



**SOCIAL MEDIA CONSUMPTION IN KLANG VALLEY : GENERATION Z'S
DESIRED CONTENT ON INSTAGRAM**

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KEE CHIAN YUE

DECLARATION

I declare that the material contained in this paper is the result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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This research paper attached hereto, entitled “Social Media Consumption in Klang Valley : Generation Z’s Desired Content on Instagram” prepared and submitted by Kee Chian Yue in partial fulfillment of the requirements for the Bachelor of Corporate Communication (Honours) is hereby accepted.

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ABSTRACT

Knowing the preferences and the habits of the Gen Z, the influential social media marketing targets, is very important for marketers and the brands that operate in the fast-paced world of social media marketing. This study discusses how Gen Z uses the highly popular Instagram as a content discovery and ad interaction platform and what various brands can do to provide Gen Z with content they truly enjoy. An online survey with 150 Gen Z participants at Klang Valley, Malaysia was utilized, and results obtained from quantitative method. According to the findings, Instagram is very much a Gen Z app, they actively consume contents like talent showing, meme sharing and more. Under the Uses and Gratifications Theory studying the patterns of behavior of Generation Z, the investigation emphasizes the priority activities of this generation, including liking, sharing stories, and sending direct messages that trend due to amusement. These findings provided detailed information on how to come up with an effective digital strategy that creates a sustainable relationship with the Gen Z group.

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1.0 Research Overview

1.1 Introduction

Social media is playing a crucial role in our daily lives. It is an online communication tool that has brought us dramatical changes in different aspects: society, communication, marketing, lifestyles and more. With the advent of social media, people can now freely interact with each other anywhere, any time. Marketers can also utilize various methods to communicate and bond with the customers (Appel et al., 2019). Considering the numerous ways social media changes affect individuals and businesses, social media has increasingly changed the way companies market themselves (Ahmad et al., 2019). It is now a common way to attract the attention of potential consumers, project the image and value of the organizations, especially to the Gen Z, the generation who grew up with smartphones and social media. These digital natives are tech-savvy, digitally connected and educated users of technologies in the marketplace. They are familiar with social media and they are more concerned about getting a positive experience and also value for money from products, market, and brands. As of 2023, Gen Z is slowly taking over the main share of purchase power. To stand out among the industry, marketers must understand the needs of the youths in the digital era (Ghaliba & Ardiansyahb, 2022).

Among the numerous social media platforms that Gen Z uses, this research focuses on one of them which is Instagram.

1.2 Definition of terms

Gen Z

Generation Z, also known as Gen Z, is the generation born between 1997 and 2012. They are ‘digital natives’, the first generation that has grown up surrounded by digital communication. According to Brianna (2024), over 70% of Gen Z individuals use screens before bed and upon waking up on most days. Around 63.9% of Gen Zs use social media in the evenings before sleeping, nearly double the data of Baby Boomers. (Brianna A., 2024). Thus, this group is highly likely to be exposed to social advertising on the Internet. Many scholars have stated that Gen Z are heavy users of social media content. Unlike prior generations who communicate using text, they prefer to express and communicate using images. (Djafarova & Bowes, 2021). Hence, digital marketing using media like images, videos, and more are better at catching the attention of this group.

Instagram

Instagram is a social media platform that was established in 2010. From its beginnings, Instagram enable users to take photos, apply filters, and share the photos with followers who can like and comment on them. It is one of the more popular social media among Gen Z. In year 2023, Gen Z spend an average of seven hours and 41 minutes per week on Instagram (The Star, 2024). Instagram is now equipped with well-developed analytic tools for content creators, allowing the brands to optimize their strategies, making it an ideal platform for brand to engage their customers, especially the Gen Z, who are the heavy users of Instagram. In recent years, Instagram is rapidly introducing new functions like Notes, Collabs, Broadcast Channels, Music, “Add Yours” sticker on Story, and more interactive tools for the users to express themselves.

1.3 Research Objectives

This research aims to:

1. To investigate what content Gen Z in Klang valley prefer to consume on Instagram.
2. To investigate how Gen Z in Klang valley interact with digital marketing content on Instagram.

1.4 Research Questions

The two research questions to be answered in this research are:

RO1: What kind of content do Gen Z prefer to consume on Instagram?

RO2: How do Gen Z interact with digital marketing content on Instagram?

1.5 Problem Statement

In the rapidly evolving landscape of social media marketing, there exists a gap on the specific content preferences and interaction patterns of Gen Z within Klang Valley. There is a lack of comprehensive research focusing on their behaviors and preferences on Instagram. This poses a challenge for brands and digital marketing professionals aiming to effectively engage with this group of target customers. Relying on traditional marketing strategies is not enough for brands in resonating with the unique sensibilities and expectations of Gen Z as digital natives. This group tend to look more into brand's value, has higher expectations for the brands but are less loyal to brands at the same time. Gen Z tend to prioritize more about the experience that a brand provides, and how they can express themselves using brands. Engaging online with favorite brands is now a routine of Gen Z's lives. This makes understanding their engagement activities

important for marketers and brands. However, there is no in-depth research conducted on Gen Z's detailed preferences and interaction patterns on Instagram with the latest features on trend. This research will fill the gap in the existing literature and provide brands and digital marketing professionals with a deeper understanding on Gen Z's digital behavior on Instagram.

1.6 Significance of Research

This research fills in the critical gap in existing literature by investigating the Gen Zer's preferences and interaction mode on Instagram, providing valuable insights for brands seeking to tailor their digital marketing strategies to this audience segment. By addressing the content types that captivate Gen Z's attention and understanding the dynamics of their interaction with digital marketing content on Instagram, this study aims to equip marketers with the knowledge necessary to enhance engagement and build meaningful connections with this influential consumer segment.

2.0 Literature Review

This chapter discusses Uses and Gratifications (U&G) Theory, the theoretical framework employed in this study. The theory is used to examine the uses and gratifications that Gen Z gets from using Instagram.

Uses and Gratifications (U&G) theory investigates the reasons individuals actively seek and use media to fulfil their needs and wants. This theory is pioneered by Katz, Blumler and Gurevitch in 1974. Since then, many scholars have used this theory to study different aspects of media usage among audiences and expanded it to understand content and why people are motivated to use media content as well as different media, including social media. Essentially, Katz, Blumler and Gurevitch assert that media use or consumption is related to the needs of the audience. In their paper, 'Utilization of Mass Communication by the Individual' (1974), they summarized four main needs: i. diversion; ii. personal relationships; iii. personal identity; and iv. surveillance.

Diversion needs refer to the need to escape from the boredom and emotional stress of performing routine activities in life such as work or daily responsibilities. Personal relationships are the need for companionship and social relations while personal identity needs refer to self-understanding and value reinforcement of things that are important in their own life. Surveillance needs refer to the need to gather information about matters in the world.

The framework theory suggests asserts that media usage provides gratifications rooted in social and psychological needs, influenced by individual differences. The uses and gratifications (U&G) could be classified into eight types, which are passing time, companionship, escape, enjoyment, social interaction, relaxation, information, and excitement. As technology evolves, nuanced gratifications have emerged from

empirical research on media consumption, considering various devices, channels, and venues.

2.1 Chinese entrepreneurs' perceptions and interpretations of social media marketing (SMM)

Uses and gratifications (U&G) theory mentions that media users do not only watch or consume information but actively choose and use media to fulfill their needs and wants. (Blumler & Katz, 1974, as cited in Chen et al.,2021). A majority of the U&G theory research has been on identifying some common internet and social media usage reasons that include entertainment, information, social interaction and self-expression (Phua et al., 2017, as cited in Chen et al., 2021). Leading the way to the evaluation of the social media marketing (SMM) general advantages and strategies (Whiting & Deshpande 2016), as well as SMM approaches for the specific social networks such as Facebook, Twitter or Instagram (Labrecque et al 2011; Mamic & Almaraz 2013 as cited in Chen et al.). For entrepreneurs, SMM can provide a platform for reaching out to customers, building brand ambassadors or relationships; sharing information, and can develop business in the most flexible and responsive manner. Strategic SMM tactics incorporate tailoring marketing content and formats to mirror each particular platform, using both individual and organizational accounts in a way that they also play a supportive role, enabling multiple layer sharing, and innovating by producing more diverse content, (Bonhomme, 2017; Hansen, 2020, as cited in Chen et al.).By delivering its services, WeChat, as a SMM tool, has shown china people that it is popular, engaging and has features like messaging groups (Bonhomme, 2017, as cited in Chen et al., 2021).

Uses and gratifications model is could give entrepreneurs' insight on the reason they use social media communication tools to reach consumers and to influence their belief. Complex roles that social media plays in mechanisms of SMM have been played by WeChat and other social platforms such as clutter and measurement issues. On that note, strategic SMM fosters flexibility and customers' connectedness that line up with their strong abilities.

2.2 Factors Gen Z Use Social Media

Gen Z uses social media to obtain the feelings of entertainment and social interaction. Cho & Youn (2020) suggested these are the key motivational factors that drives Gen Z consumers to engage with social commercial and have purchase intention. Young social media users are more likely to purchase fashion products through social commerce when they have positive attitudes towards the brand (Cho & Youn, 2020).

Social commerce, which integrates social media features into e-commerce platforms, has gained increasing popularity in recent years (Liang et al., 2011, as cited in Cho & Youn, 2020). By enabling consumer interactions and user-generated content, social commerce allows customers to be actively involved in the online shopping process (Hajli et al., 2017, as cited in Cho & Youn, 2020). The uses and gratifications (U&G) theory provides a useful framework for understanding the motivations driving social media and social commerce adoption and use.

The U&G theory proposes that individuals purposefully choose and use different media channels to fulfill their specific needs and derive gratifications (Katz et al., 1973, as cited in Cho & Youn, 2020). Prior research has identified several key motivations explaining social media use, including social interaction, entertainment, and

information seeking/sharing (Whiting & Williams, 2013; Aluri et al., 2016, as cited in Cho & Youn, 2020). These motivations have been found to influence attitudes, satisfaction, and purchase intentions in a social commerce context (Aggrawal et al., 2017; Corrada et al., 2020, as cited in Cho & Youn, 2020).

Social interaction needs, such as connecting with others and expressing opinions, drive much social media use. These interaction motivations positively impact attitudes toward social commerce platforms (Aluri et al., 2016, as cited in Cho & Youn, 2020). Entertainment gratifications like passing time, enjoyment, and relaxation also motivate social media consumption (Whiting & Williams, 2013, as cited in Cho & Youn, 2020) and enhance social commerce attitudes.

Overall, the literature suggests motivations like social interaction, entertainment, and in some cases information needs, shape consumer attitudes which then influence purchase intentions through social commerce platforms. Understanding these motivational drivers is particularly important for reaching younger demographics like Generation Z that exhibit high social media use and purchasing power (Business Insider, 2019, as cited in Cho & Youn, 2020).

2.3 Digital and Social Media Marketing

Marketing landscape has undergone a transformative paradigm shift with the ubiquity of smartphones, positioning them as potent supercomputers carried by individuals across the globe (Mai et al., 2023). At the same time, the pervasive use of social media has manifested, becoming an integral facet of daily life for a substantial majority. Statistics from Statista shows that billion people are using smartphone globally (Degenhard, 2024). It is forecasted that the total number of smartphone users will

continuously rise between 2024 and 2029 by 30.6%, which is 1.5 billion more users in total. The number of smartphone user is estimated to reach 6.4 billion users and reach a new peak by 2029 (Degenhard, 2024). Against this backdrop, the domain of digital and social media marketing has burgeoned, presenting a fertile terrain for marketers to exploit, contingent upon a nuanced understanding of its dynamics. This study also explained the importance and potential of digital and social media marketing within the business milieu, with a specific focus on two distinct generational cohorts - Generation Z (born 1995-2009) and Generation Alpha (born 2010-2024). Notably, these cohorts represent the dawn of digital natives, wielding smartphones, and intelligent devices from a remarkably early age. The research, grounded in the prevailing sociocultural milieu, seeks to unravel the intricacies of their online behavior and reactions towards digital and social media marketing campaigns (Mai at al., 2023).

Critical to this exploration are the research questions posited, aiming to decipher the marketer's ability to harness the full potential of digital and social marketing in attracting Generation Z and Alpha. Subsidiary inquiries meticulously investigate the defining attributes of these generations, their online behaviors, reactions to marketing stimuli, and the strategic approaches businesses employ to engage these target demographics.

This thesis provides a discerning analysis of the intricate interplay between digital and social media marketing and the discerning sensibilities of Generation Z and Alpha. It not only unravels the contemporary dynamics but propounds actionable insights for marketers seeking to optimize their strategies in this dynamic terrain (Mai at al., 2023).

2.4 Young Celebrity Endorsement

The impact of celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers has been a subject of increasing interest in marketing research. This area of study is particularly relevant in the context of the growing influence of social media on consumer behavior, especially among the younger demographic, such as Generation Z. The purchase intention, which is the dependent variable in this research, is tested against the celebrity endorser. The study is tested against the celebrity endorser. Also, it examines the influence of brand image on purchase intention. The findings from these studies provide insights into the factors that influence young consumers' purchase intention, particularly in the context of social media advertisements and celebrity endorsements (Ahmad et al., 2019).

The study targeted to investigate the impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. Eight main findings are identified, including the influence of similarity and respect on celebrity endorsements in social media, the significant influence of brand image on purchase intention, and the impact of celebrity endorsements in social media on young consumer purchase intention. These findings provide valuable insights for marketers and businesses seeking to understand the attributes of young celebrity endorsements in social media advertisements that appeal to young consumers.

The research has significant help in evaluating the attributes of young celebrity endorsers to increase effectiveness in social media advertisements. It also contributes to understanding the effectiveness of young celebrity endorsements in shaping brand image and purchase intention, which can impact the marketing strategies of businesses and contribute to increased consumption and positive economic outcomes (Ahmad et al., 2019).

2.5 Gen Z in Asia-Pacific

Kim et al. (2020) conducted an in-depth analysis of Gen Z consumers in the Asia-Pacific (APAC) region, focusing on their distinct characteristics, preferences, and behaviors. The study emphasizes the need for brands to understand and cater to the diverse segments within Gen Z, adapting to the evolving attitudes and behaviors of this demographic, particularly in the wake of the COVID-19 crisis. The research identifies six distinct segments within Gen Z, each with varying consumer behaviors and preferences, including brand loyalty, ethical considerations, and shopping habits. It also outlines five key consumer trends among Gen Z, emphasizing their reliance on social media, preference for personalized brands, and significant influence from video content in their brand selection (Kim et al., 2020).

To capture the purchasing power and influence of Gen Z in the APAC market, brands must prioritize relevance, speed, quality, and price, while mastering distinct and sometimes overlapping qualities. The unique characteristics and consumer behavior of Generation Z in the APAC region are underscored, highlighting the significant influence of social media and video content on their brand and product choices, as well as their preference for personalized and environmentally responsible brands. Marketers are urged to be agile, socially conscious, and authentic to resonate effectively with the increasingly influential Gen Z cohort. Additionally, an awareness of diverse cultural attributes, lifestyles, and consumer behaviors across different APAC markets is crucial for tailoring strategies effectively (Kim et al., 2020).

3.0 Methodology

To gain in-depth insights into the preferences and interaction patterns of Generation Z (Gen Z) in Klang Valley, this study utilizes quantitative research approach to investigate Gen Z's content consumption on Instagram. A survey questionnaire was utilized to collect numerical data that can be statistically analyzed, allowing for the identification of trends, patterns, and correlations within the target population.

3.1 Collection Procedures

To gain insights into the content consumption patterns of Generation Z in Klang Valley on Instagram, a quantitative research approach was employed. The study aims to investigate preferred content and interaction behaviors in the context of digital marketing. A survey questionnaire was utilized to gather data efficiently and analyze trends among the target demographic.

3.2 Sample Selection

The study involved a sample of participants from Generation Z in Klang Valley, focusing on their engagement with Instagram content. The selection criteria include individuals who are active Instagram users in Klang Valley age 12 to 27.

3.3 Instrument Development

This study utilized a structured survey questionnaire for data collection. The questionnaire consisted of questions designed to address the research objectives and explore various aspects of Generation Z's Instagram usage. Eight questions were asked to answer RQ1, and two questions were asked to answer RQ2. The questions covered topics such as daily time spent on Instagram, preferred content types, engagement with specific features, favorite influencers, and the influence of brand image on content engagement.

This research aims to provide comprehensive insights into their motivations, decision-making processes, and attitudes regarding digital marketing content. By employing a quantitative research approach, the study seeks to uncover the nuanced intricacies of Generation Z's experiences and perceptions, contributing valuable knowledge to the understanding of their digital behavior and how their usage of Instagram meets their needs. The findings are anticipated to offer practical implications for online retailers and marketers, empowering them to tailor strategies that effectively target and engage Generation Z within the Klang Valley, fostering meaningful connections and engagement in the dynamic digital landscape.

The platform used for data collection for this research is Google Forms. Google Forms is an adaptable and handy tool developed by Google for online survey and data collection. With its easy-to-use design and seamless connection with other Google Workspace products, this instrument has become a favored choice for the researchers. On this platform, surveys and questionnaires are easily created and customized, with a variety of question types to choose from. For instance, Google Forms provides multiple-choice, open-ended, and scale questions for users to select. Researchers could

tailor a survey form that best fits the nature of the research with the options provided. Furthermore, Google Forms also provide data analysis features including charts and graphs. A good example will be the auto-generated charts it will create for each question upon receiving responses. This made it convenient for researchers to visualize and interpret responses (Jaiswal, 2024).

3.4 Questionnaire Design

The questionnaire consists of four sections: Demographic, Instagram Usage and Preferences, Interaction on Instagram and Marketing and Purchase Intention. Respondents were required to answer all 20 questions according to their behavior usage on Instagram to provide data for this survey.

Section A collects the demographical information of the respondents, including their gender, age, employment status, education level and current location. The age of respondents was grouped into five age range: 1) 17 and below; 2) 18-20, 3) 21-23; 4) 24-27; and 5) 28 and above (born 1996 and before, not Gen Z). For this age range, there could be from children in primary six (12 years old) to working adult (27 years old maximum). Thus, the respondents were be categorized into students, employed, self-employed and unemployed, 4 groups for their employment status. For educational level, they are given 3 options to choose: primary, secondary and tertiary education. Geographically, respondents are divided into 9 districts and 1 federal territory, which make them 10 areas in Klang valley. The areas are: 1) Federal Territory Kuala Lumpur; 2) Gombak; 3) Hulu Langat; 4) Hulu Selangor; 5) Klang; 6) Kuala Langat; 7) Kuala Selangor; 8) Petaling; 9) Sabak Bernam; 10) Sepang.

Section B investigates the usage and preference of content on Instagram. 8 questions are asked to understand the daily time spent on Instagram, most consumed content,

most preferred content, most engaged content, most preferred influencer, most preferred brand image, engagement with sustainable brand and ads preferences.

Section C contains 2 questions that explore the respondents' interaction behavior on Instagram. This section uses a mix of multiple-choice questions and checkboxes to find out the most-used interaction functions and factors that drive interaction among Gen Z in Klang Valley.

Lastly, Section D studies the purchase intention and marketing on Instagram. There are 5 questions. First two questions ask the experience of the respondents after seeing a product or service after seeing a promotional post on Instagram and their impulse purchase behavior. Third question aims to understand the factor that would drive them to purchase. The last two questions investigate the click-through rate of hashtag or tagged location and the discovery of new brands or products on Instagram. All questions are multiple-choice except one question in section C. Some of the questions are furnished with "Others" option in certain questions for the respondent to input their ideas.

3.5 Data Analysis

Descriptive analysis is applied in the research to analyze the data collected. Descriptive analysis determines trends and relationships by analyzing the current or historical data (Cote, 2021). It helps to investigate and describe individuals, events or conditions in natural settings. In descriptive studies, none of the variables are manipulated by the researcher. The researcher only discusses the sample and the variables (Siedlecki, 2020).

4.0 Findings

In this chapter, data collected from the survey questionnaire were analyzed. The survey was conducted using Google Form, and a total of 150 respondents participated. There are 4 sections, with 20 questions in total.

4.1 Section A: Demographics

1. Gender

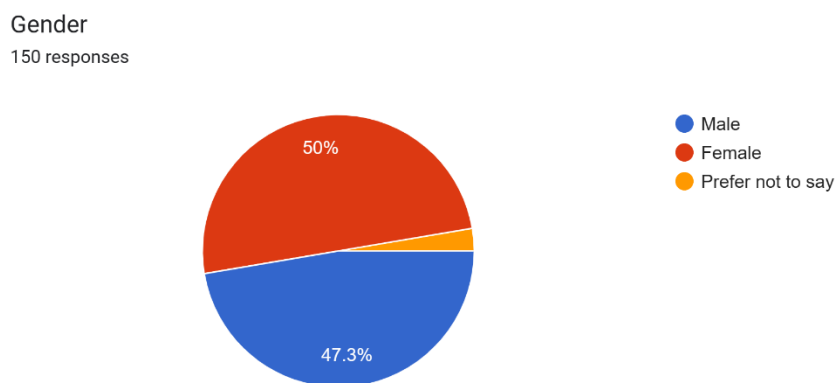


Figure 4.1.1 : Gender of Respondents

Figure 4.1.1 shows the gender of respondents. As shown in the pie chart, 50% (75) of the respondents are female, 47.3% (71) are male and 2.7% (4) of the respondents prefer not to mention their gender.

2. Age

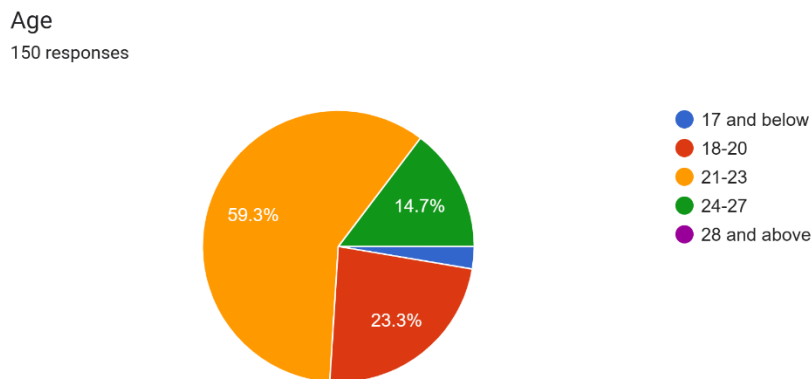


Figure 4.1.2 : Age of Respondents

Figure 4.1.2 indicates the age of respondents. The highest percentage of the respondents, which is 59.3% (89) are 21 to 23 years old. Meanwhile, 23.3%(35) of them are 18-20 years old 14.7% (22) of the respondents are 24 -27. Only 17% (4) of them are 17 and below. None are 28 and above.

3. Employment Status

Employment Status
150 responses

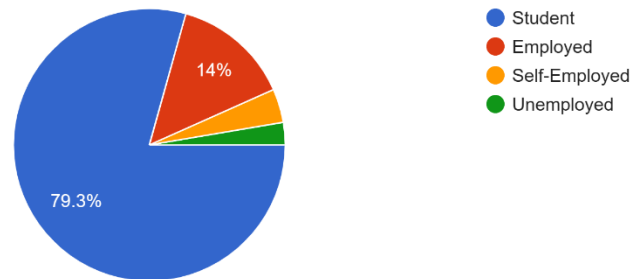


Figure 4.1.3 : Employment Status of Respondents

According to Figure 4.1.3, among 150 people, most of the respondents, which is 79.3% (119) are students. 14%(21) of them are employed, while 4% (6) of the them are self-employed. 2.7% (4) of the respondents are unemployed.

4. Education Level

Education Level
150 responses

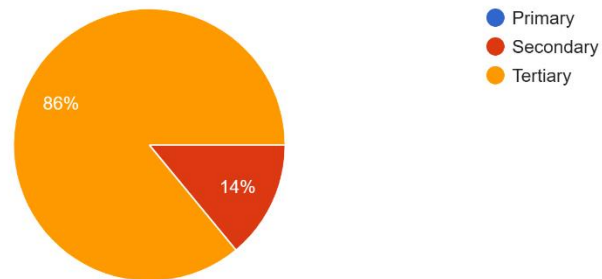


Figure 4.1.4 : Education Level of Respondents

Figure 4.1.3 tells the educational level of the respondents. Out of the 150 respondents, 86% (129) selected tertiary level while 14%(21) of them selected secondary level.

5. Current Location

Current Location

150 responses

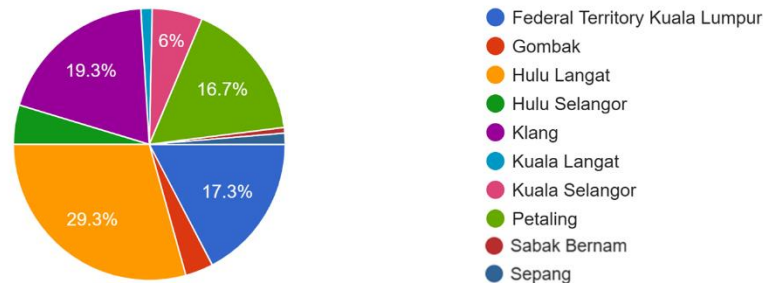


Figure 4.1.5 : Current Location of Respondents

Figure 4.1.5 shows the current location of the respondents in Klang Valley. The highest number of respondents, which is 29.3% (44) are based in Hulu Langat. The second highest response is Klang, which is 19.3% (29) of the respondents. Next, 17.3% (26) selected Federal Territory of Kuala Lumpur, while 16.7% (25) selected Petaling. 6% (9) are from Kuala Selangor, 4.7% (7) from Hulu Selangor, and 3.3% (5) are from Gombak area. Kuala Langat and Sepang shares the same percentage, which is 1.3% (2) each. Lastly, only 0.7% (1) is from Sabak Bernam.

4.2 Section B: Social Media Usage and Preferences

1. Duration of Time Spent on Instagram

How long do you spend on Instagram daily?
150 responses

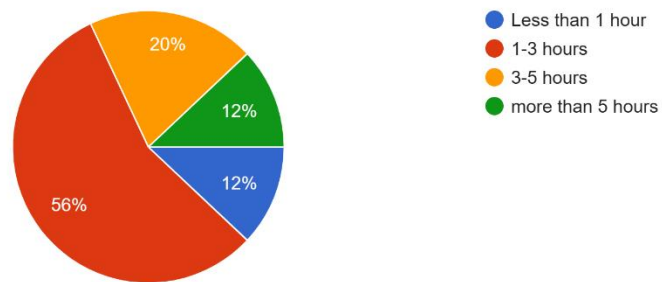


Figure 4.2.1 : Time Spent on Instagram Daily

In Figure 4.2.1, it could be seen that 56% (84) of the respondents spend 1-3 hours a day on Instagram. 20% (30) of them spend 3-5 hours on the platform. 12% (18) of the respondents spend less than 1 hour on Instagram and another 12% (8) spend more than 5 hours on Instagram.

2. Types of Content Consumed on Instagram

What kind of content do you consume the most on Instagram?

150 responses

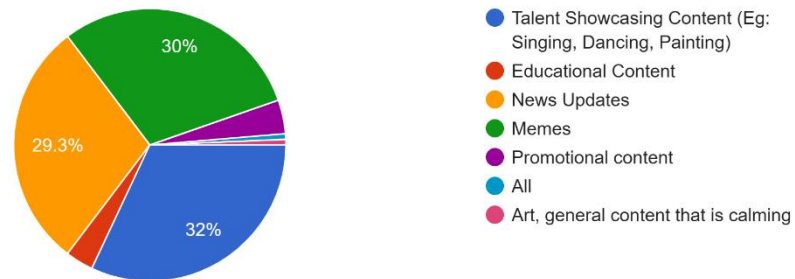


Figure 4.2.2 : Content Consumption on Instagram

Figure 4.2.2 indicates the percentage of different content consumption on Instagram. Talent showcasing content ranks high in consumption, with 32% (48) of the respondents selected this option. Next, 30% (45) of the respondents consume memes the most while 29.3% (44) consume news updates content the most. 4% (6) answered promotional content and 3.3% (5) answered educational content when asked the content they consume the most. 0.7% (1) stated that they consume all of the kind, and another 0.7% (1) consume art or content that is calming.

3. Content Preferences

What kind of content do you prefer the most on Instagram?

150 responses

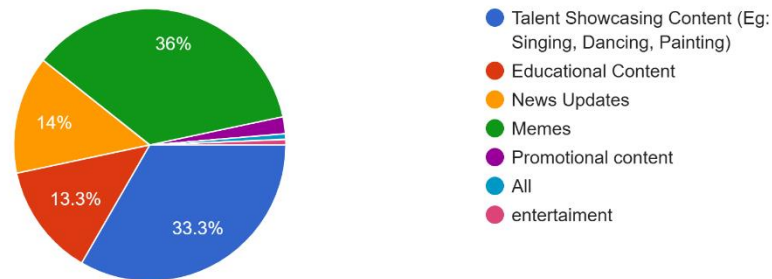


Figure 4.2.3 : Content Preferences on Instagram

Figure 4.2.3 illustrates the percentage of content preferences of the respondents on Instagram. Memes has the highest percentage, which is 36% (54) while talent showcasing content is preferred by 33.3% (50) of the respondents. Meanwhile, 14% (21) of them prefer news updates content and 13.3% (20) prefer educational content the most. 2% (3) of the respondents like promotional content, 0.7% (1) like all of the kind, and another 0.7% (1) like entertaining content.

4. Instagram Content Felt to Be Most Engaging

What kind of Instagram content you feel most engaging?

150 responses

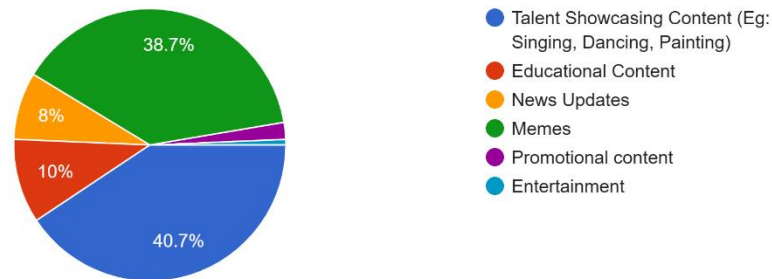


Figure 4.2.4 : Instagram Content Engagement

For most engaging content, 40.7% (61) of the respondents chose talent showcasing content. Memes recorded a high percentage as well, 38.7% (58) of them feel that it is most engaging 10% (12) of the respondents answered educational content and only 8% (12) feels that news updates is the most engaging.

5. Preference on Types of Social Media Influencers

What kind of social media influencers you like the most?
150 responses

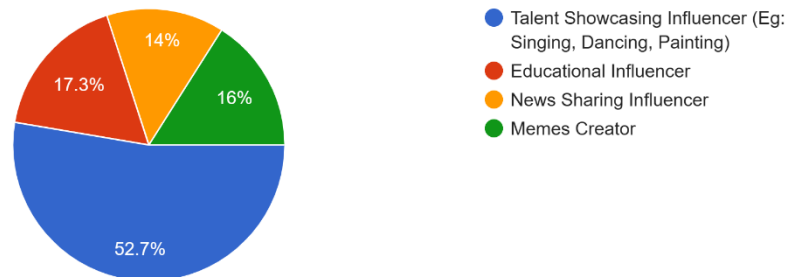


Figure 4.2.5 : Social Media Influencer Preference

Figure 4.2.5 reveals social media influencer preferences of the respondents. Talent showcasing content ranks high in consumption, with 32% (48) of the respondent selected this option. Next, 30% (45) of the respondents consume memes the most while 29.3% (44) consume news updates content the most. 4% (6) answered promotional content and 3.3% (5) answered educational content when asked the content they consume the most. 0.7% (1) stated that they consume all of the kind, and another 0.7% (1) entertaining content.

6. Preference of Brand Image Presented on Instagram

What kind of brand image presented on Instagram you like the most?
150 responses

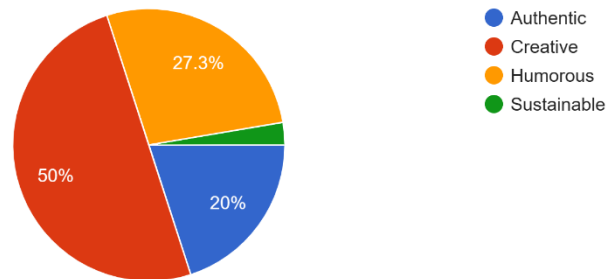


Figure 4.2.6 : Brand Image Preferences on Instagram

Figure 4.2.6 illustrates the percentage of brand image preferences of the respondents on Instagram. 50% (75) of them chose creative image. The second most popular brand image is humorous, which is 27.3%(41). 20% (30) of the respondents prefers that authentic brand image and only 2.7% (4) chose sustainable image among the options.

7. Engagement of Brand Based on Instagram Image

Does a brand with a sustainable image on Instagram make you engage more with their content?
150 responses

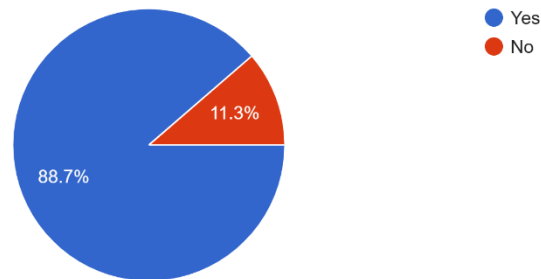


Figure 4.2.7 : Sustainable Brand Image Engagement on Instagram

Out of 150 respondents, 88.7% (133) stated that a brand with sustainable image on Instagram will make them engage more with their content while 11.3% (17) stated that sustainable brand image does not make them engage more.

8. Preference of Ads on Instagram

What kind of ads on Instagram you like the most?
150 responses

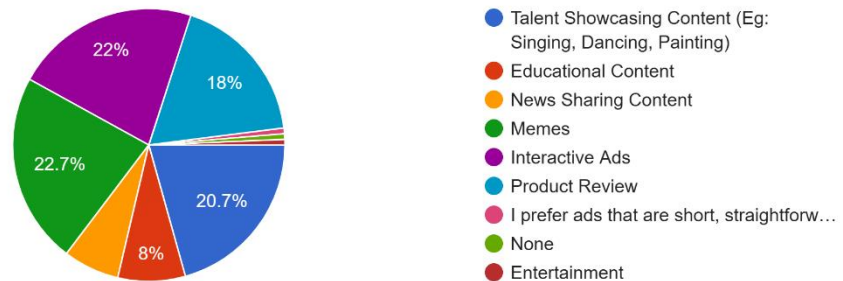


Figure 4.2.7 : Instagram Ad Preferences

Figure 4.2.8 illustrates the ads preferences of the respondents on Instagram. The top three choices are memes, 22.7% (34), followed by interactive ads, 22% (33), and thirdly talent showcasing content, 20.7% (31). Next, product review is preferred by 18% (27) of the respondents. 8% (12) of them prefer educational content and 6.7% (10) prefer news sharing content in Instagram ads. 0.7% (1) stated that they prefer shorter and straight forward ads, 0.7% (1) prefer none of the ads, and another 0.7% (1) prefer entertaining ads.

4.3 Section C: Interaction on Instagram

1. Ways of Interacting with Instagram Content

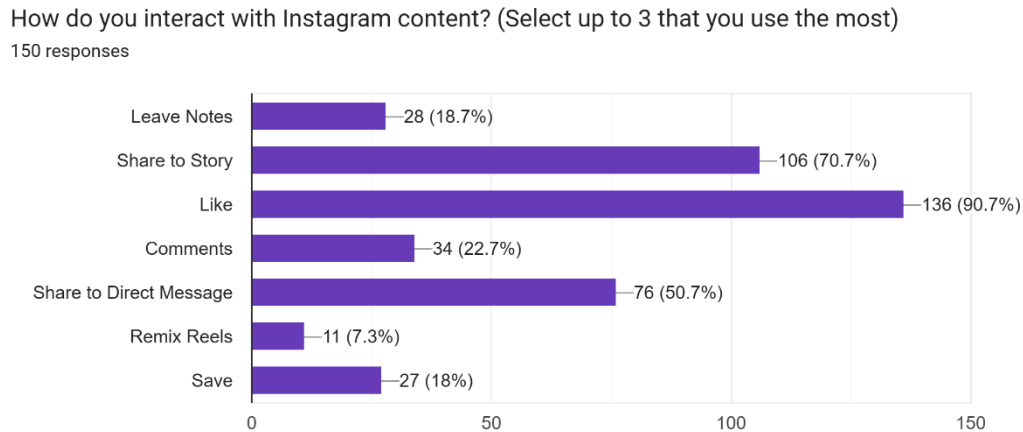


Figure 4.3.1 : Popular Interaction Functions on Instagram

Respondents were asked how they interact with the content on Instagram and they were permitted to select up to three options. Among all the functions, like is the most popular way to interact with Instagram content, which is 90.7% (136) of the respondents. Share to story function has the second highest percentage, which is 70.7% (106). Followed by sharing to direct message, which is 50.7% (76). 22.7% (34) comments the most, while 18.7% (28) picked leave notes and 18% (27) use save function the most on Instagram. Lastly, remix reels has the lowest percentage which is 7.3% (11).

1. Reasons for Interacting with Content on Instagram

For what reason you interact with content on Instagram?

150 responses

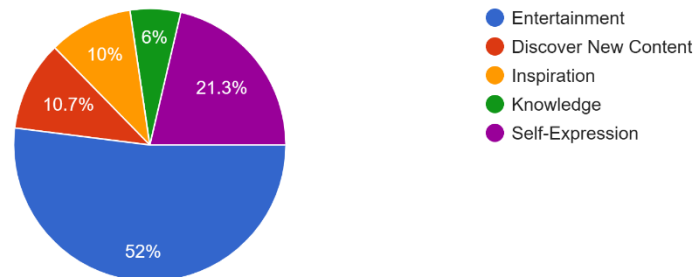


Figure 4.3.2 : Reasons of Interaction on Instagram

Figure 4.3.2 shows why the respondents interact with Instagram content. More than a half, which is 52% (78) of them interact for entertainment. 21.3% (32) interact for self-expression. At the same time, 10.7% (16) of the respondents interact to discover new content and 10% (15) interact for inspiration. Only 6% (9) said that they interact for knowledge.

4.4 Section D: Purchase Intention & Marketing

1. Purchase Behavior After Exposing to Promotional Posts on Instagram

Have you ever made a purchase after seeing a product or service after seeing a promotional post on Instagram?

150 responses

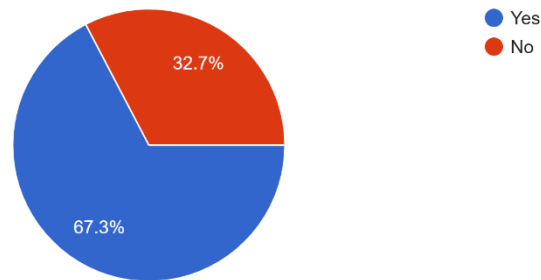


Figure 4.4.1 : Purchase Behavior After Exposing to Promotional Posts on Instagram

As shown in Figure 4.4.1, 67.3% (101) of the respondents have made purchase after seeing a product or service after seeing a promotional post on Instagram while 32.7% (49) have not done this before.

2. Intention to Make Impulse Purchases After Seeing Something on Instagram

Do you tend to make impulse purchases after seeing something on Instagram?
150 responses

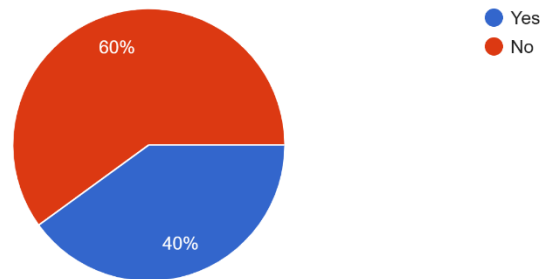


Figure 4.4.2 : Impulse Purchase Behavior on Instagram

Among 150 of the respondents, 60% (90) tend to not make purchase after seeing a product or service after seeing something on Instagram. In contrast, 40% (60) tend to make impulsive purchase in the given context.

3. Factor That Drive Users to Place Order on Instagram

Select a factor from the following choices that will drive you to place order on Instagram.

150 responses

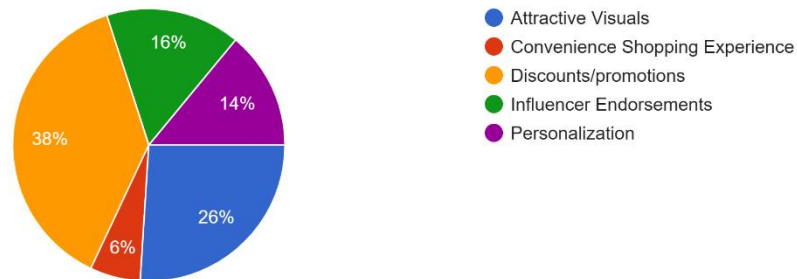


Figure 4.4.3 : Factor That Drive Users to Place Order on Instagram

Figure 4.4.3 indicates the factors that will drive users to place order on Instagram. 38% (57) of the respondents claimed that discounts/promotions will drive them to place order. On the other hand, only 6% (9) will be driven to place order on Instagram because of convenience shopping experience. The second highest percentage is 26% (39) of the respondents that answered attractive visuals. Next, 16% (16) of them answered influence endorsement and 14% (21) answered Personalization.

4. Hashtag or Tagged Location Click-through Rate on Instagram

Have you ever clicked on a brand's hashtag or tagged location to learn more about a product or service?

150 responses

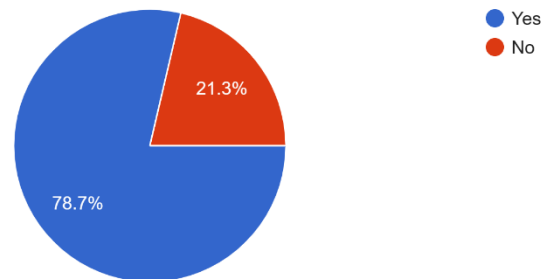


Figure 4.4.4 : Hashtag or Tagged Location Click-through Rate on Instagram

As shown in Figure 4.4.4, 78.7% (118) of those who participated in the research have click on brand's hashtag or tagged location n to learn more about a product or service while 21.3% (32) have never.

Brand/Product Discovery on Instagram

Have you ever used Instagram to discover new brands or products you weren't previously aware of?
150 responses

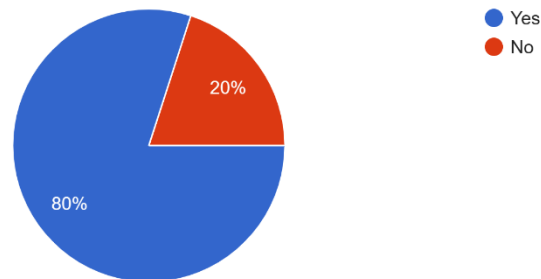


Figure 4.4.5 : Brand/Product Discovery on Instagram

Figure 4.4.5 illustrates the brand/product discovery on Instagram. Majority of them, which is 80% (120) have the experience of discovering new brands or products they were not aware of using Instagram. However, 20% of them have never done so.

5.0 Discussions and Conclusion

In this chapter, data analyzed from the survey questionnaire in Chapter 4 will be discussed, considering consequences of the results, identify trends and deliver an insight of Malaysian Gen Z's preferences towards Instagram content consumption and digital marketing. Furthermore, there would be a review of how much the Uses and Gratifications (U&G) theory is still applicable regarding the motives behind the use of Instagram that Gen Z has. The results will be analyzed to broaden comprehension on the psychological and social needs of the individuals of Generation Z as they seek various content on Instagram.

5.1 Summary of Findings

According to the findings, it was found that most of the Gen Z respondents are using Instagram quite a lot in their daily lives. In total, 88% (132) of the respondents spend at least an hour daily on a single social media platform, which is Instagram. In detail, 56% (84) spend 1-3 hours, 20% (30) spend 3-5 hours, and 12% (8) spend more than 5 hours on Instagram. Only 12% (18) of the respondents use Instagram less than 1 hour per day. It could be seen that most of them are heavy users of Instagram.

For content consumption, talent showcasing content 32% (48), memes 30% (45), and news updates 29.3% (44) have the highest percentage. Three of these categories occupied more than 90% among all the choices in which the respondents are asked about their most content consumption on Instagram. Memes and promotional content continue to stand out when it comes to the respondents' preferences. For contents that are engaging to Gen Z, talent showcasing content recorded the biggest number, which is 40.7% (61) Memes also remained at a high percentage: 38.7% (58) of them feel that it is most engaging. An interesting finding was that although many respondents consume news updates a lot, only 8% (12) think that this kind of content is engaging.

Majority of the respondents 52.7% (79) like talent showcasing influencer. Overall, talent showcasing content and the related influencers are the most popular on Instagram among the group.

When being asked about the presentation of brand image that they like the most on Instagram, creative image stood out at 50% (75 respondents). From the data, sustainable brand image is able to make 88.7% of the respondents engage more with the brand's content. Question was also asked to investigate the ads preferences of the respondents. Memes has the highest percentage 22.7% (34). Some participants also gave their own idea like "entertaining ads" and "shorter and straightforward ads". The result suggested that though sustainable content is not the most preferred compared to other kinds, the brand could still use it as an add-on to attract Gen Z.

The questionnaire also asked participants to reveal the way they interact with Instagram content. Top three are like 90.7% (136), share to story 70.7% (106), and share to direct message 50.7% (76). More than a half 52% (78) of the respondents interact with Instagram for entertainment. 21.3% (32) interact for self-expression.

Among 150 of the respondents, 67.4% (101) have made purchase after seeing promotional post on Instagram. However, 60% (90) of them said that they tend not to make impulse purchase on the app. For factors that would drive them to place order, discounts/promotions got the highest votes, followed by attractive visuals 26% (39). 78.7% (118) used Instagram hashtag or tagged location to learn more about a product or service from a brand's content and 80% (120) used Instagram to discover new brands or products that they were not previously aware of. Instagram is a suitable instrument for marketing among Gen Z as it has large number of users from the group and could engage with the users quite easily.

5.2 Discussion

From Section B: Social Media Usage and Preferences, it was found that the most consumed content is not necessarily the most preferred and engaging for the respondents. For instance, news updates are one of the most consumed content, but it is one of the least preferred and engaging content at the same time. To attract Gen Z on Instagram, marketers could refer to their preferences to create engaging content and create a call to action for the target audience to interact with the content. For brand image, sustainable image has the lowest percentage 2.7% (4 respondents) in brand image preferences of the respondents on Instagram as they tend to choose the most preferred option. However, most of them 88.7% (133 respondents) will engage more with the content of a brand with sustainable image on Instagram. Although sustainability is not the first choice, the respondents are still concern on this topic which can be inferred that brands could utilize it as an extra credit.

From Section C: Interaction on Instagram, the results reveal the interaction pattern and reason to interact on Instagram. Engagement rate (ER) is an important indicator of the performance of social media content. It is evaluated by the percentage of interaction (likes, comments, shares,...) made on a post. Thus, knowing the preferred interaction function and what drives the audiences to interact is important. From the findings, like is the most popular function where 90.7% (136 respondents) claimed that they use this the most. 52% (78 respondents) of the respondents interact with Instagram content for entertainment. Followed by share to story function, which is 70.7% (106 respondents), and share to direct message, which is 50.7% (76 respondents). This explains why 'like' gets way more votes than other options. Majority of them consume content from this media just for entertainment. This result aligns with Katz, Blumler and Gurevitch's assertion that one of the main gratifications of media usage is diversion. They want

instant gratification with minimal effort to interact. Interactions such as like, share to story and direct messages could be done in less than one second, and could fulfil their need very quickly. Sharing is an important way for marketing content to be spread across the targeted audiences. Marketers could make use of this behavior to maximize the reach of marketing contents.

Purchase intention and marketing related interaction is investigated in Section D. Many of the respondents 67.3% (101) have the experience of making purchase after seeing a product or service after seeing a promotional post on Instagram. Nonetheless, ~~on~~ 40% (60 respondents) of them stated that they tend to make impulsive purchase after seeing something on Instagram. Instagram's nature is an image sharing platform, as compared to the new platforms like Xiaohongshu (RED) and TikTok, which are more focusing on sales and advertising, Instagram is more of a marketing and branding platform naturally. Instagram's shopping functions is also less developed compared to the other platforms. For example, TikTok has its purchase interface developed like a genuine shopping platform: Shopee and Lazada, even offer limited time vouchers, free shipping vouchers, and complete shopping mechanism for the users. Orders could be instantly made on the platform, unlike most businesses in Malaysia that do not even offer shopping function on their Instagram official page. The consumers usually have to put extra effort to contact the seller or check out the product on another platform to complete the purchase. When asked what factor will drive them to place order, 38% (57 respondents) chose discounts/promotions and 26% (39 respondents) are influenced by attractive visuals. As such, attractive promotions with attractive visuals could be designed in order to drive sales. Next, 78.7% (118 respondents) of those who participated in the research have clicked on brand's hashtag or tagged location to learn more about a product or service. 80% (120 respondents) have the experience of

discovering new brands or products they were not aware of using Instagram. Instagram will be a significant platform for marketing, and companies will benefit from gaining a high level of awareness about the type of content people on it prefer (Li et al., 2022). Targeting Gen Z consumers exclusively in the select Klang Valley, which is an essential Instagram context, may reveal essential information to brands that seek to improve Instagram strategies for this key group of people.

5.3 Limitations

The current study utilizes a quantitative approach, which limits the answers within a certain frame based on options given. Respondents were not able to give more elaborations and original ideas which could be useful for businesses to consider in their planning of marketing strategies. The data collected also did not specify the reason for each choice in detailed. Majority of the respondents are born within the time range of 1997 to 2003. Only 17% (4 respondents) of them are 17 years of age and below. In the future, the younger Gen Z, born within 2004 to 2012 could be an influential force in the market as in view of their personal development and rise in financial status. This research does not sufficiently investigate this group due to the small number of respondents. Moreover, this study is targeting Gen Z in Klang Valley only, and this restriction in geographical location results in findings that may not represent the views and preferences of Gen Z in other areas in Malaysia.

5.4 Recommendations For Future Research

A mixed approach is suggested to be used in future studies to collect more in-depth data. For example, qualitative method like focus groups could be conducted after collecting objective answers via survey questionnaire. This way, researcher could get deeper insights from this demographic. Other than that, further research can be done aiming at younger age group and also different areas out of Klang Valley.

This research explores the content preferences and interaction pattern of Gen Z on Instagram among Klang Valley. Future research could attempt to investigate their attitude towards privacy concerns related to marketing and ads on Instagram. It is important to comprehend the consumers' perception towards ads in the digital era. Research can be done on identifying the impact of privacy concerns on their interactions with content, posting habits, and also willingness to share their information to advertisers.

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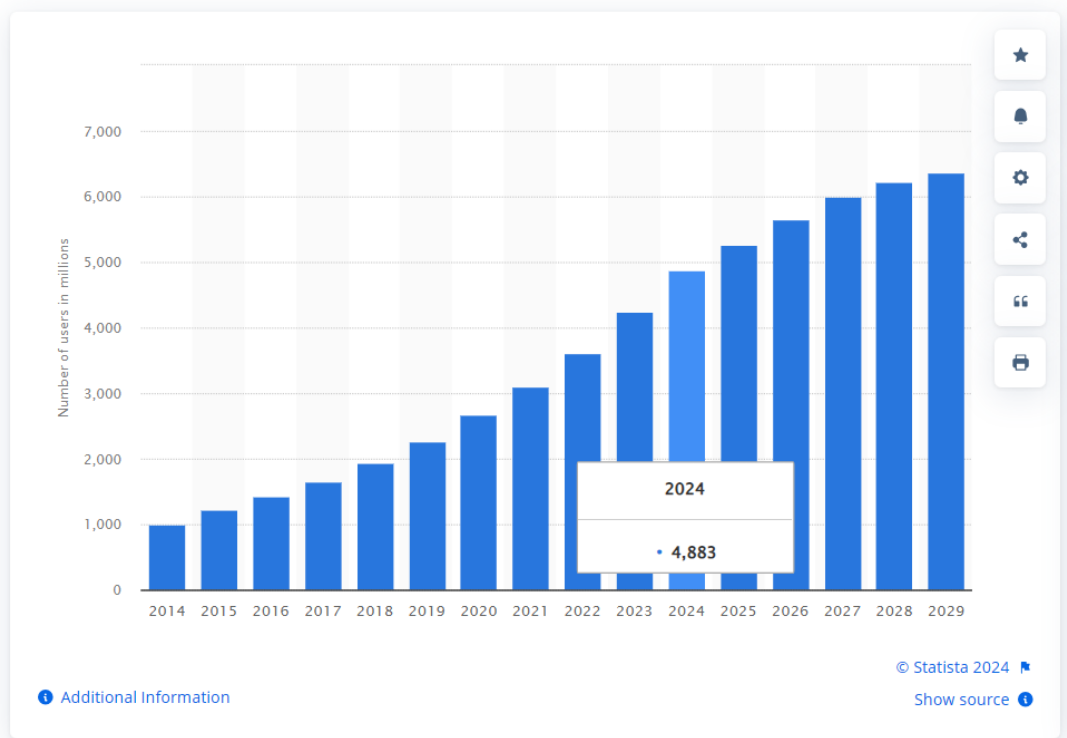
Blog. Gagandeep Singh Vaid. <https://gagansvaid.wordpress.com/blog-2/>

APPENDIXES

Appendix A

Statistics: Number of Smartphone Users Worldwide from 2014 to 2029

Number of smartphone users worldwide from 2014 to 2029 (in millions)



Retrieved from: <https://www.statista.com/forecasts/1143723/smartphone-users-in-the-world>

Appendix B

Google Forms

Social Media Consumption in Klang Valley : Generation Z's Desired Content on Instagram

Hi, I'm Kee Chian Yue, Y3S3 students from Universiti Tunku Abdul Rahman, studying Bachelor of Corporate Communication (Honours). I'm investigating Gen Z's social media content preferences among Klang Valley.

This survey will take approximately 3 minutes. All data collected will be kept confidential and used solely for academic purposes. Your participation is greatly appreciated.

Thank you for taking the time to contribute to this research.

chianyue@1utar.my [Switch account](#)



Not shared

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Clear form

Section A: Demographics

Gender *

- Male
- Female
- Prefer not to say

Age *

- 17 and below
- 18-20
- 21-23
- 24-27
- 28 and above

Employment Status * Student Employed Self-Employed Unemployed Other: _____**Education Level *** Primary Secondary Tertiary Other: _____**Current Location ***[Back](#)[Next](#)[Clear form](#)

Section B: Social Media Usage and Preferences

How long do you spend on Instagram daily? *

- Less than 1 hour
- 1-3 hours
- 3-5 hours
- more than 5 hours

What kind of content do you consume the most on Instagram? *

- Talent Showcasing Content (Eg: Singing, Dancing, Painting)
- Educational Content
- News Updates
- Memes
- Promotional content
- Other: _____

What kind of content do you prefer the most on Instagram? *

- Talent Showcasing Content (Eg: Singing, Dancing, Painting)
- Educational Content
- News Updates
- Memes
- Promotional content
- Other: _____

What kind of Instagram content you feel most engaging? *

- Talent Showcasing Content (Eg: Singing, Dancing, Painting)
- Educational Content
- News Updates
- Memes
- Promotional content
- Other: _____

What kind of social media influencers you like the most? *

- Talent Showcasing Influencer (Eg: Singing, Dancing, Painting)
- Educational Influencer
- News Sharing Influencer
- Memes Creator
- Other: _____

What kind of brand image presented on Instagram you like the most? *

- Authentic
- Creative
- Humorous
- Sustainable
- Other: _____

Does a brand with a sustainable image on Instagram make you engage more with their content? *

- Yes
- No

What kind of ads on Instagram you like the most? *

- Talent Showcasing Content (Eg: Singing, Dancing, Painting)
- Educational Content
- News Sharing Content
- Memes
- Interactive Ads
- Product Review
- Other: _____

[Back](#)

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Section C: Interaction on Instagram

How do you interact with Instagram content? (Select up to 3 that you use the most) *

Leave Notes

Share to Story

Like

Comments

Share to Direct Message

Remix Reels

Save

Other: _____

For what reason you interact with content on Instagram? *

Entertainment

Discover New Content

Inspiration

Knowledge

Self-Expression

Other: _____

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Section D: Purchase Intention & Marketing

Have you ever made a purchase after seeing a product or service after seeing a promotional post on Instagram? *

- Yes
- No

Do you tend to make impulse purchases after seeing something on Instagram? *

- Yes
- No

Select a factor from the following choices that will drive you to place order on Instagram. *

- Attractive Visuals
- Convenience Shopping Experience
- Discounts/promotions
- Influencer Endorsements
- Personalization
- Other: _____

Have you ever clicked on a brand's hashtag or tagged location to learn more about a product or service? *

- Yes
- No

Have you ever used Instagram to discover new brands or products you weren't previously aware of? *


- Yes
- No

[Back](#)[Submit](#)[Clear form](#)

Appendix C

Turnitin Report

CHIAN YUE KEE | Social Media Consumption in Klang Valley_Generation Z's Desired Content on Instagram... ?



SOCIAL MEDIA CONSUMPTION IN KLANG VALLEY : GENERATION Z'S
 DESIRED CONTENT ON INSTAGRAM
 K.F.F CHIAN YUE
 A RESEARCH PROJECT
 SUBMITTED FOR
 BACHELOR OF CORPORATE COMMUNICATION (HONOURS)
 FACULTY OF CREATIVE INDUSTRIES
 UNIVERSITI TUNKU ABDUL RAHMAN
 2024

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