IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR AMONG GENERATION Z IN KLANG VALLEY

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DEC 2023

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the result of our 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 FYP 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) Sole contribution has been made by each group member in completing the FYP.

(4) The word count of this research report is 10973 words.

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ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to the Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman for having this final year project as part to accomplish this Bachelor of International Business (HONS) course. It has been a pleasant and remarkable experience in my life.

I would like to thank my Final Year Project Supervisor, Dr. Ooi Bee Chen for her amazing guidance, support, and valuable insights throughout the entirety of this research project. With her mentorship and encouragement, I was able to shape and complete our research project without any major setbacks.

I would also like to acknowledge the support of my peers, whose suggestions, encouragement, and opinions have greatly refined my research study. Their insights and perspectives have helped me improve my findings and augment my study.

I am also grateful to the research participants who have generously contributed their time and idea. Without their help, this research would not be possible. I would also like to express my utmost appreciation to the staff at University Tunku Abdul Rahman for their assistance in providing me with the necessary resources and facilities to conduct my research smoothly.

Lastly, I would like to thank my family and friends for their both physically and mentally support. Their continuous encouragement and understanding during my research have been a motivation. I would like to thank you all for your support in making this research project a complete success.

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LIST OF ABBREVIATIONS

ANOVA   Analysis of Variance

H1   Hypothesis 1

H2   Hypothesis 2

H3   Hypothesis 3

H4   Hypothesis 4

H5   Hypothesis 5

TPB   Theory of Planned Behaviour

TRA   Theory of Reasoned Action

CBB   Consumer Buying Behaviour

SMM   Social Media Marketing

CT   Consume Trust

IS   Information Satisfaction

OSE   Online Shopping Experience

SPSS   Statistical Package for Social Sciences

UTAR   Universiti Tunku Abdul Rahman

PTPTN   National Higher Education Fund Corporation (*Perbadanan Tabung Pendidikan Tinggi Nasional*)

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PREFACE

The study is very significant in completing the requirement for our program, Bachelor of International Business (Hons) program offered by Universiti Tunku Abdul Rahman (UTAR). the topic of the study is "**The Impact of Digital Marketing on Consumer Buying Behaviour among Generation Z in Klang Valley**". Therefore, the main objectives of this study is to carry out the impacts of digital marketing on consumer buying behaviour among Generation Z in Klang Valley.

Over the past few years, digital marketing have become a crucial aspect of our daily routines, particularly for the younger demographic, which known as Generation Z. The usage of social media platforms of digital marketing has increasing significance in terms of connecting and interacting with consumer.

Due to the increasing popularity of digital marketing platforms, the researcher of this study have to recognizes the importance of comprehending the impact of digital marketing on consumer buying behavior within Generation Z in Klang Valley. Subsequently, the four independent variables are chosen to determine the impact on the dependent variable.

Last but not least, the objective of this study is to provide valuable insights for maximizing influence to effectively engage with Generation Z. The results of this study can deliver the implications for researchers and marketers seeking to reach this demographic. It allow to help them improving the study gap of this topic.

ABSTRACT

The prevalence of digital marketing platforms has established as a very important channel for businesses to connect with consumers. The main objectives of this study is to carry out the impacts of digital marketing on consumer buying behaviour among Generation Z in Klang Valley. Digital marketing plays a vital role in improving lifestyle of consumers and thus, there are many study are concern the new alternatives as digital marketing by replacing traditional marketing and many others relevant topic as well. Generation Z is the most suitable generation that involve in the investigation of the this study. This generation have been raised with digital marketing, which enabling them to promptly stay updated on the latest trends. The Klang Valley region has been chosen for investigation because it is widely recognized as the most popular area in Malaysia, boasting a larger population due to its urban characteristics. To achieve this objective, empirical data were gathered by distributing questionnaires to a convenience sample of 366 participants of Generation Z that residing in Klang Valley who had experience with online shopping. The proposed hypotheses were examined by employing the Statistical Package for Social Sciences (SPSS) V.29. The Theory of Planned Behaviour (TPB) will be adapted in this study to determine the variables. The findings of this study reveal that the impact have a significant positive relationship on consumer buying behavior among Generation Z in Klang Valley. Lastly, the study provide a valuable insight to target this consumer segment and provide a better online shopping experience for them. Therefore, it is an essential key for academicians, policy makers, and practitioners in Malaysia to focus on the topic that related to consumer buying behaviour.

Keywords: Digital Marketing, Theory of Planned Behaviour (TPB), Consumer Buying Behavior among Generation Z in Klang Valley Social Media Marketing, Consumer Trust, Information Satisfaction, Online Shopping Experience

CHAPTER 1: RESEARCH OVERVIEW

1.0 INTRODUCTION

Chapter 1 provides the background of the study on the impact of digital marketing on consumer buying behavior among Generation Z in Klang Valley. It emphasizes the significance of digital marketing in advertising and how it can positively influence consumer behavior.

1.1 Research Background

Digital marketing is a type of marketing that makes use of the Internet and online digital technologies. Digital marketing is also one of a technique that advertise and promotes items or services through digital and technology devices. In other words, it is any type of marketing that takes place online using a mobile device, a laptop, or the internet (Khan. et al., 2020). It encompasses a wide range of tactics and strategies focused on connecting and engaging target audiences, building brand awareness, driving website traffic, and converting leads into customers. In competitive business landscape, effective communication is very important to catching the attention of potential customers and maintaining a competitive advantage. Digital marketing plays a significance role in shaping the minds of consumers purchasing decision (Fadilla and Sya'roni, 2023). Thus, companies may ensure that their content properly fits with the demands and interests of their potential customers by personalizing communications to specific target populations, especially Generation Z.

Generation Z are born between the mid-1990s and early 2010s, the age range of Generation Z is 12 to 27 years old, they are highly engaged in social media platforms like Instagram, Facebook, and TikTok (Khor, 2023). According to Teoh. (2022) , approximately of 2.2 million of Generation Z in Klang valley are

classified as internet users. Social media has huge impact on purchase behavior of Generation Z (Grewal. et al., 2020). The research also shown Generation Z is heavy rely on social media to seek product information and reviews for decision making, they primarily utilizes shopping goods such as apparel, cosmetics, and sports product in online platform (CFI, 2019). Digital News Asia. (2017) stated that Generation Z considered as the hardest group to study because of their constantly shifting preference and behaviour.

Never can deny that purchasing power of the Generation Z has become a significance study in today's consumer market. Purchasing power known as the ability of individuals and economic influence to make the purchase decision (Cakranegara. Et al., 2022). As Generation Z rapidly enters the workforce and gaining economic independence nowadays, they are exerting an important impact on influencing the trends and transforming the business landscape (Naidu, 2018). Besides that, this generation also constitutes the significant market segment with its own unique spending power, spending pattern, preference and behaviour. Therefore, understand these unique aspect of the Generation Z is crucial for researchers aiming to connect with the needs of this dynamic and influential consumer group. According to Kamardin and Sarif. (2021), the majority of Generation Z have three primary sources of spending powers, which are pocket money from parents, study loan, and working income. In fact, financial support from parents remains the most important source of spending for the Generation Z, their parents are providing a monthly allowance to their children during the school day. However, the amount allocated from this source varies depends on the income level of each family (Hao and Yeung, 2015). Moreover, the second form of spending power of Generation Z is through study loan. In Malaysia, the largest provider of loans for university education is the National Higher Education Fund Corporation (PTPTN) (Malay Mail, 2016). Omran. (2016) stated the majority of university students in Klang Valley applied PTPTN and typically spend between RM901 to RM1200 from PTPTN per semester. In terms of the specific expenditures, the highest items per student are attributed to food and transportation. Furthermore, the third category of spending resources for Generation Z is working income. Kamardin and Sarif. (2021) found out that earnings from part-time jobs constitute the minority source of income for Generation Z. However, students are still able to engage in part-time employment during weekends and free time. The minimum hourly wage for part-time workers in Malaysia starts at RM7.21 per hour and it was stipulated by the Wages Councils Act 1947 (Act 1945) of Malaysia (Ibrahim and Said, 2013). Consequently, never can we denied that university students engaged in part-time work have the ability to afford their preference items. In contract, there are some individuals within Generation Z are already employed on a full-time basis. It has been observed that the salaries of many recent graduates range is between RM2000 to RM3000, while students transitioning to full-time roles after secondary education are earning approximately RM2000 (Ong. Et al., 2014). Consequently, the purchasing power of Generation Z is perceived as higher than average.

There is a diverse of goods that are actively sold online in Malaysia, it meets the changing demands and preferences of consumers in Malaysia (Holton, 1958). These goods can be generally sorted into four different types, convenience goods, shopping goods, specialty goods, and unsought goods (Zackowitz. et al., 2017). These four types of goods serve specific roles in the buying journey of consumers (Li and Gery, 2000). According to Teck weng and Cyril de Run. (2013), convenience goods such as groceries and daily products and shopping goods such as fashion items, consumer electronics, and furniture show up as the most frequently purchased items on digital marketing in Malaysia, and these goods also reach the highest level of satisfaction toward consumers upon purchase. Both goods are the most frequently sold items online in Lazada and Shopee (Yusoff. Et al., 2020). Digital marketing for convenience goods prioritize accessibility and quick delivery, it ensuring the consumers able to receive the purchased products within a minimal effort and period of time (Ait, 2020). Convenience goods have become the frequent online purchased products in Malaysia due consumers able to buy these goods online and without to visit physical stores (Ait, 2020). As a result, there is a prevalent trend for consumers towards purchasing convenience good online nowadays. Shopping goods are products that consumers consider to buy after evaluating and comparing the price, quality, and design (Mahesh, 2023). Shopping goods are rank as the most common buy products in Malaysia's digital market (Nilsson and Elfqvist, 2015). Based on the research of Statistic Research Department. (2023), fashion-related items such as clothing and footwear stated as the most commonly bought products from online platforms such as Lazada and Shopee in Malaysia. However, consumers would still to compare product details and customer reviews of the product from different stores before making a purchase, it ensuring they able to select the best item available (Jaeger. et al., 2008). In contrast, specialty products and unsought products are ranked among the least purchased product by Malaysia's consumers through online shopping (Allred and Chakraborty, 2004). Specialty products usually refers as high-end products or luxury items such as designer clothing, perfumes, and watched, consumers require to invest more time in verifying it authenticity when purchasing it from online platforms (Andon, 2021) According to Ting et al. (2016), there has been a lot of counterfeit luxury products online in Malaysia, many consumers have become a victim to those fraudulent sellers. Hence, many Malaysia's consumers exhibit a lack of trust in buying luxury items online because of the previous negative news (Ariffin and Salamzadeh, 2018). Based on the study of Teck weng and Cyril de Run. (2013), unsought products represented the least purchased products in Malaysia's digital marketing. Theses products such as reference books, fire extinguishers, and health related products are not usually need by consumers under normal circumstances. Consumers will not giving any prior on these products until they need it (Team, 2023).

In the era of globalization, digital marketing has become important as more people are spending time online and using digital devices. According to Macrotrends. (2023), there are 34.3 millions population in Malaysia and 33.47 millions of people were registered as internet users in Malaysia. This widespread internet usage has created immense opportunities for businesses to engage with potential customers. According to Statista. (2023), the number of internet users in Malaysia has been steadily increasing, it has increased from 18.92 millions to 28.72 millions from 2013 to 2019. In fact, the internet users of Malaysia has still increased from 2019 to 2023. According to Kemp. (2023), Malaysia has boasts a total of 33 million internet users in 2023, which represents 96.8% of the entire country's population. Malaysia internet users will increased over 35 millions in 2028.

Figure 1.1: Number of Internet Users In Malaysia 2013-2028
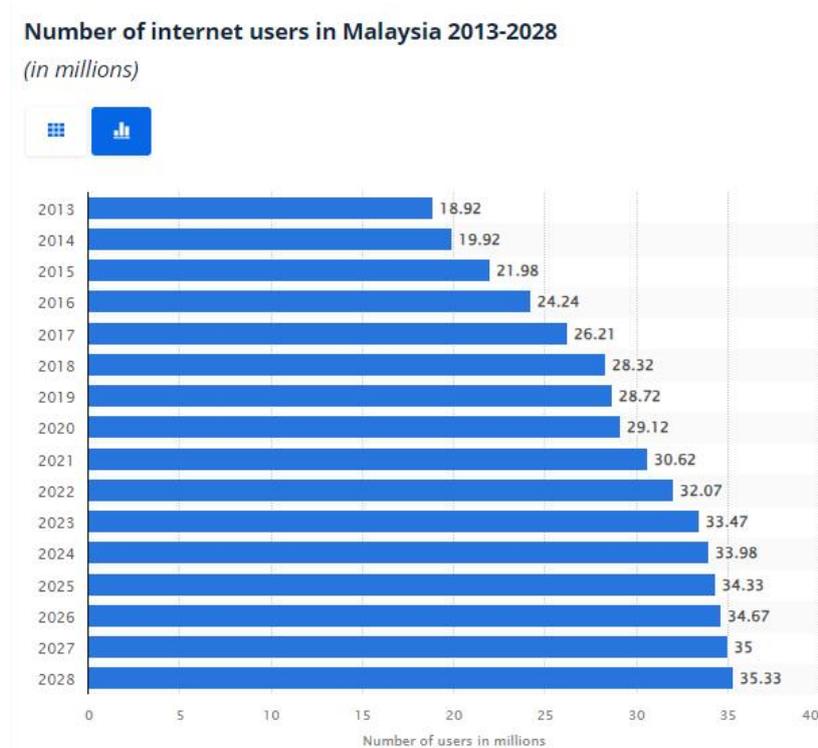
Source: Statista. (2023, April 3). Global Digital Population

Other than that, never can we denied that the COVID-19 pandemic in 2020 led to a substantial increase in internet users in Malaysia. As a result, Malaysia has become one of the leading countries in online shopping (Loh. et al., 2021). Even digital marketing in Malaysia was steadily growing before the COVID-19 pandemic, it still not considered as widespread popularity in the country (Khan. et al., 2020). Online shopping were not popularity in Malaysia during the early of 2000s (Yin. et al., 2022). According to Jaafar and Khan. (2022), since the the pandemic has started, there has been an observation that human behaviors

and habits have swiftly undergone substantial changes over hundreds of years. The pandemic has played a unique role in altering consumer behavior, forcing a heavier reliance on digital marketing. For example, individuals can only make purchases through online during the Movement Control Order (MCO), it highlighting the essential role of digital marketing in Malaysia.

In a nutshell, Digital marketing enables a brand to engage with customers on influence their purchasing decisions, and develop brand loyalty (Sheth and Parvatiyar, 1995). The symbiotic relationship between digital marketing and consumer buying behavior will create a new opportunities and challenges for companies to stay relevant in digital world (Rizvanović. et al., 2023). Overall, successful social media enhances customer relationships and reputation will lead to a market expansion and success in Malaysia (Glynn Mangold, 2009).

1.2 Problem Statement

In the age of digital era, the rapid growth of digital marketing has revolutionized how consumers engage with brands and influence purchase decisions. it becomes essential to comprehend how digital marketing impact on consumer buying behavior (Jihyun Kim, 2008). However, some specific effects of digital marketing on consumer buying behavior is remain unexplored, which requires in-depth research to figure out how digital marketing will influence consumer behaviour. The attention of Generation Z must also to be focus (Tjiptono, et, al 2020). It is very important to investigate the deeper aspects of how digital marketing affects consumer preferences and decisions in the Malaysian market. Therefore, impact of digital marketing on consumer buying behavior has become a famous topic to be investigate.

COVID-19 pandemic is one of the factors that expediting the process of digital transformation in Malaysia, it help to achieved 20% growth in e-commerce field in 2020 (Loh. et al., 2021). Malaysians are restricted from leaving their homes and only allowed to use electronic devices for making purchases during Movement Control Order (MCO). It highlighting the growing significance of digital technology during this period in Malaysia (Umar, 2021). However, Malaysia is a country that has yet to fully advance in the field of digital technology, and many Malaysians still lack of substantial knowledge in this area (Loh. et al., 2021). In this situation, numerous instances of technology failures are occurring and direct impact online shopping experience and satisfaction of consumers (Popli and Mishra, 2015). This also can emphasize the

lack of adequate government focus and support in this sector. Therefore, these technological failures can lead to negative impact on the online shopping experience and customer satisfaction.

In this situation, the lack of government focus on the digital market in Malaysia can lead to low awareness of e-payments among Generation Z (Ambali, 2009). Lack of educational about e-payment is a critical issue (Azih and Nwagwu, 2015). Malaysia government provide minimal effort in educate younger generation about the knowledge and security concern of e-payment system can lead to mistrust and misuse toward online transactions (Strohmaier and Hafeez, 2019). Mokhsin. et al. (2019) report that there have been numerous cases of scamming target users on online platforms in recent years. These scams often deceive individuals to provide personal information, it typically through fraudulent emails and messages that mimic legitimate organizations (Smith, 2013). Moreover, Husni. (2021) highlighted that Malaysian government also inadequate investment in digital infrastructure including the secure and efficient payment network. Thus, it direct impact on the slower adoption of e-payment for consumers in Malaysia and discourage them from engaging in online transaction (Alqahtani and Mayhew, 2014).

Transportation issues could be one of the problem statement that reduced interest in visiting shopping malls physically and impacting the physical stores landscape. Transportation related issue such as traffic congestion have always been influenced Malaysians' attitudes toward visiting shopping malls (Ariffin and zahari, 2013). The issue has slowly emerge as one the significant transportation issues in Klang Valley region (Khoo and Ong, 2011). Never can we denied that Klang Valley have numerous shopping malls like Pavilion, KLCC, Sunway Pyramid, and more (Ying and Aun, 2019). However, the raise of traffic congestion not only discourages the citizen travelling to shopping malls physically but also reduced the attractiveness of people visit to physical shopping. Thus, it boost more Malaysian's consumer to shopping online (Badarulzaman, 2012). Besides that, parking issues is also one of the problem in transportation issues in Klang Valley (Termida., et al.). Issues include the parking limitations and insufficient spaces of parking lots (Kamaruzaman and Nasir, 2021). Even there are countless shopping mall in Klang Valley area, insufficient parking spaces are always the common issues (Litman, 2016). According to Hamsa. et al. (2014), consumers always express their dissatisfaction with shopping malls experiencing full capacity of parking lots during peak hours and weekends, it cause them difficulties and wasted more times in finding available parking space. It reduced the inclination to visit shopping malls as the problem remain unsolved. In summary, transportation related issues could be one of the significant factor that lead to the increase of Generation Z in online shopping (Gould, 1998).

Moreover, there is a substantial gap in research concerning marketing strategies and its effects on the purchasing behavior of Generation Z in Klang Valley. Generation Z has grow in a digitally connected world, and it is undeniable that they have had early access to the internet and significantly influenced by social media (Williams et al., 2010). They also exhibits a different preferences and behaviors that set them apart from earlier generations like Generation Y and the Millennial. For example, Generation Z tends to place a high value on authenticity and transparency in advertising. According to Nielsen. (2015), Generation Z are highly proficient in using digital platform and preferred electronic devices than television and newspaper, they are more inclined to content that appears long-lasting impression. Hence, traditional marketing strategy such as direct mail, newspaper, and radio are proved to be not effective to Generation Z (Williams and Page, 2011). In fact, shopping choices of Generation Z had been influenced by social media very much (Kim and Ko, 2012). Consequently, this indicates the important role of social media has become a tool to connect with Generation Z and reach them effectively (Kim and Ko, 2012).

In conclusion, the growing popularity of digital marketing is quickly becoming a worldwide phenomenon. As digital marketing continue evolves, its impact on the global businesses landscape is expected to increase and continue to change marketing strategies in Malaysia (Zhang, 2016). Therefore, investigating the impact of digital marketing on consumer buying behavior helps businesses to enhance customer experiences, and remain competitive in the digital landscape. All of the knowledge that gained from such research is very essential for crafting effective marketing strategies that connect with customers and drive business growth.

1.3 Research Objectives

In this part, it clearly stated the research objectives are as per below:

To examine the relationship between Social Media Marketing and Consumer Buying Behavior

To examine the relationship between Information Satisfaction and Consumer Buying Behavior

To examine the relationship between Consumer Trust and Consumer Buying Behavior

To examine the relationship between Online Shopping Experience and Consumer Buying Behavior

To examine the relationship between Social Demographic and Consumer Buying Behavior

1.4 Research Questions

From the present investigation topic on impact of digital marketing influence consumer buying behavior, the following research objectives are shown as below:

What is the relationship between Social Media marketing and Consumer Buying Behavior?

What is the relationship between Information Satisfaction and Consumer Buying Behavior?

What is the relationship between Consumer Trust and Consumer Buying Behavior?

What is the relationship between Online Shopping Experience and Consumer Buying Behavior?

1.5 Research Significance

This study offers the literature that concerning the impact of digital marketing on consumer buying behavior. In literature reviews, it has studied numerous variables that have a huge impact on digital marketing. As for example, social media marketing (Al-Azzam and Al-Mizeed, 2021), consumer trust, information satisfaction, and online shopping experience (Nizar and Janathanan, 2018). This study will provide a lot of advantages and benefits to academicians, policy makers, and practitioners in Malaysia as it consisted a deeper understanding and knowledge on the digital marketing practices.

This study provide a valuable educational insights to academicians in several ways such as research opportunities, theoretical advancements, and methodology advancement. Digital marketing become a very hot topic for teacher and student to discuss. Academicians can seize the opportunity to defines and develop theory that related to digital marketing and consumer buying behaviour. It help academicians to examining how digital marketing can influences purchase decision by different consumer. Academicians are able to comprehend theories and potentially propose a better one as well as predict consumer buying behavior in the future and gain knowledge from the research techniques for studying in digital marketing.

Besides that, this study will also offer advantages to policy makers. The impact of digital marketing on consumer buying behaviour provide valuable benefits for consumer protection, transparency and disclosure. Policy maker can obtain a deeper understanding of how digital marketing will impact on consumer buying behaviour. With this extraordinary knowledge, it allow policy maker to create informed regulations to protect consumers from an unethical and fraudulent in digital marketplace. This can guide the development of policies that safeguard consumer rights, data privacy, and online security. Policy maker also can apply research findings for greater transparency and disclosure requirement in digital marketing.

Moreover, this study also provide benefits to practitioners. It help to enhance the knowledge of effective strategies, targeted marketing, and content creation. In fact, practitioner can learn from this research study and develop more effective digital marketing strategy. It enable them to understand how various digital channel and strategies affect consumer buying behavior, it help them to effectively connect with specific target demographics and target the right audiences. This knowledge directs ensure that it aligns to consumers' demands and preferences.

1.6 Conclusion

In a nutshell, this chapter explained the research background, research objectives, research questions and research significance. The intention of this chapter is to ensure reader can clearly understand before getting into the next chapter.

CHAPTER 2: LITERATRE REVIEW

2.0 Introduction

This chapter will present the literature review, which encompasses an examination of primary data. All the relevant information are gather from published article, journals, newspapers, internet and books to support the on going research. A conceptual framework will be illustrated in order to aid the knowledge of the reader and the constructed hypotheses will be analyzed to establish the relationships between each independent variables and the dependent variable.

2.1 Underlying Theories

In the context of research, Underlying theories refers foundations principles, concepts and framework that from the basis for understanding and explaining a particular topic or phenomenon. Besides that, Underlying Theories provide a different viewpoint at a challenging topic all every researchers and it also useful in guiding the selection of relevant information, the analysis of the results, the explanation of the underlying impact or any causes of the observed events.

2.1.1 Theories of Planned Behaviour

The Theory of Planned Behaviour (TPB) will be adapted as a research framework to analyze the impact of digital marketing on consumer buying behaviour. Besides that, TPB is builds upon the Theory of Reasoned Action (TRA). Both models operate under the assumption that individuals make deliberate decisions by thoroughly assessing the available information. Furthermore, TPB has also become one of the most frequent use theory in the the research area of consumer buying behaviour and it is the most essential theory that researchers to investigate the human behaviour in the era of globalization (Bosnjak., 2020).

According the Ajzen (1991), TPB is widely used in the study of social and behavioral sciences, having undergone empirical inspection in excess of 4,000 papers cited and referenced in the Web of Science bibliographic database. It has garnered widespread interest and application across various fields, including management, educational research, health and environmental science (Ajzen 2012). Besides that, influencer marketing also plays a very important role in TPB (Jin and Phua 2014). When one person has the ability to influence an individual's action, their level of consciousness and awareness can accurately predict those actions (Fishbein and Ajzen, 1977). Motivate consumer buying behaviour can significant lead to influence the behaviour itself, this theory is frequently used to predict the purchasing trends of a consumer.

In summary, the Theory of Planned Bahviour (TPB) provide context and framework to understand consumer behaviour and allow to predict consumers' buying attitude. This theory can also be utilized in marketing strategy in order to evaluates attitudes and intentions of consumers.

2.2 Reviews of Variables

Dependent Variable

2.2.1 Customer buying behaviour

Consumer buying behaviour is the action taken of a customers purchase a product or service. It also refers to a study and analysis of individual or groups to making decisions to purchase, use, and dispose a product and service. Besides that, consumers often engage in relational behaviour to enhance the efficiency of their decision making processes in order to accomplish a greater cognitive consistency in their choices and to reduce the perceived risks that will affect future purchasing decision (Sheth and Parvatiyar, 1995). Besides that, consumer buying behaviour encompasses a broad range of factors that will impact on how individual make choices when purchasing products or services, including psychological, social, cultural, and economic aspects. According to Sundararaj and Rejeesh (2021), both consumption behaviour and purchase behaviour are the two fundamental components of consumer behaviour, this two components also present the different stages of the process of using products and services. Furthermore, the study of consumer buying behaviour contains the research steps, evaluation, consumption, purchase and post purchase, as well

as the disposal of purchased products (Ananda Kumar, 2016). Therefore, marketers should be caution when exaggerating a product as it allow to pressure customers into making a purchase. (Simons et al., 2017).

One of the key factors that determines buying behaviour of Generation Z is emotional response to product advertising (Allen et al. 2016). Besides that, analyzing consumer behaviour of Generation Z is an important method to evaluate the complexity of marketing activities (Li et al. 2021). As stated by Tang and Chan (2017), advertising that appear at digital marketing can strongly influence Generation Z. According to Khwaja (2017), marketer should use trendy and eye catchy content to influence consumer buying behaviour in order to increase the exposure of the brand. Thus, it will lead to higher purchase intention.

Independent Variable

2.2.2 Social Media Marketing

Social media refers to the digital channels where individuals engage in communication and interaction with others, especially online platforms (Strauss and Frost, 2012). Social media marketing is an emerging trend that expanding quickly as a method of connecting with certain customers in an effortless way. Besides that, social media marketing involves using social media platforms to promote and establish a brand's presence (Bansal et al., 2014). Furthermore, social media also can maintain connection and conversation with potential customers. Never can we denied marketer can sell their product on Facebook, Instagram, and more to get exposure (Budiman, 2021). It is an advantage of using social media marketing as it assist in develop the relationship with customers at the lowest cost (Kaplan and haenlein 2010). In conclusion, social media marketing can easily influence Generation Z as social media has raised significantly nowadays. The unique aspect of social media and its vast influence have brought a revolution in marketing (Hanna, Rohm and Crittenden, 2011).

2.2.3 Consumer Trust

Consumer trust known as the faith of a customer buying a product or service from a company. It also refers to the belief and confidence level that a customers with a brand, product and service. Kim et al. (2008) published that trust have been examined in various field such as consumer behaviour, economics, management, psychology and more. According to Santos and Fernandes (2008), trust is always the main key factor for every customers to develop loyalty and create a strong relationship between buyers and sellers. The biggest barrier for customers to make purchases decision is lack of trust (Urban et al., 2009). In the situation when consumers lose trust in a brand, they would seek for another option to satisfied their desires and needs (Lee, 2014). Therefore, consumer perceptions of trustworthiness play a crucial role in shaping the purchasing decision of a buyer (Gupta et al., 2009). Building trust through online is more challenging compared to traditional channels (Bitting and Ghorbani, 2004). Consumers often perceived uncertainties avoidance with making online purchase decision, these perceived risks included the security of personal information, reliability of sellers quality of products and inability to visit physical store. Thus, trust become more important for online store (Li et al., 2014). Other than that, consumer trust also plays a vital role in the determination of online purchasing decision (Hong and Cho, 2011). The chances of a buyer intend to make purchase is significantly affected by the level of trust (Zhang et al., 2014). Hence, the influence of trust on consumers' purchase intention is satisfied by trustworthy online stores (Wu, 2013). In a nutshell, consumer trust performed a vital role in influence buying behaviour as it built a brand loyalty and relationship with customers (Nizar and Janathanan, 2018).

2.2.4 Information Satisfaction

Product information satisfaction defines how satisfied customers are with the quality of the information they feel and received about a product or service in order to make a purchase decision. According to Crosby and Stephen (1987), products and services provided an overall information satisfaction and information dissatisfaction to customers. In fact, the product information satisfaction have an impact on consumer buying behaviour (Brun et al., 2014). In the study of Westbrook et al. (1983), information satisfaction referred as "an emotional reaction to the experience provided by the overall information service". Besides that, satisfaction with user information can be influenced by the quality of the information itself and the quality of the user interface (DeLone and McLean, 2004). In order to satisfy information needs of customers, all the information from a product or service must be up to date (Wang & Strong, 1996). At the same time, the information should be comprehensive enough to assist customers in making purchase decision and easy to make customers understand (McKinney et al., 2002). Furthermore,

once customers are delighted with the available information of the product, they are more likely to make purchase decision. This is because the customers have greater confidence and clearer understand of the product, it can help them to diminishes uncertainty and increases their confidence level while buying a product online. It is important to point out that customers satisfy with product information also has a significant role to influence in shaping consumer buying behaviour (Larsen et al., 2017). Product with superior quality information will results in enhanced customers' purchase decision and increased the levels of consumer satisfaction (Lightner and Estman, 2002). Overall, information satisfaction a greatly influence in consumer buying behaviour.

2.2.5 Online Shopping Experience

Online shopping experience refers to the connection and purchase process from customers in social media platform. Schmit (2010) stated that online shopping experiences is also an interaction between a customer and product and service. Online shopping experience also encompasses every step of the journey of browsing online shopping, from first visit to the website, product search, product selection, and payment. This experience is encompasses consumer involvement on multiple dimensions such as rational, emotional, sensory, physical, and mental. It will have a significant impact on the customers' purchase intention (Retnowati and Mardikaningsih 2021). When the previous shopping experience was good, there would be a high probability of customers to purchase from the online store again. In contrast, if past online shopping experience was bad, customers would not visit the online store again (Holloway et al., 2005). Therefore, the previous of online shopping experience is absolutely connected with repurchase intention of a customer (Mohmed et al., 2013). Never can we deny that online shopping provide convenient and easier way to the society as all the users can just click or tap on the computer or mobile screens while browsing at online shopping platform (Rungsrisawat et al., 2019). Thus, online shopping already become one of the habits of people nowadays. According to Triandis (1980), Habit also known as 'situation-behaviour'. By bringing out a positive attitude towards a particular behaviour (Triandis, 1971), habit can directly impact the satisfaction from online shopping experience (Limayem and Hirt, 2003). Nazir et al. (2012) stated that online shopping being more popular because of its ease and availability, so it provide more positive impact than traditional shopping. When consumers have an excellent online shopping experience, they will probably search and seek for product information online than from physical store (Cook and Coupey 1998). Thus, the confident level of online shopping will increase (Bart et al., 2005). As a result, online shopping

will become the priority of consumers for and seeking product information as well as influence purchase intention (Niza and Janathanan, 2018).

2.3 Theoretical/ Conceptual Framework

The study's framework created based on the proposed hypotheses is shown below:
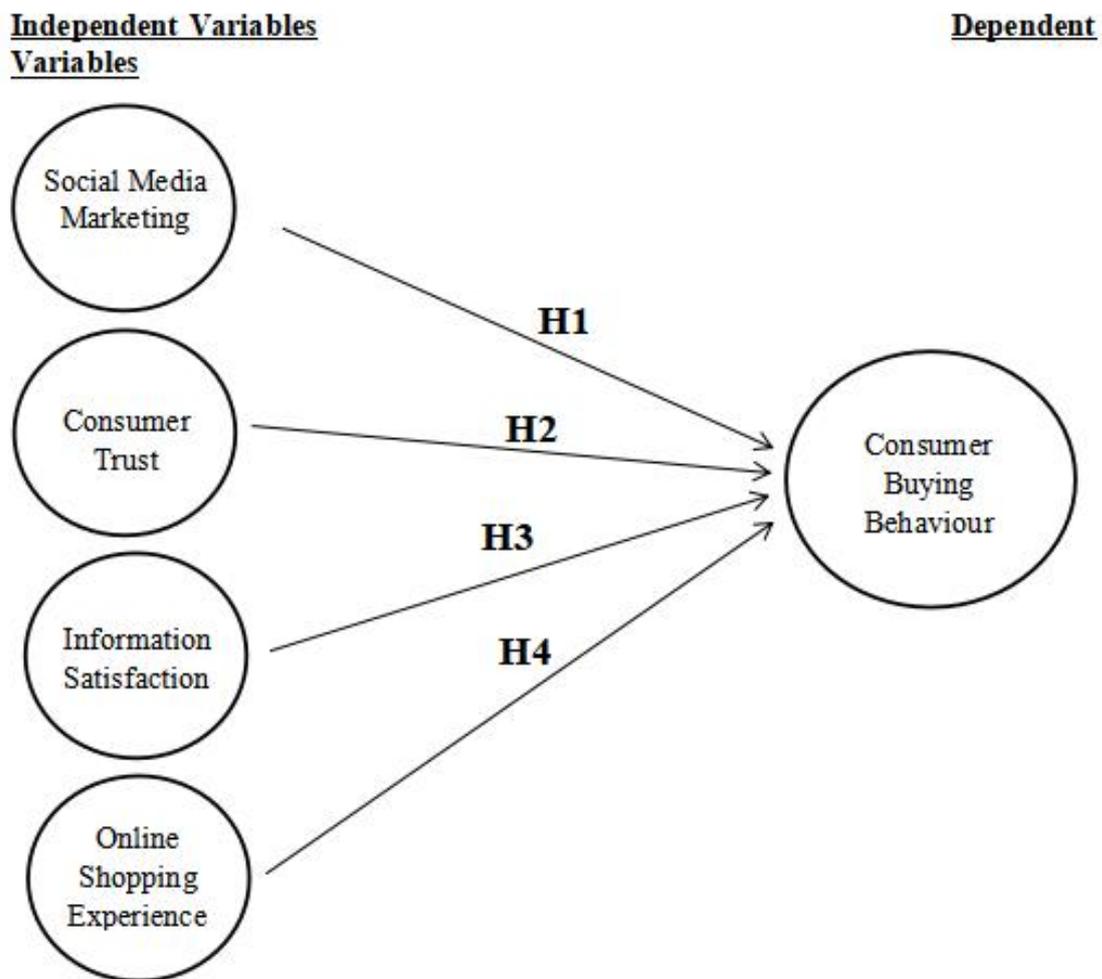
2.4 Hypothesis Development

H1: Social Media Marketing have a significant impact towards consumer buying behaviour

H2: Consumer Trust have a significant impact towards consumer buying behaviour

H3: Information Satisfaction have a significant impact towards consumer buying behaviour

H4: Online shopping Experience have a significant impact towards consumer buying behaviour

2.5 Conclusion

In summary, this chapter revealed the independent variables, social media marketing, consumer trust, information satisfaction, and online shopping experience have an influence on consumer buying behaviour.

CHAPTER 3: METHODOLOGY

3.0 Introduction

In this chapter, a proper procedure will conduct in this study and will be explained detail. Before conducting research, it is important for researcher to determine what is the method that should be used to analyze the data collected. There are four main sections that will be carry out in this chapter, which are research method used, such as research design, sampling design, data collection method, and proposal data analysis tool. With these methods, the researcher is able to examine the validity of the formed hypothesis and thus, an effective research can be undertaken and the study objectives can be met.

3.1 Research Design

Research design is a framework that describe and illustrates the methods or techniques that conduct in the study. Research design is also a blueprint for a scientific investigation, it provides structure and direction by interpreting the main variables in the study that relate to the research questions (Baran, 2022). Besides that, one of the purpose of research design is use in decision making (Jaakkola, 2020). According to Sileyew (2019), selecting a research approach is a very important decision that will influences the collection of suitable data for the study.

3.1.1 Quantitative Research

Quantitative research is a formal and systematic method for distinguishing variables, it involved examination and analysis of numerical data and testing the relationship between variables in a study (Bloomfoeld and Fisher, 2019). Besides that, quantitative research can be used to measured date accurately

and precisely. It also named it as empirical research. In this study, quantitative research will be use to investigate the hypothesis. Numerical data will be collect from respondents through online survey. Therefore, questionnaire will be applied in this study. There are a lot of benefits such as ability to investigate numerous domains and large quantity of information by using quantitative research (Queiros, Faria, and Almeida's, 2017). Consequently, this study requires a precise protocol in data collection because it seeks to evaluate social reality by considering the worlds as an objectively verifiable existence (Sukamolson, 2007). Thus, quantitative research play a vital role in evaluating the validity of hypothesis and clearer understand of the impact and connection between each independent variables and the dependent variables.

3.1.2 Descriptive Research

Descriptive research is a research method that used to collect, analyze, and present the data in a systematically way and describe the characteristic of a specific phenomenon, group or situation (Hunter, McCallum, and Howes, 2019). According to Mohajan (2020), this research method has been used frequently in various field of study such as behavioral, health, and education. Besides that, descriptive research mostly will be used to focus on answer questions about 'what', 'where'. 'when', and 'how' (Sahin and Mete, 2021). Moreover, descriptive research also seeks to collect data regarding ongoing events in order to describing and providing interpretations of those events (Aggarwal, 2008).

3.2 Sampling Design

Sampling design involves the systematic selection of a sample from a larger population to gather information about that population. According to Jain and Chetty. (2020), the process of selecting a subset of units from a large population is also known as sampling. Worldometer. (2023) stated the population in Malaysia is more than 33,500,000 in 5 April 2023. Thus, the researcher will apply sampling to select a limited number of representative individuals or people from a predetermined group. All the selected subjects will be involved in the experiences and observation in the research's objective (Sharma, 2017).

This section contains the Target Population, Sampling Frame and Location, Sampling Element, Sampling Technique, and Sampling Size.

3.2.1 Target Population

Generation Z in Klang Valley is the target population in this study, Malaysia as targeted population to mitigate any potential complications that are related to the impact of digital marketing on consumer buying behaviour.

In this study, Generation Z in Klang Valley is the target population, it comprises Generation Z who have been exposed to digital marketing in the past or currently. The targeted age range is between 12 to 27 years old. Generation Z was selected because they are the first generation that born while the technology is enhance and popular around the globe. According to Digital New Asia (2017), Generation Z shows a greater preference in social media. The data suggested that the impact of buying behavior through social media marketing has become deeply integrated into the lifestyle of Generation Z. As a result, respondents from Generation Z have been select to complete the online survey in this study.

3.2.2 Sampling Location and Frame

Klang Valley is the sampling location in this study. According to Shafie (2022), the Klang Valley is divided into four Local Authorities, Klang, Petaling, Hulu Langat, and the FTKL. Respondents who live in this are are eligible requirements in this research.

Generation Z was chosen as the sampling frame in this study due to the rise in internet usage in the Klang Valley, there are 2.2 million of Generation Z in Klang valley are classified as internet users (Teoh, 2022). It also stated that social media has a significant impact on Generation Z (Grewal. et al., 2020). Hence, the researcher intend to investigate the consumer buying behavior of Generation Z on digital marketing. This

frame includes identifying and delineating the specific demographics, locations, online behaviors, and characteristics of Generation Z within the Klang Valley area. Based on the study from Nielsen (2019), Generation Z has slowly become a powerful consumer demographic nowadays and thus, Generation Z is the potential study participants can be selected or sampled.

3.2.3 Sampling Element

It can be said with certainty that consumers who stay in Malaysia with purchasing goods and services after browsing social media platform are being recognized in this research. There are no specific age, constraints on race, education level, and income level as long as the respondents fulfill the requirement mentioned above.

3.2.4 Sampling Technique

A sampling technique is a research method that used to select a subset from a larger population for the research's purpose. In this study, non-probability sampling was applied. Researcher intend to approach participants within an age range of 12 to 27 years old as this is the most accurate age for this study. Convenience sampling was chosen in this study because it is more accessible and convenient than other sample methods (Jager, Putnick, and Bornstein, 2017). This method able to collect primary data of Generation Z in Klang Valley as the ideal demographic (Jager, Putnick, and Bornstein, 2017). It also useful for researcher in determining differences in the impact of digital marketing on consumer buying behaviour between different subgroups of the Generation Z. Therefore, the results will come out quickly and conveniently in a short period of time.

3.2.5 Sampling Size

Sample size refers to the number of data or a group of participants that selected from a larger population that conducting in a research. Sample size also define as the total amount of respondents for a study (Kumar et al., 2013). In this study, researcher should use G*power application to determine the sample size for this research. Besides that, G*power also help researcher to determine the rule of thumb of the sample size. According the figure below, the total respondents was calculate by G*power 3.1.9.7 software, the total respondents are at least 85 respondents needed to collect in this study. According to Comrey and Lee (1992), if sample sizes is below 100 was considered as poor but more than 300 respondent is considered as good. For this reason, 336 samples are best suggestion of data collection in this study.

Figure 3.1: G*Power Analysis
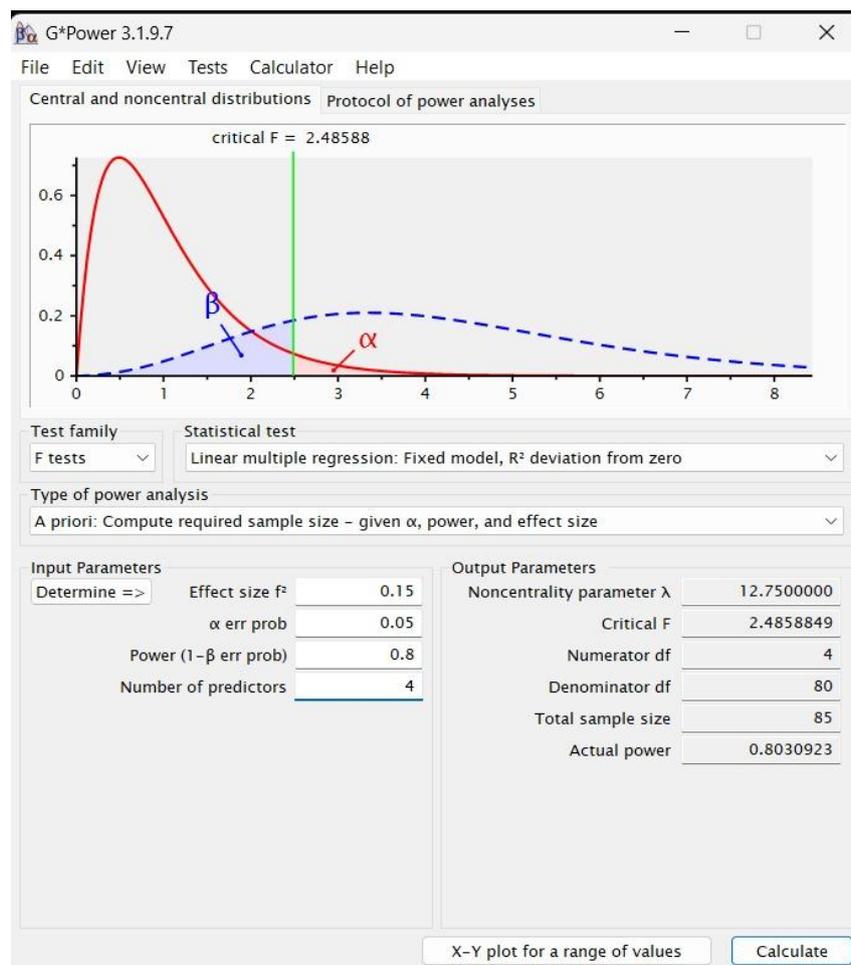
Source: G*Power 3.1.9.7

3.3 Data Collection Method

Data collection method is used to collect information and data for a study. Data collection is very important as it help to answer the survey questions, test hypothesis, and evaluate outcomes in every studies. Researcher should select the most appropriate method to gather data to achieve the goal of the study. Therefore, primary data will be use in this study.

3.3.1 Primary Data

According to Williams and Shepherd (2017), Primary data is the information that obtained from original sources through interviews and survey. Furthermore, primary data also allow research to obtain high quality of data, it help research to collect data that can enhance the outcome and provide flexibility throughout the research process (Richardson et al., 2023). Therefore, survey through Google form is being used in this study as it is primary data, the study aims to collect a total of 336 respondents. Primary data provide specific, accurate, and original data to the researcher. Thence, the survey questions are mostly closed- ended questions. It can reduce research costs like time and resources. The purpose of primary data collection in this study is to determine the correlation and relationship between each independent variables and the dependent variable.

3.3.2 Preliminary works

Preliminary work refers to the processes and procedures that carried previously conducted in the study. Chapter 1 and Chapter 2 provide explanations and measurement regarding the predictors and variables. After that, researcher should select relevant journals that contain sample questionnaires suitable for own research. After obtaining the questionnaire, researchers should adapt and reword it to create an entirely new questionnaire. Lastly, the ethical clearance require the approval from UTAR Scientific and Ethical Assessment Committee before sharing it out to the respondent.

3.3.3 Research Instruments

Research instruments refers to the tools that applied by a researcher to collect data and information in a research study. It also particularly designed to measure variables, gather responses from participants, and facilitate data collection and analysis. Besides that, the researcher decide to use Google form to design the questionnaire. Reason that choosing Google form because it allow to collect a large number of respondents without spending any money. Besides that, respondents also can complete the survey questions at their own pace and time as they answer all the questions by online, it make the process more convenient for both sides. In addition, the survey questions were distributed by Google form to all the respondents on October 2023. There are various ways for researcher to spread the survey, researcher send the form to respondents through direct message on Microsoft Teams, Whatsapp, and Instagram. Researcher also allow to spread the survey question by sending link or QR code to the students in University Tunku Abdul Rahman (UTAR), Sungai Long campus.

In this study, there are 4 closed ended questions and 5 close ended questions consisted in section A and section B. The close ended questions are multiple choice question (MCQ), respondent can just choose the option of A,B,C,D to answer the question. Other than that, likert scale has been use in section C. This measurement scale consist of a series of statements, each accompanied by a set of response options that range from "strongly disagree" to "strongly agree". Respondents are asked to indicate their level of satisfaction for each statement by selecting the best option to represents their viewpoint (Taherdoost, 2019).

3.4 Proposal Data Analysis Tool

Proposal Data Analysis Tool is a method that used to analyst perform various data manipulation, visualization, and statistical analyses to draw out a meaningful conclusion in a research study. In this section, the descriptive analysis, assumption testing, inferential analysis will be proposed and illustrated in order to support the reader have a clearer understanding.

3.4.1 Descriptive Analysis

Descriptive analysis is a method of data analysis that help in offering explanations, visual representations, or summaries of data points in a valuable way. It focuses on create structures that effectively capture all relevant aspects of the data (Kemp, Ng, Hollowood, and Hort, 2018). Besides that, descriptive analysis enables researcher to evaluate the gathered data by using histogram, table, chart, and so on. According to Navneet. D (2015), descriptive analysis also provide an insight into the distribution of the research's data, help to identify errors and irregularity, and enable to explore the relationship between variables.

3.4.2 Assumption Test

In the context of research and statistical analysis, assumption testing refers to the process of evaluating and verifying the assumptions that is underlying statistical techniques and models. It is essential for the validity and reliability of the statistical results. According to Zumbo. (2007), this test also serves as a fundamental rationale for assessing whether the conclusions drawn from the scores derived from these instruments are accurate and valid. Cronbach. (1951) stated the range of the Cronbach's alpha value is from 0 to 1. 0 referring to no relationship between scale items. If the alpha value between 0.7 and 0.8 are considered acceptable in the research. However, alpha values below 0.6 is intended to be eliminated from the measurement in order to increase the consistency between the items. Lastly, if the alpha value present the value of 1, it referring it is the perfect consistency.

Figure 3.2: Cronbach's Alpha Rule of Thumb

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

Source: Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. psychometrika, 16(3), 297-334.

3.4.3 Inferential Analysis

Inferential analysis used to make a conclusion of the whole population by using the data obtained from a sample. For example, sections A and B of the questionnaire utilize pie charts and tables displaying frequency distributions to present the demographic profile . Pie chart provides a more transparent visual, making it simpler to comprehend and highlighting the proportions of each category. Besides that, researcher apply the obtained findings to draw conclusions regarding the relative strength or weakness of the independent variables concerning the dependent variable (Amrhein, Trafimow, and Greenland, 2019).

3.4.4 Multiple Regression Analysis

Multiple Linear Regression is a statistical method that primary applied to analyze quantitative data in every study. According to Brata, Husani and Ali (2017), multiple linear regression used as a straight line and to measure the connection between each independent variables and the dependent variable.

Figure 3.3: Formula Equation for Multiple Regression Analysis

The formula equation for Multiple Regression Analysis stated:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + \ldots$$

Equation:

$$Y = a + b1X1(SMM) + b2X2(CT) + b3X3(IS) + b4X4(OSE)$$

Whereby:

Y = Dependent Variable

X = Independent Variables

SMM = Social Media Marketing

CT = Consumer Trust

IS = Information Satisfaction

OSE = Online Shopping Experience

a = Beta Regression Coefficient Value

b = Regression Constants Value

Source: Created for this study

3.4.5 One Way ANOVA Analysis

The ANOVA analysis is based on the proposition that multiple samples are different and unrelated, it evaluates the means of two or more separate and independent groups (Delacre, Leys, Mora & Lakens, 2019). In this research, a one-way ANOVA is used to determine if there is statistical evidence that pointing out a significant differences among the means of related populations.

3.4.6 Pearson Correlation Coefficient

Pearson correlation coefficient is one of the statistical metric that used to measure the significant relationship between variables and measure independent variable as the most powerful component to affect the dependent variable (Zhou et al., 2016). Besides that, this tool has also been applied in various index of

data such as data analysis, finance analysis, biological research and more (Zhou et al., 2016). Based on the study from Kenton. (2022), it shows that the Pearson correlation coefficient ranges are from +1 to -1, where +1 represent a strong positive correlation, -1 state out a detrimental correlation, and 0 means there is no correlation.

3.5 Conclusion

This chapter have totally explain and clarify the research method used, such as research design, sampling design, data collection method, and proposal data analysis tool. It elaborates on how the research study should be conducted from the first steps, selecting target population to the last step, proposal data analysis tool.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, it discussed the data analysis methods that used in this study. It is the most important part as it present the Descriptive Analysis, Reliability Analysis, Inferential Analysis, and Multiple Regression Analysis. The data cleaning procedure was analyzed by SPSS software to guarantee accuracy and consistency in the data from 336 respondents in this study. The data will be visually illustrated in charts, figures, tables, and graphs for enhancing its comprehensibility.

4.1 Data Collection Process and Respond Rates

Questionnaire was created by using Google form and to collect data from Generation Z in Klang Valley. The survey was distribute through face-to-face approach, WhatsApp and Instagrams. A total of 341 respondents were completed the survey form. However, 336 respondents were deemed suitable for further analysis while 5 respondents have no experience in online shopping. Hence, the survey achieved a response rate of 98.5%.

Figure 4.1: Descriptive Analysis of respondents' experienced in online shopping

Source: Created for this research

4.2 Descriptive Analysis

4.2.1 Respondent's Demographic Profile

The data analysis covered respondents' gender, age group, occupation, monthly income, motivation of using digital marketing, kind of products preferred to buy in online shopping, often online store visited, payment methods used in online shopping, and how often to online shopping. The data will be visually illustrated in pie charts and frequency distribution table to interpret respondents' demographic profile.

4.2.2 Gender

Figure 4.2: Descriptive Analysis of Gender
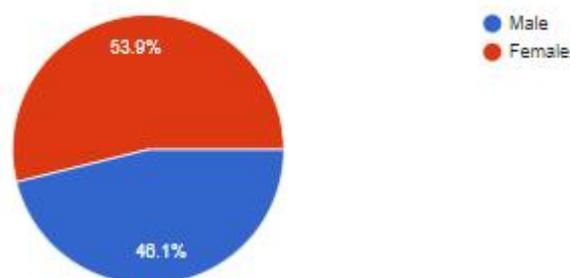
Source: Created for this research

Figure 4.2 above illustrated the respondents' gender. It shows that 53.9% of the respondents are female, which comprised 181 individuals, while 46.2% are male, accounting for 155 individuals. Hence, this data analysis contains higher number of female respondents compared to male respondents.

4.2.3 Age group

Figure 4.3: Descriptive Analysis of Age Group
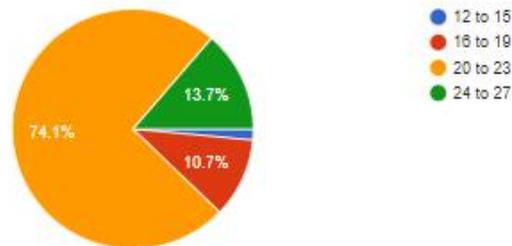
Source: Created for this research

Figure 4.3 showed the age group among the 336 respondents, the majority respondents fall within the age range of 20 to 23 years old at 74.1% of the sample, which comprised 249 individuals. A smaller percentage are 13.7%, the age between 24 to 27 years old, which contained 46 individuals and 10.7% belongs to 16 to 19 years old, which included 36 individuals. Only a minimal fraction falls within the age bracket of 12 to 15 years old, which are only 5 individuals.

4.2.4 Occupation or Employee Status

Figure 4.4: Descriptive Analysis of Occupation or Employee Status
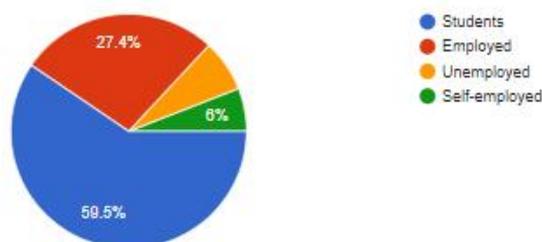
Source: Created for this research

According to figure 4.4, it presented the employee status of 336 respondents. About 59.5% of the respondents are students, which comprised 200 individuals. While 27.4% represented 92 individuals are employed. There 24 individuals are unemployed among 336 respondents, which comprised 7.1%. Lastly, the figure presented minority of the respondents are being self-employed, which contained 6%, 20 individuals.

4.2.5 Monthly Income

Figure 4.5: Descriptive Analysis of Monthly income
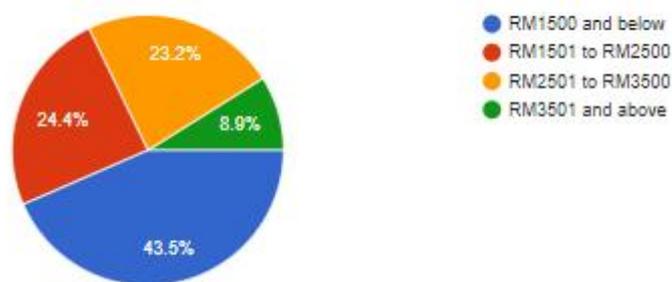
Source: Created for this research

Monthly income is considered as the most vital factor to influence consumer behaviour. The majority of respondents belongs to the category of RM1500 and below, which account for 43.5%, 146 individuals. Among the smaller fraction, there are 24.4% of respondents, which consisted 82 individuals earned RM1501 to RM2500 monthly. Moreover, 23.2% of respondents, which are 78 individuals among 336 respondents earned RM 2501 to RM3500 monthly. Ultimately, there are 8.9% of respondents, which contained 30 individuals fall into category of RM3501 and above as their monthly income.

4.2.6 Motivation of Online Shopping

Figure 4.6: Descriptive Analysis of Motivation of Online Shopping
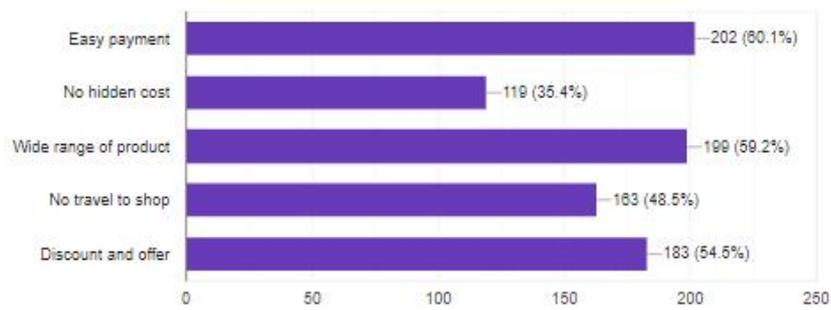
Source: Created for this research

Figure 4.6 displays the results through frequency distribution table. This question was designed in multiple choice form. Thus, a total of 866 responses were collected from 336 respondents. According to the table, easy payment emerge as the primary motivation for respondents to shopping online. It garnering 202 responses, 60.1% of the total responses. Besides that, the second highest factor is wide range of product. It comprised 59.2% with 199 responses. Discount and offer stand out as third place in motivation of online shopping. There are 183 responses, 54.5% of the total. Moreover, not needing travel to physical store secure at the fourth place. This factor garnered 163 responses and contained 48.5% of respondents who find this is convenience for online shopping. Finally, the factor of no hidden cost stated as the least frequency. It only garnered 119 responses out of 866 responses collected, with only 35.4%.

4.2.7 Kind of products preferred to buy in online shopping

Figure 4.7: Descriptive Analysis of products preferred to buy in online shopping
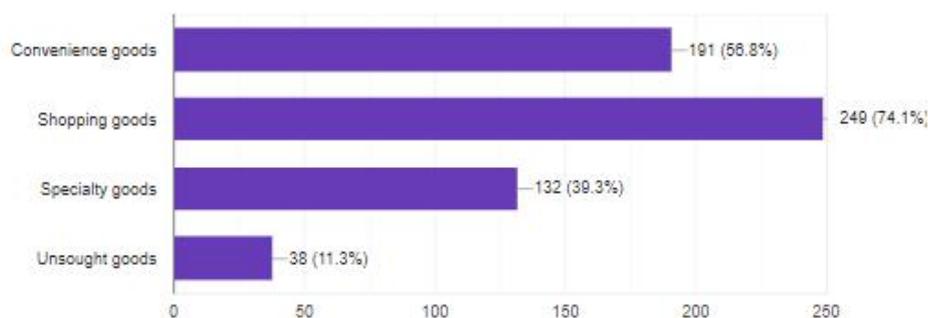
Source: Created for this research

Figure 4.7 shows the results through frequency distribution table. This question was designed in multiple choice form. Hence, a total of 610 responses were collected from 336 respondents. Shopping goods are the most common purchase items online among 336 respondents. It garnered 249 responses, 74.1% of the total. Convenience goods appeared as the second most purchased items online, it gathered 191 responses with 56.8%. Specialty goods ranked in third among the items purchased online. It garnered 132 responses, accounting for 39.3% of the total. Ultimately, unsought good present the least purchased items online, accumulating only 38 responses with 11.3% out of 610 responses.

4.2.8 Often online store visited

Figure 4.8: Descriptive Analysis of often online online store visited
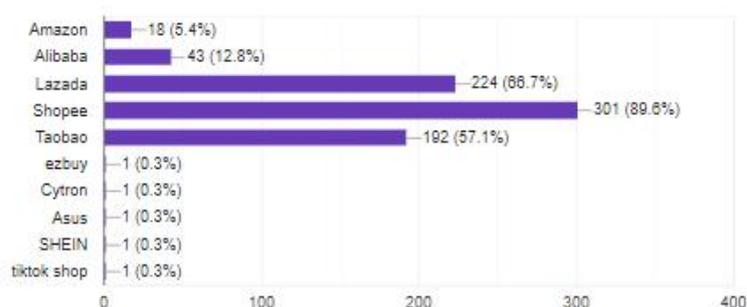
Source: Created for this research

Figure 4.8 shows the results through frequency distribution table. This question was designed in multiple choice form. Thereby, a total of 783 responses were collected from 336 respondents. Shopee come out as the most visited online shopping platform, total gathered of 301 responses, representing 89.65% of the total. Lazada stand as the second most visited online shopping platform, it garnered 224 responses, which accounts for 66.7%. Moreover, Taobao ranked in third position as 192 responses collected, which represent 57.1% of the total. Alibaba occupy in fourth place, it has 43 responses, which comprise 12.8% of total. Amazon belongs to fifth place with only 18 responses, comprising 5.4% of the total. Lastly, there are five

other online shopping platforms, ezbuy, Cytron, Asus, SHEIN, and tiktokshop. Each of them received 1 responses, which only amounts to 0.3%.

4.2.9 Payment methods used in online shopping

Figure 4.9: Descriptive Analysis of payment method used in online shopping

Source: Created for this research

Figure 4.9 shows the results through frequency distribution table. This question was designed in multiple choice form. Therefore, a total of 685 responses were garnered from 336 respondents. Online banking emerge as the most payment method used in online shopping with 266 responses, 79.2%. The second most popular payment method among the 336 respondents is the Touch n Go E-wallet. It gathered 193 responses, which represents 57.4% of the total. Furthermore, Debit/Credit card placed in third position with 181 responses and 53.9% of the total. Cash on delivery sated as the least used payment method as it only have 45 responses out of 685 responses, accounting for 13.4% of the total.

4.2.10 How often to online shopping

Figure 4.10: Descriptive Analysis of how often to online shopping
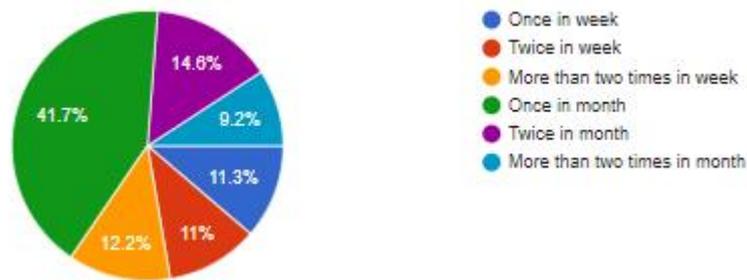
Source: Created for this research

Figure 4.10 illustrates the frequency of 336 respondents' shopping online habit. The most frequent response is once in month, which equivalent to 41.7%, 140 individuals. There is a significant gap with the second highest frequency, it falls into twice in month, which standing at 14.6%, 49 individuals. Furthermore, 12.2% placed at the third position, there are total 41 individuals indicate shopping online more than two times in week. Fourth and fifth place are slight variation of 11.3% and 11%, which only differing by one individual. There are 38 individuals engage in online shopping once a week and 37 individuals online shopping twice in week. Lastly, the least frequent response is 9.2% of 336 respondents, it represent only 31 individuals engage in online shopping more than twice a month.

4.3 Reliability Test

Reliability Test is used to ensure the results will be thoroughly explained and demonstrated the reliability level performed of each variables for readers' better comprehension. Cronbachs' alpha value higher than 0.7 is considered acceptable (Cronbach, 1951). CBB=Consumer Buying Behaviour, SMM=Social Media Marketing, CT=Consumer Trust, IS=Information Satisfaction, OSE=Online Shopping Experience.

4.3.1 Pilot Test

Table 4.1 Cronbach's Alpha Pilot Test

Variables	No. of item	Cronbach's Alpha	Reliability Level
Consumer Buying Behaviour (CBB)	6	0.741	Acceptable
Social Media Marketing (SMM)	4	0.795	Acceptable
Consumer Trust (CT)	4	0.785	Acceptable
Information Satisfaction (IS)	6	0.867	Good
Online Shopping Experience (OSE)	5	0.852	Good

Source: Created for this research

Pilot test was analysis by 30 respondents out of the total 336 respondents in the survey. The Cronbachs' alpha for dependents variable, CBB is 0.741. While the Cronbachs' alpha for each independents variable such as SMM is 0.795, CT is 0.785, IS is 0.867, and OSE is 0.852. Thus, all variables are acceptable before undergoing the reliability test.

4.3.2 Actual test

Table 4.2 Cronbach's Alpha Reliability Analysis

Variables	No. of item	Cronbach's Alpha	Reliability Level
Consumer Buying Behaviour (CBB)	6	0.834	Good
Social Media Marketing	4	0.796	Acceptable

(SMM)			
Consumer Trust (CT)	4	0.755	Acceptable
Information Satisfaction (IS)	6	0.867	Good
Online Shopping Experience (OSE)	5	0.849	Good

Source: Created for this research

This section presented the value of the actual test. The Cronbachs' alpha for dependents variable, CBB is 0.834. While the Cronbachs' alpha for each independents variable such as SMM is 0.796, CT is 0.755, IS is 0.867, and OSE is 0.849. Hence, all variables are acceptable in this study.

4.3.3 Central tendencies of Measurement

This section indicated the Mean and Standard Deviation of each variables, with an analysis based on 336 respondents.

4.3.3.1 Mean and Standard Deviation of Consumer Buying Behaviour

Table 4.3 Mean and Standard Deviation of Consumer Buying Behaviour

Item	Statement	Mean	Standard Deviation	N
CBB1	I have spent over 2 hours when browsing on	3.70	1.201	336

	online shopping platform			
CBB2	I have been to different online shopping platform	4.17	0.849	336
CBB3	I have considered making purchase decision from online shopping platform	4.16	0.880	336
CBB4	I have registered account on different online shopping platform	4.29	0.847	336
CBB5	I have purchased products from different digital platform	4.32	0.837	336
CBB6	I would encourage my friends and family to use digital platform	4.25	0.913	336

Source: Created for this research

4.3.3.2 Mean and Standard Deviation of Social Media Marketing

Table 4.4 Mean and Standard Deviation of Social Media Marketing

Item	Statement	Mean	Standard Deviation	N
SMM1	I agree that social media marketing advertisement (digital media) have higher credibility than traditional marketing advertisement (Radio, Newspapers, Magazines, etc	4.15	0.937	336
SMM2	I agree that social media marketing have more influence people to try new products and services	4.20	0.852	336
SMM3	I agree that social media marketing makes my	4.11	0.940	336

	purchase decision more simple			
SMM4	I agree that social media is more effective for new products and services to draw consumers' attention than mass media channels	4.26	0.847	336

Source: Created for this research

4.3.3.3 Mean and Standard Deviation of Consumer Trust

Table 4.5 Mean and Standard Deviation of Consumer Trust

Item	Statement	Mean	Standard Deviation	N
CT1	I develop trust with online retailer and shop	3.99	0.991	336
CT2	I do not feel impulsive while buying product from digital platform	3.84	1.036	336
CT3	I will probably buy a product on the Internet	4.13	0.886	336
CT4	I feel capable and confident of finding shopping variety on digital platform	4.11	0.879	336

Source: Created for this research

4.3.3.4 Mean and Standard Deviation of Information Satisfaction

Table 4.6 Mean and Standard Deviation of Information Satisfaction

Item	Statement	Mean	Standard Deviation	N
IS1	I need to seek out information with your	4.30	0.830	336

Item	Statement	Mean	Standard Deviation	N
	preference before purchase a product			
IS2	I change my attitude towards a certain product after some positive comments and reviews	4.18	0.815	336
IS3	I change my initial preference after searching relevant information at social media	4.21	0.825	336
IS4	I always search for relevant information about the products and services	4.33	0.795	336
IS5	I'll make sure the product's information is up-to-date and sufficient	4.29	0.831	336
IS6	I feel the product's information provided is a convenient source for customers	4.35	0.765	336

Source: Created for this research

4.3.3.5 Mean and Standard Deviation of Online Shopping Experience

Table 4.7 Mean and Standard Deviation of Online Shopping Experience

Item	Statement	Mean	Standard Deviation	N
OSE1	I have a good experience with online shopping	4.21	0.839	336
OSE2	I think that purchase product online is better than conventional ways	4.10	0.899	336
OSE3	I would purchase products through digital platform again	4.27	0.875	336
OSE4	I have experienced online shopping and it matched my individual needs and expectations	4.21	0.794	336
OSE5	I enjoyed and felt comfortable with the online shopping experience	4.26	0.776	336

Source: Created for this research

4.4 Inferential Analysis

This section indicated the Descriptive Statistic and Pearson Correlation Coefficients of each variables, with an analysis based on 336 respondents.

4.4.1 Descriptive Statistics

Table 4.8 Descriptive Statistic of Variables

	Mean	Standard Deviation	N
M_CBB	4.1808	0.70516	336
M_SMM	4.0149	0.72158	336
M_CT	4.2773	0.62805	336
M_IS	4.2083	0.66192	336
M_OSE	4.1463	0.68761	336

Source: Created for this research

4.4.2 Pearson Correlation Coefficients

Table 4.9 Pearson Correlation Coefficients

		M_CBB	M_SMM	M_CT	M_IS	M_OSE
M_CBB	Pearson Correlation	1	.763**	.621**	.677**	.713**
	Sig. (2-tailed)		.001	.001	.001	.001
	N	336	336	336	336	336
M_SMM	Pearson Correlation	.763**	1	.572**	.723**	.762**
	Sig. (2-tailed)	.001		.001	.001	.001
	N	336	336	336	336	336
M_CT	Pearson Correlation	.621**	.572**	1	.621**	.663**
	Sig. (2-tailed)	.001	.001		.001	.001
	N	336	336	336	336	336
M_IS	Pearson Correlation	.677**	.723**	.621**	1	.751**
	Sig. (2-tailed)	.001	.001	.001		.001
	N	336	336	336	336	336
M_OSE	Pearson Correlation	.713**	.762**	.663**	.751**	1
	Sig. (2-tailed)	.001	.001	.001	.001	
	N	336	336	336	336	336

Source: Created for this research

Table 4.9 presented the outcome of Pearson Correlation Coefficients Analysis among dependent and independents variables in the study. The value of Pearson Correlation Coefficients is between 0.621 to 0.763. Meanwhile, all of the significant level for all variables is 0.001, which is positively correlated.

Social Media Marketing has the highest value with the dependent variable, 0.763 among the other independent variables . Besides that, the correlation between Consumer Trust is 0.621, Information Satisfaction is 0.677, Online Shopping Experience is 0.713. Hence, the result of all of the variables exhibited a strong correlation with Consumer Buying Behaviour, as all value is higher than 0.601 (Lund Research Ltd, 2020).

4.5 Multiple Regression Analysis

4.5.1 Model Summary

Table 4.10 Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.807[a]	0.651	0.647	0.40850
a. Predictors: (Constant), M_OSE, M_CT, M_SMM, M_IS				

Source: Created for this research

In Model Summary, the R Square value is 0.651, all of the independent variables in this study has been explained as 65.1% in the dependent variable. According to Ozili. (2023), R square value that above 0.5 is considered strong. Thus, the R Square in this study is considered as relatively strong as it more than 65% between each independent variables and the dependent variables.

4.5.2 ANOVA Test

Table 4.11 ANOVA Test

	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	103.155	4	25.789	154.444	<.001[b]
	Residual	55.234	331	.171		

Total	158.389	335			
a. Dependent Variable: M_CBB					
b. Predictors: (Constant), M_OSE, M_CT, M_SMM, M_IS					

Source: Created for this research

The ANOVA Test in this study evaluates the adequacy of regression equally in fitting the data and predicting variables. The regression is in significant <0.001, which indicating that the regression model effectively predicts the outcome variables with statistical validity.

4.5.3 Coefficients

Table 4.12 Coefficients Analysis

Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized coefficients Beta	t	Sig.
1	(Constant)	.358	.162		2.218	.027
	M_SMM	.440	.052	.451	8.420	<.001
	M_CT	.176	.043	.185	4.124	<.001
	M_IS	.127	.059	.116	2.152	.032
	M_OSE	.166	.061	.160	2.703	.007
a. Dependent Variable: M_CBB						

Source: Created for this research

Coefficients result that each independent variables has a significant impact on dependent variable. The value of all variables are below 0.05. Thereby, all variables are accepted in this study.

4.6 Hypothesis Testing

Table 4.13 Hypothesis Testing of Social Media Marketing

Social Media Marketing		P-Value = <0.001
H1	*Social Media Marketing have a significant relationship with Consumer Buying behaviour*	
Hypothesis is accepted and proved Social Media Marketing has a positive relationship with Consumer Buying Behaviour		

Source: Created for this research

Table 4.14 Hypothesis Testing of Consumer Trust

Consumer Trust		P-Value = <0.001
H2	*Consumer Trust have a significant relationship with Consumer Buying behaviour*	
Hypothesis is accepted and proved Consumer Trust has a positive relationship with Consumer Buying Behaviour		

Source: Created for this research

Table 4.15 Hypothesis Testing of Information Satisfaction

Information Satisfaction		P-Value = 0.032
H3	*Information Satisfaction have a significant relationship with Consumer Buying behaviour*	

Hypothesis is accepted and proved Information Satisfaction has a positive relationship with Consumer Buying Behaviour	

Source: Created for this research

Table 4.16 Hypothesis Testing of Online Shopping Experience

Online Shopping Experience	P-Value = 0.007
H4 *Online Shopping Experience have a significant relationship with Consumer Buying behaviour*	
Hypothesis is accepted and proved Online Shopping Experience has a positive relationship with Consumer Buying Behaviour	

Source: Created for this research

4.7 Conclusion

In summary, 336 respondents were included in analyzing the Descriptive Analysis, Reliability Analysis, Inferential Analysis, and Multiple Regression Analysis. The results demonstrated all values were within acceptable ranges, it also confirming a positive relationship between each independent variable and the dependent variable.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

This chapter will summarize the discoveries from the data analysis conducted in previous chapter and provide a concise overview of the outcomes related to all proposed hypotheses. This chapter will also cover the implications, limitations, and recommendations for future research purpose.

5.1 Discussions of Major Findings

Table 5.1 Summary of Hypothesis Testing Result

Independent Variables	Significant Values	Result	Hypothesis Result
Social Media Marketing (SMM)	$\beta= 0.451$ $P= {<}0.001$	Significant	Accepted and supported
Consumer Trust (CT)	$\beta= 0.185$ $P= {<}0.001$	Significant	Accepted and supported
Information Satisfaction (IS)	$\beta= 0.116$ $P= 0.032$	Significant	Accepted and supported
Online Shopping Experience (OSE)	$\beta= 0.160$ $P= 0.007$	Significant	Accepted and supported

Source: Created for this research

5.1.1 Relationship between Social Media Marketing and Consumer Buying Behaviour- SUPPORTED

Result in HI indicates Social Media Marketing is positively related to Consumer Buying Behaviour (β= 0.451, P= <0.001). In this situation, H1 is accepted in this study. The result is also support by previous research. According to Nawaz and Kaldeen.(2020), the relationship between social media marketing and customer is notable strong. It helps to enhancing customer engagement and purchase intention in the digital age. Putri (2017) proved that social media marketing effectively establish connections with customers in order to enhance customers' purchase intention and interaction between buyer and seller through online. Therefore, the correlation between Social Media Marketing and Consumer Buying Behaviour is supported in this study.

5.1.2 Relationship between Consumer trust and Consumer Buying Behaviour- SUPPORTED

H2 stated that Consumer Trust has a positive impact on Consumer Buying Behaviour (β= 0.185, P= <0.001). According to Arora and Agarwal. (2020), trust building is crucial for Generation Z to rely on any product's information on social media. Consumer trust maintained utmost position in online shopping (Li et al., 2014). Furthermore, Santos and Fernandes. (2008) verified that consumer trust plays as an important factor in develop customer loyalty and build a powerful relationships between buyer and seller. Lastly, trust sustained vital role in influence consumers' purchase intention and shopping decision (Hong and Cho, 2011). Hence, this study support the correlation between Consumer Trust and Consumer Buying Behaviour.

5.1.3 Relationship between Information Satisfaction and Consumer Buying Behaviour- SUPPORTED

H3 stated that Information Satisfaction has a positive impact on Consumer Buying Behaviour (β= 0.116, P= 0.032). Information satisfaction level is influenced by information quality (DeLone and McLean, 1992). Customers can be satisfied when the information of a product is valuable and relevant (Wolfingbarger and Gilly, 2001). in addition, latest product information in online can satisfy consumers. Keeping information up-to-date and ensure easily understandable can influence consumers' online purchases decision (Wang and Strong, 1996). Thereby. it proved the relationship between information satisfaction and Consumer Buying Behavior is supported.

5.1.4 Relationship between Online Shopping Experience and Consumer Buying Behaviour- SUPPORTED

Result in H4 demonstrated that Online Shopping Experience is positively related to Consumer Buying Behaviour (β= 0.160, P= <0.007). According to Retnowati and Mardikaningsih. (2021), online shopping experience of a customer have a huge impact in their future purchase decisions. Good previous online shopping experiences able to increase the interest of consumers making repeated purchases from the same online store (Holloway et al., 2005). Positive online shopping experience assured to influence the intention of online purchase (Mohmed et al., 2013). As stated by Nizar and Janathanan. (2018), positive online shopping experience on platforms like Shopee and Lazada play the part as information resources for consumers. Consequently, this study supported the relationship between online shopping experience and Consumer Buying Behavior.

5.2 Implications of the Study

5.2.1 Practical Implication

Marketers can gain insights in enhance and evaluate their advertising strategies in this study. Marketers can enhance their advertising strategy by identifying the factor that impact Generation Z perceptions. The study discover the significant impact of advertising strategy on this specific demographic, offering valuable insights for crafting impactful social media advertisements. This study determined Generation Z are more likely to advertisement that are more long lasting impression and valuing memorability. Hence, marketers can seize this opportunity to develop advertisement that featuring celebrities and influencers, incorporating catchy music and funny skits content, and visually captivating. In this situation, the strategy can be effectively implemented to reach the target audience without being excessively bothersome.

5.2.2 Theoretical Implication

Theory of Planned Behaviour (TPB) helps to demonstrate the relationship between digital marketing and consumer buying behaviour. It can be said with certainty that this theory also plays a significant role in examine the relationship between digital marketing and consumer buying behaviour in this study. In the study scope of digital marketing and consumer buying behaviour, this theory provide benefit for academicians to effectively integrate theory such as consumers' purchasing attitudes, and behaviour in their future research. In fact, academicians can adapt the theory to determine social science study and keep track of consumer behaviour in their research. Consequently, TPB has become the most frequent used theory in the area of social and behavioral sciences (Ajzen, 1991). Adopting this theory would be the most beneficial and recommended approach for future studies related to this topic (Singh and Glinska-Newe's, 2022).

5.3 Limitations of the Study

One of the limitations within this study will be language barrier in survey-based data collection process. Utilizing English as the only language in the questionnaire can lead to misinterpretation and confusion and thus, it would affect the accuracy of the collected data. Malaysia is a culturally diverse nation with different languages, most common languages are Chinese, English, and Bahasa Melayu. Respondents have varying language preferences and levels of proficiency. As an example, respondents who are lacking English proficiency might struggle to understand the questions, it will lead to incomplete responses and

inaccuracies in the data collection. In this situation, it would be a significant affect in the validity and reliability in the findings of the study.

Another limitation in the study is its limited sample size, which only targets the Generation Z within the Klang Valley region. The study is solely focus on specific demographic areas such as Kuala Lumpur, Selangor, Petaling Jaya, and more Thus, the collected data may not be the representation of the entire Malaysia. Furthermore, the buying behavior, purchasing patterns, and purchasing power of Generation Z are different in different states. For example, the family backgrounds and growing environments between Generation Z in Kuala Lumpur and Kelantan result entirely the different of consumer behaviors. Consequently, the limited sample size in this study fails to adequately represent the entirety of Generation Z across Malaysia.

5.4 Recommendations of the Study

To overcome the issue of language barrier during data collection. Future researchers might consider to create and develop different sets of questionnaires in various languages. Researchers can prepare the questionnaire in Chinese, English, and Bahasa Melayu version. It allow respondents to accommodate their preferred language when answering the questions. When the languages options of questionnaire is expand, it effectively increase the option among non-English proficient respondents to select their preferred language to engage in the data collection. Thus, implementing this method is expected to encourage the involvement of non-English proficient respondent to participate in the survey.

Besides that, Future researchers should to expand the scope of their study by broadening a wider range of geographical locations and demographic characteristics to ensure a more comprehensive and inclusive analysis. Instead of only focusing in Klang Valley, future researchers are encouraged to broaden their research areas beyond Klang Valley and include urban, suburban, and rural areas to capture diverse perspective. In addition, expanding the age range and multiple generations could serve as a valuable recommendation for future researchers to analyze consumer behaviour. This enables future researchers to attain more comprehensive understanding of consumer behaviour and thus, it will providing more potential data for robust analyze of consumer behaviour within the country.

5.5 Conclusion

In a nutshell, this study thoroughly explored the four independent variables, Social Media Marketing, Consumer Trust, Information Satisfaction, and Online Shopping Experience presented a significant relationship with the dependent variable, Consumer Buying Behaviour. Social Media Marketing was established as the most influenced correlation with Consumer Buying Behaviour. Besides that, this study offers both theoretical and practical implications for academicians, policy makers, and practitioners to develop fruitful marketing strategies that resonates with Generation Z. Furthermore, limitations and recommendations use to guide researchers to enhance in their research in future. Therefore, this study can serve as a reference and advance the future researchers in overcome the knowledge gap.

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APPENDIX

Appendix 1.1 Variable Development

Variable	Type of variables	Authors
Consumer Buying Behavior	Dependent variable	Pal, A. K., & Shukla, B. (2020). Impact of digital marketing on consumer buying behaviour. *Iconic Research And Engineering Journals*, *3*(11), 209-220.
Social Media Marketing	Independent variable	Nawaz, S. S., & Kaldeen, M. (2020). Impact of digital marketing on purchase intention. *International Journal of Advanced Science and Technology*, *29*(4), 1113-1120.
Consumer Trust	Independent variable	Nizar, N. A., & Janathanan, C. (2018). Impact of digital marketing on consumer purchase behaviour. In *APIIT Business, Law & Technology Conference* (Vol. 1).
Information Satisfaction	Independent variable	Nizar, N. A., & Janathanan, C. (2018). Impact of digital marketing on consumer purchase behaviour. In *APIIT Business, Law & Technology Conference* (Vol. 1).
Online Shopping Experience	Independent variable	Nizar, N. A., & Janathanan, C. (2018). Impact of digital marketing on consumer purchase behaviour. In *APIIT Business, Law & Technology Conference* (Vol. 1).

Appendix 1.2 5-Point Likert Scale

Likert Scale	Value
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Appendix 1.3 Ethical Approved Letter

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)

Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/272/2023

17 October 2023

Dr Fitriya Binti Abdul Rahim
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under <u>Expedited Review</u>.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	A Comparative Study: Exploring Food Security in Malaysia and Singapore	Liow Jia Ying	Dr Angelina Anne Fernandez	
2.	Factor Affecting Customers Satisfaction in e-commerce	Casandra Pua Kei Ying	Ms Annie Yong Ing Ing	
3.	Savouring Malacca: Exploring the Factors Influence Travellers' Intention Toward Malacca Local Delicacies	Chai Wei Lun	Ms Tai Lit Cheng	
4.	Measuring the Impact of Artificial Intelligence (AI) Applications in Online Customer Service	Rachel Ong Pei Lyn	Dr Farah Waheeda Binti Jalaludin	
5.	The Awareness Towards AI Adoption in Personal Financial Planning Among the Higher Institutions' Undergraduates in Klang Valley, Malaysia	Lim Kean Chuan	Mr Raymond Ling Leh Bin	
6.	Online Purchase Intention Among Generation Z	Soong Vai Ven	Dr Sia Bee Chuan	17 October 2023 – 16 October 2024
7.	The Impact of Digital Marketing on Consumer Buying Behavior	Loo Jia Jun	Dr Ooi Bee Chen	
8.	Factors Influencing Logistic Outsourcing Practices by E-platform Sellers in Malaysia	Fong Chao Shen	Ms Ung Leng Yean	
9.	The Impact of Strategic Management Towards Corporate Performance – A Case for Malaysian Companies	Ng Kah Lok	Dr Foo Meow Yee	
10.	The Factors that Influences Micro Women Entrepreneurs to Adopt Digital Platform Based Business	Tan Han Bing	Pn Ezatul Emilia Binti Muhammad Arif	
11.	Factors Affecting Entrepreneurship Intentions Among Students	Kunadharshaan Kunabalan	Dr Komathi a/p Munusamy	

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; and

(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.

(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 the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

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

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Website: www.utar.edu.my

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Appendix A: Survey Questionnaire

Good day, I am Loo Jia Jun, a final year undergraduate student of Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus. I am currently conducting my Final Year Project (FYP) entitled "**Impact of Digital Marketing on Consumer Buying Behaviour**".

This survey consists of 3 parts. Section A (Demographic Questions) will require you to choose the most suitable answer that best describes yourself relevant to the situation. Besides, Section B (The Use of Social Media Platforms) will require you to choose which social media platforms that you are frequently using, how much time you spend on social media platforms, and are you using social media platforms for online shopping purposes. Section C (Dependent and Independent Variable) will require you to choose from the Likert scale, where 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree.

Kindly answer ALL questions and provide accurate answers in this survey. All information and data collected will be used solely for academic research and will be kept confidential.

I would be very grateful for your participation in this research project.

Any further inquiries, please do not hesitate to contact at 017-6673845, or email to justin69@1utar.my.

Section A (Demographic profile)

1. Do you have any experience in online shopping?
   a. Yes
   b. No

2. What is your gender?
   a. Male
   b. Female

3. Which categories best describe to your age?
   a. 12 to 15
   b. 16 to 19
   c. 20 to 23
   d. 24 to 27

4. What is your occupation or employee status?
   a. Students
   b. Employed
   c. Unemployed
   d. Self-employed

5. Which categories best describe to your monthly income?
   a. RM1500 and below
   b. RM1501 to RM2500
   c. RM2501 to RM3500
   d. RM3501 and above

Section B (The use of social media platforms)

1. What motivates you to use digital marketing?

    a. Easy payment

    b. No hidden cost

    c. Wide range of product

    d. No travel to shop

    e. Discount and offer

2. What kind of products do you prefer to buy through digital channel/online shopping?

    a. Convenience goods

    b. Shopping goods

    c. Specialty goods

    d. Unsought goods

3. Which of the following store you often visited online?

    a. Amazon

    b. Alibaba

    c. Lazada

    d. Shopee

    e. Taobao

    f. Other…

4. How do you make your payment on online shopping?

    a. Debit/Credit card

    b. Online Banking

    c. Touch n Go E-wallet

    d. Cash on delivery

5. How often you go use online shopping?

    a. Once in week

    b. Twice in week

    c. More than two times in week

    d. Once in month

e. Twice in month

f. More than two times in month

Section C (Variable measurement)

Dependent Variable

Consumer Buying Behavior	(Strongly disagree ⟵⟶ Strongly agree)				
1. I have spent over 2 hours daily on online shopping platform	1	2	3	4	5
2. I have been to different online shopping platform	1	2	3	4	5
3. I have considered making purchase decision from online shopping platform	1	2	3	4	5
4. I have registered account on different online shopping platform	1	2	3	4	5
5. I have purchased products from different digital platform	1	2	3	4	5
6. I would encourage my friends and family to use digital platform	1	2	3	4	5

Independent Variable

A. Social Media Marketing	(Strongly disagree ⟵⟶ Strongly agree)				
1. I agree that social media marketing advertisement (digital media) have higher credibility than traditional marketing advertisement (Radio, Newspapers, Magazines, etc)	1	2	3	4	5
2. I agree that social media marketing have more influence people to try new products and services	1	2	3	4	5
3. I agree that social media marketing makes my purchase decision more simple	1	2	3	4	5

4.	I agree that social media is more effective for new products and services to draw consumers' attention than mass media channels	1	2	3	4	5

B. Consumer Trust (Strongly disagree ⟷ Strongly agree)						
1.	I develop trust with online retailer and shop	1	2	3	4	5
2.	I do not feel impulsive while buying product from digital platform	1	2	3	4	5
3.	I will probably buy a product on the Internet	1	2	3	4	5
4.	I feel capable and confident of finding shopping variety on digital platform	1	2	3	4	5

C. Information Satisfaction (Strongly disagree ⟷ Strongly agree)						
1.	I need to seek out information with your preference before purchase a product	1	2	3	4	5
2.	I change my attitude towards a certain product after some positive comments and reviews	1	2	3	4	5
3.	I change my initial preference after searching relevant information at social media	1	2	3	4	5
4.	I always search for relevant information about the products/services	1	2	3	4	5
5.	I'll make sure the product's information is up-to-date and sufficient	1	2	3	4	5
6.	I feel the product's information provided is a convenient source for customers	1	2	3	4	5

D. Online Shopping Experience (Strongly disagree ⟷ Strongly agree)						
1.	I have a good experience with online shopping	1	2	3	4	5
2.	I think that purchase product online is better than conventional ways	1	2	3	4	5
3.	I would purchase products through digital	1	2	3	4	5

	platform again					
4.	I have experienced online shopping and it matched my individual needs and expectations	1	2	3	4	5
5.	I enjoyed and felt comfortable with the online shopping experience	1	2	3	4	5

Good day. I am Loo Jia Jun, a final-year Bachelor of International Business student from Universiti Tunku Abdul Rahman (UTAR). As part of my academic journey, I am conducting a thought-provoking survey titled "**Impact of Digital Marketing on Consumer Buying Behaviour among Generation Z in Klang Valley**". I need you to help me fill out this questionnaire of mine to help me enough data to complete my research.

I sincerely hope you may spend 5 to 7 minutes answering this survey.

Appendix 1.4 G*Power Analysis
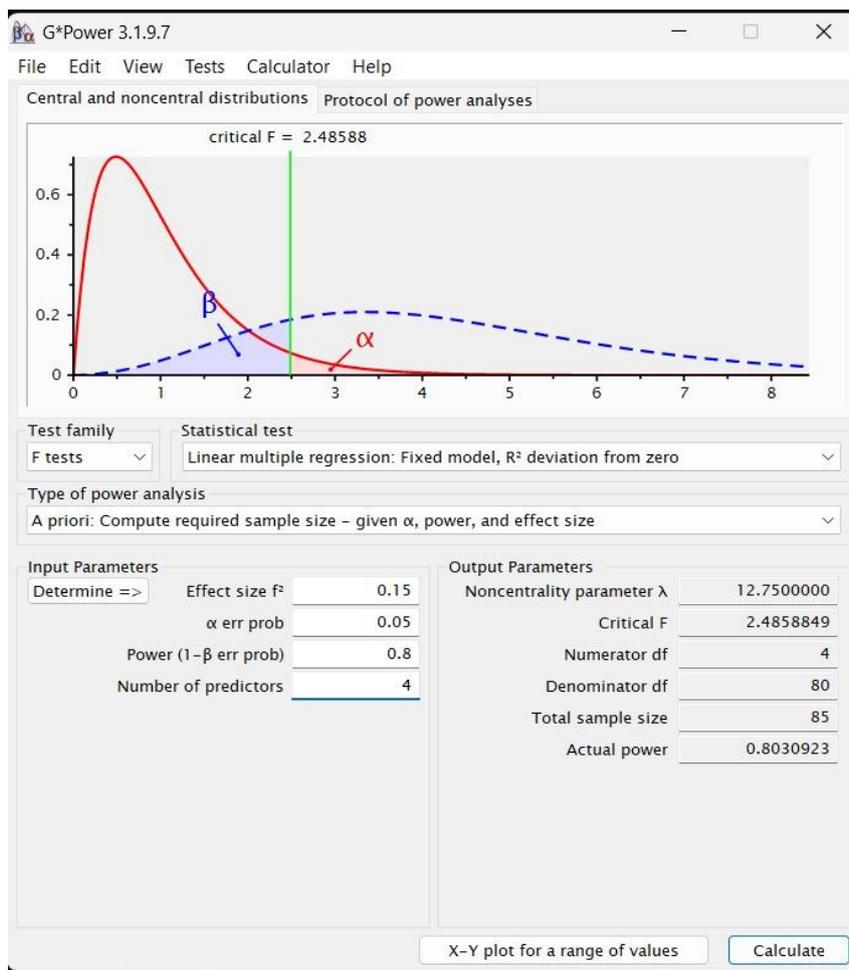
Appendix 1.5 Pilot Test

Consumer Buying Behavior

Scale: CBB

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.760	6

Social Media Marketing

Scale: SMM

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.800	4

Consumer Trust

Scale: CT

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.789	4

Information Satisfaction

Scale: IS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.869	6

Online Shopping Experience

Scale: OSE

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.850	5

Appendix 1.6 Reliability Test

Consumer Buying Behavior

Scale: CBB

Case Processing Summary

		N	%
Cases	Valid	336	100.0
	Excluded[a]	0	.0
	Total	336	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.847	6

Social Media Marketing

Scale: SMM

Case Processing Summary

		N	%
Cases	Valid	336	100.0
	Excluded[a]	0	.0
	Total	336	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.798	4

Consumer trust

Scale: CT

Case Processing Summary

		N	%
Cases	Valid	336	100.0
	Excluded[a]	0	.0
	Total	336	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.755	.759	4

Information Satisfaction

Scale: IS

Case Processing Summary

		N	%
Cases	Valid	336	100.0
	Excluded[a]	0	.0
	Total	336	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	6

Online Shopping Experience

Scale: OSE

Case Processing Summary

|		N	%
Cases	Valid	336	100.0
	Excluded[a]	0	.0
	Total	336	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.850	5

Appendix 1.7 Demographic Profile

Descriptive Analysis of Gender
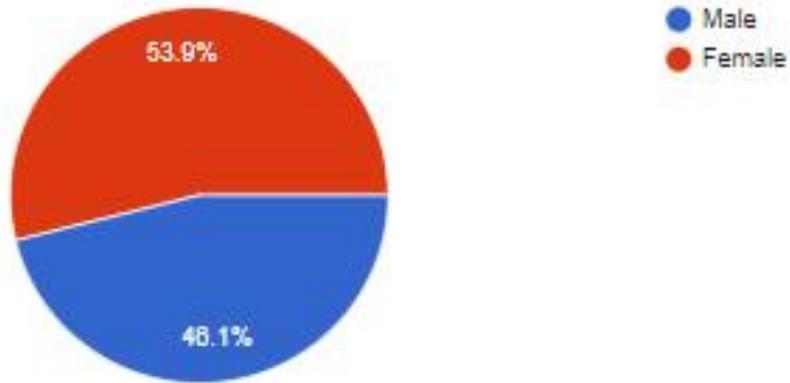
Descriptive Analysis of Age Group
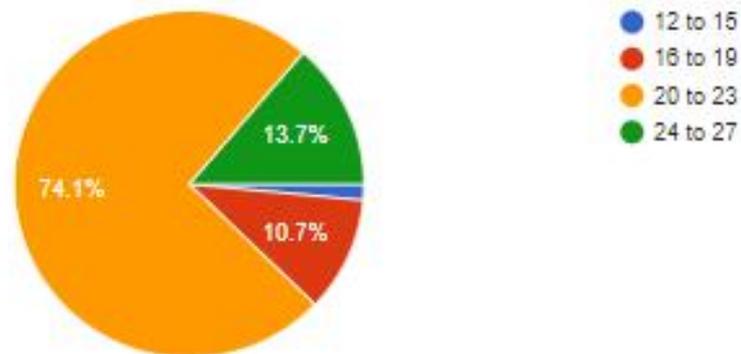
Descriptive Analysis of Occupation or Employee Status
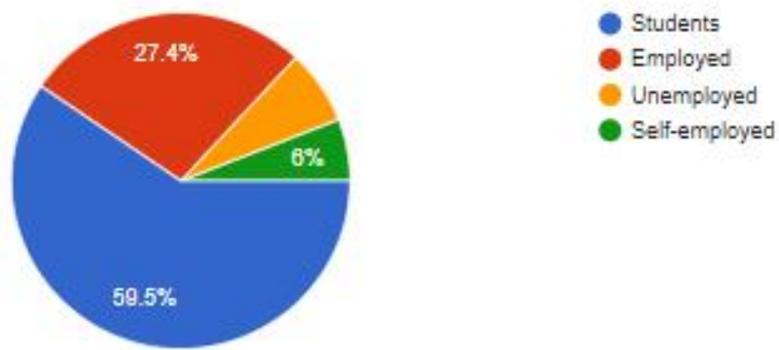
Figure 4.5: Descriptive Analysis of Monthly income
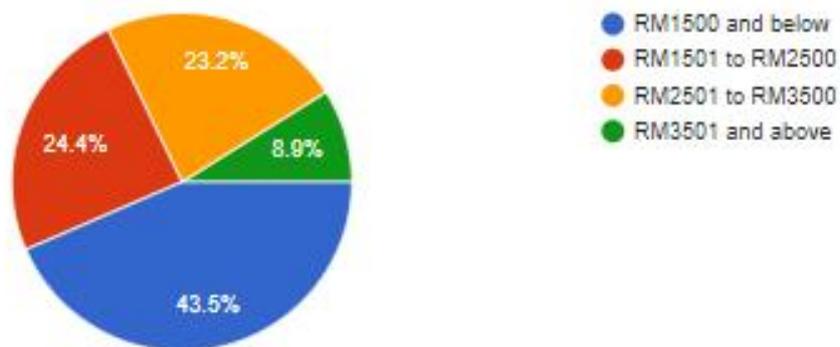
Appendix 1.8 Pearson Correlation Coefficients Analysis

Correlations

		M_SMM	M_CT	M_IS	M_OSE	M_CBB
M_SMM	Pearson Correlation	1	.572**	.723**	.762**	.763**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	336	336	336	336	336
M_CT	Pearson Correlation	.572**	1	.621**	.663**	.621**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	336	336	336	336	336
M_IS	Pearson Correlation	.723**	.621**	1	.751**	.677**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	336	336	336	336	336
M_OSE	Pearson Correlation	.762**	.663**	.751**	1	.713**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	336	336	336	336	336
M_CBB	Pearson Correlation	.763**	.621**	.677**	.713**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	336	336	336	336	336

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 1.9 Multiple Regression Analysis

Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.807ᵃ	.651	.647	.40850	.651	154.544	4	331	<.001

a. Predictors: (Constant), M_OSE, M_CT, M_SMM, M_IS

Anova Test

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.155	4	25.789	154.544	<.001ᵇ
	Residual	55.234	331	.167		
	Total	158.389	335			

a. Dependent Variable: M_CBB

b. Predictors: (Constant), M_OSE, M_CT, M_SMM, M_IS

Coefficients

Coefficientsᵃ

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.358	.162		2.218	.027
	M_SMM	.440	.052	.451	8.420	<.001
	M_CT	.176	.043	.185	4.124	<.001
	M_IS	.127	.059	.116	2.152	.032
	M_OSE	.166	.061	.160	2.703	.007

a. Dependent Variable: M_CBB