

# HASHTAG MARKETING MODEL ON SOCIAL MEDIA PLATFORMS

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## **DEDICATION**

This dissertation is dedicated to my parents, who taught me that the best guideline in our life is knowledge. Without their patients and supports on my study, I totally lost.

Both of you are my biggest gift and this dissertation is my gift to both of you.

Also I would not leave the opportunity to dedicate this work to my supportive sister, Noor Hayati binti Mohd Zain and my other siblings who always push me to hold a Master's Degree. For my nephews and nieces, this is also for all of you. For my foster family in Johor, this dissertation also I dedicated to your whole family who always encouraged me to not running away until I completed my study.

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## **ABSTRACT**

The online marketing environment is currently facing a new additional marketing approach which is called social media platforms. Several examples of social media platforms are Facebook, Twitter, and Instagram. These platforms had brought the opportunity on marketing field to engage with the availability of huge market in the targeted environment. However, some issues become obstacles to this opportunity such as service charge, effectiveness on information diffusion, and information overload. Therefore, one of the ways to solve those issues is by implementing Hashtag approach as it has become a present and one of social media platforms ability. Furthermore, the Hashtag approach can enhance the marketing process among social media sellers but there is still lack of guidelines on the area. A review of the literatures on Hashtag and social media marketing theories had been carried out in developing the Hashtag marketing model to act as a guideline for the social media sellers. Research has shown that Hashtag marketing on social media platforms is influenced by four factors which are structure diversity, interactivity, information diffusion, and followers. These four factors are used as main components in the proposed model. In confirming the model, a quantitative survey was distributed to 40 social media sellers. Respondents were asked to respond to several questions' sections which are demographic, structure diversity, interactivity, information diffusion, followers and the last one is the section for measuring the importance level on each factor. Analysis of the responses by using SmartPLS3 software demonstrated that all those four factors are valid and reliable as Hashtag marketing factors. The results indicated that Hashtag factors do have an impact on social media marketing platforms. On this basis, it is recommended that social media marketing use Hashtag Marketing Model as the guidelines for the marketing activities by social media sellers.

## ABSTRAK

Pemasaran atas talian kini menghadapi pendekatan baru yang dipanggil pemasaran media sosial. Beberapa contoh media sosial adalah Facebook, Twitter, dan Instagram. Media sosial ini telah membawa peluang ke atas bidang pemasaran untuk menyasarkan dalam pasaran yang laman media sosial besar. Walau bagaimanapun, beberapa isu menjadi halangan kepada peluang ini seperti caj perkhidmatan, keberkesanan penyebaran maklumat, dan maklumat yang berlebihan. Oleh itu, salah satu cara untuk menyelesaikan masalah ini adalah dengan melaksanakan pendekatan Hashtag kerana ia merupakan salah satu keupayaan laman media sosial. Tambahan lagi, pendekatan Hashtag dapat meningkatkan proses pemasaran di kalangan penjual media sosial; tetapi garis panduan dalam bidang pemasaran atas talian menggunakan Hashtag masih lagi kurang. Tinjauan literatur mengenai Hashtag dan teori pemasaran media sosial telah dilakukan dalam membangunkan model pemasaran Hashtag untuk bertindak sebagai garis panduan bagi penjual media sosial. Penyelidikan telah menunjukkan bahawa pemasaran Hashtag pada platform media sosial dipengaruhi oleh empat faktor iaitu kepelbagaian struktur, interaktiviti, penyebaran maklumat, dan pengikut. Keempat faktor ini digunakan sebagai komponen utama dalam penghasilan model yang dicadangkan. Dalam proses mengesahkan model tersebut, tinjauan kuantitatif telah diedarkan kepada 40 penjual di media sosial. Responden diminta menjawab beberapa bahagian soalan yang terdiri daripada demografi, kepelbagaian struktur, interaktiviti, penyebaran maklumat, pengikut dan yang terakhir adalah bahagian soalan untuk mengukur tahap kepentingan pada setiap faktor. Analisis respon dengan menggunakan perisian SmartPLS3 menunjukkan bahawa semua empat faktor tersebut sah dan boleh dipercayai sebagai faktor pemasaran Hashtag. Hasilnya menunjukkan bahawa faktor Hashtag mempunyai kesan terhadap platform pemasaran media sosial. Atas dasar ini, disarankan agar pemasaran media sosial menggunakan Model Pemasaran Hashtag sebagai garis panduan dalam menjalankan aktiviti pemasaran oleh penjual media sosial.

## TABLE OF CONTENTS

	<b>TITLE</b>	<b>PAGE</b>
	<b>DECLARATION</b>	<b>iii</b>
	<b>DEDICATION</b>	<b>iv</b>
	<b>ACKNOWLEDGEMENT</b>	<b>v</b>
	<b>ABSTRACT</b>	<b>vi</b>
	<b>ABSTRAK</b>	<b>vii</b>
	<b>TABLE OF CONTENTS</b>	<b>viii</b>
	<b>LIST OF TABLES</b>	<b>xii</b>
	<b>LIST OF FIGURES</b>	<b>xiii</b>
	<b>LIST OF ABBREVIATIONS</b>	<b>xv</b>
	<b>LIST OF SYMBOLS</b>	<b>xvi</b>
	<b>LIST OF APPENDICES</b>	<b>xvii</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	<b>1</b>
	1.1 Overview	1
	1.2 Problems Background	2
	1.3 Problem Statement and Research Questions	3
	1.4 Research Objectives	5
	1.5 Research Scope	6
	1.6 Research Significant	7
	1.7 Summary	7
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	<b>9</b>
	2.1 Introduction	9
	2.2 Systematic Literature Review	10
	2.3 Review Protocol 1: Research Background	12
	2.3.1 Inclusion and Exclusion Criteria	13
	2.3.2 Searching Strategy	13
	2.3.3 Study Selection Process	14

2.3.4	Data Extraction and Synthesis	14
2.3.5	Publication Sources Overview	15
2.3.6	Business Marketing	17
2.3.7	Online Marketing	17
2.3.8	Social Media Marketing	18
2.3.9	Hashtag Studies	19
2.3.10	The SLR Analyzed Result: The Existed Problem on Social Media Marketing	19
2.4	Discussion Review Protocol 1	20
2.5	Review Protocol 2: Research Focus	21
2.5.1	Social Media Marketing Evolutions	22
2.5.2	Social Media Marketing Contributions	23
2.5.3	Social Media Marketing and Hashtag	23
2.5.4	The Hashtag	24
2.5.5	The Factors of Hashtag Used	25
2.5.6	The Factors of Social Media Marketing Used	25
2.5.7	The Hashtag-Social Media Marketing Issues	26
2.6	The SLR Analyzed Tool: The Venn diagram Set Math Rules	27
2.6.1	The SLR Analyzed Result: The Structure Diversity Factor	29
2.6.2	The SLR Analyzed Result: The Interactivity Factor	29
2.6.3	The SLR Analyzed Result: The Information Diffusion Factor	30
2.6.4	The SLR Analyzed Result: The Followers Factor	30
2.6.5	The SLR Analyzed Result: The Popularity Factor	30
2.7	The Factors Analyzed Result: The Repetition Factors	31
2.8	Marketing Model Design Theory	33
2.8.1	The 7p's Marketing Model	33
2.8.2	The 4p's Marketing Model	34
2.8.3	The Honeycomb Social Media Marketing Model	35

2.9	Summary	36
<b>CHAPTER 3</b>	<b>RESEARCH METHODOLOGY</b>	<b>37</b>
3.1	Introduction	37
3.2	Research Design	37
3.3	Research Operational Framework	39
3.3.1	Phase 1: Literature Review and Research Model	39
3.3.2	Phase 2: Survey Development and Validation	40
3.3.3	Phase 3: Data Analysis and Discussion	41
3.3.4	Phase 4: Conclusion and Implications	41
3.4	Summary	42
<b>CHAPTER 4</b>	<b>MODEL DEVELOPMENT</b>	<b>43</b>
4.1	Introduction	43
4.2	Model Conceptualization	43
4.3	Prior Research on Hashtag SMM Factors	45
4.4	The Proposed Marketing Model	47
4.5	The Factors and Measurement Items	48
4.6	The Questionnaire Design	52
4.6.1	The Content Validation	52
4.7	The Pilot Study	55
4.7.1	Measurements the Pilot Study	57
4.7.2	Outcome from Pilot Study	59
4.8	Summary	60
<b>CHAPTER 5</b>	<b>ANALYSIS AND FINDINGS</b>	<b>61</b>
5.1	Introduction	61
5.2	Data Collections from Social Media Sellers	61
5.3	Measurements of Hashtag Marketing Factors	63
5.4	Construct Reliability	65
5.5	Construct Validity	67
5.6	Importance-Performance Map Analysis (IPMA)	68
5.7	Summary	71



<b>CHAPTER 6</b>	<b>CONCLUSION</b>	<b>73</b>
6.1	Introduction	73
6.2	Re-visit Research Question	73
6.3	Research Achievements	74
6.3.1	Objective 1: To investigate the Hashtag factors in social media marketing for the Hashtag Marketing Model.	75
6.3.2	Objective 2: To confirm the Hashtag Marketing Model.	75
6.3.3	Objective 3: To evaluate the Hashtag Marketing Model.	76
6.4	Research Contributions	76
6.4.1	Theoretical Contributions	76
6.4.2	Practical Contributions: The Implementation of the Hashtag Marketing Model	78
6.5	Research Limitations	79
6.6	Future Research	80
6.7	Summary	81
<b>REFERENCES</b>		<b>83</b>
<b>LIST OF PUBLICATION</b>		<b>123</b>

## **LIST OF TABLES**

<b>TABLE NO.</b>	<b>TITLE</b>	<b>PAGE</b>
Table 2.1	The inclusion and exclusion criteria	13
Table 2.2	Data extraction table	15
Table 2.3	The SLR analysis result on existing problems background	19
Table 2.4	The evolutions of social media marketing since 2015	22
Table 2.5	The list of factors from using Hashtag	25
Table 2.6	The list of social media marketing factors of used	26
Table 2.7	The issues which exists in social media marketing after the Hashtag approach	26
Table 2.8	The existing factors Analysis of Hashtag and social media marketing	28
Table 3.1	Operational framework for Phase 2	40
Table 4.1	Related studies of four Hashtag social media marketing factors	45
Table 4.2	The Experts' Characteristics for Content Validation	53
Table 4.3	The Experts' content validity evaluation scores	54
Table 4.4	The Demographic Profile of Pilot Study Representatives	56
Table 4.5	Items for construct Hashtag Marketing Factors (HMF)	59
Table 5.1	The Demographic Profile of 40 Respondents	62
Table 5.2	Analysis Findings of Construct Reliability	66
Table 5.3	Analysis of Construct Validity Findings	68
Table 5.4	The IPMA results	68
Table 6.1	Contribution on latent variable performance	78

## LIST OF FIGURES

<b>FIGURE NO.</b>	<b>TITLE</b>	<b>PAGE</b>
Figure 2.1	Review Protocol	12
Figure 2.2	The defined keywords before study selection	14
Figure 2.3	The literature review framework that highlights areas of concern to develop Hashtag social media marketing model	16
Figure 2.4	Review Protocol 2	21
Figure 2.5	The Venn diagram theory for intersection of two sets	27
Figure 2.6	The Venn diagram theory for finding the Hashtag social media marketing factors	28
Figure 2.7	“Hashtag popularity” as searching keyword	32
Figure 2.8	“Hashtag followers” as searching keyword	32
Figure 2.9	The 7P’s Marketing Model as modified by Booms & Bitner in 1981	33
Figure 2.10	The 4P’s Marketing Mix Cycle Model by Singh in 2012	34
Figure 2.11	The 4P’s Marketing Mix Elements Model by Gronholm in 2012	34
Figure 2.12	The Honeycomb Social Media Marketing Model by Larsson in 2010	35
Figure 3.1	Research design	38
Figure 4.1	The model development design	44
Figure 4.2	The Hashtag Marketing Model	48
Figure 4.3	The Pilot Study Cronbach’s Alpha Graph	57
Figure 4.4	The Pilot Study Composite Reliability Graph	58
Figure 4.5	The Pilot Study Measurement Model	58
Figure 5.1	Measurement Model of Hashtag Marketing Factors	64
Figure 5.2	The Cronbach’s Alpha Graph Findings	65
Figure 5.3	The Composite Reliability Findings	66
Figure 5.4	The Average Variance Extracted (AVE) Findings	67

Figure 5.5	The Importance-Performance Map Analysis [Hashtag Marketing Model] (constructs, standardized effects)	69
Figure 5.6	The IPMA measurements in absolute values highlight paths view	69
Figure 5.7	The Hashtag Marketing Model based on Total Effects (TE) value as refers to the importance ranks	70
Figure 5.8	The Hashtag Marketing Model based on Latent Variable Performance (LVP) value as refers to the performance ranks	71
Figure 6.1	The implementation Hashtag Marketing Model on Instagram	79

## LIST OF ABBREVIATIONS

AVE	-	Average Variance Extracted
F	-	Followers
HMF	-	Hashtag Marketing Factors
I	-	Interactivity
ICV	-	Index Content Validation
ID	-	Information diffusion
IPMA	-	Importance-Performance Map Analysis
LVP	-	Latent Variable Performance
SD	-	Structure diversity
SLR	-	Systematic Literature Review
TE	-	Total Effects

## LIST OF SYMBOLS

# - Hashtag

## LIST OF APPENDICES

<b>APPENDIX</b>	<b>TITLE</b>	<b>CHAPTER 1 PAGE</b>
Appendix A	Content Validation	93
Appendix B	Pilot Survey Questionnaire	103
Appendix C	Survey Questionnaire	112

# CHAPTER 1

## INTRODUCTION

### 1.1 Overview

The online marketing on social media has become one of the hot issues nowadays. Currently, digital marketing is one of the fastest growing industries all over the world and total global spending in digital marketing is forecasted to be 231 billion dollars by 2019 (Haider, Iqbal, Rahman, & Rahman, 2018). The forecasted amount is almost equal to the television marketing spending cost. On other related point, the digital marketing or more familiar as online marketing are close by the implementing on social media platforms. Many social media advertising platforms, such as Facebook, Twitter, and Instagram are engaged in currently research studies (Popov & Iakovleva, 2018). The successful of those entire social media platforms are been used widely and everyday all around the world by having millions of users every single day. This situation had brought the opportunity on marketing field to involve with the availability of social media big market. Besides that, that situation also brought this study to be started in investigating the additional functional tools that able to improve the social media marketing strategy which is called Hashtag.

Hashtag been proposed to be implementing in the social media marketing model because Hashtag have become a present and appearing of social media platforms nowadays (Erz, Marder, & Osadchaya, 2018). The current state of this research area are more on finding out the factors of Hashtag approach on social media marketing in order to produce the framework model of SMM implemented by Hashtag ability. Recently, researchers are more focus on the attributes of Hashtag based on sociality posting on social media such as the motives of Hashtag used in the context of social media, filtering Hashtag context on social media; and also personalized the Hashtag recommendation topic model for microblog environment



(Erz et al., 2018; Henry, Stattner, & Collard, 2018; Zhao, Zhu, Jin, & Yang, 2016). Eventhough, there are still gap in implementing Hashtag on digital marketing research focus such as on marketing model for social media marketing focus area.

## **1.2 Problems Background**

The first stage of problem exist is in the marketing field based on traditional elements which are the conventional marketing tools such as television, radio, newspaper, magazine, billboard, pamphlet, catalogue, brochure, and flyer (Tan, Lee, Hew, Ooi, & Wong, 2018). Even this tools knows as effective approach in reaching people awareness for the business, this tools is remain expensive and out of reach by new entrepreneurs with the small capital. This situation makes the movement of focus from traditional marketing to online marketing. Moreover, the development of internet and modern technology did brought online marketing or information products to the level of essential part in people's daily lives (J. Xu & Duan, 2018). Unfortunately, a lot of online marketing is being charged with the specific payment related to their allocated space. Again the problem of marketing cost involved but this time on social media marketing cost because online marketing currently more focus for marketing on social media. Meanwhile, allocating more space for marketing have brought the increases for marketing revenue but reduces the subscription demand among small capital entrepreneurs (J. Xu & Duan, 2018).

The next point is the challenge to improve the effectiveness of the marketing process (Martin-herran & Sigue, 2017). The free available service of social media marketing platforms is having fewer benefits on marketing itself such as on Facebook, the sellers only can reach to the people who friends with them or did search on them compare to payable services which able to delivered the content more widely. As significantly related, the sellers which used the free based social media services platforms must able to increase the social media marketing effectiveness on their own creative way (Baack, Wilson, Dessel, & Patti, 2016). As responded to the situation, the marketers should be able to focus on SMM style but with the approach to increase the effectiveness for each of their advertising process.

As familiar on everyday's life, social media already become one of a big source of information regarding digital or online marketing. This situation brought a problem on extremely wide of information diffusion among social media marketing users (C. Te Li, Lin, & Yeh, 2018). This problem brought a messy and complicated view of tracking back the marketing post on social media platforms. As marketing itself need to group information based on type or style of products or services. Besides, information overload on social media platforms also need a technique which related to Hashtag function in assisting and countering the information-overload on marketing based on social media platforms (Kumar et al., 2018).

As solutions on the above three background of problems, this study aims to propose the model of Hashtags marketing on social media for small capital entrepreneurs which could not afford the payable marketing services on social media platforms. Hashtag is able to increase the effectiveness of each marketing post because of the availability functions of Hashtag which able to carry specific metadata (J. Li & Xu, 2016). The guidelines as using Hashtag must be developed in order to know and understand the effective guidelines in marketing their business because it is a waste if the big market on social networks was left behind. As example, Twitter has successfully achieved almost 100 millions of active users who post about 500 million tweets per day did open a big market for SMM (Henry et al., 2018). As effects on the situation, marketing by using Hashtag in effective way on this platform is a better approach to all social media marketers.

### **1.3 Problem Statement and Research Questions**

As refers to the problems background in section 1.2, clearly given the necessarily need of Hashtag model that best suit the marketing plan on social media and the lack of clarify in marketing field for social media platforms, this research explores the factors of Hashtag on social media marketing from sellers' perspective. Therefore the problem statement for this research would be, *“Improving the social media marketing activities by implementing the Hashtag approach is necessary in improving the marketing process among social media sellers because of lack*

*guidelines on the area*”. This problem statement is leads this study to the research questions in order to achieve the objectives which be stated in section 1.4. The research questions are divided into two parts. The first one is the main research question and another part consist of three research questions which be derived in achieving the main research question. The main research question is “*How to produce the Hashtag marketing model which able to guide social media sellers in their marketing activities?*”

The main research questions emerge the three sub-questions which refer as RQ1, RQ2, and RQ3. All those three research questions is in ascending orders of questions which need to be fulfil in completing the main research question.

**RQ1.** *What is the focus area of Hashtag marketing on social media?*

This research question is been figured out through the technique of systematic literature review (SLR). The SLR been conducted in Chapter 2. As clearly highlighted in Chapter 2, this study involved two SLR processes. The first SLR process, which known as Review Protocol 1; is for figured out the focus area of the background view regarding this study. The second SLR process, which known as Review Protocol 2; is for go through in depth and closely to Hashtag marketing factors on social media platforms.

**RQ2.** *How the Hashtag factors can be confirming its acceptance?*

This RQ3 is been figured out through data collections among social media sellers regarding Hashtag marketing factors. Later, all the collected data been analyzed in several analysis methods such as construct reliability and validity by using SmartPLS3 software. SmartPLS3 is software with graphical user interface for variance-based structural equation modelling by using the partial least squares (PLS) path modelling method. Besides, the construct reliability statistical method for this study is covered by two statistical tests which are Cronbach’s Alpha and composite reliability which clearly be measured in Section 5.4. Thus, the validity statistical

method for this study is covered by average variance extracted (AVE) which clearly be measured in Section 5.5.

### **RQ3. *How to evaluate the Hashtag Marketing Model?***

This last research question is been figured out through the Importance-Performance Map Analysis (IPMA) after all Hashtag marketing factors are confirmed. The IPMA is a test which covers the importance values on each factor and also the performance values on each existing latent variable. End of the IPMA test, there are two Hashtag marketing model based on the IPMA values be presented. The first one is the “*Hashtag Marketing Model based on Importance Ranks*” which been presented in Section 5.7. Another one is “*Hashtag Marketing Model based on Performance Ranks*” which been presented in Section 5.8.

## **1.4 Research Objectives**

The long term goals of this research are to develop a model for marketing on social media by using the Hashtag factors. The Hashtag factors here are defined as the existing factors of Hashtags in the concept of social media marketing. As refers to the long term goals, there are three research objectives which need to achieve in order to complete this research study. All these three objectives are derived from research questions in Section 1.3. In particularly, the following objectives are as follows:

**Objective 1: *To investigate the Hashtag factors focus area in social media marketing for the marketing model.*** In order to achieve this first objective, two processes of systematic literature review (SLR) as refers to Review Protocol 1 and Review Protocol 2 be developed. The Review Protocol 1 is contains searching strategy regarding this first objective. The searching strategy based on RQ1 as stated in Section 1.3 through the SLR technique is brought out the information which needed in fulfil this Objective 1.

**Objective 2: To confirm the Hashtag Marketing Model.** This second objective is brought a path of collecting data through the targeted respondents which is social media sellers. The collected data later on be analyzed based on the factors of Hashtag marketing which be used in performing the Hashtag Marketing Model. All the factors' data went through the reliability and validity test by using SmartPLS3 software.

**Objective 3: To evaluate the Hashtag Marketing Model.** This last objective is refers to the final evaluation on the Hashtag Marketing Model. The evaluation test to fulfil this objective is Importance-Performance Map Analysis (IPMA). The IPMA test is for measuring the importance values on each Hashtag factor which later produced the # Marketing Model in importance and performance rankings values as stated in Figure 5.7 and Figure 5.8 simultaneously.

## **1.5 Research Scope**

This research scope refers to the boundaries of this research started from Phase 1 up to Phase 4 of research design as stated in Chapter 3. Based on the research design phases, the scope of this study is summarized as follows:

- (a) This research study used SLR on business marketing for social media marketing area as related to Hashtag elements.
- (b) This research study used quantitative research approach based on 5-Likert scale questionnaire survey among social media sellers and the content of the questionnaire been validated by experts.
- (c) This research study used statistical analysis methods on testing the reliability, validity, and importance-performance ranks of each factors in Hashtag Marketing Model.

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