

Exploring the Impact of Social Media Marketing on Malaysia's Food Truck Industry

Meneroka Impak Pemasaran Media Sosial ke atas Industri Trak Makanan di Malaysia

Jastini Mohd Jamil^a, Izwan Nizal Mohd Shahrane^b, Aifaa Zaffan Bagauddin Abdul Aziz^c

^{a,b,c} School of Quantitative Sciences, Universiti Utara Malaysia, Sintok, Malaysia
Corresponding author: jastini@uum.edu.my,

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Abstract

This study examines the effectiveness of social media as a marketing tool in Malaysia's rapidly growing food truck industry. Given the widespread adoption of digital platforms, understanding the dynamics that enhance social media's effectiveness in marketing has become crucial. This research specifically investigates the relationship between the perceived usefulness of social media and key factors such as informativeness, credibility, hedonic value, and co-creation value. Data were collected from 201 Malaysian social media users interacting with food truck businesses using a quantitative survey method. Analytical methods included descriptive statistics, Pearson's correlation, multiple regression analysis, and ANOVA tests to assess the impact of demographic variables on perceived usefulness. The findings highlight that informativeness and credibility are critical drivers of perceived usefulness in social media marketing. The results support the Technology Acceptance Model (TAM), suggesting that effective social media marketing strategies should focus on enhancing the quality and reliability of content to foster consumer engagement. This study offers practical insights for food truck owners on optimizing social media usage to attract and retain customers effectively. It also identifies future research directions, emphasizing the need for a broader demographic approach and exploration of emerging digital marketing trends. This research contributes to academic literature and practical marketing strategies, guiding food truck businesses to leverage digital platforms for enhanced market engagement and growth.

Keywords: Food truck industry, social media, ANOVA, Technology Acceptance Model

Abstract

Kajian ini meneliti keberkesanan media sosial sebagai alat pemasaran di dalam industri trak makanan yang sedang berkembang dengan pesat di Malaysia. Dengan penggunaan platform digital yang semakin meluas, memahami dinamik yang meningkatkan keberkesanan media sosial di dalam pemasaran menjadi semakin penting. Penyelidikan ini secara khususnya mengkaji hubungan antara persepsi kepenggunaan media sosial dengan faktor utama seperti bermaklumat, kredibiliti, nilai hedonik dan nilai cipta-sama. Menggunakan kaedah tinjauan kuantitatif, data telah dikumpulkan daripada 201 orang pengguna media sosial di Malaysia yang berinteraksi dengan perniagaan trak makanan. Kaedah analisis, termasuklah statistik diskriptif, korelasi Pearson, analisis regresi pelbagai dan ujian ANOVA bagi menilai impak pembolehubah demografi terhadap persepsi penggunaan. Dapatan kajian menunjukkan bahawa maklumat dan kreativiti adalah pemacu utama persepsi penggunaan dalam pemasaran media sosial. Dapatan ini menyokong Model Penerimaan Teknologi (TAM) yang mencadangkan bahawa keberkesanan strategi pemasaran media sosial seharusnya bertumpu kepada peningkatan kualiti dan kebolehpercayaan dalam kandungan bagi menggalakkan penglibatan pengguna. Kajian ini memberikan maklumat praktikal kepada pengusaha trak makanan bagi pmengoptimumkan penggunaan media

sosial bagi menarik dan mendapatkan pelanggan dengan berkesan. Ia juga mengenalpasti arah kajian di masa hadapan, mengetengahkan keperluan bagi pendekatan demografi yang lebih luas dan penerokaan trend pemasaran digital yang sedang meningkat naik. Kajian ini menyumbang kepada literasi akademik dan strategi pemasaran yang praktikal, memberi panduan kepada perusahaan trak makanan dalam memanfaatkan platform digital untuk menggalakkan interaksi pasaran serta pertumbuhan.

Keywords: *Industri trak makanan, media sosial, ANOVA, Technology Acceptance Model*

INTRODUCTION

The advent of social media has significantly transformed consumer behaviours, influencing decisions across diverse sectors. Notably, the food truck industry in Malaysia has increasingly integrated social media into its marketing strategies, recognizing the platform's potential to enhance customer engagement and operational visibility. Social media platforms allow these businesses to directly communicate with their target audience, announcing their location and culinary offerings in real-time, thereby bridging the gap between mobile vendors and potential customers. This digital approach to marketing underscores the importance of social media in the contemporary food truck business landscape.

Even though we acknowledge social media can be a powerful tool for marketing, we still have a lot to learn about perceived usefulness for food truck businesses. There exists a notable gap in research regarding the impact of social media interactions on consumer choices, particularly within the context of the Malaysian food truck industry. This gap necessitates a systematic evaluation of how factors such as informativeness, credibility, hedonic value, and co-creation value influence the perceived usefulness of social media as a marketing tool.

The objectives of this research are fourfold: first, to identify the demographic characteristics of social media users engaging with food truck businesses; second, to analyse the factors that influence the perceived usefulness of social media in this context; third, to examine if there are any significant differences in the perceived usefulness based on demographic characteristics such as age and gender; and fourth, to explore the relationship between the perceived usefulness of social media and its impact on the marketing effectiveness of food truck businesses.

This study offers practical advice for food truck businesses looking to make the most of social media for their marketing needs. By exploring the determinants of social media's perceived usefulness, this research contributes valuable knowledge to the domain of digital marketing. It offers a framework for food truck businesses to refine their marketing strategies, enhancing visibility and customer reach. Furthermore, the findings of this study enrich digital marketing literature by offering empirical evidence on the utility of social media as a marketing tool in the unique operational context of Malaysia's food truck industry, thereby paving the way for informed, strategic social media usage in marketing.

LITERATURE REVIEW

This section provides an overview of related work in two areas. Firstly, it is related to works on digital marketing evolution and secondly it explains about Technology Acceptance Model (TAM) and its relevance in assessing technology adoption, focusing on social media in marketing.

Digital Marketing Evolution

The marketing landscape has undergone a dramatic transformation over the past few decades, transitioning from traditional mediums such as print, radio, and TV advertisements to digital platforms. This shift is primarily attributed to the advent of the internet and the subsequent emergence of social media, which has redefined the way businesses interact with their customers. Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content." The pervasive nature of social media platforms, such as Facebook, Instagram, and Twitter,

offers businesses unparalleled opportunities to engage with a global audience in real time, fostering a more interactive and personalized marketing experience. As a result, digital marketing has become an essential component of business strategies, seeking to capitalize on the connectivity and reach provided by these digital platforms.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis (1989), provides a theoretical framework to understand the adoption and use of technology. At its core, TAM suggests that two primary factors, perceived usefulness and perceived ease of use, determine an individual's intention to use a technology, which subsequently influences actual usage behaviour. Perceived usefulness refers to the degree to which a person believes that using a particular system would enhance their job performance or daily activities. In the context of social media marketing, this translates to how effectively a platform can facilitate marketing objectives, such as increasing brand awareness or driving sales. TAM has been extensively applied across various studies to assess the acceptance of social media as a marketing tool, reinforcing its relevance in understanding how digital platforms can be optimized to achieve business goals.

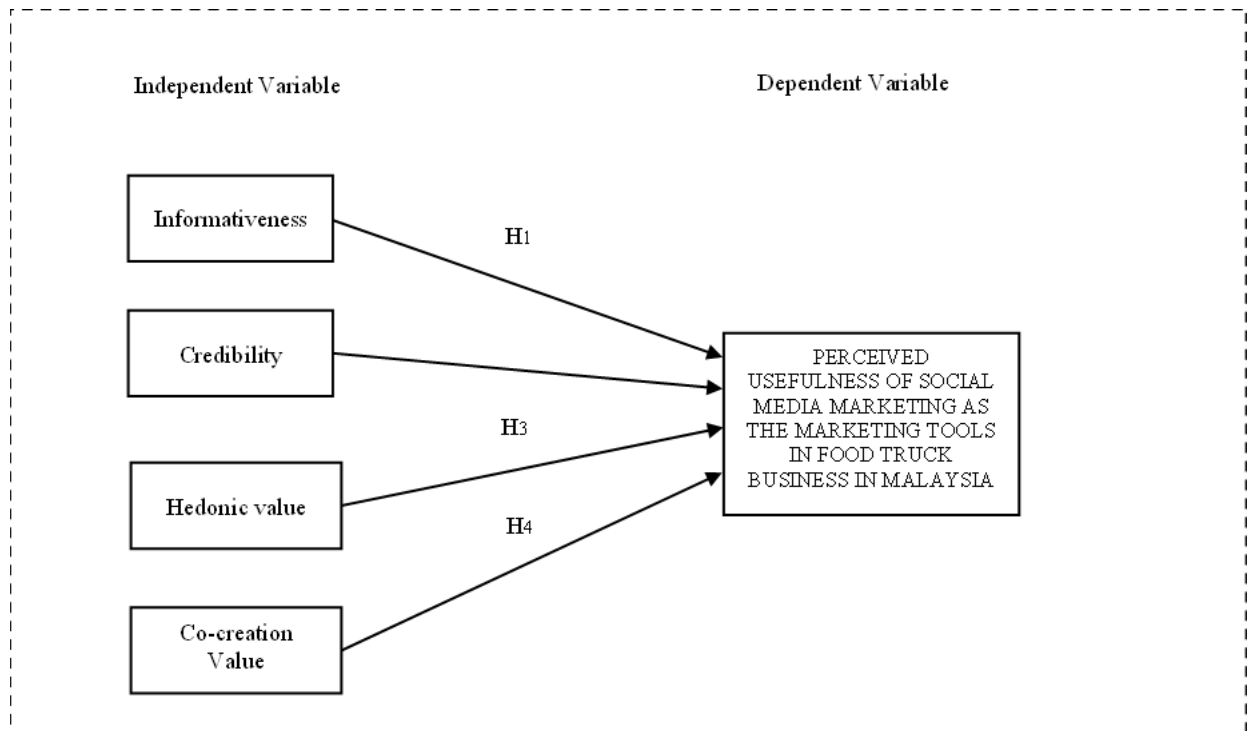


Figure 1: Conceptual Framework

Several factors influence the perceived usefulness of social media in marketing, notably informativeness, credibility, hedonic value, and co-creation value. All stated elements have been included into a thorough conceptual framework based on a thorough examination of the body of current research. The conceptual model, together with the four assumptions, is depicted in Figure 1. Informativeness pertains to the quality and relevance of information provided through social media, which can significantly impact consumer decision-making processes. Alalwan et al. (2017) highlight that content rich in valuable information can attract and retain audience attention, thereby enhancing the effectiveness of social media marketing. Credibility, on the other hand, involves the trustworthiness and reliability of the information shared on social media platforms. Cheung et al. (2009) assert that credible information can positively influence consumer attitudes and behaviors towards a brand.

Hedonic value refers to the enjoyment or pleasure derived from using social media, which can foster a positive emotional connection with the brand. Tafesse and Wien (2018) argue that entertaining

and engaging content can enhance user engagement, making social media an effective tool for marketing. Lastly, co-creation value emphasizes the collaborative aspect of social media, where consumers actively participate in content creation and sharing. This interaction not only enriches the user experience but also provides businesses with valuable insights into consumer preferences, as noted by Vargo and Lusch (2007).

In sum, the literature underscores the transformative impact of digital marketing, propelled by the proliferation of social media. The Technology Acceptance Model offers a useful lens through which the adoption of social media as a marketing tool can be evaluated, highlighting the critical role of factors such as informativeness, credibility, hedonic value, and co-creation value in determining its perceived usefulness.

RESEARCH METHODOLOGY

This study adopts a quantitative research design, utilizing a survey method to gather data and insights into the perceived usefulness of social media as a marketing tool by food truck businesses. The survey method was chosen for its effectiveness in collecting a large amount of data in a relatively short period, allowing for the analysis of trends and patterns within the specified demographic. The structured questionnaire, comprising both closed-ended and Likert scale questions, was designed to assess the factors influencing the perceived usefulness of social media, including informativeness, credibility, hedonic value, and co-creation value. Perceived usefulness was established as the dependent variable while the independent variables were Credibility, Informativeness, Co-Creation Value, and Hedonic value. Table 1 depicts each item listed for four independent variables.

Table 1: Summary of measurement scales constructs

Construct	Statement	Source
Informativeness (I)	I1 Social Media is a good source of information about Food Truck Business.	(Pintado et al., 2017)
	I2 Social Media offers very relevant information about Food Truck Business.	
	I3 Social Media is a good source of updated information about Food Truck Business.	
	I4 Social Media offers complete information about Food Truck Business.	
Credibility (C)	C1 I trust Social Media advertisement.	(Gaber et al., 2019)
	C2 I use social media advertisements as a reference for future spending	
	C3 The content provided by Food Truck business in social media is credible	
	C4 Advertising on Food Truck Business in social media are reliable.	
Hedonic Value (HV)	HV1 Food Truck Business Social Media page is Fun	(Ceyhan, 2019)
	HV2 Food Truck Business Social Media page is entertaining	
	HV3 Food Truck Business Social Media page is exciting	

continued

Co-creation value (CV)	HV4	Food Truck Business Social Media page contains nice character.	
	CV1	Food Truck Business Social Media page interacts with me to serve me better.	
	CV2	Food Truck Business Social Media page works together with me to produce offering better suit me	(Ceyhan, 2019)
	CV3	Food Truck Business Social Media page interacts with me to design offerings that meet my needs	
Perceived usefulness (PU)	CV4	Food Truck Business Social Media page facilitates two-way communication.	
	PU1	I find social media advertising useful in my daily life.	
	PU2	Using social media advertising, helps me accomplish tasks more quickly.	(Alalwan, 2018)
	PU3	Social Media would enable me to broaden my selection for Food Truck Business.	(Ahmad et al., 2017)
	PU4	Social Media would enhance my usefulness selecting Food Truck Business.	

Sample and Data Collection

The study targeted a diverse demographic of social media users who follow or interact with food truck businesses in Malaysia. The sample size comprised 201 respondents, selected through a convenience sampling method to ensure a wide representation of age groups, genders, and social media usage patterns. The data collection process was conducted online, utilizing digital platforms to distribute the structured questionnaire. Participants were invited to participate in the survey through social media posts and direct messages, ensuring a streamlined and efficient data collection process. The questionnaire was designed to be user-friendly and anonymous, encouraging honest and candid responses from participants.

Data Analysis Methods

The data gathered from the survey were analysed using various statistical tools to draw meaningful conclusions about the perceived usefulness of social media in the food truck industry. Descriptive statistics were employed to provide an overview of the demographic characteristics of the respondents and their general responses to the survey questions. This includes measures of central tendency (mean, median) and dispersion (standard deviation) to summarize the data.

Pearson’s correlation analysis was conducted to examine the relationship between the perceived usefulness of social media and the key factors identified in the study (informativeness, credibility, hedonic value, and co-creation value). This statistical method helped in identifying the strength and direction of the relationships between variables.

Multiple regression analysis was utilized to determine the combined effect of the key factors on the perceived usefulness of social media as a marketing tool. This analysis helped in identifying which factors had the most significant impact on perceived usefulness, providing insights into areas that food truck businesses could focus on to optimize their social media marketing strategies.

Finally, ANOVA (Analysis of Variance) tests were conducted to assess if there were any significant differences in the perceived usefulness of social media based on demographic variables such as age and gender. This analysis provided an understanding of how different demographic groups perceive the effectiveness of social media marketing by food truck businesses.

Overall, the combination of these statistical tools facilitated a comprehensive analysis of the data, enabling the derivation of insightful conclusions regarding the utilization of social media as an effective marketing tool in the food truck industry.

RESULT & ANALYSIS

This section presents the findings of this study, where four types of statistical analyses were conducted to understand the perceived usefulness of social media as a marketing tool in the food truck industry in Malaysia. These analyses focused on demographic analysis, correlation analysis, ANOVA test and regression analysis.

Demographic Analysis

The study showed a significant representation of younger demographics, particularly those between the ages of 18 to 37, indicating a higher inclination towards social media usage among the younger population. This suggests that food truck businesses might benefit from tailoring their social media marketing strategies to appeal to younger audiences who are more active and engaged on these platforms. The survey revealed a relatively balanced distribution of male and female respondents, with a slight predominance of female participants (61%). It is found that the majority of respondents (96.0%) identify as Malay, while 2.5% are of Indian descent, and 1.5% are Chinese. The findings indicated that the majority of respondents spend considerable time on social media, with a significant portion dedicating more than 5 hours weekly. This high engagement level highlights social media's potential as an effective channel for food truck businesses to maintain continuous interaction with their customers. Although the study encompassed various social media platforms, certain platforms such as Facebook and Instagram were identified as more popular among the respondents. This preference underscores the need for food truck businesses to focus their marketing efforts on platforms that enjoy higher popularity and engagement rates among their target audience.

Study Variable Descriptive Statistics

Each component and factor's mean score is displayed since the mean can be used to deliberate on data that describes an essential propensity. The variables were rated on a five-point Likert scale to get their average value. The higher the number on the abovementioned scale, the better the variable is, and vice versa. The aim is to determine what influences the perceived usefulness of social media as a marketing tool for food truck businesses in Malaysia. The definition of mean value presented in this section supports this aim.

Data on respondents' opinions to questionnaire questions about whether the informativeness of social media played a significant role in the usefulness of social media as a marketing tools in the food truck business in Malaysia are shown in Table 2. This information led to the highest mean value of 4.21. The mean value of 3.81 is the lowest mean value after that.

Table 2: Mean value for each component of Informativeness

Variable	Component	Mean
Informativeness	“Social Media is a good source of information about Food Truck Business”	4.21
	“Social Media offers very relevant information about Food Truck Business”	4.02
	“Social Media is a good source of updated information about Food Truck Business”	4.06
	“Social Media offers complete information about Food Truck Business”	3.81

Table 3 displays data on respondents' responses to credibility statements in the questionnaire about the usefulness of social media with the highest mean value of 3.72 agreed upon by respondents. The lowest mean value comes next, with a mean value of 3.44.

Table 3: Mean value for each component of Credibility

Variable	Component	Mean
Credibility	“I trust Social Media advertisements”	3.44
	“I use social media advertisements as a reference for future spending”	3.72
	“The content provided by Food Truck business in social media is credible”	3.60
	“Advertising on Food Truck Business in social media are reliable”	3.67

The data in Table 4 on respondents' answers to questions about the hedonic value was used to determine respondents' agreement and contribute to the highest mean value of 3.69. Next comes the lowest mean value, which is 3.60.

Table 4: Mean value for each component of Credibility

Variable	Component	Mean
Credibility	“Food Truck Business Social Media page is Fun”	3.60
	“Food Truck Business Social Media page is entertaining”	3.62
	“Food Truck Business Social Media page is exciting”	3.69
	“Food Truck Business Social Media page contains nice character”	3.63

Data on respondents' opinions to questionnaire questions about whether co-creation value played a significant role in usefulness of social media as the marketing tools in food truck business in Malaysia are shown in Table 5. This information led to the highest mean value of 3.58. The mean value of 3.52 is the lowest mean value after that.

Table 5: Mean value for each component of Co-Creation Value

Variable	Component	Mean
Hedonic Value	“Food Truck Business Social Media page is fun”	3.60
	“Food Truck Business Social Media page is entertaining”	3.62
	“Food Truck Business Social Media page is exciting”	3.69
	“Food Truck Business Social Media page contains nice character”	3.63

Data on respondents' opinions to questionnaire questions about whether perceived usefulness factor played a significant role in usefulness of social media as the marketing tools in food truck business in Malaysia are shown in Table 6. This information led to the highest mean value of 3.58. The mean value of 3.52 is the lowest mean value after that.

Table 6: Mean value for each component of Perceived Usefulness

Variable	Component	Mean
Perceived Usefulness	“I find social media advertising useful in my daily life”	3.91
	“Using social media advertising, helps me accomplish tasks more quickly”	3.87
	“Social Media would enable me to broaden my selection for Food Truck Business”	3.90
	“Social Media would enhance my usefulness selecting Food Truck Business”	3.88

The Study’s Main Variables – Descriptive Statistics

The important variables of the study were presented in Table 7 with descriptive statistics. According to the table, the perceived usefulness has a mean score of 3.89 for the dependent variable. With a mean score of 4.02, informativeness was the independent variable with the highest mean score. Next, hedonic value, credibility and co-creation value with mean values 3.64, 3.61 and 3.55, respectively. All variables have a standard deviation score of less than 1.00. This indicates that the differences in respondents' judgments are minor (Sekaran & Bougie, 2013). The standard deviation for perceived usefulness as a

dependent variable is 0.83918, while the standard deviation for the independent variables, which include informativeness, co-creation value, credibility, and hedonic value is 0.90190, 0.87738, 0.85595 and 0.81036.

Descriptive analysis also displayed the skewness result for each variable in this study. Skewness value for the dependent variable; perceived usefulness had a positive skewness of 1.390, followed by the skewness value for the independent variables; informativeness, credibility, hedonic value, and co-creation value also had a positive skewness of 1.041, 0.688, 0.581 and 0.565, respectively. This indicates that each variable's distribution is skewed to the right, with lower values and a tail extending towards higher values.

The analysis using Kurtosis analysis revealed that perceived usefulness yielded a negative result of -0.848, while independent variables such as informativeness, credibility, hedonic value, and co-creation also yielded negative results of -0.933, -0.482, -0.277, and -0.504, respectively. Kurtosis values obtained for both dependent and independent variables are excellent, with values remaining between -3 and +3. The normal kurtosis value is 0, indicating that the kurtosis curve does not appear to be very high or very sloping.

Table 7: Descriptive Analysis – Summary (N =201)

Variables	Mean	Standard Deviation	Skewness	Kurtosis
Informativeness	4.02	0.90190	1.041	-0.933
Credibility	3.61	0.85595	0.688	-0.482
Hedonic Value	3.64	0.81036	0.581	-0.277
Co-Creation Value	3.55	0.87738	0.565	-0.504
Perceived Usefulness	3.89	0.83918	1.390	-0.848

Correlation Analysis

The correlation analysis conducted as part of this study sought to unravel the relationships between the perceived usefulness of social media as a marketing tool for food truck businesses and several key factors: informativeness, credibility, hedonic value, and co-creation value. Through Pearson's correlation analysis, the study quantitatively assessed the strength and significance of each relationship, offering insights into which factors most strongly influence perceived usefulness in the context of social media marketing.

Informativeness and Perceived Usefulness

The analysis revealed a strong positive correlation between informativeness and perceived usefulness, with a Pearson correlation coefficient (r) of 0.573. This result indicates that as the informativeness of social media content increases, so does its perceived usefulness as a marketing tool. The significance level (p-value) was less than 0.001, underscoring the statistical significance of this relationship. This finding suggests that food truck businesses can enhance the effectiveness of their social media marketing by providing more informative content that directly addresses consumer needs and interests.

Credibility and Perceived Usefulness

Credibility was found to have an even stronger positive correlation with perceived usefulness, evidenced by a Pearson correlation coefficient of 0.640. The *p*-value for this relationship was also less than 0.001, reinforcing its statistical significance. This indicates that the credibility of the information shared on social media platforms plays a crucial role in its perceived usefulness. Food truck businesses, therefore, should prioritize establishing trust with their audience through credible and reliable content to maximize the impact of their social media marketing efforts.

Hedonic Value and Perceived Usefulness

The correlation between hedonic value and perceived usefulness was moderate, with a Pearson correlation coefficient of 0.497. Despite being lower than informativeness and credibility, the relationship remains statistically significant (*p* < 0.001), suggesting that the entertainment value of social media content also contributes to its perceived usefulness. This implies that incorporating enjoyable and engaging elements into social media content can further enhance its appeal and effectiveness as a marketing tool.

Co-creation Value and Perceived Usefulness

Similarly, co-creation value exhibited a strong positive correlation with perceived usefulness, with a Pearson correlation coefficient of 0.558 and a *p*-value of less than 0.001. This finding highlights the importance of interactive and collaborative content in enhancing the perceived usefulness of social media for marketing purposes. Food truck businesses that engage their audience in content creation and sharing may find greater success in leveraging social media as an effective marketing tool.

Table 8: Descriptive Analysis – Summary (N =201)

	Correlation		Relationship Interpretation
Informativeness	Pearson (r)	0.573	Strong
	Sig.	<0.001	
Credibility	Pearson (r)	0.640	Strong
	Sig.	<0.001	
Hedonic Value	Pearson (r)	0.497	Moderate
	Sig.	<0.001	
Co-creation Value	Pearson (r)	0.558	Strong
	Sig.	<0.001	

In conclusion, the correlation analysis as shown in Table 8 indicates that informativeness, credibility, hedonic value, and co-creation value are all significantly related to the perceived usefulness of social media as a marketing tool for food truck businesses. These results suggest that a multifaceted approach, focusing on enhancing these key factors, can lead to more effective social media marketing strategies that resonate with consumers and drive business outcomes.

ANOVA Test

The analysis of variance (ANOVA) tests were conducted to examine the impact of demographic variables, on the perceived usefulness of social media for food truck businesses. These tests aimed to identify any significant differences in how various demographic groups perceive the effectiveness of social media marketing. The findings from these tests provide insights into tailoring marketing strategies to cater to specific demographic segments more effectively.

Table 9 represents the one-way ANOVA for ethnicity. The ethnicity is the categorical variable in this study as it includes Malay, Chinese and Indian. The test was significant, $F = 2345.206$, $p = 0.000$, according to the table. There is a statistically significant difference in the perceived usefulness of social media among different ethnicities.

Table 9: One-Way ANOVA for Ethnicity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	800.429	1	800.429	2345.206	0.000
Within Groups	136.522	400	0.341		
Total	936.951	401			

Years of owning social media platforms is the categorical variable. The sample was drawn from four different groups: less than one year, between a year to three years, between three years to five years, and more than five years. According to Table 10, the test was not significant ($F = 0.397$, $p = 0.529$). Hence, there is no statistically significant difference in the perceived usefulness of social media based on the number of years of owning a social media platform.

Table 10: One-Way ANOVA for Years of Owning Social Media Platform

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.169	1	0.169	0.397	0.529
Within Groups	170.581	400	0.426		
Total	170.751	401			

According to Table 11, the categorical variable "hours spent browsing social media in a week" encompasses six categories: 5-10 hours, 11-20 hours, 21-30 hours, 31-40 hours, 41-50 hours, and more than 50 hours. The ANOVA test yielded significant results ($F = 110.704$, $p = 0.000$), indicating that there is a statistically significant difference in the perceived usefulness of social media based on the number of hours individuals spend browsing social media in a week.

Table 11: One-Way ANOVA for Hours Spent Browsing Social Media in a Week

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	177.668	1	177.668	110.704	0.000
Within Groups	641.955	400	1.605		
Total	819.623	401			

Based on the Table 12, the t-test yielded a large t-value of 177.668, indicating a substantial difference in the perceived usefulness of social media between the two genders. Additionally, the p-value obtained was 0.000, which is less than the typical significance level of 0.05, providing strong evidence of statistically significant differences between the male and female groups. Hence, the results suggest a significant disparity in the perceived usefulness of social media between males and females. This suggests that gender does not play a crucial role in influencing perceptions of social media's usefulness as a marketing tool. Therefore, food truck businesses should focus on creating inclusive content that appeals to both genders equally, rather than tailoring their strategies specifically to male or female audiences.

Table 12: T-Test for Gender

	t-statistic	df	Sig.
Perceived Usefulness	177.668	1	0.000

Multiple Regression Analysis

Multiple regression analysis was used for two primary purposes: calculating R Square and determining the contribution of each variable. (Neuman, 2000). R Square explains how the independent variables (informativeness, credibility, hedonic value and co-creation value) affect or relate to the dependent variable (perceived usefulness), thereby assisting in understanding the nature, direction, and relationship between these two types of variables. The outcomes of the multiple regression analysis are displayed in Table 4.29.

Table 4.20's findings led to the R Square result of 0.488, which indicated that only 48.4 of the variances in perceived usefulness is explained by the independent variables (informativeness, credibility, hedonic value and co-creation value). This is a sizable portion of the variance. At the significance level of <0.001 ($p < 0.05$), it may also be inferred that there was a statistically significant interaction. When the significance level is less than 0.05 ($p < 0.05$), the coefficient analysis revealed a significant relationship between informativeness and the perceived usefulness (Beta = 0.245, $t = 3.432$, $p < 0.001$). Additionally, there is a significant relationship between the credibility and the perceived usefulness (Beta = 0.394, $t = 5.285$, $p < 0.001$), with a significance threshold of less than 0.05 ($p < 0.05$).

However, relationship between hedonic value and perceived usefulness is not statistically significant (Beta = 0.048, $t = 0.636$, $p = 0.525$). The small magnitude of the standardized regression coefficient (Beta) suggests a very weak positive relationship between hedonic value and perceived usefulness. Moreover, a similar situation arises in the relationship between co-creation value and perceived usefulness, which is not statistically significant (Beta = 0.107, $t = 1.303$, $p = 0.194$), as the p-value is greater than 0.05. Hence, given the non-significant p-value and the small magnitude of Beta for both variables (hedonic value and co-creation value), the observed relationship lacks practical and statistical significance in this context. Therefore, considering that only informativeness and credibility show statistical significance concerning perceived usefulness, the resultant regression equation is as follows:

$$\text{Perceived Usefulness} = 0.958 + (0.229 \times (\text{Informativeness})) + (0.411) \times (\text{Credibility})$$

The constant term, 0.958, represents the baseline level of perceived usefulness when both informativeness and credibility are set to zero. This establishes a starting point for perceived usefulness before the influence of the predictor variables. The coefficient for informativeness is 0.229. This implies that for each unit increase in informativeness, the predicted perceived usefulness is expected to increase by 0.229 units. This positive coefficient suggests that as informativeness of social media marketing tools in the food truck business improves, the level of perceived usefulness tends to rise. Likewise, the coefficient related to credibility is 0.411. This signifies that for every unit increase in credibility, the predicted perceived usefulness is anticipated to increase by 0.411 units. A higher credibility associated with social media marketing tools corresponds to a greater perceived usefulness.

DISCUSSION AND CONCLUSION

This research offers valuable insights into how social media can effectively serve as a marketing tool for food truck businesses in Malaysia. The study has significantly contributed to our understanding of the perceived usefulness of social media as marketing tools in food truck business in Malaysia. As a result, the proposed framework has been strongly validated, and all four research questions have been successfully addressed. These findings also provide substantial support for the tested hypotheses in chapter three.

Based on the correlation analysis, Informativeness and perceived usefulness exhibit a strong positive correlation ($r = 0.573$, $P < 0.001$), as reinforced by Table 4.28, providing support for hypothesis 1 (H1). Similarly, Credibility and perceived usefulness portray a compelling positive correlation ($r = 0.640$, $P < 0.001$), validating their connection and confirming hypothesis 2 (H2). Additionally, Hedonic value and perceived usefulness manifest a moderately significant positive correlation ($r = 0.497$, $P <$

0.001), consistent with hypothesis 3 (H3). Similarly, Co-creation value and perceived usefulness disclose a highly significant positive correlation ($r = 0.558$, $p < 0.001$), aligning with hypothesis 4 (H4). In summary, these outcomes underscore robust or moderately significant positive correlations within diverse variables, thus providing substantial evidence for the corresponding hypotheses.

The multiple regression analysis show, the link between hedonic value and perceived usefulness lacked statistical significance (Beta = 0.048, $t = 0.636$, $p = 0.525$), indicating a very weak positive relationship. Similarly, the relationship between co-creation value and perceived usefulness lacked significance (Beta = 0.107, $t = 1.303$, $p = 0.194$) due to a p-value greater than 0.05. Thus, given the non-significant p-values and the small Beta magnitudes for both variables (hedonic value and co-creation value), the observed relationships lack practical and statistical significance within this context.

Enhancing both hedonic value and perceived usefulness can be achieved by establishing a food truck business social media page with an innovative and engaging outlook. Furthermore, elevating the perceived value and usefulness can be accomplished by actively promoting the social media page through contests or games. These interactive elements encourage increased visitor frequency and engagement on the social media platform. Moreover, responding promptly to customer inquiries and feedback on the platform can contribute to a sense of credibility and reliability, thus reinforcing the perceived usefulness of the food truck business's social media presence. This combination of innovative presentation, interactive campaigns, captivating visuals, and responsive customer interaction forms a comprehensive strategy to amplify both hedonic value and perceived usefulness, fostering stronger connections with the audience and maximizing the benefits of the digital platform.

The implications of these research findings extend beyond the academic sphere. They can serve as a valuable guide for future researchers, as well as for government and non-governmental organizations (NGOs) seeking to leverage social media for promotional purposes. By adopting some of the strategies and insights presented in this study, these entities can enhance their marketing efforts and effectively engage with their target audience through various social media platforms.

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