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**SOCIAL MEDIA INFLUENCE FOR REPETITIVE BEHAVIOR AMONG
MALAYSIAN MILLENNIAL BLOOD DONORS**



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Universiti Utara Malaysia

DOCTOR OF PHILOSOPHY

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**SOCIAL MEDIA INFLUENCE FOR REPETITIVE BEHAVIOR AMONG
MALAYSIAN MILLENNIAL BLOOD DONORS**

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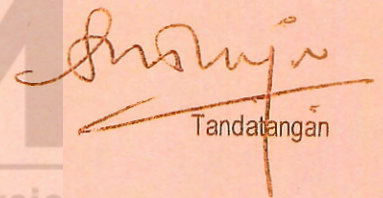
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ABSTRACT

This basic research aims to discover how persuasive advertisements via social media are perceived in maintaining blood donation behaviour among Malaysian Millennials. Inspiration for this study stems from inadequate discussion built in the Elaboration Likelihood Model corpus knowledge. Inconsistent empirical evidence on the motivation factor has drawn the research attention to fill the knowledge gap. Additionally, infancy knowledge on message content lures this study to further clarify message indices. Furthermore, inconclusive knowledge of social media effectiveness needs immediate clarification from this study. Anchored by the interpretivist paradigm, this qualitative study provides new knowledge through descriptive phenomenology. Trustworthiness protocol was executed to establish the quality principles. Multiple sources of data included in-depth interviews, field notes, and photo analysis deployed for triangulation basis. Purposive sampling was conducted, whereby the criteria used to select the sample are blood donors (i) with a minimum of two donations, and (ii) Malaysian Millennials. Data collected from four informants through in-depth interviews were manually transcribed and analysed. For validation, 57 advertisements from official Facebook and Instagram were analysed through thematic and content analysis. In essence, inductive reasoning was used to navigate the research direction. As a result, this study extended the domain of the Elaboration Likelihood Model to repetitive behaviour from the existing attitude domain. A specific taxonomy of motivation factors for repeat blood donors was successfully developed based on real-life experiences. Five elements of the message content were well clarified regarding reminder, campaign, information, and awareness and persuasive. Nevertheless, this study has expanded the understanding of the effectiveness of social media in promoting Millennial blood donations behaviour. Last but not least, this study has enhanced the explanation power of the Elaboration Likelihood Model in the social media context. Finally, this inter-disciplinary study has linked marketing and haematology knowledge in providing a remedy of blood donation issue for social wellbeing.

Keywords: Elaboration Likelihood Model, message content, repetitive behaviour, Millennials blood donation, social media.

ABSTRAK

Kajian ini pada asasnya adalah bertujuan untuk mendalami bagaimana periklanan pembujukan menerusi media sosial diterima dalam mengekalkan gelagat penderma darah dalam kalangan warga Malaysia dalam kelompok Millennium. Inspirasi kajian ini bermula daripada kurangnya diskusi yang terbina dalam korpus pengetahuan Elaboration Likelihood Model. Dapatan empirikal yang tidak konsisten terhadap faktor motivasi telah mendorong kajian ini untuk mengisi jurang pengetahuan berkenaan. Tambahan lagi, pemahaman awal tentang kandungan mesej mendorong kajian ini untuk memperjelas secara terperinci tentang kandungan mesej. Seajar dengan itu, pengetahuan tidak menyeluruh tentang keberkesanan media sosial perlu penyelesaian segera melalui kajian ini. Bertunjangkan paradigma interpretasi, kajian kualitatif ini mendapat pengetahuan baharu menerusi fenomenologi deskriptif. Protokol kebolehpercayaan dilaksanakan untuk memperkukuhkan prinsip kualiti kajian. Pelbagai sumber data meliputi temu bual mendalam, nota kajian dan analisis foto digunakan untuk asas penyegitigaan. Persampelan bertujuan digunakan, dimana kriteria yang ditetapkan untuk memilih sampel adalah penderma darah (i) minima dua pendermaan darah, dan (ii) warga Malaysia dalam kelompok Millennium. Data daripada empat pemberi maklumat diperoleh menerusi temu bual mendalam ditranskripsikan secara manual dan dianalisis. Untuk pengesahan, 57 iklan rasmi daripada Facebook dan Instagram dianalisis menggunakan analisis tematik dan analisis kandungan. Sementelahan itu, penaakulan inductive digunakan untuk mengemudi kajian ini. Penemuan kajian ini telah memanjangkan domain Elaboration Likelihood Model kepada gelagat berulang daripada domain sikap tersedia ada. Taksonomi faktor motivasi eksklusif untuk penderma darah berulang telah berjaya dihasilkan berdasarkan pengalaman sebenar. Lima elemen kandungan mesej diterangkan dengan jelas berhubung peringatan, kempen, informasi, kesedaran dan meyakinkan. Tambahan lagi, kajian ini telah menambah pemahaman tentang keberkesanan media sosial dalam mempromosikan gelagat penderma darah dalam kalangan Millennium. Tidak terkecuali, kajian ini telah meningkatkan kuasa penjelasan Elaboration Likelihood Model dalam konteks media sosial. Akhir sekali, kajian silang disiplin ini telah menghubungkan pengetahuan pemasaran dan haematology dalam menawarkan penyelesaian kepada isu pendermaan darah untuk kesejahteraan sosial.

Kata kunci: Elaboration Likelihood Model, kandungan mesej, gelagat berulang, pendermaan darah Millennium, media sosial.

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LIST OF ABBREVIATIONS

AMI.....	A Motivational Interview
CDB.....	Conspicuous Donation Attitude
CGA.....	Consumer Generated Advertising
DITF.....	Door In The Face
ELM.....	Elaboration Likelihood Model
FITD.....	Foot In the Door
Gen-X.....	Generation X
Gen-Y.....	Generation Y
Gen-Z.....	Generation Z
MOH.....	Ministry of Health Malaysia
NGO.....	Non-Government Organization
PDN.....	Pusat Darah Negara
PSA.....	Public Service Advertisements
SMS.....	Short Message System
UK.....	United Kingdom
USA.....	United State of America
UUM.....	Universiti Utara Malaysia
VNRBD.....	Voluntary Non Remunerated Blood Donation
VRBD.....	Voluntary Remunerated Blood Donation
WHO.....	World Health Organization

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter starts with a holistic view of the research background which underlies the reality phenomenon to establish the important research issues. It then discussed the problem statement by identifying the essential research gaps which include the theoretical, practical, contextual and methodological gaps that are substantiated with literature citations. The research questions and objectives are then postulated respectively. Toward the end of the chapter, the significance of the research in respect of both academic and practitioner perspectives are thoroughly discussed. The scope of this study is also clearly defined in this chapter.

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Appendix A: Interview Protocol

- I) Consent form

- II) Material checklist
- III) Interview schedule
- IV) Section A: Demographic profile
- V) Section B: Research Question 1
- VI) Section C: Research Question 2
- VII) Section D: Research Question 3

I) CONSENT FORM

- I volunteer to participate in a research project conducted by Azanin binti Ahmad from Universiti Utara Malaysia (UUM). I understand that the project is designed to gather information about academic work only. I will be one of participants being interviewed for this research.
- I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty. If I decline to participate or withdraw from the study, no one on my campus will be told.
- I understand that most interviewees in will find the discussion interesting and thought-provoking. If, however, I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
- The interview will take approximately an hour. Notes will be written during the interview. An audio tape of the interview and subsequent dialogue will be make. If I don't want to be taped, I will not be able to participate in the study.
- I understand that the researcher will not identify me by name in any reports using information obtained from this interview, and that my confidentiality as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies which protect the anonymity of individuals and institutions.

- Faculty and administrators from my campus will neither be present at the interview nor have access to raw notes or transcripts. This precaution will prevent my individual comments from having any negative repercussions.
- I understand that this research study has been reviewed and approved by the School of Business Management Research Ethics Committee, College of Business Universiti Utara Malaysia.
- I have read and understand the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.
- I have been given a copy of this consent form.

For further information, please contact: Azanin Ahmad [HP: 019-2731713;
Email: azaninphd@gmail.com]

My Signature _____ Date _____



UUM
Universiti Utara Malaysia

II) SECTION A: DEMOGRAPHIC PROFILE

Introduction: Assalamualaikum/ Good Morning. Thank you for your willingness to participate in this interview session. I would like to inform you that this interview will be recorded for research purpose. Firstly, I will get your personal biography information with permission.

Name	
Age	
Date of Birth	
Sex	
Phone number	
Email address	
Address	
Race	
Religion	
Nationality	
Highest education level	
Blood type	
Number of donation	
Last donation	

III) SECTION B: QUESTIONS RELATED TO RESEARCH QUESTION 1

Introduction : Thank you for your personal identity information and now we are moving to Section B relate to Integrated Marketing Communication

Research Question : What are the motivation factor influence repeat blood donation behaviour among Millennial?

Research Objective : To develop taxonomy of motivation factor influence repeat blood donation attitude among Millennial.

Main questions

- May I know what motivate you to donate blood?
- What drive you to keep donating up to five time?
- Can I know in detail about your inspiration to donate in future?
- What most motivate you for the past donation up to present?

Probing questions

- Anything else you want to add?
- What do you mean by that?
- What else beside that your point?
- Could your explain more on that?
- Sorry I don't get clear picture on your story, can you tell me again.

SECTION C: QUESTIONS RELATED TO RESEARCH QUESTION 2

Introduction : Well, we are now going to talk about message you perceive from blood donation advertisement.

Research Question : How message content make meaning by repeat blood donor's attitude among Millennial in Malaysia?

Research Objective : To identify how social media effectively promote repeat blood donation attitude among Millennial in Malaysia?

Main questions

- What are the message from blood donation you most remember?
- What are you looking from blood donation advertisement?
- How do you interpret message from blood donation advertisement?
- What most information you looking for from advertisement?
- How do you position that message in your perspective?
- Why that message is important to you?
- How that message work for your in past/ present time?

Probing questions

- Can you explain more on that message?
- Where do you get that message?
- Sorry, could your further explain to me.
- Do you mean by this....
- I get your point on this but Im a bit confuse what your have shared just now

SECTION D: QUESTIONS RELATED TO RESEARCH QUESTION 3

- Introduction : Alright, we are now in final section of this interview.
- Research Question : How social media effectively promote repeat blood donation attitude among Millennial in Malaysia?
- Research Objective : To identify how social media effectively promote repeat blood donation attitude among Millennial in Malaysia?

Main questions

- How social media effect your decision in blood donation?
- Why social media is important in your blood donation decision?
- How social media help your to perform blood donation for the past few donations?
- Do you fine social media is effective in helping your deliver blood donation. Could you explain on this statement.
- How Facebook/ Instagram execute your blood donation action?
- How Facebook / Instagram influence your past blood donation?

Probing questions

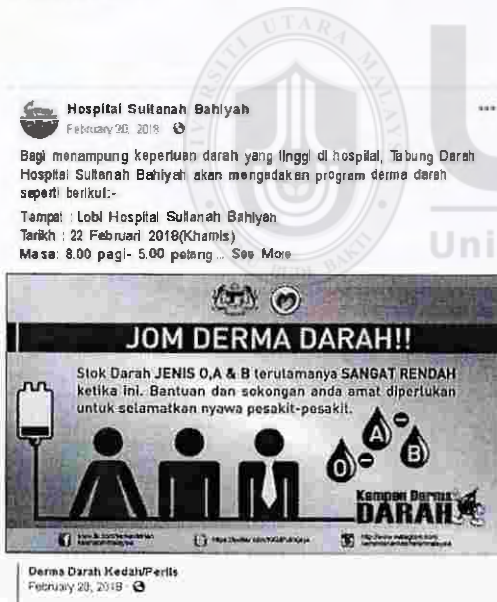
- Why your say so?
- What make your stand?
- What make interesting on social media?
- Could you elaborate more on that please.
- Could you state again your points.

Appendix B: Photo analysis Technique

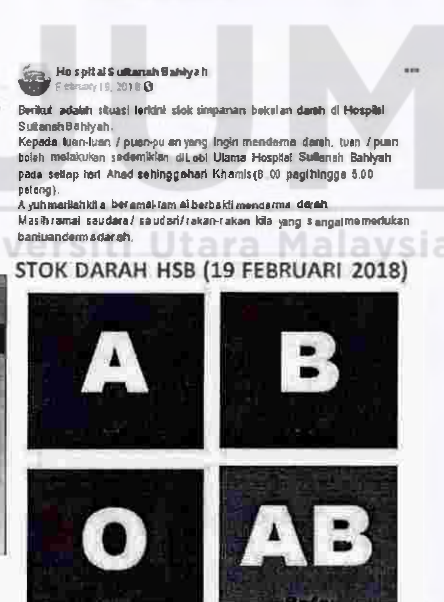


PhotoFB 1

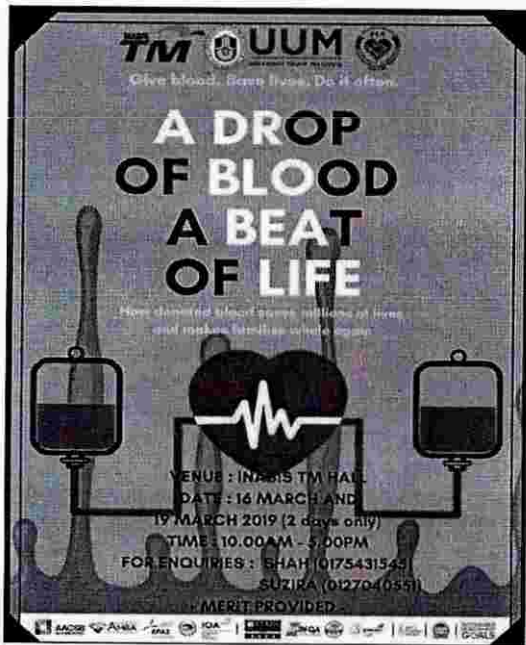
PhotoFB 2



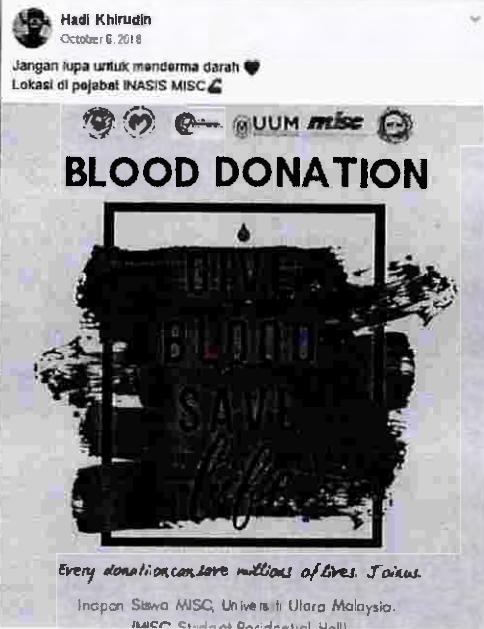
PhotoFB 3



PhotoFB 4



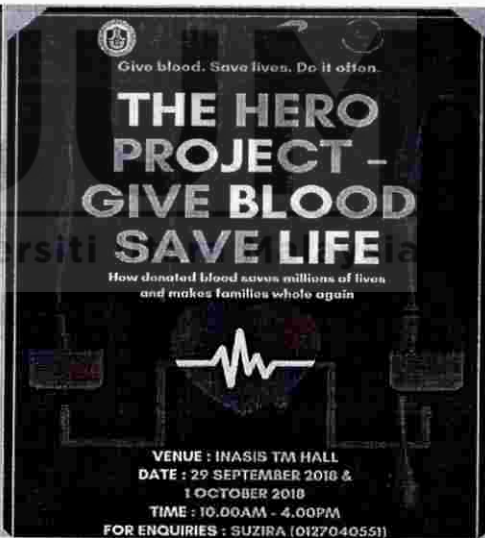
PhotoFB 5



PhotoFB 6



PhotoFB 7



PhotoFB 8

Ris Rohani
February 18

Assalamualaikum dan selamat pagi. Kempen Derma Darah sedang berlangsung di foyer Perpustakaan Sultan Badlishah mulai jam 9.00 pagi-4.30 petang.

Semua warga kampus dijemput beramal-ramai menderma darah.. mai mai..mari menderma...

6 Comments 2 Shares

Like Comment Share

PhotoFB 9

Piqa Zulfiqar is with Abdul Rezak Abd Manaf,
March 19, 2018

Sedang berlangsung program derma darah di Foyer BAPS, CAS...
"Setitis Darah, Sejuta Harapan" Jom sama-sama membantu bagi mereka yg memerlukan...

40 Comments 1 Share

PhotoFB 10

Noor Hiyana shared a post.
July 20, 2018

Kekurangan bekalan darah semakin kritikal. Jom menderma.

LOKASI DAN MASA				
19.07.2018 KHAMIS	TERANG BUKIT 9.00 AM - 4.00 PM	STEC BUKIT 9.00 AM - 4.00 PM	PERKAMPUNAN @ BUKIT 9.00 AM - 4.00 PM	
20.07.2018 JUMAAT	AMPANG BUKIT BANGS 9.00 AM - 4.00 PM	SEA ALAM BUKIT BANGS 9.00 AM - 4.00 PM	SEA LINTAS 9.00 AM - 4.00 PM	SEA BUKIT 9.00 AM - 4.00 PM
21.07.2018 SABTU	SEA BUKIT 9.00 AM - 4.00 PM	SEA BUKIT BANGS 9.00 AM - 4.00 PM	SEA BUKIT BANGS 9.00 AM - 4.00 PM	SEA BUKIT 9.00 AM - 4.00 PM
22.07.2018 AHAD	SEA BUKIT 9.00 AM - 4.00 PM	SEA BUKIT BANGS 9.00 AM - 4.00 PM	SEA BUKIT BANGS 9.00 AM - 4.00 PM	SEA BUKIT 9.00 AM - 4.00 PM
23.07.2018 ISNIN	SEA BUKIT 9.00 AM - 4.00 PM	SEA BUKIT BANGS 9.00 AM - 4.00 PM	SEA BUKIT BANGS 9.00 AM - 4.00 PM	SEA BUKIT 9.00 AM - 4.00 PM

Derma Darah edah? Peris
July 16, 2018

Jom menderma kempen derma darah berdekatan anda

Berikut adalah program derma darah di sekitar kedah berdekat anda (0907) (B. 3307) (B. 3307) (B. 3307)

#jommenderma

PhotoFB 11

PusatBudaya Uum shared a post.
February 24

SEKARANG Kempen Derma Darah di Dewan Budi Siswa. PBS

KEMPEN DERMA DARAH

Selamat, Mudah dan Mampu Menyelamatkan Seorang

24 Februari 2019
10.00 Pagi - 04.00 Petang
Dewan Budi Siswa
Pusat Budaya Dan Seni
Universiti Utara Malaysia

STARAT PENDERMA

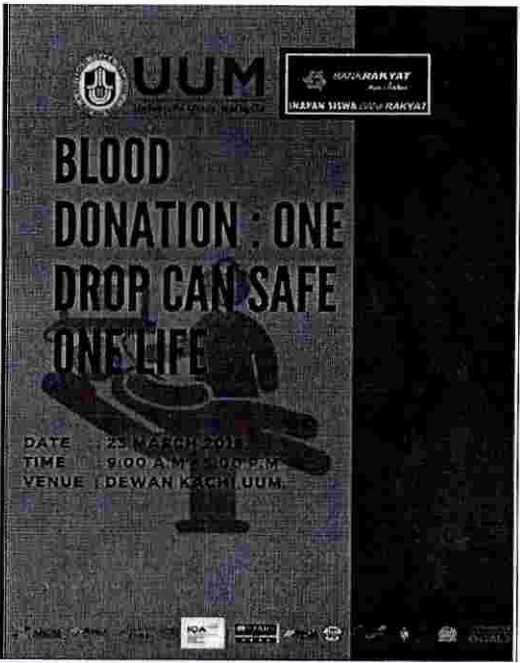
- Anda ada lebih antara 15-20 tahun.
- Berat badan anda 45 kg atau lebih.
- Keadaan kesihatan anda adalah memuaskan.
- Derma darah anda akan sangat membantu kepada orang yang memerlukan.
- Anda adalah orang yang beramal-ramai menderma.
- Anda adalah orang yang beramal-ramai menderma.

Setitis darah boleh menyelamatkan nyawa!

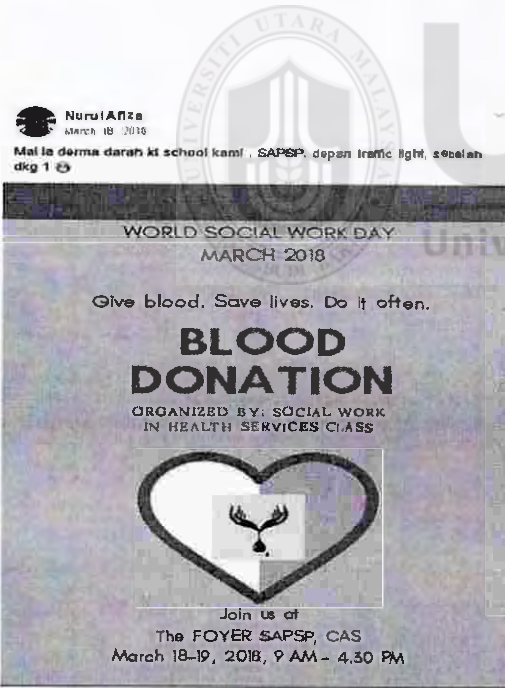
PhotoFB 12



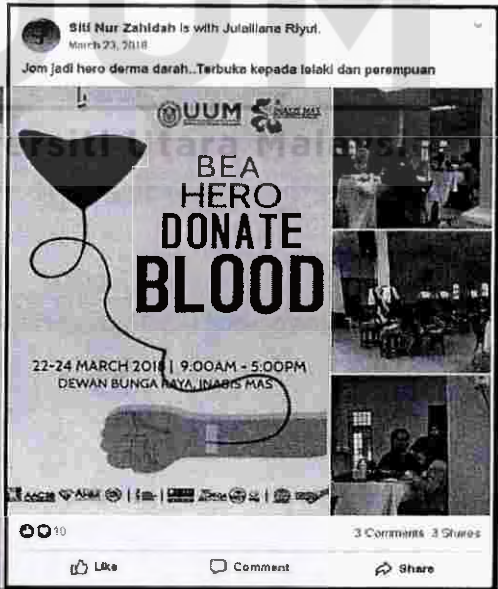
PhotoFB 13



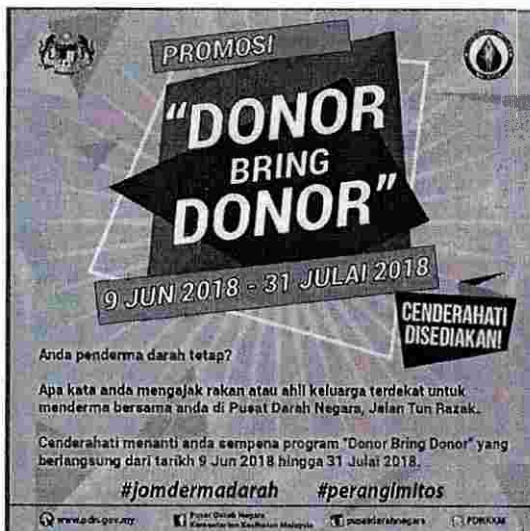
PhotoFB 14



PhotoFB15



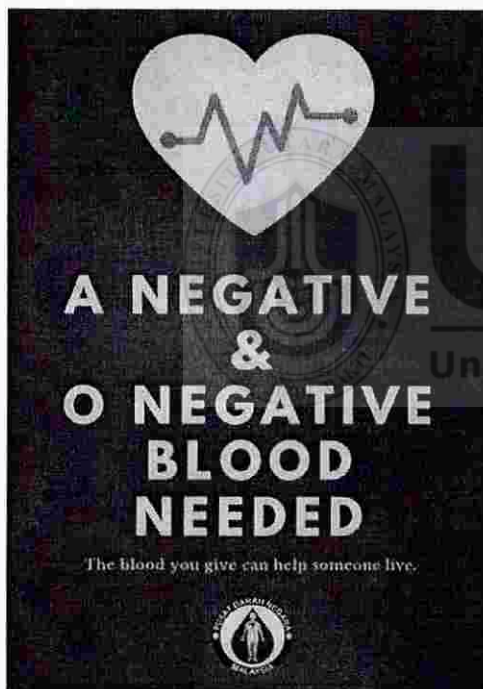
PhotoFB 16



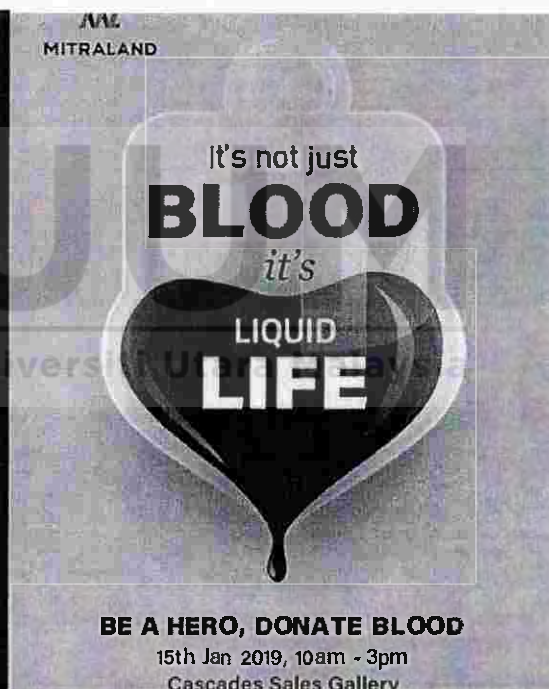
PhotoINSTA 1



PhotoINSTA 2



PhotoINSTA 3



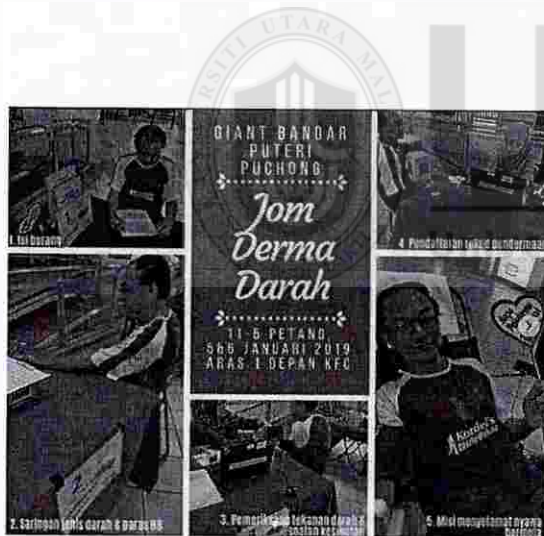
PhotoINSTA 4



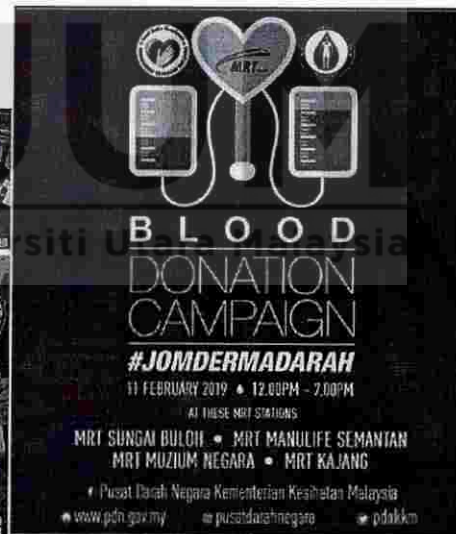
PhotoINSTA 5



PhotoINSTA 6



PhotoINSTA 7



PhotoINSTA 8

Stok Darah Pusat Darah Negara
19 Februari 2019

A Moderate The need for blood never stops! Donate blood soon!	B Safe Thank you for donating! See you at the next donation!
O Safe Thank you for donating! See you at the next donation!	AB Safe Thank you for donating! See you at the next donation!

Pusat Darah Negara menekankan darah ke tingkat kesihatan @ kesihatan Lembah Klang

APA YANG BERLAKU KEPADA **DARAH ANDA**
BEGDAH H YANG DIDERMA A KAN DIPROSES MENJADI 3 KOMPONEN YANG UTAMA

KANDUNGAN DARAH: 25% Plasma, 40-45% Sel Darah Merah, 1% Platlet dan Sel Darah Putih

#jomdermadarah #darahatakpernahcuti

www.pdn.gov.my | Pusat Darah Negara | Facebook: PusatDarahNegara | Twitter: pnsdaranegara | YOUTUBE: PDNKGSM

PhotoINSTA 9

PhotoINSTA 10

JADUAL KEMPEN DERMA DARAH
14 APRIL 2019 (AHAD)

1 Pusat Darah Negara, Jalan Tun Razak, KL Jalan Tun Razak, South Kuala Lumpur 9:00 pg - 4:00 ptg	7 AEON Rawang Level 1 (Dewan Skin Renew) @ Persebaran Anggun, Taman Anggun, Rawang 10:00 pg - 5:00 ptg
2 PDN Donation Suite (Mid Valley Megamall) Lot 053, Tingkat 3 (Mestranjana), Sebelah Daiso Japan 10:00 pg - 5:00 malam	8 Sihat Temple @ Binau Hill Dewan Sihat Temple @ Jalan Bukit Alam, Kompleks Taman Sihat Computer 10:00 pg - 5:00 ptg
3 Rampal Puteri Medical Centre Ruang Legar @ Nos 9 & 11, Jin Seoi Rejang Rampal Business Park South 10:00 pg - 3:00 ptg	9 Muzium Methodist Church, KL Dewan Bukit Ek Methodist Church @ 33-G Jalan M254 Medan Makasar 10:00 pg - 5:00 ptg
4 Econsave Cash And Carry Holdings Sdn Bhd, Klang Ruang Legar - Depan Pintu Masok @ Taman Klang Utama 10:00 pg - 4:00 ptg	10 Gurdwara Sahib Selayang Baru Dewan Gurdwara Sahib Selayang Baru @ PE 18295, Jin 10a Selayang Baru 9:30 pg - 5:00 ptg
5 Xing Tai Gallery Sdn Bhd, Seremban Dewan @ No. 22, Jin Tahir Utama 5, Medan Negeri Temok, Desa, Lalau Pelandi 10:00 pg - 5:00 ptg	11 Bandar Mahkota Cheras Mall Tingkat 1, Madam Restaurant Cina @ Jalan Temenggung 2179, Persebaran Mahkota Cheras 1, Bdy Mahkota Cheras 10:00 pg - 5:00 ptg
6 Campaka Buddhist, PJ Dewan Besar @ No 89 Jalan SS 22/26, Taman Sg Petaling Jaya Selangor 9:00 pg - 3:00 ptg	12 Wesley Methodist Church Level 2, Wesley Methodist Church @ 2 Jalan Wesley 56155 Kuala Lumpur 8:00 pg - 5:00 ptg

* JADUAL INI TERBUKUH KEPADA SEBARANG BENTUK PENGALIAN. PUSAT PERKUMPORAN ORAS PAKSI PONDORAH NEGARA KE LEMBUH KLAMPAU JEMPUTAN KE HADAT BERKONGSI YAKUTU TAMBAT

#jomdermadarah #BelieIDonor #darahatakpernahcuti

www.pdn.gov.my | Pusat Darah Negara | Facebook: PusatDarahNegara | Twitter: pnsdaranegara | YOUTUBE: PDNKGSM

PhotoINSTA 11

PhotoINSTA 12

INI BUKAN TEH TARIK BUNGRU'S IKAT TEPI!

Ini ialah produk pendermaan darah aferesis yang berlemak!

- PRODUK BERLEMAK (LIPIDE) BOLEH TERJADI KEPADA PEROTERNA ATERESIS DAN DAKAH DITUK
- BAHAN YANG BERLEMAK TIDAK CAPAT DIGUNAKAN SAM AJAR DITUK. PEMBAZIKAN ATAR BERLEMAK!

BAGAIMANA MENGLAKSANAKAN produk yang sihat

DATA HIDUP YANG SIHAT

1. MENJALANI PEMERIKSAAN BERSEKUTU LEPAKA BERSEKUTU BAGI BERKAITAN TAKAR KOLESTEROL TAKAR BENDAR
2. DITUK YANG SIHAT DAN BERSEKUTU KESUKSESBERKUTU
3. BAKA CEMAN PIH DIBANDUKAN MENCAMANYA DOK. BERSEKUTU DAN BERSEKUTU SEBELUM MENYERANA

BAGAIMANA DARAH ANDA DISIMPAN?

PLASMA

JANOKA HAYAT: 3 TAHUN

- DISIMPAN DAN DISIMPAN PADA SUHU BAWAH -25 DARIJAH CELSIUS SEJUK!

PLATELET

JANOKA HAYAT: 5 HARI SAMAJA!

- DISIMPAN PADA SUHU 20 - 26 DARIJAH CELSIUS
- KESEKUTU BERTUKU BAKA UNIKUK MERAKAT SAM PLATELET BERSEKUTU DALAM KEADAH BERSEKUTU AGAR TIDAK BERSEKUTU
- BERSEKUTU BERSEKUTU HANYA BAK BERSEKUTU AGAR SIHAT MERSEKUTU

SEL DARAH MERAH

JANOKA HAYAT: 33 - 42 HARI

- DISIMPAN PADA SUHU 2 - 6 DARIJAH CELSIUS

#jomdermadarah #darahatakpernahcuti

www.pdls.gov.my | Pasi BerseKUTU | Pasi BerseKUTU | Pasi BerseKUTU

#jomdermadarah #darahatakpernahcuti

www.pdls.gov.my | Pasi BerseKUTU | Pasi BerseKUTU | Pasi BerseKUTU

PhotoINSTA 13

PhotoINSTA 14

BLOOD DONATION

22 - 24 MAC 2019
10.00AM - 4:00PM
BILIK KENARI, KOLEJ KEDUA

MALYSIAN IC REQUIRED
NON MALYSIAN PASSPORT REQUIRED

FOR ENQUIRY:
014-633 0749 (HANIN)

RunforLifeK2UPM
KolejRedua
kolifedua
<https://k2upmrunforlife.wordpress.com/>

Jom Derma Darah

Seluruh darah adalah HADIAH terbaik ANDA kepada yang memerlukan

Bilik Latihan Sumber Manusia
19 Mac 2019
10.00 pagi - 4.00 petang

Persekitaran: 014-633 0749

Telapan Sihat BerseKUTU 1-300-88-4343

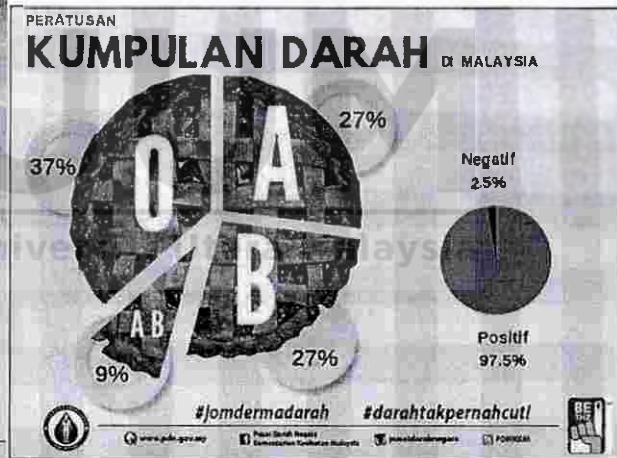
PhotoINSTA 15

PhotoINSTA 16



PhotoINSTA 17

PhotoINSTA 18



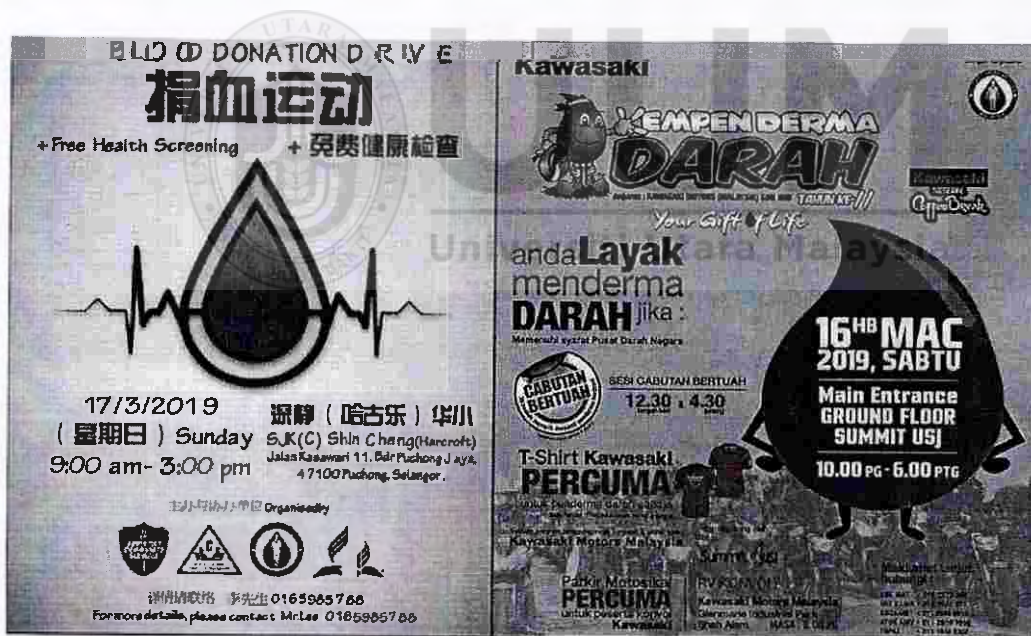
PhotoINSTA 19

PhotoINSTA 20



PhotoINSTA 21

PhotoINSTA 22



PhotoINSTA 23

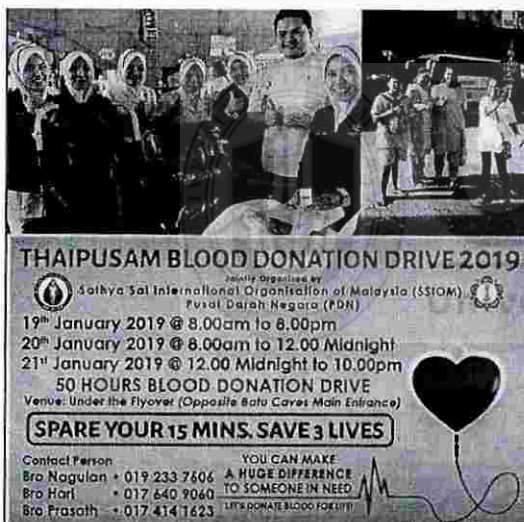
PhotoINSTA 24



PhotoINSTA 25



PhotoINSTA 26



PhotoINSTA 27



PhotoINSTA28

JOM DERMA DARAH

TARIKH	MASA	LOKASI
8 & 9 MEI 2019	6:00 PTD - 9:00 MLM	LRT DANG WANGI
9 & 10 MEI 2019		LRT BANGSAR
27 - 31 MEI 2019		LRT AMPANG PARK

* Jadual ini tertakluk kepada perubahan. Pihak PDI memohon agar para penderma berdaftar ke lokasi kempen 30 hari sebelum waktu tamat.

#jomdermadarah #BeThe1Donor #darahtakpernahcuti

PhotoINSTA 29

MEMBATALKAN PUASA

Pendermaan darah atau transfusi darah

Semua jenis krim atau minyak yang disapu pada kulit walaupun dibekalkan dengan bahan kimia yang terserap ke dalam kulit

Bantuan oksigen atau gas pelali (anesthetic gases)

kementeriankesihatanmalaysia

PhotoINSTA 30

STARTS TODAY

26 - 28 APR 2019

Blood DONATION

By collaboration with:

MYDIN, celcom, ANSARA, etc.

PhotoINSTA 31

JADUAL KEMPEN DERMA DARAH 18 APRIL 2019 KHAM ISJ

- Pusat Darah Negara, Jalan Tun Razak, KL
7:30 pg - 8:00 min
- PDI Donation Suke (Mid Valley Megamall)
10:00 pg - 9:00 min
- Kementerian Kewangan Putrajaya
9:00 pg - 3:00 ptg
- Kem Kementah Kuala Lumpur
8:00 pg - 3:30 ptg
- Spanco Sdn Bhd (Batu Caves)
10:00 pg - 4:00 ptg
- Bangunan CGC Kelana Business Centre
10:00 pg - 4:00 ptg
- Spanco Sdn Bhd (Bangi)
10:00 pg - 4:00 ptg
- Klinik Kesihatan Cheras
9:00 pg - 3:00 ptg

#jomdermadarah #BeThe1Donor #darahtakpernahcuti

PhotoINSTA 32



PhotoINSTA 33



PhotoINSTA 34



PhotoINSTA 35



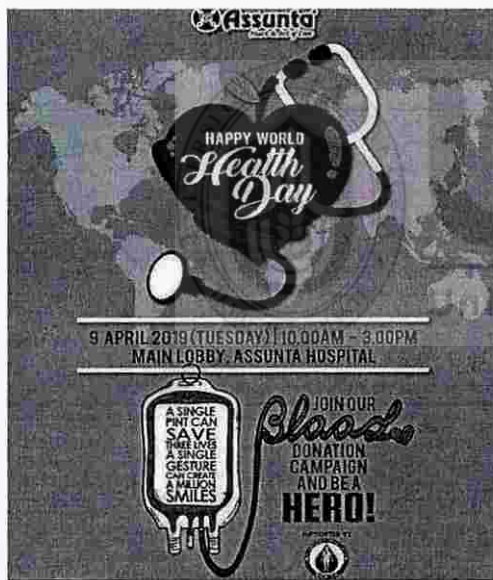
PhotoINSTA 36



PhotoINSTA 37



PhotoINSTA 38



PhotoINSTA 39



PhotoINSTA 40

PELBAGAI HUKUM & FATWA

Hukum berbekam & menderma darah ketika berpuasa



Hukum berkenaan dengan berbekam ketika berpuasa adalah asal kepada a/az bagi hukum menderma darah dan mengambil ujian darah.

Sahibul Basmalah Datuk Dr. Zukri Mohamed Al-Razi

“Hukum menderma darah ketika berpuasa adalah harus dan juga tidak membatalkan puasa secara umumnya. Sekiranya dengan menderma darah boleh melemahkan tubuh badan seseorang, maka pada keadaan itu makruh.”



ارشاد المفتي
Hukum & Fatwa

SUMBER: [www.berita.com.my](#)
BERSEKUTUAN SAMA MELAKSANAKAN KEBAHAGIAAN
TRUSTEES BERSEKUTUAN SAMA MELAKSANAKAN KEBAHAGIAAN

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PhotoINSTA 41



Appendix C: Ethical Clearance



PUSAT PENGAJIAN PENGURUSAN PERNIAGAAN (SBM)
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia
06010 UUM SINTOK
KEDAH DARUL AMAN
MALAYSIA



Tel: 604-928 7401
Faks (Fax): 604-928 7422
Laman Web (Web) www.sbm.uum.my

School of Business Research Ethics Committee.

15th December 2018

Mdm. Azanin Ahmad
Ph.D (Marketing)
903323

APPROVAL FOR ETHICAL CLEARANCE FOR A STUDY TITLE "MEANING OF PUBLIC SERVICE ADVERTISEMENT MESSAGE FROM SOCIAL MEDIA ON REPEAT BLOOD DONATION ATTITUDE AMONG MILLENNIAL IN MALAYSIA"

Reference is made to the above heading.

2. I am pleased to inform you that the School of Business Research Ethics Committee approved your ethical clearance of the above mentioned study based on recommendation consensus held on 7th November, 2017.
3. The standard conditions of this approval is strictly in accordance with the proposal submitted and granted ethics approval, including any amendments made to the proposal required by the School of Business Research Ethics Committee.
4. The validity of this ethical clearance is throughout study period.

Prof. Dr. Rushami Zien Yusoff
Dean,
College of Business
Universiti Utara Malaysia

Universiti Pengurusan Terkemuka
The Eminent Management University



Appendix D: Consent Form

PARTICIPANT CONSENT FORM

Ph.D research project title:

**“MEANING OF PUBLIC SERVICE ADVERTISEMENT MESSAGE
FROM SOCIAL MEDIA ON REPEAT BLOOD DONATION ATTITUDE
AMONG MILLENNIAL IN MALAYSIA”**

Student : Azanin Ahmad (903323)
Supervisor : Prof. Dr. Sany Sanuri Mohd Mokhtar
Prof. Madya. Dr. Hoe Chee Hee

- I volunteer to participate in a research project conducted by Azanin binti Ahmad from Universiti Utara Malaysia (UUM). I understand that the project is designed to gather information about academic work only. I will be one of participants being interviewed for this research.
- I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty. If I decline to participate or withdraw from the study, no one on my campus will be told.
- I understand that most interviewees in will find the discussion interesting and thought-provoking. If, however, I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
- The interview will take approximately an hour. Notes will be written during the interview. An audio tape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study.
- I understand that the researcher will not identify me by name in any reports using information obtained from this interview, and that my confidentiality as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies which protect the anonymity of individuals and institutions.

- Faculty and administrators from my campus will neither be present at the interview nor have access to raw notes or transcripts. This precaution will prevent my individual comments from having any negative repercussions.
- I understand that this research study has been reviewed and approved by the School of Business Management Research Ethics Committee, College of Business Universiti Utara Malaysia.
- I have read and understand the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.
- I have been given a copy of this consent form.

For further information, please contact: Azanin Ahmad [HP: 019-2 731713; Email: azaninphd@gmail.com]



My Signature



Date


UUM
Universiti Utara Malaysia

PARTICIPANT CONSENT FORM

Ph.D research project title:

**“MEANING OF PUBLIC SERVICE ADVERTISEMENT MESSAGE
FROM SOCIAL MEDIA ON REPEAT BLOOD DONATION ATTITUDE
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- I have been given a copy of this consent form.

For further information, please contact: Azanin Ahmad [HP: 019-2731713; Email: azaninphd@gmail.com]



My Signature

10/02/2018

Date

UUM
Universiti Utara Malaysia

PARTICIPANT CONSENT FORM

Ph.D research project title:

**“MEANING OF PUBLIC SERVICE ADVERTISEMENT MESSAGE
FROM SOCIAL MEDIA ON REPEAT BLOOD DONATION ATTITUDE
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- I have been given a copy of this consent form

For further information, please contact: Azanin Ahmad [HP: 019-2731713; Email: azaninphtd@gmail.com]



My Signature

15.11.2018

Date

UUM
Universiti Utara Malaysia

Appendix E: Audit Trail

PROCESS	ACTIVITY	DESCRIPTION
Getting started Phd journey May,2013	Determine research area and topic.	<p>Researcher firstly discussed about social marketing with Marketing Department colleagues for latest trend in marketing research.</p> <p>Coincidentally, saw an email regarding blood donation. Then, I was thinking about the topic and literally discover lack discussion by social marketing scholar.</p> <p>At the same time, further reading about integrated marketing communication to be more suitable for this research.</p>
	Ontology, epistemology and methodology specification.	<p>Establish knowledge on philosophical by attending course work of Basic Qualitative Research and Advance Qualitative Research clarify the research philosophy.</p>
	Formulate research objective, and research question	<p>Attend EAGLE Series conducted by Prof Rahinah Ibrahim UPM to make the process clearer and strategize. At the same time, get personal coaching on how to find research gap.</p>
	Research gap clarity	<p>Gain supported statement for research gap after review 100 abstract challenge using EAGLE Series techniques.</p>
Data collection strategy	Repeat blood donors among Millennial in Malaysia. Source validation considered for data collection.	<p>Researcher focus on repeat blood donors among Millennial in Malaysia. Therefore, university students from UPM and UUM convenience to access.</p>
Interview protocol	Build up interview question	<p>Discussion with research committee.</p>

Entering research field	Preliminary study	Interview question build to answer all research questions Ask marketing experts to review the questions Preliminary study conduct in UUMcampus
Survey	To get informant agreement and contact number	Attend blood donation campaign at Perpustakaan Sultanah Bahiyah foyer, spot potential informant and approach them to get phone number and agreement to participate
Data collection	In-depth interview	Data collected conduct at UUM library
Data analysis	Manual	Voice recorded are manually transcribe, and analyse data for code, theme, and category. The analysis did few phases to extract rich data from the scripts
Peer review	Complement validity process	Full scripts are email to informants and ask further clarification or adjustment.
Trustworthiness protocol	Set up trustworthiness protocol in advance during proposal write up.	Mainly based on (Lincoln & Guba, 1985) and try very best to follow the procedures
Findings and discussion	Refer back to research objective, research questions, and research gap.	Seek for similarities and dissimilarities between findings and literature. All findings were tailored to research objective, research question and research gap. Articulation were build based on systematic review table prepared during writing chapter two.
Thesis compilation	Compilation from chapter 1 until chapter 5 were guided by UUM thesis format.	

	Reference manager using Mendeley software.	
Thesis refinement	To improve writing skills, flow of idea, thesis structure	Send thesis draft to supervisor and co-supervisor several times for improvement. Take positive feedback and improve the manuscripts



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