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| **STID 3113 RESEARCH METHODOLOGY IN IT**  **Data Collection Instrument**  Social Media Practices for Business Communication Among Malaysian Community | |
| **Group 4** | |
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1. **First Draft of the instrument**

**Social Media Practices for Business Communication Among Malaysian Community.**

this survey had been conducted to do analysis and identify the best Social Media Practices for Business Communication Among Malaysian Community.

\* Required

Section A

this section will be asking about the Demographic from respondent

gender \*

* Female
* Male

Age \*

* 18-20
* 21-23
* 24-26
* 27 and above

SEMESTER \*

* 1-2
* 3-4
* 5-6
* 7-8
* 9 and above

nationality \*

* Local (Malaysian)
* International

Married status

* Married
* Single
* Other: 

Section B

This section will be asking on the interactivity of respondent with social media

How often do you use social media? \*

* not every day
* once a day
* 2-3 times a day
* 5 and above a day

Have you ever used social media to look for an item that you want to buy? \*

* YES
* No
* Other: 

Which social media platform that you often use? \*

* Facebook
* Twitter
* Instagram
* WhatsApp
* WeChat
* Other: 

Do you ever use social media to look for cosmetics products? \*

* Yes
* No
* Maybe

Have you ever found a good cosmetics product from an advertisement on social media? \*

* Yes
* No
* no really

Which factor influences you the most while choosing your cosmetic product through social media? (You may select more than one answer) \*

* Previous experience
* Knowledge or awareness of the brand
* Brand reputation
* Information from the internet (e.g. user reviews, blogs, forums, and so on)
* Price
* Promotion

Does quality advertisement change your perception about the product? \*

* Yes
* No
* Natural

What type of cosmetic product usually you buy using social media? \*

* Perfume
* Makeup cosmetics
* Skin care cosmetics
* Hair care products
* Cosmetic soaps
* Other: 

From all the cosmetics products that you found on social media can you name one brand that you trust. \*

Your answer



Does the brand that you trust often use social media as a platform to promote their product? \*

* Strongly Disagree
* Disagree
* neutral
* agree
* Strongly agree

How often have you bought cosmetic products that you saw on social media? \*

* everyday
* Once a week
* Twice a week
* more than twist a week
* every month
* Other: 

Have you ever used social media platform to contact the social media account of a cosmetic business, if yes please state which platform?

* Facebook Messenger
* WhatsApp
* WeChat
* Instagram
* Other: 

did you ever collect information via social media before purchasing cosmetic product? \*

* Yes
* No
* Not really

Do you think social media plays an important role in your life? \*

* strongly agree
* agree
* undecided
* disagree
* strongly disagree
* Other: 

Do you think social media product advertising is more attractive to you than physical product advertising? \*

* strongly agree
* agree
* undecided
* disagree
* strongly disagree
* Other:

1. **FINAL INSTRUMENT**

**Penggunaan Media Sosial dalam Kalangan Masyarakat Malaysia bagi Tujuan Komunikasi Perniagaan / Social Media Practices for Business Communication Among Malaysian Community**

Kami pelajar UUM dari subjek STID3113 group B kaedah penyelidikan dalam teknologi maklumat. kami sedang melaksanakan sebuah penyelidikan berkenaan tajuk yang dinyatakan di atas. Tujuan soal selidik ini adalah untuk mendapatkan pendapat responden berkenaan tajuk kajian kami.

Semua jawapan yang kami peroleh daripada soal selidik ini akan dirahsiakan. Kami berharap responden mejawab soalan soal selidik ini dengan telus. semua maklumat yang diperoleh akan dibentangkan dalam bentuk kumpulan.

penyertaan dan sumbangan responden terhadap soal selidik ini amat dihargai. Sekian Terima Kasih

We are UUM students from STID3113 group B Research Method in Information Technology. We are conducting a research on the topic stated above. The purpose of this survey is to collect opinion from the respondents on the above mentioned topic.

All of the answer provide from this questionnaire will be kept confidential. we hope that you will answer all the question sincerely. The data will not identify any individual person and will be reported as a group.

your participation and contribution are highly appreciated. Thank you very much

Demographic Respondent/ Demografi responden

Bahagian ini merupakan soalan mengenai Demografi responden  
  
This section will be asking about the Demographic of the respondent

Sila masukkan e-mel anda: / Please enter your email: \*



Your answer

Jantina/Gender \*

* Lelaki/ Male
* Perempuan / Female

Bangsa/Race \*

* Melayu/Malay
* India/Indian
* Cina/Chinese
* Other: 

Umur/Age \*

* 18-20
* 21-30
* 30 keatas/ above

Status Perkahwinan/ Married Status \*

* Berkahwin/Married
* Bujang/Single
* Duda/Widower
* Janda/Widow

Anda merupakan seorang pengguna atau penjual produk / are you a product consumer or seller ? \*

Produk yang dimaksudkan adalah barang kosmetik termasuk wangian, krim kulit, lipstik, minuman vitamin, kollagen dan lain-lain / product that mentioned in the question is cosmetics including fragrance, skin creams, lipsticks, vitamin drinks, collagen and other related stuff.

* Pengguna/ Consumer
* Penjual/Seller

Penjual/Seller

Bahagian ini soalan- soalan yang berkaitan dengan penjualan produk kosmetik dan juga media sosial / This section consist of question that ask about the cosmetic product selling and social media used.

apakah jenama produk kosmetik yg anda jual? / what is the brand name of your cosmetic product that you sell? \*

Your answer



Adakah anda rasa penggunaan sosial media dpt membantu perniagaan anda? / Do you think using social media can help your business In selling cosmetic products ? \*

* Ya/Yes
* Tidak/No
* Mungkin/Maybe

Apakah laman sosial media yg anda sering guna utk mempromosikan produk kosmetik anda? / What is the social media platform that you use in promoting your cosmetic product? \*

* Facebook
* WhatsApp
* Instagram
* Tiktok
* Telegram
* Twitter
* Other: 

Berapa kali dlm seminggu anda mempromosikan produk anda di laman sosial? / How many time you will promote the product in social media per week? \*

Your answer



Pada pandangan anda adakah sosial media ini sgt membantu dlm mempromosikan produk tnpa keluar modal? / In your opinion, do you think social media platform is really helpful in promoting your product without use any capital? \*

* Ya/Yes
* Tidak/No
* Mungkin/Maybe

Diantara semua pelantar media sosial yang anda gunakan, pelantar apakah yang anda rasa paling berkesan untuk mempromosikan produk anda? / Between all of the social media platform that you used, which do you think are the best platform for you to promote your product? \*

* Facebook
* WhatsApp
* Instagram
* Tiktok
* Twitter
* Telegram
* Other: 

Diantara semua pelantar sosial media yang anda gunakan, pelantar apakah yang memudahkan anda untuk berkomunikasi dengan pelanggan? / Between all of the social media platform that you used, which platform are the easiest for you to communicate with the customer? \*

* Facebook
* WhatsApp
* Instagram
* Tiktok
* Telegram
* Twitter
* Other: 

Pengguna / Consumer

Bahagian ini soalan- soalan yang berkaitan dengan penggunaan produk kosmetik dan juga media sosial / This section consist of question that ask about the cosmetic product and social media used.

Manakah platform sosial media yang sering digunakan/ which social media platform that you often use ? \*

* Facebook
* Twitter
* Instagram
* WhatsApp
* Tiktok
* WeChat

Berapa kerap anda menggunakan media social/ How often do you use social media \*

* Bukan setiap hari/ Not every day
* sekali sehari / once a day
* 2-3 kali sehari / a day
* lebih 5 kali sehari/ 5 times above per day

Adakah anda pernah menemui produk kosmetik yang bagus dari iklan di media sosial/ Have you ever found a good cosmetics product from an advertisement on social media? \*

* Ya/Yes
* Tidak/No

Faktor mana yang paling mempengaruhi anda semasa memilih produk kosmetik anda melalui media sosial? (Anda boleh memilih lebih daripada satu jawapan)/ Which factor influences you the most while choosing your cosmetic product through social media? (You may select more than one answer) \*

* Pengalaman sebelumnya mengenai produk/ Previous experience on the product
* Pengetahuan atau kesedaran mengenai jenama / Knowledge or awareness of the brand
* Reputasi jenama / Brand reputation
* Maklumat dari internet / Information from the internet
* Harga / Price
* Promosi / Promotion
* Other: 

Pernakah anda menggunakan sosial media untuk mencari produk kosmetik/ Do you ever use social media to look for cosmetics products? \*

Termasuk shoppe, lazada, atau laman rasmi kosmetik/ incuding shoppe, lazada or official cosmetic portal

* Ya/Yes
* Tidak/No

pernahkah anda menggunakan laman media sosial untuk membeli barang kosmetik/ Have you ever uses social media to buy cosmetic product \*

Termasuk shoppe, lazada, atau laman rasmi kosmetik/ incuding shoppe, lazada or official cosmetic portal

* Ya/ Yes
* Tidak/ No

Jenis produk kosmetik apa yang biasanya anda beli menggunakan media sosial? / What type of cosmetic product usually you buy using social media? \*

* Wangian / Perfume
* Barang Makeup / Makeup Cosmetics
* Kosmetik penjagaan kulit / Skin care cosmetics
* Produk penjagaan rambut / Hair care products
* Sabun / Soaps
* Other: 

Dari semua produk kosmetik yang anda dapati di media sosial bolehkah anda menamakan satu jenama yang anda percayai?/ From all the cosmetics products that you found on social media can you name one brand that you trust? \*

Your answer



Adakah anda pernah menggunakan platform media sosial untuk menghubungi akaun media sosial perniagaan kosmetik, jika ya sila nyatakan platform mana? / Have you ever used social media platform to contact the social media account of a cosmetic business, if yes please state which platform? \*

* Facebook Messenger
* WhatsApp
* Instagram
* Tidak
* Other: 

Adakah anda pernah mengumpulkan maklumat melalui media sosial sebelum membeli produk kosmetik? / Did you ever collect information via social media before purchasing cosmetic product? \*

* Ya/Yes
* Tidak/No

Adakah anda fikir media sosial memainkan peranan penting dalam hidup anda? / Do you think social media plays an important role in your life? \*

* Setuju/Agree
* Biasa /Normal
* Tidak Setuju/Disagree

Adakah anda fikir iklan produk media sosial lebih menarik bagi anda daripada iklan produk fizikal?/ Do you think social media product advertising is more attractive to you than physical product advertising? \*

* Setuju/Agree
* Biasa/Normal
* Tidak Setuju/Disagree

1. **Process of building the questionnaire and process get data.**

To construct the draft instrument of this research, well tested instruments have been adapted to construct the draft above for this research. (Palesa Mahloele,2011) Some questions that are related to the research are referred to the questions from several instruments. Before adapting the instrument's question, the objective of the research needs to be referred first. This is to make sure the question adapted is aligned with our objective.

We did the drat questionnaire first before we spread the questionnaire, we do some analysis on the questionnaire which is to see which part that we will need to add on for making our data analysis stronger and more relevant this part will be explain more details in “Description for Questionnaire improvement”.

After we done building our final questionnaire, we will using google form to get our data and respondent. Due to pandemic, this tool is really helpful to approach our respondent by share the link to our target respondent.

1. **Description for Questionnaire improvement.**

Based on the lecturer comments for the first draft of questionnaire, we had do some changes to improve several part on the forms. Firstly, is about the demographic respondent. As we know from the title, this research involve community from Malaysia, it is not relevant to ask question like “Semester and Nationality. This is because the research is conducted not only among university student but it’s involved the whole community in Malaysia. So, it not relevant to ask at public people which semester are they from because not all Malaysian community is a University student. Same goes as nationality. From the topic above it’s obviously stated for “Malaysian Community”. It’s already shows that the research is conducted only for Malaysian people not for those people from international. This is because not all foreigners know about how Malaysian do marketing using social media. Other than that, we also add another to option for marital status which is “Widower” and “Widow”. This is because, not all Malaysian community is a single or married person. Some of them might had lost their husband or wife. We also add question that ask for respondent E-mail. The motive is wanted to proof that the data we obtained is not fake but it is truly filled by Malaysian community.

Final questionnaire that we designed; we add a new section which is seller. In our research we not only wanted to know the opinion of consumers, but we also want to find out about seller perception towards social media. There are a lot of paper out there only doing research about customer opinion. So, we want to make some changes which is by involving the product sellers. Total 7 question been created for seller part. All of the question asking about their opinion towards selling products on social media, types of products their sell and also question asking about their experience towards usage of social media for business purposes.

In conclusion, based on the improved question by separation the questionnaire we can do data analyzing and find out the connection between seller and consumer in social media. Not only that, we also can find out what are the best social media platform can be used by seller to promote their products based social media usage by consumers. It can benefit both parties which is good platform for consumers to find out product they need at the same time seller can use the same platform to promote their products based on consumers need.

Reference

Palesa Mahloele (2011). AN INVESTIGATION INTO THE IMPACT OF SOCIAL MEDIA ON BRAND PERCEPTIONS : A CASE STUDY OF ESTÉE LAUDER. Retrive from : https://www.theacademicpapers.co.uk/wp-content/uploads/2019/03/Dissertation-on-The-Impact-of-Social-Media-on-Brand-Perceptions.pdf