

THE IMPACT OF SOCIAL MEDIA ADVERTISEMENT ON CONSUMER PURCHASE BHEAVIOR AMONG GENERATION Z

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CONSUMER BEHAVIOR

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
H5	Hypothesis 5
E	Entertainment
IN	Informativeness
IR	Irritation
C	Credibility
EWOM	Electronic Word of Mouth
PB	Purchase Behavior of Generation Z
SPSS	Statistical Package for Social Sciences
UGT	Uses and Gratification Theory
UTAR	Universiti Tunku Abdul Rahman
VIF	Variance of Factor

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PREFACE

In recent years, social media platforms have become an integral part of our daily lives, especially for the younger generation known as Generation Z. These platforms provide numerous opportunities for businesses to connect with potential customers through social media advertising. The use of social media advertising has become increasingly important as a means of reaching and engaging with consumers, particularly for e-commerce businesses. However, despite the widespread adoption of social media advertising, there is still much to be understood about the factors that drive Generation Z's purchasing behavior on social media platforms.

On account of the growing prevalence of social media platforms, the researcher of this study acknowledges the significance of understanding the determinant factors that impact consumer purchase behavior among Gen Z in response to social media advertisements. Subsequently, five independent variables (entertainment, informativeness, irritation, credibility, electronic word of mouth) are selected to find out how each of them affects the dependent variables (consumer purchase behavior among Generation Z in Malaysia). At the same time, the researcher would also like to study the mean differences of each independent variable towards the dependent variable.

Lastly, this study aims to provide insights into the ways in which social media advertising can be optimized to effectively reach and influence Generation Z consumers on e-commerce platforms. The findings of the study could have important implications for businesses and marketers looking to target this demographic and promote their products through social media advertising. Additionally, the study could provide valuable insights for social media platforms seeking to improve their advertising capabilities and enhance their users' e-commerce experience. Ultimately, this research could contribute to the development of more effective marketing strategies and policies that promote economic growth and consumer satisfaction.

ABSTRACT

The prevalence of social media platforms has made it a significant channel for businesses to reach consumers. In this study, the primary objective is to investigate the impacts of social media advertisement on consumer purchase behavior among Generation Z. With this aim, empirical data were collected through self-administered questionnaires from a convenience sample of 150 respondents who reside in Malaysia and had prior experience with social media platforms. Proposed hypotheses were tested using the Statistics Package for Social Sciences (SPSS). In this respect, the study employs the Uses and Gratification Theory (UGT) as the theoretical basis to investigate the impacts of entertainment, informativeness, irritation, credibility, and electronic word of mouth on consumer purchase behavior among Generation Z. The findings of this study reveal that entertainment, credibility, and electronic word of mouth have a significant positive relationship on consumer purchase behavior among Generation Z. However, the study found that irritation has a negative impact on consumer purchase behavior among Generation Z towards social media advertisement. Moreover, the empirical findings also supported the impact of entertainment, irritation, credibility, eWOM towards social media advertisement on purchase behavior among generation Z. The study concludes with a discussion of the implications for marketers and businesses to develop effective social media advertising strategies to target Generation Z. At the end of the study, it provides insights into the factors that influence the purchase behavior of Generation Z in response to social media advertising and offers useful implications for businesses seeking to target this consumer segment.

CHAPTER 1: INTRODUCTION

1.0 Introduction

Chapter 1 provides the background of the study on the impact of social media advertising on consumer purchase behavior among Generation Z in Malaysia. It emphasizes the significance of social media marketing in advertising and how it can positively influence consumer behavior. It concludes by stating that social media advertisements are a cost-effective and efficient way to attract customers and influence their purchasing behavior to achieve marketing goals.

1.1 Background of Study

The recent inventive breakthroughs have galvanized the marketing efforts of global companies to spark the interest of digital natives which are also known as Generation Z with real-time and social media advertising (Haddouche & Salomone 2018; Duffett, 2020). This has been made possible as a result of recent technological advancements. Nearly every generational cohort is imbued with their own unique set of beliefs, interests, and values, which in turn leads to the development of distinctive patterns of behavior. Generation Z, born between the mid-1990s and early 2010s (the age from 12 to 27 years old), has grown up with technology and is highly engaged with social media platforms like Instagram, TikTok, and Snapchat. Social media advertising has a significant impact on Generation Z's purchase behavior. Studies have shown that this generation relies heavily on social media to research products and services before making a purchase (Grewal, Levy & Kumar, 2020). In fact, 81% of Gen Z reported that social media had influenced their shopping decisions. They are more likely to trust user-generated content and recommendations from social media influencers over traditional advertising methods (Kim & Ko, 2012). Hence, this clearly shows that social media advertising

has become a crucial tool for companies to reach Gen Z consumers, who spend a significant amount of time on social media platforms.

Social media advertising also provides a unique opportunity for companies to connect with Gen Z consumers on a personal level. By using targeted ads, companies can reach Gen Z consumers based on their interests and behaviors. They can also create engaging content that resonates with this generation, such as videos, memes, and interactive ads. However, social media advertising can also have negative effects on consumer purchase behavior. Generation Z consumers are savvy and can easily identify when they are being sold to. Overly promotional or disingenuous ads can turn them off and even damage a brand's reputation. In addition, the constant bombardment of ads on social media can lead to ad fatigue and reduced effectiveness (Tjiptono et al., 2020). This means that consumers may become less responsive to social media ads and may even start to ignore them altogether, leading to reduced impact and effectiveness for companies using this form of advertising.

According to Tan (2019), there is a recent study demonstrated that several insights on Gen Z's online purchasing preferences:

1. Computers are the most used device for online transactions at 68%, followed by smartphones at 31% and tablets at 1%.
2. Malaysians frequently make online purchases for food delivery, travel, apparel, cosmetics, and sports, with an average order value of \$41.
3. The largest group of internet buyers in Malaysia fall within the 18-24 and 25-34 age brackets, accounting for 51% of buyers each.

Additionally, this shows that smartphones are expected to dramatically increase in use and become the predominate device soon for online purchases (Free Malaysia Today, 2018; Tan, 2019). As a result, social media advertisement will positively influence the consumer purchase behavior of Gen Z. Similarly, another research found that Malaysians use social media for an average of 5 hours per day, and that social media browsing provides them with motivation to make purchases (Aditya,

2017). They also frequently consider online reviews or feedback and electronic word of mouth (E-WOM) communications shared on Instagram, Twitter, Facebook, YouTube, Pinterest, and other platforms when making purchases. This means that customer purchase behavior may be determined from social media and reviews. These reviews are available for assessing any product or service which benefits both businesses and customers. Therefore, this could enable customers to make purchase decisions via excellent or negative e-WOM. Other than that, Generation Z in Malaysia consumes less print, radio, and television than past generations. According to the study by Kantar Millward Brown, they are one of the hardest groups to influence social media advertising (Digital News Asia, 2017). Several intriguing discoveries concerning Generation Z in Southeast Asia, including Malaysia, were discovered by the same study:

- 1) Advertisements that exceed ten seconds are disliked by them.
- 2) They have an aversion towards advertisements that include celebrity endorsements.
- 3) Ads that incorporate captivating storylines, comedy, and music are well-liked by them.
- 4) They tend to be receptive to mobile reward videos and pre-rolls that can be skipped.

According to Alalwan et al. (2017), businesses may use a variety of marketing strategies on social media platforms, including branding, e-WOM, advertising, and customer relationship management. However, both scholars and practitioners have expressed a major interest in social media marketing in terms of advertising. For instance, the significant sums of money that businesses spend on advertising efforts, such as the 524.58 billion USD invested in 2016 according to Statista (2017a). Social media advertisements encourage customers to like, re-share, comment, publish, and learn with customized ads (Laroche et al., 2013; Tuten and Solomon, 2017). This means that these advertisements are a quick, easy, and affordable approach to draw customer attention to products and services. When advertisements are posted on social media platforms, it can create customer awareness, enhance customers' knowledge, shape their perspectives, and motivate customers to make

purchases. Thus, this could easily influence their purchasing behavior in order to achieve marketing goals of a company (Khalid, 2020).

In short, this study aims to examine the impacts of social media advertisements such as entertainment, informativeness, irritation, credibility, and e-WOM on the consumer purchase behavior among Generation Z in Malaysia.

1.2 Research Problem

As discussed before, several studies are already undertaken to determine the relationship between social media marketing and customer purchasing behavior. Since social media marketing and advertising serve the public interest, Generation Z's attention must be captured. It aids not only in educating customers about the value proposition of market offerings, but also interacting with them. However, this generation spends a considerable amount of time on social media sites and video source platforms searching for engaging and entertaining content (Tjiptono, et, al 2020). As a result, it has become more difficult for digital marketers to create social media campaigns that can attract the attention of these digital natives.

Furthermore, According to Todri et al. (2019), investigating the impact of entertainment in social media advertising on consumer purchase behavior is needed because entertainment is a critical factor in capturing the attention of consumers on social media platforms. However, it is unclear how much entertainment is needed to capture consumer attention without sacrificing the effectiveness of the advertising. Besides, there is an issue for Gen Z consumers may have varying levels of interest in the product, which can impact their engagement with the advertising and ultimately their purchase behavior. This could associate with creating informative and entertaining social media advertising is that it can be difficult to effectively communicate the benefits of the product in a short amount of time or limited space on social media platforms. Also, due to increasing incidence of fraud and scams in social media advertising has led to a decrease in consumer trust, making them hesitant to trust and share with their friends (Murthy and

Gopalkrishnan, 2022). Thus, understanding how to establish credibility and build trust with consumers is necessary for marketers to effectively influence consumer attitudes and beliefs about the promoted product through social media advertising.

In addition, the preferences of Generation Z, such as shorter advertisements, personalized messages, and a sense of control, make it challenging for businesses to create effective social media advertisements. This means that marketers face difficulty in reducing annoyance brought on by social media advertising is that users are getting better at ignoring or blocking adverts that they find obtrusive or bothersome. Thus, this absence of social media advertising participation has caused economic and budgetary ramifications for marketers and advertisers (Munsch, 2021).

Moreover, there is a large vacuum in the research about social media advertising and the impacts on Generation Z consumer purchase behavior in Malaysia. Not only is there a dearth of real-time insights to meet the demands of Gen Z, but also a lack of the most current information on demographic characteristics, social media use, and consumer purchasing behavior trends of Gen Z. Generation Z presents a problem for marketers because of the way they behave in comparison to Generations Y and X. For instance, Gen Zers tend to value authenticity and transparency in advertising and are more likely to engage with content that feels personalized and genuine. Traditional marketing strategies that rely on traditional media channels or pushy sales tactics may not be effective with this group (Williams and Page, 2011). Because of this gap, it will become an issue that will be investigated through this study, which will identify the impacts that influence consumer purchase behavior which eventually affect their decision to purchase the advertised product from social media platform. This research focuses on the consumer purchase behavior of Generation Z to get a deeper understanding of their shopping behaviors in relation to social media advertising.

1.3 Research Objectives

1.3.1 General Objectives

To investigate the impacts of social media advertisement on consumer purchase behavior among Generation Z.

1.3.2 Specific Objectives

- To investigate the relationship between entertainment of social media advertisement and consumer purchase behavior among Generation Z.
- To investigate the relationship between informativeness of social media advertisement and consumer purchase behavior among Generation Z.
- To investigate the relationship between irritation of social media advertisement and consumer purchase behavior among Generation Z.
- To investigate the relationship between credibility of social media advertisement and consumer purchase behavior among Generation Z.
- To investigate the relationship between eWOM of social media advertisement and consumer purchase behavior among Generation Z.

1.4 Research Question

- Is there a relationship between entertainment of social media advertisement and consumer purchase behavior among Generation Z?
- Is there a relationship between informativeness of social media advertisement and consumer purchase behavior among Generation Z?
- Is there a relationship between irritation of social media advertisement and consumer purchase behavior among Generation Z?

- Is there a relationship between credibility of social media advertisement and consumer purchase behavior among Generation Z?
- Is there a relationship between eWOM of social media advertisement and consumer purchase behavior among Generation Z?

1.5 Significance of Study

This research contributes to the literature that related to the impacts of social media advertising affecting consumer purchase behavior. Based on literature reviews, the previous research has studied several significant variables that have a significant relationship with social media advertisement, for instant, entertainment, credibility, informativeness (Arora et al., 2020; Shubhangam et al., 2020; Harun et al., 2019), irritation (Crosier et all., 2001; He et al., 2018) and E-wom (Tabassum et al., 2020). Moreover, this research was conducted based on one relevant theory from past studies which is Uses and Gratifications Theory (UGT).

The research is educational and beneficial to academicians, policy makers and practitioners in Malaysia as it enables them to have a deep understanding on the advertising practices. With this, academicians can contribute to addressing the impact of social media advertising on the consumer purchase behavior of Gen Z in Malaysia by conducting research, developing theories, sharing knowledge, and training future professionals. By doing so, academicians can help to create a more informed and responsible advertising industry that respects and protects the rights and well-being of young consumers. Besides, the policy makers can adjust existing policies or release new policies that can develop guidelines for social media advertising and working with industry associations, social media platforms, and other stakeholders. Hence, policy makers can help to ensure that advertising practices are ethical, transparent, and respectful of consumers' rights and well-being. Other than that, this will provide the benefits to the practitioners to understand the

customer need and how to attract Gen Z towards social media advertisement in a digital environment. Thus, this study will bring up helpful recommendations or improvements on social media advertising. In a nutshell, this study could provide valuable market insights to the e-commerce industry.

1.6 Conclusion

In conclusion, social media ads significantly impact Gen Z's purchasing behavior, but companies must create authentic content to resonate with their audience. This study will investigate the impact of social media advertising on Gen Z's purchase behavior.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

There is one theory that is involved in this study which is Uses and Gratifications (U&G) theory. This literature review seeks to explore the current state of research on the impact of social media advertisement on consumer purchase behavior among Generation Z. Specifically, it will examine the impacts that influence the consumer purchase behavior towards social media advertising, which are entertainment, informativeness, irritation, credibility and electronic word of mouth (E-wom).

2.1 Underlying Theories

According to Ahmed, Muhammad, & Raziq (2017), Uses and Gratifications theory (UGT) is a method for comprehending why and how individuals actively seek out media to meet needs. According to this theory, individuals actively consume media and are driven to choose media in order to satisfy needs. In other words, it can be said that the theory argues about what people do with media rather than what media does to people. The UGT describes the consumer-seeking beliefs and motivations behind social media advertising. In this approach, the entire process of media consumption is identified, and media consumers are acknowledged for picking the appropriate media to satisfy their evolving requirements (Katz, Blumler, & Gurevitch, 1974). For example, social media has evolved into a source of media that attempts to satisfy not just mass communication demands, but also interpersonal needs such as interaction and emotional engagement. This theory studies the impacts of social media from a functionalist, user-centered approach. This idea was used in a prior study to look at how social media affects customers' purchase intentions by Toor, Husnain, and Hussain (2017). According to the study's underlying assumptions, consumers actively influence their media preferences.

Additionally, consumers' individual objectives are comparatively more significant than media influence. As a result, this theory is validated, and it also makes sense in the context of this study on the impact of social media advertisement on Gen Z consumers purchase behavior. This shows that motivations must be interpreted in terms of desired gratifications. Consequently, the UGT has a tight relationship with the human psychology of wants, motivations, and influences. In fact, the more entertaining, informative, and less annoying social media advertisements are, the greater customer satisfaction and amount of purchase as a result.

2.2 Review of Literature

2.2.1 Consumer Purchase Behavior among Generation Z

Consumer purchase behavior is defined as a process of customers assessing their wants, gathering information, weighing their options, and then making a purchase decision. After a buyer has shown a desire to buy, a sequence of decisions that they make before making a purchase gets started. Consumer behaviour analysis is another way to assess the complexity of marketing activities, according to Li et al. (2021). Sumi and Kabir (2018) also showed that modern customers are not informed about their wants and needs, which leads to interactive advertising. Consumption and purchase of goods and services are both components of consumer behavior (Sundararaj and Rejeesh, 2021). Thus, the study of consumer behavior encompasses the steps of the search, evaluation, purchase, consumption, and post-purchase behavior of consumers, as well as the disposal of purchased products with consideration for environmental and personal factors (Ananda Kumar, 2016).

Emotional response to product advertising is a key factor that determines purchase behavior, according to Allen et al. (2016). As digital natives, Generation Z in Malaysia heavily use social media platforms such as Facebook, Twitter, Pinterest, Instagram, and YouTube (Statcounter, 2020), and often communicate their emotions through stickers and emoticons (Manimaharan, 2019). However, marketers should be cautious about overstating a product's benefits, as it can unconsciously pressure and compel buyers to make a purchase (Simons et al., 2017).

Customers now favour one brand over another and try to buy it (Stefan, 2019). At this point, marketers should sell their products and make the buying process easy (Bui et al., 2021). Tang and Chan (2017) found that advertising strongly influences consumer purchases behavior. Marketers need several social media channels to influence purchase behaviour (Sama, 2019). Social media advertising differs per platform. Generation Z has the greatest internet access, education, and wealth. Generation Z relies extensively on technology and spends a lot of time on social media (Lee, 2020). Khwaja (2017) suggests marketers use social media to influence Generation Z's purchase choices. Thus, Generation Z's social media use may increase brand exposure and impact. Finally, when consumers feel that a brand is popular, eye-catching, trendy, informative, interactive content, and personalized on social media then they become more attracted to the brand, affect their purchase behavior and lead to a higher purchase intention about that advertised brand.

2.2.2 Entertainment

If an advertising appeals to the consumer that provides sensory enjoyment, and fulfils the consumer's emotions, it is said to be a great entertaining (Lim et al., 2017; Pollay & Mittal, 1993). Entertainment is defined as a consumer's assessment of the content in an advertisement that is influenced by how credible or trustworthy the advertising medium is (Moore & Rodgers, 2005).

Also, entertainment is an important factor that can influence social media advertising (Harun & Husin, 2019).

Social media marketing has become a key component nowadays. Customers are more likely to recall an intriguing and memorable advertisement than a dull one. Social media platforms are widely recognized as a new means of delivering enjoyment, pleasure, and entertainment (Hsu and Lin, 2008; Wamba et al., 2017; Alalwan, 2018, Shareef et al., 2018). The dynamic and interactive features of social media are believed to generate significant consumer engagement with advertisements, making them an effective means of capturing consumers' attention (Jung et al., 2016; Dwivedi et al., 2017; Wamba et al., 2017). Then, it can be thought that entertainment improves the effectiveness of advertising (Mandan, 2013).

In addition, studies show that stories are more effective in persuasion and affect listener behavior (Christy et al., 2017; Ma & Nan, 2018) and behavioral intentions, as well as produce more happy emotions, less negative cognitive reactions, and a favorable ad and positive purchase behavior (Hamby, 2017, Khwaja et al., 2020). According to a study, Facebook users need to have fun, excitement, and pleasure (Hart et al., 2008). Furthermore, Von Helversen et al. (2018) found that narrative commercials generate higher levels of engagement with the advertising message than factual advertisements. Thus, because it provokes more audience sensitivity, marketers may use story advertising to create positive emotional connections with businesses (Khwaja, 2018).

2.2.3 Informativeness

Informativeness can be defined as the ability of the posts or advertisements of social media marketers in providing adequate information about products

and services to customers (Wibowo et al., 2020). Consumers will have a positive attitude toward social media marketing if the advertising message is able to provide high information value (Moslehpour et al., 2018). Taylor et al. (2011) also demonstrated a favorable correlation between informativeness and consumer behavior in the realm of social media. Another study done by Phau and Teah (2009) highlighted the importance of informativeness in determining client perceptions regarding mobile messaging advertisements. Similarly, Lee and Hong (2016) demonstrated the favorable effect of informativeness on customers' response to social media advertising and, therefore, on their desire to purchase the items advertised in social media ads.

Marketing studies emphasize the importance of consumer information search in creating effective advertising strategies. Consumers' favorable perceptions of website advertising can enhance their information-seeking behavior and lead to a positive attitude towards online information search. However, inaccurate or inadequate information can result in a loss of consumer confidence. Social media advertising is the most consistent and influential factor in shaping customer behavior. Therefore, marketers should prioritize the amount and quality of content on social networking sites when designing advertising websites. Ultimately, providing informative and positive information through social media advertising can directly influence consumer behavior and decision-making in online shopping. (Shubhangam et al., 2020; Kapoor et al., 2018).

2.2.4 Irritation

Ducoffe's (1996) model identifies "irritation" as a negative aspect of advertising, caused by deceitful, perplexing, alluring, and obnoxious appeals (Wang and Wen, 2017). Research shows that irritation is linked to the

message, design, online platform, consumer familiarity, and interaction with web advertising (Wang and Wen, 2017). Annoyance reduces the effectiveness of advertising (Aaker & Bruzzone, 1985; Ducoffe, 1995; Liu et al., 2012) and is criticized for distracting from societal goals (Galbraith, 1956), exploiting human needs (Schudson, 1984), and dampening human experiences (Boorstin, Wright, and Mertes, 1974). Clutter and content can also cause irritation (Greysen, 1973). Social media ads that cause irritation do not persuade consumers but instead bother them.

Gao et al. (2004) discovered that implementing continually animating site banners and unexpected pop-up adverts had a detrimental effect on visitors' perceived annoyance of the social media platform. Similarly, one study found that the irritation of Facebook advertising had a significant negative impact on people's behaviors towards Facebook advertising, highlighting the importance of visual website design, website navigation, and content strategy in ensuring a positive user experience (Mustafi & Hosain, 2020). Controversial commercials are another type of advertisement that attracts consumers. Sometimes, objectionable content in controversial commercials can result in unfavorable press, poor word of mouth, complaints to advertising regulating agencies, a drop in sales, and even a boycott of the product or brand in question (Crosier & Erdogan, 2001). Several organizations have accomplished this while also increasing income and interest in their brand. Therefore, it is essential to recognize that controversial advertising can have bad outcomes (He & Qu, 2018).

2.2.5 Credibility

Advertisement credibility may be described as "the extent to which customers believe the promises made about the marketed brand/product to be true and credible" (MacKenzie and Lutz, 1989). The believability of the information is contingent upon the dependability of its delivery channel (Moore & Rodgers, 2005). According to Xiao et al., (2018), trustworthiness

impacts how customers perceive the veracity of the information in the context of social media platforms such as YouTube. This could lead to the impact on how they decide what to buy (Hu et al., 2003). As per the research conducted by Chowdhury et al. (2010), credibility was identified as the most crucial factor that affects the consumers' purchase behaviors towards social media advertisements compared to other factor such as informativeness, irritation and entertainment. Therefore, it is necessary to have faith in social networking sites in order to believe the information shown on them.

If customers lack confidence in social media, they will ignore any information or advertisements broadcast on it. On social media websites, where viewers can view the remarks of other users, the trustworthiness of the advertisement is boosted (Chu & Kim, 2011). Prior research has demonstrated a rise in the advertising value and trustworthiness of social media, internet, and mobile environment advertisements (Arora & Agarwal, 2019; Lin & Hung, 2009; Liu et al., 2012). According to Wang and Wen (2017), the credibility of the ad source played a crucial role in the effectiveness of SMS advertising. The research found that when credibility was low, the effectiveness of SMS advertising decreased, and vice versa. One possible reason for this could be the lack of an opt-in option, leading to uncertainty among recipients. Drossos et al. (2007) suggested that incorporating an opt-in option could enhance the credibility of SMS advertising, thus improving its effectiveness (Mustafi & Hosain, 2020).

2.2.6 Electronic Word of mouth (eWOM)

Electronic word-of-mouth (eWOM) is described as the behavior of customers exchanging information about a product or service with other consumers in various digital networks (Bhandari & Rodger, 2017). eWOM is also defined as an opinion or experience, whether positive or negative,

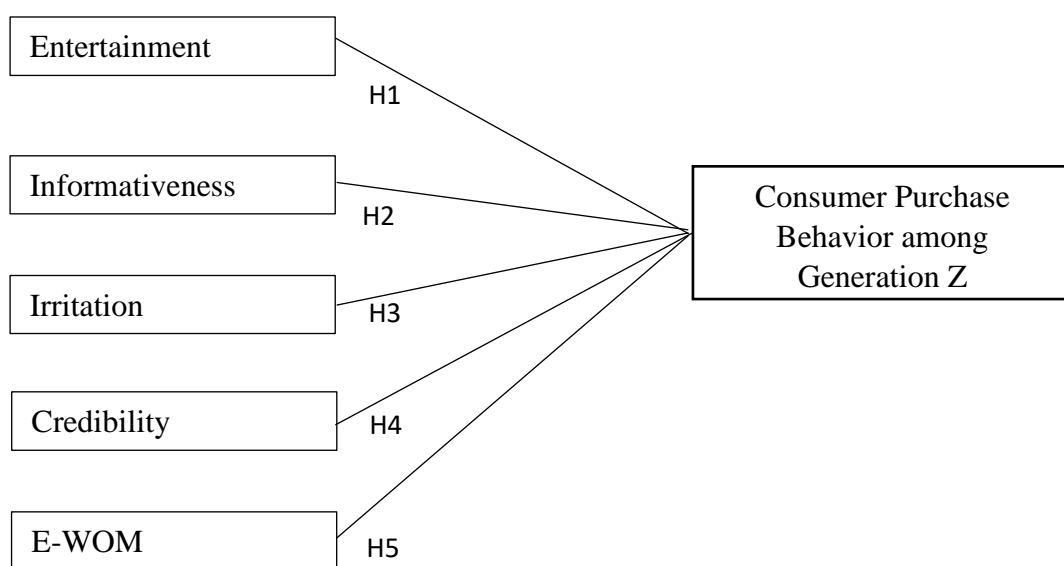
conveyed by a current, former, or future customer about a product or brand utilizing any digital platform that has a greater reach among other customers (Hennig-Thurau, 2004). Khwaja et al. defined eWOM as the exchange of product-related information between two or more customers (2018). Electronic word of mouth (eWOM), which is regarded as one of the most significant informal media among customers, companies, and the general public, has emerged as a result of the advent and expansion of the Internet (Huete-Alcocer, 2017). With the use of social media, customers may expand their options by gathering information from other consumers about a product or service. This also affords other consumers the opportunity to voice their opinion of the product or service via eWOM (Shubhangam. et al, 2020). Aside from that, after a positive behavior toward the advertising has been established in the consumer's head, the consumer may engage in excellent eWOM. It has been determined that electronic word-of-mouth is the most valuable source of data for making purchase-related decisions (Khalid, 2020).

According to other studies, eWOM has a beneficial impact on audience trust behavioral intentions as well as readiness to pay (Djafarova & Rushworth, 2017; Erkan & Evans, 2016; Farzin & Fattah, 2018). The value of eWOM, which shapes attitudes and motivates purchasing intent, is influenced by the experience and credibility represented in an online review (Ellison, 2017). Kudeshia and Kuma (2017) also found that when other social media users contributed positive comments and advice, it positively improved the reader's brand attitude and purchase intent. Khwaja et al. (2019) found that a firm's stock returns were positively impacted by favourable eWOM in social networks.

2.3 Conceptual Framework

To facilitate understanding of the research hypothesis, Figure 2.1 shows the proposed conceptual framework, aiming at investigating the relationship among five impacts which are entertainment, informativeness, irritation, credibility and eWOM as the impact of social media advertisement on consumer purchase behavior among Generation Z.

Figure 2. 1: The Conceptual Framework proposed for this research



Source: Developed for the research.

2.4 Hypothesis Development

2.4.1 Relationship Between Entertainment and Consumer Purchase Behavior

According to Khwaja (2018), companies must investigate getting a better grasp of how Generation Z uses social media advertisements. It does it both directly by using a persuasive strategy to persuade viewers to make a

purchase and indirectly by increasing viewer attention by making the commercial engaging. The more fun the advertising, the more Generation Z will be interested in it. Harun & Husin (2019) proved that entertainment was significantly correlated with purchase behavior. Another past study showed that entertainment positively influences purchase behavior due to the higher sensory enjoyment with satisfy consumers' needs those advertisements provides, the greater of entertaining consumer feels (Lim et al., 2017). Therefore, it is necessary for social media advertisements to create an intriguing and memorable advertisement attribute to engage with the customers. Hence, in the line with the results of previous studies, this research posits the following hypotheses:

H1: There is a positive significant relationship between entertainment and consumer purchase behavior among Generation Z.

2.4.2 Relationship Between Informativeness and Consumer Purchase Behavior

Informativeness plays a vital role in the formation of purchase behavior (Wibowo et al., 2020). Also, Kim and Niehm (2009) found a highly positive correlation between the informativeness and e-loyalty intention of customers which is one of the consumer purchase behaviors. According to Kapoor et al., (2018), the amount of informativeness present in social media advertisements will enable buyers to engage in better purchasing behavior, hence increasing their intent to buy. Apart from this study, another past study also examines the relationship between informativeness and shows there is a positive impact on purchase behavior (Shubhangam. et al, 2020). It indicates that more accurate, trustworthy, or adequate information could lead to a gain of online consumers' confidences. Therefore, it is assumed that consumer purchase behavior will be affected by informativeness among Generation Z and proposed the following hypotheses:

H2: There is a positive significant relationship between informativeness and consumer purchase behavior among Generation Z.

2.4.3 Relationship Between Irritation and Consumer Purchase Behavior

A past study which was conducted by Wang and Wen (2017) proved that irritation has a strong negative correlation on purchase behavior among Generation Z. Because of the advertising's irritation is related to the annoying message it conveys, the design and online platforms on which it is shown, the consumers' familiarity with web advertising, and their interactions with it. If Generation Z encounter irritating social media ads, it may negatively affect their purchase behavior (He & Qu, 2018). Specifically, if Gen Z consumers feel annoyed or frustrated by ads that interrupt their social media experience, they may be less likely to engage with the ad or make a purchase from the advertised brand. Moreover, past research also found that negative influence of irritation on purchase behavior through social media platforms such as Facebook. It does not attract the eye of consumers and even feel disturbed for the ads (Mustafi & Hosain, 2020). Hence, according to the findings and result of past study in line with the research, the following hypotheses can be developed:

H3: There is a negative significant relationship between irritation and consumer purchase behavior among Generation Z.

2.4.4 Relationship Between Credibility and Consumer Purchase Behavior

The researcher demonstrated that credibility has a strong correlation with Generation Z consumer purchase behaviors. Referring to Kim and Ko (2012), customers like the amusement and communication offered by advertisement, which leads to a considerable increase in their trustworthiness; thus, it will enhance the purchase behavior. In addition,

another past research stated that credibility will positively influence consumer purchase behavior on social media advertisement Xiao et al., (2018). The study indicates that trustworthiness impacts how customers perceive the veracity of the information in the context of social media platforms. The results of the study imply most of the individuals nowadays perceive opt-in option as a sign of increasing credibility on social media advertisement (Mustafi & Hosain, 2020). Thus, it is assumed that purchase behavior will be affected by credibility of social media advertisement among Generation Z and proposed the following hypotheses:

H4: There is a positive significant relationship between credibility and consumer purchase behavior among Generation Z.

2.4.5 Relationship Between eWOM and Consumer Purchase Behavior

e-WOM will positively influence consumer purchase behaviors, such as the decision to acquire a product or service (Ansary and Hashim, 2018). Numerous academics have analyzed the effects of eWOM on consumer buying choice since Gen Z is more knowledgeable and has access to a larger pool of information, which makes e-WOM an effective and potent advertising strategy (Araujo, 2017; Knoll, 2016). Furthermore, Hussain et al. (2019) discovered that while evaluating a purchase choice, buyers typically examine internet evaluations and suggestions. The study determined that Malaysian Generation Z values family time. Most were reared by live-in servants or grandparents, which may have encouraged their strong family relationships (Paul, 2019). After being attracted in by the social media campaign, consumers typically share what they think is helpful with family and friends. This greatly demonstrates that eWOM has increased social media advertising purchase behavior (Khalid, 2020). Hence, based on the past studies, the hypotheses have been developed:

H5: There is a positive significant relationship between eWOM and consumer purchase behavior among Generation Z.

2.5 Conclusion

In this chapter, it indicated that purchase behavior on social media advertisements have a relationship between entertainment, informativeness, irritation, credibility, and eWOM. For the next section, it reviews the collection method, and analysis method of this research.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter demonstrates the core concepts of this study, which adopted several methods and techniques to develop an approach that matches the objectives of this study. The researcher adopted quantitative and descriptive research in this study to gather data on the purchasing behavior of Gen Z consumers in relation to social media ads. Moreover, this chapter highlights methodology regarding sampling design, data collection method, research instrument, construct measurement, data process and analysis method.

3.1 Research Design

This section describes and illustrates the methods and techniques utilized to conduct the research. The research design is a blueprint that provides structure and direction by illustrating how the main variables of the research endeavor relate to the research questions (Baran, 2022). Moreover, according to some researchers, the purpose of research design is to direct the research process in a structured and logical manner in order to facilitate decision making (Jaakkola, 2020).

3.1.1 Quantitative Research

Bloomfield and Fisher (2019) define quantitative research as a formal, objective, systematic method for characterizing variables, testing relationships between variables in a larger population, and investigating cause-and-effect relationships. It is also known as empirical research

because it can be measured precisely and accurately. The collected data can be categorized, ranked, or quantified in terms of units of measurement using this method. In addition, diagrams and tables can be created from raw data to facilitate the researcher's analysis of quantitative study results. The results of the quantitative research are crucial for determining the validity of the hypothesis and gaining a clearer understanding of the effect and relationship between the selected independent and dependent variables.

In this study, researchers will investigate the effects of social media advertising on Generation Z consumers' purchasing habits. In this study, a quantitative research method was used to investigate the hypothesis. To obtain a result, the researcher will collect numerical data from respondents via survey. In order to collect quantitative information, questionnaires will be utilised. According to data from Queiros, Faria, and Almeida's (2017) study, quantitative results have several benefits, such as a large quantity of information and the ability to investigate numerous domains, as well as the ability to use a variety of statistical tests and techniques and the technical rigour of the process. Thus, quantitative research assists the researcher in examining the relationship between the research variables and the validity of the researchers' hypotheses.

3.1.2 Descriptive Research

In contrast, descriptive research is used to describe and summarise data. A descriptive research design can provide an overview of Generation Z's social media usage patterns, attitudes towards social media advertising, and purchasing behaviour.

According to Hunter, McCallum, and Howes (2019), descriptive research describes the characteristics of the population or phenomenon under investigation. Descriptive research, according to Sahin and Mete (2021), focuses on the "what" rather than the "why" of the research topic. This study employs descriptive research in order to illustrate the effects of social media advertisements on Generation Z consumers' purchasing habits. By evaluating queries that define the purpose of excluding a specific form of respondent in Section 2, specific respondents can be eliminated. In Section 3 of the questionnaire, demographic profiles such as gender, age, educational qualification, ethnicity, monthly income, and social media purchasing behaviour are created. In Section 4 of the questionnaire, apart from demographic profiles, effects that influence the purchase behaviour of Generation Z consumers by the attributes of social media advertisements, including entertainment, informativeness, irritation, credibility, and eWOM, are outlined. By referencing previous studies and comparing them with the results of this study's researchers, the hypotheses will be described and supported.

3.2 Sampling Design

According to Sharma (2017), a researcher will use sampling to select a small number of representative objects or people from a pre-defined group to serve as subjects for experience or observation in accordance with the objectives of the study. In this section, the researchers explain how they conducted and designed the sampling procedure for this study. This section comprises the Target Population, Sampling Frame and Location, Sampling Method, and Sample Size.

3.2.1 Target Population

In this research, the researchers chose Malaysian Generation Z that are born between 1996 and 2011 as targeted population to eliminate any complications regarding the impacts of social media advertisement on consumer purchase behavior of Generation Z (Cagnin & Nicolas, 2022).

This study's target population consists of Malaysian consumers with prior or current exposure to advertisements on social media platforms. The age range targeted is between 12 and 27 years old, which corresponds to Generation Z, the second-youngest generation. Generation Z was selected as the target demographic because the term Generation Z has become synonymous with the next iteration of technology (Seedat, Roodt, and Mwaiwele, 2019). While Millennials were digital, Generation Z was the first to have been born and raised with technology. In terms of corporate marketing, it is essential to segment the Generation Z audience. When consumers make purchases via social media platforms, they frequently take online reviews, ratings, and eWOM interactions into account. This generation has a unique ability to comprehend and sift through massive amounts of information while navigating the online and offline environments with ease. According to Digital New Asia (2017), Generation Z is more interested in humorous and engaging brief video advertisements. This data suggested that the influences of purchase behaviour on social media marketing have become ingrained in the lifestyle of Malaysia's Generation Z. Consequently, the number of respondents from Generation Z who reside in Malaysia and have purchased products or services after seeing advertisements on social media platforms is representative of this study. Therefore, social media advertising can have a significant impact on Generation Z, particularly if the advertisements are engaging, pertinent, and visually enticing.

3.2.2 Frame and Location Sampling

The researchers sampled Malaysians due to the fact they noticed an increase in usage of the internet. Over 78% of Malaysians employ social media and online purchasing (CIA, 2019; Santandertrade, 2019). Marketers lack interaction and are unable to gather the newest social media advertising data on Generation Z customer buying behaviour in Malaysia. These factors may reveal society's attitudes, beliefs, values, and behaviours to researchers. Thus, the researchers aim to find out the consumer purchase behavior of Generation Z towards how they evaluate the social media advertisement on social media platforms by introducing several variables into the research model.

The researchers also study Generation Z from the all-Malaysian state between 12 and 27 to fill out an online survey questionnaire on the effects of social media advertising on Generation Z consumer purchase behaviour. The researchers selected Malaysian Generation Z between 12 and 27 because Generation Z is becoming a powerful consumer demographic (Nielsen, 2019). Marketers can more effectively target this demographic by studying their social media advertising behaviour and attitudes.

3.2.3 Sampling Element

Generation Z consumers who stay in Malaysia with past or current experience in purchasing goods and services after seeing advertisements via social media platforms are recognized as the population in this research. Apart from age, there are no specific constraints on race, education level, and income level if respondents meet the requirements mentioned above.

3.2.4 Sampling Technique

In the current study, non-probability sampling was employed. The researchers intend to find participants within an age range of 12 to 27 as this is the most accurate age where the age range is defined as Generation Z. For that reason, the researchers intend to use the convenience sampling method to collect samples as Malaysian of Generation Z that aged between 12 to 27 are the ideal demographic for this research.

A sampling technique that divides a population into subgroups is called strata. In stratified random sampling, strata are created based on members' shared features or characteristics. After dividing the population into strata, a random sample is drawn from each stratum. The sample size for each stratum should be proportional to the population size of that stratum. In this research, if the target population is divided into three strata based on age (12–16, 17–21, and 22–27) and the proportion of individuals in each stratum is, respectively, 4%, 34%, and 62%, then the sample sizes for each stratum should be proportional to these percentages.

According to a study conducted by Jager, Putnick, and Bornstein (2017), convenience sampling was utilized in this research because it is more accessible and convenient than other sampling methods. The use of convenience sampling in this study facilitates and expedites the collection of primary data sources for research (Jager et al., 2017). In addition, convenience sampling can provide results quickly and easily in a shortened time frame and without the need to spend money on online surveys. However, one cannot confidently generalize from a convenience sample to the entire population, and there is a high probability of sampling error (Bhardwaj, 2019). This can be useful in identifying differences in the impact of social media advertising on consumer purchase behavior between different subgroups of Generation Z, such as between different age groups

or income levels. This can be particularly important when studying the impact of social media advertising on consumer purchase behavior, as different subgroups of Generation Z may have different levels of exposure or receptivity to social media advertising.

3.2.5 Sample Size

The sample size is about a group of participants chosen from the general population, and these participants were representative of the real population for the purposes of the study. Based on the study conducted by Maydeu Olivares, Shi, and Rosseel (2018), it was recommended that sample sizes more than 30 and less than 500 are sufficient for most studies. Additionally, to overcome the existing gap, the researcher used G*power application to determine the sufficient sample size for this research. It should be noticed that when the population grows, the sample size grows at a diminishing rate and remains relatively constant at slightly more than 107 samples (Refer Appendix 1). The population of interest is relatively homogeneous in terms of demographics and purchase behavior, and that the level of variability within the population is not too high, a sample size of 151 can provide sufficient statistical power to detect meaningful differences or relationships between social media advertisements and consumer purchase behavior among Generation Z. Consequently, 151 samples are planned to be collected in this study to reduce the possibility of acquiring inaccurate data in a shorter period.

3.3 Data Collection Method

In order to answer research questions, test hypotheses, and evaluate outcomes, the systematic process of collecting and analyzing measured information on targeted variables, known as data collection, will be carried out in a systematic manner after

the sampling design has been determined. Therefore, the data used in this study was obtained from primary sources.

3.3.1 Primary Data

Williams and Shepherd (2017) defined primary data as the information collected directly from primary sources by researchers using methods such as interviews, surveys, and experiments. Primary data sources are typically chosen and customized to meet the criteria or specifications of a certain research study. A survey is being used as primary data, which the survey results of 151 respondents are required to be collected in this study. Most of the questions were closed-ended for the responders to answer.

Primary data collection for this research is ideal because this research intends to find out the correlations and relationships between the impacts of social media advertisements and consumer purchase behavior of Gen Z. Other than that, primary data provides specificity, control, freshness, accuracy, and originality. Primary data allows the researcher to collect data directly related to their research question, control the research design, collect the most current information, obtain accurate data, and generate new and original data. This research is also carried out to discover which of the impacts or variables proposed in this research can best explain the determining impacts of social media advertisements from the above variables such as entertainment, informativeness, credibility, irritation, and eWOM. By collecting primary data, the researcher can obtain more accurate and specific information that can help to reveal the true nature of the relationship between variables.

3.4 Research Instruments

For the research to be successful, the researcher used different research instruments to collect, measure, and analyze the data obtained from the questionnaire for the studies. The topic of the studies is to investigate the relationship between the impacts of social media advertisement and consumer purchase behavior among Generation Z in Malaysia. For data collection, the researcher chose Google form to design the questionnaire and distribute it online to obtain the response from Generation Z that aged between 12 to 27. The reason for choosing Google Form as method to collect data is because it allows the researcher to reach large number of respondents without the need to invest any money. There are several ways for the researcher to reach the targeted population, which the researcher spread the questionnaire in the University Tunku Abdul Rahman (UTAR) Sungai Long campus, sending link and showing QR code for the questionnaire to university students. Other than the characteristic of cost saving and feasibility to approach large number of respondents, health concern is also one of the factors that concerned by the researcher even though government had eased the restriction policy of Covid-19 pandemic. Thus, the researcher utilizes social media platforms and internet tools to assist in reaching the targeted respondents.

3.4.1 Questionnaire Design

The questionnaire includes a list of questions designed to gather data from targeted respondents to generate statistical information from a targeted population to achieve research objectives. The benefit of choosing a questionnaire is that the researchers can gather standard and comparable data from the responses since the questions for all participants are stationary. Additionally, the questionnaire was constructed with fixed-alternative questions that have multiple-choice answers for each question. Therefore, the respondents can answer easily and quickly select the correct response or answer that perfectly suits their preferences. Therefore, researchers had

designed a set of questions in the most proper form with a well orderliness of questions. For this questionnaire researchers included multiple choices questions and linear scale questions. Furthermore, researchers had also separated the questionnaire into several segments to provide a better question experience for respondents.

The sections as shown as below:

- Section one : Notice of privacy and disclosure
- Section two : Screening Questions
- Section three :Demographic and Characteristics of Respondents
- Section four : Entertainment (E)
- Section five : Informativeness (IN)
- Section six : Irritation (IR)
- Section seven : Credibility (C)
- Section eight : Electronic Word of Mouth (eWOM)
- Section nine : Purchase Behavior of Gen Z (PB)
- Section ten : Ending part for questionnaire

The researcher informs respondents of the privacy and disclosure statement in Section one to protect their data. Section two screening questions filtered the intended sample audience. Section three collects demographic data from respondents, including age, gender, monthly income, race, highest educational institution, preferred social media platform, daily usage, purchased a product after seeing an ad, and frequency of reading ad details. Section three uses just multiple-choice questions.

Section four through eight included entertainment, informativeness, irritation, credibility, and eWOM variables. The researcher employed linear scales questions in sections four through eight to enable respondents to reply numerically on a range of 1 to 5. The researcher ranked strongly disagree, disagree, neutral, agree, and highly agree. In section nine, researchers will

assess Generation Z's overall assessment of each independent variable of social media ads to determine how they affect consumer buying behavior. A thank you design is used for section 10, which concludes the questionnaire.

3.4.2 Operational Definition

Based on the research, researcher is trying to find the relationship between the dependent variable which is consumer purchase behavior among Gen Z and the independent variable which are the entertainment, informativeness, irritation, credibility and eWOM.

Table 3. 1: The operational definition of dependent variables and each independent variable

Variable	Source	Item	Statement
Entertainment	Bilgin (2018)	E1	Social media advertisement is enjoyable.
		E2	Social media advertisement is pleasing.
		E3	Social media advertisement is fun to use.
		E4	Social media advertisement is exciting.
Informativeness	Logan et al. (2012)	IN1	Social media advertising is a good source of product information and supplies relevant.
		IN2	Social media advertising provides timely information.
		IN3	Social media advertising is a good source of up-to-date product information.

		IN4	Social media advertising is a convenient source of product information.
Irritation	Ha, Park, & Lee (2014)	IR1	Social media advertisement is irritating.
		IR2	Social media advertisement is confusing.
		IR3	Social media advertisement is deceptive.
		IR4	Social media advertisement is annoying.
Credibility	Boateng & Okoe (2015)	C1	I trust social media advertisements.
		C2	I use social media advertising as a reference for purchasing.
		C3	I believe that social media advertising is credible.
eWOM	Tabassum, Khwaja & Zaman (2020)	EWOM1	I find review arguments to be convincing.
		EWOM2	I find review arguments to be persuasive.
		EWOM3	Based on the reviewer rating, I believe a reviewer is reputable.
		EWOM4	Based on the reviewer rating, I believe a reviewer is trustworthy.
		EWOM5	Information from a reviewer contradicted what I had known before reading it.
		EWOM6	The reviewer supported my impression of the discussed product.
		EWOM7	Comments in the review are consistent with other reviews.

		EWOM8	I find review arguments to be convincing.
		EWOM9	I find review arguments to be persuasive.
Purchase Behavior among Gen Z	Duffett (2015)	PB1	I will buy products that are advertised on social media.
		PB2	I desire to buy products that are promoted on advertisements on social media.
		PB3	I am likely to buy products that are promoted on social media.
		PB4	I plan to purchase products that are promoted on social media.

Source: Developed for the research.

Entertainment is adopted from Bilgin (2018), with a total of 4 items, while informativeness is adopted from Logan et al. (2012), with 4 items constructed. Irritation and credibility are taken from Ha, Park & Lee (2014) and Boateng & Okoe (2015) which constructs 4 and 3 items. Furthermore, 9 construct items of electric word of mouth (EWOM) are taken from Tabassum, Khwaja & Zaman (2020) while 4 construct items of purchase behavior (PB) are taken from Duffett (2015).

3.4.3 Questionnaire Reliability

A questionnaire with good quality should contain the questions in analytical form to improve the reliability of the question. Reliability means the instrument is providing the same results even if the researchers repeat the questions constantly. For reliability test, researchers chose Test-retest Reliability to test the research questionnaire's reliability. This allows

researchers to measure reliability by running the same test two times in a different period. If the result from the two tests with the same group is the same, it means that the data is reliable.

There are two assumptions that need to be fulfilled for the test-retest method. The first assumption is that the characteristic of the targeted group must not change during the re-testing effect period. The questionnaire designed by researchers has included some criteria in filtering the respondents. If the respondents are over 27 years old, then they will directly skip to the ending section and the respondent is not allowed to answer any questions in the questionnaire. Then, the second assumption mentioned that the time interval should be in reasonable timing because the respondents need to memorize and not be affected by other external factors in between taking the two tests. In this case, the researchers had set a targeted period of three months to ensure that the respondents can better remember the questionnaire and no change of opinion due to external factors.

3.4.4 Questionnaire Validity

There are four types of validity to ensure the questionnaire's validity which are face validity, construct validity, criterion-related validity, and content validity. Conversely, for this study, the researcher only carried out construct validity and content validity. The construct validity is to identify the measurement tool that can represent the content that researchers' interest and the content validity is to test all aspects to guarantee there are no missing parts (Middleton, 2019).

Firstly, in the questionnaire, there are questions about skills which cannot be measured directly. Nevertheless, the researcher measured it by the specific knowledge and with the aid of indicator to check the validity. In order to certify the content and construct validity, researchers conducted

pilot test to a group of respondents to examine whether they can understand the questionnaire clearly and find any misrepresentation in the questions that prepared by the researchers in the questionnaire. From the test, the researcher can learn the effectiveness and the fairness of the questionnaire on whether the respondents can fully understand the questions. Therefore, the researcher continues to proceed to conduct data collection with the questionnaire.

3.5 Construct Measurement

In this study, 3 types of measurement scales are used as below:

3.5.1 Nominal Scale

A nominal scale categories variables without a numerical value or order (Potdar, Pardawala, and Pai, 2017). This research employs this method of scale measurement in both Section 2 and Section 3 of surveys, which is a demographic profile consisting of gender, race, and a yes-or-no response to screen out non-Generation Z respondents.

Figure 3. 1: Example of Nominal Scale in Questionnaire

Gender

- Male
- Female

Source: Developed for the research.

3.5.2 Ordinal Scale

The ordinal scale is a form of variable measurement scale that illustrates the order of variables as opposed to their differences (Potdar et al., 2017). This form of scale measurement has been utilised in Section 3 of questionnaires for this study. For example, demographic profile such as age, highest educational qualification, and monthly income level, preference of social media platform, daily usage of social media platform, purchase of a product after seeing an ad on a social media platform, and frequency of viewing/reading in detail an advertisement on social media sites are included in Section 3.

Figure 3. 2: Example of Ordinal Scale in Questionnaire

Monthly income level

- Below RM1000
- RM1000 – RM1999
- RM2000 – RM2999
- RM3000 – RM3999
- RM4000 and above

Source: Developed for the research.

3.5.3 Likert Scale

According to Taherdoost (2019), the 5-point Likert Scale is simple to construct, can prevent misunderstandings, and can increase the response rate. Nonetheless, this Likert Scale has certain limitations, including the fact that respondents prefer to avoid extreme response categories, resulting in a bias towards the central tendency, and that respondents may respond to queries or statements based on their emotions. In Section 4 of the questionnaire, a

5-point Likert Scale is utilized to assess the influence of social media advertisements on Generation Z's purchase behavior.

Figure 3. 3: Likert Scale Measurement

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strong Agree

Source: Developed for the research.

3.6 Pilot Test

Before distributing the questionnaire to the targeted populations, a pilot test is conducted to evaluate the feasibility of the research. The objective of pilot testing is to evaluate the validity of each questionnaire question (In, 2017). The pilot test should be conducted with a test survey to a sample size of the targeted population in addition to surveying the respondents, as this provides feedback on the survey (Cleave, 2021). Thus, conducting a pilot test is essential for researchers, as it ensures that participants will have a better experience completing the questionnaire.

As this research study intends to acquire a total sample size of 151 respondents, the number of respondents for this pilot test will be set at 30 in order to conduct a valid pilot test. Specifically, after accumulating 30 respondents, a reliability test will be conducted to determine the credibility of each item and then make any necessary adjustments or deletions before the survey is disseminated to the general public (Humphries et al., 2015).

The values for each of the constructs (E, IN, IR, C, EWOM and PB) are greater than the minimum recommended validation of 0.60 (Anelli, Len, Terreri, Russo & Reiff, 2019). It indicates that all scales are within an acceptable and reliable range.

Table 3. 2: Summary of Pilot Test Results

Independent Variables	Items	Cronbach's Alpha
Entertainment	4	0.921
Informativeness	4	0.944
Irritation	4	0.932
Credibility	3	0.697
Electronic Word of Mouth	9	0.768
Purchase Behavior of Generation Z	4	0.931

Source: Researchers SPSS Pilot Test Result

Based on the results of the pilot test which referring to the Cronbach’s Alpha, the researcher decided to keep all questions for five independent variables which are entertainment, informativeness, irritation, and electronic word of mouth as the Cronbach’s Alpha statistic is ranging from 0.768 to 0.944, which shows that these constructs have surpassed the recommended cut-off point of 0.60. According to research, Cronbach’s Alpha of above 0.6 can be accepted and is reliable (Nunnally & Bernstein, 1994). As such, these exceeding values have indicated that all items within these five constructs have met the statistical requirements and are reliable to be included in this research study for further analyses.

3.7 Data Analysis Techniques

In this study, the researcher utilized IBM SPSS software for data analysis in order to determine the effects of social media advertisements on Generation Z consumers' purchase behavior. To investigate the relationships between independent variables

and dependent variables, the researcher will conduct a multiple regression analysis. After collecting the data, the researchers performed a data regression analysis in SPSS by programming the variables and determining the significance of each variable within the model.

In this study, researchers utilized a variety of data analysis techniques to gain a general understanding of the population based on a targeted sample.

3.7.1 Descriptive Analysis

According to research conducted by Kemp, Ng, Hollowood, and Hort (2018), descriptive analysis is a type of data analysis that aids in the explanation, illustration, or summary of data points in a constructive manner, such as central tendency, variability, and distribution, allowing structures to form that meet all of the data's criteria. Through descriptive statistics, a researcher is able to evaluate and explain the fundamental characteristics of collected data through the use of the histogram, table, and chart.

3.7.2 Scale Measurement

3.7.2.1 Internal Reliability Test

The purpose of incorporating validity and reliability into research is to ensure that data is valid and reproducible, and that results are accurate (Mohajan, 2017). Cronbach's alpha typically ranges from 0 to 1, with 0 indicating that there is no relationship between scale items and 1 indicating absolute consistency (Cronbach, 1951). In the social sciences, alpha values between 0.7 and 0.8 are deemed acceptable, whereas alpha values below 0.6 should be eliminated from the measure to increase inter-item consistency.

Table 3. 3: Cronbach' Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Cronbach (1951)

3.7.3 Inferential statistic

Inferential statistics will be used to draw conclusions about the population based on sample data. Amrhein, Trafimow, and Greenland (2019) use the derived results to infer how feeble or strong the independent variables are in proximity to the dependent variable. This investigation will include analyses such as Multiple Linear Regression Analysis, One Way ANOVA Analysis, and Multicollinearity test.

3.7.3.1 Multiple Linear Regression Analysis

According to the study of (Brata, Husani & Ali, 2017), Multiple linear regression is a regression model that employs a straight line to evaluate the association between a quantitative dependent variable and two or more independent variables. It is used to examine the relative influence of the five independent variables (entertainment, informativeness, irritation, credibility, e-wom) on the single dependent variable (purchase behavior of Generation Z).

The formula equation for multiple regression analysis:

$$y = \beta_1x_1 + \beta_2x_2 + \dots + \beta_nx_n + \mu$$

Equation:

$$PB = \beta_1E + \beta_2IN + \beta_3IR + \beta_4C + \beta_5EWOM + \mu$$

Whereby, E = Entertainment

IN = Informativeness

IR = Irritation

C = Credibility

EWOM = Electronic Word of Mouth

PB = Purchase Behavior among Generation Z

3.7.3.2 One Way ANOVA Analysis

The ANOVA statistical test is predicated on the assumption that two or more samples are independent and that it compares the means of two or more independent groups (Delacre, Leys, Mora & Lakens, 2019). In this research, a one-way ANOVA is utilized to evaluate whether there is statistical proof that the related population means differ significantly.

3.7.3.3 Multicollinearity

The assessment of multicollinearity commonly involves the use of the tolerance value and variance inflation factor (VIF) (Marcoulides & Raykov, 2019). High collinearity is indicated by a small tolerance value (0.10 or lower) or a large VIF value (10 or higher) (Marcoulides et al, 2019). A VIF value ranging from 1 to 10 is indicative of the absence of multicollinearity,

whereas a VIF value below 3 is considered as an ideal and low correlation. Conversely, a VIF value below 10 is regarded as an acceptable range.

3.8 Conclusion

This chapter explains the research methods used, such as research design, data collection, sampling, and data analysis techniques. The following section presents and interprets the collected data, including additional analysis to justify the research hypotheses.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter discusses the quantitative data analysis methods used in this study, which include descriptive analysis, reliability analysis, multicollinearity, and multiple regression analysis. The data cleaning process was performed in SPSS software to ensure accuracy and consistency. A total of 151 error-free responses were collected from the questionnaire designed to collect data on the impact of social media advertisements on consumer purchase behavior among Generation Z in Malaysia. The questionnaire was mandatory and required respondents to answer all questions. The data were collected from respondents who expressed interest in social media advertisements for Generation Z and were asked to provide information on the number of months of impact on their purchasing behavior, as well as other independent variables.

4.1 Data Collection Process and Respond Rates

To collect data from Generation Z, an online self-administered questionnaire was designed using Google Forms. The questionnaire was shared through various channels such as physical approach, WhatsApp, Instagram, and Microsoft Teams. A total of 157 questionnaires were distributed, out of which 151 were deemed suitable for further analysis after removing 6 responses where the respondents disagreed to disclose their personal data. The response rate was 96.2%.

4.2 Descriptive Analysis

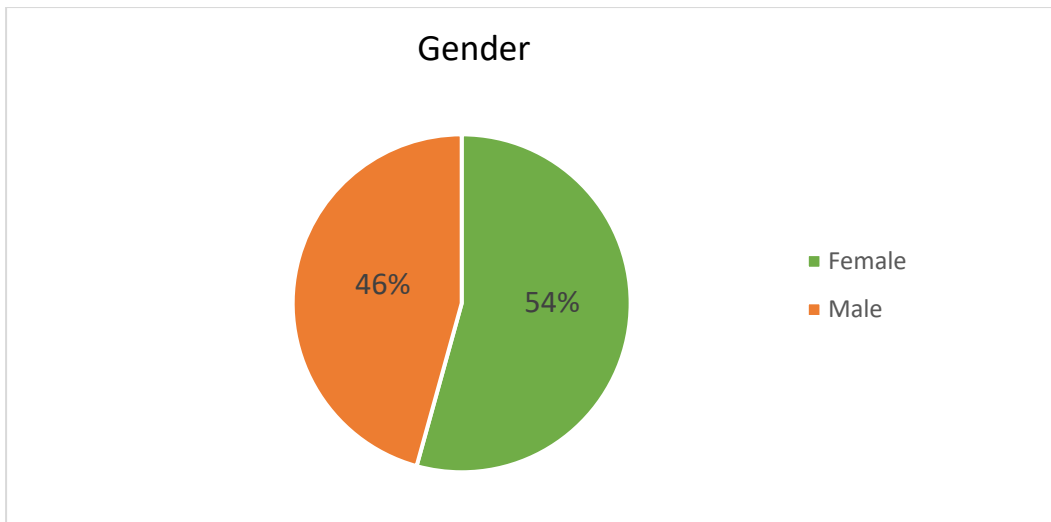
In this section, a descriptive analysis was performed on the sample data to investigate the correlation between the independent variables, included Entertainment (E), Informativeness (IN), Irritation (IR), Credibility (C), eWOM (EWOM), and the dependent variables, consumer purchase behavior among Generation Z (PB). In addition, a demographic analysis was performed to better understand the profiles of the respondents, with a total of 151 participants evenly distributed across gender and age groups. Descriptive analysis aims to provide a detailed overview of the dependent variables (PB) and independent variables (E, IN, IR, C, and EWOM), combining several measures of central tendency such as mean and mode and measures of dispersion such as range and standard deviation. In addition, a frequency analysis was performed to provide a comprehensive summary of the questionnaire responses for the dependent variables (PB) and independent variables (E, IN, IR, C, and EWOM) in percentage (%).

4.2.1 Respondent's Demographic Profile

This analysis included respondent's gender, age, race, monthly income level, highest educational qualification, preference of social media platform, usage of social media platform per day, bought a product after seeing an ad on a social media platform, and frequency of seeing/ reading in detail an advertisement on the social media platform. Both graphical such as pie charts and tabular such as frequency distribution tables are used to interpret and visualize the respondents' demographic profile.

4.2.1.1 Gender

Figure 4. 1: Gender

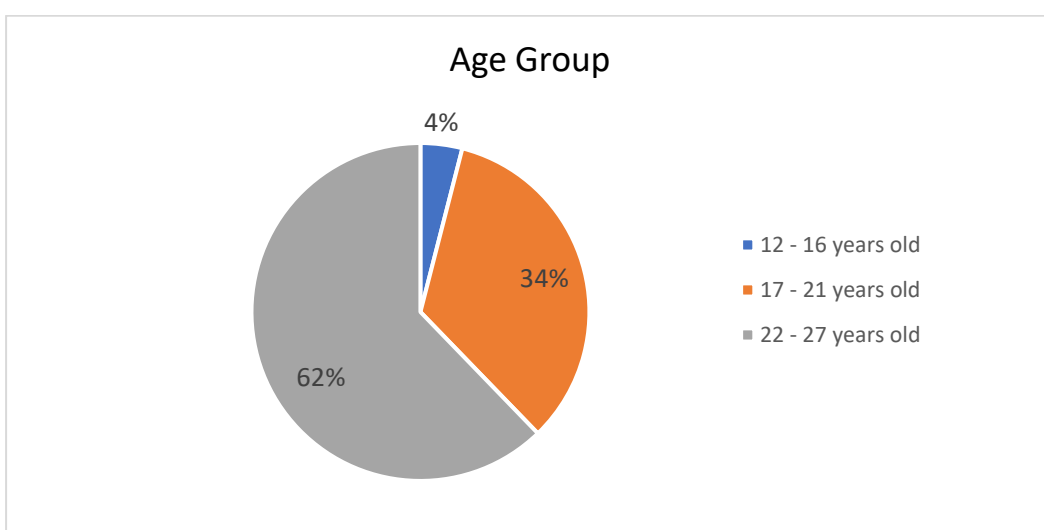


Source: Developed for the research

Figure 4.1 exhibits the respondent's gender. Most respondents are female at 54% (82 respondents), while male only accounts for 46% (69 respondents). Based on previous research, the findings demonstrated that gender greatly affects the duration of engagements with social media ads, which shows females are more engaging with these advertisements for a longer period than males (Asogwa, et al., 2020).

4.2.1.2 Age Group

Figure 4. 2: Age Group

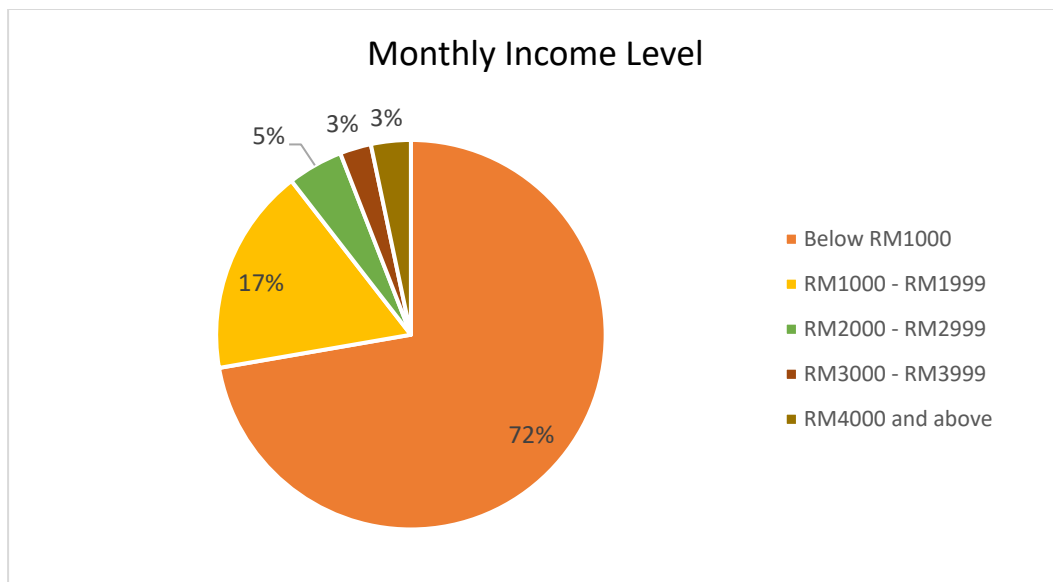


Source: Developed for the research

Figure 4.2 shows the age group of respondents. The majority of 62% (94 respondents) were 22 to 27 years old, with over 34% (51 respondents) were aged 17 to 21 years old. Respondents aged 12 to 16 years old accounted for 4% (6 respondents). These findings are in line with previous research which demonstrated that within the generation Z cohort, individuals aged between 22 to 27 years old exhibited a greater propensity for the behavior in question, relative to other age groups (Malaysian Communications and Multimedia Commission, 2018).

4.2.1.3 Monthly Income Level

Figure 4. 3: Monthly Income Level

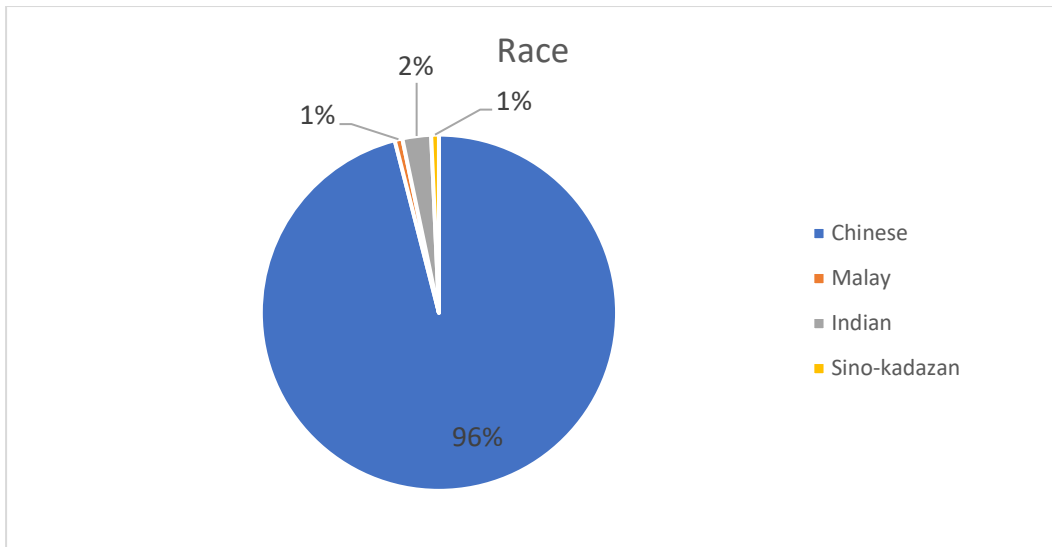


Source: Developed for the research

Figure 4.3 exhibit respondent's individual monthly income level. About 72% of respondents (109 respondents) fell below the RM1000 category. Nearly, 17% of respondents (26 respondents) reported they have more than RM1000 to RM1999 income, while other income level which are RM2000 to RM2999, RM3000 to RM3999 and RM4000 and above accounted for 5% (7 respondents), 3% (4 respondents) and 3% (5 respondents) respectively.

4.2.1.4 Race

Figure 4. 4: *Race*

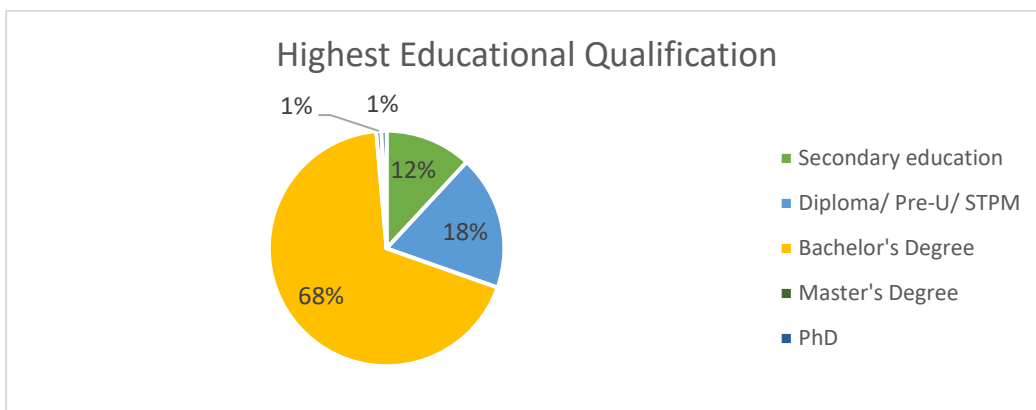


Source: Developed for the research

Figure 4.4 demonstrates the race of respondents. The race of respondents consists of Chinese at 96% (145 respondents), Indian at 2% (4 respondents), Malay at 1% (1 respondent) and Sino-kadazan at 1% (1 respondent). Hence, Chinese in Generation Z showed a higher percentage in this study while the weights of Malay and Indian respondents were relatively lower.

4.2.1.5 Highest Educational Qualification

Figure 4. 5: *Highest Educational Qualification*

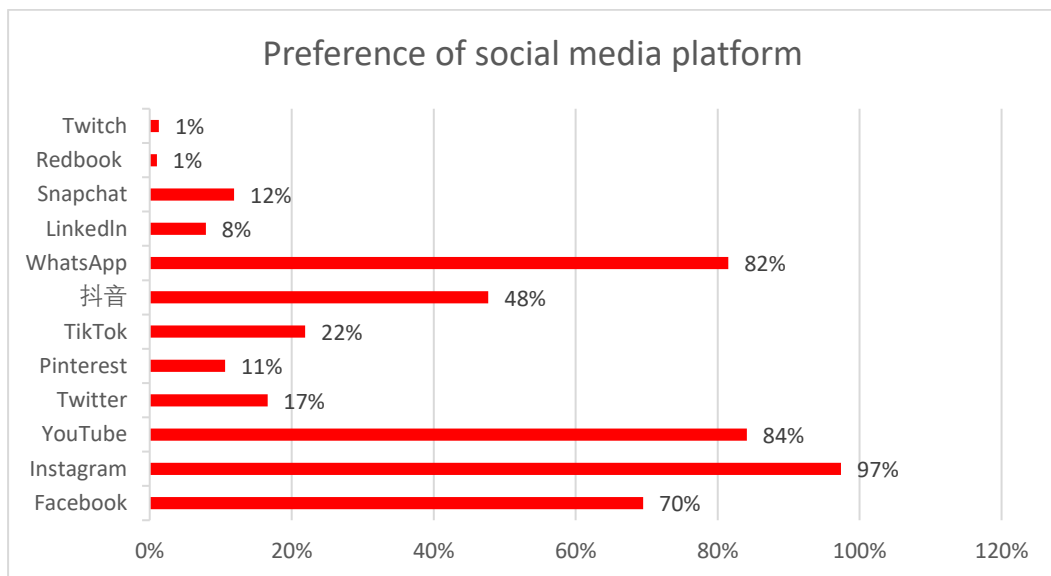


Source: Developed for the research.

Figure 4.5 shows various highest educational qualification level of respondents. Regarding education qualification level, 68% respondents (103 respondents) indicated they are the students under bachelor's degree, and 18% (28 respondents) had diploma graduates/ Pre-U/ STPM, while secondary educations, master's degree and PhD accounted for 12% (18 respondents), 1% (1 respondent) and 1% (1 respondent) respectively.

4.2.1.6 Preference of social media platform

Figure 4. 6: Preference of social media platform

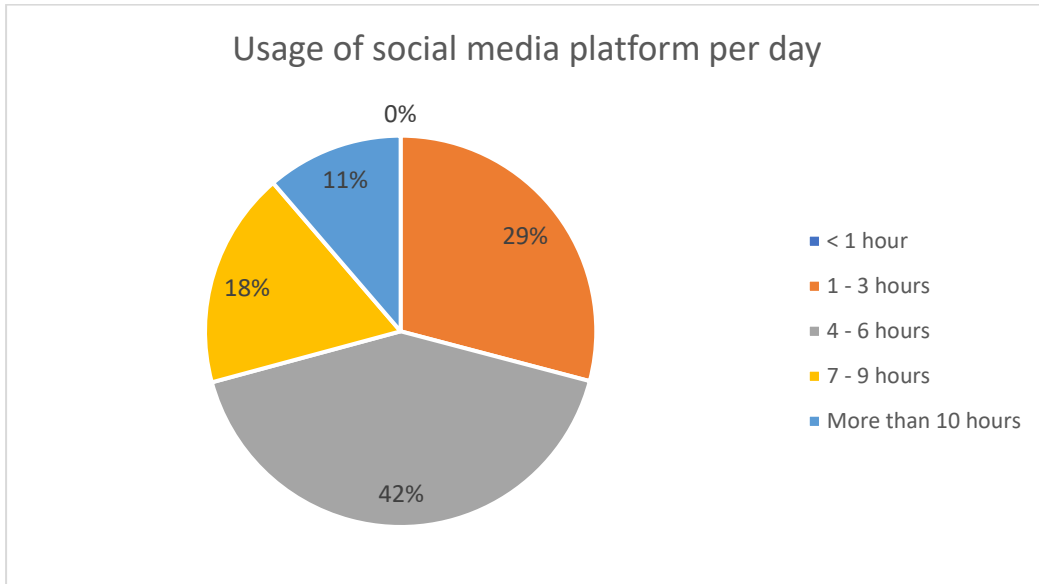


Source: Developed for the research

Figure 4.6 illustrates the preferences of social media platforms for respondents. The largest proportion of 97% of respondents choose Instagram as their Top favorable social media platform. Another preference of social media platform followed by Youtube (84%), WhatsApp (82%), Facebook (70%), 抖音(48%), Tik Tok (22%), Twitter (17%), Snapchat (12%), Pinterest (11%), LinkedIn (8%), Red Book (1%) and Twitch (1%) respectively.

4.2.1.7 Usage of social media platform per day

Figure 4. 7: Usage of social media platform per day

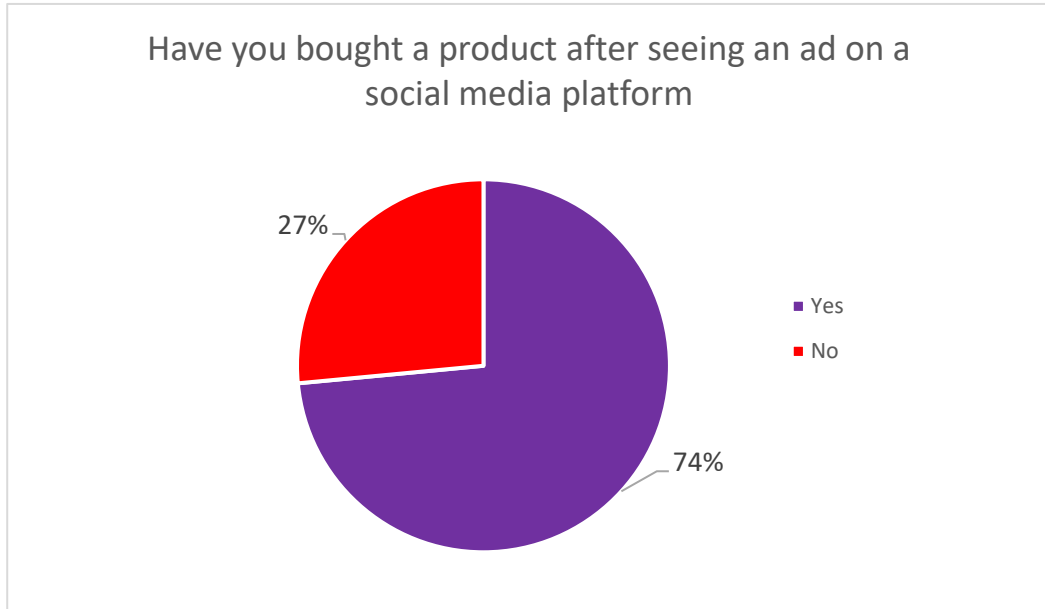


Source: Developed for the research

Figure 4.7 presents respondents' usage of social media platforms in a day that have been making online purchases. The majority of 42% respondents (63 respondents) indicated they have spent 4 to 6 hours on social media platforms for a day. Some 29% (44 respondents) spent between 1 to 3 hours and 18% (27 respondents) spent 7 to 9 hours on social media platforms. While only 11% (17 respondents) spent more than 10 hours per day and no one has spent social media platform less than 1 hour. This showed social media platforms are a necessary entertainment tool for Generation Z.

4.2.1.8 Have you bought a product after seeing an ad on a social media platform.

Figure 4. 8: Have you bought a product after seeing an ad on a social media platform.

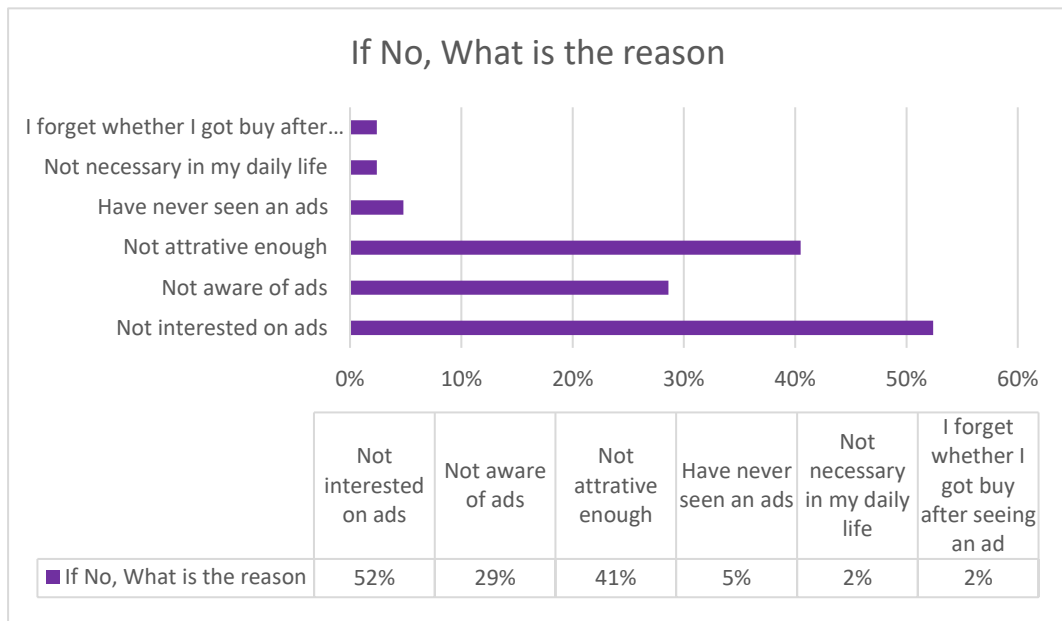


Source: Developed for the research

Figure 4.8 showed the attraction of buying ads product on social media platform of respondents. The majority of 74% (111 respondents) had purchased a product after intention of social media ads, whereas 27% (40 respondents) have not purchased the ads product.

4.2.1.9 If No, what is the reason.

Figure 4. 9: If No, what is the reason.

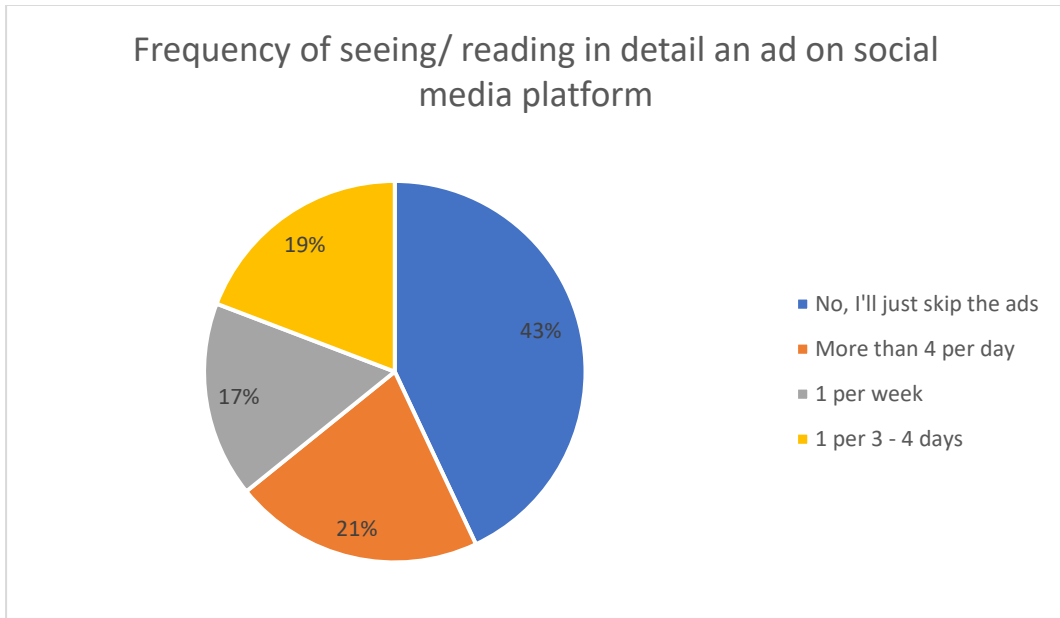


Source: Developed for the research

Continuing after Figure 4.8, Figure 4.9 demonstrates the reason not to buy ads product. The majority of 52% (22 respondents) indicated they are not interested on social media ads, while 41% (17 respondents) showed the social media ads are not attractive enough. Some 29% (12 respondents) have not aware of the ads with over 5% (2 respondents) were never seen a social media ad. 2% (1 respondent) also indicated ads is not necessary in their daily life and forget have purchased ads products before respectively.

4.2.1.10 Frequency of seeing/ reading in detail an ad on the social media platform

Figure 4. 10: Frequency of seeing/ reading in detail an ad on the social media platforms



Source: Developed for the research

Figure 4.10 illustrates frequency of seeing/ reading in detail an ad on social media platform of respondents. The largest proportion of 43% respondents (65 respondents) indicated they skipped the ads instead of reading in detail. Some 21% (32 respondents) read more than 4 times per day, while 19% (29 respondents) and 17% (25 respondents) seeing/ reading 1 within 3 to 4 days and 1 ad in a week respectively.

4.2.2 Central Tendencies of Measurement

The mean and standard deviation of each construct, including E, IN, IR, C, EWOM, and PB, will be described in this section.

4.2.2.1 Mean and Standard Deviation of Entertainment

Table 4.1 illustrates the mean followed by highest to lowest and standard deviation of entertainment on each scale items applied in the questionnaire that contributed by 151 respondents.

Table 4. 1: Mean and Standard Deviation of Entertainment

Item	Statement	Mean	Standard Deviation
E1	Social media advertisement is enjoyable.	3.17	1.210
E2	Social media advertisement is pleasing.	3.03	1.140
E3	Social media advertisement is fun to use.	3.19	1.215
E4	Social media advertisement is exciting.	3.17	1.159

Source: Researcher SPSS Result

4.2.2.2 Mean and Standard Deviation of Informativeness

Table 4.2 illustrates the mean followed by highest to lowest and standard deviation of informativeness on each scale items applied in the questionnaire that contributed by 151 respondents.

Table 4. 2: Mean and Standard Deviation of Informativeness

Item	Statement	Mean	Standard Deviation
IN1	Social media advertising is a good source of product information and supplies relevant product information.	3.95	0.851

IN2	Social media advertising provides timely information.	3.82	0.960
IN3	Social media advertising is a good source of up-to-date product information.	3.94	0.968
IN4	Social media advertising is a convenient source of product information.	4.00	0.987

Source: Researcher SPSS Result

4.2.2.3 Mean and Standard Deviation of Irritation

Table 4.3 illustrates the mean followed by highest to lowest and standard deviation of irritation on each scale items applied in the questionnaire that contributed by 151 respondents.

Table 4. 3: Mean and Standard Deviation of Irritation

Item	Statement	Mean	Standard Deviation
IR1	Social media advertisement is irritating.	3.04	1.137
IR2	Social media advertisement is confusing.	2.74	1.061
IR3	Social media advertisement is deceptive.	2.91	1.101
IR4	Social media advertisement is annoying.	3.24	1.242

Source: Researcher SPSS Result

4.2.2.4 Mean and Standard Deviation of Credibility

Table 4.4 illustrates the mean followed by highest to lowest and standard deviation of credibility on each scale items applied in the questionnaire that contributed by 151 respondents.

Table 4. 4: Mean and Standard Deviation of Credibility

Item	Statement	Mean	Standard Deviation
C1	I trust social media advertisements.	2.94	0.975
C2	I use social media advertising as a reference for purchasing.	3.25	1.131
C3	I believe that social media advertising is credible.	3.16	1.059

Source: Researcher SPSS Result

4.2.2.5 Mean and Standard Deviation of Electronic-Word of Mouth (E-WOM)

Table 4.5 illustrates the mean followed by highest to lowest and standard deviation of electronic word of mouth (EWOM) on each scale item applied in the questionnaire that contributed by 151 respondents.

Table 4. 5: Mean and Standard Deviation of Electronic Word of Mouth

Item	Statement	Mean	Standard Deviation
EWOM1	I find review arguments to be convincing.	3.73	0.923
EWOM2	I find review arguments to be persuasive.	3.76	0.914
EWOM3	Based on the reviewer rating, I believe a reviewer is reputable.	3.81	0.948
EWOM4	Based on the reviewer rating, I believe a reviewer is trustworthy.	3.78	0.923
EWOM5	Information from a reviewer contradicted what I had known before reading it.	3.72	0.865
EWOM6	The reviewer supported my impression of the discussed product.	3.87	0.838

EWOM7	Comments in the review are consistent with other reviews.	3.74	0.875
EWOM8	The information on social media platforms is informative.	3.83	0.831
EWOM9	The information about products that are shared by my friends on social media is understandable.	3.81	0.852

Source: Researcher SPSS Result

4.2.2.6 Mean and Standard Deviation of Purchase Behavior of Gen Z

Table 4.6 illustrates the mean followed by highest to lowest and standard deviation of purchase behavior of Gen Z on each scale item applied in the questionnaire that contributed by 151 respondents.

Table 4. 6: Mean and Standard Deviation of Purchase Behaviour of Genz Z

Item	Statement	Mean	Standard Deviation
PB1	I will buy products that are advertised on social media.	3.47	1.051
PB2	I desire to buy products that are promoted in advertisements on social media.	3.26	1.049
PB3	I am likely to buy products that are promoted on social media.	3.34	1.000
PB4	I plan to purchase products that are promoted on social media.	3.42	1.048

Source: Researcher SPSS Result

According to Table 4, The mean and standard deviation were calculated for all scale items utilised in this study. All elements in the informativeness of social media advertising were found to have a mean value greater than 3.80 and a standard deviation less than 1. This indicates that the respondents to the current study

esteemed the informativeness of social media advertising. Similarly, the lowest mean for entertainment items was 3.03, and its standard deviation was 1.140. Consequently, it could be stated that the respondents of the present study sample have an average level of interest in social media advertisements. Most of the respondents also rated credibility items ordinarily, with mean values of at least 3.25 and standard deviation values of at most 1.131. The purchase behaviour of Generation Z consumers has an average value greater than 3.26 and a standard deviation less than 1.051. Therefore, participants in this study appear generally intrigued in purchasing such products advertised via social media.

4.3 Inferential Analysis

In this section, the researchers will be doing inferential analysis to examine the sample data and to draw conclusions regarding the population and to make future estimates and predictions. In this section, the researchers will carry out Reliability Analysis, Multicollinearity, Autocollinearity, and Multiple Regression.

4.3.1 Reliability Test

In this section, reliability test is carried out and the results will be interpreted in detail to let readers have a better understanding of the necessity of performing reliability test.

Table 4. 7: Summary of Reliability Test

Variables	Items	Cronbach's Alpha
Entertainment	4	0.929
Informativeness	4	0.885
Irritation	4	0.829
Credibility	3	0.794
Electronic Word of Mouth	9	0.900
Purchase Behavior of Generation Z	4	0.940

Source: Researchers SPSS Result

As mentioned above in chapter 3.6, a Cronbach's Alpha of above 0.6 is acceptable and is reliable. Hence, the results from reliability test shown that the Cronbach's Alpha value of all five independent variables (entertainment, informativeness, irritation, credibility, electronic word of mouth) and dependent variable (purchase behavior of Generation Z) ranging from 0.794 to 0.940. This proves that all five independent and one dependent variable in this study are reliable variables and can proceed for further analysis.

4.3.2 Diagnostic Checking (Multicollinearity & Autocorrelation)

In this section, the researchers will examine the suitability of the independent variables used when regressed with the dependent variable by finding the existence of multicollinearity and autocorrelation within the proposed model.

Table 4. 8: Summary of Multicollinearity & Autocorrelation Testing

Variable	Variable Inflation Factor (VIF)
	PBAVG
Constant	-
EAVG	2.127
INAVG	2.014
IRAVG	1.211
CAVG	2.282
EWOMAVG	1.551

Durbin Watson Statistic	
PBAVG	1.704

Source: Researchers' SPSS Result

A high VIF value means that there is a high correlation between the independent variables within the regression. Therefore, a high VIF value in a regression is unfavorable because of high collinearity and the variables are unsuitable within the structure of the model. In this research, the results of the VIFs show moderate correlation between the independent variables in PBAVG, indicating that the independent variables introduced into the model are suitable for regression analysis (O'brien, 2007).

In this study, the researcher has examined and conducted analysis based on the proposed model for autocorrelation testing. Autocorrelation can show the researchers any potential problems within the model such as high correlation between the independent variables, potential bias coefficient estimates and more. Durbin Watson Statistic (DWS) measure the value ranging between 0 and 4. A value of 2.0 indicates there is no autocorrelation detected in the sample. Values from 0 to less than 2 are indicated as positive autocorrelation, while values from 2 to 4 means negative autocorrelation. At 1.704 of DWS, the researcher has observed that PBAVG does not suffer from autocorrelation because the Durbin Watson statistic for the model is greater than one (Keskin et al., 2009). Therefore, the

researcher conclude that the model is suitable for further testing and the model does not suffer from multicollinearity and autocorrelation (Phillips & Loretan, 1991).

4.3.3 Multiple Regression Analysis

In this section, the multiple regression analysis is performed and summarized into table below and the importance or significance of each independent variable are explained as well. In addition, the reason for using standardized coefficient beta and low R Square value for PB but all independent variables are significant are also explained. After going through the above diagnostic checking, the researcher can confirm that all the multiple regression assumptions have been fulfilled which implies that multiple regression analysis is possible to carry out.

When looking into significance of independent variables, the p-value that is below 0.10 or 0.05 indicates that the independent variable can significantly affect the dependent variable (Guyatt et al., 1995). Also, according to Everitt and Skrondal (2010), standardized coefficients beta allows researchers to directly compare the explanatory power of each independent variable towards the dependent variable. Standardized coefficients beta is more powerful in comparing the relative importance of the different independent variables as it is expressed in standard deviation units. A positive standardized coefficients beta denoted that 1 unit increase in the independent variable, the dependent variable will increase by the standardized coefficients beta while a negative standardized coefficients beta denoted that 1 unit increase in the independent variable, the dependent variable will decrease by the standardized coefficients beta.

Table 4. 9: Summary of Significance of Independent Variables and Coefficient
Comparison for PBAVG

	PB	
R Square	0.668	
Adjusted R Square	0.657	
ANOVA	<0.001	
<i>Note:</i>		
<i>Dependent Variable: PBAVG</i>		
<i>Predictors: (Constant), EAVG, INAVG, IRAVG, CAVG, EWOMAVG</i>		
Variable	Standardized Coefficients Beta	Significance
Constant	- 0.225	0.822
EAVG	0.225	0.002***
INAVG	0.008	0.911
IRAVG	- 0.115	0.030**
CAVG	0.360	0.001***
EWOMAVG	0.354	0.001***
	*(0.1) **(0.05) *** (0.01)	

Source: Researchers' SPSS Result

Model

$$PBAVG = -0.225 + 0.225EAVG + 0.008INAVG - 0.115IRAVG + 0.360CAVG + 0.354EWOMAVG$$

Using the above equation as an illustration, the regression coefficient for entertainment (EAVG) is 0.225. This indicates that a one-unit increase in entertainment results in a 0.225-unit increase in purchasing behavior, assuming all other variables remain constant. In addition, by reference to the beta value, the most influential factor on consumer purchase behavior is credibility (CAVG), which has a value of 0.360. Electronic word of mouth (EWOMAVG) has a value of 0.354%, making it the second most important factor. With a value of 0.225, Entertainment (EAVG) is the third most significant factor. Irritation (IRAVG) has a value of 0.115 and is the second least relevant factor. Informativeness is the least essential factor,

with a value of 0.008. In addition, if the p-value is less than 0.05, it indicates a positive relationship; therefore, embrace the research hypothesis and reject the null hypothesis, but not vice versa.

In this Model, the R Square value is 0.668 and the adjusted R Square is 0.657. This means that Model can only explained 66.8% of consumer purchase behavior among Generation Z in Malaysia (PBAVG). Also, only 65.7% of variation in PBAVG can be explained by entertainment (EAVG), informativeness (INAVG), irritation (IRAVG), credibility (CAVG) and electronic word-of-mouth (EWOMAVG),

The R Square value for PBAVG is high, indicating a good fit of the model to the data, as an R-squared value above 0.5 is considered a reasonably good fit for a regression model. This suggests that the model can predict the purchase behavior of Generation Z based on their responses to social media ads related to entertainment, irritation, credibility, and electronic word of mouth (Kutner et al., 1974).

4.3.4 Test of Significant

Table 4.9 indicates that the ANOVA test produced a significant p-value of 0.001, confirming the suitability of the Model for the study. The results demonstrate that EAVG, IRAVG, CAVG, and EWOMAVG have a significant impact on PBAVG, while INAVG does not.

For EAVG, its p-value of 0.002 is significant at 1% level and the standardized coefficient beta is 0.225. This means that 1 unit increase in the EAVG will cause the PBAVG to increase by 0.225. According to the four elements in the research's questionnaire, if the social media advertisement is enjoyable, pleasing, fun to use, and exciting, then the consumer purchase behavior of Generation Z on social media ads products will be higher. This is because positive affective responses can enhance the overall experience of using social media, Gen Z will be more likely to share the advertisement

with their peers, create positive associations with the brand, and increase the likelihood of making a purchase decision. This is consistent with the studies from (Khwaja, 2018; Harun & Husin, 2019; Lim et al., 2017). Hence, the hypothesis H1 is accepted.

Furthermore, INAVG has a p-value of 0.911 which is not significant at 5% and the standardized coefficient beta is 0.008. This indicates that there is no significant relationship between informativeness and the purchase behavior of Gen Z. This is not aligned with the studies from (Wibowo et al., 2020; Kapoor et al., 2018; Shubhangam et al., 2020). Therefore, the hypothesis H2 is rejected.

The study found that social media advertisements that are irritating, confusing, deceptive, and annoying have a negative impact on Gen Z consumers' purchase behavior, as they can create a negative emotional response and leave a bad impression. This finding is supported by the significant negative relationship between IRAVG and PBAVG, with a beta coefficient of -0.115 and a p-value of 0.030, indicating that a 1 unit increase in IRAVG will cause PBAVG to decrease by 0.115. These results are consistent with previous studies by Wang and Wen (2017), He and Qu (2018), and Mustafi and Hosain (2020). Therefore, hypothesis H3 is accepted.

Besides, CAVG has a p-value of 0.001 which is significant at 1% level and the standardized coefficient beta is 0.360. This denotes that 1 unit increase in CAVG will increase the PBAVG by 0.360. According to the three elements in the researcher's questionnaire, if the Gen Z consumers trusts social media ads; use social media advertising as a reference for purchase; and believe social media advertising is credible, then it can positively impact their purchase behavior of the advertised product or service. This is due to social media platforms often providing transparent information about the source and nature of the advertising content, such as labeling the ads as sponsored content or providing information about the advertiser. This transparency can enhance the credibility of the advertising and foster trust

among Gen Z consumers. This result is same with the findings from (Xiao et al., 2018; Mustafi & Hosain, 2020). So, hypothesis H4 is accepted.

In conclusion, the variable EWOMAVG demonstrates a significant positive relationship with PBAVG, as evidenced by its significant p-value of 0.001 at the 1% level and a standardized coefficient beta of 0.354. An increase of 1 unit in EWOMAVG will result in a 0.354 increase in PBAVG. The research findings reveal that Gen Z consumers are more likely to exhibit higher purchase behavior when they find online reviews to be persuasive, trustworthy, and provided by reputable sources, as well as when they receive consistent, informative advertisements and see products shared by friends that are understandable. This conclusion aligns with previous studies conducted by Ansary and Hashim (2018), Hussain et al. (2019), and Khalid (2020). Hence, hypothesis H5 is accepted.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Based on the data analysis performed in the previous chapter, this section will explain the main findings and summarize the results of all proposed hypotheses. In addition, implications, limitations, as well as recommendations will be presents for future research. Lastly, this section will conclude by establishing the relationship between the independent variables (Entertainment, Informativeness, Irritation, Credibility and Electronic word of mouth) and dependent variables (Purchase behavior of Generation Z).

5.1 Summary

In Chapter 4 summarize that a descriptive statistics and inferential analysis of the data sample and a descriptive analysis of the correlation between independent variables (Entertainment, Informativeness, Irritation, Credibility, and E-wom) and the dependent variable (consumer purchase behavior of Generation Z). The results of the demographic analysis showed that the majority of respondents were female, aged between 22 to 27 years old, with a monthly income level of below RM1000. The ethnicities of the respondents consisted mainly of Chinese, and the preferred social media platform was Instagram, followed by YouTube and WhatsApp. The respondents spent an average of 4 to 6 hours per day on social media platforms, and the majority of them had purchased a product after seeing an advertisement on a social media platform. The reasons for not buying advertised products were primarily due to lack of interest or attractiveness of the advertisements. Entertainment, Credibility and E-wom had a positive correlation with consumer purchase behavior, while Irritation had a negative correlation. Cronbach's Alpha was used to assess the reliability of the variables for further analysis. These findings

can help marketers and advertisers in developing effective strategies for targeting Generation Z.

5.2 Discussion of Major Finding

Table 5.1: Depicts the hypothesis result of this research.

Table 5. 1: Hypothesis Testing Summary

Hypothesis	Relationship	Result	Supported / Rejected
H1	Entertainment has a significant positive influence purchase behavior among generation Z	$\beta = 0.225$ $p = 0.002$	Supported
H2	Informativeness has no significant influence purchase behavior among generation Z	$\beta = 0.008$ $p = 0.911$	Rejected
H3	Irritation has a significant negative influence purchase behavior among generation Z	$\beta = -0.115$ $p = 0.030$	Supported
H4	Credibility has a significant positive influence purchase behavior among generation Z	$\beta = 0.360$ $p = 0.001$	Supported
H5	Electronic Word of Mouth (EWOM) has a significant positive influence purchase behavior among generation Z	$\beta = 0.354$ $p = 0.001$	Supported

Source: Developed for the research

5.2.1 Relationship between Entertainment and Purchase Behavior

According to H1, entertainment is a predictor of social media advertisements on purchase behavior among Generation Z in Malaysia. The result indicates that entertainment is positively and significantly related to purchase behavior among Generation Z in Malaysia ($\beta = 0.225$; $p = 0.002 < 0.01$). Therefore, H1 is accepted. This result is also in line with previous study, entertainment is positively affecting consumer's purchase behavior (Khwaja, 2018). Similarly, previous research suggested the entertainment is a significant component of social media advertisement that could motivate consumer's purchase behavior (Moslehpour et al., 2020). Another study demonstrates that the social media advertisement should be entertaining, which building relationships with others, offering specialized services, distributing free entertainment content, and providing accurate information on personal preferences will have a significant positive impact on consumer purchase behavior of Gen Z (Harun & Husin, 2019). In fact, if marketers provide exciting and delightful environments, it will boost customer purchase behavior and inspire them to look for and buy promoted products by establishing a fun atmosphere on social media advertisements Cahyani & Artanti (2020). For instance, create advertising materials or communications with an intriguing tale or thrilling music. After seeing the ad, the consumer will feel thrilled, pleased, or entertained. In short, the finding of H1 is consistent with the previous research indicating a favorable association between entertainment and purchase behavior. Also, H1 is aligned with uses and gratification theory (UGT) by offering users a way to fulfill consumer needs for entertainment and diversion. Also, social media ads that offer entertainment fulfill those needs (Ngai, Moon, Lam et al. 2015). Thus, the value of entertainment resides in its capacity to satisfy consumers' need for emotional release by allowing them to experience and exchange information, photographs, and videos through their social communications (Ebrahimi & Khajeheian, 2021).

5.2.2 Relationship between Informativeness and Purchase Behavior

The positive relationship between informativeness and purchase behavior towards social media advertisements among generation Z is stated in H2. However, the findings reveal that there is no significant relationship between informativeness and consumers' purchase behavior towards social media advertisements among Generation Z ($\beta = 0.008$; $p = 0.911 > 0.05$). Hence, H2 is rejected. This outcome does not support previous studies that suggest that informativeness is a predictor of consumer purchase behavior towards social media advertisement among Generation Z. Nevertheless, there are some findings which are aligned with research, which found that informativeness has no direct impact on consumer purchase behavior (Goh, M. L., et al., 2018). This is because consumers may not consider informativeness as a significant factor in their purchase decision-making process when it comes to social media advertisements. In general, the informativeness of social media advertisements may not be effectively communicated or perceived by consumers, leading to a weaker relationship with their purchase behavior. In addition, there could be other factors that have a stronger influence on consumers' purchase behavior, such as entertainment or credibility. Consumers may be more attracted to social media advertisements that are entertaining, engaging, or visually appealing rather than just informative. Moreover, consumers may also place more importance on the credibility of the source of the advertisement rather than the informativeness of the content. Therefore, according to the findings above, the informativeness has no significant effect on purchase behaviors towards social media advertisements among Generation Z.

5.2.3 Relationship between Irritation and Purchase Behavior

The negative role of irritation on consumer purchase behavior among Generation Z is formulated in H3. According to the findings, the result indicates that the irritation is negatively and significantly related to purchase

behavior towards social media advertisement ($\beta = -0.115$; $p = 0.030 < 0.05$). Thus, H3 is supported. This outcome is consistent with the finding from Martins et al. (2019) as complied that irritation has been revealed to have negative influence on consumer purchase behavior. When customers perceived that the advertisement's messages were negative or aggressive, it would evoke and disturb their emotion, make them unhappy, or have a negative emotional impact on purchase behavior. If the degree of irritation is too high, some customers even choose to ignore the advertisements (Goh, M. L., et al., 2020). Furthermore, the unrelated information of the advertisements will cause consumers to have confusion and distraction which will create the irritation of consumers eventually. Another study also has discussed that customers mostly get disturbed and irritated when firms send large forms of mobile advertisement without considering the background of receivers (Goh, M. L., et al., 2018). Consequently, these findings support the argument that irritation influence on purchase behavior is not only negative, but also significant.

5.2.4 Relationship between Credibility and Purchase Behavior

H4 states that credibility has a positive impact on purchase behaviors of Gen Z towards social media advertisements. According to Arora and Agarwal (2020), Generation Z must have trust in social media platforms before believing any information posted on social media networks, supporting H4 ($\beta = 0.360$; $p = 0.001 < 0.01$). The results obtained can be proofed by prior study, customers who find the information in social media advertisements to be trustworthy and credible are more likely to be willing to purchase the advertised goods. This is because the legitimacy of the sponsored social media advertisements has a significant impact on the reputation of the brand and may change consumers' purchase behaviors. Additionally, previous study highlights the social media platform's content credibility is essential because it indicates whether or not the contents there can be taken as credible

(Lai and Liu, 2019). Besides, research conducted by Sari et al. (2020) also found that credibility has a significant impact on consumer purchase behavior. Therefore, customers will try to think of advertisements as more important and worthwhile when they see that they are trustworthy and dependable, which leads them to buy the advertised product or service. As a result, several researchers argued that the credibility of social media advertising has a favorable impact on customers' purchase behavior as verifying that credibility is an important predictor of social media ads on consumer purchase behavior among Generation Z (Hamouda, 2018).

5.2.5 Relationship between Electronic Word of Mouth (E-WOM) and Purchase Behavior

H5 states that E-WOM has a positive impact on purchase behavior among Generation Z in Malaysia ($\beta = 0.354$; $p = 0.001 < 0.01$). Thus, H5 is supported. According to previous research, the results indicate that e-WOM is positively and significantly related to purchase behavior towards social media advertisement among Generation Z (Ebrahimi et al., 2021). Since Generation Z is a digital native and heavily relies on technology such as social media platforms, there is one researcher reported that more than 66% of consumers believed online reviews and recommendations that posted on digital platforms are the most trustworthy medium (Tabassum et al., 2020). When Gen Z is interested in buying advertised products in social media platform, they will investigate products comments or reviews because they wanted to know more about the product from the perspective of other customers who have already used it. Reading reviews can provide customers with valuable information about the quality, reliability, and usefulness of a product. This is also aligned with Hussain et al., (2019), it emphasized that e-WOM influences numerous crucial consumer purchase behavior, such as the decision to purchase a product or service. Therefore, this has proved that e-WOM is reliable with the H5 and has significantly impact on purchase behavior towards social media advertisements.

5.3 Implications of the Study

This study aims to investigate the impact of independent variables including entertainment (E), informativeness (IN), irritation (IR), credibility (C), and electronic word of mouth (e-WOM) on dependent variable (purchase behavior of Generation Z). Theoretical implications of this study contribute to the past academic literature, while the practical implications provide insight into Malaysian Generation Z' perceptions and expectations of industry players. Overall, this study provides valuable insights into factors influencing consumer purchase behavior and could be a reference for individuals, educational institutions, marketers, businesses, and companies to develop more effective advertising strategies that resonate with this audience.

5.3.1 Theoretical Implications

There is one main noteworthy theoretical implication derived from this study. Referring to Uses and Gratification Theory (UGT), it can help explain how social media fulfils the needs and wants of this generation. UGT posits that individuals actively seek out and use media to satisfy their needs and wants. Generation Z may use social media to seek entertainment (Diddi and LaRose, 2006). Due to their mentality of constantly being up to speed with the latest trends in social media, such as fashion, cosmetic products, literature, and gadgets, Gen Z prefer certain online platform to meet their wants. Additionally, according to Ngai, Moon, Lam et al. (2015), the uses and gratification theory aids marketing managers in properly planning and designing their online websites to enhance customer experience and engage with consumers. Social media platforms, according to Toor et al. (2017), are constantly adding new features that allow users to connect and talk, post films, and share thoughts and ideas with others. Lastly, the theoretical framework of UGT can help academicians understand the relationships between social media advertising and consumer purchase behavior by

highlighting the role of individual needs and wants in shaping media use and consumption. In a nutshell, the study enhances the understanding of social media advertising knowledge by offering additional proof about the impact of social media advertisement might have on the classification of the product on the regarded social media sites value, which eventually influences the consumers' purchase behavior.

5.3.2 Practical Implication

This study has practical implications for marketing professionals seeking to evaluate their social media advertising strategies. By identifying the key factors that influence Gen Z consumers' attitudes towards social media advertising, marketers can develop more effective advertising approaches. The study's findings highlight four significant impacts of social media advertising on this demographic, providing valuable insights for designing impactful social media advertisements.

The evidence suggests that the advertisements on social media sites should be credible, entertaining, less irritating, and encourage e-WOM attached to it. As advertisements are recognized by consumers as being annoying and intrusive which negatively affects the value of advertisements, so in order to minimize the negative impact, marketers can address this issue by giving them an option to decide whether they want to receive advertisements or not, in order to reduce the irritation and intrusiveness effect. For example, Shopee's social media ad campaign for their 11.11 Big Sale event was successful in resonating with Gen Z consumers. The ads featured local celebrities and influencers, catchy music, and funny skits that made them shareable and visually engaging. Influencer marketing also enhanced the campaign's credibility, with popular Malaysian influencers promoting it on their social media platforms. Moreover, the campaign minimized irritation by not bombarding users with too many ads. Instead, the ads were strategically placed to reach the target audience, ensuring that they were not overly intrusive or annoying.

Moreover, this study sheds light on the crucial attributes that marketers must focus on when creating social media advertisements that resonate with Gen Z consumers. For example, credibility and entertainment also emerged as essential attributes in social media advertising that motivate Gen Z consumers to react positively or negatively. Thus, social media marketers should ensure the authenticity and trustworthiness of their ads. In addition, social media ads should be designed to be enjoyable or amusing to attract the emotions of Gen Z consumers, leading to favorable reactions towards the promoted product. In Malaysia, Uniqlo's UTme! Campaign is a successful real-life example of social media advertising targeting Gen Z consumers in Malaysia. The campaign offers a mobile application that allows customers to design and purchase customized T-shirts. Social media ads emphasize the creative and personalized aspects of the design process, appealing to Gen Z's interest in self-expression and individuality. The campaign's success can be attributed to its focus on key attributes that resonate with Gen Z, such as entertainment, personalization, and value proposition.

5.4 Limitations of the Study

In this section, the researcher will highlight the limitations that can be identified within this research. It is important that researchers identify the limitations within a study because limitations can establish the boundaries of a study and to ensure that the results of the study can be used in the correct and suitable context in which the study is intended for. In this section, the researchers will identify and discuss the limitations found within the study.

5.4.1 Inappropriate Sampling Technique

As this demographic represents a significant portion of the Malaysia's population and is known to be highly engaged with social media platforms. In this research, the use of convenience sampling has resulted in an unrepresentative sample that is biased towards a specific racial group. In Malaysia, the population is diverse and comprises of various ethnic and racial groups, including Malays, Chinese, Indians, and others. However, the questionnaire used in the study had most Chinese respondents, with 146 out of 151 respondents belonging to this group. This is a significant limitation as it does not reflect the true racial diversity of the Malaysian population and may not accurately represent the perspectives and behaviors of other racial groups in Malaysia. This has caused imbalance in the racial representation of the sample raises concerns about the external validity of the findings, as the results may not be generalizable to the broader population. For instance, the cultural values, preferences, and attitudes of Chinese Malaysians may differ from those of other ethnic groups in Malaysia, which could impact their response to social media advertisements and purchasing behavior. Therefore, the use of convenience sampling in the study on social media advertisements and consumer purchase behavior among Generation Z in Malaysia limits the external validity of the findings and raises concerns about the representativeness of the sample.

5.4.2 Create Language Barrier for Data Collection

One of the limitations on the impact of social media advertisements on Generation Z's purchasing behavior in Malaysia is the language barrier for data collection. Using only one language, such as English, in the questionnaire can lead to confusion and misinterpretation of questions, affecting data accuracy. This is because Malaysia is a multiracial country with diverse languages, and respondents have different language preferences and proficiencies. For instance, those who are not proficient in English may find it challenging to understand the questions, resulting in confusion and misinterpretation of the questionnaire. This could lead to

inaccuracies in the data collection, which could affect the validity and reliability of the study's findings. However, including multiple languages in a single questionnaire can lead to confusion, longer surveys, and potential inaccuracies due to rushed responses. It may not be practical to include all languages, and translating the questionnaire can be costly and time-consuming. Multiple languages in a single questionnaire can also increase the length and repetitiveness of the questionnaire.

5.4.3 Limited Construct Variables

Limited construct variables in a research study refer to the incomplete representation of all relevant constructs or variables pertinent to the research topic. This may lead to superficial or inadequate analysis and findings. The current research may suffer from this limitation due to time and resource constraints. Although limiting the number of constructs is necessary, it can negatively impact the validity and reliability of the study's findings, resulting in a failure to identify the complex relationships and interactions among variables that could significantly influence consumer behavior and the effectiveness of social media advertisements. Hence, potential variables and constructs, such as attitudes, perceived usefulness, trust, and engagement, may not be sufficiently examined. As a result, this may be missing out on important factors that can significantly impact consumer behavior and the effectiveness of social media advertisements.

5.5 Recommendations for Future Research

In this section, the researcher will provide recommendations to make further improvements. This section aims to help other researchers in improving upon future research based on current researchers, existing journals, and the results and analysis for this study. This section aims to improve the quality of life of future researchers and to help future researchers publish better studies and make better inferences and

analysis that can potentially improve the livelihoods and quality of life of commoners.

5.5.1 Implement Quota Sampling Technique

Implementing quota sampling technique would be a suitable recommendation to address the limitation of convenience sampling in the study on the impact of social media advertisements on consumer purchase behavior among Generation Z in Malaysia. In this research, quota sampling could be implemented by dividing the sample into different ethnic groups according to the entire Malaysian population. This would help to ensure that each ethnic group is proportionally represented in the sample, which can improve the accuracy and generalizability of the findings. For instance, the sample could be divided into three ethnic groups, which are Malays, Chinese, and Indians and based on the ethnic distribution of the entire Malaysian population. Then, participants could be selected from each group in proportion to their representation in the population. This would help to ensure that the sample is more representative of the broader population and minimize the potential for bias and unrepresentativeness. Hence, this approach can help to ensure that the sample is more representative of the population and reduces the potential for bias or unrepresentativeness.

5.5.2 Create Different Sets of Questionnaires in Different Languages

To address the language barrier issue in data collection for future studies, researchers can prepare separate sets of questionnaires in different languages and allow respondents to choose their preferred language. However, including multiple languages in one questionnaire may lead to misinterpretation, particularly for multilingual respondents with varying levels of proficiency. Providing language support or translation services to

those who need assistance can mitigate this issue and increase accuracy in data collection. It is essential to recognize that accurately translating the questionnaire questions is crucial to prevent confusion and ensure accurate responses. By implementing these measures, researcher can improve data accuracy and increase participation from non-English proficient individuals.

5.5.3 Introduce more construct variables for Future Studies

Last but not least, future research can introduce more variables that have been identified in previous studies. According to Arora, T., & Agarwal, B. (2019), incentives can be included to measure the effectiveness of incentives such as discounts, coupons or rewards in social media advertising. Personalization can be included to measure how personalized advertisements can influence purchase behavior. Social media advertising value can also be included to measure the perceived value of social media advertising by the respondents. Other than that, personal factors such as age, income, education level, and cultural values can also be included to understand how these factors affect consumer behavior. User-generated content can also be included to measure the impact of user-generated content on consumer behavior. The introduction of new variables might increase the significance and improve upon the current study as a result. By including these variables, future research can build a more comprehensive advertising model that can provide a more accurate understanding of the impact of social media advertising on consumer purchase behavior.

5.6 Conclusion

In conclusion, the results indicated positive impacts of entertainment, informativeness, irritation, credibility, and electronic word of mouth on the purchase behavior of Generation Z in Malaysia. Specifically, consumers' purchasing behavior was shown to be most influenced by credibility. The study

provided both theoretical and practical implications for individuals, educational institutions, marketers, businesses, and companies to develop more effective advertising strategies that resonate with Generation Z. Theoretical implications were derived from the Uses and Gratification Theory (UGT), which helps explain how social media fulfills the needs and wants of this generation. Practical implications suggest that marketers should focus on attributes such as credibility, entertainment, and encourage e-WOM when creating social media advertisements that resonate with Gen Z consumers. Finally, limitations and recommendations are suggested to the researchers to make improvements for future research.

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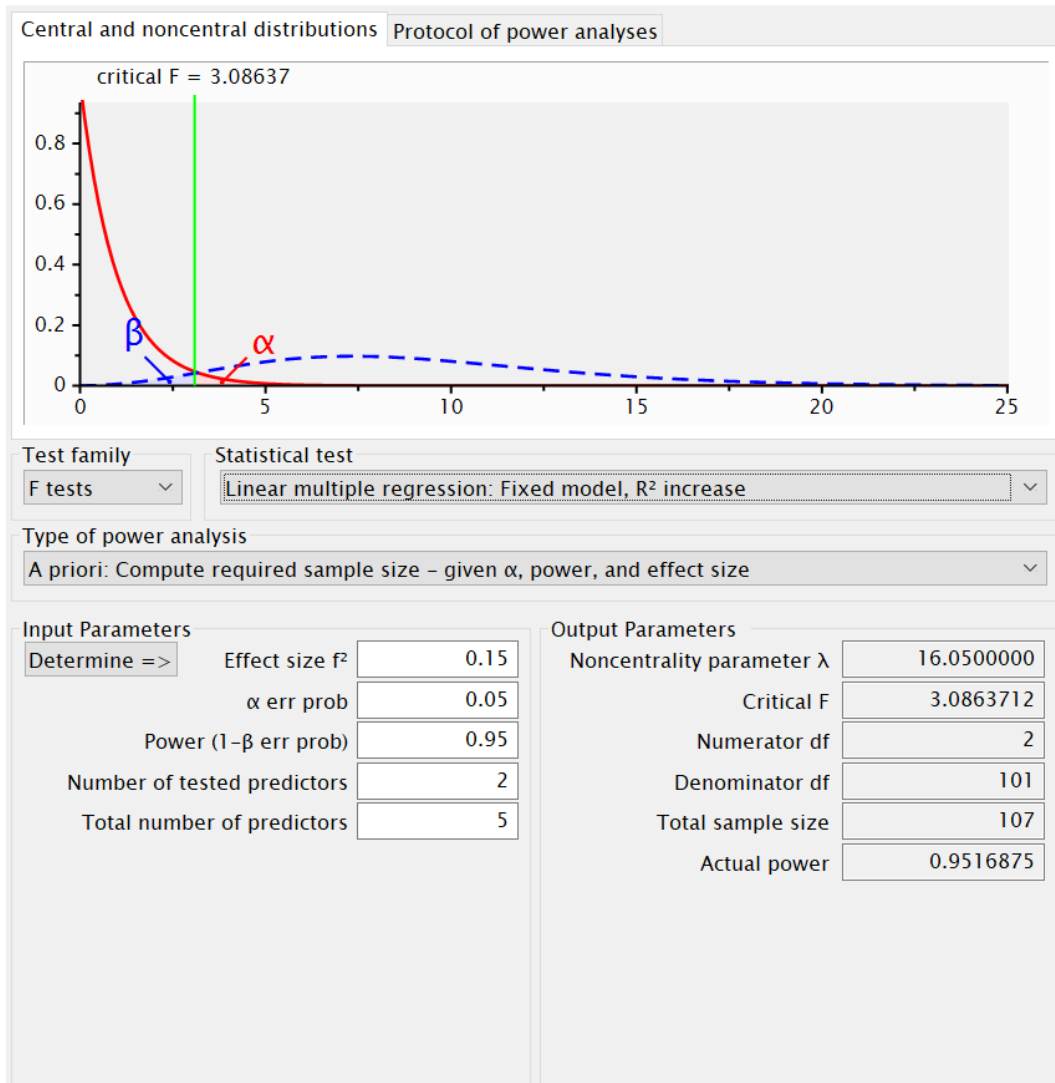
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Appendices

Appendix 3. 1 – G* Power Application’s Result for Determining Sample Size



Appendix 3. 2– Questionnaire

Section 1 – Personal Data Protection Statement

The impacts of social media advertisement on consumer purchase behavior among Generation Z

Dear Respondents, I am Khor Xin Tian, a Year 3 student currently pursuing a Bachelor's Degree in International Business (Honours) from University Tunku Abdul Rahman (UTAR), Sungai long. Now, I am doing my Final Year Project research to study the impact of social media advertisement on consumer purchase behavior among Generation Z.

I would like to invite you to participate in this survey if you are a Generation Z aged between 12 and 27. The completion of this survey will take 5-10 minutes.

Thank you for your time and participation! ❤️

Section 1: Personal Data Protection Statement

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race
- j) Religion
- k) Photo
- l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For educational and related purposes consequential to UTAR
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

- I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

Section 2 – Screening Question

Section 2: Screening Questions ✕ ⋮

Please fill in your personal details

What is your nationality? *

Malaysian

Non-Malaysian

Are you aged between 12 to 27? *

Yes

No. Thank you

Section 3 – Demographic and Characteristics of Respondents

Section 3: Demographic and Characteristics of Respondents ✕ ⋮

Please fill in your personal details

Age Group *

12 – 16

17 – 21

22 – 27

Gender *

Male

Female



Monthly income level *

- Below RM1000
- RM1000 – RM1999
- RM2000 – RM2999
- RM3000 – RM3999
- RM4000 and above

Race *

- Chinese
- Malay
- Indian
- Other...

Highest Educational Qualification *

- Secondary education
- Diploma/ Pre-U/ STPM
- Bachelor's Degree
- Master's Degree
- PhD
- Other...

Preference of social media platform (You may choose more than one) *

- Facebook
- Instagram
- YouTube
- Twitter

- Pinterest
- TikTok
- 抖音
- WhatsApp
- LinkedIn
- Snapchat
- Other...

Usage of social media platform per day *

- < 1 hour
- 1 – 3 hours
- 4 – 6 hours
- 7 – 9 hours
- More than 10 hours

Have you bought a product after seeing an ad on a social media platform? *

- Yes (you may skip to last question in this section)
- No (proceed to next question)

If No, what is the reason?

- I am not interested on social media ads
- I am not aware of any social media ads
- Not attractive enough
- I have never seen a social media ad
- Other.....

Frequency of seeing/ reading in detail an advertisement on the social media platform *

- No, I'll just skip the ads
- More than 4 per day
- 1 per week
- 1 per 3 – 4 days

Section 4 – Entertainment

Section 4: Entertainment (E)



Definition: A consumer's assessment of the content in an advertisement is influenced by how credible or trustworthy the advertising

INSTRUCTION: Based on the statement, please choose the most suitable answer to indicate the important rating of the attribute with the statement by selecting the number 1 to 5. For each of the following statements, kindly circle **ONLY ONE** number that represents your opinion the most.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

E1. Social media advertisement is enjoyable. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

E2. Social media advertisement is pleasing. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

E3. Social media advertisement is fun to use. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

E4. Social media advertisement is exciting. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 5 - Informativeness

Section 5: Informativeness (IN)



Definition: Amount and richness of the information contained in an ad

IN1. Social media advertising is a good source of product information and supplies relevant product information. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



IN2. Social media advertising provides timely information. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

IN3. Social media advertising is a good source of up-to-date product information. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

IN4. Social media advertising is a convenient source of product information. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 6 – Irritation

Section 6: Irritation (IR)



Definition: Feeling annoyed, impatient, or slightly angry against ads

IR1. Social media advertisement is irritating.*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

IR2. Social media advertisement is confusing.*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

IR3. Social media advertisement is deceptive.*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

IR4. Social media advertisement is annoying.*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 7 – Credibility

Section 7: Credibility (C)



Definition: The quality of being convincing or believable on ads

C1. I trust social media advertisements. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

C2. I use social media advertising as a reference for purchasing. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

C3. I believe that social media advertising is credible. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 8 – Electronic Word of Mouth (eWOM)

Section 8: Electronic word of mouth (EWOM)



Definition: Any positive or negative statement/ review made by customers about a product or company, which is made available via the Internet

EWOM1. I find review arguments to be convincing. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

...

EWOM2. I find review arguments to be persuasive. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

EWOM3. Based on the reviewer rating, I believe a reviewer is reputable. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

EWOM4. Based on the reviewer rating, I believe a reviewer is trustworthy. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

EWOM5. Information from a reviewer contradicted what I had known before reading it. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

...

EWOM6. The reviewer supported my impression of the discussed product. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

EWOM7. Comments in the review are consistent with other reviews. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

EWOM8. The information on social media platforms is informative. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

⋮

EWOM9. The information about products that are shared by my friends on social media is understandable. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 9 –Purchase Behavior of Gen Z

Section 9: Purchase Behavior of Gen Z (PB)



Definition: the actions were taken by Gen Z consumers before buying a product or service

PB1. I will buy products that are advertised on social media. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

⋮

PB2. I desire to buy products that are promoted in advertisements on social media. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

PB3. I am likely to buy products that are promoted on social media. *

1 2 3 4 5

Strongly Disagree Strongly Agree

PB4. I plan to purchase products that are promoted on social media. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Appendix 3.3 – The Pilot Test Results

Table 3A.1

Entertainment’s *Pilot Test’s Cronbach’s Alpha*

Reliability Statistics	
Cronbach's Alpha	N of Items
.944	4

Table 3A.2

Informativeness’s *Pilot Test’s Cronbach’s Alpha*

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	4

Table 3A. 3

Irritation's *Pilot Test's Cronbach's Alpha*

Reliability Statistics	
Cronbach's Alpha	N of Items
.697	4

Table 3A. 4

Credibility's *Pilot Test's Cronbach's Alpha*

Reliability Statistics	
Cronbach's Alpha	N of Items
.768	3

Table 3A. 5

Electronic word of mouth's *Pilot Test's Cronbach's Alpha*

Reliability Statistics	
Cronbach's Alpha	N of Items
.889	9