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THE INFLUENCE OF MEDIA ON SHAPING CONSUMER BOYCOTT BEHAVIOUR

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The Internet was the only medium that allowed the involvement of social relationships but with the advancement of technology creates other tools and also software that make communication easier such as the emergence of mobile applications, where social media connect people all over the world. Advances in technology have beneficial users in many ways and change the lifestyle where it makes users' daily life more easier and scheduled. In this advanced era of globalisation, access to various media, especially social media for searching and gaining various resources and information is very easy and gives significant impact on various aspects of life where everything is at our fingertips.

Media is a medium that can stimulate and influence the attitude and also behaviour of individuals in all aspects of human life. The media, especially social media, is not only an information channel to obtain entertainment and knowledge but also shapes various behaviours, personality development, and further empowers individuals whether in a positive direction or vice versa. Mass media developed from mouth spread information from one person to others where with the aid of technology lead to the emerging of social media. Social media is a very sharp weapon in dissemination of information where people can easily post or express their thoughts through writing or even pictures. Social media is one of the tools to spread information, opinions and messages as well as propaganda where social media is very powerful in convincing and influencing mass people.

Talking about boycotts, social media has significant influence, particularly in convincing users to trust the information they read, share, and

like in social media. Actively using this platform which is social media in convincing and influencing mass people can produce substantial results of boycotting. According to Dessy Kurnia and Donard (2023) in their study, they acknowledge the success of social media in influencing people to boycott products and its potential as a means for dialogue and social change. In this modern society social media has become the most popular tool in sharing information to consumers. An individual is more likely to express their disapproval of something they dislike. Young generation are relying and attached with social media that lead to their decision making.

Thus social media is an effective platform for spreading information about boycotting something such as products where the users openly share their reasons for boycotting those specific products.

Traditional boycott campaigns are not impactful compared to social media influences boycott intentions. Posting through social media can severely impact the behaviours of consumers such as purchasing intentions. Twitter is one of the trending social

media in disseminating boycott movements. In the nutshell, social media is very powerful in amplifying consumer voices, rapidly disseminating information and facilitating collective action greatly shapes boycott intentions and consumer behaviour (Jacobsen, Stancu, Wang, Aschemann & Lahteenmaki, 2021). Social media has significantly facilitated the process of initiating and participating in boycotts over the years. Everyone needs to be updated on viral topics and issues on social media platforms, particularly those expressing anger or disapproval of anything for example products as they could trigger intentions to boycotts.



THE FUN AND QUIRKY WORLD OF ONLINE SHOPPING

By : Efina Hamdan & Maizura Manshor

Welcome to the wild world of online shopping! It is like the Wild West out there, but with more emojis and fewer cowboys. If you have ever found yourself scrolling through your favourite e-commerce site at 3.00 a.m, you are not alone. Let us dive into what makes online shopping so irresistible.

First up, let us talk about trends. Have you noticed how shopping on your phone has become as common as texting? Mobile commerce is all the rage because who wants to drag out a laptop when you can shop from your cozy spot on the couch? Apps and mobile-friendly sites make it super easy to buy that cute skirt or the latest gadget with just a few taps. And social media? It is like the new mall.

Instagram, Facebook, TikTok – they are not just for memes and catching up with friends. They are full of tempting products waiting to be discovered. Ever bought something because an influencer swore it was life-changing? Yeah, us too.

Then there's the magic of personalisation. Ever felt like your favourite shopping site knows you a little too well? It's all those smart algorithms suggesting things you didn't even know you needed. Kind of spooky, but also pretty cool, right?

Let's get into what makes online shopping so addicting. For starters, it's convenient. No need to get dressed or leave the house. Everything you want is just a click away, whether it's groceries,

gadgets, or gifts. There's also the thrill of instant gratification. Who doesn't love the rush of buying something new? And with one-click purchasing, it's almost too easy to satisfy those shopping urges.

Social influence plays a big part, too. See a friend post about a fantastic new product? Suddenly, you want it too. Plus, all those rave

reviews and ratings? They give you that extra nudge to add to cart. Positive reviews? Even better. It is like getting a thumbs-up from a friend.

Looking ahead, things are about to get even more exciting. Imagine shopping with the help of AI and augmented reality. Picture this: a virtual assistant helping you find the perfect gift or trying

on clothes virtually without leaving your room. Sounds like sci-fi, but it is closer than you think. Voice commerce is another game-changer. With smart speakers and voice-activated assistants, soon you will be able to order things just by talking - "Hey Alexa, buy me that awesome coffee maker!" It is as easy as that.

Online shopping is a thrilling ride, constantly evolving with new trends and technologies. Whether you are a night owl shopper or someone who loves the convenience of mobile shopping, there is no denying it is a big part of our lives. Keep an eye out for those AI and AR innovations and remember – shopping responsibly is always in style. Happy clicking!

