of responses are from the male which is 35.50 percent (71 male respondents) and 64.50 percent (129 female respondents) from female respondents.

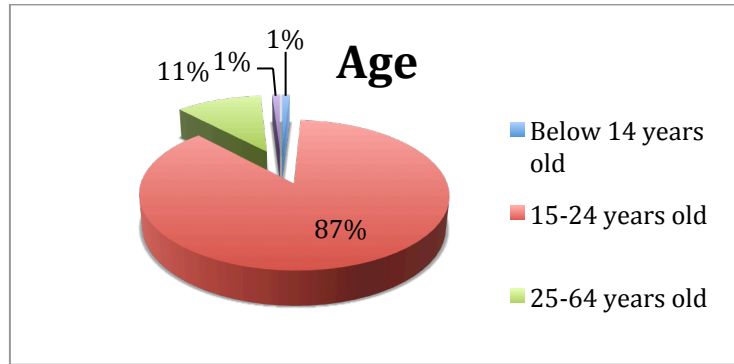


Figure 4.2 Age

I have group my questionnaire into five different categories. As we can see in table 4.2, the majority of the respondents taking this survey were between 15 to 24 years old which is 87 percent (174 respondents) out of 200 respondents. A total of 11 percent (22 respondents) are from 25-64 years old while only 1 percent (2 respondents) are below 14 years old and 1 percent (2 respondents) are more than 65 years old.

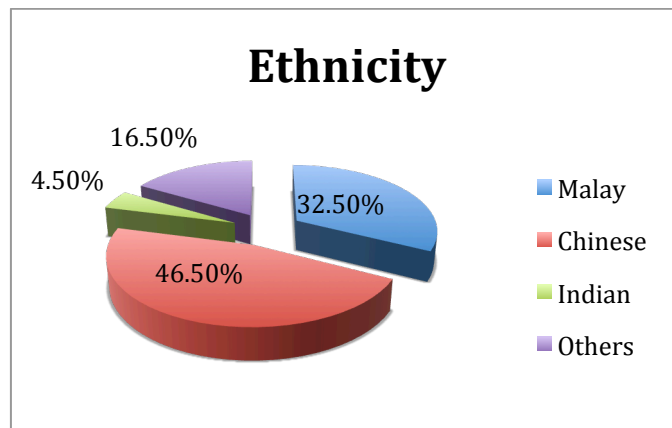


Figure 4.3 Ethnicity

Table 3 showed the ethnicity that involved in this survey. Majority of respondents are Chinese which is 46.50 percent (93 respondents). 32.50 percent (65 respondents) are Malay and 16.50 percent (33 respondents) are from other ethnicity. While only minority are from Indian which is 4.50 percent (9 respondents).

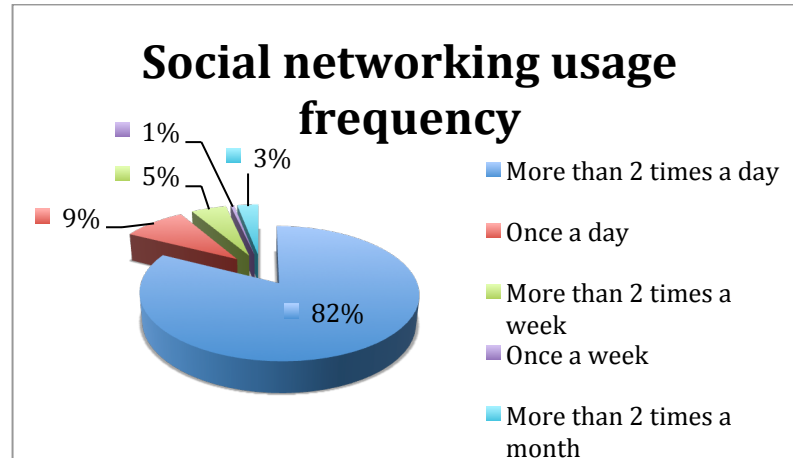


Figure 4.4 Frequency

Respondents were requested to estimate the number of times they visit social media. The majority of respondents indicated that they visit social media an average of more than 2 times a day which is 82 percent (164 respondents). However, there are 9 percent (18 respondents) stated that they visit social media only once a day, 5 percent (10 respondents) of respondents visit social media more than 2 times a week and 3 percent (6 respondents) reported that the only visit social media more than 2 times a month. The result showed that only 1 percent (2 respondents) visit social media once a week.

4.3 Reliability Analysis

Table 4.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.893	15

Reliability analysis is the measurement of the consistency of the overall items that are used to define a scale. Reliability analysis of question in questionnaire related to independent and dependent variables is important to ensure that validity of the result achieved. Table above shown that the Cronbach's Alpha values of 15 items are 0.890. Hence, the questionnaire for this study certainly is reliable as Field (2009) claimed a questionnaire with an alpha of 0.8 is considered reliable.

According to George and Mallery (2003), the value of Cronbach's alpha which is less than 0.5 is unacceptable, the value between 0.5 to 0.6 is consider poor, the value between 0.6 to 0.7 is questionable, acceptable is in the range of 0.7 to 0.8, good is in the range of 0.8 to 0.9 and the value is excellent when it is more than 0.9.

Table 4.2 Reliability Analysis

Variables	Items	Cronbach's Alpha
Effectiveness of event promotion	B4: I come here purposely to join the event. B5: I join the event coincidentally	0.611
Channel of SNS	B1: I surf this social media because of its design B2: I surf this social media because of its information. B3: I surf this social media because of its easy access	0.642
Credibility	C1: I think the information about the event posted on social media are reliable. C2: I have been disappointed by the information posted on social media. C3: I will joint the event if the comments/ experience sharing under the advertisement in SNS is positive. C4: I will joint the event even though the comments/ experience sharing under the advertisement in SNS is negative. C5: The comment from my friend will not affect me from joining the events.	0.692
Perception	D1: I found the advertisement on social media are more interesting than traditional media. D2: I found the advertisement on social media are more interactive than traditional media. D3: I think companies/organization should use social media as a promotional tools. D4: I found information on social media are updated because the information keep renewing. D5: I intend to join the event only if I can gain benefit from that.	0.859

Table 4.2 showed the reliability statistic of the dependent variable and independent variables. Cronbach's alpha value for the 2 items in dependent variable which are B4 and B5 are 0.611. The variable for channel of SNS consist three question which is from B1, B2, and B3 to measured the reason consumer visit the social media website. The Cronbach's alpha value of the independent variable for

channel of SNS are 0.642. While there are five questions for the variable of the credibility of information on social media which are C1, C2, C3, C4, and C5 to investigate the reliability of information on SNS. The credibility of information on social media has the value of 0.692. Furthermore, the perception of consumers on social media consist of five questions which are D1, D2, D3, D4, and D5 to investigate the consumer thought on whether the advertisement on social media are more interesting than traditional media. It has the highest Cronbach's alpha value which is 0.859. It indicated that the questions for each independent variable are considered reliable.

4.4 Frequency Analysis

Channel of SNS being used to promote event

Table 4.3 Design

	Frequency	Percent
Strongly disagree	11	5.5
Disagree	54	27.0
Agree	111	55.5
Strongly agree	24	12.0
Total	200	100.0

Channel of SNS is one of the factors that affect the effectiveness of event promotion. Based on the table 4.3 above, 55.5 percent out of 200 respondents agree that they surf the social media because of its design. While 27 percent of respondents disagree and 5.5 percent of respondents strongly disagree that they surf the social media because of its design.

Table 4.4 Information

	Frequency	Percent
Disagree	12	6.0
Agree	98	49.0
Strongly agree	90	45.0
Total	200	100.0

According to the table 4.4, majority of the respondents agree that they surf the social media because of its information which is 49 percent. 45 percent strongly agree while only 6 percent of respondent disagree that they surf social media because of its information.

Table 4.5 Easy access

	Frequency	Percent
Strongly disagree	3	1.5
Disagree	9	4.5
Agree	97	48.5
Strongly agree	91	45.5
Total	200	100.0

Table 4.5 showed the statistic that respondents surf the social media because of its easy access. 48.5 percent of respondents agree with this, 45.5 percent of them strongly agree while only 1.5 percent out of 200 respondents strongly disagree that they surf the social media because of its easy access.

Table 4.6 Joining the event with purpose

	Frequency	Percent
Strongly disagree	23	11.5
Disagree	58	29.0
Agree	82	41.0
Strongly agree	37	18.5
Total	200	100.0

In table 4.6, 41 percent of respondents agree that they went for the shopping mall purposely to join the event. While 29 percent of respondent disagree and 11.5 percent of respondent strongly disagree that they went to the shopping mall purposely to joint the event.

Table 4.7 Joining the event coincidentally

	Frequency	Percent
Strongly disagree	25	12.5
Disagree	81	40.5
Agree	74	37.0
Strongly agree	20	10.0
Total	200	100.0

Table 4.7 showed the statistic of respondents who join the event coincidentally. 40.5 percent of respondents disagree that they join the event coincidentally. However, 37 percent of respondent agree and 10 percent of respondents strongly agree that they join the event coincidentally.

As a conclusion, majority of respondent agree that they visit those social media network because of its design, information, and also the easy access. The result shows that the website's designation tends to affect the consumer decision on whether surfing that website or not. Besides, the information shared on social media is one of the concerned that affects the potential consumer decision on attending the event. Moreover, social media website that is user friendly and easy access will definitely influence the consumers on surfing the SNS. Hence, it will affect the effectiveness of event promotion on that particular social media.

Credibility of information on social media

Table 4.8 Reliability of information on social media

	Frequency	Percent
Strongly disagree	6	3.0
Disagree	66	33.0
Agree	111	55.5
Strongly agree	17	8.5
Total	200	100.0

Besides, credibility of the event promoted on social media is also one of the factors that affect the effectiveness of event promotion. Table 4.8 showed that 55.5 percent of respondents agree that the information about the event posted on social media is reliable. While 33 percent of respondents disagree and only 3 percent of respondents strongly disagree that the information about event posted on social media is reliable.

Table 4.9 Disappointed by the information posted on social media

	Frequency	Percent
Strongly disagree	7	3.5
Disagree	67	33.5
Agree	90	45.0
Strongly agree	36	18.0
Total	200	100.0

Based on table 4.9, 45 percent out of 200 respondents agree that they have been disappointed by the information posted on social media. 33.5 percent of respondents disagree and only 3.5 percent of respondents strongly disagree that they have been disappointed by the information posted on social media.

Table 4.10 Joining the event if the comments/ experience sharing under the advertisement in SNS is positive

	Frequency	Percent
Strongly disagree	5	2.5
Disagree	19	9.5
Agree	114	57.0
Strongly agree	62	31.0
Total	200	100.0

According to table 4.10, 57 percent of respondents agree and 31 percent of respondents strongly agree that they will join the event if the comments or experience sharing under the advertisement in SNS is positive. Only 2.5 percent of respondents strongly disagree that they will join the event if the comments or experience sharing under the advertisement in SNS is positive.

Table 4.11 Joining the event even though the comments/ experience sharing under the advertisement in SNS is negative

	Frequency	Percent
Strongly disagree	39	19.5
Disagree	96	48.0
Agree	56	28.0
Strongly agree	9	4.5
Total	200	100.0

Based on table 4.11, 48 percent of respondent disagree that they will join the event though the comments or experience sharing under the advertisement in SNS is negative. However, 28 percent of respondents agree and 4.5 percent of respondents strongly agree that they will join the event though the comments or experience sharing under the advertisement in SNS is negative.

Table 4.12 The comment from my friend will not affect me from joining the events

	Frequency	Percent
Strongly disagree	19	9.5
Disagree	94	47.0
Agree	74	37.0
Strongly agree	13	6.5
Total	200	100.0

According to table 4.12, 47 percent out of 200 respondent disagree that the comment from their friend will not affect them from joining the event, 37 percent of respondent agree and 6.5 percent of respondents strongly that the comment from their friend will not affect them from joining the events.

As a conclusion, majority of the respondents agree that the information about the event posted on social media are reliable. This can be proved by Moise and Cruceru (2014) where the finding shows that the events promoted by using social media are trustworthy and reliable. This can be measured by the word of mouth marketing. According to Mehta, and Chandani (2014), they found that word of mouth has the highest percentage that tends to affect the consumer's buying decision in the research. Therefore, the credibility of the information is vital in determining the effectiveness of event promotion.

Perception of the consumers on the social media

Table 4.13 The advertisement on social media is more interesting than traditional media

	Frequency	Percent
Strongly disagree	5	2.5
Disagree	40	20.0
Agree	96	48.0
Strongly agree	59	29.5
Total	200	100.0

The statistic from table 4.13 showed 48 percent of respondent agree and 29.5 percent of respondents strongly agree that the advertisement on social media is more interesting than traditional media. Only 2.5 percent out of 200 respondents strongly disagree that the advertisement on social media is more interesting than traditional media.

Table 4.14 The advertisement on social media is more interactive than traditional media

	Frequency	Percent
Strongly disagree	6	3.0
Disagree	24	12.0
Agree	107	53.5
Strongly agree	63	31.5
Total	200	100.0

Based on table 4.14, 53.5 percent of respondents agree and 31.5 percent of respondents strongly agree with the advertisement on social media is more interactive than traditional media. While there are only 3 percent of respondents strongly disagree that the advertisement on social media is more interactive than traditional media.

Table 4.15 Companies/organizations should use social media as a promotion tool

	Frequency	Percent
Strongly disagree	3	1.5
Disagree	17	8.5
Agree	110	55.0
Strongly Agree	70	35.0
Total	200	100.0

In table 4.15, 55 percent of respondents agree and 35 percent of respondents strongly agree that companies or organization should use social media as a promotional tool. However, there are 1.5 percent of respondents strongly disagree that companies or organizations should use social media as a promotional tool.

Table 4.16 Information on social media are updated

	Frequency	Percent
Strongly disagree	7	3.5
Disagree	17	8.5
Agree	112	56.0
Strongly agree	64	32.0
Total	200	100.0

According to table 4.16, 56 percent of respondent agree and 32 percent of respondents strongly agree that the information on social media is updated as the information keep renewing. While only 3.5 percent of respondents strongly disagree that the information on social media is updated as the information keep renewing.

Table 4.17 Joining the event only if got benefit

	Frequency	Percent
Strongly disagree	9	4.5
Disagree	22	11.0
Agree	111	55.5
Strongly agree	58	29.0
Total	200	100.0

Based on table 4.17, 55.5 percent of respondents agree and 29 percent of respondents strongly agree that they intend to join the event only if they can gain benefit from that. However, 4.5 percent of respondents strongly disagree that they will join the event only if they can gain benefit from that.

The result shows that the advertisement on social media is more interesting and interactive as compared to traditional media. According to the study of Motwani, Shrimali, and Agarwal (2014), the finding showed most of the consumers felt that advertisements on traditional media are not as interesting as those advertisements on social media. Besides, majority of them agree that they intend to join the event only if they can gain benefit from that. A study that has been done by Dincer and Dincer (2012) reported that consumers are willing to engage themselves with social media if they can gain benefit from that. The regarding benefit might be the discount offered for certain product or event. Hence, the effectiveness of the event promotion by social media tend to affect by the perception of consumer on social media whether it is more interesting or interactive as compare to traditional media.

4.5 Multiple Response

Table 4.18 Channel of SNS visited most often

	Responses		Percent of Cases
	N	Percent	
Channel of SNS you visit most often: Facebook	174	41.1%	89.2%
Channel of SNS you visit most often: Twitter	28	6.6%	14.4%
Channel of SNS you visit most often: Blog	14	3.3%	7.2%
Channel of SNS you visit most often: Youtube	102	24.1%	52.3%
Channel of SNS you visit most often: Instagram	105	24.8%	53.8%
Total	423	100.0%	216.9%

Table above showed the statistics of channel of SNS that the respondents visit most often. From the table 4.18, 41.1 percent of respondents visit Facebook most often. 24.1 percent of respondents reported that they visit Youtube most often while only 3.3 percent of respondent stated that they visit Blog most often.

Table 4.19 Channel of SNS used to promoted event

	Responses		Percent of Cases
	N	Percent	
Facebook	180	63.8%	95.2%
Twitter	20	7.1%	10.6%
Blog	9	3.2%	4.8%
Youtube	25	8.9%	13.2%
Instagram	48	17.0%	25.4%
Total	282	100.0%	149.2%

Table 4.19 had shown the statistics of channel of SNS used to promoted event. Based on the data from table 4.19, the highest amount of the respondents which is 63.8 percent attend the event because they saw the advertisement on Facebook, 8.9 percent of respondents saw the advertisement on Youtube while only 3.2 percent of respondents attend the event because they saw the advertisement on Blog. This can be related to the first objective which is the channel of SNS. According to Moise and Cruceru (2014), 84% used Facebook to promote the event such as new product launching, concerts, and exhibitions.

4.6 Cross-tabulation

Table 4.20 Comparison between Channel of SNS visited and Gender

	Gender		Total
	Male	Female	
Facebook	64 36.2%	110 44.7%	174
Twitter	11 6.2%	17 6.9%	28
Blog	5 2.8%	9 3.7%	14
Youtube	50 28.2%	52 21.1%	102
Instagram	47 26.6%	58 23.6%	105
Total	177	246	423

Table 4.20 showed the comparison between the channel of SNS respondents visit most often and the gender. Based on table 4.20, 36.2 percent of male respondent out of 177 counts visit Facebook most often, followed by Youtube (28.2 percent), and then Instagram (26.6 percent). While 44.7 percent of female respondent out of 246 counts visit Facebook most often, followed by Instagram (23.6 percent), and then Youtube (21.1 percent).

Table 4.21 Comparison between Channel of SNS used to promote event and Gender

	Gender		Total
	Male	Female	
Facebook	69 58.0%	111 68.1%	180
Twitter	10 8.4%	10 6.1%	20
Blog	6 5.0%	3 1.8%	9
Youtube	14 11.8%	11 6.7%	25
Instagram	20 16.8%	28 17.2%	48
Total	119	163	282

Table 4.21 showed the comparison between the channel of SNS being used to promote event and the gender. Based on table 4.21, 58 percent of male respondent out of 119 counts reported that they attend the event because they saw the advertisement on Facebook, followed by Instagram (16.8 percent), and then Youtube (11.8 percent). While 68.1 percent of female respondent out of 163 counts indicated that they attend the event because they saw the advertisement on Facebook, followed by Instagram (17.2 percent), and then Youtube (6.7 percent).

4.7 Compare Mean

Table 4.22 Compare mean between variable

Types of Variable	Mean	Std. Deviation
Dependent Variable		
Effectiveness of event promotion		
- I come here purposely to join the event.	2.6650	.90935
- I join the event coincidentally	2.4450	.83695
Independent Variables		
Channel of SNS		
- I surf this social media because of its design.	2.7400	.73833
- I surf this social media because of its information.	3.3900	.59975
- I surf this social media because of its easy access.	3.3800	.64629
Credibility		
- I think the information about the event posted on social media are reliable.	2.6950	.66648
- I have been disappointed by the information posted on social media.	2.7750	.77937
- I will join the event if the comments/ experience sharing under the advertisement in SNS is positive.	3.1650	.69295
- I will join the event even though the comments/ experience sharing under the advertisement in SNS is negative.	2.1750	.79216
- The comment from my friend will not affect me from joining the events.	2.4050	.75086
Perception		
- I found the advertisement on social media are more interesting than traditional media.	3.0450	.77198
- I found the advertisement on social media are more interactive than traditional media.	3.1350	.73449
- I think companies/organizations should use social media as a promotion tools.	3.2350	.66482
- I found information on social media are updated because the information keep renewing.	3.1650	.72137
- I intend to join the event only if I can gain benefit from that.	3.0900	.75814

From the table 4.22 above, the highest value for dependent variables shows that most of the respondents came to the event with purpose which is 2.6650. While regarding to the independent variable for channel of SNS, most of them visit the social media because of its information (3.390), followed by its easy access (3.380) and the design (2.740). This mean that most of the consumer visit social media website because it is rich in information while the design of the social media website doesn't affect much.

Besides, regarding to the independent variable of the credibility of information on social media, most of them are more likely to join the event if the comments or experience sharing under advertisement in social media is positive (3.165). While the lowest mean value for this variable is 2.175 where consumer will join the event if the comments or experience sharing under advertisement in social media is negative. This clearly indicate that they will attend the event when the comment or experience sharing is positive.

Furthermore, they think that companies or organizations should use social media as a promotion tool (3.235). The lowest mean value is 3.045 where they found that advertisement on social media is more interesting than traditional media. This implied that company should utilized social media as a promotion tools in order to enhance their productivity.

4.8 Regression

Table 4.23 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610 ^a	.372	.362	1.18434

Table 4.24 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.659	3	54.220	38.655	.000 ^b
	Residual	274.921	196	1.403		
	Total	437.580	199			

Linear regression is one of the analytical analyses that commonly used to interpret data. Regression analyses normally used to explain the relationship between the dependent variable and independent variable (Statistics Solutions, 2013).

Based on the model summary as shown in table 4.23, researcher find that the value of R square is 0.372. This mean that 37.2 percent of the effectiveness of event promotion can be explained by the independent variables which are the Channel of SNS being used to promoted event, credibility of information posted on social media, and perception of consumer on social media. The R square is consider significant but only 37.2% that independent variables can be explained to the dependent variable.

From the ANOVA table, researcher found that the significant level is 0.000. This means that there was a significant effect of the three independent variables on the dependent variable at the $p < 0.05$. Hence, the model constructed is statistically significant.

Table 4.25 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.751	.570		-1.317	.190
Channel of SNS	.255	.073	.261	3.512	.001
Credibility of information	.239	.047	.398	5.141	.000
Perception of consumer	.018	.042	.035	.424	.672

From the table 4.25, the beta coefficient for channel of SNS is 0.261 ($\beta=0.261$, $p=0.001$) showing that the strength of the relationship is the highest. This highest value of beta coefficient indicated that channel of SNS as the factor that contributed to effectiveness of event promotion. While the significant value of the perception of consumers is 0.672, meaning that the variable has no relationship with the effectiveness of event promotion. This is because the interested level on the social media would not affect the consumer decision on attending that particular event.

4.9 Correlation

Table 4.26 Correlations between variables

		Effectiveness	Channel of SNS	Credibility of information	Perception of consumer
Effectiveness	Pearson Correlation	1	.501**	.564**	.460**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
Channel of SNS	Pearson Correlation	.501**	1	.547**	.622**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
Credibility of information	Pearson Correlation	.564**	.547**	1	.660**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Perception of consumer	Pearson Correlation	.460**	.622**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

According to the table 4.26, the result showed that there is a significant relationship between credibility of information and perception of consumer. The r-value=0.660 which is a moderate relationship between credibility of information and perception of consumer. P-value which is less than 0.05 showed that the relationship is significant. This indicated that the perception of consumer has the significant relationship with credibility of information. Meaning that the reliability of the information on social media would raise the interested level of consumer on visiting social media website. This can be supported by Li and Suh (2015), whom argued that the perception of consumers have a significant relationship with the credibility of the information on social media.

Besides, there is significant relationship between the channel of SNS and perception of consumer with the $r\text{-value}=0.622$ which is also a moderate relationship between the variable. While there is also significant relationship between dependent variable and independent variable which is the effectiveness of event promotion (dependent variable) and the credibility of information (independent variable) with the $r\text{-value}=0.564$ which is moderate relationship as well. This can be proved by Buono (2013) who found that 78% of worldwide users trust about the review or suggestion of the products or services that provided by other consumers. This is because the review made by consumer itself seen to be more neutral compared to the message that created by the event company itself.

4.10 Summary

In this chapter, the data that obtained from questionnaire have been analyzed to get the information regarding to the effectiveness of event promotion by using social media. The results from the questionnaire have clearly indicated the relationship between the independent variables towards the effectiveness of event promotion. Hence, the following chapter will be going to discuss about the recommendation and conclusion for this study.

Chapter 5

Discussion and Conclusion

5.1 Introduction

The purpose of this research is to determine the effectiveness of event promotion by using social media. From the statistical analysis, researcher found that channel of SNS, credibility of information on social media, and the perception of consumers are the factors that can influence the effectiveness of the event promotion. This chapter will be further discussed the finding of this research with the evidence of past research that have been done by past researcher.

5.2 Discussion

Relationship between the channel of SNS and the effectiveness of event promotion

The results of multiple regressions of the channel of SNS on the effectiveness of event promotion indicate a significantly weak positive relationship ($\beta=0.261$, $p<0.05$). This shows that there was a relationship between the channel of SNS and the effectiveness of event promotion.

The results of regression indicate that the channel of SNS has highlighted as a key aspect that will influence the effectiveness of event promotion. This finding is supportive of Moise and Cruceru (2014), who found that Facebook is the social media network that has the largest number of users in their finding. Potential consumer does not just focus only the event that they plan to attend, but probably follow and pay close attention on those event which they are interested about on

social media network. For instance, Facebook and Youtube ordinarily used by organization to promote events like products launching, concerts, exhibitions, and tradeshow. While LinkedIn, Twitter, and Google+ normally used to promote more formal event such as conferences, workshops, seminars, and training programs.

Relationship between the credibility of information and the effectiveness of event promotion

Based on the result of regression analysis, the affect of the credibility of information on social media on the effectiveness of event promotion has a significantly weak positive relationship ($\beta=0.398$, $p<0.05$). This indicated that there was a relationship between the credibility of information and the effectiveness of event promotion.

The results show that the credibility of information on social media plays a vital role in ensuring that the event promotions through social media are effective. The credibility of information is one of the crucial aspects that affect the consumer decisions. Therefore, some action have been implemented by organization to enhance the credibility of information in order to convince their potential consumer by reinforce the policy of social media such as network security. Network security plays a very important role in preventing the viruses from attacking or interrupting the operation of an organization. Therefore, most of the big company or organization have established an IT department specifically to control the technical security. They are the professional team who manage the security of network to ensure the information and electronic document always protected in good condition.

Relationship between the perception of consumers and the effectiveness of event promotion

Regression analysis shows that a low statistical significance for the effect of perception of consumers on the effectiveness of event promotion ($p=0.672$). This implies that there is no relationship between the perception of consumers and the effectiveness of event promotion.

The results show that the effectiveness of event promotion will not be influenced by the perception of consumers on social media. This implied that the interested level of the consumers on social media would not affect the effectiveness of event promotion. However, it can be explained by the correlation analysis which found that there is a moderate relationship between the credibility of information and perception of consumer. This can be supported by Li and Suh (2015), who argued that the perception of consumers has a significant relationship with the credibility of the information on social media. The reliability of information on social media tends to influence the perception of consumer and has the potential to affect the decision of consumer to either attend or ignore the event.

5.3 Conclusion

In conclusion, this study has explored the conceptual development of the effectiveness of event promotion by using social media. Social networking advertising is still growing at a time when traditional advertising is struggling to sustain any growth at all. The time is therefore opportune to further explore the propositions elicited in this study towards a better understanding of customer behavior. Based on the findings of this study, the following conclusions were drawn:

- I. There is moderate relationship between the channel of SNS and the effectiveness of event promotion by social media.
 - Channel of SNS tends to affect the consumers decision on whether joining that particular event or not. Hence, the effectiveness of event promotion will be affected.
- II. There is moderate relationship between the credibility of information and the effectiveness of event promotion by social media.
 - Credibility of information on social media is one of the factor that tends to affect the willingness of consumer on whether visiting for the event page on social media to search for event or not.

5.4 Recommendation (Advertisers/ Marketers)

For this reason, improving the utilization of social networking sites are essential to ensure that the social media able to function well and help organization to promote and spread their event's information to public effectively and ethically. Advertisers or marketers should choose the suitable social networking sites to promote their event or product, so that they might able to increase the public awareness about their event or product effectively without wasting resources and unnecessary expanses.

Besides, companies especially in those event management industries are highly recommended to continue utilizing the social media website to promote their event. By using social media, it can enhance the communication and engagement between the marketers and their potential customers. Hence, it will create higher job opportunities.

Nowadays, there are many companies start using social media advertising as a marketing strategy. The trend was changing due to the evolution. In old time, traditional advertising are more familiar to increase the awareness of public about the event or promotion due to the technology in that time are still not that advance. Although online advertising has huge influencing power, but traditional style of advertising are still in use for certain promotion. Although social media advertisement bring a lot of benefit, but it also come with disadvantages. Therefore, social media policy have been implement to ensure the usage of social media have been utilize well with ethical

Companies that choose to use social media marketing should utilize current images and continually update the websites. This is to ensure that their clients or customers will always keep up to date with their promotion offer. Therefore, company was recommended to always keep updated with their current website and also the promotional information on social media.

Social media policy need to be enforced and monitor well in order to ensure that the information convey to social media users are trustworthy. For instance, social media policy such as data protection and monitoring plays an important role in a company to prevent the misuse of social media. Intentionally, an employer has to find alternative way to track the use of social media of their employee.

5.5 Further studies of recommendations

After finish conducting this research, I think that more improvement can be done by additional research. This study was limited to the sample size of 200 respondents which is considered as a small group of respondents. Therefore, further research can be conduct by using more representative in order to obtain more comprehensive results.

Apart from that, this research specifically investigating the factor that tends to affect the effectiveness of event promotional by using social media advertisement. The effect might be different by using various types of advertisement sources. Therefore, further study on the comparison of the influence on effectiveness of event promotion between the social media and traditional media was highly recommended. Such research tends to provide a guideline for the advertisers in order to implement better marketing strategies that might affect the consumer decision on neither purchasing behavior nor intention to attend for an event.

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Appendix

SULIT

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UNIVERSITY MALAYSIA SARAWAK

Faculty of Applied & Creative Arts

Title:

TITLE: Effectiveness of event promotion by using social media

The purpose of this questionnaire is to investigate the effectiveness of event promotion by using social media

This questionnaire consists of Four sections such as:

Section A: Demographic Characteristics

Section B: Channel of Social Networking Sites(SNS) being used

Section C: Credibility of information on social media

Section D: Perception of users on social media

You are required to answer all of the sections by following the instructions given. All the information gained in this research is kept confidential and used for statistical and research purposes only. Your cooperation is much appreciated.

QUESTIONNAIRE

Section A: Demographic Characteristics

Seksyen A: Ciri-ciri Demografi

This section is intended to obtain general information pertaining to your background. Please tick (✓) for your answers in the appropriate below.

Sila (✓) pada jawapan.

1. Gender/ *Jantina*

☐

Male
Lelaki

☐

Female
Perempuan

2. Age/ *Umur*

☐

Below 14 years old
Dibawah umur 20

☐

25-64 years
Umur 25-64

☐

15-24 years
Umur 15-24

☐

Above 65 years
Umur 65 dan keatas

3. Race/ *Kaum*

☐

Malay
Melayu

☐

Indian
India

☐

Chinese
Cina

☐

Other: Please stated: _____
Lain-lain: Sila nyatakan: _____

4. Social networking usage frequency/ *kekerapan penggunaan media social*

☐

More than 2 times a day
Lebih daripada 2 kali dalam sehari

☐

Once a week
Sekali seminggu

☐

Once a day
Sekali sehari

☐

More than 2 times a month
Lebih daripada 2 kali sebulan

☐

More than 2 times a week
Lebih daripada 2 kali seminggu

5. Which channel of SNS you visit most often? (You are allow to choose more than one)

Apakah saluran SNS yang anda sentiasa melawati? (Anda dibenar pilih lebih daripada satu)

☐

Facebook

☐

Youtube

☐

Twitter

☐

Instagram

☐

Blog

This section aims to obtain information about the channel of SNS being used to promoted events. On the following 4-point scales, please kindly indicate your answer in section B, C and D by circling (O) the appropriate number that most clearly represents your agreement with the following statements. The number 1-4 each represent a different state of agreement as shown in the table below.

Strongly Disagree <i>Sangat Tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat Setuju</i>
1	2	3	4

Section B: Channel of Social Networking Site (SNS) being used

I attend the event because I saw the advertisement on social media such as:

☐

Facebook

☐

Youtube

☐

Twitter

☐

Instagram

☐

Blog

1	I surf this social media because of its design . <i>Saya melayari media social ini disebabkan reka bentuk.</i>	1	2	3	4
2	I surf this social media because of its information . <i>Saya mengunjungi media social ini disebabkan informasi.</i>	1	2	3	4
3	I surf this social media because of its easy access . <i>Saya mengunjungi media social ini disebabkan mudah diakses.</i>	1	2	3	4
4	I come here purposely to join the event. <i>Tujuan saya datang sini adalah untuk menyertai acara ini.</i>	1	2	3	4
5	I join the event coincidentally. <i>Saya menyertai acara ini secara kebetulan.</i>	1	2	3	4

Section C: Credibility of information on social media

1	I think the information about the event posted on social media are reliable . <i>Saya rasa informasi yang dipapar di media social berkaitan acara ini boleh dipercayai.</i>	1	2	3	4
2	I have been disapointed by the information posted on social media. <i>Saya pernah kecewa dengan maklumat yang dipapar di media social.</i>	1	2	3	4
3	I will join the event if the comments/ experience sharing under the advertisement in SNS is positive. <i>Saya akan menyertai acara ini jika perkongsian komen/ pengalaman di bawah iklan di SNS adalah positif</i>	1	2	3	4
4	I will join the event even though the comments/experience sharing under the advertisement in SNS is negative. <i>Saya akan menyertai acara ini walaupun perkongsian komen/ pengalaman di bawah iklan di SNS adalah negatif.</i>	1	2	3	4
5	The comment from my friend will not affect me from joining the events. <i>Komen daripada rakan saya tidak akan memberi kesan saya dari menyertai acara tersebut.</i>	1	2	3	4

Section D: Perception of users on social media

1	I found the advertisement on social media are more interesting than traditional media. <i>Saya mendapati iklan di media social adalah lebih menarik daripada media traditional.</i>	1	2	3	4
2	I found the advertisement on social media are more interactive than traditional media. <i>Saya mendapati iklan di media social adalah lebih interaktif daripada media traditional.</i>	1	2	3	4
3	I think companies/organizations should use social media as a promotional tools . <i>Saya rasa syarikat/ organisasi perlu menggunakan media social sebagai alat promosi.</i>	1	2	3	4
4	I found information on social media are updated because the information keep renewing. <i>Saya mendapati maklumat di media sosial dikemaskini kerana maklumat sentiasa diperbaharui.</i>	1	2	3	4
5	I intend to join the event only if I can gain benefit from that. <i>Saya akan menyertai acara itu jika saya boleh mendapat manfaat daripada acara tersebut.</i>	1	2	3	4