

The Effect of Social Media Marketing Activity towards Online Shopping Behaviour among Primary School Teachers in Klang Valley

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Social media allows internet users to communicate in the virtual environment. Potential customers around the world can communicate directly to the brand representative or their friends. Furthermore, in regards to the convenience and beneficial perception towards online shopping, the current trend of online shopping among internet users are becoming more significant especially for professionals. The online shoppers in this context is directed towards primary school teachers in Klang Valley where the opportunity lies to examine the effect of social media activity towards online shopping behaviour among primary school teachers in Klang Valley. The purpose of this study is to examine the effect of social media marketing activity towards online shopping behaviour among primary school teachers. This quantitative study utilized a survey approach to collect primary data from 391 primary school teachers in Klang Valley. Based on the results, the significant findings shown in this study found that there are three factors affected online shopping behaviours namely, interaction, trendiness and advertisement. This study provided new insights from the theoretical perspective, and the findings were consistent with the effect of social media activity among primary school teachers and provide a guideline for e-retailers to better design their community features.

Keywords: *Interaction, Online Shopping Behaviour, Social Media Marketing, Trendiness Advertisement*