

# **INTERNATIONAL BUSINESS & MANAGEMENT ACADEMIC COLLOQUIUM 2018**

A collaborative effort between

**FACULTY OF BUSINESS AND MANAGEMENT, UiTM KEDAH  
&  
HATYAI BUSINESS SCHOOL, HATYAI UNIVERSITY**

Copyright © 2018 by the Universiti Teknologi MARA Cawangan Kedah

Published by the Faculty of Business & Management

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, 08400 Merbok, Kedah, Malaysia.

## **EDITORIAL**

### **Patron**

Associate Professor Dr Shaiful Annuar Khalid  
Associate Professor Dr Wittawat Didyasarini Sattayarak

### **Chair**

Dr Kamarudin Othman

### **Co-Chair**

Dr Siriluck Thongpoon

### **Colloquium Committees**

Associate Professor Dr Nik Ramli Nik Abdul Rashid  
Dr Norhidayah Ali  
Dr Yanti Aspha Ameira Mustapha  
Dr Law Kuan Kheng  
Roseamilda Mansor  
Azim Izzuddin Muhamad  
Jamilah Laidin  
Mohd Firdaus Ruslan  
Nur Zainie Abd Hamid  
Mohd Shafiz bin Saharan

### **Abstract Reviewers**

Associate Professor Dr Nik Ramli Nik Abdul Rashid  
Dr Mahadzir Ismail  
Dr Dahlia Ibrahim  
Dr Hafizah Hammad Ahmad Khan  
Dr Yanti Aspha Ameira Mustapha  
Dr Norhidayah Ali  
Dr Law Kuan Kheng  
Dr Mohd Rizaimy Shahrudin  
Dr Siti Meriam Ali  
Dr. Patcharee Scheb – Buenner  
Dr. Chutima Wangbenmad  
Dr. Siriluck Thongpoon

### **Language Editors**

Dr Wan Irham Ishak  
Nor Aslah Adzmi  
Bawani A/P Selvaraj

### **Formatting**

Nor Ananiza Azhar  
Nur Diana Hassan

### **Director of Design**

Syahmi Harudin

**eISBN: 978-967-0314-56-3**

Printed by: Perpustakaan Sultan Badlishah  
Universiti Teknologi MARA (UiTM) Cawangan Kedah

## **THE INFLUENCE OF FACEBOOK CONTENT, ENGAGEMENT, AND INVESTMENT ON IMPULSE BUYING BEHAVIOR**

Maznah Wan Omar<sup>1</sup>, Siti Asmahanim Abdullah<sup>2</sup>, Affify shuhada<sup>3</sup>, Noor Jannah Kamaruddin<sup>4</sup>, Sarah Sabir Ahmad<sup>5</sup>, Azfahanee Zakaria<sup>6</sup>

Email:

[maznah199@kedah.uitm.edu.my](mailto:maznah199@kedah.uitm.edu.my)

### **ABSTRACT**

With the emergence of Industrial revolution 4.0, marketers are in tandem with the latest technology of cyberspace which relatively has proved that the growth of social media nowadays has become the prime marketing platform that connects consumers and businesses. There are more businesses that use paid advertising in social media which make audiences aware of a product. This study examined the elements that contribute to an effective content on social media which therefore enhance consumers' engagement that can have a significant impact on impulse buying behavior. The study extends the Technology Acceptance Model (TAM) by examining the role of quality content, engagement, and investment that leads to online impulse buying behavior. In order to achieve the objective of the study, a quantitative approach was undertaken through online survey with 234 samples. Data were analyzed using SPSS version 23. The results indicates that the Facebook content have a significant influence on impulse buying behavior, while engagement and investment were found to be insignificant. Based on the results of the study, relevant recommendations were provided and limitations of the study were acknowledged.

**Keywords:** Facebook content, Consumer Engagement, Facebook, Social Media