
THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON
CONSUMER PURCHASE INTENTION IN MALAYSIA

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The Influence Of Social Media Advertisement On
Consumer Purchase Intention In Malaysia

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Consumer Purchase Intention In Malaysia

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I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 11278.

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CHAPTER 1: INTRODUCTION

1.1 Background

Consumer purchase intention is a crucial concept in marketing, as it is directly related to sales volume and product popularity. Understanding and predicting consumer purchase intentions is therefore vital for businesses effectively market their products or services. The effectiveness of marketing strategies often depends on the purchase intentions of a product's target consumer segment. Therefore, it is crucial for businesses to examine the different factors that impact consumer purchase intention, as this will enable them to create successful strategies that attract consumers.

The study of consumer purchase intention is a crucial area of marketing management, as understanding and predicting consumer behaviour in the market can help businesses develop effective marketing strategies. Previous research, such as Rai's (2013) study on the impact of advertising on consumer behaviour and attitudes towards consumer durables, has shown that advertisements can motivate consumers to make purchases and influence their attitudes and behaviours.

The impact of advertising based on people's thoughts, actions, and long-term lifestyle decisions an interesting topic in the marketing industry. Chukwu et al. (2019) argue that advertising has the potential to influence consumers from these three perspectives. Therefore, the primary goal of marketing is to reach consumers and impact their awareness, attitude, and purchasing behaviour. This is especially important in a consumer market where advertising plays a dominant role, as noted by Dwivedi et al. (2021).

The advertisement also plays a vital role in today's business landscape, serving as the cornerstone of any brand or product. An advertising campaign can lead a company to either its peak of success or its decline in existence. With rapid technological advancements, advertising strategies have undergone significant transformations in the last decade. Advertisers are constantly seeking innovative ways to attract target audiences and compete with other brands for consumer attention and engagement. Modern advertisers are placing a significant emphasis on social media advertising as it has become a crucial aspect of their marketing strategies. This is because social media advertising enables them to effectively establish a connection between brands and consumers through digital campaigns, thereby enhancing brand awareness.

In recent years, advertisers have recognized the importance of social media in promoting their businesses and brand. The optimistic outlook of advertisers is reflected in their increased spending on social media. As per Statista's (2022) report, the expenditure on social media advertising in the United States surpassed 17 billion USD in 2019, indicating an increase of nearly 10 billion USD as compared to the figures recorded in 2014. This trend highlights the growing importance of social media in the digital commerce era.

Social media is not only changing the way advertisers market and advertise their brands, but it is also changing the way they communicate with their target audience.

The utilization of social media worldwide has been escalating rapidly, with more than 4.26 billion individuals utilizing social media in 2021. According to Dixon (2022), this number is anticipated to expand to nearly six billion by 2027. In Malaysia, there has been a surge in active social media users, with 86% of the population utilizing social media as of January 2021. This marks a 24% rise from 2016, when social media users made up 62% of the total population (Müller, 2021). Malaysians engage in a variety of online activities, including reading news, watching videos, and interacting with friends on social media platforms. According to Digital Influence Lab (2021), the amount of social media posts shared in Malaysia saw a significant rise from 27 million in 2011 to 3.2 billion in 2018.

The rise in social media engagement has prompted advertisers to utilize social media platforms, with Facebook being the preferred platform among Malaysians since 2004. Research has indicated that approximately 90% of advertisers maintain a social media presence, and consumers utilize these platforms to investigate brands and explore new products (Schaffer, 2022). Social media platforms such as Facebook, Twitter, WhatsApp, and Instagram offer a new type of social networking environment, allowing people to connect as co-workers, family members, and friends. Due to the continuous contact and interaction that occurs on these platforms, consumer behaviour can be easily influenced. As people use these social media platforms daily and are exposed to a wide range of ideas and information, the image and awareness of a product can spread quickly.

When studying the influence of social media advertising on consumer purchase intentions in Malaysia, it is important to consider the unique characteristics and preferences of the target audience. Factors such as brand trust, perceived value, consumer attitudes towards the brand, and the level of engagement with the advertising content can influence consumer purchase intention. In addition, the perceived level of risk associated with making a purchase may affect a consumer's likelihood to make a purchase. Cultural and societal norms may also play a role in shaping consumer behaviour and purchase intentions in different countries. For example, certain cultural values or beliefs may shape consumer attitudes towards certain products or services, influencing their likelihood to make a purchase. On the other hand, societal norms regarding the use of social media and the acceptance of online advertising may vary across different countries and regions, affecting the effectiveness of social media advertising campaigns.

By understanding these factors and how they may vary among different consumer segments, businesses can develop more effective social media advertising campaigns that can better influence consumer purchase intentions in the Malaysian market. The influence of social media advertising campaigns on consumer purchase intentions in Malaysia may also vary, depending on the type of product or service being advertised, as well as the specific advertising techniques used. For example, research has shown that

consumers in Malaysia may be more likely to make a purchase based on the products advertised on social media, such as fashion or beauty products, while they may be less likely to do so for other types of products, such as physical media or home appliances (DataReportal, 2022).

1.2 Problem Statement

While previous studies have explored the relationship between social media advertising and the purchase intentions of millennial Malay consumers (Agil & Azlan, 2022), a specific focus on Malaysia's unique cultural, social, and economic context is lacking in the literature. This creates a research gap that requires empirical investigation to better understand the effectiveness of social media advertising in Malaysia. Studying the relationship between social media advertising and purchase intentions in Malaysia requires a specific focus on Malaysia's unique cultural, social, and economic context. Malaysia's diverse population, social relationships, and economic growth present opportunities and challenges for social media advertising. In addition, Malaysia's regulatory environment for advertising and social media is unique and can influence the relationship between social media advertising and purchase intentions. Understanding how these factors shape consumer behaviour and decision-making towards social media advertising in Malaysia can inform marketers and advertisers on how to effectively engage and influence Malaysian consumers.

This research aims to address the current knowledge gap regarding the impact of social media advertising on consumer purchase intentions in the context of Malaysia. The study will consider crucial demographic variables, including gender, age, education level, and income, to ensure a representative sample of the Malaysian population and attain its objective. The objective is to comprehend the distinct mechanisms through which social media advertising affects consumer purchase intentions in Malaysia. Bridging the knowledge gap in this area can aid businesses in devising more efficient marketing strategies and targeting their advertising efforts more effectively to influence consumer behaviour. Therefore, closing this knowledge gap is essential for businesses to succeed in the Malaysian market.

1.3 Research Objectives

- To measure the factors that influence consumer purchase intentions in the context of social media advertising in Malaysia.

1.4 Research Questions

The specific research question that this study aims to address is: What is the influence of social media advertising on consumer purchase intentions in Malaysia, and how do factors such as informativeness, perceived relevance, and interactivity impact this influence? By answering this research question, this study will contribute to a better understanding of the factors that influence consumer purchase intentions in the context of social media advertising in Malaysia, and how businesses can develop more effective marketing strategies to effectively influence consumer behaviour in this market.

CHAPTER 2: LITERATURE REVIEW

There has been a growing interest among marketing researchers to investigate the significance of social media advertising in predicting consumers' attitudes and responses. The relevance of social media marketing in this aspect has been a subject of concern, leading to a number of studies on the topic (Zhu and Chang, 2016; Shiau, Dwivedi, & Yang, 2017; Shareef et al., 2017).

Logan et al. (2012) carried out a study that examined the effects of entertainment and informativeness on the perceived value of ads in social media and TV. According to the study, advertising value and customer attitudes were significantly influenced by both entertainment and informativeness. Nonetheless, the study revealed that irritation did not have an impact on advertising value. In a separate study, Lee and Hong (2016) validated that both the level of informativeness and the degree of creativity in advertising can significantly influence how consumers express empathy. Additionally, the study has revealed a robust correlation between consumers' intention to express empathy and their likelihood of making a purchase. Similarly in 2013, Saxena and Khanna conducted a study which revealed that entertainment and information can have a considerable and advantageous impact on enhancing the value of social media advertisements. These findings highlight the importance of considering factors such as entertainment, informativeness, and advertising creativity when designing social media ads to effectively reach and engage with consumers.

Jung (2017) conducted a recent study exploring how perceived relevance can influence consumers' reactions to targeted ads. Jung (2017) conducted an empirical analysis and discovered that consumers are inclined to give more attention to an advertisement when they perceive it to be relevant. If consumers have privacy concerns, they will tend to disregard advertisements on social media. According to research by Alalwan et al. (2017) and Sundar et al. (2014), social media is categorized as a type of interactive technology within the Web 2.0 framework, and therefore, interactivity was included as a key factor in the study's model, based on the relevant literature (Alalwan et al., 2017).

The literature pertaining to this subject matter (Lee and Hong, 2016; Jung et al., 2016) suggests that, the usefulness and adequacy of information provided through social media advertising significantly influences consumers. Consequently, this study also took into consideration the importance of informativeness. Finally, perceived relevance was identified as another significant factor to consider, based on previous research (Zhu and Chang, 2016). Overall, Jung's (2017) research findings suggest that perceived relevance, privacy concerns, interactivity, informativeness, and other related factors should be carefully considered in designing effective social media advertising campaigns.

2.1 Theory of Reasoned Action

The Theory of Reasoned Action (TRA) proposed by Ajzen and Fishbein has been widely used to explain consumer behaviour in various contexts. The theory assumes that human behaviour is determined by

a person's intention to perform a particular behaviour, which is in turn influenced by their attitude and subjective norms. According to Ajzen (2000), attitude pertains to the extent to which an individual possesses a positive or negative assessment of a particular behavior, whereas subjective norms pertain to the perceived influence of social pressures on whether or not to engage in said behavior.

In the context of consumer behaviour, the TRA suggests that purchase intention is a function of the individual's attitude toward the product or service and their perception of what significant others think about the purchase. Marketers can influence these factors by targeting specific beliefs and attitudes that are likely to lead to purchase intention. For example, if a company wishes to market a product to health-conscious individuals, they can highlight the product's health benefits and the positive opinions of health experts and other influential individuals.

In addition to attitude and subjective norms, the TRA also recognizes that behaviour is influenced by factors such as perceived behavioural control and past behaviour. Perceived behavioral control pertains to an individual's perception of how effortless or challenging it is to execute the behavior in question., while past behaviour refers to the individual's previous experience with the behaviour. Both of these factors can affect purchase intention and subsequent behaviour.

One of the strengths of the TRA is that it emphasizes the importance of communication between marketers and consumers. In order to influence purchase intention, marketers must understand the attitudes and beliefs that are relevant to their target audience and craft messages that resonate with these factors. Effective communication can also help to maintain a positive relationship between the company and its consumers, which can encourage repeat purchases and positive word-of-mouth advertising.

However, the TRA also has some limitations. For example, it assumes that individuals always act rationally and make decisions based solely on their beliefs and attitudes. In reality, consumers may be influenced by a range of emotional and social factors that can override their rational decision-making. Additionally, the TRA does not take into account situational factors that may affect behaviour, such as time constraints or environmental factors..

2.2 Engel Kollat Blackwell Model

The Engel Kollat Blackwell Model is a widely used model in consumer behaviour research, which has been instrumental in understanding the decision-making process of consumers. The model is based on the theory of reasoned action, which posits that consumers are rational beings who make informed decisions after evaluating all available information (Engel et al., 1968).

The first phase of the EKB Model, which is input, plays a critical role in shaping consumer behaviour. This phase involves the gathering of information from various sources, such as personal experiences, social networks, advertisements, and sales promotions. Consumers are constantly exposed to information, which

they process and store in their memory. This information becomes the basis of their decision-making process in the future

The second phase of the model, information processing, involves the integration of the information gathered in the input phase with the consumer's experience and expectations. Consumers evaluate the information based on their prior knowledge and beliefs to arrive at a decision that best meets their needs and desires.

The third phase, decision-making stages, is the core of the EKB Model, where consumers make a purchase decision. This phase consists of several sub-stages, including recognizing the need, seeking information, evaluating alternatives, purchasing, and post-purchase outcomes. Consumers evaluate the pros and cons of each alternative and make a decision based on the perceived benefits and costs.

The last phase, variables influencing the decision-making process, highlights the factors that affect the decision-making process of consumers. These variables could be internal, such as motivation, perception, and learning, or external, such as culture, social class, and marketing stimuli.

One of the most significant contributions of the EKB Model is its emphasis on the input phase. This phase has been found to have a considerable impact on the decision-making process of consumers. For example, a study found that consumers who were exposed to an advertisement multiple times during the input phase were more likely to purchase the product than those who were exposed to it only once.

Furthermore, the EKB Model has been used extensively in marketing research to understand consumer behaviour and develop effective marketing strategies. By identifying the different stages of the decision-making process and the factors that influence them, marketers can develop targeted marketing campaigns that appeal to the specific needs and desires of consumers.

2.3 Perceived Relevance

The use of social media platforms allows advertisers to tailor their messages and content based on the preferences of their consumers, a concept known as perceived relevance (PRR) (Zhu and Chang, 2016). Research has indicated that consumers tend to exhibit greater loyalty and satisfaction when they perceive a certain degree of personalization in their advertising encounters (Laroche et al., 2013; Ball et al., 2006). Relevance, as defined by Celsi and Olson (1988), refers to the extent to which consumers see an object as related to their personal goals and values. Zhu and Chang (2016) have defined perceived relevance as the extent to which consumers perceive a personalized advertisement to be relevant to their personal objectives and values, when contemplating advertising on social media.

The significance of delivering personalized and relevant advertising content based on the needs and preferences of consumers has been highlighted by several researchers in the area of online marketing, such

as Drossos and Giaglis (2005), Campbell and Wright (2008) and Zhu and Chang (2016). Pavlou and Stewart (2000) found that personalization has a significant impact on consumers' purchase intentions, satisfaction, and trust. In 1990, Pechmann and Stewart noted that advertisements that match consumers' personal preferences have a higher chance of capturing their attention and encouraging engagement. Additionally, Zhu and Chang (2016) demonstrated through empirical evidence that perceived relevance plays a crucial role in consumers' continued use of social media and their self-awareness.

One could argue that when consumers perceive that the advertisements displayed are closely linked and applicable to their requirements, interests, and choices, they will view such ads positively and consider them more beneficial. A study conducted in 2004 by Hart and Porter examined the factors that impact the efficacy of online Analytical Processing (OLAP) and discovered a significant correlation between relevance and usefulness. Similarly, in 2005, Drossos and Giaglis proposed that there is a direct correlation between the perceived relevance of online advertising and its effectiveness in generating positive outcomes. According to the findings of Liang et al. (2012), online service systems are perceived as more useful by consumers when they are customized and personalized in accordance with their preferences and requirements. Ho and Bodoff (2014) provided similar findings, stating that the degree of personalization in a targeted website is positively correlated with the perceived usefulness level of the website.

It could be contended that if consumers perceive social media advertisements as pertinent to their objectives and inclinations, they will value and trust them when deciding to make a purchase. Based on this discussion, the following hypothesis is proposed:

H1: Consumers' perceived relevance of products that are presented in social media advertising has a positive impact on their intention to purchase.

2.4 Interactivity

The concept of interactivity is extremely important in the realm of online areas and social media platforms, and as such, has garnered significant attention from researchers in the field (Kioussis, 2002; Kweon, Cho, & Kim, 2008; Shilbury, Westerbeek, Quick, Funk, & Karg, 2014). The effective use of interactive technology can greatly expand individuals' ability to process information and broaden their perspectives (Chung and Zhao, 2004). For instance, interactivity fundamentally transforms how information is exchanged and the nature of communication processes within online environments (Sundar et al., 2014).

Although there are different interpretations of the concept of interactivity, the interaction and communication process between individuals is viewed by many researchers as a significant aspect. (Lowry, Romano, Jenkins, & Guthrie, 2009; Kelleher, 2009; Men & Tsai, 2015), while some individuals prioritize the technical aspect of how people interact with devices such as PCs, laptops, and smartphones (Sicilia, Ruiz, & Munuera, 2005; Oh and Sundar, 2015). Jensen (1998) and Steuer (1992) have defined interactivity as the

extent to which an individual can manage the context and information of a media platform. On the other hand, Kiouisis (2002) and Liu and Shrum (2002) have emphasized the importance of synchronous communication in determining a platform's interactivity.

In 1988, Rafaeli put forth a definition of interactivity that refers it as the capability to provide prompt feedback by the media platform. In contrast, Rice and Williams (1984) have defined it as a two-way information transferring in real-time, which can improve the effectiveness and perceived worth of the specific media platform. The importance of interactivity in shaping customer perception of the benefits and utility associated with products presented on social media and digital platforms has been highlighted by Palla et al. (2013) and Barreda et al. (2016), considering that consumers are unable to evaluate the quality of the products through physical means. Yoo, Lee, and Park (2010) as well as Voorveld, Van Noort, and Duijn (2013) have put forth the argument that the interactivity of a website is crucial in shaping customer behavior and perception within the realm of online retail.

Numerous studies have provided evidence of the significance of interactivity in shaping consumers' willingness to adopt various technologies. Lee's (2005) research discovered that interactivity is a crucial factor in determining consumers' inclination towards utilizing mobile commerce. Meanwhile, Abdullah, Jayaraman, and Kamal (2016) put forth the idea that there exists a significant association between consumers' intention to revisit hotel websites and their perception of interactivity. Similarly, Zhang, Lu, Gupta, and Zhao (2014) observed that website interactivity indirectly affects users' engagement on social commerce websites. Wang, Meng, and Wang (2013) also found that the level of interactivity plays a significant role in influencing consumers' online purchasing behaviours. When a website lacks interactivity, consumers tend to doubt the safety of their online purchases. As a result, the degree of interactivity in social media advertising has an impact on consumers' purchase intentions for products promoted through these channels. The discussion implies that interactivity is a critical factor that can shape consumers' behaviour and influence their decisions. Therefore, the following hypothesis is proposed:

H2: The incorporation of interactivity in social media advertising is likely to result in a favourable influence on consumers' intention to purchase the promoted products.

2.5 Informativeness

According to Rotzoll and Haefner (1990), informativeness refers to a company's ability to provide sufficient information to consumers so that they can make informed purchasing decisions. Pavlou, Liang, and Xue (2007) defined informativeness to be a perceptual construct, which is report by consumers itself. According to Lee and Hong (2016), this particular concept pertains to the capacity of a sender to elicit a response from a customer by imparting information and messages that allow them to evaluate their cognitive adoption. In digital commerce, the significance of being informative has been emphasized by Gao and

Koufaris (2006), who have highlighted its effect on consumers' attitudes, while Taylor et al (2011) found evidence supporting a direct correlation between the level of informativeness and the attitudes consumers hold towards social media. Phau and Teah (2009) conducted a study and discover that the focus was on assessing the effect of informativeness on the attitudes of consumers towards mobile message advertisements. The study conducted by Lee and Hong (2016) presented empirical evidence indicating that informativeness has a favorable effect on consumers' responses to social media advertisements. This, in turn, influences their purchase intentions concerning products showcased in social media advertisement. Additionally, in year 2009 Kim and Niehm found a noteworthy correlation between the information usefulness presented on a website and the inclination of consumers to maintain their loyalty to the brand when interacting with it online.

Social media platforms offer advertisers various tools and mechanisms to customize ads and information, which ultimately enhances the usefulness and benefit of social media ads for consumers (Jung et al., 2016). Informative content is a crucial aspect of advertising effectiveness and plays a significant role in shaping consumers' behaviour towards the social media advertisement, as emphasized by Gao and Koufaris (2006), Taylor et al. (2011), and Rathore et al. (2016). Logan et al. (2012) have identified informativeness as the most significant factor that increases consumers' perception of advertising value. Thus, when social media advertisement offers consumers with current and complete information, they tend to view them as useful. Similarly, the quality of website information significantly predicts perceived value, as observed by Kim and Niehm (2009).

In general, the informative nature of social media ads has the potential to enhance consumers' purchasing behaviour and ultimately lead to an increase in their desire to buy. As a result, the hypothesis being presented is that informative social media ads will have a positive impact on consumers' intention to purchase products advertised on these platforms.

H3: The degree of informativeness conveyed through social media advertisement will have a positive effect on consumers' purchase intention for products featured in the ads.

CHAPTER 3: RESEARCH METHOD

3.1 Research Setting

This study was conducted in Malaysia using quantitative approach, with a focus on consumers who engage in shopping-related activities on social media platforms. Malaysia is a country with over 30 million individuals from diverse cultural and ethnic backgrounds, where the use of social media platforms has witnessed a significant surge, particularly among the younger population. Facebook, Instagram, Twitter, and YouTube are among the widely utilized platforms in Malaysia, catering to various needs, including socializing, entertainment, and shopping.

The study employed an online survey that was distributed through social media channels and email invitations. The online nature of the study enabled efficient recruitment of participants and allowed them to complete the survey at their convenience. This approach was chosen due to the ability to reach a large and diverse sample of consumers from different parts of Malaysia, regardless of their physical location. Moreover, the online nature of the study allowed for cost-effective data collection within a relatively short period of time.

3.2 Sample & Data Collection

The sample for this study are consist of Malaysian citizens aged 18 years and above who use social media platforms for shopping-related activities. The study will employ a convenience sampling method, where participants are selected based on their accessibility and willingness to participate. Recruitment will be carried out through various social media channels such as Facebook, Twitter, Instagram, and LinkedIn, as well as through email invitations to potential participants who have expressed interest in research studies.

To ensure the validity and reliability of the data collected, several measures are implemented. Firstly, the survey will be anonymous, encouraging participants to respond honestly without fear of judgment. Additionally, the sample will be diverse in terms of gender, age, education level, and income, thereby ensuring a representative sample of the Malaysian population. To achieve this, the survey will collect demographic information such as age, gender, education level, and income, enabling the researchers to confirm the diversity and representativeness of the sample.

The questionnaire consisting of three components was created based on the research design and literature review. The first component aimed to collect demographic information about the respondents, while the other two parts aimed to test theories on the relationship between social media advertising and consumer purchase intentions. Participants are requested to evaluate their degree of concurrence with every statement on a 5-point Likert scale that extends from "strongly disagree" to "strongly agree" for measuring their responses.

3.3 Method Of Analysis

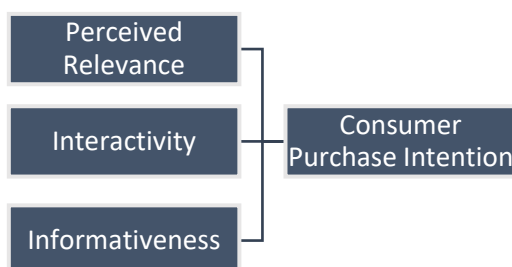
The process of examining the collected data was performed through the utilization of SPSS software. In order to obtain a better understanding of the sample, descriptive statistics were employed to scrutinize the demographic characteristics of the participants. This analysis involved calculating the mean, standard deviation, and frequency of responses.

In addition to the descriptive statistics, inferential statistics were also utilized in the study. Correlation analysis and regression analysis were used to investigate the potential relationship between social media advertising and purchase intention. These techniques were applied to determine whether social media advertising had any significant impact on purchase intention.

To ensure that the measurements taken were reliable, Cronbach's alpha was employed as a measure of internal consistency. This method involves calculating Cronbach's alpha for each measurement scale used in the study. By doing so, it can be determined to what extent the items in the scale measure the same underlying construct. This will provide an indication of the reliability of the measurement scales used in the study, and will help to ensure that the results obtained are accurate and trustworthy.

The statistical technique of multiple regression analysis involves analyzing the correlation between a dependent variable and two or more independent variables. It is a popular technique used in social sciences, economics, and other fields where researchers need to understand the complex interrelationships between multiple variables. In multiple regression, the goal is to build a model that can predict the value of the dependent variable based on the values of the independent variables. The model is typically expressed in the form of an equation, where the dependent variable is a function of the independent variables. Multiple regression can provide valuable insights into the relationships between multiple variables. By examining the coefficients of the model, we can determine which independent variables have the strongest impact on the dependent variable.

Figure 1: Conceptual Framework



CHAPTER 4: RESEARCH RESULT

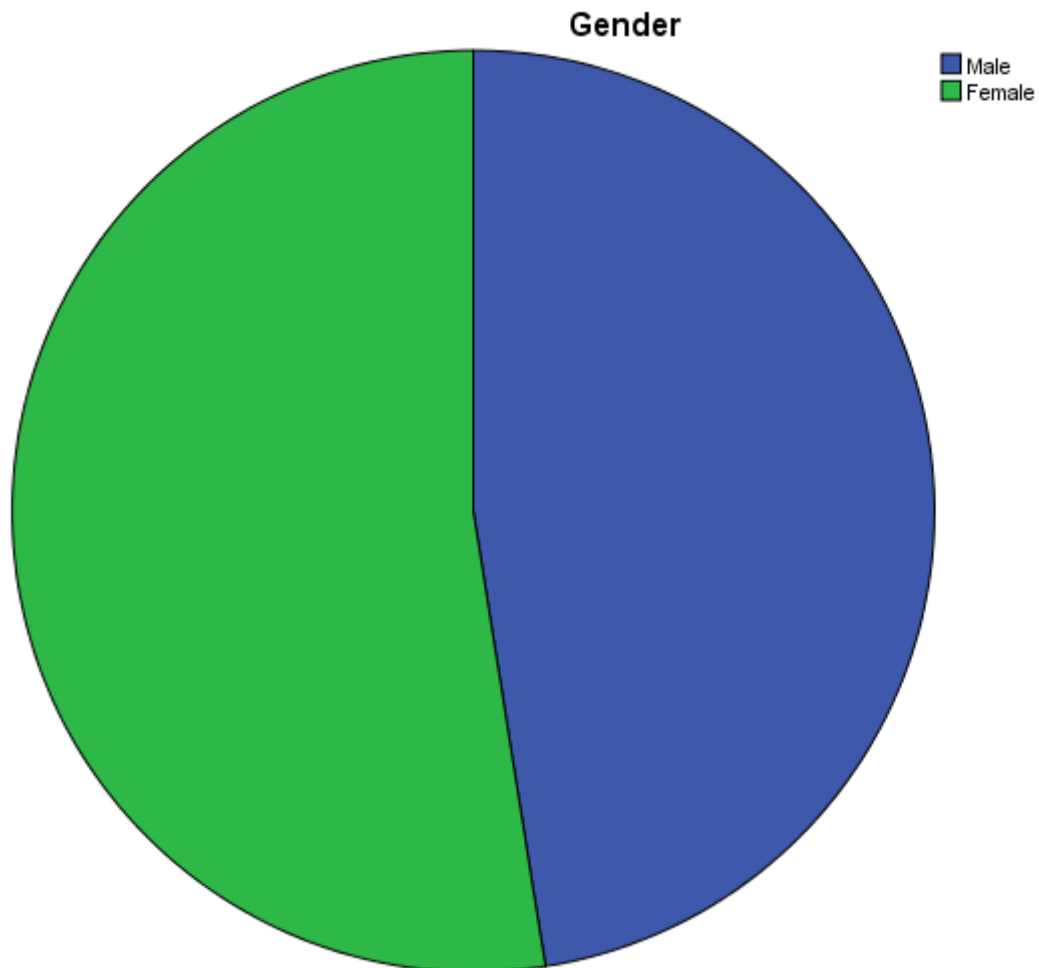
4.1 Demographics

Table 1: Respondents' Gender Composition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	95	47.5	47.5	47.5
Female	105	52.5	52.5	100.0
Total	200	100.0	100.0	

(Source: Own data Analysis) s

Figure 2: Respondents' Gender Composition



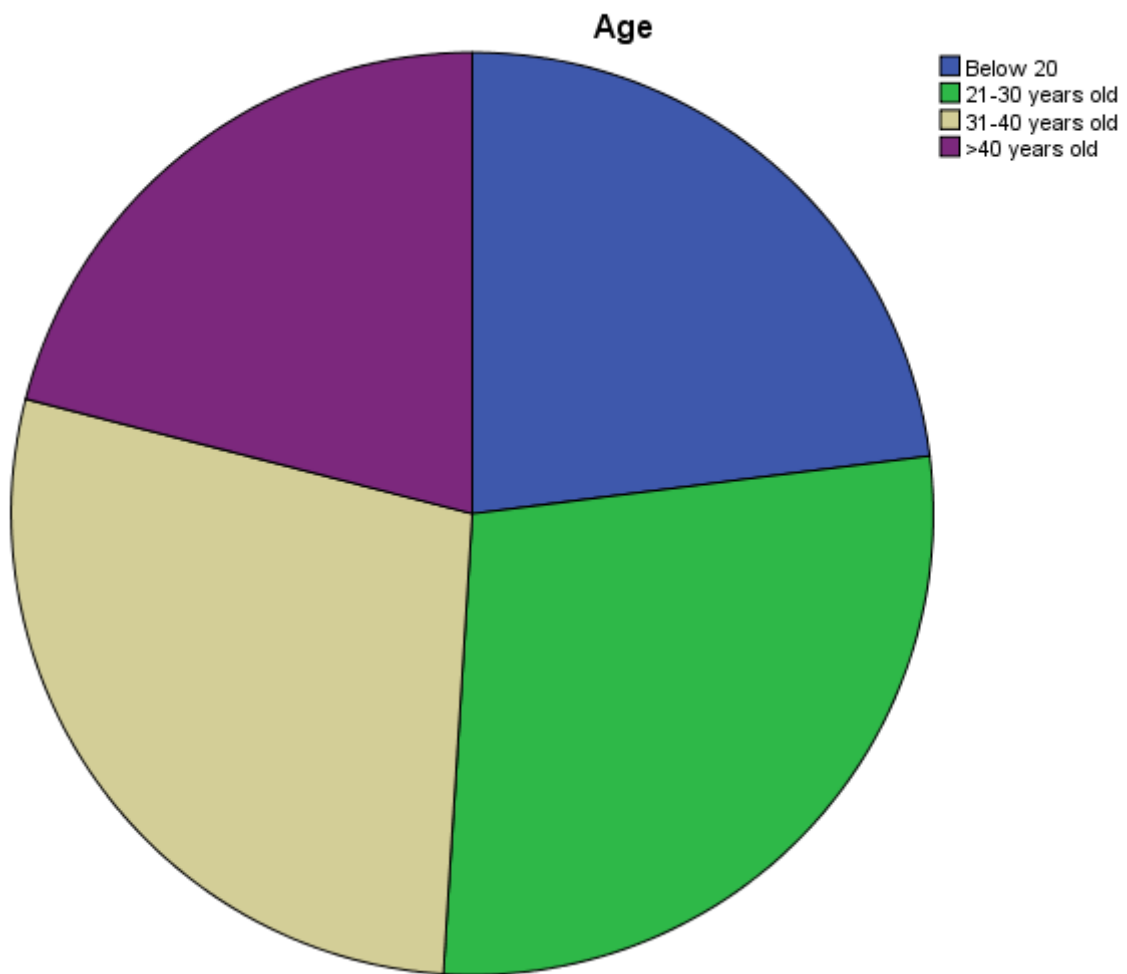
(Source: Own data Analysis) s

Table 2: Respondents' Age Composition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 20	46	23.0	23.0	23.0
21-30 years old	56	28.0	28.0	51.0
31-40 years old	56	28.0	28.0	79.0
>40 years old	42	21.0	21.0	100.0
Total	200	100.0	100.0	

(Source: Own data Analysis) s

Figure 3: Respondents' Age Composition



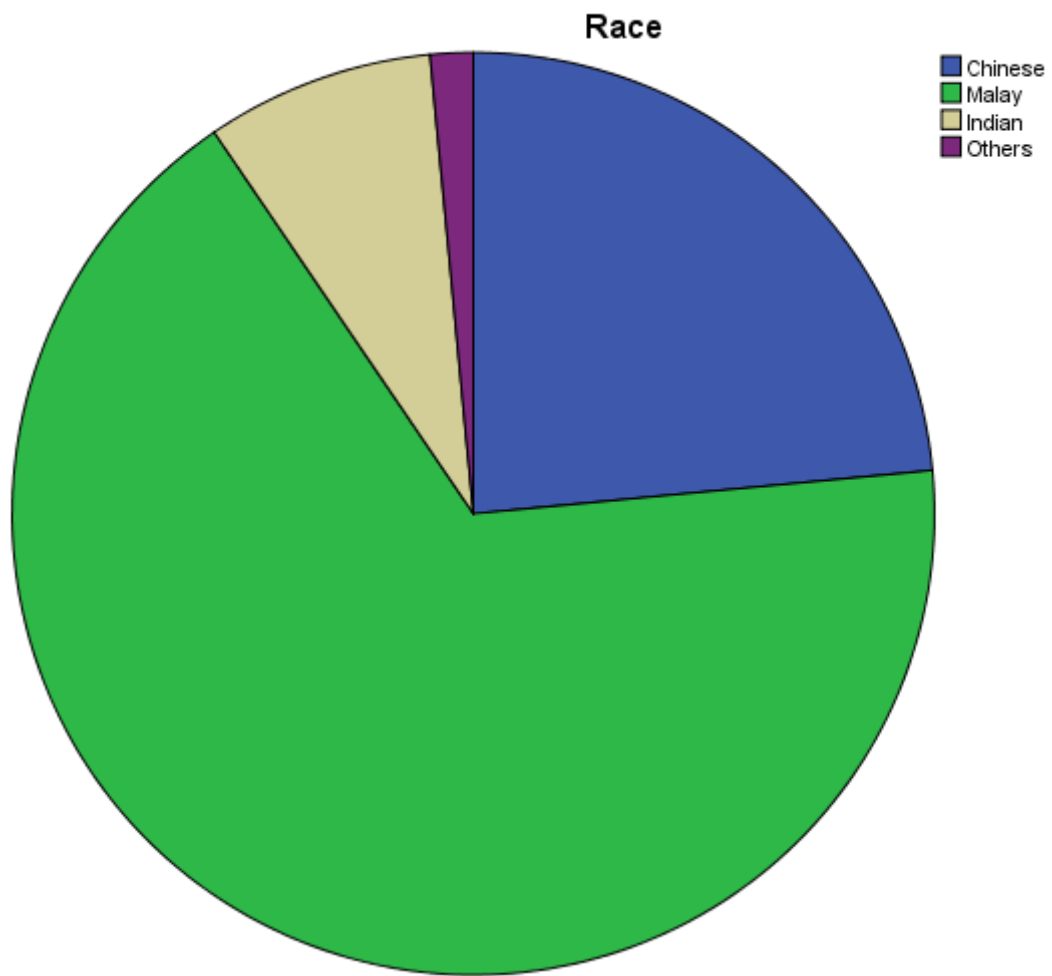
(Source: Own data Analysis) s

Table 3: Respondents' Race Composition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chinese	47	23.5	23.5	23.5
Malay	134	67.0	67.0	90.5
Indian	16	8.0	8.0	98.5
Others	3	1.5	1.5	100.0
Total	200	100.0	100.0	

(Source: Own data Analysis) s

Figure 4: Respondents' Race Composition



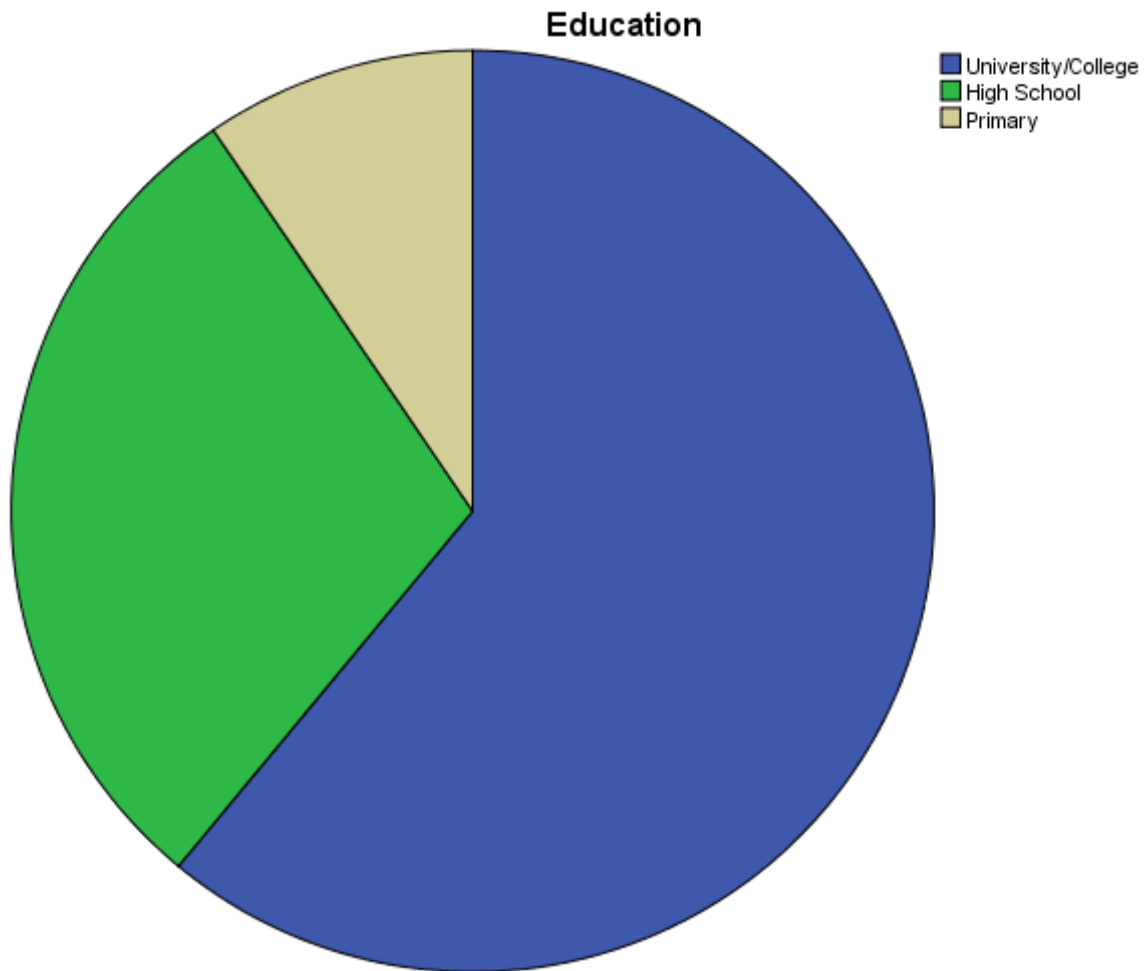
(Source: Own data Analysis) s

Table 4: Respondents' Educational Level Composition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid University/College	122	61.0	61.0	61.0
High School	59	29.5	29.5	90.5
Primary	19	9.5	9.5	100.0
Total	200	100.0	100.0	

(Source: Own data Analysis) s

Figure 5: Respondents' Educational Level Composition



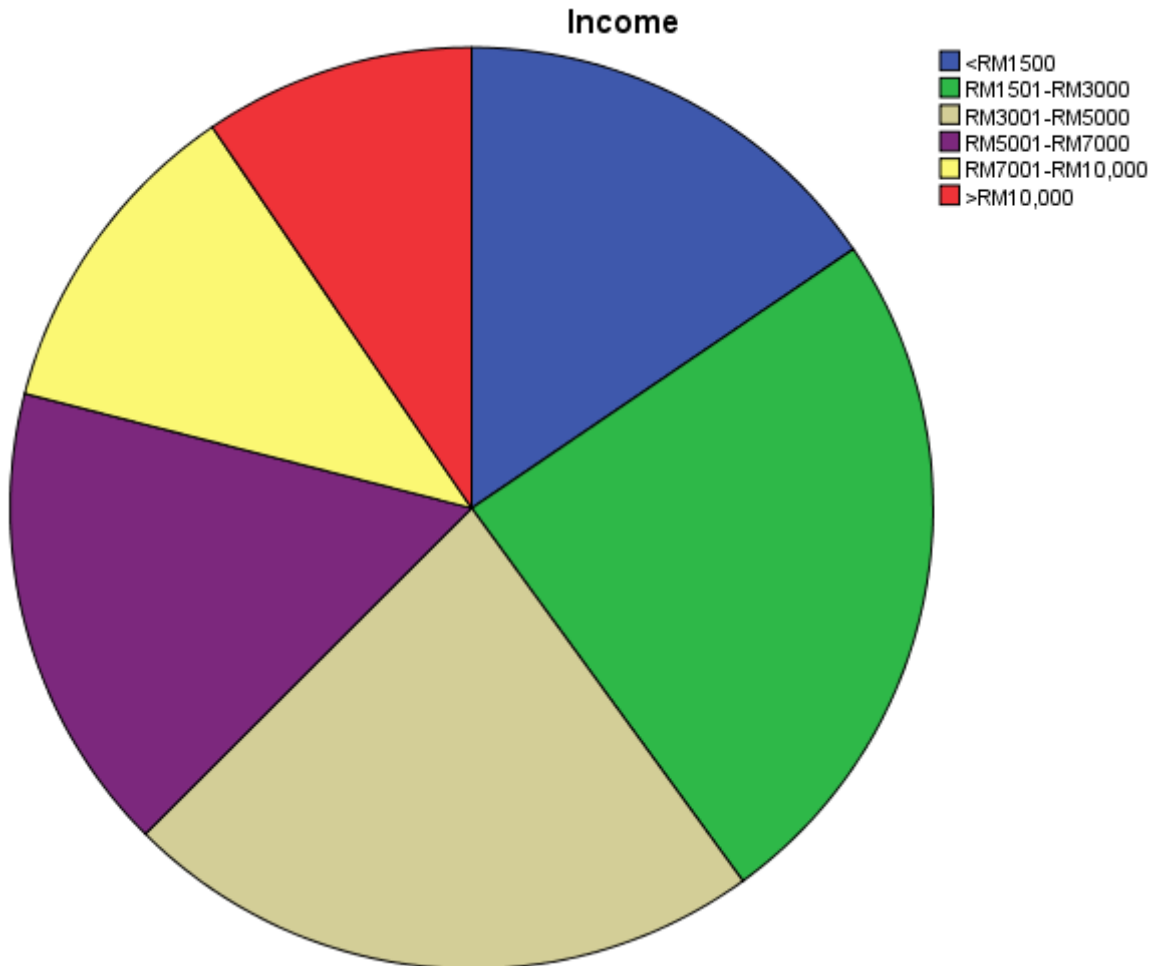
(Source: Own data Analysis) s

Table 5: Respondents' Income Level Composition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <RM1500	31	15.5	15.5	15.5
RM1501-RM3000	49	24.5	24.5	40.0
RM3001-RM5000	45	22.5	22.5	62.5
RM5001-RM7000	33	16.5	16.5	79.0
RM7001-RM10,000	23	11.5	11.5	90.5
>RM10,000	19	9.5	9.5	100.0
Total	200	100.0	100.0	

(Source: Own data Analysis) s

Figure 6: Respondents' Income Level Composition



(Source: Own data Analysis) s

Based on the responses collected from the sample group, it was observed that a large majority of individuals who engage in online shopping belonged to the age group of 21-30 (28%) and 31-40 (28%). In

contrast, individuals above the age of 40 represented the smallest group at 21%. This suggests that there is a correlation between age and online purchase intention, with a decreasing tendency observed as age increases. The data also revealed that the majority of online shoppers were working adults. Interestingly, the number of male and female respondents who participated in the survey were almost equal at 47.5% and 52.5%, respectively. Despite a slightly lower number of male participants, this did not have any significant impact on the results. Both male and female participants were equally important in the study of internet usage. In fact, even though there was a small difference in the number of male and female participants, it was not substantial enough to differentiate between the two groups. Ultimately, both groups provided valuable insights into the investigation of internet usage.

Approximately half of the sample consisted of respondents with a monthly income between Rm1501 and Rm5000. Specifically, 24.5% of the respondents have an income level between Rm1501 and Rm3000, while about 22.5% of respondents earned between Rm3001 and Rm5000 per month. These income levels suggest that the surveyed population represents a diverse mix of income brackets.

Furthermore, a significant proportion of the respondents had achieved a good level of education. Specifically, 61% of respondents had obtained a bachelor's degree, 29.5% had completed high school, and approximately 19.5% had a primary school education. This data highlights the fact that the average education level in Malaysia is relatively high, with a large proportion of school graduates pursuing higher education opportunities. Given the high number of bachelor's degree holders among the respondents, it is important to focus on this group to gain a better understanding of their perspectives and experiences. This can provide valuable insights into the needs and priorities of this particular demographic and can inform policy decisions and resource allocation. In addition, it is important to consider the socioeconomic backgrounds of the respondents, as this can also influence their perspectives and experiences. Therefore, the data presented in this survey offers a rich source of information that can be used to better understand the Malaysian population and develop strategies to support their needs and aspirations.

Ethnicity is an important demographic characteristic to consider in Malaysia when studying the effect of social media advertising on online purchase intention. Understanding the cultural norms, language preferences, online behaviour, and socio-economic status of different ethnic groups can help businesses and marketers design effective social media advertising campaigns that are tailored to specific target audiences. The demographic data collected in the survey aligns with the general ethnic distribution in Malaysia, with Malays representing the largest group among your respondents (67%). The Chinese population (23.5%) in the sample is also well-represented, although the Indian population (8%) is slightly underrepresented compared to the general population in Malaysia. The remaining 1.5% of respondents who identified as "Others" could include a variety of ethnic groups, such as Eurasians, Orang Asli, or other indigenous groups in Malaysia.

4.2 Reliability Test

Table 6: Reliability Test for all variable

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Perceived Relevance	0.706	0.706	4
Interactivity	0.713	0.713	4
Informativeness	0.717	0.717	4
Consumer Online Purchase Intention	0.712	0.712	4

(Source: Own data Analysis) s

Cronbach's Alpha is a widely recognized and commonly used measurement tool that evaluates the reliability and validity of a research instrument. It provides an indication of how well the items in a scale or test are related to each other and measures the degree to which they are consistent in their assessment of the construct being measured. A Cronbach's Alpha score of 0.70 or higher is typically regarded as a reliable test, indicating that the items are measuring the same construct consistently. If Cronbach's Alpha score falls below 0.70, it suggests that there may be a lack of consistency in the items, and it may be necessary to remove or revise certain items in order to improve the overall reliability of the instrument.

In the study at hand, the reliability analysis was conducted for three independent variables and the dependent variable of consumer purchase intention. The results of the analysis are presented in a table, which shows that the overall reliability (Cronbach's Alpha) is high ($\alpha > 0.70$), and the values for each variable range from 0.706 to 0.717. This indicates that the research instrument is well-suited for the study and that the standardized items are consistently measuring the same construct.

Hence, the reliability analysis for the study is deemed to be a success, as Cronbach's Alpha score is above the recommended threshold of 0.70, indicating that the instrument is a reliable and valid tool for measuring the variables of interest. Therefore, the study can be conducted with confidence, and the results can be interpreted with a high level of reliability and validity.

4.3 Multiple Regression Analysis

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.769 ^a	.591	.584	.15321
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a. Predictors: (Constant), IFavg, PRavg, ITavg

Table 8: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.195	.145		15.093	.000
PRavg	.158	.050	.242	3.150	.002
ITavg	.234	.058	.362	4.033	.000
IFavg	.146	.051	.226	2.870	.005

a. Dependent Variable: Plavg

Note: *, **, ***: Statistically significant at the 0.10, 0.05, 0.01 level, respectively

$$PI = 2.195 + 0.158 PR + 0.234 IT + 0.146 IF + 0.145e_1 - (1)$$

$$[3.150 ***] \quad [4.033 ***] \quad [2.870 ***]$$

$$R^2 = 0.591; \text{ Adjusted } R^2 = 0.584$$

To investigate the factors that affect consumer online purchase intention, a multiple regression analysis was conducted using three independent variables: Perceived relevance (PR), Interactivity (IT), and Informativeness (IF). The analysis aimed to determine how much variation in the dependent variable, consumer online purchase intention (PI), could be explained by these independent variables. The results of the analysis are presented in Table.

The regression analysis revealed that the independent variables (PR, IT, and IF) accounted for approximately 59.1% of the variation in consumer online purchase intention. This suggests that these factors play a significant role in shaping consumer behaviour and should be considered when designing online shopping experiences.

Table 9: Hypothesis Test

	Description	Result
H1	Consumers' perceived relevance of products that are presented in social media advertising has a positive impact on their intention to purchase.	Accepted

H2	The incorporation of interactivity in social media advertising is likely to result in a favourable influence on consumers' intention to purchase the promoted products.	Accepted
H3	The degree of informativeness conveyed through social media advertisement will have a positive effect on consumers' purchase intention for products featured in the ads.	Accepted

(Source: Own data Analysis) s

After conducting hypothesis testing on all the variables involved in online purchase intention studies, it was discovered that all the relationships between the variables were significant. The statistical analysis provided solid evidence to support the research hypotheses and validated the importance of the studied variables in predicting online purchase behaviour.

Furthermore, a total of three hypotheses were examined during the online purchase intention studies and were presented in detail in the table. These hypotheses were designed to explore the different factors that could affect a consumer's intention to make a purchase online. The results indicated that all three hypotheses were supported by the data, suggesting that these factors play a critical role in determining online purchase behaviour.

CHAPTER 5: DISCUSSION & CONCLUSION

5.1 Interpretation of Result

The research presented in Figure 1 indicates that interactivity is the most important factor when it comes to predicting purchase intention in social media advertising. The level of interactivity in advertising is a key factor in customer perception. When consumers perceive that the advertising is highly interactive, they are more likely to consider it valuable and enjoyable, which ultimately leads to a greater willingness to make a purchase. In today's advertising landscape, consumers are looking for more than just one-way messaging from advertisers. They seek out opportunities for two-way communication and engagement. This is supported by the findings of Sundar et al. (2014) and other researchers.

Interactivity is important because it allows consumers to give feedback and express their opinions about the targeted ads. This, in turn, makes the customer feel like their opinions are being valued and heard. When consumers feel valued, they are more likely to have a positive experience interacting with social media ads, and as a result, are more likely to make a purchase. Numerous studies, including Barreda et al. (2016), Rathore et al. (2016), Palla et al. (2013), Wang et al. (2013), and Yoo et al. (2010), have corroborated this discovery by investigating the impact of interactivity on advertising.

Interactivity is a significance factor to be considered in social media advertising and it cannot be emphasized enough. In today's world, consumers want to be heard and valued, and interactivity provides a platform for advertisers to engage with their target audience on a more personal level. When advertisers take the time to listen to their consumers and respond to their feedback, they are more likely to build a positive relationship with their audience, leading to increased sales and customer loyalty.

One important factor that can predict consumers' purchase intention is informativeness. In fact, according to research, this factor is the second strongest predictor of consumers' willingness to purchase a product. This means that if consumers view social media advertisements as a valuable source of information, it increases their inclination to purchase a product.

It's not surprising that consumers rely heavily on social media platforms for information about products and services. Social media advertising provides a plethora of content generated by both consumers and organizations. In addition, social media offers a high level of engagement, which allows consumers to access comprehensive and current information in a more convenient way than other traditional media tools. Therefore, social media ads are an outstanding option.

When it comes to accessing information, social media ads are a preferable option for consumers compared to other types of media. This is because social media advertisement offer a more convenient and comprehensive source of information. By providing prompt information, social media ads help consumers

save both time and effort during their research process. Essentially, social media ads allow consumers to obtain the necessary information quickly and easily, enabling them to make informed purchasing decisions.

The importance of informativeness has been highlighted in various studies, including Ducoffe (1996), Jung et al. (2016), Lee and Hong (2016), and Rathore et al. (2016). These studies have shown that consumers value informativeness when making purchasing decisions and that social media ads are an effective way to provide consumers with the information they need. Hence, informativeness is a crucial factor to consider when designing social media ads. By providing consumers with valuable information about a product or service, social media ads can increase consumers' purchase intention and ultimately lead to increased sales.

The present study's results have shown that perceived relevance plays a critical role in shaping consumers' purchase intention via social media advertising. According to the results, if consumers believe that social media ads align with their specific preferences and interests, they are more inclined to make a purchase. Social media platforms possess a distinctive capability to facilitate organizations in customizing their advertisements and communication in accordance with the lifestyle, traits, requirements, and preferences of their consumers, thereby amplifying their accuracy in directing their intended target group.

One of the unique features of social media platforms is that they allow organizations to personalize and customize their advertisements and messages to match the lifestyle, characteristics, needs, and interests of their consumers, thereby enhancing their ability to target the intended audience accurately (Zhu and Chang, 2016). With greater precision than in the past, organizations can now effectively deliver their advertisements and messages to the specific consumers they are targeting. In addition, advertisements that are deemed more pertinent to the needs of consumers are likely to be viewed as valuable and effective. A number of studies (Ball et al., 2006; Liang et al., 2012; Zhu & Chang, 2016) have shown the significance of perceived relevance in shaping consumers' attitudes and actions towards advertisements.

5.2 Implication

Looking at it practically, the results of this research provide a significant understanding of the crucial elements that social media marketers should prioritize. One of the crucial mechanisms that contribute to purchase intention is interactivity. As such, marketers should strive to encourage greater engagement from their consumers by eliciting feedback and comments on their ads posted on social media platforms (Jiang et al., 2010). This underscores the importance of establishing a two-way communication channel for social media ads. To this end, firms could task their marketing team with tracking and responding to customer comments, enquiries, and feedback on social media ads. In addition, it is advisable for marketers to focus on broadening their social media audience of supporters and followers through advertising (Liu, Lee, Liu, & Chen, 2018). To foster communication and generate valuable content, it's essential for marketers to encourage dialogue between their firm and consumers, as well as between consumers themselves (Jiang et

al., 2010). This can lead to the creation of a wealth of high-quality information (Liu et al., 2018). Mohammed et al. (2003) suggests the utilization of live text chat and chat rooms as a means to improve communication and engagement between customer service teams and their intended audience.

The present study highlights informativeness as a crucial factor that marketers must prioritize in their social media advertisements. In order to accomplish this goal, it is crucial to prioritize both the quality and quantity of information that is conveyed in advertisements. This can be accomplished by incorporating comprehensive and up-to-date information that encompasses all aspects of the product, including its features, price, discounts, delivery, and availability (Mohammed et al., 2003). Furthermore, advertisements should emphasize the value proposition of the product, thereby attracting the customer's attention both cognitively and emotionally (Logan et al., 2012; Shareef, Mukerji et al., 2018). According to Mohammed et al. (2003), cognitive factors of a product may encompass its affordability, superior quality, availability, and customer guarantee or warranty. On the other hand, emotional factors may pertain to the likability of the brand, its innovative and distinct attributes, and its ability to elicit positive emotions such as humor. Lastly, according to Mohammed et al. (2003), incorporating multiple media formats like video, audio, graphics, images, and text can elevate the impact of social media advertisements by delivering information in a more captivating and persuasive way.

The present study revealed that the perceived relevance of social media ads plays a significant role in consumers' intention and perception of usefulness. To ensure effective social media advertising, marketers need to design and personalize their ads to align with consumers' interests and preferences. An approach that can be used is the utilization of cookies to monitor the behaviors and profiles of consumers. This enables marketers to anticipate the preferences and interests of the consumers. In addition, marketers have the ability to customize social media advertisements by taking into account the customer's prior interactions with the organization's prior ads, as well as the experiences of their friends and users who share comparable interests and traits (Dwivedi et al., 2016; Zhu & Chang, 2016). Using Survey Monkey can assist marketers in finding out the main factors that capture consumers' interest and what they should pay attention to in social media ads (Zhu & Chang, 2016).

5.3 Limitation & Recommendation

The study conducted was effective in recognizing the crucial elements that have the potential to influence how consumers perceive and respond to social media advertising. However, there are some limitations that need to be considered in future research. The study failed to consider particular personality traits, including advertising creativity, image, community, technology readiness, and privacy concern. In order to achieve a more comprehensive understanding of the impact of social media advertising on consumers, it is recommended that future studies consider these factors.

Furthermore, the study did not consider that the potential influence of the demographic factors such as gender, age, income level, and educational level on consumers' attitudes and actions towards social media advertising. Conducting future studies to examine how these variables moderate the correlation between consumers and social media advertising would be advantageous. The study's reliance on questionnaire data alone may not provide a complete picture of customer behaviour and preferences. To overcome this limitation, future research could explore innovative data collection methods like Netvizz or the Scheduler R package, which enable the extraction of social media data for further content analysis. These techniques could provide a more comprehensive understanding of customer perceptions, behaviour, and engagement towards social media advertisements.

Although the study explored social media ads on Facebook, Twitter, and Instagram, it did not test the influence of the unique characteristics of these platforms on the current model. Future research could investigate how these factors might manifest differently across different platforms. Alalwan et al. (2017) suggested that forthcoming research could investigate the impact of these factors on different platforms.

In conclusion, while this study has made significant contributions to our understanding of customer perceptions and behaviour towards social media advertising, there is still much more to be explored. Future research could incorporate personality traits, demographic variables, and novel research methods to gain a more comprehensive understanding of this topic. Additionally, investigating the impact of unique platform characteristics could provide valuable insights into how social media advertising can be optimized for different platforms.

5.4 Conclusion

In conclusion, this research study sheds light on the significant role that social media advertising plays in shaping consumer purchase intention. The findings of this study have highlighted the importance of interactivity, informativeness, and perceived relevance in shaping consumer behaviour in Malaysia. These three factors can be considered key drivers in creating effective social media advertising strategies that attract potential consumers and drive sales.

As social media continues to evolve and become an integral part of our daily lives, businesses must stay up to date with the latest trends and best practices in social media advertising to remain competitive. Thus, further research in this area is crucial for marketers to gain a deeper understanding of social media advertising's complexities and develop effective strategies that resonate with Malaysian consumers' needs and preferences. In conclusion, the insights gained from this study will be valuable for both academics and practitioners in the field of marketing, contributing to the advancement of social media advertising theories and practices.

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APPENDIX

APPENDICES A

QUESTIONNAIRE FORM

THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON CONSUMER PURCHASE INTENTION IN MALAYSIA

Dear Consumer,

The purpose of this study is to identify the influence of Social Media Advertisements on consumer purchase intention in Malaysia.

There are three (3) sections for this questionnaire.

I would be grateful if you could spend 15 minutes to fill the questionnaire. Your answers are extremely valuable and certainly make an important contribution to this study. All the information and the statement provided will only be for educational purposes and will be formatted confidential.

Thank you.

Conducted By:

Tan John How

SECTION A: DEMOGRAPHIC DATA

This section requests your background information. Please tick (√) the appropriate answers.

1. Gender:

- Male
- Female

2. Age:

- Below 20
- 21 - 30 years old
- 31 - 40 years old
- >40 years old

3. Race:

- Chinese
- Malay
- Indian
- Others

4. Highest Level of Educational Institution:

- University/College
- High School
- Primary

5. Monthly Income:

- < RM1500
- RM1501 – RM3000
- RM3001 – RM5000
- RM5001-RM7000
- RM7001-RM10,000
- > RM 10,000

SECTION B: Factors and Effect of Social Media Advertising

Instruction

Please indicate your level of agreement or disagreement on the following statements from 1 (Strongly disagree) to 5 (Strongly agree) with regard to the social media advertisement. Kindly circle the answer according to your preference.

N0.		Strongly Disagree					Strongly Agree
Perceived Relevance							
1.	Social media advertisements are relevant to my needs and interests.	1	2	3	4	5	
2	The content of social media advertisements is applicable to my daily life.	1	2	3	4	5	
3	Social media advertisements help me discover new products or services that I am interested in.	1	2	3	4	5	
4	Social media advertisements provide me with useful information that I need when making purchase decisions.	1	2	3	4	5	

Interactivity						
5	Social media advertisements that allow me to interact with the brand are more engaging.	1	2	3	4	5
6	I am more likely to engage with social media advertisements that offer interactive features.	1	2	3	4	5
7	Social media advertisements that provide a two-way communication channel between me and the brand are more effective.	1	2	3	4	5
8	Interactive social media advertisements make me more interested in purchasing the advertised product or service.	1	2	3	4	5

Informativeness						
9	Social media advertisements provide me with valuable information about products or services.	1	2	3	4	5
10	The information provided in social media advertisements is accurate and reliable.	1	2	3	4	5
11	Social media advertisements provide me with new and relevant information about products or services.	1	2	3	4	5
12	The information provided in social media advertisements is useful in helping me make informed purchase decisions.	1	2	3	4	5

SECTION C: Consumer Purchase Intention

Please indicate your level of agreement or disagreement on the following statements from 1 (totally disagree) to 5 (totally agree) with regard to the consumer Purchase Intention in the context of social media advertising. Kindly circle the answer according to your preference.

No.		Strongly Disagree				Strongly Agree
13	Social media advertisements positively influence my decision to purchase the advertised product or service.	1	2	3	4	5
14	Social media advertisements have influenced me to purchase products or services that I would not have considered before.	1	2	3	4	5
15	I am open to buying products that are promoted on social media.	1	2	3	4	5
16	I am more likely to purchase products or services after seeing social media advertisements than I would be otherwise.	1	2	3	4	5

~ Thank you for completing this questionnaire ~



Re: U/SERC/63/2023

20 March 2023

Dr Ooi Tze Wei
Department of Economics
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Ooi,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under Expedited Review.

The details of your research project are as follows:

Research Title	The Influence of Social Media Advertisement on Consumer Purchase Intention in Malaysia
Investigator(s)	Dr Ooi Sze Wei Tan John How (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Malaysia
No of Participants	200 participants (Age: 18 and above)
Research Costs	Self-funded
Approval Validity	20 March 2023 - 19 March 2024

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research,
- (2) Confidentiality of participants' personal data must be maintained,
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines; and
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.



Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all the best in your research.

Thank you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
 Director, Institute of Postgraduate Studies and Research