The Study of Behavioural Intention to Visit Spa among Malaysian Facebook Users

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Abstract: **Spa tourism in Malaysia is a potential new growth area for the national income but it still consider new and developing in spa industry. People travel to Malaysia for health reasons are observed steadily increased. Spa industry in Malaysia is in a positive and fastest growth trend especially among domestic visitors. Therefore, the factors of influencing the behavioural intention of domestic visitors to visit spa is important and needed to explore since domestic visitors are the biggest customer group in Malaysia. However, recreation businesses found to be the main channels for the commercial sex especially massage and spa always used to cover the illicit activities. Trace back the spa history, spa industry has always been linked to the commercial sex. The nasty connotation not only happened in other countries but also in Malaysia. Since illicit activities flux through spa industry, data collection on domestic tourists' behavioural intention to go to spa is a big challenge in Malaysia. Thus, the research method is very essential on unethical behaviour study among Malaysian population. The goal of this paper is to explore the research method for producing a representative sample on unethical behaviour study in Malaysia. The respondents in this study were obtained using a Metropolis-Hastings Random Walk (MHRW) method on finding random sample from Facebook to overcome the bias data from traditional mode for online social networking. This study found that online research method in Facebook is applicable on spa subject in Malaysia although involved the unethical behaviour topic. This method able to recruit those has significance characteristics of Malaysia internet users found by Malaysian Communication and Multimedia Commission.**

Keywords: **Spa, Malaysia, domestic visitors, behavioural intention, Facebook.**

1. BACKGROUND OF PROBLEM

Tourism is an important and mentionable earning industry of Malaysia. Malaysia government diversifies the portfolio of its tourism industry in order to complement this accomplishment. Spa tourism in Malaysia is a potential new growth area for the national income but it still consider new and developing in spa industry (Kajonborrirak, 2006). It is becoming one of the competitive spa destinations in Asia. People travel to Malaysia for health reasons are observed steadily increased. Malaysian spa tourism has the largest growth of 200% compared to other Asian countries namely Thailand, Singapore and Philippines from 2002 to 2007 (Intelligent Spas, 2008).

In the past, spa itself is not a core but supplement product to generate revenues for hotels and resorts. However, in the latter, the spa itself is a core product that generates revenues. It is rapidly catching up, with more and more people coming to Malaysia to seek health and beauty treatments. Spa industry in Malaysia is in a positive and fastest growth trend especially among domestic visitors (NKEA, 2010). Domestic tourism in Malaysia had an increasing rate of growth in the last decade (UNWTO, 2013). There are a growing number of domestic tourists visiting the day spas for relaxation and treatments. According to the Global Spa Economy 2007 report, the earned of domestic spa economy in Asia Pacific is much higher than international spa economy.

Tourism Malaysia recognized the potential of the industry therefore they had been giving special attention to this industry for the past few years. Malaysian government has concentrated efforts in capacity building and rating of the spa industry because Tourism NKEA (2010) found that the quality of spas and the shortage of skilled spa therapists are the most pressing issues hampering potential growth of Malaysia spa tourism. However, according to McNeil and Ragins (2005), many consumers are still not clear on what a spa is and have never receive any spa treatment. Some Malaysians refuse to go to spa because they are confused of the purpose of spa, especially among men (Ithnin, 2008). The spa industry claimed that the misconception of the sex industry made it difficult to recruit Malaysians to work in spas. Due to the bond of commercial sex and spa therapists once have been though served in sex industry (Cohen and Russell, 2008), parents still restrict their children to go to spa (Ng, 2009) and work in spa (Suleiman, 2011).

Therefore, the factors of influencing the behavioural intention of domestic visitors to visit spa is important and needed to explore since domestic visitors are the biggest customer group in Malaysia. The study of visitors' behavioural intention is important because many studies have shown and suggested that customer behaviour is the fundamental for psychological, sociological and marketing research. It has always been an essential issue in the tourism literature (Al Ziadat, 2015; Wong and Yeh, 2009). Malaysian domestic visitors expected to be different as western research due to the different background because the recreational patterns differ depending upon the norms and cultural values of the person's race, ethnicity, or socio-economic status (Willits and Willits, 1987).

PROBLEM STATEMENT:

Prostitution is the oldest profession in the world and this industry always been rampant and thriving especially in recreation business. Recreation businesses found to be the main channels for the commercial sex (Hughes, Sporcic et al., 1999) especially massage (Xu, 2009) and spa (Ismail, 2007) always used to cover the illicit activities. Trace back the spa history, spa industry has always been linked to the commercial sex (Armstrong, 1978; Han, 2001; Tubergen and Linden, 2002). The widespread abuses of a sexual nature have abolished and destroy the spa industry in the Roman Empire (A.D. 228-337) and the last century in the west (Beck, 2006). Due to the similar nature and working condition, spa therapy is found to be perfect as euphemism to cover the commercial sex in terms of recruitment and advertisement. The relationship between spa and commercial sex seemed to be rooted deeply into people's mind. The nasty connotation not only happened in other countries but also in Malaysia. Many countries have legalized the commercial sex but Malaysia is not one of them.

Since illicit activities flux through spa industry, data collection on domestic tourists' behavioural intention to go to spa is a big challenge in Malaysia. Normally the unethical behaviour's study is more difficult to predict than social acceptable behaviours (Beck and Ajzen, 1991) especially this kind of study seldom conducted in Malaysia market because of the limitation found during sampling when the topics is deviant and illegal act (Armstrong, 1978). Conventionally, qualitative research method especially in-depth interview used to study sexuality subject. However, due to the religious and cultural concern, face to face method might create some inconvenience and uncomfortable feeling among interviewer and also interviewee. There is a common practice among Malaysian where sexuality subject is seldom discussed openly and directly regardless of race, culture or religion. Discussions on sexuality have largely remained a taboo and it is always thought of shameful matter. Moreover, most of the Malaysian grew up in households where parents do not feel it is appropriate to show affection, even kissing and hugging. Intimate behaviour in public is a definite prohibited, mainly in rural and less liberal areas. For many adults, the only experience of caring touch is related to romantic relationships, happens only in the most intimate settings, and is often associated with sexual activity (Beck, 2006).

The intimate human relations relating to sexual information were minimal in the society even school. Sexual education is considered as sensitive topic in Malaysia. For that reason, Malaysian is too shy to share their opinion even complaint on sexuality matter. In 2010, Traditional and Complementary Medicine Division received a few complaints but the numbers are expected to be more because Malaysian is too embarrassed to complain the unethical practices (The Star, 2011). Most of the Malaysian remains silent about the subject. Besides, the gender of interviewer may create discomfort or misunderstanding to the respondent. Malaysian is more comfort to discuss sexuality subject with the same gender as the result of Ahmad, Pawenteh et.al. research in 2012.

Thus, the research method is very essential on unethical behaviour study among Malaysian population. Therefore, the

goal of this paper is to explore the research method for producing a representative sample on unethical behaviour study in Malaysia. This study will contribute to the future unethical behaviour study in Malaysia and it is expected can reduce the number of unnecessary embarrassment and increase the reliability data. This study will explore the domestic tourists' behavioural intention to visit spa at least once a year and came out a predictive model of behavioural intention to visit spa in Malaysia. The evidence based model will explain better on the causal relationship and the influences factors on domestic tourists' behavioural intention to visit spa at least once a year. The identified factors to influence domestic visitors will benefit the stakeholders for future planning, management and marketing strategies.

2. LITERATURE REVIEW

Since the information technology is the major source for young Malaysian to access sexuality subject (Ahmad, Pawenteh et.al., 2012), online survey research is more suitable to use in this study. According to Malaysian Communication and Multimedia Commission (2010), there are 15,868,000 Malaysian internet users in 2008 and the graph is showing escalating trend of the yearly increase of Malaysian internet users. More and more educated Malaysian surfing internet for information, communication and leisure. Besides, there was the change from traditional paper-and-pencil survey to computer-assisted survey. Now, face-to-face surveys, telephone surveys, and mail surveys are increasingly replaced by online surveys (Bethlehem and Biffignandi, 2012) in communication field (Wright, 2005), social and behavioural sciences (Stieger & Reips, 2010; Reips, 2007; Birnbaum, 2004). Online surveys are becoming more acceptable as a method of collecting data because of the faster speed of responses, substantially reduced cost, and reaching unique populations (Wright, 2005). Online survey completion convenient for respondent and higher incidence rate than other survey methods (Roos, 2013) because they can finish answered on their own time. Furthermore, the anonymity of respondents results in more honest answers to sensitive topics in online survey (Super Survey, 2005).

Online surveys through email and web-based surveys are the two most common and becoming an increasingly popular research methodology. There are several fundamental differences between email and web-based surveys. With email surveys, the respondent receives an email with a survey embedded in it, clicks on the "reply" button, fills the survey out, and clicks on the "send" button. The researcher then transfers the raw data into a database. Web-based surveys, on the other hand, require the instrument to be available on a website. The technology for web-based surveys are young and evolving from web authoring programs, HTML code and scripting programs to survey authoring software packages and online survey services make web-based surveys much easier and faster (Wright, 2005). Participants are given access information to enter the survey website; they complete the form online and then click on a "submit" button when they have completed it. Then web-based surveys automatically verify and store survey responses with the database technology (Andrews et al., 2003).

The web-based survey supported with various forms of pre-notification is better than other online survey methods (Andrews et al., 2003; Yun & Trumbo, 2000). However, the used of web-based survey on "The Wall" is a bit passive compared to the private messaging services because email is a "push" technology that allows researchers to directly communicate with prospective respondents but web-based survey does not provide this affordability of direct communication (Andrews et al, 2003). Therefore, mixed mode is considered in this study because the advantages of mixed mode have been identified by many researches (Vehovar and Lozar, 2008; Yun and Trumbo, 2006; Andrews et al., 2003; Dillman, 2000; Vaske, 1999; Schaefer & Dillman, 1998). The used of mixed mode of traditional methods and online survey can effectively collect data in lower costs with no reductions in response rates, improve data quality and increase respondents' motivation compared to traditional surveys mode (Vehovar and Lozar, 2008; Yun and Trumbo, 2006; Dillman, 2000; Schaefer & Dillman, 1998) but the advantages of online survey also be offset by the traditional surveys mode.

Online survey through Facebook is a new trend in social science research. The functions of message, easiness to assess other's social networking and the increasing power in social influences gained attention from researchers. Facebook is the largest and fast growing online social network in the world (Schonfeld, 2008). There are more than 500 million active Facebook users and average user has 130 friends on the site (Facebook, 2010). The Facebook.com is the one of the top 3 website using in Malaysia (Alexa, 2010). In just two months' time, there are 869,940 Malaysian registered as Facebook users. According to Facebakers (2010) record, there are roughly 7 million Malaysian Facebook users represented 18% of Malaysian population and 30% of total online users.

There are two types of messaging services within Facebook. A private system, which is very similar to email services, and a public system called "The Wall", where contacts or "friends" leave comments to the owner of the Facebook profile and the comments can be viewed by other users depending on the user's profile privacy setting for who to view "The Wall". "The Wall" contains short messages that reflect sentiments, common activities between "friends" or details about external websites or events (Valenzuela et al., 2009). This category of application is comprised of a wide variety of applications that shed light on everything from political views to sexual preferences to movie tastes (McClard and Anderson, 2008). However, "The Wall" is not selected to post the URL in this study due to the disadvantages of web-based survey as discussed above.

In this study, the invitations are published in the form of an URL link on the other kind of messaging services in Facebook. It is a new Messaging platform, codenamed "Project Titan", was launched on November 15, 2010. Described as a "Gmail Killer" by some publications, the system allows users to directly communicate with each other via Facebook using several different methods (including a special email address, text messaging, or through the Facebook website or mobile app)—no matter what method is used to deliver a message, they are contained within single threads in a unified inbox. As with other Facebook features, users can adjust from whom they can receive messages from—including just friends, friends of friends, or from anyone (Gabbatt and Arthur, 2010). The message service in Facebook has eased the difficulty of the common email survey trouble by getting email listing. Besides, the sampling problems will reduce as the online population increases (Vaske et al, 1999).

Sampling frame establishment and accurately sizing an online population is the other problems in online surveys (Wright, 2005). Luckily previous researchers (McNeil and Ragins, 2005; Monteson and Singer, 2004; Snoj and Mumel, 2002) have identified the spa goers demographic especially the Malaysian spa researches (Ithnin, 2008; Intelligent Spas, 2008) provided the sampling framework to this study. The significant characteristics of Malaysian spa-goers are those in the middle age (20 – 59 years old), high education and high income (Ithnin, 2008) are overlapped with internet users especially Facebook users between 18 to 54 years old (Facebook, 2010). According to Malaysian Communication and Multimedia Commission (2010), degree holders and above occupy 35% of total Malaysian internet users in year 2008. The primary purpose of Malaysian surfing internet is getting information and 84.7% is communication and 63.5% is leisure. Coincidentally, the major source of young Malaysian access the sexuality subject are through media and information technology followed by friends of the same gender (Ahmad, et.al., 2012).

Although Facebook is the trendiest social online network in research but it is hard to get random sampling. Thus, lots of attention has been put on how to obtain a representative or unbiased dataset from a large social graph using graph sampling techniques (Wang et al., 2010). According to Gjoka et al. (2011), graph sampling techniques, via crawling, can be roughly classified into two categories: graph traversal techniques and random walks. In graph traversal techniques, nodes are sampled without replacement such as Breadth-First-Search, Forest Fire and Snowball Sampling. Breadth-First-Search and Random Walk (without distinguishing the degree of neighbouring nodes) are the most popular ways to sample the social graphs but they are biased towards high-degree nodes (Gjoka et al., 2011; Gjoka et al., 2010; Wang et al., 2010). Instead of correcting the bias after the walk, one can appropriately modify the transition probabilities so that it converges to the desired uniform distribution.

Consequently, the respondents were obtained using a Metropolis-Hastings Random Walk (MHRW) method on finding random sample from undirected social graphs to overcome the bias data from traditional mode for online social networks (Gjoka, Kurant et al., 2009). MHRW is a Markov Chain Monte Carlo (MCMC) algorithm to obtain random samples from a probability distribution for which direct sampling is difficult. This algorithm can guarantee the unbiasedness of the sampling procedure, thus can keep all the statistical properties of undirected social graphs (Gjoka, Kurat et al., 2010). MHRW amends the transition probabilities so that it converges to the preferred constant distribution. MHRW is able to collect asymptotically uniform samples and provided an excellent estimate of the true population size and got the unbiased estimation (Gjoka et al., 2011). MHRW has been applied on online social networks such as Twitter (Krishnamurthy et al., 2008), Friendster (Rasti et al., 2008) and Facebook (Gjoka et al., 2009). Thus, the used of MHRW in this study predicted can provide the unbiased sampling from Malaysian Facebook population. Furthermore, the sampling where large numbers of potential respondents are gathered without regard to demographic characteristics is an effort to reduce bias by getting large numbers of people to participate as suggested by Andrews et al. (2003) to reduce probability sampling issues in online surveys.

3. RESEARCH METHODOLOGY

The factors of influencing the respondents' behaviour intention to visit spa is important and needed to identify before form a predictive model. Therefore to achieve the objective, the driven factors are searched from literature review for content and context. The reference material included the local and international journals and proceeding; website, blogs, newspaper, relevant lifestyle magazine and other printed materials.

When the information is saturated and identified, an online questionnaire is form based on the content and context of the information from first hand and secondary information. To reduce the weakness and maintain the strong points of online survey, this research used web-based survey and email survey as a mixed method. The survey request and online questionnaire link was posted on a message used the idea of web-based survey and sent to the candidate through Facebook message services just like email survey. Therefore, the concern of self-disclosure will not exist and the survey can reach out the Facebook users vigorously. Respondents will not reveal their personality by replied the email and we can get the answer through SurveyMonkey's website.

SAMPLING DESIGN:

Online survey through Facebook is a new trend in social science research. The functions of message, easiness to assess other's social networking and the increasing power in social influences gained attention from researchers. Facebook is one of the most popular online social networking for Malaysian. Besides, the characteristics of spa-goers are middle age, high education and high income is overlap with internet users especially Facebook users. Therefore, Facebook users will be the respondents in this study. However, only Malaysian above 18 years old and valid Facebook users will be recruited in this study due to social unacceptable behaviour topic. Although the maturity age for Malaysian for legal sexual activity is 16 years old and above or under marriage condition (INTERPOL, 2006), but 18 is the common age of graduation from high school. The required characteristics represent 89% of total Facebook users in Malaysia.

The respondents in this study were obtained using a Metropolis-Hastings Random Walk (MHRW) method on finding random sample from Facebook to overcome the bias data from traditional mode for online social networking. The sampling will only accept until the third level of candidates because MHRW calculation involved the mutual friends' information.

In Facebook, someone allow to view other's friend's list as long as his/her setting is public. The information is easily assessable if he/she is the next candidate from current node. There is a trap if we continue to process the same formula because the mutual friends shown are the mutual friends between current node and the new candidate instead of the middle man. We know each other's mutual friends, but he and his co-friends are not displayed. This will make our sampling endlessly, without a clear stop. Besides, the random sample might not be "true" random in that case. For example, A is current node. The mutual friends between A and C will list out in Facebook. But, when the sampling is goes to G, the mutual friends shown in Facebook is between current node A and G instead of C and G. The relationship between G and E will not be displayed. Notably, those showing probability data will be unreliable.

In this study, the social graph in Facebook is assumed remains static during the crawl in "public search listings". Besides, only publicly available part of Facebook users recruited in this survey. All the information collected is publicly available under default privacy settings. Furthermore, the study is not interested in isolated users whose privacy settings do not allow friend listing is discarded or in generally said those without any declared friends. Therefore, the isolated nodes are skipped and jumped to the next nodes. Total of 1,409 survey invitation has been sent via MHRW method to selected Facebook users through Facebook message service by five survey enumerators. However, there are 137 candidates disqualified in this study because they are isolated users.

4. RESULT AND DISCUSSION

SURVEY RESPONSE RATE:

After all data were collected, there are total of 316 and 13 of them are disqualifies because below 18 years old and 2 of them are foreigner. Hence only 301 respondents accepted in this study. It represents 23.66% of return rate out from 1,272 survey invitation. However, the sample size is still acceptable according to Moss (2008), Ullman (2007) and Kline (2005). Ullman (2007) advised that minimum as 60 respondents are acceptable for tests of goodness-of-fit. It will less stable for

small sample in SEM. Conversely, Moss (2008) and Kline suggested the sample size exceed 200 is better. According to Kline (2005), SEM required large sample size because some of the estimation method in SEM required large samples for the assumptions. The sample size less than 100 is consider as small sample size; 100 to 200 is medium; and the sample size exceed 200 consider as large.

SOCIO-DEMOGRAPHIC DATA:

This section describes the socio demographic profiles of all three hundred and one respondents who took part in this study. In this study, the non-spa-goers (48.50%) are slightly more than spa-goers (42.86%). Besides, this study recruited more female respondents than male respondents as much as 18.27% although Malaysian Communication and Multimedia Commission (MCMC, 2010) and Facebakers (2010) found that male internet users outnumber female users. There are 52% of Facebook users are male and 48% are female.

Topic of interest is believed will influence the respondent rate. Therefore, chi-square analysis was used to test gender on the interest of spa as shows in Table 4.1. There is evidence from the sample to conclude that gender and the interest of spa are dependent at 0.05 level of significance. This study found that spa topics are more interesting to female compare to male and they are tends to interested in spa although men also aware on the existence of spa. The trend can be observed through spa topics on magazine where spa always highlight on female-targeted magazines compare to male-targeted magazines. Consequently, topic of interest is probably will influence the respondent rate and female is more likely to answer the spa-related survey compare than male.

Table 4.1: Gender * The Interest of Spa

	Gender		x²	df	p-value
	Male	Female			
I am not interested in spa.	33 (28.21)	29 (16.86)	9.880	4	0.042**
For me there is nothing interesting in a spa.	21 (18.26)	22 (12.79)	12.071	4	0.017**
Not first time get to know about spa	73 (62.39)	113 (65.57)	2.670	4	0.614

Note: ** Statistically significant, at alpha = .05

The respondents were divided into six groups. More than half of the respondents or 68.44% were between the ages of 20 – 29 years old (n = 206) in this study. Age group of 30 – 39 is the second largest group or 18.94% in this study followed by the age group less than 17 years old about 5.65% or 17 respondents. There are only 12 respondents fall under 40 – 49 years old. Nearly 2% of the respondents are come from age group 50 – 59. There are only one respondent is more or equal to 60 years old. For the whole, age groups between 20 – 39 are the majority in this study. The result is tally with MCMC finding in year 2013. In year 2012, they found that age group 20 to 24 is the most internet users group followed by age group 25 to 29. Furthermore, they found as much as 72.1% is on the younger side of 35.

Majority of the respondents in this study are qualified degree holder (n = 116, 38.54%). Meanwhile, only 34.88% of respondents pursued until diploma after secondary school. There are 51 respondents completed their highest education at secondary school. About 7% (n = 20) of respondents are post-graduate degree holder. There are 2 respondents with technical certification. According to MCMC (2010), degree holders and above occupy 35% of total Malaysian internet users in year 2008. Even after 5 years, tertiary education still has the highest ratio among the Malaysian internet users (MCMC, 2013). Studies around the globe have shown that the highly educated are more inclined to use the internet and this is true for Malaysia as well (IUS, 2012).

Student is the most supportive group in this study. They are more than half of the respondents (51.16%). Professional group such as lecturer, designer, engineer etc are the second largest group in this study (n = 51). Office administration is those working in office environment and they have 23 representatives in this study. There are 11 respondents are businessman/ self-employed and 5 respondents from management level. About 3% of respondents are skills and technical workers. Seven of them are involved in sales/ service. There are 12 jobless respondents and 7 housewives.

There are 48.17% of the respondents were zero income. This swells the ranks of users classified as "dependents" with essentially no recurrent income. Normally the dependents category includes students, the unemployed, housewife, the

infirm and the retired. Low income persons combined with those within low-middle income bracket formed the second largest group of the respondents with 28.58% represented 68 respondents. Only 35 respondents earned more than RM4000 per month.

More than 83% of respondents currently stay in West Peninsular Malaysia (n = 250). Only 15 respondents are stay in Pahang, Kelantan or Terengganu. 22 out of 301 respondents stay in Negeri Sembilan, Melaka or Johor. There are 2.3% of respondents stay in Borneo and 2% of them are oversea. The respondents were divided into seven groups of religion. More than half of the respondents are Buddhist (n = 164) followed by Muslim (33.22%). There are 7.64% of respondents believe in Christianity and 0.66% of them are Catholic. Three of them follow Hinduism. There are 4 respondents are free thinker.

In this study, ethnic divided into four groups: Chinese, Indian, Malay and others. Chinese are the majority with 62.79% follow by Malay with 32.23%. Only 4 Indian respondents in this study and another 10 of them are from other ethnic such as Iban, Kadazan, Siamese etc. Lastly, there are 219 respondents in this study are single. Only 72 of them are married and one respondent is live together with the partner without married.

In summary, the characteristics of majority respondents in this study are tally with the finding of Malaysian Communication and Multimedia Commission (MCMC) reported in year 2014, 2013, and 2010. This study found that majority respondents are from the age group between 20 to 39, degree holder and stay in West Peninsular Malaysia. In year 2013, MCMC found that age group 20 to 24 is the most internet users group followed by age group 25 to 29. Furthermore, they found as much as 72.1% is on the younger side of 35. According to MCMC (2010), degree holders and above occupy 35% of total Malaysian internet users in year 2008. Even after 5 years, tertiary education still has the highest ratio among the Malaysian internet users (MCMC, 2013). Studies around the globe have shown that the highly educated are more inclined to use the internet and this is true for Malaysia as well (IUS, 2012). MCMC also found that more internet users in Western Peninsular Malaysia especially in Selangor (MCMC, 2014).

5.   IMPLICATION AND CONCLUSION

Online research method with Metropolis-Hastings Random Walk in Facebook is applicable on spa subject in Malaysia although involved the unethical behaviour. This method able to recruit those has significance characteristics of Malaysia internet users found by Malaysian Communication and Multimedia Commission.

Although male is the majority internet users in Malaysia but this study recruited more female than male respondents. Gender might be affected if the topic of interest is not a unisex topic. Besides, this study found that majority of the respondents have similar social demographic as enumerators. Universities students and Chinese are the biggest group of respondents in this study. Therefore we suspect the characteristics of survey enumerator may influence the characteristics of respondent. Although MHRW method can help to filter out the highly overlapped candidates but they will still captured some of them. According to the feedback from respondents, some respondents show solicitude because they have the same feeling and face difficulty while conducting a survey. This kind of respondents kind-hearted provided many suggestions and comments about the survey and provided detail explanation for their answers through Facebook message. Besides, some of the respondents did the survey is because of friends request.

It is explained as *renqing* in this study. There is no equivalent single word in English that could translate *renqing* directly. Giving *renqing* means to give something or to do something to others (Tsang et al., 2013; Zhai, 2005; Hwang, 1987). The other word for *renqing* could be favour which is an important element in maintaining *guanxi* (social networking, relationships or connections among people) in society. *Mianzi* is essential for *guanxi* development and maintenance (Tsang et al., 2013; Zhai, 1995). In short, the respondents accepted the survey is due to favour (*renqing*) to maintain the relationship with the survey enumerators (*guanxi*) and give face (*mianzi*) to him/ her. *Renqing* is closely related to *guanxi* and *mianzi*. The emphasis on giving *renqing* may correspond to the emphasis on conformity with the social norm of *renqing* (Tsang et al., 2013). Therefore, subjective norm is playing important role in Facebook survey because Facebook attracts people with more social capital (Valenzuela et al., 2009). Besides, this study also found that subjective norm has the most significance effect on their behavioural intention. Therefore, future research should look into details the factors to influence the respondents to accept the survey request in online social networking and the characteristics of survey enumerator should put under consideration.

ACKNOWLEDGEMENT

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