DOES SOCIAL MEDIA MARKETING AFFECT BRAND AWARENESS? A STUDY OF COSMETIC PRODUCTS AMONG GEN Z IN KUALA LUMPUR

BY

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"Those who sow with tears will reap with joy." — —
Psalms 126:5

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LIST OF ABBREVIATIONS

E-WOM	Electronic word of month
Gen Z	Generation Z
FMGC	Fast-moving consumer goods
ET	Entertainment
CT	Customization
TD	Trendiness
IT	Interaction
EW	E-WOM
DV	Dependent Variable
BA	Brand Awareness
IV	Independent Variable
SPSS	Statistical Package for the Social Sciences
ANOVA	Analysis of Variance
Q&A	Question and Answer
SOR	Stimulus Organism Response

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PREFACE

This research project serves as the culmination of a quest towards the attainment of a Bachelor of Marketing (Hons) degree at Universiti Tunku Abdul Rahman (UTAR). In an era characterized by the relentless march of technological progress, a profound shift has been witnessed in the behaviors of consumers. A significant surge in online information consumption has been noted, with social media platforms emerging as pivotal conduits for communication and the dissemination of knowledge. It is within this digital landscape that businesses find unprecedented opportunities to connect with their audiences and thrive. The focal point of this research endeavor revolves around the profound impact of social media marketing on brand recognition within the cosmetics industry, specifically among Generation Z individuals residing in the vibrant metropolis of Kuala Lumpur. In the course of this exploration, five pivotal independent variables have been meticulously scrutinized: entertainment, customization, trendiness, interaction, and E-WOM (Electronic Word-of-Mouth). The genesis of this study can be traced to a noticeable void in the existing research landscape, particularly concerning the factors that shape brand awareness of cosmetic products. It is our earnest aspiration that this research endeavor addresses this knowledge gap. The primary objective herein is to unravel the intricate dynamics that underscore the influence of social media marketing on brand awareness among the discerning Generation Z cohort in Kuala Lumpur. A robust sample size comprising 275 respondents, predominantly hailing from the Malaysian Generation Z demographic (aged between 9 and 24 years old), was meticulously curated, employing the snowball sampling technique. The data amassed was subjected to rigorous analysis via the Statistical Package for Social Sciences (SPSS). Furthermore, this research has not only unveiled significant insights but also illuminated potential implications and limitations inherent to the study's scope. These findings are poised to serve as invaluable compass points, guiding future entrepreneurs, researchers, and individuals navigating the dynamic intersection of social media, cosmetics, and brand awareness.

ABSTRACT

In this era of rapid technological advancement, the number of consumers browsing online information is steadily increasing. Social media platforms have emerged as a vital channel for communication and sharing information, making them the greatest option for conducting business. This research paper examined how social media marketing influences the level of brand recognition for cosmetic items among Generation Z individuals in Kuala Lumpur. Upon the completion of the research, five independent variables have been investigated which incorporate entertainment, customization, trendiness, interaction and E-WOM. The researchers have addressed the problem regarding to the lack of existing study on discussing about the factors affecting the brand awareness of cosmetic products. Thus, the objective of this research is mainly to determine the effect of social media marketing on brand awareness of cosmetic products among Gen Z in Kuala Lumpur. The sample size that defined for this study is comprised of 275 respondents, mainly focusing on Malaysian Generation Z (GenZ) consumers that aged between 9 and 24 years old as the target populations, through the use of snowball sampling technique. The data gathered were analyzed through the utilization of the Statistical Package for Social Sciences. This research also highlighted implications, acknowledged limitations, and provided recommendations as points of reference for upcoming entrepreneurs, researchers, and individuals

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This purpose of this study is to establish the impact of social media marketing on brand awareness of cosmetic products among Gen Z in Kuala Lumpur. By conducting this study, readers are able to comprehend the significance of this study.

1.1 Research Background

In this high-speed development information age, the number of consumers browsing online information is getting higher and higher. Several amounts of online platforms had been utilized in order to bring benefits to both consumers and sellers throughout a business relationship. Social media platforms act as the best choice for the business to be carried out since social media platforms have experienced rapid growth as a fundamental medium for communication and the exchange of information (Rawat et al., 2021). It is undeniable that businesses are beginning to view these social media technologies as effective mechanisms to encourage and increase interaction among their clients (Alalwan et al., 2017). To describe clearly, Social Media Marketing (SMM) refers to a marketing approach that capitalizes on social media platforms, enabling both social networking and the dissemination of information concerning a specific company or brand (Hayes, 2022). With the aid of social media marketing, a marketing team is able to build a company's brand, increase sales, and drive website traffic towards the company.

As the generation grows rapidly, there is increasing comparison among communities especially from the angle of appearance. This has certainly led to the booming introduction of cosmetic products in the consumer market. Moreover, the growing utilization of cosmetic goods was spurred by an increase in the percentage of women in

the workforce, urbanization and heightened self-awareness driven by education (Leavy, 2020). Specifically, a "cosmetic" refers to any substance used to clean, enhance, or modify the appearance of the skin, hair, nails, or teeth (Devi et al., 2022). These include grooming products and beauty products such as makeup, perfume, skin cream and nail polish. Due to the high demand for premium products, it is projected that this industry will experience steady growth in the upcoming years. Hence, brand awareness is an essential element for a marketer to increase the product recognition in consumers' mind. The higher the brand awareness, the larger the proportion of the brand's consumers. Next, it will definitely lead to higher sales volume and profit margin.

According to Nugroho et al. (2022), Gen Z is recognized as a potential consumer group that wields substantial influence over the decisions related to purchase. Given the characteristics of Gen Z as individuals who are digitally proficient from a young age, embracing social media marketing might be the appropriate strategy to effectively shape their purchasing behaviors. Moreover, according to the information from Francis and Hoefel (2018), Gen Z are consumers at the age between 13 (2010) to 28 (1995) years old. Especially for Gen Z, they are more intended to make themselves look nicer in appearance in the case of boosting their self-confidence. Apart from that, Kuala Lumpur is considered as the stunning capital of Malaysia. For Gen Z staying in Kuala Lumpur, they are having higher purchasing power to fulfil their needs and demands. As quoted by Macrotrends (2023), the current metro area population of Kuala Lumpur in 2023 is 8,622,000.

1.2 Research Problem

In the world of modern marketing, making sure people know about a brand is super important. Brand awareness means how well consumers can remember and recognize a brand. This helps build a strong connection between customers and a brand, which leads to more sales and positive opinions about the brand (Rossiter, 2014). Companies use advertising and different ways to make their brand stand out and be memorable in a crowded marketplace. This way, when people want to buy something, they think of that brand first. Efendioglu & Durmaz (2022) also highlight how crucial brand awareness is for building a successful brand. A study by Shojaee & Bin Azman (2013) shows that social media is good at helping people know about brands. They found that using social media can make people more aware of a brand. They also found that things like people talking about a brand online and customers interacting with the brand play an important role in making the brand known. HubSpot (2022) also agrees that social media is important in marketing these days. Social media is like a big platform where companies can reach many people without spending too much money. It is even better than traditional ways of marketing (Frankwatching, 2022).

An intrinsic component of this discussion revolves around the distinct patterns of social media usage and acceptance observed across different generations. Williams et al. (2010) elucidate the varying technological inclinations of Generation X, Y and Z. While Generation X values diversity and perceives technology to enhance literacy, Generation Y is characterized by independence and resourcefulness, utilizing the internet as a boundless playground. In stark contrast, Generation Z, born after 1994 and reared in an era of pervasive internet exposure, is markedly influenced by social media and adept at harnessing the power of technology. Not only that, according to a report by Jason et al. (2019), Gen Z is one of the eight strategic segments of China's online consumers, making up over 90% of gross merchandise volume and representing a substantial portion of users on fast-moving consumer goods (FMCG) platforms. Furthermore, an article by Kastenholz (2022) highlights the surge of social commerce and its notable

impact on Gen Z. This article claims that Generation Z is the initial demographic to be raised in the era of social media. This unique background makes them more disposed towards utilizing social media platforms for making purchases than any other generation. Building on this, Padfield (2021) reports that a significant 65% of Gen Z consumers have ramped up their use of social media in the past year, and a considerable 45% anticipate this trend to continue over the next three years. This digital nativism lends credence to the effectiveness of social media marketing, which has been shown to engage this generation effectively, while it also heightened engagement with social media underscores the importance of effectively leveraging these platforms to cultivate brand awareness among Gen Z.

But even though social media is powerful, there has not been much research about how it affects brand awareness, especially for Generation Z and cosmetic products in Kuala Lumpur. This research is stepping in to fill that gap. Imagine we are exploring a new place where social media and brand awareness meet. We are focusing on decorative cosmetic products, like makeup, and the young Generation Z group in Kuala Lumpur. According to Statista (2022), a lot of young people, about 43%, like to use decorative cosmetics (as show in figure 1.2.1). This means they are part of Generation Z, and this makes them an excellent group to study when it comes to social media, cosmetics products, and brand awareness.

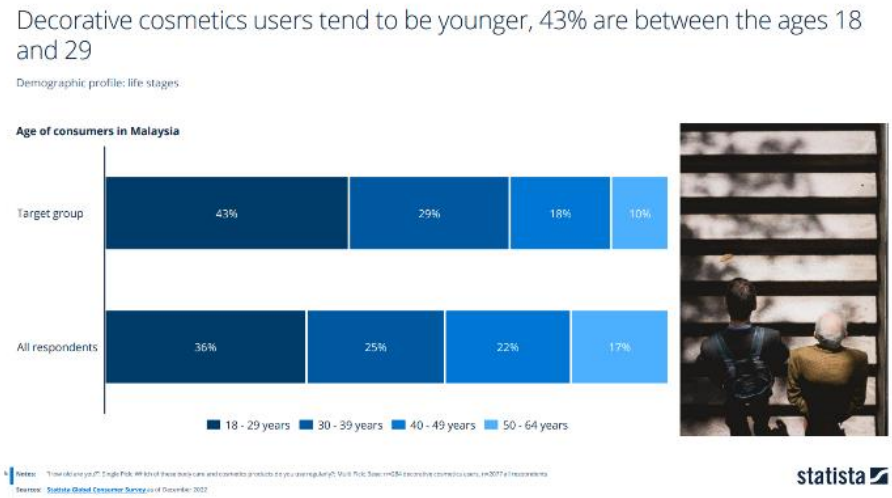


Figure 1.2.1 Age of consumer in Malaysia Adapted from Statista (2022). Retrieved from https://www-statista-com.tarc.idm.oclc.org/study/125837/decorative-cosmetics-users-in-malaysia/

1.3 Research Objectives

The objective is to determine the effect of social media marketing on brand awareness of cosmetic products among Gen Z in Kuala Lumpur. This study's specific objectives are outlined as follows.

1) To determine the effect of Entertainment (ET) on brand awareness of cosmetic products among Gen Z in Kuala Lumpur.

2) To determine the effect of Customization (CT) on brand awareness of cosmetic products among Gen Z in Kuala Lumpur.

3) To determine the effect of Trendiness (TD) on the brand awareness of cosmetic products among Gen Z in Kuala Lumpur.

4) To determine the effect of Interaction (IT) on brand awareness of cosmetic products among Gen Z in Kuala Lumpur.

5) To determine the effect of E-WOM (EW) on brand awareness of cosmetic products among Gen Z in Kuala Lumpur.

1.4 Research Questions

1) Does Entertainment (ET) affects brand awareness of cosmetic products among Gen Z in Kuala Lumpur?

2) Does Customization (CT) affects brand awareness of cosmetic products among Gen Z in Kuala Lumpur?

3) Does Trendiness (TD) affects brand awareness of cosmetic products among Gen Z in Kuala Lumpur?

4) Does Interaction (IT) affects brand awareness of cosmetic products among Gen Z in Kuala Lumpur?

5) Does E-WOM (EW) affects brand awareness of cosmetic products among Gen Z in Kuala Lumpur?

1.5 Research Significance

On the other hand, we are confident that our research is unique and useful which stands out from the existing research reports in providing relevant information to the society. According to Hermanda et al. (2019), research on the effect of social media influencer on brand image, self-concept and purchase intention had been carried out. Furthermore, there is research on examining the impact of micro influencer marketing and brand image to purchase intention of cosmetic products, prepared by Isyanto et al. (2020). Nonetheless, our research is more focused on the brand awareness of cosmetic products among Gen Z in Kuala Lumpur that is influenced by social media marketing. It was obviously significant and unique due to it providing suggestions and recommendations to marketers on the importance and pros of expanding the brand awareness of products through social media platforms. Social media plays a key part of this digital marketing landscape and studying social media marketing can help businesses stay competitive in this era. Furthermore, changing consumer behavior with the increasing spending by consumers on social media platforms also requires businesses to learn how to effectively target and engage with these consumers. Specifically, for new brand launching, it will

be extremely beneficial in order to increase the brand awareness among the community. From the perspective of marketers, this research gives guidance on the proper way to utilize their social media marketing on brand awareness. From the other side, consumers will also understand and increase their brand recognition on cosmetic products. This acts as a crucial role for a marketing segment because they are able to make changes and improvements accordingly on the brand awareness of their products. Therefore, the objective of this study is to determine the impact of social media marketing on the brand awareness of cosmetic products among Gen Z in Kuala Lumpur, Malaysia

1.6 Conclusion

In conclusion, the research background explains social media marketing in increasing brand awareness among consumers, particularly for the cosmetic industry. It also highlights the potential of Generation Z as a target market, who are highly influenced by social media and have a considerable impact on purchasing decisions. While the problem statement emphasizes the significance of brand awareness as a critical initial stage in building a brand and the role of social media marketing in achieving this goal. This study aims to examine the can social media marketing affect brand awareness among Generation Z in Kuala Lumpur.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

DV, Brand Awareness (BA) of cosmetic products in Kuala Lumpur is discussed simultaneously with IV which include Entertainment (ET), Customization (CT), Trendiness (TD), Interaction (IT) and E-WOM (EW).

2.1 Underlying Theory

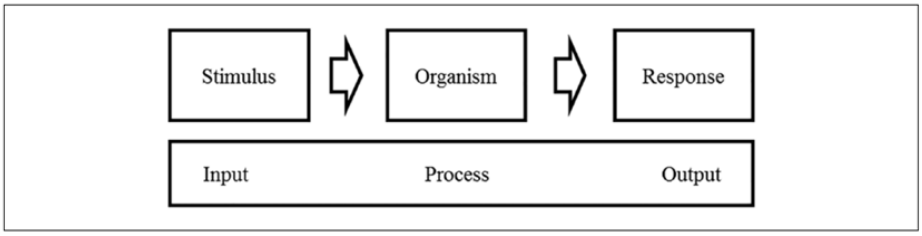


Figure 2.1 Conceptual framework of S-O-R theory

The stimulus-organism-response model (S-O-R) is a psychological framework that explains how human behaviour is influenced by both internal and external factors. According to this model, proposed by Woodworth (1929), a stimulus triggers a cognitive and emotional process in the organism, which then leads to a response. This model is an extension to the classic theory of the stimulus–response model suggested by Pavlov (1927), which assumes that behaviour is a direct result of a stimulus without considering the role of the organism. The model consists of three structures—namely, stimulus, organism, and response—, which determine the behavioural outcome of an event.

Stimulus refers to the external events or situations that trigger a reaction in the individual. Organism refers to the internal factors of the individual, such as their personality, emotions, attitudes, and beliefs. Response refers to the observable actions or reactions of the individual to the stimulus. The model suggests that behaviour is not a direct result of stimulus, but rather a mediated process that involves the organism's

interpretation and evaluation of the stimulus (Fu et al., 2021). The concept of an organism is useful for understanding human behaviour. The term "organism" can encompass the internal processes and structures that mediate between external stimuli and an individual's eventual actions, reactions, or responses. These intervening processes and structures encompass various activities such as perception, physiology, sensory experiences, and cognitive thinking. These activities shape how a person interprets and responds to the situation they are in (Pandita et al., 2021).

The SOR model (Stimulus-Organism-Response) is a valuable framework for comprehending how individuals react to stimuli in their surroundings. By deconstructing the intricate process through which stimuli evoke emotional and subsequent behavioural responses, the SOR model presents a systematic approach for examining how different stimuli influence consumer behaviour. However, in the context of this particular research, the primary objective is to investigate whether social media marketing can enhance brand awareness for a cosmetic products brand among Generation Z individuals in Kuala Lumpur and due to this research focus, the study will exclusively utilize the "S" (Stimulus) and "O" (Organism) components of the SOR model. The intention is to gauge the emotional responses (O) triggered by environmental stimuli, specifically brand awareness. The stimuli under examination include Entertainment (ET), Customization (CT), Trendiness (TD), Interaction (IT), and Electronic Word-of-Mouth (E-WOM), while the emphasis remains on eliciting emotional reactions (O) rather than observing resulting behavioural responses (R) like purchase intentions.

2.2 Review of Variables

2.2.1 Dependent Variable

2.2.1.1 Brand Awareness (BA)

As stated in the research conducted by Romaniuk et al. (2017), brand awareness refers to an individual’s ability to identify or remember that a particular brand is associated with a specific category of products. In general, brand awareness is defined as the

power of qualities that are created in the minds of consumers in order for them to define and remember a brand (Keller, 1993). There are several elements used in creating a strong brand awareness, such as the name, symbol, and logo of a brand. From the definition provided, it can be concluded that brand awareness refers to being aware of a brand's existence and its connection to a certain product. As proven in current research conducted by Kahneman (2012), when a brand name is encountered by a customer within their environment and they encounter it repeatedly, a thought is triggered in their mind: "I know this brand". According to literature on brand management, brand awareness is identified as one of the most essential factors in assessing a brand's potency, thereby contributing to its competitive edge (Urbanek, 2002). Brand awareness is playing a crucial role in positioning a product or brand in the preliminary stage. Practically, brand awareness indicates the effectiveness of marketing activities implemented by each company. Creating brand awareness enables recognition of a brand in the market. When a consumer recognises a brand, it means that they are able to distinguish it from other comparable brands available on the market.

2.2.2 Independent Variables

2.2.2.1 Entertainment (ET)

As per Eighmey & McCord (1998), Entertainment media channels encompass entities that captivate audience interest through a diverse array of pre-existing media platforms. Moreover, entertainment can be provided through advertisements or commercials that arise, which allows viewers to relax and enjoy the program (Shen, 2021). Based on the result of previous research conducted, increased entertainment value will result in users being motivated to engage in more frequent viewing. Thus, marketers should focus on creating a sense of enjoyment and satisfaction in advertisements or marketing initiatives to captivate the audience (Pollay & Mittal, 1993). Furthermore, the popular social media platforms utilized in marketing programs nowadays can increase the fun and heighten audiences' enjoyment of entertainment

(Fischer & Reuber, 2011). As mentioned by Muntinga et al. (2011), the entertainment values could be acting as a motivating message for marketers to continue and develop their creative campaigns due to the entertainment values that support the brand marketing function such as brand awareness can drain the emotional level of the audiences. Entertainment is a key element that promotes participant behaviour and ongoing follow-up, which fosters positive feelings and emotions about the brand in the eyes of social media followers (Kang, 2005).

2.2.2.2 Customization (CT)

Customization in marketing is defined as the practice of tailoring products, services, and marketing messages to meet the individual needs and preferences of customers (Bleier et al., 2018). Basically, it involves using data and technology to provide personalized experiences and interactions with customers. Consequently, marketers are compelled to focus on consumer preferences, profiles, and patterns of consumption (Rao & Minakakis, 2003).There are several types of customizations in marketing, including product customization, service customization and marketing customization. In the perspective of product customization, it involves allowing customers to personalize their products according to their preferences. Apart from that, service customization refers to marketing activities that tailor services to meet the individual needs of customers. Furthermore, under marketing customization, it indicates tailoring marketing messages to individual customers based on their interest, preferences, and behaviours. According to Griffin (1995), customization in marketing can help businesses to increase customer loyalty, improve customer satisfaction, and drive sales. By providing personalized experiences, businesses can differentiate themselves from competitors and create a stronger emotional connection with customers (Smith & Colgate, 2007).

2.2.2.3 Trendiness (TD)

Trendiness in marketing refers to the use of popular and current trends to attract customers and increase brand awareness (Guha et al., 2021). Marketers can use social media and influence to stay updated on trends and connect with customers quickly and in a contextual appropriate manner (Santora, 2021). By incorporating trendiness into marketing campaigns, businesses can stay up to date with the latest consumer preferences and gain a competitive edge. However, it is important to note that trends can be short-lived, and businesses must be careful not to alienate customers by being too focused on the latest fads. (Nawaz et al., 2020), suggests that businesses should focus on creating a balance between trendiness and timelessness in their marketing campaigns. This can be achieved by incorporating elements of current trends into campaigns while also ensuring that the core message of the campaign is timeless and relevant to the brand's identity.

2.2.2.4 Interaction (IT)

Interaction in marketing refers to the degree of engagement and communication between a brand and its customers. It encompasses all types of interactions, including online and offline communication, feedback, brand social community, and user-generated content (Rehman et al. 2022). According to Lim et al. (2022), interactive marketing involves "two-way communication between a brand and its customers, as opposed to the traditional one-way communication that has been used in most mass media advertising." Not only that, having interaction in the marketing can lead to increased customer engagement, loyalty, and brand advocacy (Cheung et al., 2021).

2.2.2.5 E-WOM (EW)

According to Huete-Alcocer (2017), Electronic word of mouth (EW) refers to the sharing of information about products or services through online channels, such as social media, forums, and review websites. In addition, EW wields a substantial influence over consumer decision-making, due to its reputation for being more

trustworthy and credible compared to conventional advertising methods. Ismagilova et al. (2019), conducted research shedding light on the impactful role of EW communications in shaping consumer behaviour. Their findings underscored the capacity of EW to impact confidence within consumers, enhancing their comprehension of products and services. Moreover, EW played a pivotal role in mitigating the risk associated with making unfavourable purchase decisions, while concurrently facilitating the attainment of social validation. While according to a study by Zniva et al. (2020), Electronic Word-of-Mouth (EW) can be grouped into three categories: conventional E-WOM, product ratings, and social media E-WOM. Conventional E-WOM is about sharing detailed information about a product with people you might not know very well (like acquaintances or strangers). Product ratings give quick opinions but do not involve personal connections. Social media E-WOM happens through personal interactions (with close connections) and is more influential than other types of E-WOM. In our study, we will focus more on social media E-WOM.

2.3 Conceptual Framework

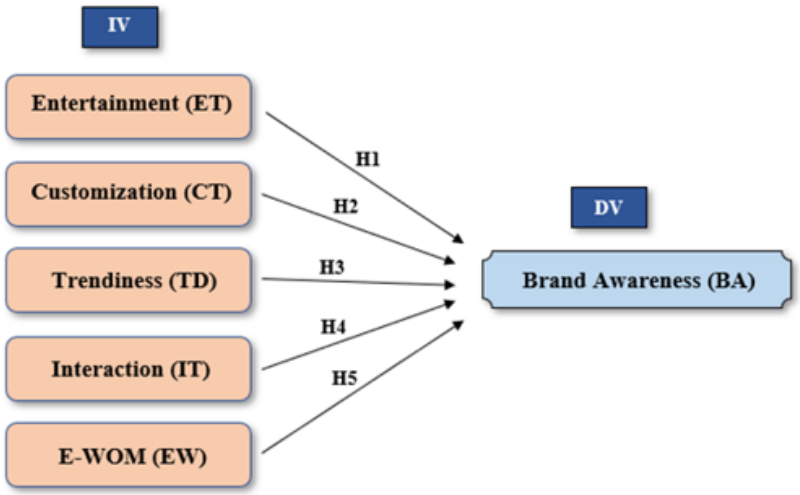


Figure 2.3: Proposed Research Framework

The primary objective of this study was to assess how Social Media Marketing (SMM) influences brand awareness, ultimately contributing to the recognition of cosmetic products among the Gen Z population. This study establishes appropriate research framework and materials as detailed above. The study focuses on five independent variables: Entertainment (ET), Customization (CT), Trendiness (TD), Interaction (IT), and E-WOM (EW). Consequently, the dependent variable will be the Brand Awareness.

The five IVs stated in the proposed research framework (see Figure 2.3) are defined as the stimulus for the overall research. In general, these five IVs will be having a significant impact on the DV, consumers' response to brand awareness. These five stimuli refer to an external event or object that triggers a response from an individual. According to Stimulus-Organism-Responses (SOR) theory, the organism plays a crucial role in determining how an individual will respond to a given stimulus. Different people have different responses to each stimulus. For instance, one person is receiving messages on entertainment, while the other one is catching the trendiness of the brand. Hence, their response to it could be very different depending on their personality, attitudes, and past experiences. From the perspective of DV, brand

awareness is the element or organism which we investigate throughout the overall study. Once different stimuli or characteristics are developed, there will be different results of performance in terms of degree of brand awareness.

2.4 Hypothesis Development

2.4.1 Independent Variable

2.4.1.1 Entertainment

Entertainment can be a powerful tool for creating brand awareness. When people are entertained, they are more likely to remember the experience and the brand associated with it. Therefore, entertainment presents a significant effect in creating and enhancing brand awareness in consumers' minds. It is supported and undeniable that hedonic product values were accessed by entertainment (Lin et al., 2012). Brand Awareness could be affected through several methods, such as emotional connection and viral marketing. Entertaining content that goes viral can quickly increase brand awareness (Yanuar et al., 2021). As quoted by Zhu and Chen (2015), when people share entertaining content on social media, it can reach a large audience and create buzz around the brand. Moreover, by creating an emotional connection between the audience and the brand, it leads to a higher degree of brand awareness. For enjoyable entertainment, people will associate that positive feeling with the brand, which can increase brand advocacy. With the presence of brand advocacy, the brand awareness of specific brands can be pushed to a higher level.

H1: Entertainment (ET) has a significant effect on brand awareness (BA).

2.4.1.2 Customization

When a brand offers customization options to its customers, it creates a more personalized experience, which can lead to increased brand awareness and brand advocacy (Febriyantoro, 2020). According to Keller (2001), customization sets a brand

apart from its competitors. When a brand offers unique customization options, it can differentiate itself from other brands in the market and increase brand recognition and brand awareness. Based on the research by Simonson (2005), tailored offers that match the individual preferences of customers might offer greater value, especially when marketers can uncover these preferences and customers can identify offers that align exceptionally well with their own preferences. Moreover, whenever customers have a positive experience with a customized product, they are more likely to share it with others, which leads to positive word-of-mouth marketing that increases brand awareness.

H2: Customization (CT) has a significant effect on brand awareness (BA).

2.4.1.3 Trendiness

Trendiness is another factor that affects brand awareness. A brand that is seen as trendy can attract a lot of attention and create a sense of excitement among consumers. According to Cheung et al. (2020), trendiness is positively associated with brand awareness. A trendy brand has the potential to create favourable word-of-mouth promotion and enhance the probability of viral marketing. When a brand is seen as trendy, it can also attract influencers, who can help promote the brand and increase its reach among their followers. For example, social media marketing activities such as trendiness have a positive effect on brand image and brand awareness, which in turn affect repurchase intention, which means it had a positive effect on consumers' attitudes towards a brand (Yang et al., 2022). Another study has also found out that using trendy marketing strategies increased brand awareness and purchase intention among consumers (Faisal & Ekawanto, 2022).

H3: Trendiness (TD) has a significant effect on brand awareness (BA).

2.4.1.4 Interaction

Interaction is a vital component of social media marketing. When a brand interacts with its customers on social media, it creates a more personalized experience and increases engagement. Masa’deh et al. (2021), found that engaging with customers on

social media can result in positive word-of-mouth marketing and heightened brand awareness. This happens when businesses give customers room to share their thoughts with others and respond to individual customer requests. Additionally, when a brand responds to customer inquiries and concerns promptly, it can build trust and enhance its reputation. For example, a study by Chatterjee et al. (2021), found that interactive social media posts had a positive effect on brand awareness and purchase intention. Another study by Samarah et al., (2022) found that interaction positively influenced brand awareness and brand loyalty among consumers.

H4: Interaction (IT) has a significant effect on brand awareness (BA).

2.4.1.5 E-WOM (EW)

EW is a crucial factor that plays a role in shaping brand awareness. Research conducted by Seo et al. (2020) underscored the significant impact of EW on brand awareness. The study focused on family restaurant brands and revealed that EW had a noteworthy effect on brand awareness. Moreover, this study also highlighted the connection between positive EW activities and marketing communication, strengthening the role of EW in the realm of marketing communication. Not only that, Godey et al. (2016) examined the social media marketing strategies of luxury brands. Their findings further reinforced the influence of electronic word-of-mouth (EW) on both brand recognition and brand perception. The researchers classified EW as a component of social media marketing and emphasized that positive EW can significantly enhance brand advocacy and brand loyalty. Shifting to the aviation industry context, Lee (2012) delved into the influence of EW activities on brand image and brand awareness. The study's outcomes indicated that positive EW exercises exerted a significant impact on brand awareness and purchase intentions. Conversely, the study also identified that negative EW had an adverse effect on these factors.

H5: E-WOM (EW) has a significant effect on brand awareness (BA).

2.5 Conclusion

In summary, this chapter offers an extensive overview of the pertinent literature concerning the primary subject of discussion: the correlation between Brand Awareness (BA) of cosmetic products in Kuala Lumpur and several Independent Variables (IVs). These IVs encompass Entertainment (ET), Customization (CT), Trendiness (TD), Interaction (IT), and Electronic Word of Mouth (E-WOM) (EW). Each variable is defined in a manner that enhances clarity and comprehension, along with the justification of their relationship with the dependent variable (BA). The next chapter will talk about the research methods that will be employed throughout the entire study. This section will outline the approach, design, data collection procedures, and data analysis methods that will be employed to investigate and examine the connection between the variables mentioned. The research methods chapter will lay the foundation for conducting a robust and credible investigation, ensuring the study's validity and reliability.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Research The research methodology serves as the overarching approach for conducting the research project (Leedy & Ormrod, 2005).

3.1 Research Design

Research design refers to a blueprint of a scientific study. According to Pandey & Pandey (2021), research design includes research methodologies, tools, and techniques to conduct the research. The primary research strategy employed in this study was the quantitative research approach. This approach is used to gather and analyse numerical data, which involve using structured, standardized instruments such as surveys and statistical analysis (Antwi & Hamza, 2015). As quoted by Amaratunga et al. (2002), quantitative research methods provide an objective way to measure and analyse data, and it is often considered as more efficient than qualitative methods. The reason for choosing this method is due to the fact that it can be used to gather data from a large sample of participants (Grossoehme, 2014), at the same time perform in time saving (Driscoll et al., 2007).

By using the descriptive research design, this method provides a comprehensive overview of a population or phenomenon. According to Vaismoradi et al. (2013), this helps researchers gain a better understanding of the characteristics and behaviours of the population they are studying. Through descriptive statistics, it provides basic information about variables in a dataset and offers more detailed information (who, when, where, what and how) to the researchers (Kaur et al., 2018). In this study, Cross-Sectional Study is adopted to collect data from a group of individuals. As quoted by Hemed et al. (2015), cross-sectional study is commonly employed to identify the prevailing traits within a population at a specific moment in time and the advantage of employing a cross-sectional study design is that it enables researchers to simultaneously compare numerous variables.

3.2 Sampling Design

3.2.1 Target Population

Population specification holds significant importance in both qualitative and quantitative research. It revolves around delineating the particular group of individuals or entities that hold relevance for the study. This process guarantees that the sample chosen for the study is a valid representation of the broader population, enabling the results to be extended and applied with a certain level of assurance (Majid, 2018).

This study focused on Malaysian Generation Z consumers falling within the age range of 9 to 24 years as the specific target population. This selection is based on the understanding that this demographic wields substantial influence within the cosmetic product market, possessing significant purchasing power, and shaping the buying choices of both their families and peers (Biondi, 2021). Additionally, this age group is well-known for their active engagement on social media platforms, making them an ideal target for studying the impact of social media marketing on brand awareness (Wilson, 2021).

Kuala Lumpur, Malaysia's capital city, stands as a central hub for both cosmetic product consumption and active engagement on social media platforms. This characteristic positions it as an optimal location for examining the impact of social media marketing on brand awareness within the cosmetic industry. As an illustration, Simmons & Djaad (2019) discovered that Kuala Lumpur, along with Malaysia as a whole, boasts a thriving beauty market projected to sustain its growth. The study also revealed that social media plays a pivotal role in driving the beauty market in Malaysia. Moreover, as indicated by Statista (2022), individuals who use decorative cosmetics tend to gravitate towards urban and metropolitan areas (as show in Figure 3.2.1.1).

Figure 3.2.1.1. Communities where consumers live in Malaysia Adapted from Statista. (2022). Retrieved from https://www-statista-com.tarc.idm.oclc.org/study/125122/gen-z-generation-z-in-malaysia/

By targeting Malaysian GenZ consumers in Kuala Lumpur, this research endeavours to delve into the unique viewpoints and outlooks of this specific demographic concerning cosmetic brands promoted via social media. The outcomes of this study are anticipated to furnish insights into the efficacy of social media marketing strategies in augmenting brand awareness among Generation Z consumers. This, in turn, can provide valuable guidance for cosmetic companies aiming to tailor their marketing approaches to cater to this particular segment effectively.

3.2.2 Sampling Frame

A sampling frame is like a list that includes all the things in a group that we want to study. It is different from the population, which is a general group of people or entities that are being studied. For instance, the population could be "People who live in Jacksonville, Florida," while the sampling frame would list all the individuals in that population (Villegas, 2022).

A sampling frame may be difficult to obtain. For example, when studying a rare disease where patients are dispersed and difficult to identify. In this case, snowball sampling may be a solution where the researcher starts with a few known patients and then asks them to refer to other patients they know. This process continues until the researcher has enough participants to study the disease. Snowball sampling is useful in such situations because it allows the researcher to access individuals who may not be easily identifiable through a sampling frame (Glen, 2023).

Regarding this study, a sampling frame was not used as it could pose challenges in obtaining accurate data when targeting Gen Z in Malaysians as respondents throughout the country.

3.2.3 Sampling Technique

The research sample was selected using a non-probability sampling method. Non-probability sampling may be used in exploratory research when the goal is to gain a preliminary understanding of a phenomenon or population (Fulop & Avvisati, 2022).

Nowadays, snowball sampling is widely utilized in research associated with behaviour, attitudes, and social aspects (Baltar & Brunet, 2012). Snowball sampling in a non-probability sampling method that involves asking participants to recommend other potential participants who meet specific criteria (Tansey, 2009). As discovered by Tansey (2009), snowball sampling, also referred to as chain-referral sampling, constitutes a non-probability method for the selection of survey samples. This technique is often used in research when the population of interest is difficult to identify or access (Etikan et al., 2016). Moreover, as quoted by Noy (2008), snowball sampling can be a useful sampling technique that is used in research on social networks or community dynamics. Snowball sampling can help researchers identify key individuals or groups within a network or community and next understand how they are connected. From the perspective of cost incurred, snowball sampling can be a cost-effective sampling technique due to it not requiring as much time or resources as other sampling techniques. Apart from that, snowball sampling can contribute to trust

building between researchers and participants (Waters, 2015). Participants are often referred to the study by someone they know and trust, which allows them to be more comfortable when participating in the study. Hence, snowball sampling was used in this research. In this study, Gen Z in Kuala Lumpur was chosen as the respondents to investigate the brand awareness of cosmetic products. The survey for this study was designed using Google Forms and distributed through various social media platforms. According to the Social Media Statistics for Malaysia (2022) by Meltwater, the time spent on social media in Malaysia is 3 hours and 2 minutes. In this study, WhatsApp (93.2%), Facebook (88.7%) and Instagram (79.3%) were used due to these being the three highest rank in the most used social media in Malaysia 2022.

3.2.4 Sample Size

According to the Population Pyramid (2023), the current population of Malaysia in 2023 stands at 34,308,525 individuals. Estimating the number of Malaysians aged 18 to 26 yields approximately 7,777,122 individuals, assuming a consistent proportion of the population within this age range. As indicated by Pollfish (2023), survey researchers typically apply a tolerable margin of error ranging from 4% to 8% at a confidence level of 95% (as shown in Figure 3.2.4.1*)*. For this research, Raosoft is utilized to calculate the appropriate sample size. Aiming for a 6% margin of error at a 95% confidence level while considering a population size of approximately 7,777,122 and a response distribution of 50%, our calculation based on the normal distribution (as shown in Figure 3.2.4.2) indicates a recommended minimum sample size of 267 (Raosoft, 2004). As a result, the sample size chosen for this research is 275.

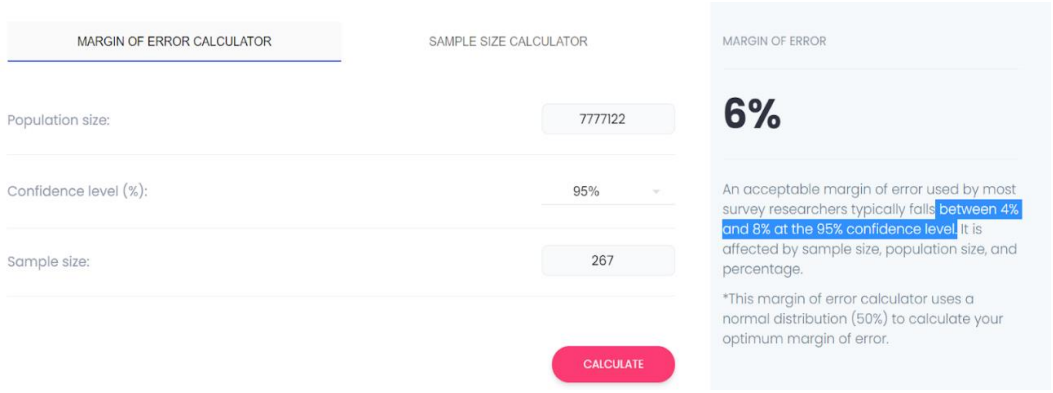
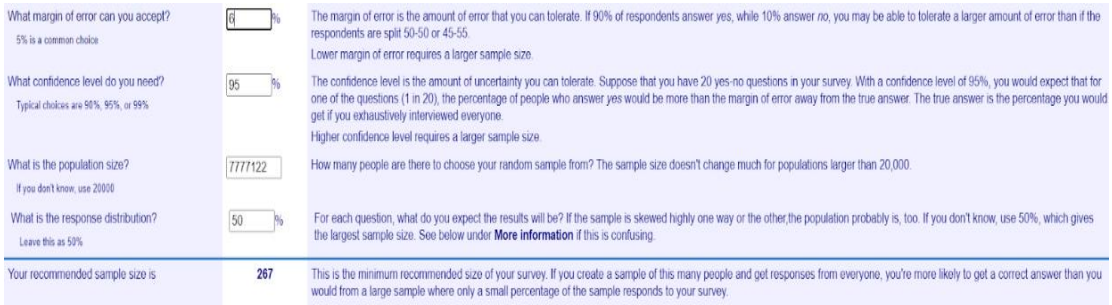


Figure 3.2.4.1. Calculation of margin of error. Adapted from Pollfish. (2023). *Margin Of Error Calculator* | Pollfish.com. Retrieved from https://www.pollfish.com/margin-of-error-calculator/



What margin of error can you accept? 5% is a common choice	6 %	The margin of error is the amount of error that you can tolerate. If 90% of respondents answer *yes*, while 10% answer *no*, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.
What confidence level do you need? Typical choices are 90%, 95%, or 99%	95 %	The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer *yes* would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.
What is the population size? If you don't know, use 20000	7777122	How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.
What is the response distribution? Leave this as 50%	50 %	For each question, what do you expect the results will be? If the sample is skewed highly one way or the other,the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under **More information** if this is confusing.
Your recommended sample size is	**267**	This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

Figure 3.2.4.2. Calculation of sample size. Adapted from Raosoft. (2004). Sample size calculator. Retrieved from http://www.raosoft.com/samplesize.html

3.3 Data Collection Method

Data collection is a necessary process of gathering information from various sources to answer research questions or to obtain useful information (Hox & Boeije, 2005). Methods for gathering data can be categorized as either primary or secondary. Thus, this paper employed primary data collection.

3.3.1 Primary Data

According to Wilcox et al. (2012), primary data is data that is collected directly from the source to be used in research. Primary data is original and specific to the study issue or topic being investigated. Primary data can be collected through various methods, the most common techniques include surveys, interviews, observations, and experiments (Hox & Boeijie, 2005). In this research, computer-administered surveys were being used to assign questions to reach our targeted respondents.

3.4 Research Instrument

3.4.1 Questionnaire Design

The questionnaire for this research is written in English and divided into three sections, which are Section A: Pre-screening, Section B: Demographic Information and Section C: Instrument.

The Pre-screening section consists of three screening questions to ensure the validity of the respondents. In demographic information such as gender, race, and the frequency of using social media will be collected from the respondents. While instrument focuses on the responses of the respondents on the independent variables (Entertainment (ET), Customization (CT), Trendiness (TD), Interaction (IT), and E-WOM (EW)) and the dependent variable Brand awareness (BA) of the study. This section contains a total of 26 questions, with 4-5 questions allocated for each construct.

The items used in this section were modified to suit the research study. The Five-Point Likert Scale was used in designing the questions in Section B, with a scale ranging from strongly disagree to strongly agree.

3.4.2 Construct Measurement

This paper consisted of IVs and DV measurement such as Entertainment, Customization, Trendiness, Interaction and E-WOM towards brand awareness of cosmetic products among Gen Z in Kuala Lumpur. The questionnaire included variables assessed through a series of questions that relied on the respondents' personal opinions, perceptions, and knowledge about cosmetics.

Section A comprises two questions serving as filter questions pertinent to the study's focus, including inquiries about the respondents' age to determine if they belong to the Gen Z group and their relationship with cosmetic products whether they know/ use/ interest in cosmetic products or not. Subsequently, Section B encompasses four demographic questions aimed at gathering personal information about the respondents, including their gender, age, frequency of cosmetic product usage.

Table 3.4.2: Survey Instruments

Code	Questions	Source
ET - Item 1	"It is fun to use cosmetic brand's social media."	Kim & Ko (2010)
ET - Item 2	"The content shown on the cosmetic brand's social media is interesting."	
ET - Item 3	"It is exciting to use cosmetic brand's social media."	
ET - Item 4	"It is easy to kill time using cosmetic brand's social media."	
ET - Item 5	"Collecting information on brands or items through a cosmetic brand's social media is fun."	
CT - Item 1	"Cosmetic brand's social media provides customized service."	Kim & Ko (2010);
CT - Item 2	"Searching for customized information on cosmetic brand's social media is possible."	Kim & Ko (2012)
CT - Item 3	"It is possible for me to find lively and engaging content on the cosmetic brand's social media."	
CT - Item 4	"It is easy to use cosmetic brand's social media."	
TD - Item 1	"The newest information is shown on the cosmetic brand's social media."	Kim & Ko (2010);
TD - Item 2	"It is available for anything trendy on cosmetic brand's social media."	Yadav & Rahman (2018);
TD - Item 3	"Cosmetic products are one of the most important ways to express my individuality."	Ladhari et al. (2019)

IT - Item 1	"It is easy to deliver my opinion through cosmetic brand's social media."	Kim & Ko (2010); Yadav & Rahman (2018)
IT - Item 2	"It is possible to exchange opinions or conversation with other users through a cosmetic brand's social media."	
IT - Item 3	"Sharing information with other users through a cosmetic brand's social media is possible."	
IT - Item 4	"I can share and update a cosmetic brand's social media content."	
IT - Item 5	"It is possible for this cosmetic brand's influencer social media account to regularly interact with its followers and fans."	
EW - Item 1	"I can share opinions on brands, items, or services acquired from a cosmetic brand's social media with my acquaintances."	Seo & Park (2018); Hutter et al. (2013) Kim & Ko (2010)
EW - Item 2	"I can win my friends and relatives as cosmetic brand's fans."	
EW - Item 3	"It is fun for me to inspire others about cosmetic brand's products."	
EW - Item 4	"I will recommend this cosmetic brand's social media."	
BA - Item 1	"I am always aware of this cosmetic brand's change in production."	Hutter et al. (2013); Godey et al. (2016)
BA - Item 2	"I have no difficulties remembering the cosmetic brand."	
BA - Item 3	"I know all the cosmetic brand's ambassadors."	
BA - Item 4	"I can distinguish the different cosmetic brand types."	

Note: EN: Entertainment; CT: Customization; TD: Trendiness; IT: Interaction; EW: E-WOM; BA: Brand Awareness.

3.5 Proposed Data Analysis Tools

3.5.1 Data Analysis Tool (SPSS)

In this study, Statistical Package for the Social Sciences (SPSS) was used to perform statistical analysis on data. It covers a wide range of statistical analysis tools, such as descriptive statistics, inferential statistics, regression analysis, data management, data visualization and more (Cronk, 2019). The reason that SPSS is popular is due to its user-friendly interface, extensive features, and the capacity to import and export data from numerous sources.

3.5.2 Descriptive Analysis

In this research, we will use descriptive analysis to summarize the raw data. This type of analysis uses simple graphs and measures like frequency, central tendency, dispersion, and position to make it easier to interpret the data, especially for demographic information. By using descriptive analysis, we can quickly evaluate specific populations and understand the data more easily.

3.5.3 Reliability Test

Reliability is a statistical analysis that is used to determine the consistency and stability of a research instrument (Sullivan, 2011). Through reliability test can determine how dependable and consistent the instrument is in measuring a particular construct or concept. The function of Cronbach's Coefficient Alpha (α) was to calculate and discover the reliability of a system. In Cronbach's Coefficient Alpha (α), there are 6 rankings as follows.

Table 3.5.3: Cronbach's Alpha Coefficient Size

Range	Strength of Association
$\alpha \geq 0.9$	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: Stephanie (2021). *"Cronbach's Alpha: Definition, Interpretation, SPSS"*. StatisticsHowTo.com: Elementary Statistics for the rest of us!

3.5.4 Inferential Analysis

Inferential analysis is a statistical technique used to create a thorough understanding of the population data by accessing the samples obtained from it (Agresti & Finlay, 2009). It helps in generalizing about the population by using various analytical tests and tools. By using inferential analysis, researchers can make more accurate predictions and draw conclusions about populations based on a smaller sample of data. Test statistics including T-test, Z-test, Multiple Regression Analysis and so on. Multiple Regression Analysis will be adopted in this study. Multiple Regression can be used to examine the relationship between a single dependent variable and a number of independent variables (Rubinfeld, 2000). The main objective of multiple regression analysis is to utilize the values of independent variables that are known in order to predict the value of the single dependent variable. Each independent variable's

contribution is quantified by its weight, which signifies its relative significance in the overall prediction process.

The following equation illustrates the multiple regression analysis conducted in this research:

Table 3.5.4.1: Regression models

$$\mathbf{y = \alpha + \beta 1X1 + e}$$

y = Dependent variable

α = Constant/intercept

β1 = Coefficient of the independent variable

X1 = Independent variable

e = Residual error

Source: Moya-Larano, J. & Corcobad, G. (2008). Plotting partial correlation and regression in ecological studies. *Web Ecology*, *8*(1), 35-46.

Table 3.5.4.2: Regression models with research variables

$$y = \alpha + \beta1(X1) + \beta2(X2) + \beta3(X3) + \beta4(X4) + \beta5(X5) + e$$

y = Brand Awareness

α = Constant/intercept

β1,2,3,4,5 = Slope of regression line

X1 = Entertainment

X2 = Customization

X3 = Trendiness

X4 = Interaction

X5 = E-WOM

e = Residual error

Source: Developed for the research

3.6 Pilot Test

A pilot study serves as a concise preliminary assessment designed to evaluate various facets of survey methodologies prior to their implementation in a broader or more comprehensive research setting (Simkus, 2022). Determining the sample size for a pilot study often relies on simple guidelines. For instance, Browne (1995) recommends a minimum of 30 participants for a pilot test, while Kieser & Wassmer (1996) suggest a range of 20 to 40 participants. Similarly, the valuable insights that pilot studies can offer to other research endeavors, suggesting that samples ranging from 10 to 40 participants can provide useful and meaningful information, contributing to a variety of potential objectives (Hertzog, 2008). In alignment with this approach, a pilot study was conducted as part of this research, involving 30 respondents. The objective of conducting this pilot study was to evaluate and refine procedures, data collection instruments, recruitment techniques, and other research methodologies, with the intention of preparing for a more comprehensive study in the coming future.

Table 3.6 Normality Test

	Skewness		Kurtosis	
	Statistics	**Std. Error**	**Statistics**	**Std. Error**
Entertainment	-0.733	0.427	0.399	0.833
Customization	-0.641	0.427	-0.214	0.833
Trendiness	-0.900	0.427	1.032	0.833
Interaction	-1.343	0.427	2.450	0.833
E-WOM	-0.710	0.427	0.304	0.833

Table 3.6 depicted that the Skewness ranges between -1.343 and -0.641. The statistics computed proves that the data collected is left-skewed (Hatem et al., 2022). As for the case of Kurtosis, the distribution falls under the range of -0.214 and 1.032. According to George and Mallery (2010), the values for kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution.

3.7 Conclusion

This chapter encompasses several crucial elements: research design, sampling frame, data collection approach, research instrument, and pilot test. These methodologies play a pivotal role in shaping the subsequent chapter, as they lay the foundation for the seamless progression of this research.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The results are examined, concurrently deriving certain clarification.

4.1 Descriptive Analysis

4.1.1 Survey Responses

The acquisition of reliable and accurate data in research is of paramount importance. Response rate and data completeness assume critical roles in assessing the data quality gathered during a study. A low response rate or substantial missing data could introduce bias and compromise the credibility of the study's findings (Holtom et al., 2022).

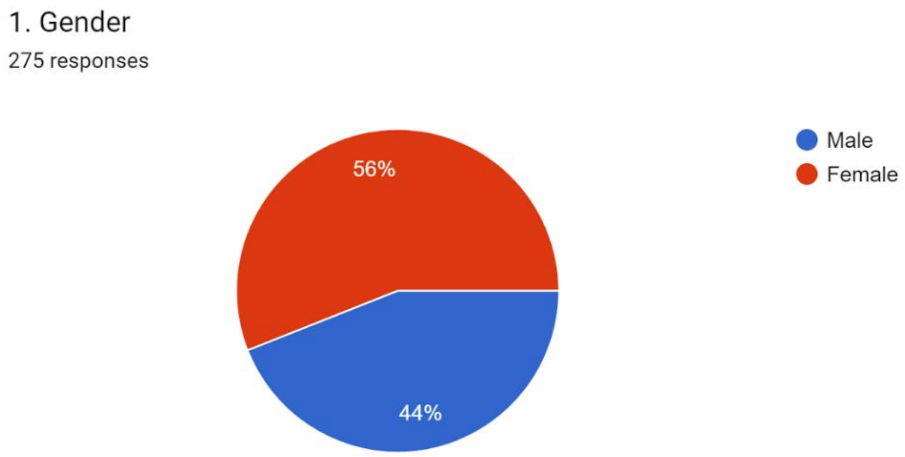
There is a total of 75% of response rate among the participants. A response rate of 75% indicates a commendable level of engagement from the target population, lending credibility to the research outcomes. This implies that out of the 367 individuals approached for participation, a significant number of 275 willingly took part in the study. This noteworthy level of participation and engagement reflects the study's success in capturing a comprehensive representation of the target population as it more than 50%. Additionally, data completeness exhibited a commendable standard, as there is no missing data recorded. However, it is essential to acknowledge that not all responses qualified for inclusion due to specific reasons. These reasons might include geographical factors, such as not being in Kuala Lumpur, or demographic considerations, such as not falling within the Generation Z category. These cases were carefully assessed to ensure the research maintains its accuracy and validity.

According to Sekaran and Bougie (2019), response rate and data completeness play pivotal roles in ensuring the data's reliability. Achieving a higher response rate helps mitigate potential non-response bias and enhances the sample's representativeness. Striving for a robust response rate is essential to acquire comprehensive and valid data.

Moreover, the importance of data completeness cannot be overlooked. With no missing data recorded in the study, the researchers can confidently affirm the accuracy of their findings. Complete data facilitates a thorough and dependable analysis, leading to more robust conclusions and valuable recommendations.

4.1.2 Respondent Demographic Profile

4.1.2.1 Gender



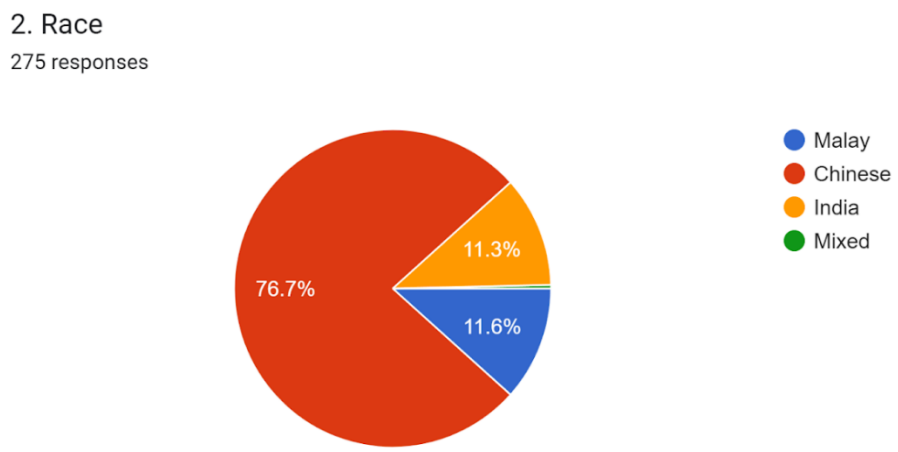
Gender	Number of Respondents	Percentage (%)
Male	154	56
Female	121	44
Total	275	100

Table 4.1.2.1.1 **Gender**

Source: Created based on research data.

In the table, it is evident that there were 154 male respondents, representing 56% of the total participants, and 121 female respondents, constituting 44% of the study's participants. The total number of respondents was 275.

4.1.2.2 Race



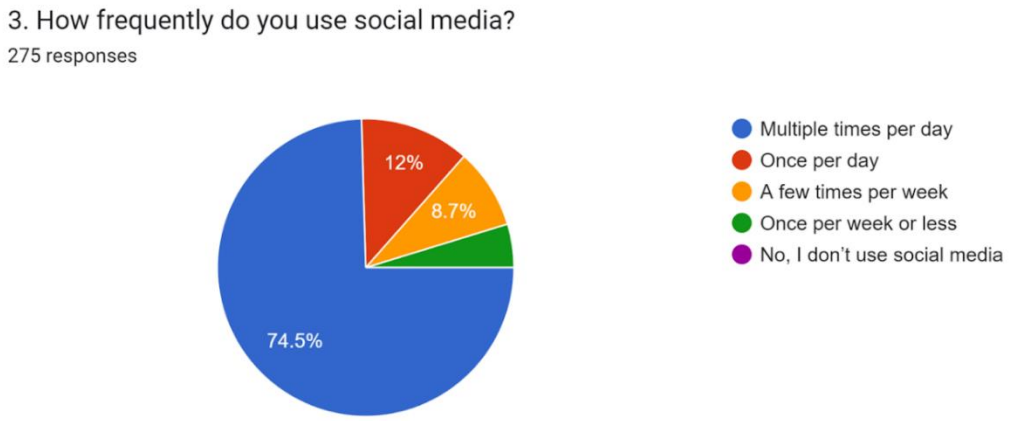
Ethnicity	Number of Respondents	Percentage (%)
Chinese	211	76.7
Malays	32	11.6
Indians	31	11.3
Other races	1	0.4
Total	275	100

Table 4.1.2.2.1 **Race**

Source: Created based on research data.

As shown in the table above, the study involved four distinct ethnicities. Among them, Chinese participants comprised the largest group, making up 76.7% of the total respondents, which is approximately 211 individuals. Malays accounted for around 11.6%, with approximately 32 participants. Indians constituted 11.3% of the respondents, totalling 31 individuals. The remaining category, which includes other races, consisted of just 1 respondent, making up 0.04% of the overall 275 participants.

4.1.2.3 Frequency of using social media



Frequency of Social Media Use	Number of Respondents	Percentage (%)
Multiple times per day	205	74.5
Once per day	33	12.0
A few times per week	24	8.7
Once per week or even less	13	4.7
Total	275	100

Table 4.1.2.3.1 **Frequency of using social media**

Source: Created based on research data.

The table clearly indicates that all respondents in the study reported using social media, as there is no record of individuals who did not engage in social media activities. The majority of the participants, 205 respondents (74.5%), stated that they use social media multiple times per day. The second most common usage frequency was once per day, reported by 33 respondents (12%). A smaller proportion, 24 respondents (8.7%), mentioned using social media a few times per week, while only 13 respondents (4.7%) indicated using it once per week or even less frequently.

4.2 Reliability Test

Table 4.2: Summary of Cronbach's Alpha for Each Scale

Reliability Analysis			
Variables	**Cronbach's Alpha**	**No. of Items**	**Reliability Result**
Entertainment	0.900	5	Excellent
Customization	0.862	4	Good
Trendiness	0.814	3	Good
Interaction	0.904	5	Excellent
E-WOM	0.889	4	Good
Brand Awareness	0.857	4	Good

According to Table 4.2, Cronbach's Alpha's result of Brand Awareness (DV) is 0.857 and IVs which include Customization (0.862), Trendiness (0.814) and E-WOM (0.889). These results are deemed good in the reliability assessment (Stephanie, 2021). The following IVs consist of Entertainment (0.900) and Interaction (0.904) categorized as excellent in the reliability outcome (Stephanie, 2021).

4.3 Inferential Analysis

4.3.1 Multiple Regression Analysis

Table 4.3.1: Model Summary of Multiple Linear Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.868[a]	0.754	0.749	0.49602
a. Predictors: (Constant), Entertainment, Customization, Trendiness, Interaction, E-WOM b. Dependent Variable: Brand Awareness				

R square value reflects on how influential the selected independent variables are on the dependent variables. Referring to Table 4.3.1, it indicates that 75.4% of the variance in brand awareness can be predicted from the variables of Entertainment, Customization, Trendiness, Interaction and E-WOM.

4.3.2 ANOVA Test

Table 4.3.2 ANOVA Test Result

ANOVA						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	202.850	5	40.570	164.892	<0.001[b]
	Residual	66.185	269	0.246		
	Total	269.034	274			

a. Predictors: (Constant), Entertainment, Customization, Trendiness, Interaction, E-WOM
b. Dependent Variable: Brand Awareness

The ANOVA (Analysis of Variance) table illustrated the value of Sig. lower than 0.001, which means that the predictors or independent variables have a great influence on the dependent variable as it is less than 0.05 ($p<0.05$). A simple indication of a larger F-value and smaller significance value presented easily affirms the validity of the data. The F-value attained in the ANOVA test was 164.892. This indirectly proves that the five independent variables used in the presented data are not equivalent to each other and thus, can be utilized to impact the dependent variable.

4.3.3 Coefficients of Equation

Table 4.3.3 Coefficients of Equation

Coefficients[a]						
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	0.210	0.132		1.596	0.112
	Entertainment	0.079	0.068	0.076	1.159	0.248
	Customization	0.145	0.072	0.140	2.002	0.046
	Trendiness	-0.131	0.067	-0.124	-1.961	0.051
	Interaction	0.256	0.068	0.248	3.765	<0.001
	E-WOM	0.570	0.065	0.572	8.767	<0.001
a. Dependent Variable: Brand Awareness						

In theory, if the p value or Sig. value is below 0.05 ($p<0.05$), indicating a significance level of 95%, the predictor or independent variable can be considered statistically significant (Di Leo & Sardanelli, 2020). It is undeniable that most of the researchers are adopting significance of 95% in their research, as applied in research by Gupta (2012). In the model shown above, P-value of IVs of Customization (0.046), Interaction and E-WOM significantly influence the DV (Brand Awareness) which are smaller than 0.05. The Entertainment (0.248) and Trendiness (0.051) of significant value are over 0.05. Hence, they did not exhibit a noteworthy impact on the brand awareness of cosmetic products among Gen Z individuals in Kuala Lumpur. Nevertheless, E-WOM demonstrates a t-value of 8.767, indicating that it holds the highest level of influence compared to the other IVs. In a nutshell, the relationship of DV (Brand Awareness) and IVs (Entertainment, Customization, Trendiness, Interaction and E-WOM) can be interpreted by developing:

$$y = \alpha + \beta 2(X2) + \beta 4(X4) + \beta 5(X5)$$

$$y = 0.210 + 0.145\ (\text{Customization}) + 0.256\ (\text{Interaction}) + 0.570\ (\text{E-WOM})$$

Based on the provided equation, a one-unit increase in Customization, Interaction and E-WOM is projected to lead to respective increases of 0.145, 0.256 and 0.570 in Brand Awareness, while holding the other variables constant.

4.3.4 Summary

Table 4.3.4 Summary

Hypothesis	Supported	Not Supported
H1: **Entertainment (ET)** has a significant effect on brand awareness (BA).		✓
H2: **Customization (CT)** has a significant effect on brand awareness (BA).	✓	
H3: **Trendiness (TD)** has a significant effect on brand awareness (BA).		✓
H4: **Interaction (IT)** has a significant effect on brand awareness (BA).	✓	
H5: **E-WOM (EW)** has a significant effect on brand awareness (BA).	✓	

4.4 Conclusion

In conclusion, in Chapter 4 the collected data were subjected to analysis and interpretation. The researchers utilized SPSS software to process the data and present the results in table formats within the paper.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

In this chapter, there will be an extensive examination and discussion of the findings that were uncovered and expounded upon in Chapter 4. This chapter covers the summary of the research, implications of the discoveries, theoretical and managerial implications, and so forth. The research's limitations were uncovered and clarified, and the study concludes with suggestions considered beneficial for future researchers embarking on investigations.

5.1 Discussion of Key Findings

Hypothesis		Sig.	Supported
H1	**Entertainment (ET)** has a significant effect on brand awareness (BA).	0.248	No
H2	**Customization (CT)** has a significant effect on brand awareness (BA).	0.046	Yes
H3	**Trendiness (TD)** has a significant effect on brand awareness (BA).	0.051	No
H4	**Interaction (IT)** has a significant effect on brand awareness (BA).	<0.001	Yes
H5	**E-WOM (EW)** has a significant effect on brand awareness (BA).	<0.001	Yes

H1: Entertainment (ET) has a significant effect on brand awareness (BA).

The result illustrates Entertainment has a significant effect on brand awareness of cosmetic products among Gen Z in Kuala Lumpur is not supported. Thus, it demonstrates that the result is inconsistent with the previous study which quoted that entertaining content that goes viral can quickly increase brand awareness (Yanuar et

al., 2021). Throughout our study, the effectiveness of entertainment could vary depending on the specific context, target audience, and execution of the entertainment content. According to journal prepared by Loken and John (2023), entertainment alone might be insufficient to enhance consumers' awareness towards a specific brand, as it could be facing several limitations, such as lack of relevance, inconsistent messaging, and poor execution. It is supported by the journal of Greve et al. (2022), there are certain cases that entertainment elements could overshadow the brand itself. The result is that brand awareness goals are not met effectively as a consequence of the audience remembering the entertaining content but failing to recall the brand behind it.

H2: Customization (CT) has a significant effect on brand awareness (BA).

The result indicates Customization has shown the significant impact on brand awareness of cosmetic products among Gen Z in Kuala Lumpur. It is undeniable that once brands provide customized experiences to their customers, it creates deeper and more meaningful connections, which raises brand awareness and recognition. Moreover, as mentioned by Alzoubi et al. (2022), customizing businesses' marketing strategies could be a good method to increase client loyalty, at the same time boost the level of customer satisfaction, and thus drive sales. Therefore, the finding of Customization is consistent with previous study that mentioned that a brand that offer customization options to its customers would create a personalized experience that led to increase in brand awareness (Febriyantoro, 2020). Likewise, the result shows that customers are having positive requirements on Customization toward the design of social media marketing.

H3: Trendiness (TD) has a significant effect on brand awareness (BA).

The result illustrates Trendiness has a significant effect on brand awareness of cosmetic products among Gen Z in Kuala Lumpur is not supported. Thus, it demonstrates that the result is inconsistent with the previous study (Husain et al., 2022). Even though previous research of Husain et al. (2022) proposed that trendiness

is positively associated with brand awareness, however trendiness can actually have both positive and negative effects on brand awareness, depending on the factors involved. Trendiness could lead to market saturation. Trendy products or services can lead to an overcrowded market, making it more challenging for individual brands to stand out and create a lasting impression (Hamzah et al., 2023).

H4: Interaction (IT) has a significant effect on brand awareness (BA).

The result illustrates Interaction has a significant impact on brand awareness of cosmetic products among Gen Z in Kuala Lumpur. Therefore, the finding of Interaction is consistent with previous researchers (Jasin, 2022). In previous study by Jasin (2022), interaction on social media can result in effective word-of-mouth marketing and next raise brand awareness. Interactions have the potential to evoke emotions in customers (Choi & Kim, 2020). In fact, brands that can emotionally connect with consumers could make a lasting impact, increasing brand awareness and the likelihood that consumers would recommend the company to others. Therefore, the result shows that interaction is an essential element for a brand or company to build and boost brand awareness among consumers' market.

H5: E-WOM (EW) has a significant effect on brand awareness (BA).

The result demonstrates that E-WOM has a significant impact on brand awareness of cosmetic products among Gen Z in Kuala Lumpur. Hence, it proves that the finding of E-WOM is consistent with previous study (Rizq & Muslichah, 2023). According to the previous study by Rizq and Muslichah, it is supported that E-WOM could affect brand awareness in 2 perspectives, either positive impact or negative impact. E-WOM enables social sharing to spread related messages and content. Meanwhile, whenever positive experiences are shared by consumers, it reaches a wider audience, increasing brand visibility and awareness (Malesev & Cherry, 2021). It includes a negative WOM might create a negative impression, while erode trust and credibility in the brand. The worst thing is that it could create doubt and uncertainty about the brand's quality and

reliability. Likewise, companies should emphasize on the importance of E-WOM for contributing to a stronger brand awareness in the digital landscape.

5.2 Implication of Study

5.2.1 Theoretical Implication

The utilization of the stimulus-organism-response model (S-O-R) has enabled the exploration of how social media marketing impacts brand awareness of cosmetic products among Gen Z in Kuala Lumpur. Despite focusing solely on stimulus and organism components, this approach has proven sufficient to investigate the influence on brand awareness effectively. The research findings revealed that Entertainment (ET) and Trendiness (TD) did not exhibit significant effects on brand awareness (BA). Notably, the study identified E-WOM (EW) as a relatively the most important variable within the theory, as evidenced by its beta value (0.572).

Theoretical implications arising from this research contribute valuable insights to both academics and businesses. By adopting the S-O-R model to investigate the impact of social media marketing on brand awareness, the study confirms the significance of stimulus and organism elements in shaping consumer perceptions. While Entertainment and Trendiness did not demonstrate significant effects on brand awareness, this highlights the need for marketers to consider other factors to enhance brand visibility and engagement among Gen Z consumers.

Furthermore, the study's emphasis on the organism component underscores the importance of understanding the cognitive and emotional responses of individuals in the context of social media marketing. As a reference for students and market researchers, these theoretical implications provide valuable guidance in comprehending Malaysian consumer behaviour and needs regarding the impact of social media marketing on brand awareness. Recognizing the factors that drive brand visibility among Gen Z in Kuala Lumpur allows businesses to modify their marketing

approaches for better reach. Not only that, it also contributes to the theoretical foundation of consumer behaviour and provides actionable insights for businesses seeking to optimize their social media strategies in the cosmetic products market.

5.2.2 Managerial Implication

The research findings of this study have significant managerial implications for cosmetic product businesses and marketers aiming to enhance brand awareness among Gen Z consumers in Kuala Lumpur through social media marketing. The identified factors of Customization (CT), Interaction (IT), and E-WOM (EW) have emerged as main drivers in influencing brand awareness and provide actionable insights to optimize marketing strategies effectively.

To leverage the potential of Customization, marketers should prioritize design their cosmetic products and marketing efforts to align with the individual preferences and needs of Gen Z consumers. Implementing personalized marketing strategies, such as offering customizable cosmetic products or personalized recommendations based on consumer preferences, can foster a sense of uniqueness, and strengthen brand-customer relationships. For example, businesses can provide online tools that allow customers to create their own makeup palettes with their preferred shades and textures, thereby enhancing the personalization aspect.

The significance of Interaction emphasizes the importance of encourage two-way communication between brands and Gen Z consumers. Businesses are encouraged to proactively interact with their audience on social media platforms, promptly addressing comments, messages, and feedback. In addition, creating interactive content, such as polls, quizzes, and live Q&A sessions, can encourage active participation and community building among Gen Z consumers. For instance, hosting live makeup tutorials on social media platforms where makeup enthusiasts can ask questions and receive real-time responses from brand representatives can promote a sense of community and brand loyalty.

E-WOM, is very important in shaping brand awareness among Gen Z consumers. To emphasize the power of positive E-WOM, marketers should focus on providing exceptional customer experiences that motivate satisfied customers to share their opinions and reviews. Collaborating with influencers to promote cosmetic products can amplify brand messages and recommendations, reaching a wider audience and building trust. Additionally, actively monitoring and addressing online reviews and feedback can mitigate the impact of negative sentiments and safeguard brand reputation. For example, encouraging satisfied customers to share their makeup looks and reviews on social media platforms with branded hashtags can generate positive E-WOM and attract potential customers.

5.3 Limitations and Recommendations of Study

Although there is a valuable finding obtained from this study, however, several limitations should be acknowledged. Firstly, the research only focused on Gen Z consumers in Kuala Lumpur, potentially limiting the generalizability of the findings to a broader population. To enhance external validity, future research could include participants from different age groups and geographical locations. Secondly, the study examined the impact of five key variables (Entertainment, Customization, Trendiness, Interaction, and E-WOM) on brand awareness, but there may be other variables not considered that could also influence brand perception. To gain a more comprehensive understanding, future studies could explore additional factors such as price sensitivity, product quality, and social media platform preferences.

Thirdly, the utilization of a cross-sectional design in this study limits data collection to a singular time point. Consequently, establishing causal relationships between variables becomes challenging due to the absence of longitudinal data. To establish causality, researchers would need to use a different research design, such as a longitudinal study, where data is collected from the same participants over an extended period. By observing changes in social media marketing efforts and brand awareness over time, researchers can better understand the direction of the relationship between these variables and whether changes in one variable lead to changes in the other.

(Thomas, 2020). lastly, as the study focused on the cosmetic products market in Kuala Lumpur, the findings may not fully represent the entire Malaysian or international market.

In light of these limitations, several recommendations can guide future research. Firstly, future researchers should consider expanding the study to include additional variables that may impact brand awareness among Gen Z consumers. Factors like social media influencers' impact, and social media advertising effectiveness could provide valuable insights for cosmetic field seeking to optimize their brand awareness. Secondly, to gain a richer understanding of participants' perspectives and experiences, future studies should complement surveys with in-depth interviews. Qualitative data obtained through in-depth interviews can provide nuanced insights into consumers' emotions, motivations, and attitudes towards cosmetic products and their interaction with social media marketing efforts. This approach enables a more in-depth exploration of the fundamental drivers behind brand awareness, facilitating the identification of precise elements within social media marketing that strongly resonate with Generation Z consumers.

Thirdly, conducting comparative studies that involve different age groups, demographics, and product categories can unveil unique characteristics and preferences of diverse consumer segments. By understanding how brand awareness and social media marketing effectiveness vary across these segments, businesses can tailor their strategies to cater to specific target audiences more effectively. This approach ensures that cosmetic brands can align their marketing efforts with the preferences and expectations of different consumer groups, ultimately enhancing brand visibility and engagement. lastly, expanding the research to include other cities or countries can provide valuable insights into the variances in social media marketing potency and brand recognition across different cultures. By comparing brand awareness strategies' effectiveness in diverse cultural contexts, researchers can identify universal principles and culturally specific nuances that influence consumer behaviour. This cross-cultural perspective can inform cosmetic field on adapting their marketing

approaches to resonate with Gen Z consumers in various regions, considering their cultural norms and preferences.

5.4 Conclusion

In conclusion, this research revealed that Customization, Interaction, and E-WOM demonstrated significant effects on brand awareness, providing valuable insights for marketers seeking to enhance their brand visibility and engagement among Gen Z consumers. Customization emerged as a crucial factor, highlighting the importance of personalized marketing strategies and tailoring products to meet individual preferences. Interaction underscored the significance of two-way communication with consumers, fostering brand loyalty and community building. E-WOM played an important role in shaping brand awareness, emphasizing the need for positive online word-of-mouth and influencer collaborations.

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Appendices

Questionnaires

UNIVERSITI TUNKU ABDUL RAHMAN

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DU012(A)

Does Social Media Marketing Affect Brand Awareness? A Study of Cosmetic Products Among Gen Z in Kuala Lumpur

Dear Respondent,

We are final year Bachelor of Marketing (HONS) students at Universiti Tunku Abdul Rahman (UTAR). Currently, we are working on our Final Year Project titled "Does Social Media Marketing Affect Brand Awareness? A Study of Cosmetic Products Among Gen Z in Kuala Lumpur".

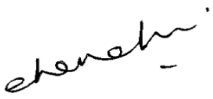
We kindly request your participation in our survey, which should take approximately **3** minutes to complete. Your responses will remain confidential and anonymous and will be used solely for academic research.

Your participation in this study would be greatly appreciated, and we thank you in advance for your time and cooperation. Should you have any questions or concerns, please do not hesitate to contact us at **yangyuqin0715@1utar.my** or **limzhiwei@1utar.my**.

Prepared by:

_____.

Yong Yeu Chin



_____.

Tan Chi Hau
(Supervisor)

_____.

Lim Zhi Wei

(APPENDIX J3)

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.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-
   - For assessment of any application to UTAR
   - For processing any benefits and services
   - For communication purposes
   - For advertorial and news
   - For general administration and record purposes
   - For enhancing the value of education
   - For educational and related purposes consequential to UTAR
   - For the purpose of our corporate governance
   - For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. 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.

3. 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.

4. 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:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. 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.

3. You may access and update your personal data by writing to us at 018-2263070 yangyuqin0715@1utar.my

Acknowledgment of Notice

[ ] 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.

……
Name:
Date:

Section A: Filter Questions

1. Are you aged 18 to 26 years old?

☐ Yes

☐ No

2. Are your currently staying in Kuala Lumpur?

☐ Yes

☐ No

3. Are you using social media platforms like Facebook, Instagram, etc.?

☐ Yes

☐ No

4. Have you used cosmetic products (beauty products) before?

☐ Yes

☐ No

Section B: Demographic Information

Please tick on the most appropriate option to represent your answer

1. Gender

☐ Male

☐ Female

2. Race

☐ Malay

☐ Chinese

☐ India

☐ Other(s), please state

3. How frequently do you use social media?

☐ Multiple times per day

☐ Once per day

☐ A few times per week

☐ Once per week or less

☐ No, I don't use social media

Section C: Instrument

Please tick **ONE** appropriate number ranging on the scale from strongly disagree (1) to strongly agree (5) to indicate your agreement with the statement below:

Remark: The cosmetic brand's social media refers to the ***influencer's social media account****. E.g., the Nivea & La Roche-Posay influencer Instagram account as shown below:*

Nivea influencer Instagram account

La Roche-Posay influencer Instagram account

No.	Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Entertainment (ET)						
ET1	It is fun to use cosmetic brand's social media.					
ET2	The content shown on the cosmetic brand's social media is interesting.					
ET3	It is exciting to use cosmetic brand's social media.					
ET4	It is easy to kill time using cosmetic brand's social media.					
ET5	Collecting information on brands or items through a cosmetic brand's social media is fun.					
Customization (CT)						
CT1	Cosmetic brand's social media provides customized service.					
CT2	Searching for customized information on cosmetic brand's social media is possible.					
CT3	It is possible for me to find lively and engaging content on the cosmetic brand's social media.					

CT4	It is easy to use cosmetic brand's social media.					
Trendiness (TD)						
TD1	The newest information is shown on the cosmetic brand's social media.					
TD2	It is available for anything trendy on cosmetic brand's social media.					
TD3	Cosmetic products are one of the most important ways to express my individuality.					

Interaction (IT)						
IT1	It is easy to deliver my opinion through cosmetic brand's social media.					
IT2	It is possible to exchange opinions or conversations with other users through a cosmetic brand's social media.					
IT3	Sharing information with other users through a cosmetic brand's social media is possible.					
IT4	I can share and update a cosmetic brand's social media content.					
IT5	It is possible for this cosmetic brand's influencer social media account to regularly interact with its followers and fans.					

E-WOM (EW)						
EW1	I can share opinions on brands, items, or services acquired from a cosmetic brand's social media with my acquaintances.					
EW2	I can win my friends and relatives as cosmetic brand's fans.					
EW3	It is fun for me to inspire others about cosmetic brand's products.					
EW4	I will recommend this cosmetic brand's social media.					
Brand Awareness (BA)						
BA1	I am always aware of this cosmetic brand's change in production.					
BA2	I have no difficulties remembering the cosmetic brand.					
BA3	I know all the cosmetic brand's ambassadors.					
BA4	I can distinguish the different cosmetic brand types.					

We thank you for the time you spent taking this survey!