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THE IMPACT OF THE KNOWLEDGE SHARING IN SOCIAL MEDIA ON CONSUMER BEHAVIOUR

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ABSTRACT

In the recent years, there is a significant rise in the usage of social networking site for organizations to organize marketing campaigns. It is necessary for advertisers to structure their information well in order for consumers to accept the message or product information. This study investigated the consumer purchasing process and knowledge flows between individuals in social media, at the same time considering the different type of proximity that affect it. Using the consumer purchasing decision process[1] as a source of credibility, this study will analyze from several research paper to test its hypothesis related to the different types of proximity. Results and theories have shown that advertisement and product information in social media are affected by the different types of proximity plays, which is creating an impact in the consumer purchasing decision process.

Keywords: Proximity, Consumer Purchasing Decision Process, Social Media.

INTRODUCTION

The objectives for this paper are:

1. To explore the impact of social media on making purchasing decisions
2. To explore the relationship and the way how word of mouth transfer from one to another in the social media. There will be a conscious attempt to understand how proximity affects the consumer purchasing decision process.

Media carries knowledge which can transform awareness[2]. One example of such media will be social media, which is a virtual place where individuals and communities connect and interact with each other, at the same time generating own content to share with others[3]. Therefore, it opens up a virtual space for customers to share their knowledge with each other on certain products and services that they have used or wish to query.

With the growth in social media marketing[4], there is a high impact of social media on consumer behavior, and therefore, it has become a wide discussion and research opportunities in business communities and academics.

According to[1] customers will go through five stages of purchasing decision process in term of making a decision of purchasing a product or service. The five stages are: Problem/need recognition, information search, evaluation of alternatives, purchase and post purchase evaluation. And with the presence of social media, it plays a role in each of the stage of the consumer purchasing decision process.

In a study reported in Wirthlin Worldwide[5], it shows that products or services recommended by friends is one of the trustable source for information source compared to direct mail and celebrity endorsement. Hence, one of the challenges for marketing team today is to be able to identify the characteristics of the personal sources possessed that will buy the customers' trust and belief.

Polanyi[6] and Nonaka[7] referred explicit knowledge as knowledge that can be easily articulated, expressed formally in words and transferred through codification or written documentation. In addition, individuals can generate, codify and transfer knowledge in a form of reflection of framed experience, values and contextual information[8]. Hence, posting of personal experiences and comments about a product or service is considered as an explicit knowledge. The explicit knowledge in social media will trigger needs or desires of another person, affecting one's evaluation of alternatives and information search. Hence, posting of user experience is a form of sharing knowledge in explicit form which affects all or most stages in the purchasing decision process.

Sternberg[9] and, Gordon and McCann[10] suggested that proximity informal information sharing are affected by geographic proximity. In fact, trust about the information shared and proximity does affect one another because one way to gain trust is to have more face-to-face meeting, knowing one's value and culture.

In this paper, we focus on the different types of proximity affecting consumer purchasing decision process rather than what is being bought. The five proximities that we are going to examine are Cognitive proximity, Organizational proximity, Social proximity, Institutional proximity and Geographical proximity.

LITERATURE REVIEW

Several related studies have been conducted by other researchers previously as this is one of the popular research topics in recent years. In this section, we will conduct a literature review of the related work. The literature review is divided into three sections: Social media, Consumer Purchasing Decision Process and The Impact of Social Media on Consumer.

Social Media

Social media consist of a group of Internet applications that enable individual to create and generate their content[11]. Today, social media have been rank as one of the top most powerful tools in terms of getting news updates.

There are different types of social media, for example, social blogs, social network sites, social bookmarking, virtual social world and content communities. According to Kaplan and Haenlein[11], there are six types of social media. Collaborative projects such as Wikipedia where people contribute the content to the public; Blog and microblogs such as Wordpress where people write about things that they want to express; Content communities such as YouTube where people contribute videos to the public and allow them to comment; Social networking sites such as Facebook where people update themselves on the medium to inform their friends; Social gaming world such as WarCraft where people from different part of the world play together; Virtual social world such as Second Life where people socialize in the virtual world and trade virtual property with another.

Social media has four basic characteristics: Openness, Conversation, Community and Connectedness[12]. Social media has a characteristic of openness because the most common functionality is that social media are open for comments, participation and sharing of information. It is common that contents are usually not password protected. The other characteristic is a conversation because social media is a two way communication channel unlike traditional media where the main approach is broadcasting of messages. The next characteristic is that social media allows people to build community within a short time and discuss their interest. Lastly, social media make use of links in other websites to connect people and resources. With these characteristics, it has motivated people to participate in social media to express themselves and entertainments (See Appendix Figure 8). In addition, research has shown that social media provides stickiness and to a certain extent, addictive[13] because people have a fear of losing out[14] on the updates that are available in the social media.

Social media facilitates knowledge sharing. As mentioned by Polanyi[6] and Nonaka[7], knowledge exists in two forms: Tacit and Explicit. However, as the knowledge in different forms, it may affect the effectiveness of knowledge transfer. In social media such as blogs, it is ideal to transfer explicit knowledge as it is codified in physical forms (as information) and knowledge flow occurred when someone commented on the piece of information. On the other hand, tacit knowledge transfer which usually resides in people's mind has more challenges when it comes to knowledge transfer. It is believed that this type of knowledge will be able to transferred better with the increase in social proximity (social interactions) and geographical proximity (face-to-face meeting)[15].

Consumer Purchasing Decision Process

According to Kotler & Amstrong[1] customers go through five stage of purchasing decision process when making a purchase decision. The five stages are illustrated in Figure 4.



Figure 8: Consumer Purchasing Decision Process

The first stage is known as Need Recognition. The need derived from an existing problem (for example, when you are hungry, you need food) or attracted by some marketing stimulus (for example, when you pass by The Coffee Beans, you are attracted by the aroma of the coffee and you realized that you need a nice coffee).

The second stage is information search. In this stage, customers who are interested to solve their need's issue will decide how much information is needed by searching around.

One of the peers to peer advertisements with high influential channel is the Word-of-mouth marketing[16], It happens when customers who are satisfied with the product and service will tell others about the usefulness of it and would create hype among people[17]. Today, with social media, customers have more information sources such as blogs, tweets which can be having positive and negative[18], leaving an impression of the product in the reader's mind. In Mirza's[12] study, blogging is the channel with the highest respondents in term of expressing themselves (See Appendix Figure 9) and sharing of experience is something that the respondents are looking for in social network (See Appendix Figure 10 and 11). Research has also suggested that customers believe information that comes from personal sources (from friends, acquaintances, family and co-workers) rather than commercial sources (from advertisement, sales people)[5].

The next stage in the consumer purchasing decision process is the evaluation of alternatives where customers evaluate all the information gathered in the previous stage. The information gathered can be information, not just from one product, but multiple products. Tanner & Raymond [19] suggested that the level of involvement is an important determinant towards the extent of evaluation. For example, the high-involvement purchase such as car which involves high expenditure will take a longer time to evaluate the information gathered with much carefulness in the evaluation process. On the other hand, low involvement purchases such as purchasing soft drink will take a shorter and frank evaluation process while rests will take longer process.

The next step will be making decision to buy the product. Hence, it is common that people to assume that when a customer walk in to the store and customer already know what customer want in own mind because customer already did all the research and has make a decision what customer are going to buy.

After customer purchasing the product, it is common for consumers to raise concern about the product and start to compare alternatives. This is referred as cognitive dissonance[20]. Those who are satisfied with the product will tell others how much it helped them when people ask them for opinion, or post opinions on any social network website to express their satisfaction. The cycle will restart by itself when one experience cognitive dissonance as customer begins to realize the need for another product to solve their current issue. As for those who are satisfied, it will trigger others to buy either by desires[21] or need recognition.

THE IMPACT OF SOCIAL MEDIA ON CONSUMERS

As mentioned previously, social networking sites connect people to people. Motivating individuals for a product as explicit knowledge is part of knowledge sharing. Hence, relationship plays a critical role in this case. An effective relationship is necessary for transferring knowledge because it indicates the efficiency and success of knowledge transferring[22].

Existing studies have indicated that there is a connection between social interaction and framing of consumers' opinion[23]. As mention before, consumers rely on personal sources such as "recommendation by friends"[24] to make purchases. The word friends' in social media can be referred as Para-social interaction (PSI). PSI refers to the illusion face-to-face relationship using media as a platform[25]. In social media, Rubin[23] suggested that when there is a high PSI, it improves both objectives and thoughts because it has the similar impact as word-of-mouth. Studies indicated that a high PSI will have a lot of readers and participants for comments[26]. For example, in Facebook, the number of 'Likes' and comments posted; in blogs, the comments and details posted. Hence, when participant posted a negative comment, it will be answered back, thus shaping readers' mind that the negative comment is not having a significant impact. The negative comment will be lost its presence when more participants answering.

One of the factors affecting PSI is word-of-mouth. Consumers focus more on who is the person who send the message[27] and the most important criteria for persuading listeners is the sender's credibility[28]. Credibility is valuable especially for consumers who has no knowledge about the product, and one of the "inside information" that he can get is from people who has the knowledge. This is extremely valid for online store as people are not able to see the physical product as compared to a brick and mortar store[29]. Besides product, it is also extremely valuable for services because the service is intangible, and the only way to get more information is either to try the service (if possible) or from a person who has experience with the service. In June 2009, Dell announced that \$3 million of sales were made from Twitter and by December 2009. The sales revenue doubled, achieving a total of \$6.5 million[30]. Aligning to the statistic, a study was conducted by ROI Research[31] showed that 58% of users in Twitter and 53% of users in Facebook will likely to buy a product after following on a company's product on the social networking sites. In addition, 59% of users in Twitter and 53% of users in Facebook will recommend the product online and there is a high possibility that they will be actively involved in conversations related to the product. Another study conducted by Knowledge Network[32] shows that 38 million of U.S. adult (ages 18 to 80) will seek assistance from social media in the process of making purchase decision. In addition, 23.1 million of the population will use social media as a source of learning about a new product. Research conducted by Mirza[12] has also indicated that same analysis (See Appendix Figure 12).

Different types of proximity affect the effectiveness of knowledge transfer between individuals. The reason is that proximity can be part of culture factor which can be linked with values shared by a different group of people, which provide guidelines for their behaviors[22]. Problems such as lack of shared values should be considered in order to communicate well. This is mainly due to individuals might interpret differently for the same word or sentence, which may lead to misunderstanding and hence, the knowledge that is supposed to shared was not shared in the expected manner.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Research Questions and Conceptual Framework

To address the research objectives that we had mentioned earlier and with the reference of the literature review, we have developed one critical research question:

Research Question: How different types of proximity affect the consumer purchasing decision process in social media?

There are five types of proximity, which will be considered for the hypotheses to answer this research question. The five types of proximity are Geographical, Cognitive, Social, Organizational and Institutional. The main reason for choosing proximity as the main criteria for this study is that proximity determines one's attitude towards an object[33] and individual's awareness and knowledge is determine by its social being such as culture and education[34].

Understanding the impact of social media towards consumer purchasing decision process, it is necessary to examine the influential factors. Research suggested that there are several factors that influence the attitude towards a particular advertisement and these factors are: recipient's mood, reliability and perception towards ads or sponsor[35].

Studies defines proximity has a positive effects towards the attitude of an object when the receiver identified that it is close to him[33]. This can be illustrated by the dual process model which popular in psychology and marketing research literature. This model has been used to analyze behaviors[36], persuasion[37], opinions[38], social judgment[39], stereotype and bias[40], decision making[41] and thinking process[42].

Artz, Tybout, & Kehret-Ward[43] found that the extent of motivation in advertisement is impacted by the perceived pictorial distance. This explains why most of the advertisements are edited or re-shot for different countries. Artz, Tybout, & Kehret-Ward[43] reasoned that if the receiver feels that the advertisement is distant, he will require more “high-order” evaluation of the advertisement.

According to Boschma[44], there are five types of proximity: Geographical, Cognitive, Social, Organizational and Institutional. With all the analysis done, we proposed that the different types of proximity can be the key influencers that will affect the affective reactions towards the product information or message in social media. Figure 9 shows the overall conceptual framework for this paper, stating the position of the respective hypothesis in relation to the influential power towards the participants’ (consumers) purchasing decision process.

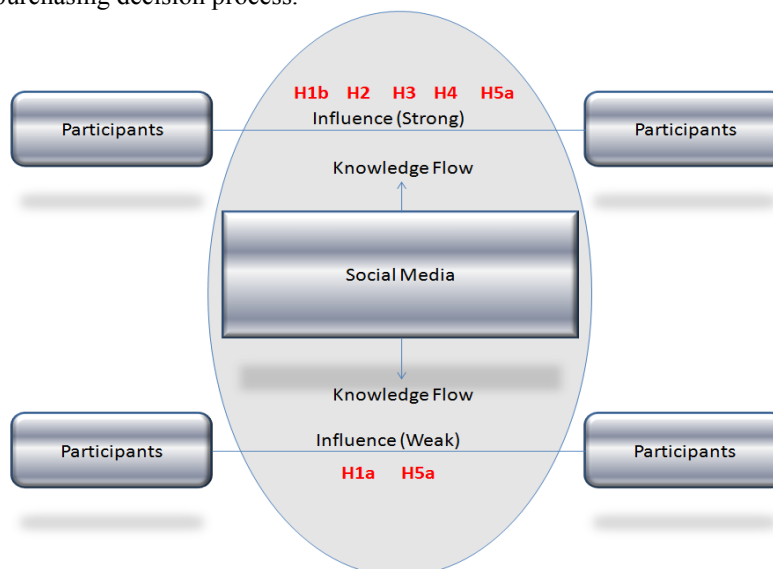


Figure 9: Conceptual Framework

Geographical Proximity and Purchasing Decision Process

Angeli, Grimaldi, & Grandi[15] suggested that tacit knowledge should transfer better with the increase geographical proximity because tacit knowledge is non-codified knowledge[7]. Specifically, the key decision factor to determine the ease of transfer is the message complexity.

A lot of research suggested that geography proximity helps to develop mutual trust[45] because trust is usually established through face-to-face interaction such as golf events. Sociologists argued that when physical proximity decreases, trust and reciprocity development increases among community members[46]. Hence, it is believed that as geographic proximity increase, relational ties with knowledge provider and receiver will decrease and vice versa[47].

However, in geographically concentrated industry cluster where it consists of hundreds of firms for exchanging of knowledge, it is almost impossible to create strong relational ties with all firms[48]. In addition, in most of the research papers related to marketing relationship, geographic proximity is always not the main issue associating with relationship, trust or commitment[49] [50].

As for social network site, there are two content-driven characteristics of advertising messages[51] that will motivate consumer in term of needs recognition: perceived informativeness and entertainment.

In the context of product or service knowledge sharing on social media, messages are usually explicit such as user experience and evaluation of products. In social media, the source of the message can be generated in another country which can be distant. The geography proximity is eliminated with social media because it connects people to people in a different part of the world and the messages will be brought to individual’s attention with increasing ‘Followers’, ‘ReTweets’, ‘Likes’, ‘Share’ or ‘Comments’. Individual from different places, regardless of the distance, are able to access the product information and knowledge generated by different individuals in a different part of the world. Hence, in the information search stage, individuals are able to get more information and knowledge (including others’ post purchase and user experience information and knowledge) about it.

In the first two stages of consumer purchasing decision behavior, individuals in the social media are motivated to the products by the explicit knowledge created by others and much of the information will be collected during the information stage. Hence, we concluded that geographic proximity does not have an enormous impact on the initial two stages of consumer purchasing decision behavior and the following hypothesis was derived:

H1a: Geographic proximity between the sender and receiver has a weak influence on the initial two stages of consumer purchasing decision process.

However, during the evaluation of alternatives before making a purchasing decision, geographical proximity will be taken into consideration. It is mainly due to the product will have some modification in different regions (For example, Coke in India is sweeter than Singapore; hence an Indian who came to India might not want to buy Coke because of the difference in taste but

otherwise in India). This is argued by Hoch and Lowenstein[52] where geographical proximity causes consumers to adopt the product message or information partially and causes a shift in the reference point which may eventually leads to eliminating the product as an alternative during evaluation. This is true because certain product will have to adapt to the country's culture, infrastructure, values, belief, trends and climate before deciding to purchase. As for post purchase evaluation, it mainly allows individual to express their experience with the product or service. Hence, geographic proximity can play a pivotal role because consumers can exchange general knowledge beyond boundaries via social media. However, to exchange detailed product knowledge, other proximity plays a more prominent role such as cognitive and social proximity due to the trust and understanding of lingo. With this, we concluded that geographic proximity has an impact in the stage of evaluating of product and the following hypothesis was derived:

H1b: Close geographical proximity between sender and receiver has a positive impact on the last three stages of the consumer purchasing decision process.

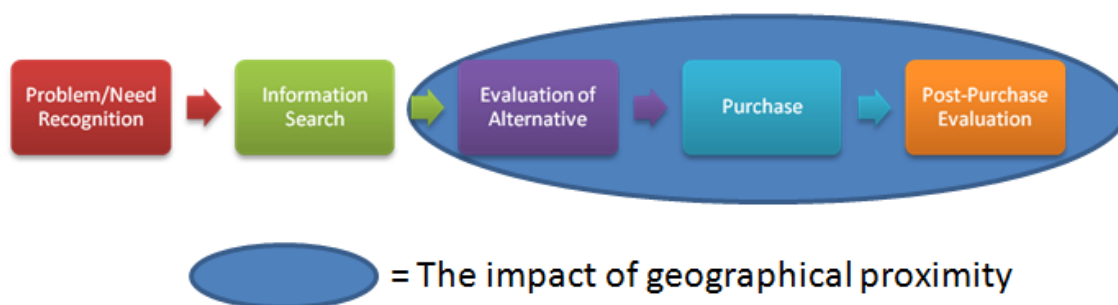


Figure 10: Impact of Geographical Proximity on Consumer purchasing decision process

Cognitive Proximity and Purchasing Decision Process

The concept of cognitive proximity lies in cognitive theory which suggested that individuals will develop different mental model due to the different environments[53]. This means that the greater the cognitive proximity, the greater the similarity between individuals' mental model because they have the common lingo. Hence, in terms of knowledge creation and distribution, most of the authors agreed that cognitive proximity is a requirement for both senders and receivers. This concept is further emphasized by Cowan, David, and Foray[54] in the role of epistemological communities where technical jargon used by certain professionals are only made known to experts of a related field who can communicate well regardless of distance.

However, it does not mean that with higher cognitive proximity, the effectiveness and efficiency of knowledge sharing increases. Boschma[44] listed two reasons to keep a cognitive distance. Firstly, as mentioned in previous section, marketing messages has to be informative. This means that there should be some differences in the messages so that new knowledge can be generated[55]. In addition, cognitive proximity might lead to cognitive lock-in when the messages generated are similar.

In the need recognition stage, people are motivated by comments that individuals made. Motivation increases when their questions are being answered and understood. As their concerns are answered, these answers are recorded as part of their information gained during information search. However, if the information was too difficult to understand by the consumer, whom would lose interest because it might be too time consuming to digest the information and eventually drop the idea of purchasing.

In the context of product or service knowledge sharing on social media, when an individual (message sender) expresses its experience with a certain product, the other party who commented is usually a friend of the sender, who is usually a co-worker, classmates, friends with similar interest, friends of friends or sometimes, it is a fan. Hence, certain level of cognitive proximity is there for understanding purposes. As a result, we concluded that lower and upper limit are required in cognitive proximity in order to create some discussion and attract more individuals to participate which will then leave an impact on the consumer purchasing decision behavior (for example, motivation to buy or serve as an information source). Thus, the following hypothesis was derived:

H2: The cognitive proximity between the sender and receiver has a positive impact on consumer purchasing decision process up to a certain threshold.

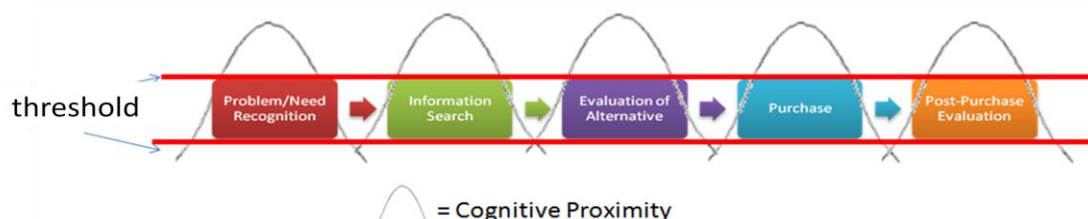


Figure 11: Impact of Geographical Proximity on Consumer purchasing decision process

Social Proximity and Purchasing Decision Process

Granovetter[56] defines social proximity as the degree to which the relation is socially embedded between two actors. The

term embedded is related to the bond that is bringing them together in the society[57]. For example, two individuals are socially proximate to the extent that their relationship is surrounded by a third person. In the context of social media, a straightforward example will be two persons having common friends.

Trust is a key factor in social proximity and knowledge sharing which is often generated from friendship, kinship and experience with the other party [44]. Hence, personal interaction and shared experiences are two common ways to available trust, which will lead to social proximity.

In social media and consumer purchasing decision process, trusting of a source is determined by the duration the person interacts with the source. By interacting, individuals begin to make friends with another by participating or leaving comments in the page. With more discussion, brands can take advantage of the individuals' social proximity to generate more contents about their products.

Since social media are a medium to share product knowledge in explicit form, it is crucial to identify the reliability especially when it is generated by individual. In order to motivate people to have a need, the message should consist of 'Followers', 'ReTweets', 'Likes', 'Share' or positive 'Comments' so that trust and reliability can be generated. With more 'Followers', 'ReTweets', 'Likes', 'Share' or 'Comments', it is easily to capture the information in social network sites such as the newsfeed in Facebook. As a result, consumers are able to capture such information during the stage of information search. In addition, with more 'Followers', 'ReTweets', 'Likes', 'Share' or 'Comments', it serves a strong piece of reason or persuasion for individual to buy the product which play an crucial role during the evaluation of alternatives stage Lastly, when the consumer bought the product, when they find out that it is not satisfying, there will be others users (the network effect theory) or members of the organization will be able to assists or direct them.

With the above, we concluded that social proximity has an impact on the consumer purchasing decision process. Thus, the following hypothesis was derived:

H3: The increasing social proximity between the sender and receiver has a positive impact on consumer purchasing decision process.

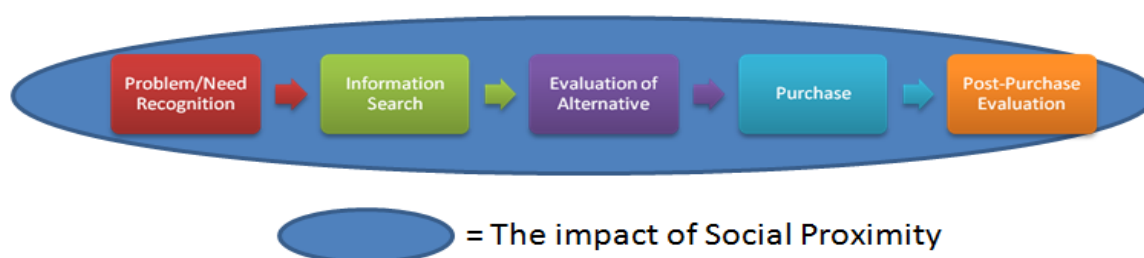


Figure 12: Impact of Social Proximity on Consumer purchasing decision process

Organizational Proximity and Purchasing Decision Process

Organizational proximity is defined as the degree to which contexts are shared within an organization or between organization[44] for learning. Organizational proximity plays a more prominent role between and within organizations because it determines new knowledge creations and develops of the learning organization. However, organizational proximity can be treated as a broad category, which can be related to the same room of relations which is based on effective interaction in different ways[58].

Organizational proximity helps to avoid uncertainty[59] and handling information and relationship in social media can be one of the uncertainties that can be avoided. According to Brown and Duguid[60], organizational practices and norms can be shared. Norms such as tackling consumer's motivation to recognize needs, structuring of information to facilitate effective and efficient sharing of information and knowledge are extremely powerful in their of consumer purchasing decision process. As mention in the previous section, the key to motivate people to reach about the advertising market in order to motivate need recognition is to have the informative message. Also, in order for consumers to take in consideration of information for evaluation purpose, people must be able to compare with your competitors products easily. If the message is regarding end user unhappiness towards the purchase, it is advantageous to understand how other organization responds to the comments. Thus, tackle the weakness and learn about the strength.

In the context of organizational proximity and consumer purchasing decision process via social media, it encourages businesses to have an open discussion with consumers. By interacting, individuals will identify features and functionality that they are expecting for the product and generating needs by comparing what they have now and what they expect. With more discussion, brands can take advantage of sharing more knowledge with consumers in the social media to build a closer relationship (include the trust of the business).

With more 'Followers', 'ReTweets', 'Likes', 'Share' or 'Comments', consumers are able to capture such information and gain the product knowledge during the stage of information search. In addition, by having more discussion and interaction, it shapes the individual's needs and during the evaluation of alternatives stage, alternatives might be eliminated due to the low organizational proximity with other companies. Lastly, when the consumer bought the product, when they find out that it is not satisfying, there will be linked back to the business's social network page to comments and seek for assistance.

With the above, we conclude that organizational proximity has an impact on the consumer purchasing decision process. Thus, the following hypothesis was derived:

H4: The level of organizational proximity between the sender and receiver has a positive impact on consumer purchasing decision process

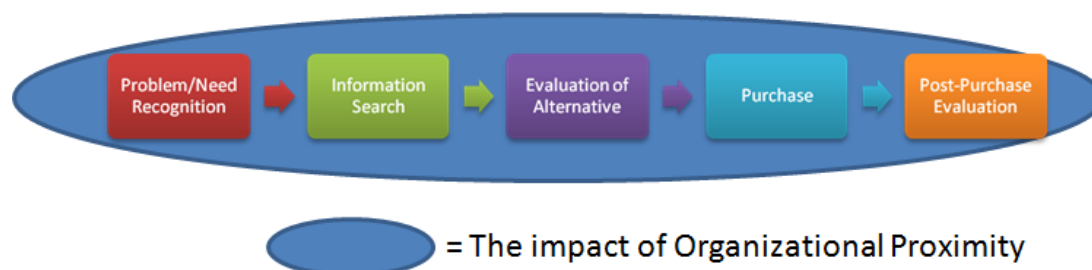


Figure 13: Impact of Organizational Proximity on Consumer purchasing decision process

INSTITUTIONAL PROXIMITY AND PURCHASING DECISION PROCESS

can be related to something formal (such as copyright or ownership rights) and informal which can actually influence social and economic behavior[61]. It is a fact a collective action that helps to provide incentive or reduce uncertainty and transactional costs. David and Dasgupta[62] argued that by operating in different institutional organizations (For example, universities, governments and hospitals) will increase the incompatibility in incentive. This issue can be reduced by collaborating with the different institutional organizations in order to increase incentive or reduce uncertainty.

An example of intuitional proximity is the purchasing of cars in Singapore. In Singapore, car manufacturer has to accommodate to the regulations set by the Land Transport Authority in Singapore (one example will be cars in Singapore should be the right hand drive). However, the main product does not change much, and the key benefits usually do not change. The need recognition such as the functionality and luxury of the car reminds and information of the car will still be obtained during the information search. Hence, we concluded that institutional proximity does not have an enormous impact on the initial two stages of consumer purchasing decision behavior and the following hypothesis was derived:

H5a: Institutional proximity between the sender and receiver has a weak influence on the initial two stages of consumer purchasing decision process.

However, during the evaluation of information before making a purchasing decision, institutional proximity will be taken into consideration. It is mainly due to the product will be having some modification in different regions. Hence, during the evaluation of alternatives, a sport car might not be scoring as well as a luxury continental car and this will affect the purchase decision. When a post purchase evaluation exists, it is necessary to know the institutional proximity related in order to tackle each cognitive dissonance. With this, we concluded that institutional proximity has an impact in the last three stages of consumer purchase decision process and the following hypothesis was derived:

H5b: Institutional proximity has a strong influence between the sender and receiver on the last three stages of consumer purchasing decision process.

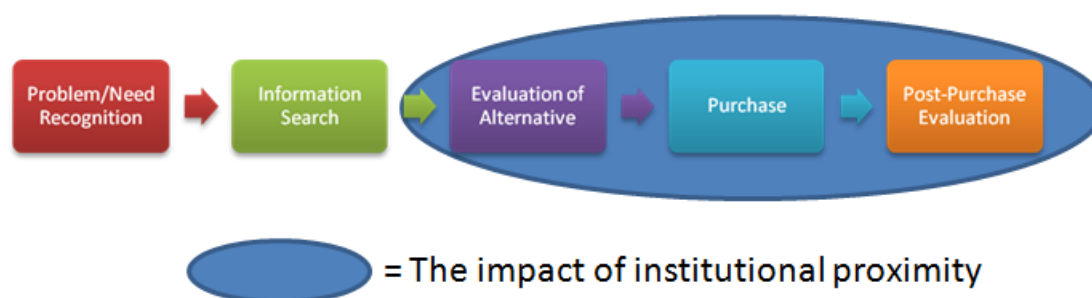


Figure 14: Impact of Intuitional Proximity on Consumer purchasing decision process

Methodology

This research will begin by gathering and analyzing some background information related to the consumer purchasing decision process and the knowledge role that social media is playing in the Web 2.0, paying much attention to the five types of proximity. The results will be collected from the available sources (secondary data) and discussed in order to draw conclusions related to the research question and objectives.

Research Protocol

The critical inquiry went through the seven steps from resource selection to the formulation of research question. We will

discuss each step in this section.

Step 1 – Resource Selection

This research is conducted based on analyzing several research papers available, using data such as literature and articles that is collected by researchers and institutions. This is a secondary data research[63] where data are available on the Internet and Library Database. Based on the available data sources, several research papers published by different authors such as Yang[64], Pooja, Black, Jiangmei, Berger, & Weinberg[65], Mirza[12] from different academic websites such as Journal of Computer Information System, Journal of Marketing and etc are used.

While we are collecting related research papers, data collections are also required to perform analysis for the hypothesis. The data were collected from various social media sources such as Facebook and Twitter.

Step 2 – Verifying available data

Further identification of the available data is required in order to provide substantial evidence and literature review for this critical inquiry paper. Gathering statistic is one of the key functions because it serves as a support to the theory mentioned in this critical inquiry paper. Statistics and figures from Socialnomics, CNBC news and CBS news is some of the sources for available data. In addition, identifying the appropriate papers were based on several requirements such as social media impact, availability of data such as statistics and result analysis, factors affecting consumer purchasing decision process, sociology of knowledge (for theoretical foundation) and, knowledge sharing and transferring.

Step 3 – Data Collection

As for the data collection, content analysis was conducted as part of the qualitative analysis by scanning through the comments and tweets in the messages posted in social media.

Table 8: Criteria for identification

Proximity	Criteria
<u>Geographic</u>	H1a: The product announcement globally before reaches any store. H1b: Product available for purchasing at the local store.
<u>Cognitive</u>	Product technical specification confirmed and shared with public before they reach consumer hands.
<u>Social</u>	Personal/small business sales based on Facebook or promoted by Facebook. Social connection was most critical to their business.
<u>Organizational</u>	Company is one of subsidiary of another large company where they are well connected with main company, having pleasurable and active interaction between company social website and customer.
<u>Institutional</u>	H5a: Independent website, which introduce a new product not been approved by the local agency. Consumer interest is low, and the product itself could be rejected by the local agency. H5b: Independent website, which conduct a review with post sales matter, consumer shows strong interests on the product itself.

Step 4 – Classification of influences

As for the rate of influence, we use three classification to identify the influence rate since users usually have four actions to perform after reading a message: comment, marked as like or favorite, retweet/share or no action (we omitted no action as there is not enough information stating how many people has read the message and did not perform any action).

We classified that when users replied or commented the post, it has a strong influence because according to Meredith, Teevan, & Panovich[66], users in social media usually answer questions for the top three reasons of being friendly or sociable, sharing of knowledge and showing interest. As for those users who are marked the message as favorite or like the message, it means that the message has a little worth or influence to them, and they might want to monitor some updates notifications. Lastly, for those people who share or retweet, we said that there is neutral feeling for it because they shared as they might think that it is suitable for discussion or information/knowledge sharing. Hence, the following table was used to determine was drawn:

Table 9: Rate of influences

Strongly Influence	People reply or comment directly to the post.
Influence	People mark it as like or favorite
Neutral	People retweet, share it on Facebook, Google+, Pinterest or email sharing

Step 5 – Identification of factors affecting proximity

Knowledge sharing, social media and consumer purchasing decision process have several factors affecting each other. Factors identified are trust, critical mass, law of few, power of like, power, proximity, culture and etc. We have identified that proximity is one of the factors that has limited research or have direct link to this research. In addition, proximity can lead to elements such as trust, culture.

For geographical proximity, there is culture and product difference between two countries and it will be appealing to be able to identify how this factor affects consumer purchasing decision process. In cognitive proximity, we will be examining messages about a well known product against a not so well known product. As for social proximity, we will be looking into how believers such as friends or customers helping companies to clarify complaints. By clarifying the complaints, it shows that trust

is built between the entities by interaction. Next, with organizational proximity, we will identify the effect of open discussion with the consumers over social media. Lastly, we will look into the rate of influences towards products that are restricted by standards.

Step 6 – Result analysis

Analyses were conducted from the data taken from various resources in the social media, to analyze each of the hypothesis developed.

Step 7 – Discussion of research

The final step is to form the discussion about the research question where hypothesis was tested. Using the research question as a direction, the team analyses and discusses the analysis in order to achieve the research objectives.

ANALYSIS AND RESULT

This paper study uses secondary data to identify factors that address proximity and consumer purchasing decision process. We analyze the different messages posted on the different types of social media. There were a total of 70 numbers of posts (10 posts for each hypothesis) with the corresponding comments analyzed, and we chose 2 posts for each hypothesis to discuss in this report. Firstly, we classify each of the post by identifying the proximity involved. After which, we will determine the rate of influence according to the content and comments.

To determine if the geographic proximity affects the initial two stages of consumer purchasing decision process, we identified posts that are related to the product itself in general (not localized information) and comments made were mainly from users in the different part of the world. Using the three classifications determined in Table 2, we classified those users who comment the post has an influence towards identifying of their needs or motivating them to get interested to the product (stage 1 of the consumer purchasing decision process). The result shows that strong influence is only between 0% to 0.2% (See Table 3a and 3b). As for people who are marked the message as favorite, it means that the message is still necessary to them, and they would like to read it if there are any updates. This is considered as part of information search (stage 2 of the consumer purchasing decision process) because in the process of reading, information is gained. There are approximately 16% to 28% of the users performing this action. Lastly, the function of retweet is to share the message according to other people and it is more for sharing purposes with others. According to our findings, there are 72.12% to 83.58% of users performing such action. With these data, we conclude that message related to product information (See Figure 6a, 6b) has a weak influence toward the first two stages of consumer purchasing decision process (H1a).

Table 10: Low influence on the first two stages of consumer purchasing decision process (highest number of influences)

Strongly Influence	Influence	Neutral
14	1932	5034
0.20%	27.68%	72.12%

Source: <https://twitter.com/SamsungMobile/status/255356462019272704>

Table 11: Low influence on the first two stages of consumer purchasing decision process (lowest number of influences)

Strongly Influence	Influence	Neutral
0	121	616
0.0%	16.42%	83.58%

Source: <https://twitter.com/SamsungMobile/status/240864520866766849/>

For the last three stages of consumer purchasing decision process (H1b), the data indicated that more users expressing interest as compared to the previous one. Figure 16 and 17 is related to a message posted from Samsung Singapore. We observed that consumers who replied to the post directly are approximately 8.15% to 26.88% (See Table 5 and 6) and replied were mostly related to the fourth stage of the consumer purchasing decision process, which is making a decision to purchase. Comments related to post purchase evaluation from previously experience were brought up in order not to be disappointed. As for users who are marked the message as favorite, it means that the message has a little worth to them and they might want to monitor some updates as a form of considering whether to purchase or not There are approximately 70.96% to 86.59% of the users performing this action. And by commenting and 'Like', it informs the user about the updates of the post, we concluded that he has some interest in knowing the opinion of others, and in both Table 3 and 4, it has less than 45% (adding strongly influence and influence in each table). Lastly, the function of retweet is to share the message according to other people and it is more for sharing purposes with others. According to our findings, there are 2.15% to 5.25% of users performing this action. With these data, we concluded that message related to product information within close proximity (Figure 16 and 17) have a slightly positive influence towards the last three stage of consumer purchasing decision process (H1b).

Table 12: Positive influence on the last three stages of consumer purchasing decision process (highest number of influences)

Strongly Influence	Influence	Neutral
25	66	2

26.88%	70.96%	2.15%
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Source:

<https://www.facebook.com/photo.php?fbid=1015131436777625&set=a.210572252624.156398.201671497624&type=1>

Table 13: Positive influence on the last three stages of consumer purchasing decision process (lowest number of influences)

Strongly Influence	Influence	Neutral
45	478	29
8.15%	86.59%	5.25%

Source: <https://www.facebook.com/SamsungMobileSingapore/posts/10151317623282625>

As for cognitive proximity, Figure 18 show that the message posted requires certain prior knowledge in order to discuss about it. It requires knowledge regarding the model of the mobile phone that is described in the message. And with the reference to the Table 7 and 8, people who simply 'retweet' or share the message has a lot of users. This can mean that people shared in order to spread the news because by sharing, they will not get any updates from the original message.

According to Table 7, there are about 33.6% of users commented in the message and by commenting the message, it indicates that people are either clearing doubts or simply sharing of related knowledge. However, there are different limits regarding the stopping point of the comments. In Table 4, there is an approximately 8.47% of users commented and this has indicated that level of interest (limit) and after which, most people will simply share with their friends.

As for the evaluation of alternatives stages, cognitive proximity between the message and consumer is important because if the consumer does not understand the content, he will lost the interests and simply do not want to take the risk by purchasing it. As for post purchase evaluations, we can see that those who voiced out their comments or answers some of the related questions formed the number (33.6% and 8.47%). In addition, we found that consumer who commented "not interested" due to the specifications did not return back to post their comment. With these data, we concluded that message related to product information within close cognitive proximity (Figure 18 and 19) have a positive influence toward consumer purchasing decision process until a certain limit, beyond which the impact will be negative (H2).

Table 14: Positive influence on the consumer purchasing decision process (highest number of influences)

Strongly Influence	Influence	Neutral
488	262	769
32.13%	17.25%	50.63%

Source: <http://www.engadget.com/2012/10/26/lg-nexus-4-manual-8gb-16gb/>

Table 15: Positive influence on the consumer purchasing decision process (lowest number of influences)

Strongly Influence	Influence	Neutral
62	122	548
8.47%	16.67%	74.86%

Source: <http://www.engadget.com/2012/10/26/xiaomi-phone-2-china-launch/>

For social proximity, the gap between the lowest and highest is lowest among the three categories. In Figure 20 and 21, there are supporters of the business and commented positively regardless of the negative comments. Hence, the increasing social proximity will positively impact the consumer purchasing decision process from the sharing of product knowledge.

Social proximity plays a part in drawing motivation to buy products as attentions is gained when people see it on their wall post after they login. According to Table 9 and 10, the lowest for strongly influence and highest influence is 30% and 40.54% respectively. As mentioned, the range is smaller as users in the social media usually will help each other, or when they see their friends' comment updates in their wall, it will trigger some attention and eventually join in to make a comment. By making a comment by asking a question and when a question is answered, it triggers friends' attention especially for breaking news such as the issue on the reliability of the product. People who 'Like' or mark as favorite will be able to receive an update. This means that they might want to have updates but interest level might not be as high as those who commented.

With the analysis, we concluded that social proximity is critical in order to draw interest, individuals must know that it is a trustable source and having different users commenting and if there are friends commenting, it will be more reliable. Having users expressing their stand on the message, this means that people who have like, favorite or commented will be able to update and set it as part of their information search result. Hence, when it reaches the stage on evaluation of alternatives, it impacts consumers because alternatives are eliminated based on the knowledge and also the trust toward the piece of knowledge. This will leads to making a decision of whether to make a purchase. In the post purchase evaluation stage, the consumer will post their evaluations a message or comment to the previous message that he has either like, comment or favorite. There will be more people who are willing to answer the enquiries on the post. With these data, we conclude that message related to product information within close social proximity (See Figure 20 and 21) has a positive influence towards consumer purchasing decision process (H3).

Table 16: Positive influence on the consumer purchasing decision process (highest number of influences)

Strongly Influence	Influence	Neutral
15	22	0

40.54%	59.46%	0%
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Source: <https://www.facebook.com/bellabrandnewcloset>

Table 17: Positive influence on the consumer purchasing decision process (lowest number of influences)

Strongly Influence	Influence	Neutral
6	11	3
30%	55%	15%

Source:

<https://www.facebook.com/photo.php?fbid=10151287079102363&set=a.176178552362.153587.176161277362&type=1>

For organizational proximity, we classified messages that are posted for open discussion for social media users as part of it because the messages facilitate regular discussions and sharing which increase the interaction (thus, lower the organizational proximity). With regular discussion (Figure 22), company will be able to measure the gap between the product and the customers. Thus, able to identify the needs of customers and also knowing how to motivate the customers to buy or get interest to the product. However, the range of percentage of comments received is wide. One of the reasons for a low strongly influence rate might due to the message is technical and consumers have difficulties understanding (at the same time related cognitive proximity). In addition, it serves as part of information capturing during information search stage. The total percentage of users who participated will be updated about the post is approximately 93.18% to 94.44%. Being strongly influence and influence, these users are able to receive updates whenever there are new comments. Hence, when the consumer wants to make a purchase, they will take the information as a measure to conduct the evaluation of alternatives process. As for post purchase evaluation, commenting on the post is one of the most common alternatives for them to their cognitive dissonance or praise the product that they have bought. With these data, we concluded that message related to product information within close social proximity (Figure 22 and 23) has a positive influence toward consumer purchasing decision (H4).

Table 18: Positive influence on the consumer purchasing decision process (highest number of influences)

Strongly Influence	Influence	Neutral
15	2	1
83.33%	11.11%	5.56%

Source: <https://www.facebook.com/pfingo/posts/10150650626468664>

Table 19: Positive influence on the consumer purchasing decision process (lowest number of influences)

Strongly Influence	Influence	Neutral
21	266	21
6.82%	86.36%	6.82%

Source:

<https://www.facebook.com/photo.php?fbid=10151231210602962&set=a.381551177961.160828.14121632961&type=1>

For institutional proximity, Figure 24 and 25 is related to a message posted from Samsung Galaxy Premier and Seagate respectively. Figure 24 is related to one of the new Samsung mobile introduction which is not popular model yet. In this scenario, Federal Communication Commission (FCC) is the regulatory agency which regulates international communication and the release of the mobile phone to the market has to be approved by them. The result for the impact on consumer purchasing decision process by institutional proximity shows that low influence is between 0.43% to 3.18% (See Table 13 and 14). As for users who are marked the message as favorite, it means that the message is still important to them and they would like to read it if there is any updates which is consider as part of information search because in the process of reading, information is gained. There are approximately 7.77% to 8.74% of the users performing this action. With these data, we conclude that message related to product information (Figure 24 and 25) have a weak influence towards the first two stage of consumer purchasing decision process (H5a).

Table 20: Low influence on the first two stage of consumer purchasing decision process (highest number of influences)

Strongly Influence	Influence	Neutral
9	22	252
3.18%	7.77%	89.05%

Source: <https://twitter.com/engadget/status/268589589596344320>

Table 21: Low influence in the first two stage of consumer purchasing decision process (lowest number of influences)

Strongly Influence	Influence	Neutral
2	41	426
0.43%	8.74%	90.83%

Source: <https://twitter.com/engadget/status/268711389844082689>

As the last three stages of consumer purchasing decision process (H5b), the data did shows more users expressing interest as

compared to the previous one. Figure 26 and 27 is related iPhone's accessories and IOS6 bug fix. In Figure 26, it describes about the additional accessories which is previously launched in Europe will be launched for the new generation Apple product in US. This shows that there is a control in term of releasing (intuitional proximity). We observed that people who had replied to the post directly are approximately 16.45% to 29.34% (See Table 15 and 16) and the discussions were mainly about the use adaptor, new cable or low cost alternatives. There are approximately 19.94% to 52.09% of the users marked the message as favorite (influence), it means that they might want to monitor some updates while considering whether to purchase. And since by commenting and liking will inform the user about the updates of the post, we will say that he still have some interest in knowing the opinion of others, and in both Table 15 and 16, it has approximately 36% to 81% (adding strongly influence and influence in each table). Lastly, the function of retweet is to share the message according to other people and it is more for sharing purposes with others. And according to our findings, there are 18.54% to 63.61% of users performing this action. With these data, we conclude that message related to product information within close proximity (Figure 26 and 27) have a positive influence toward the last three stage of consumer purchasing decision process (H5b).

Table 22: Positive influence on the last three stages of consumer purchasing decision process (highest number of influences)

Strongly Influence	Influence	Neutral
49	87	31
29.34%	52.10%	18.56%

Source: <http://www.engadget.com/2012/11/01/ios-6-0-1-released-brings-myrriad-improvements-and-bug-fixes/>

Table 23: Positive influence on the last three stages of consumer purchasing decision process (lowest number of influences)

Strongly Influence	Influence	Neutral
156	189	603
16.45%	19.94%	63.61%

Source: <http://www.engadget.com/2012/11/01/iphone-5-otterbox/>

CONCLUSION

Before social media became a highly popular media, consumers have limited resource to collect product information. Despite being a buyer or seller, they predefined the direction and content of supply because most purchasing happened locally. Geographical, social, cognitive proximity impacts consumer purchasing decision process. The motivation to change consumer is based on their needs is stimulated by proximities and home market characteristics. Both organizational and institutional proximities act as brainstorm media, which impacts consumer purchasing decision but within limited geographical location.

Social media has become increasingly prominent as it is not just a virtual space for individuals to interact but also a channel for advertising[66], sharing of information and knowledge, and building of relationship between consumer and advertiser. This study discovers that different proximity influences consumer purchasing decision process in different manner. Despite the limitation of this research, it identifies a direction towards a better understanding of the influencing factors toward consumer purchasing decision process and the role of each type of proximity.

In this research paper, we studied five proximities and explored its impacts throughout the purchasing decision process. We highlighted the importance of each of the proximity, which helps marketers to ensure that every message that is brought across to consumers in the social media will impact to the right audience, creating significant influence during their purchasing decision process. Proximity has been affecting consumer's purchasing decision process since the past. It is more interesting to note that, with the highly populated influence of social media, proximity will continue having impact on consumer's purchasing decision process, and this impact will be increasingly further and deeper.

LIMITATION AND FUTURE RESEARCH

Although we have taken rigor research methodology, some limitations still exist. One of limitations is that more sophisticated analysis can be done to reveal the relationship between proximity and consumer. This analysis can be done by gathering some available statistics and performing it with some data mining technique such as clustering to describe more about the data or classification technique to predict if the message will attract people to make a purchase.

This study proposed two suggestions for future research which is engrossing and significant to advertisers and researchers. Firstly, further research may investigate on the structuring of the information or message accordingly, taking in consideration of prioritizing the different types of proximity. Secondly, further research should examine the advantages and disadvantages for types of proximity in each stage of the consumer purchasing decision process together with other theory such as the critical mass[67] to identify the impact.

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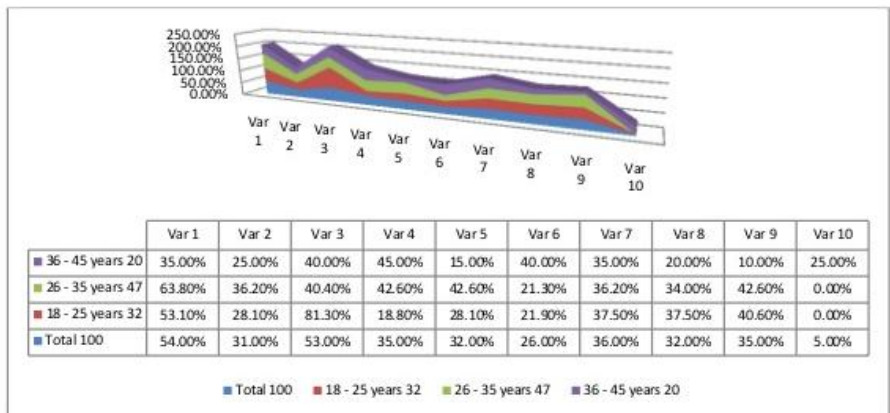
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- [75] Ravi S. Sharma, SR Apoorva, Venkata Madireddy and Varun Jain, “Best Practices for Communication between Client and Vendor in IT Outsourcing Projects”, *Journal of Information, Information Technology, and Organizations*, 3, pp. 61-93, 2008. Available from: <http://www.jiito.org> (Top 6 downloaded JIITO paper as of 1/12)

APPENDIX

Appendix 1: How social media influence purchase decision

35. Crosstab between Q21 and Q2
 Q21. Social Media - what motivates you? X
 Q2. Please indicate your age?



Legend:

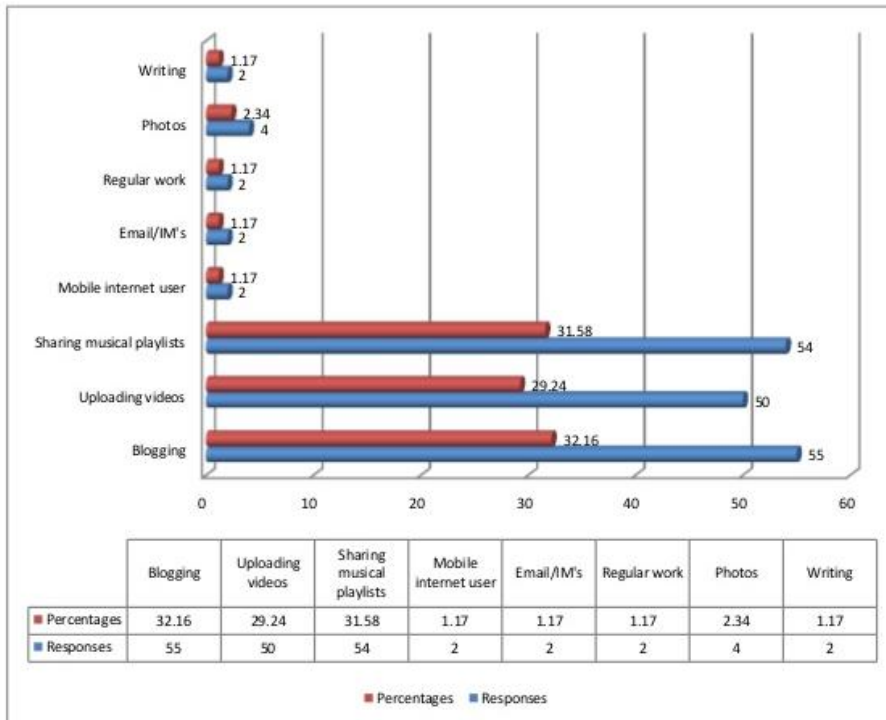
- Creating relationships and friendships = Var1
- Someone who cares about the same things they do = Var2
- Entertainment and relaxation = Var3
- Providing a place where they can freely share their ideas = Var4
- Providing a sense of community and mutual support = Var5
- Sounding board for someone who cares about their interest = Var6
- Providing access to information and advice they could not get = Var7
- Opportunity to be involved in a case they care about = Var8
- Recognition, a place where they can share their intelligence = Var9
- None of the above = Var10

Inference:

- ✓ At 81.30%, the variable 3 seems to be the motivation behind this age group 18 to 25
- ✓ Creating relationships and friends seems to be the motivation behind the age group 26 – 35 age
- ✓ Providing a place where they can share their ideas is another motivational factor for the age 36 to 45.

Figure 15: Motivation to Social Media[12]

13. Q16. How do you express yourself creatively?



Inference:

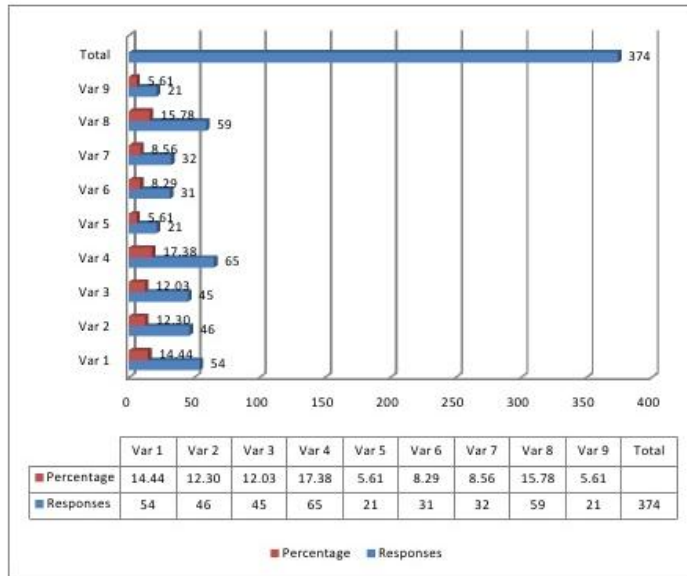
- ✓ Majority of the respondents have said they share music, videos and blogs to express themselves creatively online
- ✓ Of these some of them have included their 'regular work' that has something to do with spending most of their time online
- ✓ Almost 2% have written creative writing

Recommendation:

- ✓ We need to figure out ways to drive our generation to better express themselves like encourage writing etc.

Figure 16: Express Creatively[12]

17. Q20. What do you look for on a social network?



Legend:

- Content on demand = Var 1
- Whenever, wherever access = Var 2
- Participate = Var 3
- Share experiences = Var 4
- Content I can play with and pass it on = Var 5
- More Authority = Var 6
- High levels of Interaction = Var 7
- Usefulness = Var 8
- More Links = Var 9

Inference:

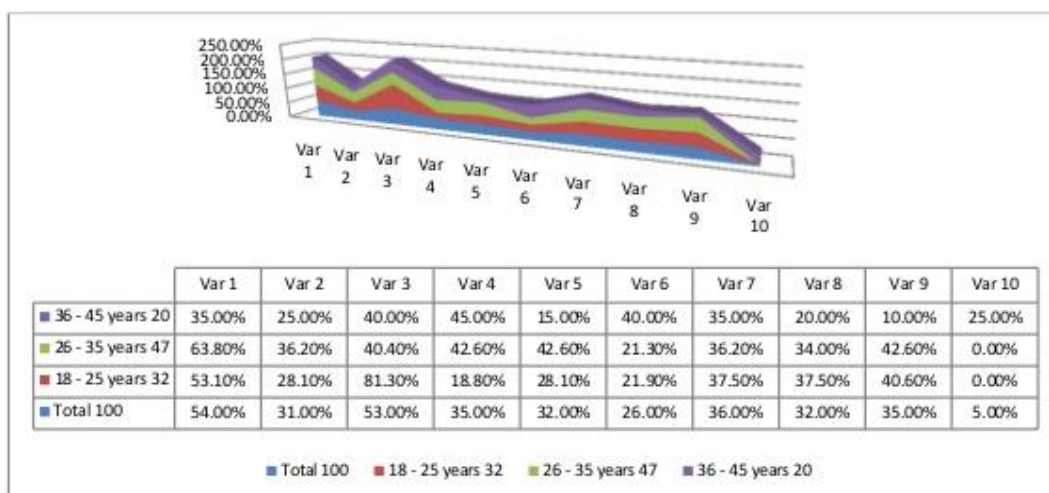
- ✓ 17% respondents have said they look for sharing experiences online using a social network.
- ✓ Almost 16% have opted for usefulness as criteria they look for while registering on a social network.
- ✓ Followed by 14% who say they look for content on demand while on a social network.

Recommendation:

- ✓ There are loads of social networks out there.
- ✓ It is time for them to take a note and start reacting to attract new users to their networks.
- ✓ Marketers are always on the lookout for newer mediums to advertise to reach out to their TGs anyhow.

Figure 17: Motivation in Social Network[12]

35. Crosstab between Q21 and Q2
Q21. Social Media - what motivates you? X
Q2. Please indicate your age?



Legend:

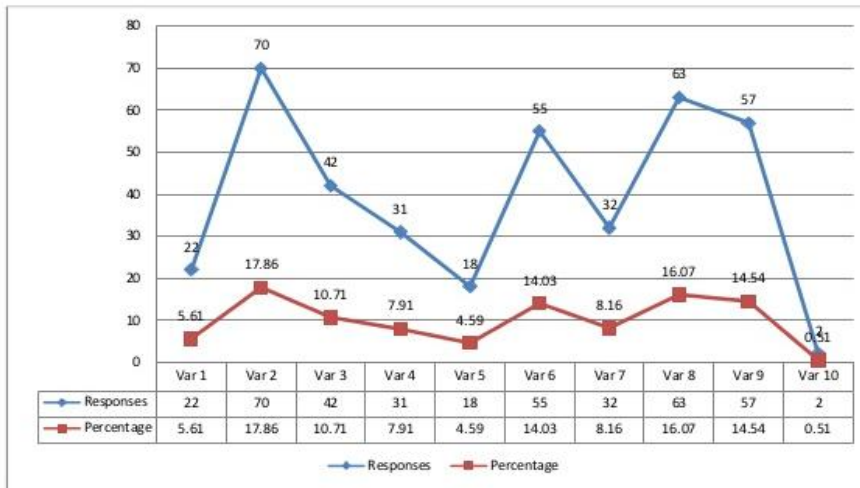
- Creating relationships and friendships = Var1
- Someone who cares about the same things they do = Var2
- Entertainment and relaxation = Var3
- Providing a place where they can freely share their ideas = Var4
- Providing a sense of community and mutual support = Var 5
- Sounding board for someone who cares about their interest = Var6
- Providing access to information and advice they could not get = Var7
- Opportunity to be involved in a case they care about = Var8
- Recognition, a place where they can share their intelligence = Var 9
- None of the above = Var 10

Inference:

- ✓ At 81.30%, the variable 3 seems to be the motivation behind this age group 18 to 25
- ✓ Creating relationships and friends seems to be the motivation behind the age group 26 – 35 age
- ✓ Providing a place where they can share their ideas is another motivational factor for the age 36 to 45.

Figure 18: Motivation [12]

20. Q28. What do you look for on the Internet?



Legend:

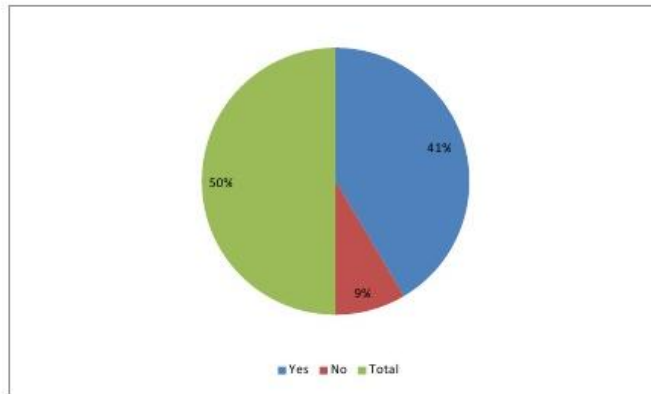
- Health - Medical information = Var1
- News or Information = Var2
- Information on politics = Var3
- Information on religion/spiritual information = Var4
- Make donations = Var5
- Shopping = Var6
- Pleasure = Var7
- Education = Var8
- Office work - Email etc. = Var9
- Others = Var10

Inference:

- ✓ 17.86% say they look for news or information on the Internet
- ✓ 14.03% say they shop online
- ✓ 16.07% say they look for education related information
- ✓ 14% say they are busy with their office work checking emails etc.

Figure 19: Purpose in the Internet[12]

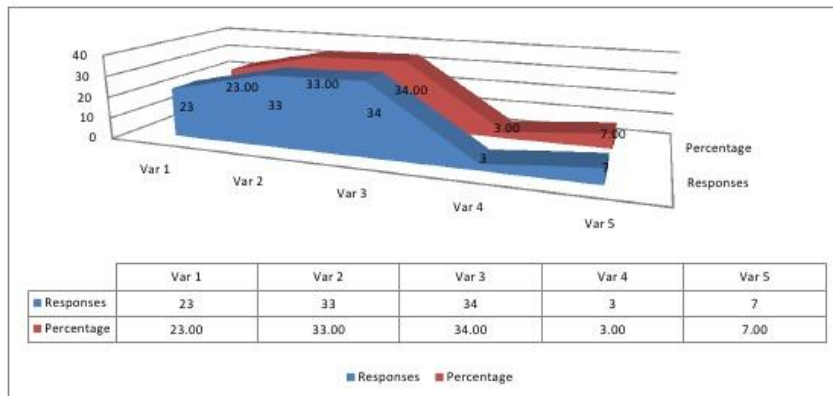
26. Q35. Does a social medium influence your purchase decision?



Inference:

- ✓ 41% respondents agree that social media influences their decision making process and hence their purchase
- ✓ While 9% believe it doesn't influence their purchase decision

27. Q36. If yes, how likely are you to purchase?



- Legend:**
- Will Definitely Purchase
 - Will Purchase
 - Not Sure

Figure 20: Social media influence on purchase decision[12]

Appendix 2: Hypothesis testing

Samsung Mobile @SamsungMobile

Introducing the #GALAXYNoteII, ultimate smartphone for on-the-go creativity. bit.ly/RLAw5M

5,034 RETWEETS | 1,932 FAVORITES

10:18 AM - 8 Oct 12 · Embed this Tweet

ActivistArt™ @ActMstArt
@SamsungMobile you're so embarrassing I was caught dead with any of your products. #samsung #iphone

Telstra @Telstra
@smadge1 Hey mate, have you already subscribed? interest via: telstra.com.au/eoi/keep-infor...

Deb Maddock @DevonDeb
@SamsungMobile It looks awesome.

livinlifeforadam @Maroon5Addict
@SamsungMobile sigh wish I could I'm stuck with mobile

Furby also a dog @gaysexHaver420
when are u going to make a phone for the market between notepad and smartphone???? @Samsung

Play Acoustic Bar @PlaypontaGrossa
@SamsungMobile BORA ESCUTAR " SUA LIN @denerferrari " youtube.com/watch?v=5y-gpo DAR RT!!!

Pat Harkin @dwauctioneer
@SamsungMobile WHEN are you shipping the version?

Don't miss any updates from Samsung Mobile
Join Twitter today and follow what interests you!

Full name Email Password

Text follow SamsungMobile to your carrier's shortcode

Figure 21: Slightly positive influence on the first two stage of consumer purchasing decision process (Geography proximity)

Source: <https://twitter.com/SamsungMobile/status/255356462019272704>

The image shows a screenshot of a Twitter post from Samsung Mobile (@SamsungMobile). The tweet text reads: "Introducing the latest addition to the Note category - the Samsung #GALAXYNoteII" followed by a link to a picture on Twitter. Below the text is a photo of the Samsung GALAXY Note II smartphone and its stylus. The phone's screen displays the time 12:03 and the date Wed, 29 Aug. The tweet has 616 retweets and 121 favorites. At the bottom of the tweet is a sign-up form titled "Don't miss any updates from Samsung Mobile" with fields for "Full name", "Email", and "Password", and a "Sign up" button. The form also includes a text prompt: "Text follow SamsungMobile to your carrier's shortcode".

Figure 22: Slightly positive influence on the first two stage of consumer purchasing decision process (Geography proximity)
Source: <https://twitter.com/SamsungMobile/status/240864520866766849/>

Samsung Mobile Singapore
Learn how to maximise the potential of your GALAXY Note II LTE and GALAXY S III with all the tips and tricks we'll be sharing during our upcoming FREE workshops! Details here → <http://bit.ly/PmVQQL>
Like · Comment · Share · October 23

👍 478 people like this.

🔗 29 shares

💬 View all 45 comments

 **Yoke Yue Pang** All sessions full already. Please organise more sessions, preferably on weekday evenings. Thanks.
November 3 at 7:54pm · Like

 **Shirleen Phoa** please organise more sessions.
November 3 at 10:35pm · Like

 **Siet Wei Zhen** I bought samsung s3 LTE in the evening of 02.11.2012. after charging for ten hours, i tried to use it and discovered my new phone. unfortunately, it jammed for many times and off by itself. i even couldn't use it!! i tried to make a call, it off itself... See More
November 4 at 1:21pm · Like · 🔄 5

 **Hieg-Hie Siet** I suspect there might have been a leak hole somewhere along the QC procedures. But should consumers always have to be on the losing side? In this case it means a brand new smart phone of the latest model cannot be used at the very first instance! Does warranty serve its purpose in an instance like this? An EXCHANGE should be the MOST CONVINCING solution. So SAMSUNG, what do you see from here?
November 4 at 3:32pm · Like · 🔄 2

 **薛文衡** 哇佬...原來samsung電話也不過如此啊。雖然在下沒用過，可卻很不小心的聽到這個消息。還真讓我大吃一驚啊!! 才剛買不到幾個小時。甚至才第一次試機，問題就出現了。 Siet Wei Zhen後來拿去samsung店問個究竟。那知道該店的店員竟然就拆開該電話。試問下。電話還買不到24小時。就要拆開來修理。那請問下這種電話。是好的還是不好的? ? ? 因此。希望該公司可以拿架新的電話給Siet Wei Zhen,以挽回我們對Samsung電話的信心!
November 4 at 4:44pm · Like · 🔄 2

 **Siet Ziheng** 對咯。新手機都還沒開始用就壞了。這算什麼? 照理說 Samsung 公司應該換一架新的電話給她嘛.....
November 4 at 5:06pm · Like

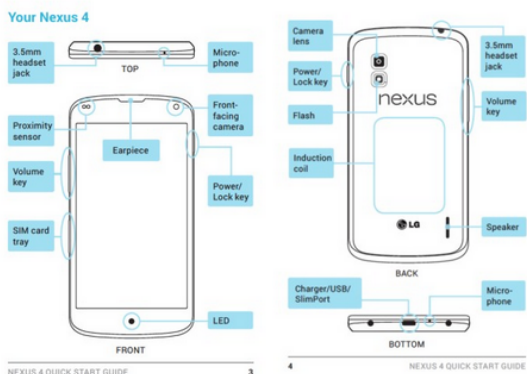
Figure 23: Positive influence on the last three stages of consumer purchasing decision process (Geography proximity - lowest number of influences)

Source: <https://www.facebook.com/SamsungMobileSingapore/posts/10151317623282625>

FILED UNDER [Cellphones](#)

LG E960 support manuals confirm Nexus 4 name, 8GB and 16GB configurations

By Richard Lawler posted Oct 26th 2012 10:31PM



The information leaks ahead [Google's Android event next week](#) continue to flow, with the latest thanks to support manuals on LG's Australian and UK websites. While we're already familiar with the phone's hardware thanks to a [detailed Belarusian review](#), the manuals confirm it is going to be called the Nexus 4, and that along with the 8GB version we've seen there will definitely be a 16GB edition available. As you can see above, it also includes an induction coil for wireless charging and excludes any microSD slots for additional storage. This all comes after [two separate Nexus 10 leaks](#) earlier today, as well as a report by [Wired](#) of a lost Nexus 4 recovered in a San Francisco bar (sound familiar?) last month. Hit the source link below to check out the LG E960 PDF for yourself (you may need to select the "show all" radio button), although there's only a few diagrams and support info waiting within.

[Thanks, Tim aka Zurginator]

SOURCE [LG E960 support page](#), [LG E960 Manual \(PDF\)](#)

DISCUSS 0

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TAGS [16gb](#), [8gb](#), [e960](#), [e960 mako](#), [E960Mako](#), [google](#), [google nexus](#), [GoogleNexus](#), [lg](#), [mako](#), [mobilepostcross](#), [nexus](#), [nexus 4](#), [Nexus4](#), [wireless charging](#), [WirelessCharging](#)

488 comments



Figure 25: Positive influence in the consumer purchasing decision process within a certain limit (Cognitive proximity)

Source: <http://www.engadget.com/2012/10/26/lg-nexus-4-manual-8gb-16gb/>

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Xiaomi Phone 2 officially launching in China on October 30th, 16GB and 32GB flavors offered

By Richard Lai posted Oct 26th 2012 1:06AM



With all these Snapdragon S4 Pro phones popping up here and there, Xiaomi's finally announcing its launch plan for the retail version of its very own [Xiaomi Phone 2](#) aka MI-Two, which is also powered by Qualcomm's [APQ8064](#) SoC. Here's what's going to happen: on October 30th, the company's online store will release the first 50,000 units, followed by another 250,000 units (approximately) in mid-November. Additionally, the device will be offered in both 16GB and 32GB flavors, which are priced at ¥1,999 (about \$320) and ¥2,299 (about \$370), respectively. Folks who reside in China can now register online for a quota, but it'll probably be just a matter of time before we see these on eBay, any way.

VIA [Engadget China](#)

SOURCE [Xiaomi \(Sina Weibo; login required\)](#)

DISCUSS 62

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f 119 t 427 p 0 e 1 +1

TAGS [apq8064](#), [availability](#), [cellphone](#), [china](#), [krait](#), [mi-two](#), [mobile phone](#), [MobilePhone](#), [mobilepostcross](#), [phone](#), [quad core](#), [QuadCore](#), [s4 pro](#), [S4Pro](#), [smartphone](#), [snapdragon s4 pro](#), [SnapdragonS4Pro](#), [xiaomi phone 2](#), [XiaomiPhone2](#)

Xiaomi Phone 2

powered by **gadget**

KEY SPECS	REVIEWS 0	PRICES	
TYPE Smartphone	OPERATING SYSTEM Android (Jelly Bean [4.1])	SCREEN SIZE 4.3 inches	INTERNAL MEMORY 16 GB
CAMERA 8 megapixels	ANNOUNCED 2012-08-16		

[see all specs —](#)

62 comments

livefyre

Figure 26: Positive influence in the consumer purchasing decision process within a certain limit (Cognitive proximity)

Source: <http://www.engadget.com/2012/10/26/lg-nexus-4-manual-8gb-16gb/>

The image displays two side-by-side screenshots of a Facebook page for 'Bella Closet'. The left screenshot shows a post with a Prada cash voucher receipt. The right screenshot shows a timeline of comments on the post.

Facebook Page Header: facebook | Search for people

Page Name: Bella Closet | Timeline

Post Text (Left Screenshot): This is my latest receipts for my latest look. I'm tired of being malign!

Receipt (Left Screenshot):

PRADA
Cash Voucher
09/Oct/2012 01:05 PM Till: 83204 Tr: 60082 St: 0
CUSTOMER GENERIC
Customer No. 1

Description	Quantity
8058966840620 PORTAF.ORI SAFFIANO 1 BALTICO TU	1
8058966840644 PORTAF.ORI SAFFIANO 1 BALTICO TU	1
8055113327966 PORTAF.ORI SAFFIANO 1 ANTRACITE TU	1
8034101365982 PORTAF.PAT SAFFIANO METAL ORO 1 NERO T	1
8058181429846 PORTAFOGLI SAFFIANO METAL ORO 1 IBISCO	1
8051077559924 PORTAF.PAT SAFFIANO METAL ORO 1 IBISCO	1
Nr Items :	6
Total Due	

Comments (Right Screenshot):

- Comment 1:** Seriously! This ppl main job in their life is t... N crazily sitting at home giving ignorant com... cheek to say do not tag me when they themselves...
October 15 at 9:17am · Like
- Comment 2:** Bella Closet N she's not even in my fr...
October 15 at 9:18am · Like
- Comment 3:** Ng Carol Bella Closet cool down, This... like Cantonese saying (Eat full can't sh...
October 15 at 9:21am · Like · 1
- Comment 4:** Iva Lim Dun angry, I support u...
October 15 at 10:06am · Like · 3
- Comment 5:** Candy Tan Just ignore her. She eye-r...
October 15 at 10:32am · Like · 1
- Comment 6:** Anne Chou Chill babe, maybe she per... hahaha
October 15 at 10:46am · Like · 1
- Comment 7:** Bella Closet Hahaha...
October 15 at 10:46am · Like
- Comment 8:** Anne Chou she cant even know how... guess she bo lui hahaha
October 15 at 10:47am · Like · 1
- Comment 9:** Bella Closet WAH I hope i can post th... me man... coz is too lewd that i don wa... eyes.
October 15 at 12:22pm · Like
- Comment 10:** Bella Closet hurt*
October 15 at 12:23pm · Like
- Comment 11:** Bella Closet Cursing my pte parts n m...
October 15 at 12:39pm · Like
- Comment 12:** Alicia Low dont bother too much of p... are doing a great things 😊|..... God...
October 15 at 1:11pm · Like · 1
- Comment 13:** Anne Chou warao so bad??? send to r...
October 15 at 1:41pm · Like
- Comment 14:** Bella Closet What did she say?!
October 15 at 1:41pm · Like

Figure 27: Positive influence on the consumer purchasing decision process within a certain limit (Social proximity)

Source:

<https://www.facebook.com/photo.php?fbid=353556881400557&set=a.353556871400558.84417.100002387446774&type=1>

facebook

Timeline Photos
Back to Album · Mobilesquare.com.sg's Photos · Mobilesquare.com.sg's Page



Like Comment

Mobilesquare.com.sg
USAMS Case stand for iPad Mini

Retail: \$58
Fans: Less 10%
Like · Comment · Share · October 24 via mobile

11 people like this.
3 shares

Saurabh Gaur What? The product is not yet announced and the case is out at retailer!!
October 24 at 12:46am · Like

Kh Lim hohohoh unbelievable hohohoho
October 24 at 12:49am · Like

Danny Ng that's fast
October 24 at 12:58am · Like

Melvin Wong Kok Kin lol
October 24 at 1:12am · Like

Roy Chen hope to have more type & screen protector soon~
Friday at 2:45am · Like

Terry Gao will need one soon.
a few seconds ago · Like

Write a comment...

Album: Timeline Photos
Shared with: Public

Tag This Photo

View Larger
Download
Report/Remove Tag

Figure 28: Positive influence on the consumer purchasing decision process within a certain limit (Social proximity – lowest number of influences)

Source:

<https://www.facebook.com/photo.php?fbid=10151287079102363&set=a.176178552362.153587.176161277362&type=1>

pfingo · 732 like this
 March 4 at 5:41pm · 

Week #2 Feedback Forum: I know it is monday morning, yes the "blues" will start setting in, but let us make pfingo better each week.

Last week, we've identified product issues that need to be addressed, some are already in motion *wink*. With that said, let us further explore any problems encountered recently or an improvement/feature you would like to see in pfingo.

Like · Comment  1

 Terry Gao and Nang Hnin Pan like this.

 **Kelvin Khoo** Allow faxes to be viewed and managed in the pfingo website
 March 4 at 5:56pm

 **Terry Gao** Suggest lower pro account monthly rates, as Singtel and Starhub offer free home line, m1 offer 2 dollars per month. All are VoIP service.
 March 4 at 5:59pm

 **Clarence Tey** Only software usage.We need physical phone like skype phone.
 March 4 at 6:30pm

 **Clarence Tey** And still has issue of people using speaker phone to fax.Pfingo will think it is a voice call.End up receive a voice message.
 March 4 at 6:31pm

 **Kelvin Khoo** @Clarence Tey - Hi Clarence, you can use their iPhone App to have the physical phone
 March 4 at 7:01pm

 **Terry Gao** I use physical phone at home, it's Siemens s45, so far so good.
 March 4 at 7:03pm

 **pfingo** Kelvin Khoo: Just to expand on it, a digital copy of all faxes will reside online in a mailbox, with options to archive, send/forward. Did I visualize it correctly?
 Terry Gao: Will bring this up to the team, we will help stretch every dollar spent on ... [See More](#)
 March 4 at 7:24pm

 **Clarence Tey** And also we need a 24hr x7 online chat support.Or a support line.
 March 4 at 7:32pm

 **Kelvin Khoo** Currently, all faxes are sent to my designated email address. Should I choose to login to pfingo and view, I can only see a log, I can't retrieve them. From your description, I must have missed something - do enlighten
 March 4 at 7:41pm

 **pfingo** Clarence Tey: will have to get back to you on that at a later time. 😊
 Kelvin Khoo: Yes Kelvin, currently the activity log shows the status of the faxes only. However it doesn't have the option to view the fax content and perform follow up features like forwarding to other destination(s). Are these the improvements you are looking at?
 March 4 at 8:09pm

 **Kelvin Khoo** YES! Lets Pfingo be the default mailbox for faxes and the email be a forwarding option. The nightmare I had was I lost so many faxes previously because the faxes never reached my email account and there's no fall-back, kinda crap ain't it?
 March 4 at 8:12pm

 **Clarence Tey** I have no problem receiving fax from email.If you cannot receive on your email,something is wrong.
 March 4 at 8:59pm

 **pfingo** Kelvin Khoo: It is a good suggestion, will have it brought to the team's attention.
 Clarence Tey: The situation was a little complicated, and I'm glad we have work things out with Kelvin.
 March 4 at 9:35pm

 **Guy Nicholson** Using Siemens Gigaset A580IP I had a problem with keypad DTMF tones. Many voip services use RFC2833 for transmitting DTMF, but RFC2833 keypad tones don't work with Pfingo. Would be more compatible if this is supported.
 March 5 at 10:20pm

 **pfingo** Clarence Tey & Kelvin Khoo: Yes i fully agree that we need an alternate point of contact. The rationale for the ticketing system as the main support platform is that customer issues could be better organize, reference and follow up. I'm pretty sure tha... [See More](#)
 March 6 at 6:06pm

Figure 29: Positive influence on the consumer purchasing decision process (Organizational proximity – highest number of influences)

Source: <https://www.facebook.com/pfingo/posts/10150650626468664>

Timeline Photos

Back to Album · 7-Eleven Singapore's Photos · 7-Eleven Singapore's Page

Previc



Like Comment



7-Eleven Singapore

Did you manage to get your Panda Slurpee cups over the weekend? They're only available while stocks last in each store so grab them quick! — with Deva Deva's, Dessibel Lopez and Deepa Deepa Dee.

Like · Comment · Share · October 22

Album: Timeline Photos

Shared with: Public

View Larger

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Report/Remove Tag

266 people like this.

21 shares

View all 21 comments



Cheryl Yeong Northpoint outlet have?

October 22 at 2:29pm · Like



Andrew Lee My area dun even have large slurpee not to mention panda ones

October 22 at 2:39pm · Like



Ling Ler Where to buy the panda?

October 22 at 4:05pm · Like



Jean Tan i saw the panda at 7-11 tanah merah mrt!

October 22 at 11:18pm · Like



Robin Sim Joselyn Theng

October 23 at 11:26am · Like



Doremon SG alamak hould not insert the panda pic in the poster. Thgt panda toy included...

October 23 at 3:52pm · Like

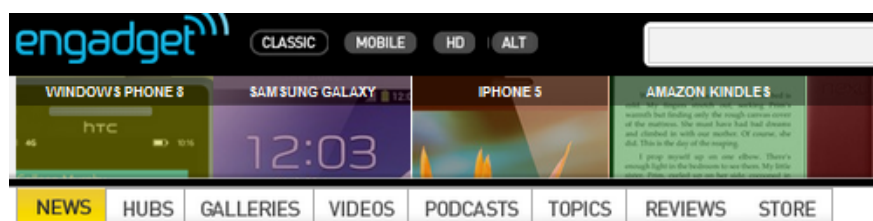


Write a comment...

Figure 30: Positive influence on the consumer purchasing decision process (Organizational proximity – lowest number of influences)

Source:

<https://www.facebook.com/photo.php?fbid=10151231210602962&set=a.381551177961.160828.14121632961&type=1>

FILED UNDER [Cellphones](#)

Samsung Galaxy Premier reaches the FCC without the LTE we crave

By Jon Fingas posted Nov 2nd 2012 4:33PM



Samsung is learning to navigate the US regulatory maze quickly; its [Galaxy Premier](#) has already passed through the FCC mere days after it hit the newswires. The approval is very much a mixed blessing, however. While it helps confirm the hinted-at Superior codename and shows that HSPA 3G will work on AT&T and larger Canadian carriers, it's clear from the frequency mix that there's none of the LTE-based 4G that North American providers would demand for an official deal. While we weren't bracing ourselves for the Premier crossing the oceans, it does mean that Americans wanting Samsung's not-quite-a-Galaxy-S-III will have to either score a cheap import or hope one of the US networks has a change of heart.

SOURCE [FCC](#)

DISCUSS 9

Like 22 people like this. Be the first of your friends.

23 228 0 0 +1

 TAGS [android](#), [fcc](#), [galaxy premier](#), [GalaxyPremier](#), [gt-i9260](#), [hspa](#), [mobile](#), [mobilepostcross](#), [samsung](#), [smartphone](#), [superior](#)

Figure 31: Low influence on the first two stages of consumer purchasing decision process (Institutional proximity – lowest number of influences)

Source:

<http://www.engadget.com/2012/11/02/samsung-galaxy-premier-reaches-the-fcc-without-the-lte-we-crave/>