

ARTICLE REVIEW

SOCIAL MEDIA IN BUSINESS RECORDS

VOLUME 1 / AUGUST 2022

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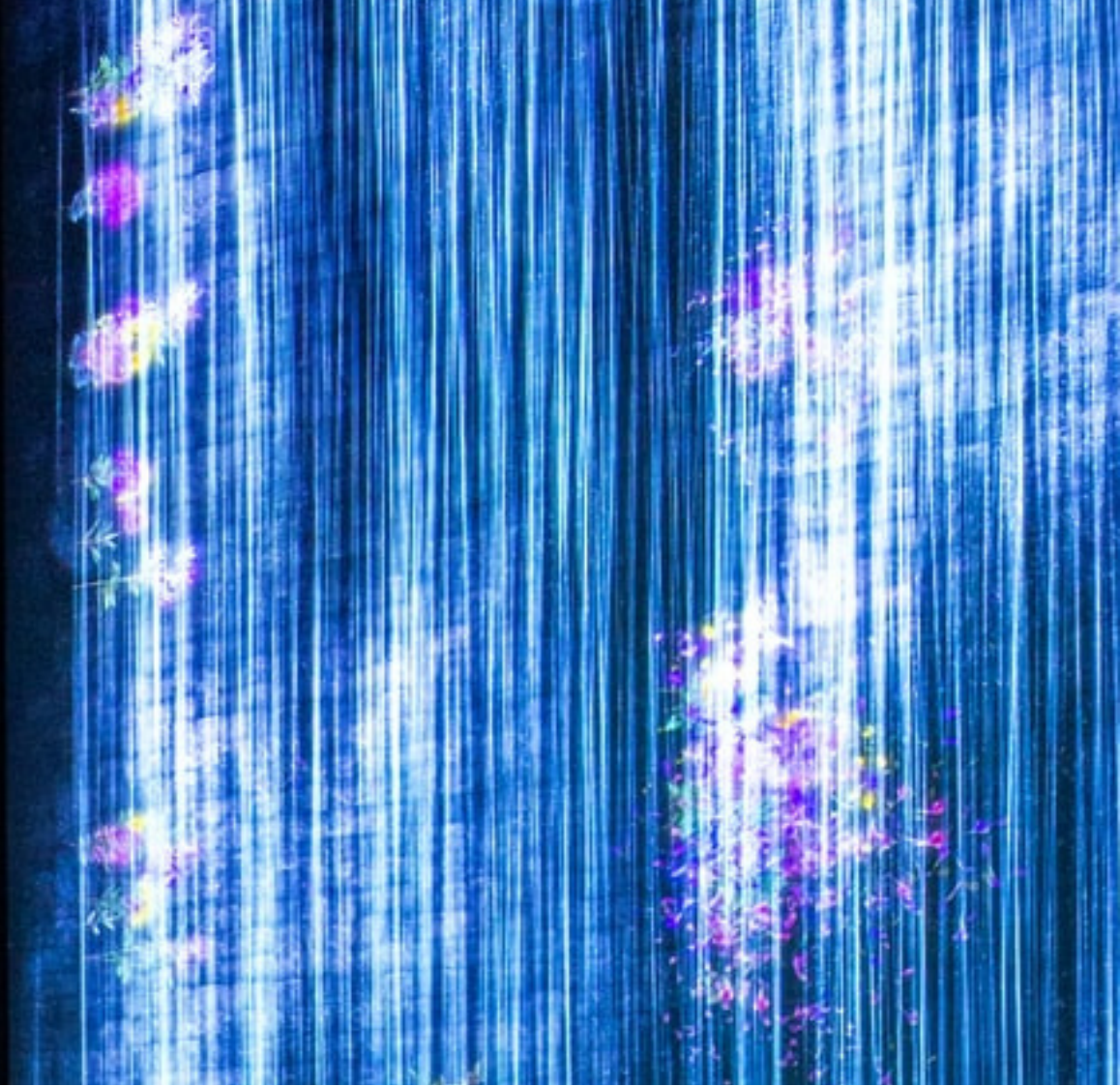
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EDITOR'S NOTE



MS Suriani Jack
EDITOR IN CHIEF

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

Lots of Love,

Suriani Jack
Chief Editor

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RECORDS MANAGEMENT + SOCIAL MEDIA + BRAND

EDITOR'S NOTE

"Strike throughout our most productive year in UiTM"

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Social Media Competitive Analysis and Text Mining. A Case Study in the Pizza Industry



HOW SOCIAL MEDIA ADVERTISING FEATURES INFLUENCE CONSUMPTION AND SHARING INTENTIONS: THE MEDIATION OF CUSTOMER ENGAGEMENT.

JEZREEL MEGGIDDO DIAM
MS Suriani Jack

INTRODUCTION

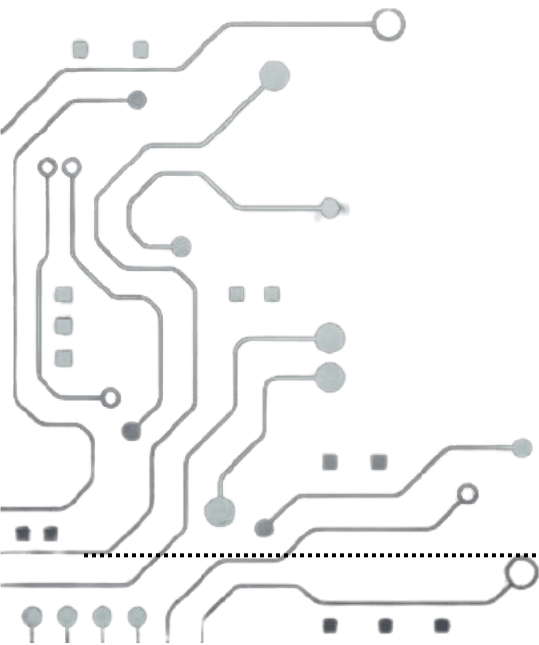
This study contributed to understanding the mediating mechanism of customer engagement on Social Media Advertising (SMA) by conceptualizing customer engagement on SMA as a unique idea and provided a conceptual framework for further theoretical and empirical research in the interactive marketing research field.

OBJECTIVES

- i. To construct a research architecture model.
- ii. To investigate the mediating effect of customer engagement between Social Media Advertising (SMA) and consumer behavioral intention in the context of Macao's casino integrated resorts.

STATEMENT OF PROBLEMS

The studies are not broadened enough, the findings' generalization is limited by the availability of data collected at a specific location. For this context, the future study can be extended by doing research in multiple locations, and social aspects in forecasting social media brand engagement and related outcomes, such as competitiveness, profitable growth and brand recognition. This is because, businesses and brands are building numerous marketing applications and investing massive resources in order to engage with their customers on social media in order to build loyal customers. However, there is a lack of data on how this social media influence brand loyalty. Additional study to offer data enables for a fuller understanding of the links between components as Social Media tools evolve rapidly throughout time.



LITERATURE REVIEW

With total gaming revenue of US\$37 billion in 2019, Macao is the world's casino Paradise, more than five times that of Las Vegas. In recent years, mainland China, Hong Kong, and Taiwan have accounted for more than 90% of Macao's tourism. These casino integrated resorts must advertise additional services such as entertainment, restaurants, and shopping in order to attract people for the gaming sector. Customer involvement is a difficult task to define. Brodie et al. (2011) emphasized the need to investigate the conceptual underpinnings of customer engagement and differentiate it from other "related relational notions" such as online brand engagement, customer engagement behaviour, and customer brand engagement. Customer engagement on social media, according to our study, is a psychological condition that results from collaborative and co-creative customer experiences.



FINDINGS

This study found that entertainment and promotional rewards had significant direct effects on consumption intention. Social media dependency did affect directly not only consumption intention but also sharing intention. Customer engagement on SMA mediated the effects of two SMA features (entertainment and promotional rewards) and one feature of SMA viewers (social media dependency) on consumption intention. As to extraneous variables, neither age nor gender significantly influenced consumer behavioural intention.

METHODOLOGY

The authors collected data from 300 Chinese-speaking visitors of Macao's casino integrated resorts through a face-to-face survey. The hypotheses derived from the conceptual model were tested through two-stage structural equation modelling. The authors considered age and gender as control variables.

i. Data Collection

The questionnaire survey covered both weekdays and weekends to obtain an all-around sample. The participants were intercepted by trained interviewers when they walked out from a casino integrated resort. The self-administered questionnaire was only delivered to the visitors who had SMA-reviewing experience. We distributed 400 questionnaires from which we obtained 300 valid ones in a three-week data collection period.

ii. Data Analysis

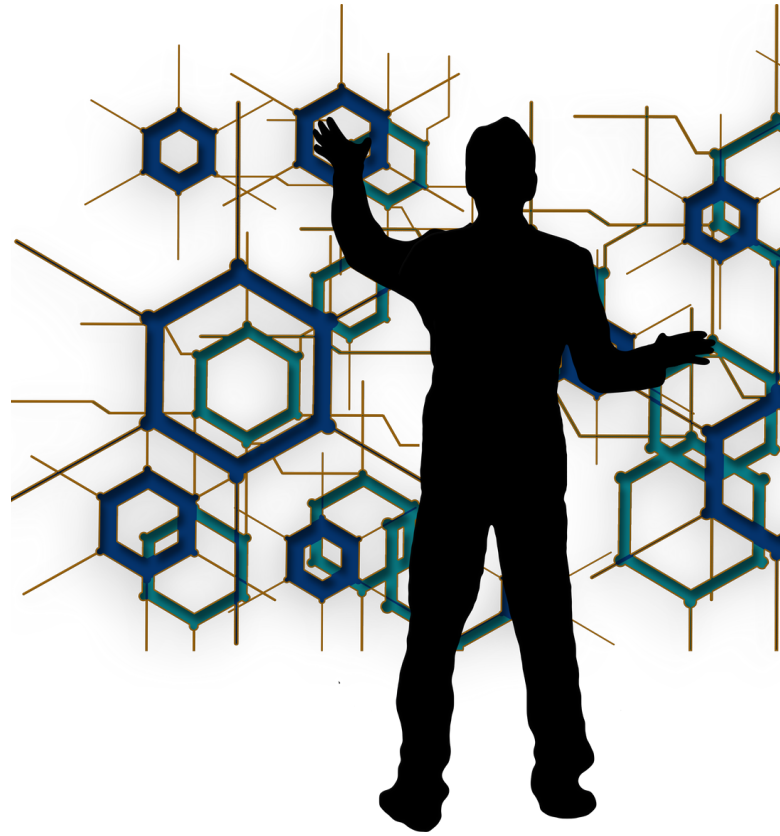
The descriptive statistics, correlation analysis and Cronbach's α analysis were performed through Statistical Product and Service Solutions (SPSS), and analysis of a moment structures (AMOS) was used to implement the two-stage structural equation modeling (SEM). To evaluate the common method variance, they conducted Harman's single factor test (Podsakoff et al., 2003). The single factor variance was 40.76%, which was no more than the commonly accepted threshold of 50%, indicating that the common method variance was not a significant threat.

RECOMMENDATIONS

As a communication tool, social media has taken on a significant role. People use social media to connect with other people and businesses all around the world. Businesses may increase brand recognition and assist customers get more familiar with their products. Every business's goal is to influence behaviour of customers which is including their sharing intention. This is because the content that is shared on social media introduces your brand to a huge percentage of the audience. If company do not have a social media presence for company brand, they are missing out on a huge chance to influence their customers' purchasing decisions. You may encourage more people to share their content by including a call-to-action at the bottom of it. Requesting that readers share your information on social media improves the chance of more social sharing significantly.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

Federal records are believed to include social media postings and electronic messages relevant to the conduct of agency business. All Federal documents, regardless of medium or format, must be appropriately managed by agencies, which includes evaluating if a current disposal authority applicable. Certain social media records may be non-permanent, short-term, or long-term in retention. Some dispositions, on the other hand, may be permanent, necessitating the preservation of records until they are eventually transferred to the archives.



CONCLUSION

This research may help marketing managers better design and implement SMA campaigns in this booming information era. One key implication is that social media dependency was validated as the most critical impact on SMA's customer engagement and consumer behavioral intention.