



Social Media as Persuasive Technology for Business: Trends and Perceived Impact in Malaysia

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Motivation of Study

- Recent trend shows that social networking has become an integral part of consumers' behaviour and lifestyle.
- Therefore, these media may be considered as persuasive technology that is designed to change attitudes or behaviors of the users through persuasion and social influence.



Motivation of Study

- **Impact of social media (SM) - can be either dreadful or rewarding.**
- **25 % growth of social networking – 2008.**
- **FB - 52 million users in 2007 to 200 millions in 2010.**
- **57 % - SM are valuable to their activities, used SM extensively and perceived it very important for business/marketing strategy.**



Problem Statement

- All the above mentioned studies are conducted outside Malaysia.
- Reports on trends, impact and visibility in Malaysia, however, have yet to be widely recorded and published.
- Such study in Malaysia is still in its infancy. In fact, empirical studies on these issues are highly scarce in Malaysia.



Research Questions

- **What is the trend in social media utilization as persuasive technology among businesses and Internet users in Malaysia?**
- **How significant is the impact of social media utilization on business in Malaysia?**
- **How should a business entity increase the visibility of its company in social media environment?**



Aim and Objectives of Study

- **Aim**

- **to ascertain the usage of social media as persuasive technology in business environment.**

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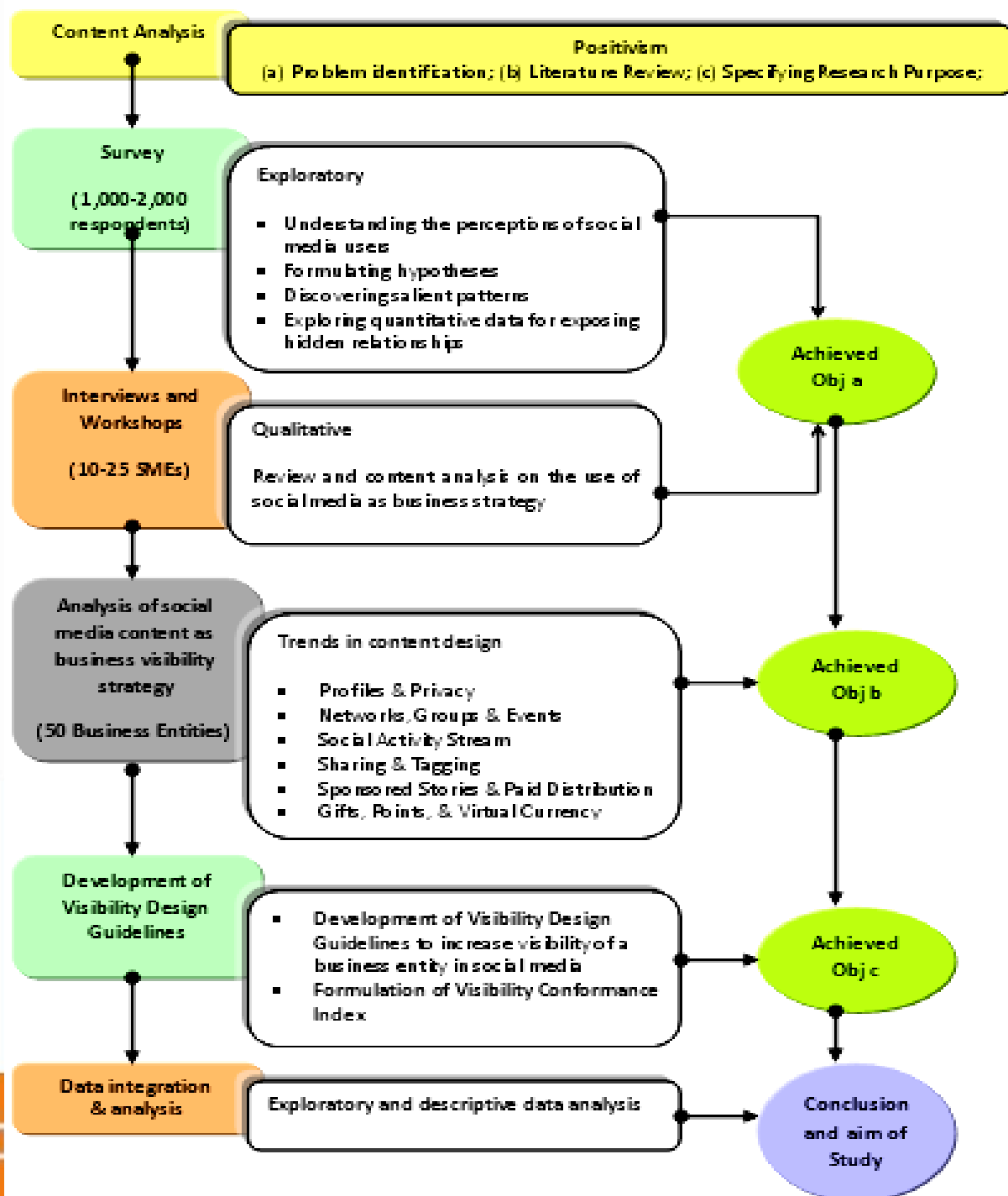


Aim and Objectives of Study

- **Specific objectives:**
 - **To determine the trends and perceived impact of social media for business purposes in Malaysia.**
 - **To analyze how social media contents are designed for visibility for business purposes.**
 - **To propose social media business visibility design guidelines.**



Summary of Methodology



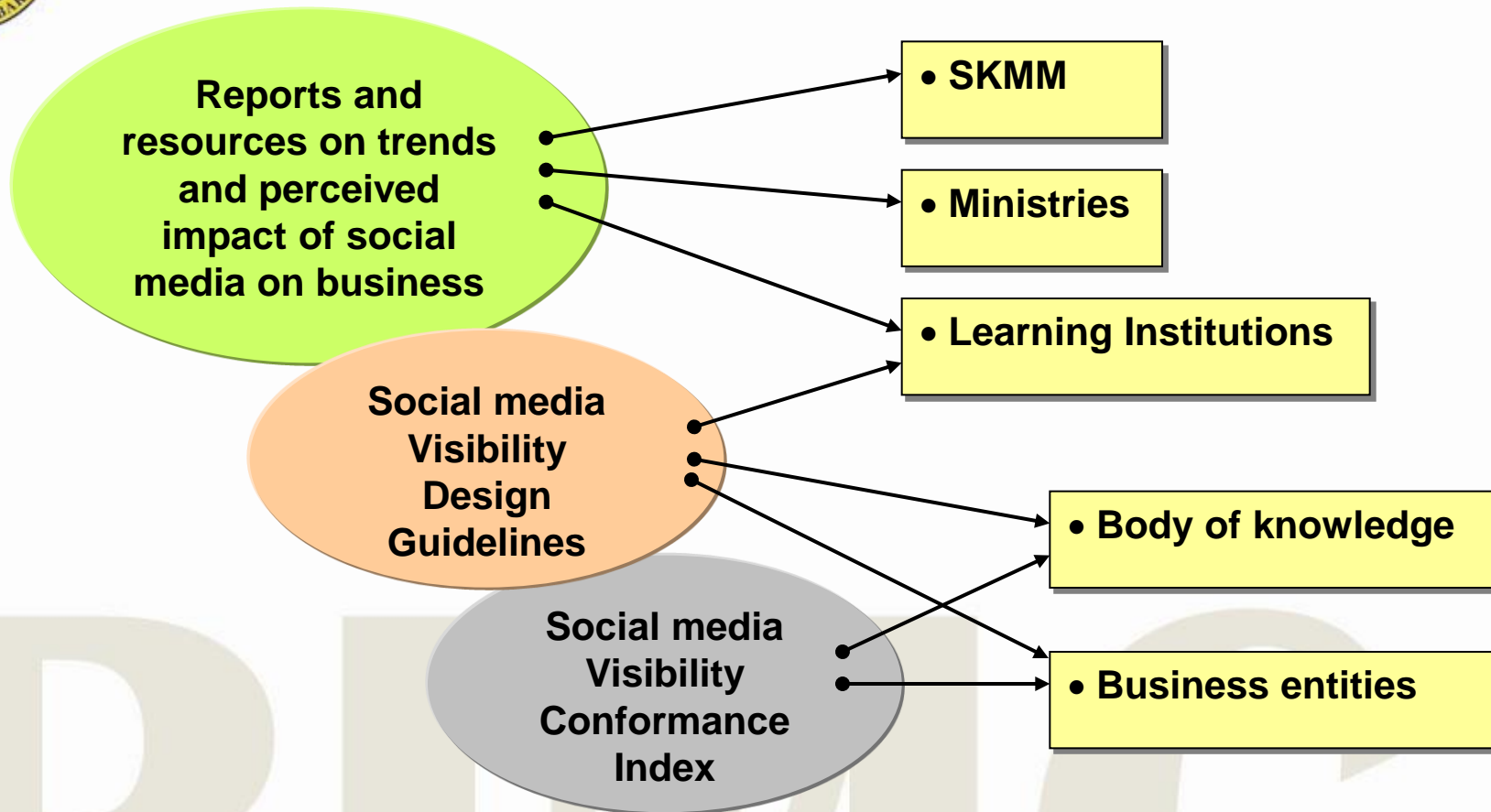


Contributions of Study

- Provide essential information and resources for SKMM - ascertain the extent of which social media are being used in business by sector and by product or services.
- **Visibility Design Guidelines** and **Conformance Index** will contribute to the design research body of knowledge.



Beneficiary of Contributions





Gantt Chart

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Phase\Month	1	2	3	4	5	6	7	8	9	10	11	12
Content Analysis												
Survey												
Interview												
Workshops												
Analysis of social media content as business visibility strategy												
Development of Visibility Design Guidelines												
Integrating and analyzing data & report writing												



Research Progress

Objective	Phases	Status	Outcome
To ascertain the current trends in social media usage in business.	Phase 1: Content Analysis	completed	<ul style="list-style-type: none">- A list of SME companies in 30 different industries was retrieved.- 20 companies from each industry were randomly selected (in 3 rounds) to ascertain their use of SM.- Preliminary finding shows that about 17 % SMEs use SM.
	Phase 2: Workshop 1 & 2	Partly completed	<p>Workshop 1 (data collection planning & scheduling) was held on 16th – 18th June 2011.</p> <p>Workshop 2 (data collection with Social Media users in business) was held on 5th August 2011.</p>



Q & A

- Thank you

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