



APPENDIX D

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE FINAL YEAR PROJECT

Final Year Project Assessment Form - Report

Final Year Project Title: A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia

Name:	Heng Kian Hou	Student ID:	2305308
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No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	Title and Abstract	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	Introduction	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	Literature Review	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
4	Problem Statement & Objectives	A clear, specific, and well-defined research problem was identified, including its significance and relevance. Clearly defined, specific, and measurable objectives.	Clearly stated problem, but may lack specificity or clarity in its significance. Objectives are stated but may lack specificity or measurability.	Problem statement is present but lacks clarity, specificity, or relevance. Objectives are vague or not well-defined.	The problem statement is unclear or missing. Objectives are absent or unclear.	
5	Methodology	Detailed, appropriate methods with clear rationale and feasibility.	Methods are outlined but some details or rationale may be lacking.	Methods are mentioned but lack clarity or rationale.	Methods are unclear, inappropriate, or not stated.	
6	Results	Results are clearly presented, well-organized, and thoroughly analyzed.	Results are presented but may lack organization or depth of analysis.	Results are unclear or poorly organized, with limited analysis.	Results are absent, unclear, or inadequately analyzed.	
7	Discussion	Insightful interpretation of results, connects to literature, discusses reasons for the findings.	Interpretation of results is present but may lack depth, some connection to literature.	Limited interpretation of results, minimal connection to literature.	Interpretation of results is absent or unclear, no connection to literature	
8	Conclusion	Comprehensive conclusion with discussions on implications supported by findings. Suggests future research.	Conclusion is present with key points somewhat summarized. Discussions on implications somewhat supported by findings. Suggests future research.	Weak conclusion, does not effectively summarize findings or suggest future research. Implications irrelevant to findings.	Conclusion is absent or very weak.	
9	Writing Quality	Excellent writing, free from errors, clear and professional.	Writing is clear but contains some errors or lacks professionalism.	Writing is unclear in parts, contains errors, and lacks professionalism.	Writing is unclear, contains numerous errors, and is unprofessional.	
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COMPARATIVE STUDY ON THE IMPACT OF SOCIAL
MEDIA MARKETING ON ANTI-CORRUPTION
AWARENESS BETWEEN MILLENNIALS AND
GENERATION Z IN MALAYSIA

HENG KIAN HOU

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2025

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MEDIA MARKETING ON ANTI-CORRUPTION
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BY

HENG KIAN HOU

A final year project submitted in partial fulfillment of the
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2025

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- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this 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 me in completing the FYP.
- (4) The word count of this research report is 18,857 words.

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Thank you.

DEDICATION

This study is lovingly dedicated to my friends, whose unwavering care, understanding, and continuous encouragement have been a vital source of motivation throughout my academic journey. Their support and patience, especially during difficult periods, inspired me to remain resilient and successfully bring this research to completion.

I also wish to dedicate this work to my close friends, who provided constant encouragement, companionship, and emotional support along the way. Their positivity, trust, and belief in my abilities greatly enriched this academic experience and made the journey more fulfilling.

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LIST OF ABBREVIATION

SMM	Social Media Marketing
ELM	Elaboration Likelihood Model
DV	Dependent Variable
AC	Anti-Corruption Awareness
IV	Independent Variables
GC	Generational Cohort
TSM	Type of Social Media Platform Used
FSM	Frequency of Social Media Usage
IE	Influencer Engagement
TC	Type of Content (Informative vs. Emotional)
SPSS	Statistical Package for the Social Sciences

PREFACE

The rapid growth of social media has transformed the way information is shared and consumed, particularly among younger generations. In Malaysia, Millennials and Generation Z actively use platforms such as Instagram, TikTok, Facebook and YouTube not only for entertainment but also consider as a key sources of news and social awareness. As social media increasingly shapes perceptions and attitudes, it has become an important channel for addressing social issues such as corruption. This trend motivated the author to examine the role of social media marketing in influencing anti-corruption awareness among young Malaysians.

This study is further driven by the growing use of social media marketing strategies by government bodies and advocacy organisations to promote anti-corruption messages. Elements such as platform choice, content type, influencer engagement, and message frequency are commonly employed to reach younger audiences. However, differences in digital behaviour and information processing between Millennials and Generation Z might affect how these messages are received. Despite this, limited empirical research in Malaysia has compared the impact of social media marketing on anti-corruption awareness across these two generational groups.

As summarize, this research mainly to enhance understanding of how social media marketing influences anti-corruption awareness among Millennials and Generation Z in Malaysia. The findings are expected to provide practical insights for policymakers and advocacy groups in developing more effective digital campaigns, while also contributing to academic literature on social media, generational differences, and civic awareness.

ABSTRACT

Social media plays an important role in shaping awareness of social issues such as corruption among Millennials and Generation Z in Malaysia. As it is widely used for advocacy and public campaigns, this study examines how social media marketing elements which include platform type, content style, usage frequency, and influencer engagement to influence anti-corruption awareness, with a comparison between the two generational groups.

This study adopts a quantitative research approach. Data were collected through a structured online questionnaire distributed via Google Forms, resulting in 200 valid responses from Millennials and Generation Z in Malaysia. The data were analysed using IBM Statistical Package for the Social Sciences (SPSS), using descriptive analysis to summarise respondents' profiles and inferential analyses such as reliability testing, Pearson correlation, and multiple regression analysis to examine the proposed relationships.

This research provides empirical insights into the role of social media marketing in enhancing anti-corruption awareness among young Malaysians. The findings offer practical implications for policymakers and advocacy organisations in designing more effective social media campaigns, while contributing to literature on digital advocacy and generational differences.

Keywords: Anti-corruption Awareness, Generational Cohort, Type of social media platform used, Frequency of social media usage, Influencer Engagement, Type of Content, Anti-Corruption, Millennials and Generation Z, Malaysia

Chapter 1: Research Overview

1.0 Introduction

In Malaysia, social media has become a powerful platform not only for entertainment and communication but also for raising awareness on social issues which including corruption. Millennials and Generation Z, who are the most active users of platforms like Instagram, TikTok as well as Facebook are constantly influenced by the type of content they consume, the frequency of their usage and the engagement with influencers. Since corruption remains a major concern in the country, to understanding how these generational cohorts respond to social media marketing elements is important in promoting anti-corruption awareness. This research is therefore positioned to examine the role of social media in shaping perceptions and attitudes, which offering valuable insights for policymakers and organization aiming to strengthen anti-corruption initiatives through digital platform.

1.1 Research Background

Social media marketing (SMM) is defined as the using of social media platform and websites to connect with audiences, increase engagement, build brand presence, promote products or services, or ideas through the creation as well as sharing of content (Appel et al., 2020). It includes strategic elements like platform selection, content type, influencer engagement and always posting content to achieve and influence target audiences effectively (Appel et al., 2020). Nowadays, in this society SMM plays a crucial role in shaping public opinion, influencing behaviour and ensuring two-way communication between organizations and the public (Latif et al., 2024). In the context of Malaysia, social media has become a main communication

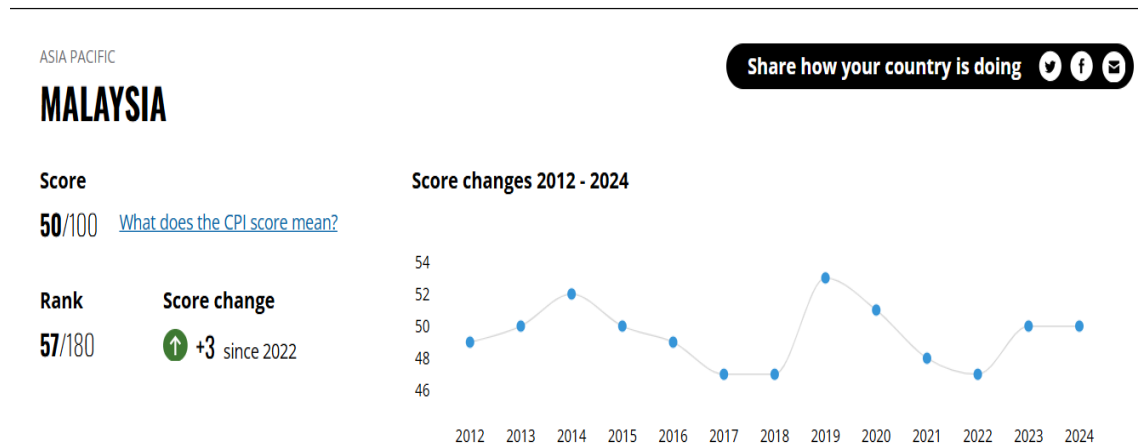
channel for advocacy, especially among younger generations. Those platforms such as Instagram, TikTok, Facebook as well as YouTube are not only focus on commercial marketing purpose, it also used for public health initiatives, environmental awareness, and civic engagement (Latif et al., 2024). Therefore, this demonstrates SMM's potentials as a powerful tool for increase awareness on critical issues which including anti-corruption efforts.

Anti-corruption awareness means the public's knowledge, understanding, and recognition of corrupt practices as well as the perceived importance of rejecting which practices in both personal and institutional backgrounds. It is importance because heightened awareness can shape moral attitudes, promote ethical behaviour as well as support the enforcement of anti-corruption laws (Mahmood, 2023). In Malaysia, corruption becomes a significant challenge, its affecting governance, economic growth as well as public trust in institutions (Nur Aishah Mohd Ali et al., 2023). In this way, to raising awareness is really crucial for preventive measure in combating corruption. Social media marketing can directly utilize in proper way to increase anti-corruption awareness where determining how messages are framed, how often they are encountered, and how credible they show via influencer endorsement. However, some issues like misinformation, varying engagement across demographic groups as well as varying engagement across demographic groups might limit the effectiveness of online campaigns. So, it is necessary to analyse these dynamics in depth (Abdul Raof et al., 2021).

The intersection of social media marketing and anti-corruption awareness forms the main motivation for this research. Although many of studies examined social media's role in political participation, social change as well as public health promotion. But still limited attention that given to its impact on anti-corruption awareness, especially in Malaysia context (Yusoff et al., 2024). However, only less research has compared how different generational cohorts, such as Millennials and Generation Z which respond to anti-corruption campaigns across various social media elements. This gap showing a huge different where generational differences in platform preferences, trust in information sources and content engagement might

influence campaign effectiveness (Zainurin et al., 2024). By solving this gap, the purpose of study is to offer actionable insights for Malaysian government agencies such as NGOs and advocacy groups to optimize their digital strategies which to ensure anti-corruption messages resonate effectively with diverse audience segments (Puasa & Roslan, 2025).

Figure 1.1 Corruption Perception Index in Malaysia from 2012-2024



Source: Transparency International (2024). Corruption Perception Index in Malaysia from 2012 to 2024 which score total 50 in CPI

As recent statistics show, there is not only an urgency but also an opportunity to increase the level of anti-corruption awareness. Malaysia scored 50 out of 100 in the 2024 Corruption Perceptions Index, which indicating an ongoing issue of corruption in governance (Transparency International, 2024). Besides that, surveys have found that while more than 70 percent of young generation people recognize corruption as a mainly national problem, a considerable share of them also expect it to be a standard practice in certain industries (Transparency International Malaysia, 2024). This mentions the awareness-behavioural rejection gap, where suggesting that traditional awareness campaigns alone are insufficient (Yusuke Ishikawa, 2024). The capacity of social media to directly target audiences and create interactive channels therefore provides a timely and strategic approach to bridging

this gap and transforming awareness into active resistance against corruption (Prabowo, 2023).

This research aims to focused on reviewing the role of social media marketing in increasing the awareness on anti-corruption in Malaysia. It also explores how the platform used, a type of content used, the interaction of influencers as well as the credibility of audiences impact the success of anti-corruption campaigns on various generational cohorts, especially Millennials and Generation Z.

1.2 Research Problem

Corruption still consider a persistent social issue in Malaysia, it will lead to undermining public trust, weakening governance as well as hampering economic progress. Despite continuous anti-corruption initiatives, Malaysia's ranking in global corruption perception indices indicates that the problem remains deeply rooted (Jones, 2022). In other hand, social media has become the dominant communication medium, especially among younger Malaysians, with platforms such as TikTok, Instagram, Facebook as well as YouTube serving as primary sources of news, opinions and advocacy content (Yatid, 2019). The intersection of social media marketing and anti-corruption awareness presents both opportunities and challenges where social media campaigns can reach wide audiences quickly, but also exist some risk of misinformation, low engagement as well as message fatigue (Ahmed & Rasul, 2023). If not executed effectively, such campaigns might fail to influence attitudes and behaviours which resulting in stagnant or declining public awareness regarding corruption-related issues (Yatid, 2019).

Although, to use as social media's role in promoting civic engagement has been widely studied, it still considers limited empirical research examining where related to specific impact on anti-corruption awareness in the Malaysia context (Othman et al., 2024). Existing studies mostly focus on political participation, health

communication, or brand promotion, with few addressing corruption-related advocacy (Yusoff et al., 2024). Furthermore, the mechanism by which different elements of social media marketing which including platform type, content style, influencer involvement as well as posting frequency. The mechanism of influence public awareness remains unclear (Rosli & Kamal, 2024). Comparative research between different generational cohorts are rare in Malaysia, especially when it comes to Millennials and Generation Z. The millennials, it referred to as people who were born between 1981-1996 years, are regarded as digital adopters who have passed through the traditional media into online media. The so-called Generation Z was born between 1997 and 2012 and is digital natives: all of them have been brought up in a world dominated by social media and mobile technology (Dimock, 2019). In this way, lack of targeted studies will limit the ability of advocacy groups and policymakers to design campaigns that effectively resonate with different audience segments (Yusoff et al., 2024).

Beyond the general relationship between social media marketing and anti-corruption awareness, several secondary issues still remain unexplored. Generational differences in digital literacy, trust in online sources as well as platform preferences may significantly influence how messages are perceived and acted upon (Othman et al., 2024). Gender differences or variations in social media usage habits which including daily screen time, preferred content formats as well as engagement patterns. This may further shape the result of awareness campaigns (Rosli & Kamal, 2024). Besides that, other moderating variables, such as cultural values, prior exposure to corruption news and socio-economic background, all these variables have not been adequately examined (Yusoff et al., 2024). Without understanding these nuances, there is a risk of designing one-size-fits-all campaigns that overlook main audience differences, whereby reducing their overall effectiveness in combating corruption (Yusoff et al., 2024).

Figure 1.2 Public Perception on Corruption by Different Activity



Source: Universiti Sains Islam Malaysia (USIM). 2024. Development of National Anti-Corruption Strategies (NACS): Views and Experiences on Issues Related to Corruption, Integrity and Governance in Malaysia.

In recent years, media has played an influential role in the way, where Malaysians get to know and deal with the corrupt related issues. The younger generations, especially Millennials and the Generation Z, are becoming increasingly dependent on social media applications like Tik Tok, Instagram, twitter, and YouTube as the main sources of information and news. This is a change of taste because they are more inclined to fast and accessible and visual media than the older generations who still hold higher credibility to the traditional media channels such as newspapers, magazines and television. Although these traditional channels are still significant, their power is slowly diminishing among the younger audiences, who spend more time in the online world. This dynamic media landscape presents some opportunities and challenges to anti-corruption campaigns. Besides that, social media allows awareness messages to be delivered to large masses almost instantaneously increasing demands to be more transparent and accountable. Conversely, it also imposes such risks to users as misinformation, message fatigue, and selective engagement. The role of the public perception in the understanding of corruption is critical as it is demonstrated in **Figure 1.2** and it is essential to make

the advocacy groups as efficient as possible in utilizing the digital medium to reach younger Malaysians.

1.3 Research Question

The main purpose of research questions is to understand the relationship between social media marketing (SMM) and anti-corruption awareness in Malaysia. Below are the research questions:

- Is there a relationship between social media marketing and anti-corruption awareness in Malaysia?
- Is social media marketing significantly influenced by demographic factors such as gender in shaping anti-corruption awareness?
- Is there a specific element of social media marketing which included platform type, content style, posting frequency and influencer engagement that has the greatest impact on anti-corruption awareness?
- Is there a difference between Millennials and Generation Z in their responses to social media marketing for anti-corruption awareness?
- Is the outcome of this study useful in guiding future anti-corruption campaigns and strategies through social media?

1.4 Research Objective

The purpose of this research is to investigate the relationship between social media marketing and anti-corruption awareness. Below are the research objectives:

- To investigate the relationship between social media marketing and anti-corruption awareness in Malaysia.
- To determine whether demographic factors such as gender significantly influence the impact of social media marketing on anti-corruption awareness.

- To examine the influence of specific social media marketing elements which included platform type, content style, posting frequency, and influencer engagement on anti-corruption awareness.
- To compare the responses of Millennials and Generation Z towards social media marketing for anti-corruption awareness.
- To provide insights that can guide policymakers, advocacy groups, and future research in designing effective anti-corruption campaigns through targeted social media strategies.

1.5 Research Significance

This research holds both academic and social significance by addressing a relatively underexplored area which is the relationship between social media marketing and anti-corruption awareness within the Malaysia context (Anyago et al., 2025). Although international research has investigated the influence of social media on civic engagement, but very few studies have significantly focused on how various social media marketing elements impact awareness of corruption in Malaysia (Anyago et al., 2025). By comparing Millennials and Generation Z, this research offers a strong understanding of generational differences in media consumption and responsiveness to anti-corruption messages, whereby filling a gap in the existing body of knowledge (Sabri & Rodhi, 2024). In this way, these findings will contribute to academic literature on online communication public awareness strategies as well as generational behaviour patterns (Hashim, 2024).

The practical implications of this research involve multiple stakeholders. In the opinion of anti-corruption agencies and policymakers, the outcome can guide the development of more targeted and lead to effective online campaigns (Yulianita, Nurrahmawati & Maryani, 2020). Educators and youth counsellors can use the insights to design educational programs that can greatly resonate with young audiences (Yusoff et al., 2024). Marketers, communication strategists as well as social media managers able to adapt the study's findings which to create impactful, youth-friendly content strategies that will promote integrity and ethical behaviour

(Shien, Huei & Yan, 2023). Even digital platforms might benefit from understanding how to assist campaigns that foster civic responsibility and combat corruption through more credible messaging and engaging (Yulianita et al., 2020).

The timing of this research is dedicated relevant given Malaysia's current socio-political environment, where public discourse on corruption consider a high-profile issue (Wong, 2025). With the growing influence of social media in shaping public opinion, to understanding how effectively leverage or apply these platforms in a right place for anti-corruption awareness is both urgent and necessary (Abdul Manan, Nor, Adnan, & Ismail, 2022). This research not only responds to a critical societal need and also equips stakeholders with practical, evidences-based strategies to strengthen transparency, integrity as well as engagement among the nation's younger generations (Mohammed, Lokman, Mohamed & Abu Bakar, 2024).

1.6 Conclusion

This chapter has presented the research topic by mentioning corruption as a long-term issue in Malaysia and the emerging role of social media as a tool for anti-corruption awareness. It outlined the background, statement of the problem, research objectives, as well as questions that guide this study. The following chapter will consist of a literature and theory review that provides supporting perspectives for this research.

Chapter 2: Literature Review

2.0 Introduction

This chapter reviews past research and theoretical foundations that related to social media marketing, anti-corruption awareness as well as generational differences in digital engagement. It mainly to provide a conceptual basic for understanding how variables such as platform type, content style, influencer engagement and frequency of use influence individuals' awareness and attitudes toward corruption. The chapter also apply by the Social Media Marketing (SMM) theory and the Elaboration Likelihood Model (ELM) to explain how attitudes, social norms and message processing routes shape awareness and responses to anti-corruption messages. The chapter also develops the hypotheses to investigate how social media marketing components affect anti-corruption awareness differently across Millennials and Generation Z in Malaysia.

2.1 Underlying Theory

2.1.1 Social Media Marketing (SMM) Theory

Social Media Marketing (SMM) theory explains how individuals' awareness, perceptions and responses are shaped through strategic use of social media platforms, content as well as online interactions (Appel et al., 2020). It mentions that people are not influenced randomly, they usually influence by repeated exposure to relevant content, engagement with messages, interaction with others and the credibility of sources such as influencers (Liu & Zheng, 2024). Those elements such as platform choice, content style, posting frequency as well as audience engagement work

together which shape how messages are noticed, processed and remembered (Dwivedi et al., 2021). These main elements collectively contribute to increasing awareness and shaping perceptions toward social issues communicated through social media (Jamil et al., 2022).

In this research, SMM theory is useful for understanding how social media campaigns able to increase anti-corruption awareness (Appel et al., 2020). For instance, young people are more frequently exposed to anti-corruption content on platforms they actively use, such as Instagram or TikTok, they are more prefer to notice and understand the issues (Hayat & Khairunnisa, 2025). Informative content able to help improve knowledge about corruption, when emotional or storytelling content able to attract attention and reinforce message recall (Teixeira et al., 2025). As conclude, young audiences might become more aware of corrupt practices and more sensitive toward ethical issues presented through social media campaigns (Asomah, 2024).

By applying SMM theory, this study explains that awareness is not only created through simple exposure to information, it also through how content is presented, how often it appears and how audiences interact with this content (Appel et al., 2020). Engagement through likes, comments, shares as well as influencer involvement will reinforces message visibility and credibility which making anti-corruption messages more impactful (Jamil et al., 2022). In this way, SMM theory provides a suitable foundation for analysing how social media marketing elements influence anti-corruption awareness across Millennials and Generation Z (Krowinska & Dineva, 2025).

2.1.2 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) is a theory of persuasion whereby explains how individuals process information and form attitudes (Petty & Cacioppo, 1986). It means that people will be influenced or affected via two main routes of persuasion which is the central route and the peripheral route. The central route involves thoughtful evaluation of the message content, where individuals carefully analyse arguments and evidence before forming an opinion. In contrast, the peripheral route will focus on superficial cues such as attractiveness, popularity as well as credibility of the source, instead of the strength of the arguments presented (Petty & Cacioppo, 1986).

When this theory applied to the context of social media and anti-corruption awareness, the ELM mentions the way different audiences engage with content (Farivar, Wang, & Yuan, 2023). For instance, individuals who are more motivated and capable of processing information might follow the central route, paying close attention to facts, statistics as well as logical explanations regarding corruption issues (Farivar et al., 2023). Meanwhile, individuals who are less motivated or have limited interest might be persuaded via the peripheral route, responding instead to the credibility of an influencer, the design of a campaign as well as emotional appeals (Casaló, Flavián & Ibáñez-Sánchez, 2020). Both routes eventually contribute to shaping attitudes and awareness, although they are differed in the depth of processing involved (Petty & Cacioppo, 1986).

The model is specifically relevant to the current study as it provides perspective into how messages regarding anti-corruption can be designed to achieve diverse generational cohorts (Petty & Cacioppo, 1986). People from young generation, they will more depending on their media habits and level of interest, this might process anti-corruption messages differently (Farivar, Wang, & Yuan, 2023). By understanding the dual routes of persuasion, this research of this study can better explain how social media strategies, whether informative or emotional where affect awareness levels (Farivar et

al., 2023). The ELM therefore supports the analysis of how content type and influencer engagement interact to influence perceptions of corruption and awareness across Millennials and Generation Z (Farivar et al., 2023).

2.2 Dependant Variable

2.2.1 Anti-Corruption Awareness

Corruption considers one of the most pressing governance issues in many developing countries, undermining trust in institutions and weakening democratic processes (Treisman, 2000). Especially when it comes to Malaysia, has faced repeated corruption scandals that have affected public confidence in both political and administrative systems (Potipiroon, 2024). These incidents mention the urgent need for strong anti-corruption measures, especially across the younger generation, who play a crucial role in shaping future governance and civic culture (Htwe, 2023). Without early awareness and education, corruption risks becoming normalized, threatening sustainable development and social stability (Bandyopadhyay, 2022).

Social media has emerged as a major platform that everyone will use it which will raising anti-corruption awareness, offering accessibility, transparency as well as interactive communication channels (Dongardive, 2019). Social media is completely different with traditional media, it allows real-time information sharing, encouraging public discourse and collective accountability (Villodre, 2024). Especially for Millennials and Generation Z, they are mostly influenced by these digital tools, it making them a strategic group for anti-corruption campaigns (Zainurin, 2024). Through targeted content where ranging from informative to emotional, social media can both educate and mobilize young people to challenge unethical practices (Saud, Abbas, Ashfaq & Ahmad, 2020).

However, the effectiveness of social media in promoting anti-corruption awareness depends on credibility, trust as well as engagement (Jimoh et al., 2024). Research recommends that online initiatives can succeed only when they are perceived as transparent and trustworthy by users (Kkienerm, 2017). This indicates the importance of designing campaigns that resonate with youths' values when combating misinformation and scepticism (Prayetno et al., 2024). By integrating digital strategies with educational approaches, governments and organizations can foster stronger anti-corruption awareness where empowering future generations to build a culture of integrity and accountability (Saud et al., 2020).

In addition to raising public awareness, social media also plays a crucial role in shaping perceptions, attitudes, and even collective behaviour toward corruption (Odoh & Olagunju, 2025). Campaigns that incorporate interactive elements such as videos, infographics, live discussions as well as story-sharing able build stronger emotional connections and make the issue more relatable to the youth (Saud et al., 2020). Furthermore, peer influence on these platforms encourages young individuals to engage actively when they see their friends or role models supporting anti-corruption initiatives (Jackson & Köbis, 2018). In this way, the participatory nature of social media not only spreads awareness but also fosters a sense of responsibility which empowering the younger generation to view themselves as change agents in cultivating a corruption-free society (Saud et al., 2020).

2.3 Independent Variable

2.3.1 Generational Cohort

Generational cohort defines as groups of individuals who born during the same time period and usually their general experiences, behaviours as well as values shaped by the cultural, social and technological environment in which they grew up (Pew Research Center, 2015). Those shared experience that frequently influence their worldview, decision-making, and attitudes toward social and political issues (Pew Research Center, 2015). In the background of Malaysian, Millennials and Generation Z represent two of the most influential cohorts, especially because of their exposure to rapid globalization, advanced technologies as well as digital media (Tjiptono, Khan, Yeong & Kunchambo, 2020). Their perspectives on governance, ethics and corruption are shaped not only by cultural traditions but also by their constant engagement with global information flows (Tuan, Visentin & Di Domenico, 2023).

One of the defining features of younger generational cohorts, especially Generation Z, is their reliance on digital platform for information and communication (Siagian & Yuliana, 2023). Unlike older generations who were more exposed to traditional media, today's youth consume information from diverse online sources, where this will make them more open to global ideas and social movements (Chang & Chang, 2023). This digital orientation also influences how they perceive issues such as corruption and transparency, which they are constantly exposed to discussions, campaigns as well as life cases on social media (Tuan et al., 2023). Overall, their awareness and responses to corruption might differ significantly from older generations which they will more rely on personal experiences and community values (Transparency International, 2016).

Generational cohorts also differ in their attitudes which include authority, ethics as well as accountability (Huyler, Gomez, Rocco & Plakhotnik, 2025). For example, younger generations often question traditional hierarchies and they also require highly demand of transparency from leaders and organizations (Huyler et al., 2025). This generational shift meaning that

there is less tolerance for corruption and unethical behaviour where young people are more focus on fairness, equality, as well as merit-based systems (Simpser, 2020). Furthermore, the old generations might consider corruption as an unavoidable part of governance or business practices due to their lived experiences (Simpser, 2016). These generational contrasts mention the main part of analysing cohorts when assessing anti-corruption awareness and behaviour (Thoomaszen & Tameon, 2020).

Overall, to understanding generational cohorts will be important part for designing targeted anti-corruption initiatives (Thoomaszen et al., 2020). The response to various communication and persuasion is different among the generations (National Democratic Institute, 2024). As an example, emotional and visual content that posted on social media might prove to be more relevant to Generation Z where informative and fact-based content may be more relevant to Millennials (Chang et al., 2023). To knowing these differences allows that awareness campaigns are more effective and resonate with the target audience (Bergin, 2024). Through tailoring strategies to specific generational cohorts, policymakers, educators as well as campaigners able to foster stronger and more lasting anti-corruption awareness among society (Thoomaszen et al., 2020).

2.3.2 Type of social media platform used

The type of social media platform used play an important role in shaping how individual access, process as well as engage with information which including anti-corruption messages (Machmuda, Fatimah, Sultan & Farid, 2024). Different platforms serve in different ways, where by ranging from networking and entertainment to professional development and knowledge sharing (Kietzmann, Hermkens, McCarthy & Silvestre, 2011). For instance, platforms like Facebook and Instagram highlight visual and emotional content, while Twitter (X) facilitates fast-paced information exchange, and

LinkedIn are mainly focussing on professional discussions (Odoh & Olagunju, 2025). According to the communication style and features of the chosen platform, where these differences influence how effectively anti-corruption campaigns can reach and resonate with target audiences (Yulianita, Nurrahmawati & Maryani, 2020).

In the Malaysian context, younger generations such as Millennials and Generation Z are highly active engage in multiple of social media platforms, but their usage pattern will be different. For instance, in Instagram or TikTok, those platforms are popular for short, creative and visually engaging content that appeals to younger audiences. Meanwhile, Facebook still consider as a strong presence for broader discussions, community engagement as well as campaign sharing (Nordin, 2025). The platform choice directly affects the visibility and relatability of anti-corruption content, as youth are more prefer to engage with campaigns delivered via platforms they frequently use (Othman, Kamal, Yusoff & Mokhtar, 2024).

The characteristics of each platform also shape the level of interaction and trust. Platforms that allow interactive features which including comments, likes as well as shares that encourage collective discussions and spread awareness more effectively (Yahaya, 2011). Besides that, platforms with professional reputations, such as LinkedIn will enhance the perceived credibility of anti-corruption messages (Heywood et al., 2020). This shows the effectiveness of awareness campaigns is not solely dependent on the message itself but also on the medium through which it is delivered. The suitable choice of platform able to improve transparency, trust as well as youth participation in combating corruption (Kasmani, 2024).

Finally, it is important to consider the nature of the social media platform utilized to be able to design the strategies that would help to achieve the greatest engagement and awareness. Rather than focusing on where the

youth generation people spend their time on the internet, campaigners and policymakers need to look at how they consume the contents in every platform. Emotional content is potentially a success in TikTok, whereas informative and data-driven messages can do better on Twitter or LinkedIn (Machmuda, Fatimah, Sultan & Farid, 2024). The coordination of campaign strategies and platform-specific attributes would help the anti-corruption efforts to reach more people, be more relevant and effective in spreading awareness among diverse members of the society (Yulianita, Nurrahmawati & Maryani, 2020).

2.3.3 Frequency of social media usage

Frequency of social media usage is the number of times people visit to and use different platforms in a specific period of time, like daily, weekly or monthly usage (Tuck & Thompson, 2024). This is a critical variable in analysing consumer behaviour because the level of exposure to social media is directly proportional to the level to which users are exposed to online content that includes brand messages, advertisement as well as influencer campaigns (Trifiro & Gerson, 2019). Regular social media users would tend to develop stronger relations with the online platform, in which case they would more prefer to take part in the information they are being presented with (Hanandeh et al., 2024).

In terms of marketing, the usage frequency provides an idea of the level of the engagement of the audience. To illustrate, when a person logs into their accounts more than once a day, he or she can be exposed to a high amount of content, which gives more chances of getting into contact with the promotional messages (Santos, Gonçalves & Teles, 2023). Thus, users will also be more prone to developing a habit of liking and sharing or commenting on posts, which making them more visible through the algorithmic filter of a platform (Feitosa & Mosconi, 2022). On the other

hand, low usage frequency will not expose those people to sufficient content to build brand familiarity or engagement (Iborra Meseguer, 2023).

The frequency patterns are also contributed by generation differences. Gen Z and the Millennials are generally the heaviest social media users than the older generations (Anter, Fischer, & Kümpel, 2025). Their high usage is a result of them being digital natives as well as their attraction to the online mode of communication (Chang & Chang, 2023). Furthermore, the less frequent use of the social media can be seen with the older generations, who may tend to use it on certain occasions like staying connected with the family, or checking news (Anter et al., 2025). These differences also indicate the need to divide audiences according to the frequency of usage of social media where frequency may pose a significant difference in the success of online marketing (Elkatmış, 2024).

Frequency of social media use has frequently been employed in academic studies based on self-reported Likert scale items, in which respondents report the frequency at which they use particular services (e.g., I use social media several times a day rated strongly disagree to strongly agree) (Trifiro & Gerson, 2019). These measures can offer quantitative data of intensity of use and can enable researchers to test the relationship between frequency and outcome such as brand involvement, trust, or intention to purchase (Trifiro et al., 2019). Including this variable, the research will be able to describe the behavioral aspect of social media consumption more adequately, where providing useful implications to the theory and practice (Tuck et al., 2024).

2.3.4 Influencer engagement

The level of interaction and association the audiences establish with the influencers in social media and the content they produce is called influencer engagement (Levesque & Pons, 2023). It is not only following an influencer, but also includes other types of behavior, such as liking, commenting, sharing, or responding to posts (Aldlimi, Priporas, & Chang, 2025). The importance of this variable is in that it demonstrates the levels of engagement of the audiences to the messages, opinions, as well as recommendations of an influencer (De Veirman, Cauberghe, & Hudders, 2017). High engagement means that followers are not just consuming the content but they are also taking an active part in the digital dialogue (Lou & Yuan, 2019).

From the perspective of marketing, the influence level of influencers is one of the most important markers of the campaign efficiency (Jafari, Aly & Doherty, 2022). The interaction of audiences with influencer content gives voice to the content and extends to more audiences frequently through algorithmic signal-boosting on social media (Gräve, 2019). Engagement is also a factor of credibility and trust since users will engage more with influencers that they see as real and relatable to them (Khan, 2023). In this way, every brand tends to use the engagement metrics to assess the payback of an influencer collaboration (Jafari et al., 2022).

Different types of engagement mention the different drives of the audience. As an example, a more connected level of response, like comments or sharing a post is likely to produce an emotional reaction than a passive action, like liking (Choi, Lee & Ji, 2021). Active engagement implies that followers are associated with the values, style as well as narration style of the influencer (Aldlimi et al., 2025). The dynamic is also evidence of how influencers might form the attitudes and behavior of consumers by making their followers feel like they belong to a community (Aldlimi et al., 2025).

Influencer engagement in a research are generally quantified by the Likert scale items that reflect both the behavior and psychological aspects (Levesque et al., 2023). These measurements determine how closely the followers listen to the content of an influencer, how much they trust their views and how they feel identified with their influencer (Levesque et al., 2023). This type of measurement allows the researcher to look at the contribution to the overall measures which including brand trust, purchase intention, and long-term loyalty, as a result of influencer engagement (Zhao, Xu, Ding & Li, 2024). Through such an insight, researchers and marketers will have a good insight into the influence that influencers have in digital marketing campaigns (Levesque et al., 2023).

2.3.5 Type of content (informative vs. emotional)

The categories of the content which is posted on the social media; whether the content is informative or emotional is a main factor in determining the response by the audience and their level of engagement (Shen, 2023). The information in an informative content normally offers the user with facts, up-dates, knowledge as well as practical information to enable them make decisions or remain updated (MUHAMAD & Shahrom, 2020). Conversely, emotional messages are directed at feelings, values and personal experiences and they are usually captured via humor, narration or encouragement (Ibrahimli & Aghazadeh Tabrizi, 2024). These two types of content have different purposes and they might affect the way people engage with online posts (Kaur, Khandai & Mathew, 2023).

The informative content is generally appealing to those who appreciate credibility, usefulness, and reliability (Lapresta-Romero et al., 2024). It is usually present in posts that report news, educate or description of a product (Shahbaznezhad, Dolan & Rashidirad, 2021). Users who access this type of content are usually driven by the need in order to get knowledge or acquire

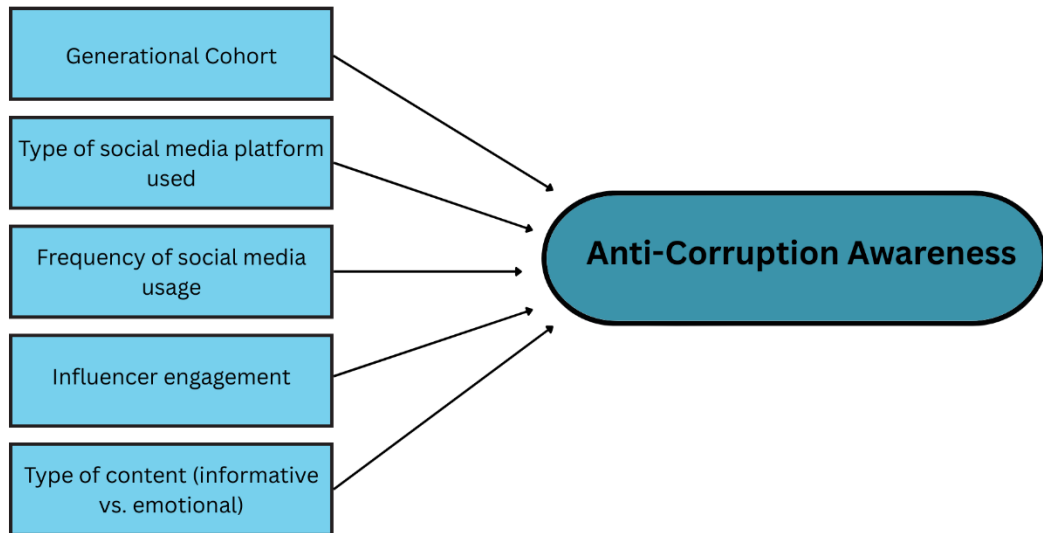
information (Choi et al., 2021). Moreover, emotional content is more focus to elicit more responses such as liking, commenting as well as sharing since it resonates with audiences on a personal or sentimental level (Paletz et al., 2023). It makes the emotionally colored posts to be efficiency when it comes to enhancing the visibility and causing conversations on social media platforms (Paletz et al., 2023).

The impact of these two types of content can be separate with respect to the audience and context. Whereas informative posts can induce trust and ultimately loyalty (Lapresta-Romero et al., 2024), emotional posts seem to attract instant activity as these appeal to human curiosity, excitement as well as compassion (Paletz et al., 2023). In this way, one of the brands able to employ informative content which emphasize the characteristics of the product and use emotional content to develop memorable campaigns that enhance its image (Shahbaznezhad et al., 2021). A balance between informative and emotional strategies enables determinant of the success of the social media communication in general (Kaur et al., 2023).

In terms of type of content, the purpose of this research is usually measured by the way that audiences interpret and respond to various post features in research (Kothari et al., 2025). The Likert scale items are often considered to assess the level of help, reliability, relatability, amusement, and emotional appeal that the material has on the users (O'Brien, Cairns & Hall, 2018). Through such responses, researchers would be in a position to know various forms of content and why or why not they affect users behavior, attitudes as well as engagement (Lapresta-Romero et al., 2024). This renders the variable to be very applicable in the research of the effectiveness of digital marketing and influencer strategies (Perumal & Chandramouli, 2025).

2.4 Conceptual Framework

Figure 2.1 Proposed Conceptual Framework



Source: Developed for research

The theoretical framework of the present study aims at investigating the correlation between generation cohort, consider as kind of social media site utilized, intensity of social media usage, the engagement with influencers and content nature (informative vs. emotional) in the growth of anti-corruption awareness among the Malaysian social media users. According to the Social Media Marketing (SMM) theory and the Elaboration Likelihood Model (ELM), the framework places anti-corruption awareness as a moral obligation, as well as, the product of individual values, behaviors on the social media and the process of persuasion.

2.5 Hypothesis Development

H1: There is a significant relationship between generational cohort and anti-corruption awareness.

H2: There is a significant relationship between type of social media platform used and anti-corruption awareness.

H3: There is a significant relationship between frequency of social media usage and anti-corruption awareness.

H4: There is a significant relationship between influencer engagement and anti-corruption awareness.

H5: There is a significant relationship between type of content (informative vs. emotional) and anti-corruption awareness.

2.6 Conclusion

The chapter entailed a literature review of the research, which encompassed the theory underpinning the research, as well as the independent and dependent variable. Moreover, the Social Media Marketing (SMM) theory and Elaboration Likelihood Model (ELM) were highlighted in the chapter as the theoretical background of the research. Generational cohort, type of social media platform used, frequency of social media use, influencer engagement, and type of content (informative vs. emotional) were the independent variables studied and the dependent variable was the anti-corruption awareness. In this way, the chapter constructed the conceptual framework and proposed the development of hypotheses. These are the insights that will be used as the basis of the conceptual framework and hypotheses of the study and the research approach will take place in the next chapter.

Chapter 3: Methodology

3.0 Introduction

This chapter outline the research methodology that will be used in the study to solve how social media marketing will affect the anti-corruption awareness of Millennials and generation Z in Malaysia. The study is based on the Social Media Marketing (SMM) theory and the Elaboration Likelihood Model (ELM), and is quantitative as it involves the use of structured online questionnaires. The approach will include research design, sampling, data gathering and analysis based on descriptive statistics and ANOVA, which are necessary to ensure systematic, trustworthy, as well as valid results with implications to policy makers and advocacy agencies on how to develop effective anti-corruption campaigns.

3.1 Research Design

The study adopts a quantitative research design to test the correlation between the social media marketing factors and anti-corruption awareness among the Millennials and Generation Z in Malaysia (Ahmad & Juhari, 2024). The selection of variables and analysis is depending on the research framework, which is created according to the Social Media Marketing (SMM) theory and the Elaboration Likelihood Model (ELM) (Yulianita et al., 2020). The structured online questionnaires will be used to collect the data and offer a chance to distribute data efficiently and achieve standardized responses (Regmi et al., 2017). The results will be summarized using descriptive statistics and ANOVA will be used to find out the significant differences between the two generational cohorts (Agil, 2022). This design will provide objectivity, reliability and practical insights on how to better the anti-corruption campaigns.

3.1.1 Descriptive Research

Descriptive research is the method that focus on a clear and precise description of what a population, group or a phenomenon is (Chitharanjan, 2016). It focuse on the observation and analysis of variables in their unmanipulated form and on describing patterns, distributions and relationships (Bell, Harley & Bryman, 2022). Descriptive research as compared to causal research aims at summarizing information in an attempt to bring out important trends and differences in a population unlike causal research that seeks to establish a cause and effect relationship (Noreen & Han, 2015). This renders it particularly useful in the study of the human behaviour, attitudes and perceptions within certain contexts (Li, Larimo & Leonidou, 2023).

In the context of study, descriptive research is utilized to find out the attitudes of Millennials and generation Z in Malaysia towards various aspects of social media marketing. The strategy ensures the researcher to reveal the summary of trends associated with platform use, the frequency of use, the desire to receive informative or emotional content, and the influence of influencers on awareness (Dwivedi et al., 2021). Through these trends, descriptive research assists in exposing the difference in the level of anti-corruption awareness between the generations. This able to provide empirical lessons that can be used by policymakers, pressure groups, and digital campaign planners to design their strategies in a more efficient way of implementing integrity and transparency among the young Malaysians.

3.1.2 Quantitative Research

Quantitative research is a methodical one which produces numerical data in order to explain the relationship between variables and take objective conclusions (Bell et al., 2022). It is concerned with determining the

interaction between variables and determining the benefit or significance of such interactions, enabling the researcher to quit being subjective in research and instead achieve some trustworthy and replicable outcomes (Li et al., 2023). This is particularly effective in testing some hypotheses and analyzing trends on the large population because results can be extrapolated on the sample to a larger population (Dwivedi et al., 2021).

This paper uses quantitative research to quantify the effect of the variables of social media marketing, which are generational cohort, platform type, usage frequency, influencer engagement, and content type on the level of anti-corruption awareness in Malaysia. The structured online questionnaires are utilized to collect the data in the form of the standardized responses which can be analyzed statistically (Wulandari & Rauf, 2022). Through descriptive statistics and ANOVA, this method will enable the researcher to describe the results, verify hypotheses, and establish the differences between the Millennials and Generation Z (Agil, 2022). By doing so, the research will be accurate, objective, and meaningful enough to make policy formulations and policy advocacy groups develop more effective anti-corruption campaigns.

3.2 Sampling Design

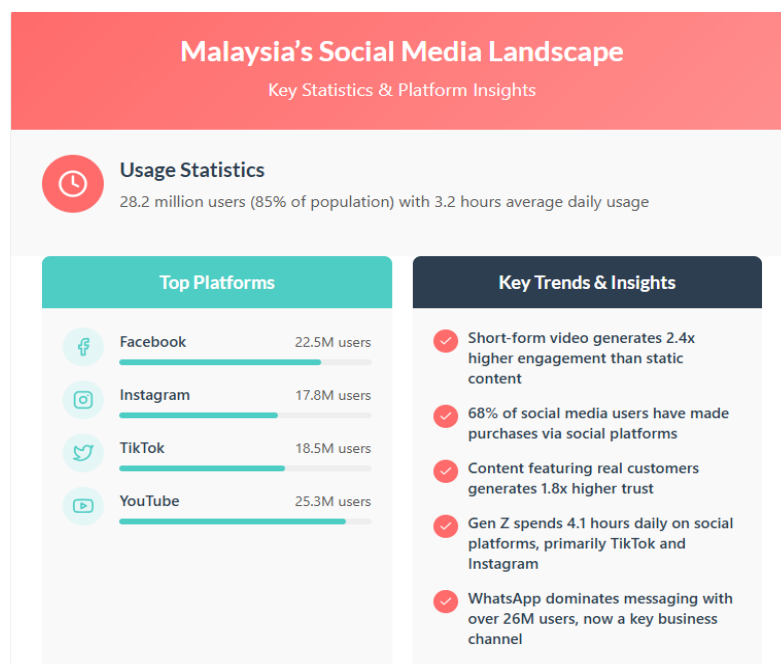
The sampling design is used in determining the selection of the participants to be included in the study to allow that the data collected is representative of the nature of the population that will be covered (Baltar & Brunet, 2012). The sampling strategy should be clear since it assists to guarantee the results to be representative, reliable, and in context with the research objectives (Ahmed, 2024). In this research, the sampling design will determine the target population, the sampling frame, the choice method, and the necessary sample size (Stieglitz et al., 2018). The study will target Millennials and Generation Z in Malaysia because these are the most active social media users and at the core of the study of the connection between the social

media marketing factors and the awareness of anti-corruption (Dusek, Yurova & Ruppel, 2015).

3.2.1 Target Population

The target population in research represents the group which is of greater size and who the research is focus to gather information and where the results are to be applied (Yapp, Tshin & Patrick, 2024). In this case, the population of interest is the Millennials and Gen Z in Malaysia, since they are one of the most active social media users and are often exposed to the digital campaigns (Agil, Ahmad & Azlan, 2022). The age groups that are mostly between 18 and 40 years are targeted since their online behaviours, content preferences and levels of engagement render them a critical group when it comes to assessing the role of social media marketing in creating anti-corruption awareness (Haroon et al., 2024).

Figure 3.1: Malaysia's Social Media Landscape (2025)



Source: Social media statistics for Malaysia - Hashmeta.com. (2025).

According to the figure 3.1, the average Malaysian now spends about 3.2 hours in social media sites per day accessing the sites mainly through their mobile phones. This mobile-first habit forms the culture of content consumption, short-form video, interactive content, and mobile smoother experiences take over (Terrence Ngu, 2025).

3.2.2 Sampling Frame

A sampling frame is a list or convenient portion of the population on which the participants will be selected. It is the practical reflection of the bigger population and makes sure that the respondents sampled in the study are pertinent to the study purposes (Kassiani Nikolopoulou, 2023). It is impossible to do a complete census of all Millennials and Generation Z in Malaysia since it needed time, cost, as well as resources. In this way, the sampling frame of the given research is limited to people of the target age groups, who are active users of social media and can be contacted online. Through this frame, the study will guarantee that data collected is based on the respondents who are exposed directly to digital content as well as those that are fit to investigate the role of social media marketing on anti-corruption awareness (Kinga Edwards, 2025).

3.2.3 Sampling Technique

Sampling Technique refers to the act of identifying a part of a group to represent the whole group so that a researcher can conclude that the results apply to the whole group even without having to survey each and every member of the group (Ahmed, 2024). The two broad methods are probability and non-probability sampling although the former is more appropriate as it uses random choice to minimize elements of bias (Kinga Edwards, 2025). Non-probability sampling depends on the availability of respondents or a defined criterion to sample (Kassiani Nikolopoulou, 2023).

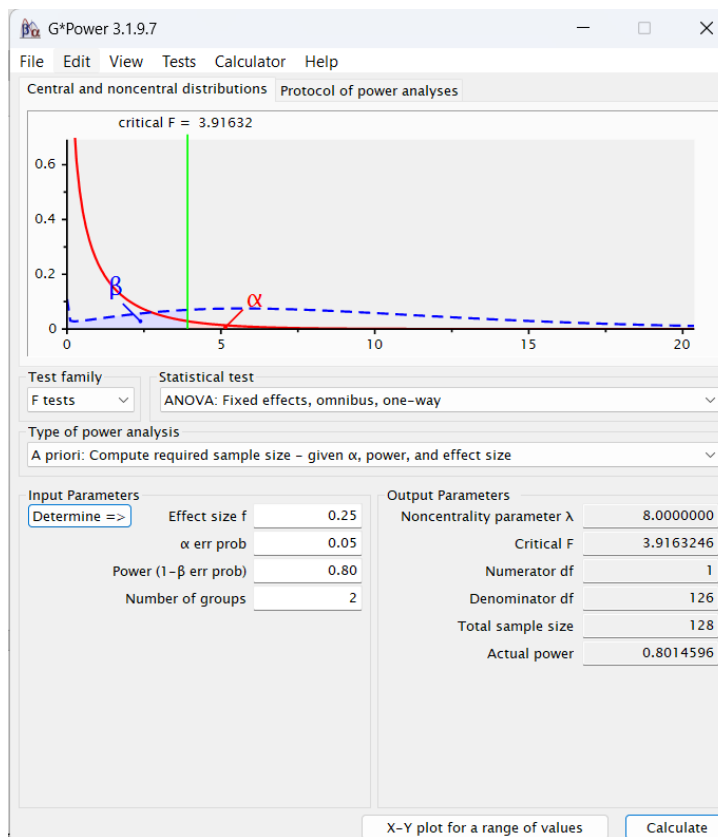
Whereby probability sampling has a more robust generalisability, non-probability techniques are the most common in social science studies because of their practicality, cost-effectiveness and appropriateness with exploratory studies (Lehdonvirta et al., 2021).

In this research, convenience sampling is embraced as a method of selecting the respondents. This method will entail the gathering of data on people who are readily available and willing to take part in the research especially the Millennials and Generation Z who are active users of the social media platform in Malaysia (Baltar & Brunet, 2012). Convenience sampling is also suitable since it facilitates an effective gathering of data among the specific generational groups despite the limitation to the extent to which the data can be generalized to the general population (Andrade, 2021). Overall, it is still applicable to the discussion of the impact of social media marketing factors on the anti-corruption awareness in this situation.

3.2.4 Sample Size

It is crucial to determine the appropriate sample size to ensure that the study would yield reliable and valid results. To determine the number of respondents needed to do this study, an a priori power analysis was done using version 3.1.9.7 of G Power. The parameters were adjusted to a medium effect size ($f = 0.25$), a significant level of 0.05, a statistical power of 0.80 and two groups which included the Millennials and Generation Z. Figure 3.2 showed that a sufficient statistical power will be attained by at least 128 respondents. Nonetheless, in order to permit incomplete or invalid responses and to increase the strength of the data, the research was aimed at finding about 200 completed questionnaires. It is believed that this is a sufficient number to conduct descriptive statistics and ANOVA alongside giving valuable information on the differences between generations in terms of anti-corruption awareness (Faul, Erdfelder, Lang, & Buchner, 2007).

Figure 3.2: G*Power Analysis



Source: Developed for research

3.3 Data Collection Method

3.3.1 Primary Data

Primary data is data that is collected by the researcher himself with the aim of fulfilling the research objectives. In this study, the data will be collected using an online questionnaire that will be sent to Millennials and generation Z in Malaysia. This method is also applicable because it enables a large target group with a wide range of respondents who are very active on social media (Dusek et al., 2015). The questionnaire provides standardized answers on the use of platforms, content choices, influencer interaction, and

level of awareness so that the data collected on the topic are relevant in analysis (Regmi et al., 2016).

3.4 Research Instrument

A research instrument is an instrument that is used to collect data in a systematic and dependable way (Bastos et al., 2014). In this study, online questionnaire was created as the first tool to use. The questionnaire is structured into the sections that will collect demographic data, social media usage habits, content preferences, influencer engagement as well as perception of anti-corruption awareness. It was designed in such a way that it was straightforward, short and simple to answer, thus maximizing the accuracy of the respondents. A structured questionnaire can also be used resulting in consistency between participants and is thus appropriate in statistical analysis and is directly related to the research goals (Regmi et al., 2016).

3.4.1 Questionnaire Design

The questionnaire was prepared as the main instrument of collecting data in the research. It was also designed in such a manner that it is clear, easy to understand and logically flows, thus ensuring the respondents to come up with correct and reliable information. This was because the questions were well crafted to obtain demographic information, overall perceptions about corruption and the perceptions of independent and dependent variables being studied (Ranganathan & Caduff, 2023). The questionnaire offers uniformity in the responses as it is designed in a systematic manner and enables one to perform a substantial statistical analysis (Yusoff, Arifin & Hadie, 2021).

The questionnaire was separated into three sections to be able to remain organised. Section A collects demographic data of gender, age, level of

education and monthly income that aids in categorizing the respondents into various background profiles. Section B will focus on general knowledge regarding corruption awareness including the frequency at which the respondents are exposed to news about corruption, their source of information and how they perceive corruption in Malaysia to be serious. These things give a context on how the respondents have been exposed and aware of the problems of corruption. Section C is focused on the key research variables which are anti-corruption awareness, the generation cohort, type of the social media platform used, frequency of social media usage, influencer engagement, and the type of content (informative or emotional) (Yulianita, Nurrahmawati & Maryani, 2020).

Every construct of Section C is evaluated through five items that are aimed at representing various dimensions of the variables. Answers are placed on a five-point Likert scale, where the answers are 1 (Strongly Disagree) to 5 (Strongly Agree). The Likert scale can be used to measure the degree of agreement and compare the perceptions of groups especially Millennials and Generation Z. Such a systematic method will ensure that the questionnaire is closely related to the research objectives, which will allow obtaining valid data to test the hypotheses and make significant conclusions regarding the impact of social media marketing on forming the anti-corruption perception (Aithal & Aithal, 2020).

3.4.2 Pilot Test

Pilot test was conducted before the actual data collection in order to test the validity of the questionnaire. This was aimed at making the questions clear, logically organized, as well as important to the purpose of the study. The pilot studies, according to the research guidelines, require at least 30 members of the target population, particularly in preliminary surveys or scale design (Bujang et al., 2024). The pilot test was applied in this research

on a small section of Millennials and Generation Z in Malaysia. Their feedback and reactions were taken into account in order to perfect the instrument, which making it understandable, structured, and more usable in general and then it was distributed to the bigger sample (Yusoff et al., 2021).

The pilot test was conducted to determine the reliability of the instrument besides checking the clarity and structure. Reliability is the consistency of the responses that are measured by items that are considered to measure the same construct. As a measure of internal consistency, Cronbachs Alpha was used to assess this (Simcox, 2018). The coefficient is between 0 and 1, and values over 0.7 are mostly considered in the research of social sciences (Simcox, 2018). The pilot test findings have demonstrated that the questionnaire was fairly reliable to be used in the complete survey on the effect of social media marketing on the anti-corruption awareness (Bujang et al., 2024).

Figure 3.3: Internal Consistency and its coefficients of Cronbach’s Alpha

Cronbach’s Alpha	Internal Consistency
$\alpha \geq 0.90$	Excellent
$0.80 \leq \alpha < 0.90$	Good
$0.70 \leq \alpha < 0.80$	Acceptable
$0.60 \leq \alpha < 0.70$	Questionable
$0.50 \leq \alpha < 0.60$	Poor
$\alpha < 0.50$	Unacceptable

Source: Saidi, S. S., & Siew, N. M. (2019). Investigating the Validity and Reliability of Survey Attitude towards Statistics Instrument among Rural Secondary School Students

By looking from the figure 3.3, Saidi & Siew (2019) state that internal consistency indicates the extent to which the items in a scale measure one and the same concept and Cronbachs Alpha is one of the commonly used ratios to determine this reliability. The value of above 0.7 is generally acceptable in research in the field of social science. Through this measure

in the study, the questionnaire can be consistent, and this enables the research to produce more credible and reliable data.

3.5 Construct Measurement

3.5.1 Origin of Constructs

Table 3.1 Origin of Constructs

Constructs	Original	Modified	Source
Anti-Corruption Awareness	<p>1. Accepting or receiving gifts in the form of cash, goods or services in return of a favour or service provided</p> <p>2. Submit claims for lodging while on duty away from the office even though lodging was provided by the organiser</p> <p>3. Using the office money for personal use (or selfinterests)</p> <p>4. Receiving money or reward from customers by coercion or force</p>	<p>1. I am aware that offering or accepting corruption is a violation of ethical and official duties.</p> <p>2. I recognize that submitting false claims or financial misreporting is a form of corruption.</p> <p>3 I am aware that abusing one's position or authority for personal gain is considered corruption.</p> <p>4. I understand that accepting gifts, money, or</p>	(Tajuddin & Musa, 2018).

	<p>5. Directly involved in the process of appointing a family member into filling up a vacant position in the department.</p>	<p>favour in exchange for preferential treatment is a form of corruption.</p> <p>5. I am aware that corruption among colleagues increases risks and damages organizational integrity.</p>	
Generational cohort	<p>1. Financial Pressure</p> <p>2. Greed</p> <p>3. Parental Influence</p> <p>4. Peer Influence</p>	<p>1. I believe that the desire for wealth strongly influences how people of my generation view corruption.</p> <p>2. In my generation, greed is a main reason why individuals might engage in corrupt practices.</p> <p>3. My generation's attitudes toward corruption are shaped by the values and examples set by parents or family.</p> <p>4. Among my generation, friends or colleagues strongly influence whether individuals</p>	(Sulaiman, et al., 2023)

	5. Religiosity	tolerate or reject corruption. 5. Religious beliefs in my generation play an important role in stopping corrupt practices.	
Type of social media platform used	<p>1. I believe it is helpful to use Social Media to communicate with other individuals to share Knowledge</p> <p>2. I believe using Social Media gives me valuable Knowledge about my everyday activities</p> <p>3. I believe connecting with others using Social Media to share Knowledge is easy.</p> <p>4. I believe Social Media provides me with reliable and trustworthy data.</p>	<p>1. I use different social media platforms to get information.</p> <p>2. Some platforms give better information about corruption than others</p> <p>3. The platform I use affects how much I learn about corruption.</p> <p>4. I often see anti-corruption posts or campaigns on the platforms I use most.</p>	(Zailan & Noordin, 2025)

	5. I believe that Social Media provides me with fast information.	5. I prefer certain platforms because they give faster and clearer news.	
Frequency of social media usage	<p>1. Check Facebook page from smartphone</p> <p>2. Search for information with a mobile phone</p> <p>3. Browse social media profiles and photos</p> <p>4. Check Facebook page or other social networks</p> <p>5. Post social media photos</p>	<p>1 I check social media platforms on my phone.</p> <p>2 I read posts and stories on social media.</p> <p>3. I like or react to social media posts.</p> <p>4. I comment on social media posts.</p> <p>5. I post updates, stories, or photos on social media.</p>	(Rosen et al., 2013)
Influencer engagement	<p>1. Storytelling content catches my attention.</p> <p>2. I feel like I know the influencer well.</p> <p>3. I trust the influencer's opinion</p>	<p>1. Storytelling content catches my attention.</p> <p>2. I feel like I know the influencer well.</p> <p>3. I trust the influencer's opinion.</p>	(Atiq et al., 2022)

	<p>4. I trust the influencer's knowledge about the product/service he/she endorses</p> <p>5. In general, I thoroughly enjoy exchanging ideas with other users</p>	<p>4. I trust the influencer's knowledge about the product/service he/she endorses.</p> <p>5. In general, I thoroughly enjoy exchanging ideas with other users.</p>	
Type of content (informative vs. emotional)	<p>1. Emotional and humorous content is positively associated with higher Facebook engagement.</p> <p>2. Informative content has a significant impact on likes and comments.</p> <p>3. Emotional content has a significant impact on comments and shares on Sina Weibo</p> <p>4. Informativeness and advertising creativity drive attitude toward empathy expression</p> <p>5. Visual emotional and informative appeals</p>	<p>1. Emotional and humorous content is positively associated with higher engagement on social media platforms.</p> <p>2. Informative content has a significant impact on likes and comments.</p> <p>3. Emotional content has a significant impact on comments and shares on Social Media.</p> <p>4. Informativeness and advertising creativity drive attitude toward empathy expression.</p> <p>5. Visual emotional and informative appeals</p>	(Gu et al., 2023)

	influence Instagram likes and comments	influence user engagement on social media platforms.	
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Source: Developed for research

3.6 Proposed Data Analysis Tool

Data analysis is a critical process that uses raw responses and transforms them to meaningful result to respond to the research questions and hypotheses. The analyses of the data obtained in this research will be performed with the help of the Statistical Package of the Social Sciences (SPSS) which consider a popular program in the social science research. The reason why SPSS is selected is because it can work with large datasets fast and deliver descriptive and inferential statistics (Gogoi, 2020). The demographic information and overall awareness will be summarized through the use of descriptive statistics, whereby ANOVA is going to be used to test the fact that there is a difference in the level of anti-corruption awareness between generations (Kim, 2014).

3.6.1 Descriptive Analysis

The primary phase of data analysis is the descriptive analysis as it mainly focuses in organizing and summarizing the data obtained through the respondents. It gives a direct overview of the data, and it have an opportunity to observe patterns, trends, as well as distributions and then proceed with more sophisticated statistical tests. The step is significant in providing the fundamental attributes of the sample in a satisfying and understandable manner (Cooksey, 2020).

The descriptive analysis concerning the demographic background of the respondents in this work will target age, sex, education, and income, and

their overall awareness of the issue of corruption. To give the profile of the sample population, frequencies, percentages and averages will be used to summarize the results (Cooksey, 2020). This will be used to carry out a subsequent inferential analysis, especially when comparing Millennials and Generation Z in terms of anti-corruption awareness (Sanchez, Marcos & Ortuño, 2023).

3.6.2 Assumption Testing

Quantitative research needs to undergo assumption testing in order to make sure the data set meets the necessary statistical criteria in order to conduct subsequent research. Most parametric methods rely on certain assumptions, and in case such assumptions are not fulfilled, accuracy and validity of obtained results may be undermined (Osborne & Waters, 2002). The study will test the assumptions first, which will make the results obtained reliable and meaningful.

In this research, there are a number of statistical assumptions that will be reviewed and then hypothesis testing is made. A test of normality will be administered to determine whether the data are normally distributed which is one of the main requirements to use a parametric test like ANOVA. Moreover, Cronbach Alpha will be used to determine the internal consistency of the constructs. A 0.70 and above will be regarded as the indication of the acceptable reliability and prove that the questions in the questionnaire are consistent and suitable to the primary analysis (Ahmad, 2024).

3.6.3 Inferential Analysis

3.6.3.1 Pearson’s Correlation Coefficient

The strength and direction of the linear relationship between two continuous variables are determined by the correlation coefficient (r) of Pearson. It is between -1 and $+1$ with $+1$ being perfect positive linear relationship, -1 perfect negative linear relationship and 0 no linear relationship (Schober, Boer & Schwarte, 2018). In my study, this statistic would be helpful in testing whether such constructs as the frequency of social media use, the level of influencer engagement as well as the type of posted content is significantly related to anti-corruption awareness among Millennials and the members of Generation Z.

Assumptions of linearity, the normal probability of the two variables, and the non-extreme outliers will be checked before proceeding with the r Pearson. In case those hold, then the correlation values would be determined with the help of SPSS (Scribbr, 2024). Their r values, sample size (n), and p -values will be reported as significant relationships. The research will be able to determine both the strength and the direction of the associations by employing Pearson r , whereby allow noticing which variables of social media marketing are the most and the least correlated with the anti-corruption awareness (Haida, 2015).

Figure 3.4: Example of a Conventional Approach to Interpreting a Correlation Coefficient

Absolute Magnitude of the Observed Correlation Coefficient	Interpretation
0.00–0.10	Negligible correlation
0.10–0.39	Weak correlation
0.40–0.69	Moderate correlation
0.70–0.89	Strong correlation
0.90–1.00	Very strong correlation

Several stratifications (with different cutoff points) have been previously published.

Source: Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: appropriate use and interpretation. *Anesthesia & analgesia*, 126(5), 1763-1768.

According to Schober, Boer & Schwarte (2018), one way of interpreting the correlation coefficients is that they are negligible (0.00–0.10), weak (0.10–0.39), moderate (0.40–0.69), strong (0.70–0.89), and very strong (0.90–1.00). These thresholds are used in this research to determine the intensity of anti-corruption awareness relationship with the variables of social media marketing. For example, an r of 0.58 would indicate a moderate positive correlation whereas an r of about 0.30 would indicate a weak relationship.

3.6.3.2 Multiple Regression Analysis

The multiple regression analysis is a statistical method that is applied to study the relationship between two or more independent variables that jointly determine one dependent variable. This method is able to explore the relationship between a number of predictors (both combined and separate) as opposed to simple regression which concentrates on a single predictor, and in this way better demonstrates the relative importance of all the predictors (Pallant, 2020). By using this method, the research will not only determine the existence of relationships but also the strongest effect at the same time.

In this research, the multiple regression will be employed to identify the contribution made by the variables which including generational cohort, platform type, frequency of use, influencer engagement, and type of content in influencing the development of anti-corruption awareness in the Millennials and Generation Z in Malaysia. The regression coefficients which will be obtained out of the analysis and show the direction and strength of each of the predictors and the significance levels (p -values) to

check the reliability of the points. This will allow the study to bring out the most effective marketing factors and predictability in terms of creating awareness (Peranginangin et al., 2017).

3.7 Conclusion

This chapter has outlined the research methodology that would be used to study the role of social media marketing in raising anti-corruption awareness among the Millennials and the Generation Z in Malaysia. It explained the general research design, sampling, methods of data collection and the instruments that will be used to ensure that the study becomes systematic and reliable. Emphasis was made on descriptive and quantitative methods which would enable giving a general analysis of the data and statistical testing of the hypotheses. The validity and credibility of the results is guaranteed by the use of SPSS as the major analysis tool, assumption testing, correlation analysis, and regression methods. These methodological steps are well organized, it means the study has provided a good basis of examining the effects of the variables in social media marketing in creating awareness. The results of such methodology will be discussed and presented in the following chapter.

Chapter 4: Data Analysis

4.0 Introduction

The findings and the data analysis of the survey conducted is presented in this chapter. The findings will be separated in two major parts, which are between descriptive and inferential analysis. The descriptive analysis was done with the help of the IBM SPSS Statistics Software and the demographic background of the respondents was detailed with the help of frequency and percentage distributions. These profiles have been well presented in tables and charts to make them easy to interpret. Not only that, there is an inferential analysis of measurement item reliability and interrelationship among the study variables. This part will provide statistical processes that were applied to find out internal consistency, Pearson Correlation and Multiple regression analysis which helped the researcher to clarify the strength of associations and the predictive power of independent variables with the dependent variable.

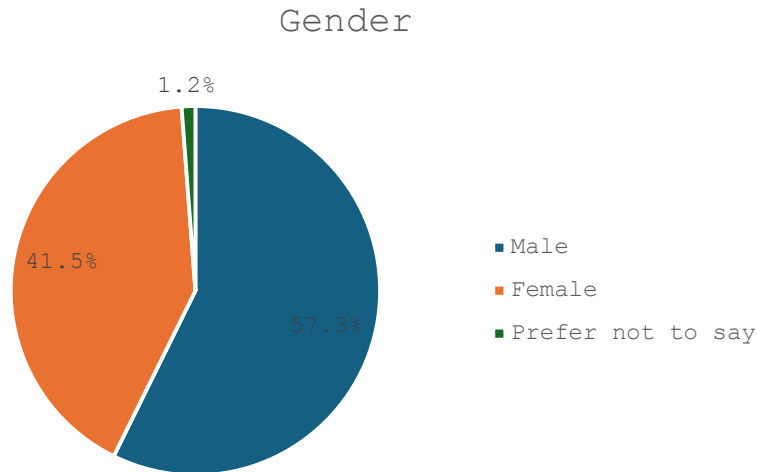
4.1 Descriptive Analysis

In this part shows the descriptive analysis of the valid 200 respondents involved in the study. By using IBM SPSS, frequency and percentage analyses were carried out to summarize demographic characteristics such as gender, age, education level, and monthly income, along with general information regarding respondents' social media usage. Besides that, descriptive statistics for the important study constructs are reported through mean and standard deviation.

4.1.1 Demographic Characteristics

4.1.1.1 Gender

Figure 4.1 Respondents Gender



Sources: Developed for research

Table 4.1: Respondents Gender

Gender	Frequency	Percentage (%)
Male	138	57.3
Female	100	41.5
Prefer not to say	3	1.2
Total	241	100

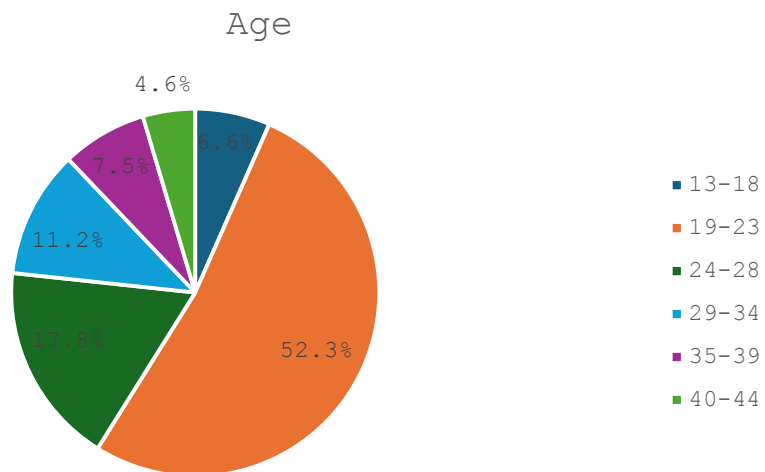
Source: Development for research

Figure 4.1 and Table 4.1 show the gender distribution of the 215 respondents. A total of 121 respondents which representing 57.3% of the sample. And a total of 91 respondents which representing 41.5% of the sample. "Prefer not to say" will be representing 1.2% of the sample which only have three persons choose this option

as their privacy reason. In this way, this indicates ‘Male’ will slightly dominate of this sample.

4.1.1.2 Age

Figure 4.2 Respondents Age



Source: Developed for research

Table 4.2 Respondents Age

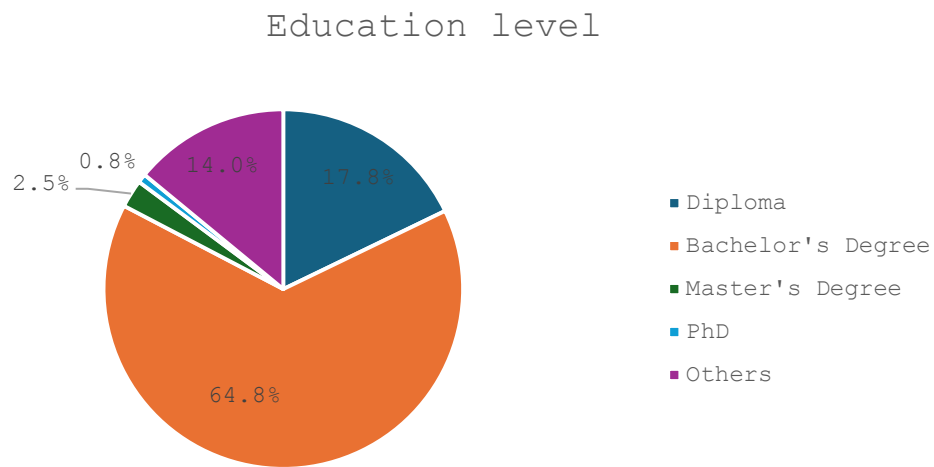
Age	Frequency	Percentage (%)
13-18	16	6.6
19-23	126	52.3
24-28	43	17.8
29-34	27	11.2
35-39	18	7.5
40-44	11	4.6
Total	241	100

Source: Developed for research

Figure 4.2 and Table 4.2 show the age distribution of the respondents. At the table 4.2 shows there was 16 respondents around 13-18 years old which representing 6.6% of the sample. The largest group of respondents were aged 19-23, which have 126 of respondents where representing 52.3% of the sample. And the smaller group of 11 respondents were between 40-44 years old which representing 4.6% of the sample. Followed by 43 respondents were between 24-28 years old, 17.8% of the sample, 27 respondents were between 29-34 years old, 11.2% of the sample. And lastly, 18 respondents were between 35-39 years old, 7.5% of the sample. Overall, the sample was mainly consisting of young adult from aged 19 to 23 where this result mostly was collected in the university.

4.1.1.3 Education level

Figure 4.3 Respondents Education Level



Source: Developed for research

Table 4.3 Respondents Education Level

Education Level	Frequency	Percentage (%)
Diploma	43	17.8

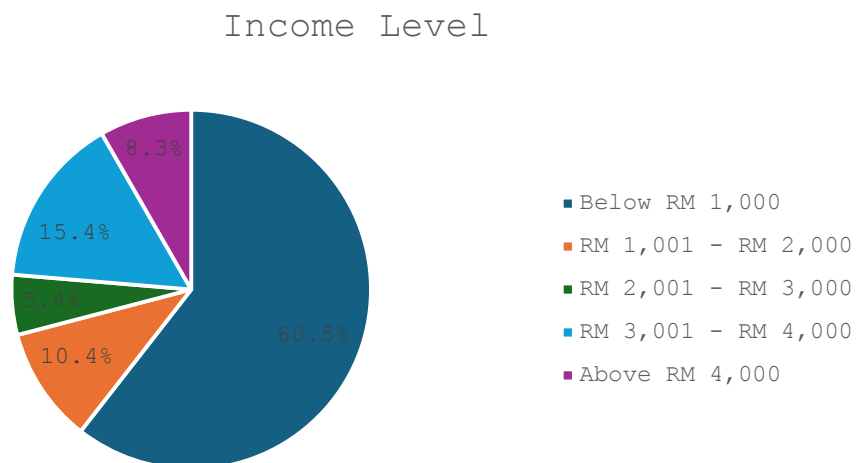
Bachelor's Degree	156	64.7
Master's Degree	6	2.5
PhD	2	0.8
Total	241	100

Source: Developed for research

Figure 4.3 and Table 4.3 show the education level of the respondents. A total of 43 respondents were Diploma holders which representing 17.8% of the sample. The majority of respondents totalling of 156 individuals which have 64.7% that occupied in the sample. There were also 6 respondents with a Master's Degree which representing 2.5% of the sample. Furthermore, there were 2 respondents held a PhD as show in the table. Overall, the sample is largely composed of Bachelor's Degree students or Diploma students.

4.1.1.4 Income Level

Figure 4.4 Respondents Income Level



Source: Developed for research

Table 4.4 Respondents Income Level

Income Level	Frequency	Percentage (%)
Below RM 1,000	146	60.6
RM 1,001 – RM 2,000	25	10.4
RM 2,001 – RM 3,000	13	5.4
RM 3,001 – RM 4,000	37	15.4
Above RM 4,000	20	8.3
Total	241	100

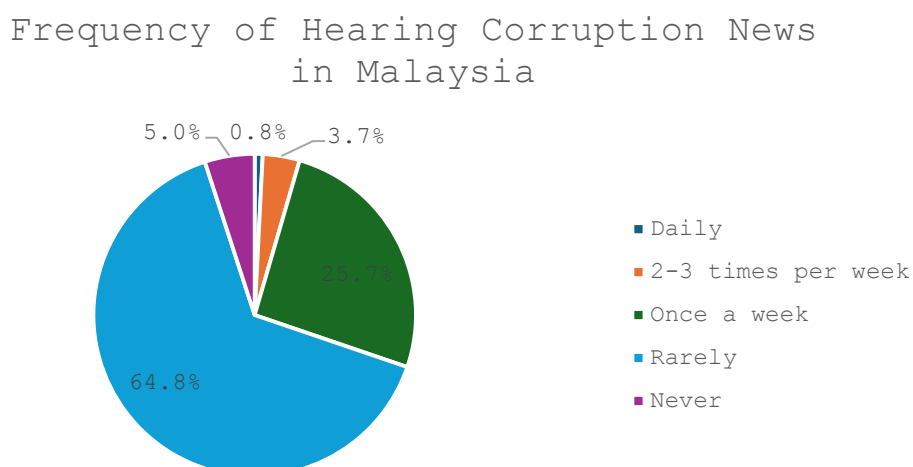
Source: Developed for research

Figure 4.4 and Table 4.4 show the income level of the respondents. A total of 146 respondents earned below RM 1,000 which representing 60.6% of the sample. 25 respondents earned between RM 1,001 to RM 2,000 which representing 10.4% of the sample. And 13 of respondents earned between RM 2,001 to RM 3,000 which representing 5.4% of the sample. A total of 37 of respondents earned between RM 3,001 to RM 4,000 which representing 15.4% of the sample. Lastly, there were 20 respondents who earned above RM 4,000 which representing 8.3% of the sample. Overall, the finding indicate that the majority of respondents fall within the lower income range.

4.1.2 General Information

4.1.2.1 Frequency of Hearing Corruption News in Malaysia

Figure 4.5 Respondents Frequency of Hearing Corruption News in Malaysia



Source: Developed for research

Table 4.5 Respondents Frequency of Hearing Corruption News in Malaysia

Hearing Corruption News in Malaysia	Frequency	Percentage (%)
Daily	2	0.8
2 – 3 times per week	9	3.7
Once a week	62	25.7
Rarely	156	64.8
Never	12	5
Total	241	100

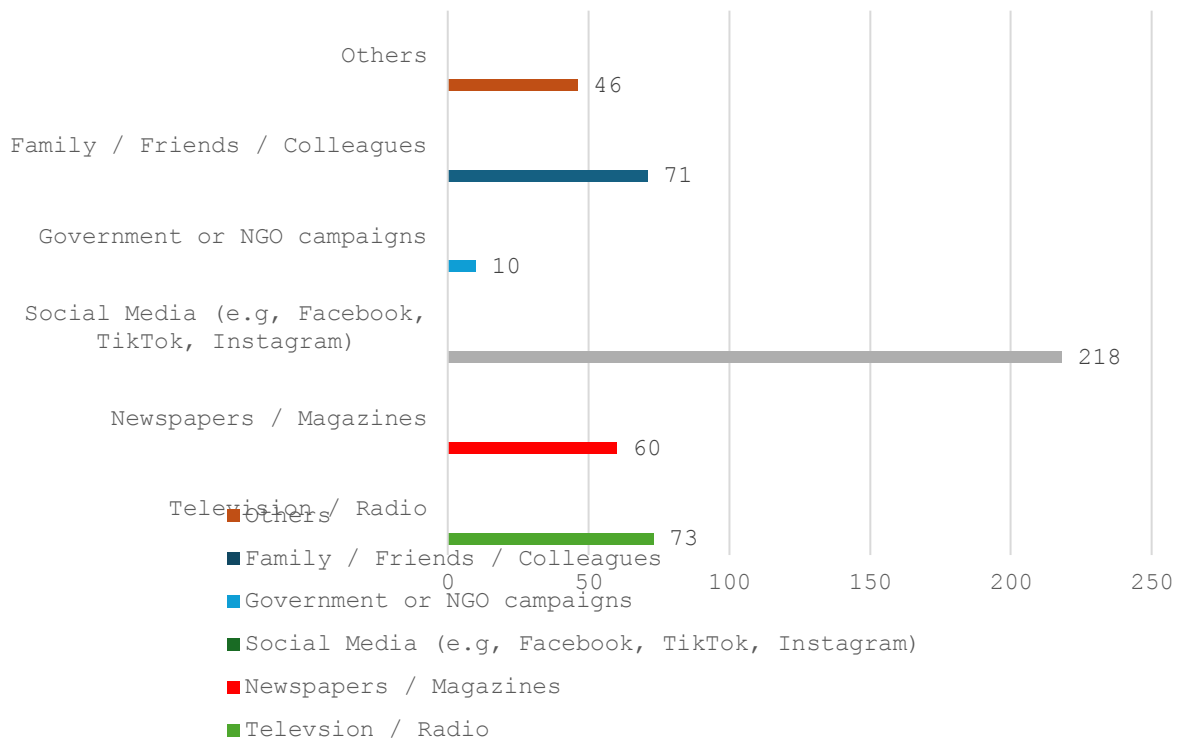
Source: Developed for research

Figure 4.5 and Table 4.5 show the frequency of hearing corruption news for the respondents. Only 2 respondents heard corruption news daily which representing 0.8% of the sample. 9 respondents who hears corruption news 2-3 times per week, representing 3.7% of the sample. Besides that, 62 respondents who hears corruption news once a week which representing 25.7% of the sample. And the largest group, with 156 respondents rarely hears corruption news, representing

64.8% of the sample. There were 12 respondents never hears corruption news in Malaysia which representing 5% of the sample. Thus, most respondents are rarely hearing corruption news in Malaysia.

4.1.2.2 Usual Corruption Information Source

Figure 4.6 Respondents Usual Corruption Information Source



Source: Developed for research

Table 4.6 Respondents Usual Corruption Information Source

Location	Frequency	Percentage (%)
Television / Radio	73	30.3
Newspapers / Magazines	60	24.9

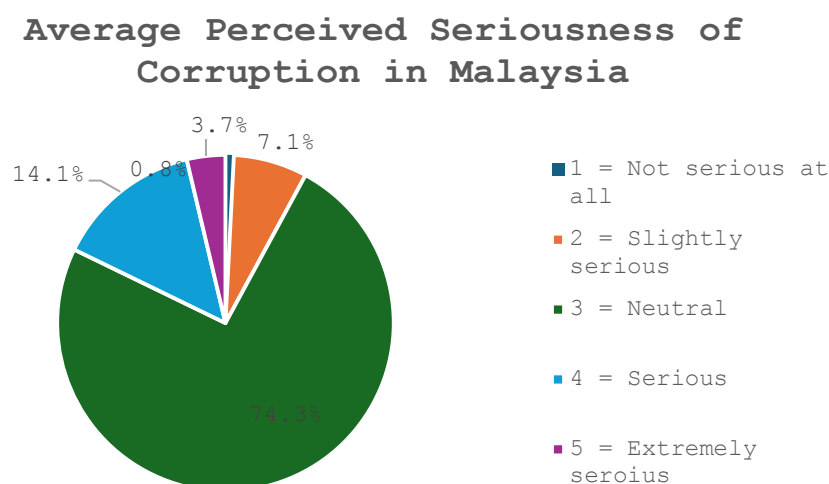
Social Media (e.g, Facebook, TikTok, Instagram)	218	90.5
Government or NGO campaigns	10	4.1
Family / Friends / Colleagues	71	29.5
Others	46	19.1

Source: Developed for research

Figure 4.6 and Table 4.6 presents the respondents' usual sources of information regarding corruption issues. The results indicate the respondents relied on multiple platforms to obtain such information. Social media was the main source which selected by 218 respondents (90.5%). This indicating that platform such as Facebook, Instagram as well as TikTok play a crucial role in shaping public awareness of corruption-related news. Television and radio were also commonly used, with 73 respondents (30.3%) which identifying them as their source. Besides that, 71 respondents (29.5%) collected information through family, friends, or colleagues, while 60 respondents (24.9%) referred to newspapers or magazines. A smaller number of respondents reported receiving information through government or NGO campaigns (4.1%). Overall, these findings recommend that digital platforms, especially social media, are the most influential channels in disseminating corruption information among the respondents.

4.1.2.3 Average Perceived Seriousness of Corruption in Malaysia

Figure 4.7 Respondents' Perceived Seriousness of Corruption in Malaysia



Source: Developed for research

Table 4.7 Respondents' Perceived Seriousness of Corruption in Malaysia

Level of Seriousness	Frequency	Percentage (%)
1 = Not serious at all	2	0.8
2 = Slightly serious	17	7.1
3 = Neutral	179	74.3
4 = Serious	34	14.1
5 = Extremely serious	9	3.7
Total	241	100

Source: Developed for research

Figure 4.7 and Table 4.7 shows respondents' perceptions of the seriousness of corruption in Malaysia based on a five-point scale. The majority of respondents reported a neutral view, with individuals (74.3%) which selecting the "neutral" option. At the same-time, 34 respondents (14.1%) perceive corruption as serious, and 9 respondents (3.7%) considered it extremely serious. A smaller proportion viewed corruption as less serious which representing 7.1% of the sample. This indicating that it is slightly serious and only 2 respondents (0.8%) stating that

corruption is not serious at all. As summary, the findings recommend that most respondents hold a moderate stance toward the seriousness of corruption in Malaysia with relatively fewer perceiving it at either extreme end of the scale.

4.1.3 Central Tendencies Measurement of Constructs

4.1.3.1 Mean and Standard Deviation of Anti-Corruption Awareness

Table 4.8 Mean and Standard Deviation (AC)

Item	Statement	Mean	Standard Deviation
AC1	I am aware that offering or accepting corruption is a violation of ethical and official duties.	3.78	0.688
AC2	I recognize that submitting false claims or financial misreporting is a form of corruption.	3.94	0.918
AC3	I am aware that abusing one's position or authority for personal gain is considered corruption.	4.27	1.197
AC4	I understand that accepting gifts, money, or favour in exchange for preferential treatment is a form of corruption.	3.75	0.895
AC5	I am aware that corruption among colleagues increases risks and	3.82	0.845

	damages organizational integrity.		
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Source: Developed for research

Table 4.8 shows the central tendency value of mean and standard deviation for the Anti-Corruption Awareness (AC) construct. For mean, AC3 recorded the highest mean value which indicate 4.27, followed by AC2 at 3.94, AC5 at 3.82, AC1 at 3.78. And the lowest mean is AC4 which indicate at 3.75. In this result, most of the respondents will agree or strongly agree with this dependent variable.

In standard deviation, AC3 showed the highest variability with a standard deviation of 1.197, followed by AC2 at 0.918, AC4 at 0.895, AC5 at 0.845 as well aa the AC1 at 0.688 which is the lowest variability as shown on the table.

4.1.3.2 Mean and Standard Deviation of Generational Cohort

Table 4.9 Mean and Standard Deviation (GC)

Item	Statement	Mean	Standard Deviation
GC1	I believe that the desire for wealth strongly influences how people of my generation view corruption.	3.76	0.657
GC2	In my generation, greed is a main reason why individuals might engage in corrupt practices.	3.96	0.928
GC3	My generation's attitudes toward corruption are shaped by the values and	4.18	1.145

	examples set by parents or family.		
GC4	Among my generation, friends or colleagues strongly influence whether individuals tolerate or reject corruption.	3.80	0.935
GC5	Religious beliefs in my generation play an important role in stopping corrupt practices.	3.78	0.833

Source: Developed for research

Table 4.10 shows the central tendency value of mean and standard deviation for the Generational Cohort (GC) construct. In terms of mean, GC3 are the highest mean value which shows 4.18 and GC1 are the lowest mean value which shows 3.76. Then, the GC2 at 3.96, followed by GC4 at 3.80 as well as GC5 at 3.78.

In terms of standard deviation, GC3 indicate 1.145 which is the highest variability and the GC1 indicate at 0.657 will be represent the lowest variability of standard deviation. Besides that, GC4 showed at 0.935 of standard deviation, GC2 at 0.928 and GC5 at 0.833.

4.1.3.3 Mean and Standard Deviation of Type of Social Media platform used

Table 4.10 Mean and Standard Deviation (TSM1)

Item	Statement	Mean	Standard Deviation
------	-----------	------	--------------------

TSM1	I use different social media platforms to get information.	3.73	0.644
TSM2	Some platforms give better information about corruption than others	3.83	0.907
TSM3	The platform I use affects how much I learn about corruption.	4.15	1.190
TSM4	I often see anti-corruption posts or campaigns on the platforms I use most.	3.44	0.896
TSM5	I prefer certain platforms because they give faster and clearer news.	3.76	0.925

Source: Developed for research

Table 4.10 shows the central tendency value of mean and standard deviation for the Type of Social Media platform used (TSM). For mean, TSM3 recorded as highest mean value at 4.15 and TSM4 will be the lowest mean value at 3.44. The rest of the Item like TSM2, TSM5 and TSM1 will shows mean value at 3.83, 3.76 and 3.73.

In terms of standard deviation, TSM3 showed the highest variability with a standard deviation which indicate at 1.190. And the TSM1 will showed the lowest variability with a standard deviation which indicate at 0.644. The rest of the Item like TSM5, TSM2 and TSM4 will shows variability with standard deviation which indicates at 0.925, 0.907 and 0.896.

4.1.3.4 Mean and Standard Deviation of Frequency of Social Media usage

Table 4.11 Mean and Standard Deviation (FSM)

Item	Statement	Mean	Standard Deviation
------	-----------	------	--------------------

FSM1	I check social media platforms on my phone.	3.74	0.652
FSM2	I read posts and stories on social media.	3.80	0.790
FSM3	I like or react to social media posts.	4.01	1.226
FSM4	I comment on social media posts.	3.47	0.925
FSM5	I post updates, stories, or photos on social media.	3.67	0.901

Source: Developed for research

Table 4.11 shows the central tendency value of mean and standard deviation for the Frequency of Social Media Usage (FSM) construct. In terms of mean, FSM3 recorded as highest mean value which indicate at 4.01. And the FSM4 will be the lowest mean value which indicate at 3.47. The rest of Item like FSM2, FSM1, FSM5 will shows mean value at 3.80, 3.74 and 3.67.

In terms of standard deviation, FSM3 showed the highest variability with standard deviation which indicate at 1.226, and FSM1 will show the lowest variability with standard deviation which indicate at 0.652. The rest of the Item like FSM4, FSM5, FSM2 will shows variability with standard deviation which indicate 0.925, 0.901 and 0.790.

4.1.3.5 Mean and Standard Deviation of Influencer Engagement

Table 4.12 Mean and Standard Deviation (IE)

Item	Statement	Mean	Standard Deviation
------	-----------	------	--------------------

IE1	Storytelling content catches my attention.	3.74	0.691
IE2	I feel like I know the influencer well.	3.52	0.917
IE3	I trust the influencer's opinion.	3.49	1.202
IE4	I trust the influencer's knowledge about the product/service he/she endorses.	3.52	0.990
IE5	In general, I thoroughly enjoy exchanging ideas with other users.	3.76	1.018

Source: Developed for research

Table 4.12 shows the central tendency value of mean and standard deviation for the Influence Engagement (IE) construct. In terms of mean, IE5 recorded as highest mean value which indicate at 3.76. And IE3 will be the lowest mean value which indicate at 3.49. The rest of Item like both of IE2 and IE4 will shows the mean value at 3.52 and followed by IE1 will shows at 3.74.

In term of standard deviation, IE3 showed the highest variability with standard deviation which indicate at 1.202. And IE1 is the lowest variability with standard deviation which indicate at 0.691. The rest of Item like IE5, IE2 and IE4 will shows variability with standard deviation which indicate at 1.018, 0.917 and 0.990 respectively.

4.1.3.6 Mean and Standard Deviation of Type of content (informative vs. emotional)

Table 4.13 Mean and Standard Deviation (TC)

Item	Statement	Mean	Standard Deviation
TC1	Emotional and humorous content is positively associated with higher engagement on social media platforms.	3.75	0.685
TC2	Informative content has a significant impact on likes and comments.	3.85	0.905
TC3	Emotional content has a significant impact on comments and shares on Social Media.	4.23	1.158
TC4	Informativeness and advertising creativity drive attitude toward empathy expression.	3.82	0.985
TC5	Visual emotional and informative appeals influence user engagement on social media platforms.	3.82	0.905

Source: Developed for research

Table 4.13 shows the central tendency value of mean and standard deviation for the Type of Content (informative vs. emotional) (TC) construct. In terms of mean, TC3 recorded as highest mean value which shows at 4.23. And TC1 consider as the lowest mean value which show at 3.75. The rest of Item like TC2, TC4 and TC5 will shows differently at 3.85, 3.82 and 3.82.

In terms of standard deviation, TC3 showed the highest variability with a standard deviation which indicate at 1.158. And TC1 consider as the lowest variability with

a standard deviation which indicate at 0.685. The rest of Item like TC4, TC2 and TC5 will shows differently at 0.985, 0.905 and 0.905.

4.2 Reliability Test

Table 4.14: Cronbach's Alpha Results

Variables	Number of Item	Cronbach's Alpha	Rules
Anti-Corruption Awareness (AC)	5	0.946	Excellent
Generational cohort (GC)	5	0.937	Excellent
Type of social media platform used (TSM)	5	0.923	Excellent
Frequency of social media usage (FSM)	5	0.914	Excellent
Influencer engagement (IE)	5	0.894	Good
Type of content (informative vs. emotional) (TC)	5	0.923	Excellent

Source: IBM SPSS Statistics Version 31.0.1.0

Table 4.14 showing the Cronbach's Alpha results for the all the variables in this study. By refer to the reliability guidelines outlined (Cronbach, 1951), the findings mention that all constructs demonstrate strong internal consistency. Anti-Corruption Awareness (AC) recorded the highest reliability with a Cronbach's Alpha of 0.946, followed by Generational Cohort (GC) with 0.937 which close to (AC). Both values fall under the "Excellent" reliability category. Type of Social Media Platform Used (TSM) achieved a Cronbach's Alpha of 0.923, while Frequency of Social Media

Usage (FSM) recorded 0.914, which are also considered “Excellent”. Influencer Engagement (IE) obtained a value of 0.894 which indicating “Good” reliability. Last but not least, Type of Content (informative vs emotional) (TC) recorded a Cronbach’s Alpha of 0.923, where classified as ‘Excellent. As summary, all variables achieved Cronbach’s Alpha values above 0.89 where demonstrate strong and acceptable internal consistency for this study.

4.3 Inferential Analysis

4.3.1 Pearson’s Correlation Coefficient

Table 4.15: Pearson’s Correlation Coefficient

		Correlations					
		AC	GC	TSM	FSM	IE	TC
AC	Pearson Correlation	1	.961**	.931**	.896**	.837**	.962**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	242	242	242	242	242	242
GC	Pearson Correlation	.961**	1	.942**	.909**	.858**	.950**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	242	242	242	242	242	242
TSM	Pearson Correlation	.931**	.942**	1	.920**	.834**	.921**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	242	242	242	242	242	242
FSM	Pearson Correlation	.896**	.909**	.920**	1	.853**	.894**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	242	242	242	242	242	242

IE	Pearson Correlation	.837**	.858**	.834**	.853**	1	.845**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	242	242	242	242	242	242
TC	Pearson Correlation	.962**	.950**	.921**	.894**	.845**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	242	242	242	242	242	242
** Correlation at 0.001 (2-tailed)							

Source: IBM SPSS Statistics Version 31.0.1.0

Table 4.15 shows the Pearson's Correlation Coefficient result for all variables in this study. The result show that all correlations are positive and statistically significant at $p < 0.001$, which indicating strong linear relationships across the constructs. AC demonstrates very high correlations with all independent variables, with the strongest association observed with TC ($r = 0.962$), followed by AC show at ($r = 0.961$) and GC ($r = 0.931$). TSM also shows a strong relationship with AC ($r = 0.896$), while FSM and IE record slightly lower but still substantial correlations of $r = 0.837$ and $r = 0.837$ respectively.

Besides that, AC consider as the independent variable also show strong interrelationships. AC is highly correlated with GC ($r = 0.942$), TSM ($r = 0.908$), FSM ($r = 0.858$), IE ($r = 0.858$), and TC ($r = 0.950$). GC similarly records strong associations with TSM ($r = 0.920$), FSM ($r = 0.834$), IE ($r = .921$), and TC ($r = 0.953$). The remaining correlations among TSM, FSM, IE as well as TC also fall within a high range, which indicate from $r = 0.845$ to $r = 0.894$. To summarize, the consistently high correlations recommend that the variables are closely related which supporting their suitability for further multivariate analysis such as regression.

4.3.2 Multiple Regression Analysis

Table 4.16 Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 ^a	.950	.949	.18944
a. Predictors: (Constant), GC, TSM, FSM, IE, TC				
b. Dependent Variable: AC				

Source: IBM SPSS Statistics Version 31.0.1.0

Table 4.16 shows the model summary for the multiple regression analysis with AC as the dependent variable. The model shows an R value of 0.975 where this result indicating a very strong correlation between the predictors such as GC, TSM, FSM, IE and TC as well as AC as dependent variable. The R Square value of 0.950 recommend that 95.0% of the variance in Anti-Corruption Awareness is explained by the five independent variables which demonstrating an excellent level of explanatory power. The Adjusted R Square of 0.949 further confirms the model's stability which indicating minimal overfitting despite multiple predictors. The standard error of the estimate (0.18944) is low, this situation suggesting that the model predicts AC with high accuracy.

Table 4.17: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.638	5	32.128	895.205	<.001 ^b
	Residual	8.470	236	.036		
	Total	169.108	241			
a. Dependent Variable: AC						

b. Predictors: (Constant), GC, TSM, FSM, IE, TC

Source: IBM SPSS Statistics Version 31.0.1.0

Table 4.18 shows the ANOVA result for the regression model which predicting Anti-Corruption Awareness (AC). The analysis shows that the model is statistically significant, with an F - value of 895.205, a significance level of $P < 0.001$. This indicates that the combined predictors such as GC, TSM, FSM, IE and TC where significantly explain variation in AC. The regression sum of squares was 160.638 is substantially larger than the residual sum of squares (8.470) which demonstrating that the model accounts for most of the variance in AC. Overall, this study will confirm that the predictors collectively have a strong and meaningful impact on AC.

Table 4.18 Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.02	.061		-.036	.971
	GC	.428	.059	.416	7.209	<.001
	TSM	.114	.051	.111	2.231	.027
	FSM	-.016	.044	.015	.371	.711
	IE	-.023	.031	-.023	-.754	.452
	TC	.472	0.49	.470	9.587	<.001
a. Dependent Variable: AC						

Source: IBM SPSS Statistics Version 31.0.1.0

Based on the table 4.18, it shows the coefficients of the multiple regression model predicting Anti-Corruption Awareness (AC). Among the predictors, GC shows the strongest positive influence on AC, with a significant coefficient of $B = .428$ ($\beta = .416$, $p < .001$), which indicating that higher generational cohort values are

associated with increased AC. TC also has significant positive effect ($\beta = .472$, $\beta = .470$, $p < .001$), this suggesting that the type of content shared plays a crucial role in shaping AC. TSM contributes a smaller but significant positive effect ($\beta = .114$, $\beta = .111$, $p = .027$), which meaning the type of social media platform used also influences AC, though to a lesser extent.

In contrast, FSM ($\beta = -.016$, $P = .711$) and IE ($\beta = -.023$, $p = .452$) do not significantly predict AC, as their p-values exceed .05. This indicates that frequency do social media use and influencer engagement do not meaningfully contribute to explaining changes in AC within this model. As summary, GC and TC emerge as the most influential predictors of Anti-Corruption Awareness.

4.3.3 Hypothesis Testing

Hypothesis 1

H₀: There is no significant relationship between generational cohort and anti-corruption awareness.

H₁: There is a significant relationship between generational cohort and anti-corruption awareness.

Reject H₀ if p-value ≤ 0.05

The significant value for generational cohort is < 0.001 which as stated in Table 4.18. Due to the p-value is lower than 0.05, H₀ is rejected and H₁ is accepted. In this way, the result is supported, which indicating that there is a significant relationship between generational cohort and anti-corruption awareness.

Hypothesis 2

H₀: There is no significant relationship between type of social media and anti-corruption awareness.

H₁: There is a significant relationship between the type of social media platform used and anti-corruption awareness.

Reject H₀ if p-value \leq 0.05

The significant value for TSM is 0.027, which as stated in Table 4.18. Due to the p-value is lower than 0.05, H₀ is rejected and H₁ is accepted. Thus, the result is supported which indicating a significant relationship between the type of social media platform used and anti-corruption awareness.

Hypothesis 3

H₀: There is no significant relationship between the frequency of social media usage and anti-corruption awareness.

H₁: There is a significant relationship between the frequency of social media usage and anti-corruption awareness.

Reject H₀ if p-value \leq 0.05

The significant value for FSM is 0.711, which as stated in Table 4.18. Due to the p-value is greater than 0.05, H₀ is not rejected and H₁ is not accepted. In this way, the result is not supported which indicating that the frequency of social media usage does not have a significant relationship with anti-corruption awareness.

Hypothesis 4

H₀: There is no significant relationship between influencer engagement and anti-corruption awareness.

H₁: There is a significant relationship between influencer engagement and anti-corruption awareness.

Reject H₀ if p-value \leq 0.05

The significant value for IE is 0.452, which as stated in Table 4.18. Due to the p-value is lower than 0.05, H_0 is rejected and H_1 is accepted. In this way, the result is supported which indicating that influencer engagement has a significant relationship with anti-corruption awareness.

Hypothesis 5

H_0 : There is no significant relationship between type of content and anti-corruption awareness.

H_1 : There is a significant relationship between type of content and anti-corruption awareness.

Reject H_0 if p-value ≤ 0.05

The significant value for TC is < 0.001 , which as stated in Table 4.18. Due to the p-value is lower than 0.05, H_0 is rejected and H_1 is accepted. In this way, the result is supported which indicating that type of content has a significant relationship with anti-corruption awareness.

4.4 Conclusion

This chapter presented the result of the data analysis, which including descriptive statistics, reliability testing, correlation analysis as well as multiple regression findings. The analyses offer a clear understanding of how the independent variables such as generational cohort, type of social media platform used, frequency of social media usage, influencer engagement as well as type of content. This relate to anti-corruption awareness among millennials and Generation Z in Malaysia. The results identified which factors significantly contribute to shaping anti-corruption awareness and which factors show no meaningful influence. These perspectives provide the foundation for deeper interpretation and discussion.

Chapter 5: Discussion, Conclusion and Implications

5.0 Introduction

In this chapter will mainly focus on the key findings whereby presented in Chapter 4 which connecting them to the research objectives, research questions as well relevant past studies. It explains the significance of the relationships identified between social media which related factors and anti-corruption awareness among millennials and Generation Z. Besides that, this chapter provides the overall conclusion of the study, discusses both the practical and theoretical implications of the result, and outlines the study's limitations. Lastly, several recommendations are offered to guide future researchers who wish to explore anti-corruption awareness, social media usage patterns as well as public communication strategies in greater depth.

5.1 Discussions of Major Findings

Table 5.1: Summary of Hypothesis Testing

Research Hypothesis	Significance Values	Results
H ₁ : There is a significant relationship between generational cohort and anti-corruption awareness.	P value = 0.001 ($p \leq 0.05$)	Supported
H ₂ : There is a significant relationship between the type of social media platform used and anti-corruption awareness.	P value = 0.027 ($p \leq 0.05$)	Supported

H ₃ : There is a significant relationship between the frequency of social media usage and anti-corruption awareness.	P value = 0.711 ($p > 0.05$)	Rejected
H ₄ : There is a significant relationship between influencer engagement and anti-corruption awareness.	P value = 0.452 ($p \leq 0.05$)	Supported
H ₅ : There is a significant relationship between type of content and anti-corruption awareness.	P value = 0.001 ($p \leq 0.05$)	Supported

Source: Developed for research

5.1.1 Generational Cohort

The results of the research show that the significant value for generational cohort is $p < 0.001$, which is lower than the threshold of 0.05. This means that H_0 is rejected, while H_1 is accepted. In this way, the result is supported which indicating that there is a significant relationship between generational cohort and anti-corruption awareness.

In this research, it explains that generational cohort has a strong positive relationship with anti-corruption awareness, where younger cohorts such as Millennials and Generation Z demonstrate higher levels of responsiveness toward online anti-corruption messages (Mengzhen et al., 2025). This aligns with past research suggesting that younger generations are consider more digitally active and are increasingly exposed to online information referring to governance and integrity issues (Othman et al., 2024). Such individuals prefer to encounter corruption-related content through fast, visual as well as interactive platforms which makes them more aware of the seriousness of corruption and the need for accountability (Mengzhen et al., 2025).

Generational differences also shape how individuals interpret and react to social issues. Millennials and Generation Z tend to value authenticity, civic responsibility as well as social awareness which making them more receptive to anti-corruption messages shared on modern digital platforms (Chatzopoulou & de Kiewiet, 2020). To be summarize, they are more likely to pay attention to and internalize content related to ethical behaviour and governance (Chatzopoulou & de Kiewiet, 2020).

Consequently, the research objective and the research question “Is there a significant relationship between generational cohort and anti-corruption awareness?”, this were successfully fulfilled as the analysis clear shows that generational cohort has a significance influence on awareness levels.

5.1.2 Type of social media platform used

The results of the research show that the significant value for the type of social media platform used is $p = 0.027$ which is lower than the threshold of 0.05. In this way, its meaning that the H_0 is rejected, while H_1 is accepted. In this way, the result is supported which indicating that there is a significant relationship between the type of social media platform used and anti-corruption awareness.

In this research, the findings mention that different social media platforms contribute differently to shaping anti-corruption awareness (Prabowo et al., 2018). Platforms that included such as TikTok, Instagram as well as Youtube tend to deliver information through short videos, visuals and interactive content which makes them more appealing to younger users (Roberts, 2025). These platforms frequently present anti-corruption content in a simplified and engaging format, this allows messages to spread quickly and capture users' attention more effectively compared to traditional text-based platforms (Yulianita et al., 2020).

The type of platform also influences how individuals process and respond to anti-corruption messages. Visually driven platforms trigger faster information absorption and higher engagement, while interactive features such as comments duets, and sharing allow users to express their opinions and join in discussions (Jabbari Tofighi et al., 2025). To be summarize, platforms that highlight visual content and user interaction tend to generate stronger awareness and deeper understanding of corruption issues (Jabbari Tofighi et al., 2025).

Consequently, the research objective and the research question “Is there a significant relationship between the type of social media platform used and anti-corruption awareness?” This were successfully fulfilled as the research clearly show that the choice of platform plays a crucial role in influencing awareness levels among Millennials and Generation Z.

5.1.3 Frequency of social media usage

The results of the research show that the significant value for frequency of social media usage is $p = 0.711$, this result is higher than the threshold of 0.05. In this way, H_0 is not rejected, while H_1 is rejected. Thus, the result is not supported which indicating that there is not significant relationship between frequency of social media usage and anti-corruption awareness.

In this research, the findings explain simply using social media frequently does not directly increase an individual’s level of anti-corruption awareness (Dimitrova et al., 2014). Although many people like younger cohorts will spend a substantial amount of time on social media, their high usage tends to consist of entertainment-based or leisure-focused activities rather than actively seeking information or educational content (Tang et al., 2021). To be summarize, spending more time on social media does not necessarily

expose users to anti-corruption topics or influence their understanding of corruption issues (Jung et al., 2024).

This result also suggest that awareness is shaped more by what user consumer rather than how much time they spend online (Boulianne, 2015). Individuals may scroll through social media for long hours but might still overlook anti-anticorruption messages if such content is not engaging, visible as well as aligned with their personal interests (Weeks et al., 2017). Thus, frequency alone is insufficient to improve awareness unless users intentionally interact with meaningful, informative as well as issue-based content (Weeks et al., 2017).

Consequently, the research objective and the research question “Is there a significant relationship between frequency of social media usage and anti-corruption awareness?” This were not supported in this study. The analysis clearly shows that frequency of use does not have a significant influence on awareness levels which indicating that awareness depends more on platform type, content format and user engagement rather than the amount of time spent on social media.

5.1.4 Influencer engagement

The results of the research show that the significant value for influencer engagement is $p = 0.452$, this value is higher than the threshold of 0.05. This means that H_0 is not rejected, while H_1 is rejected. Thus, the result is not supported which indicating that there is no significant relationship between influencer engagement and anti-corruption awareness.

In this research, the findings explain that engaging with influencers does not necessarily improve an individual’s awareness of anti-corruption issues (Jia

& Fee, 2025). Although influencers play a crucial role in shaping opinions and behaviours on social media, most influencers focus on lifestyle, entertainment, beauty as well as personal branding (Casaló et al., 2018). To be summarize, the content they share might not include meaningful discussions regarding corruption, governance or integrity which limits their impact on awareness related to such topics (Jia & Fee, 2025).

This result also suggests that awareness depends more on the relevance and credibility of the information rather than the popularity of the influencer (Freberg et al., 2011). Even if users frequently interact with influencer content, it might not contribute to their understanding of anti-corruption issues if the influencer does not address those topics or if their content lacks depth, accuracy or educational value (Lou & Yuan, 2019). In this way, high engagement with influencers does not automatically translate into higher awareness of corruption.

Consequently, the research objective and the research question “Is there a significant relationship between influencer engagement and anti-corruption?” This were not fulfilled. The analysis clearly shows that influencer engagement does not have a meaningful influence on awareness levels which indicating that anti-corruption understanding is shaped more by informative content, platform types as well as personal interest rather than interactions with influencers.

5.1.5 Type of content (informative vs. emotional)

The result of the research shows that the significant value for type of content is $p < 0.001$, the value is lower than the threshold of 0.05. This means that H_0 is rejected, while H_1 is accepted. Thus, result is supported which

indicating that there is a significant relationship between the type of content viewed and anti-corruption awareness.

In this research, the findings explain that the format and nature of social media content play a crucial role in shaping individuals' awareness of anti-corruption issues (Zhou et al., 2024). Content that is informative, visually appealing and easy to understand. For examples, infographics, short videos, animations, or storytelling-style posts. Those content tends to attract more attention and is more effective in delivering complex topics like corruption (Pinto et al., 2025). When anti-corruption messages are presented in an engaging and relatable manner, users more likely to process, remember as well as reflect on the information being shared (Zhou et al., 2024).

This result also suggests that content quality matters more than the amount of time spent online (Winter et al., 2015). Users respond better to content that is clear, creative as well as emotionally compelling as it can simplify complicated topics. This mention real-life consequences and encourage deeper understanding. In contrast, content that is lengthy, text-heavy or difficult to interpret might fail to hold users' attention which reducing its impact on their awareness (Borah, 2016). In this way, the type of content plays a crucial role in influencing how effectively anti-corruption messages reach and engage social media users (Zhou et al., 2024).

Consequently, the research objective and the research question "Is there a significant relationship between the type of content used and anti-corruption awareness?" This were successfully fulfilled. The analysis clearly shows that content type has a strong influence on awareness levels which indicating that well-designed and engaging content is essential for promoting anti-corruption understanding among Millennials and Generation Z.

5.2 Implications of the Study

The findings of this study provide several valuable implications for policymakers, anti-corruption agencies, educators as well as digital communication practitioners (Oden & Porter, 2023). The results indicate that generational cohort and type of social media content are the strongest predictors of anti-corruption awareness. This suggest that awareness initiatives should be customised to the preferences and behaviours of Millennials and Generation Z, who primarily consumer visually engaging, short-form as well as interactive content (Jalli, 2025). Agencies such as MACC, government ministries and NGOs able to focus on designing creative visual materials, such as short videos, animations, infographics as well as storytelling content to effectively capture the attention of younger audiences (Jalli, 2025). Besides that, by selecting appropriate platforms especially TitTok, Instagram and Youtube. This able to increase message reach and engagement, as these platforms align closely with how younger user consumer information (Oden & Porter, 2023).

The findings also offer practical perspectives for digital communication strategies and content creators (Dabbous & Barakat, 2020). Due to frequency of social media usage and influencer engagement were not main predictors, this study explains by apply simply raising content volume or relying heavily on influencers might not effectively improve anti-corruption awareness (Pellegrino, Abe & Shannon, 2022). Instead, organisations may focus on producing high-quality, relevant and positive content that triggers critical thinking and informed discussions (Dabbous & Barakat, 2020). Those content creators should prioritise content clarity, visual appeal, emotional resonance as well as message credibility to allow users to pay attention, reflect and share anti-corruption messages organically (Mohamed, 2025). This also discover that collaboration with influencers might still be useful, but only when influencers are authentically aligned with educational, civic or social responsibility themes (Hasan, Zahid & Qayyum, 2024).

From a policy perspective, the findings able to support government bodies, regulatory authorities as well as education institutions in designing targeted anti-corruption education strategies (Sumaryati et al., 2022). Policymakers able to integrate digital-based integrity modules into school and university programmes, by emphasising media literacy and ethical digital behaviour (Matanji et al., 2024). Due to younger generations are more responsive to social media communication, policies younger generations are more responsive to social media communication, policies encouraging transparent, accurate and responsible dissemination of civic information online can further improve public trust (Oden, & Porter, 2023). Besides that, partnerships between government agencies and social media companies are allow to control that credible anti-corruption information is prioritised and made more visible to the public (Santos et al., 2025).

Last but not lease, this study contributes to academic understanding of how digital behaviour influences civic awareness, particularly within the Malaysia context (Lee, 2011). The findings assist the view that individual awareness is shaped not by the amount of time spent online, but by the quality and relevance of the content encountered (Feezell, 2018). This mentions the key of content features such as visual design, emotional appeal, and message clarity (Kujur & Singh, 2020). This shaping users' attitudes toward governance and integrity issues (Peng et al., 2025). It also extends existing literature by presenting that not all kinds of social media engagement carry equal weight in influencing civic awareness (Tarsidi et al., 2023). The study motivates future researchers to explore more moderating factors such as digital education, political interest, trust in institutions, or the role of algorithm-driven content exposure which really useful in shaping anti-corruption understanding (Ashley et al., 2017).

5.3 Limitations of the Study

Although this study provides a lot of meaningful perspectives into the different factors which influencing anti-corruption awareness among Millennials and

Generation Z in Malaysia, several limitations should be acknowledged (Etikan et al., 2016). First of all, the sample size consisted of 200 respondents, this sample mostly fill up by young generations and university students (Etikan et al., 2016). When this sample is appropriate for statistical analysis, it limits the generalisability of the findings to the broader Malaysian population (Creswell & Creswell, 2018). Older generations, working adults or those with different levels of digital exposure might perceive or respond to anti-corruption messages differently (Metz et al., 2019). Besides that, the use of non-probability sampling means that not all members of the population had an equal chance of being selected, which will reduce the representativeness of the sample (Etikan et al., 2016).

Second, this study mainly focused on five independent variables: generational cohort, type of social media platform, frequency of social media usage, influencer engagement and type of content (Kahne, Middaugh, & Allen, 2015). Although these variables build a strong foundation for understanding digital communication and awareness, but they do not cover the full spectrum of factors that might lead to a wrong anti-corruption understanding (Ashley et al., 2017). The elements like digital education, political interest, trust in government institutions, educational context, socioeconomic status, as well as personal attitudes toward civic responsibility were not involved (Lee-Geiller, 2024). As conclude, the model might not fully capture the complexity of factors which shaping anti-corruption awareness (Stapenhurst & Kpundeh, 1999).

Third, the study did not account for cultural, regional, or geographical variations in Malaysia. Anti-corruption perceptions might vary across urban and rural communities, different states, ethnic groups as well as socioeconomic backgrounds (Transparency International Malaysia, 2023). Due to the respondents, mostly consider as general youth demographic, this research might not fully reflect the views of individuals from other regions or culture backgrounds (Isa et al., 2023). In this way, the conclusions drawn might be less applicable to populations outside the study's respondent profile (Yusoff et al., 2024).

Last but not least, this research relied on self-reported data, which might cause a response bias (Latkin et al., 2017). Respondents may overestimate their awareness levels or answer socially desirable answers, especially when it comes to a sensitive topic such as corruption (Breitenstein et al., 2022). This could affect the accuracy of the results and the interpretation of the relationships between variables (Fisher, 1993).

5.4 Recommendations

From the previous limitations that highlighted in this study, several recommendations that suggest for future research (Andrade, 2021). First, future studies should aim to include a larger and more diverse sample instead of only focusing on Millennials, Generation Z, as well as university students (Ahmed, 2024). It needs to expand the sample which includes older adults, working individuals, rural communities as well as people from various socioeconomic backgrounds (Jager et al., 2017). This would be enhancing sample representativeness and reduce selection bias which allowing the result to better reflect the overall Malaysian population (Sedgwick, 2013).

In other hand, future studies need to consider examining additional variables that were not in this study but may play a crucial role in shaping anti-corruption awareness (Marchetti & Stanziano, 2024). For instance, factors like digital education, political interest, trust in government institutions, civic engagement, educational background as well as exposure to integrity education might provide deeper perspectives into what influences individual's understanding of corruption issues (Yusoff et al., 2024). Incorporating moderating or mediating variables may be able to clarify the relationships between social media behaviours and awareness results more comprehensively (Li et al., 2024).

Furthermore, this study will tend to suggested that future research explore cultural, regional, and geographical differences in Malaysia (Nordin et al., 2023). Anti-corruption perceptions might vary significantly across different states, ethnic groups, urban and rural contexts as well as cultural environments (Yusoff et al., 2024). Conducting comparative studies across regions or demographic segments able to help identify how local values, cultural norms and community characteristics which shape awareness levels (Nash et al., 2023). In this way, this able to make the studies more relevant and applicable to diverse groups across the country (Peiffer, 2022).

Future research can build upon these recommendations to offer more nuanced, holistic, and generalised perspectives into anti-corruption awareness in Malaysia, especially within evolving landscape of social media communication (Yusoff et al., 2024).

5.5 Conclusion

Finally, this study offers valuable insights into the key factors that influence anti-corruption awareness among Malaysian Millennials and Generation Z. The findings show that generational cohort, type of social media platform as well as type of content play a crucial role which shaping awareness, while frequency of social media usage and influencer engagement show no significant effect. Those result mention the key of delivering clear, engaging and significance digital content to enhance public understanding of corruption issues.

Future studies able to build a strong foundation of this research by expanding the sample size, exploring additional influencing factors as well as examining cultural or regional differences. By addressing these limitations, future research able to provide a more comprehensive understanding of anti-corruption awareness within Malaysia's diverse population.

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APPENDICES

Appendix 3.1 Questionnaires

A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia

Dear participant,

I am an undergraduate student of Bachelor of International Business (Honour) at Universiti Tunku Abdul Rahman (UTAR), and I am currently conducting my research project on A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia. Your valuable insight will make a significant contribution to this research.

The survey will take approximately 10-15 minutes. Neither your personal information nor personal identity will be revealed. Your participation will be anonymous, and all the information will be kept confidential and for academic purposes only.

Your time and honest input are greatly appreciated. Should you have any questions or require further clarification regarding this study, please do not hesitate to contact me via the email provided below.

Sincerely,

Heng Kian Hou

hengkianhou0161@utar.my

Student of

Faculty of Accounting and Management

Universiti Tunku Abdul Rahman (UTAR)

Section A: Demographic Information

1. Gender

- Male
- Female
- Prefer not to say

2. Age

- Below 20
- 20–30
- 30-40
- Above 40

3. Education Level

- Diploma
- Bachelor's Degree
- Master's Degree
- PhD
- Others

4. Monthly Income

- Below RM 1,000
- RM 1000 – RM 2,000
- RM 3000 – RM 4,000
- Above RM 5,000

Section B: General Information on Corruption Awareness

1. How often do you read news or hear about corruption in Malaysia?

- Daily
- 2–3 times per week
- Once a week
- Rarely
- Never

2. Where do you usually get information about corruption issues? (can choose more than one)

- Television / Radio
- Newspapers / Magazines
- Social Media (e.g., Facebook, TikTok, Instagram)
- Government or NGO campaigns
- Family / Friends / Colleagues
- Others: _____

3. On a scale of 1 to 5, how serious do you think corruption is in Malaysia?

- 1 = Not serious at all
- 2 = Slightly serious
- 3 = Neutral
- 4 = Serious
- 5 = Extremely serious

Section C: Research Variable Information

Please rate the subsequent statements on a scale of 1 to 5:

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

No.	Statement	SD	D	N	A	SA
Anti-Corruption Awareness						
1.	I am aware that offering or accepting corruption is a violation of ethical and official duties.	1	2	3	4	5
2.	I recognize that submitting false claims or financial misreporting is a form of corruption.	1	2	3	4	5
3.	I am aware that abusing one’s position or authority for personal gain is considered corruption.	1	2	3	4	5
4.	I understand that accepting gifts, money, or favour in exchange for preferential treatment is a form of corruption.	1	2	3	4	5
5.	I am aware that corruption among colleagues increases risks and damages organizational integrity.	1	2	3	4	5
Generational cohort						
1.	I believe that the desire for wealth strongly influences how people of my generation view corruption.	1	2	3	4	5
2.	In my generation, greed is a main reason why individuals might engage in corrupt practices.	1	2	3	4	5

3.	My generation's attitudes toward corruption are shaped by the values and examples set by parents or family.	1	2	3	4	5
4.	Among my generation, friends or colleagues strongly influence whether individuals tolerate or reject corruption.	1	2	3	4	5
5.	Religious beliefs in my generation play an important role in stopping corrupt practices.	1	2	3	4	5
Type of social media platform used						
1.	I use different social media platforms to get information.	1	2	3	4	5
2.	Some platforms give better information about corruption than others	1	2	3	4	5
3.	The platform I use affects how much I learn about corruption.	1	2	3	4	5
4.	I often see anti-corruption posts or campaigns on the platforms I use most.	1	2	3	4	5
5.	I prefer certain platforms because they give faster and clearer news.	1	2	3	4	5
Frequency of social media usage						
1.	I check social media platforms on my phone.	1	2	3	4	5
2.	I read posts and stories on social media.	1	2	3	4	5
3.	I like or react to social media posts.	1	2	3	4	5
4.	I comment on social media posts.	1	2	3	4	5
5.	I post updates, stories, or photos on social media.	1	2	3	4	5
Influencer engagement						

1.	Storytelling content catches my attention.	1	2	3	4	5
2.	I feel like I know the influencer well.	1	2	3	4	5
3.	I trust the influencer's opinion.	1	2	3	4	5
4.	I trust the influencer's knowledge about the product/service he/she endorses.	1	2	3	4	5
5.	In general, I thoroughly enjoy exchanging ideas with other users.	1	2	3	4	5
Type of content (informative vs. emotional)						
1.	Emotional and humorous content is positively associated with higher engagement on social media platforms.	1	2	3	4	5
2.	Informative content has a significant impact on likes and comments.	1	2	3	4	5
3.	Emotional content has a significant impact on comments and shares on Social Media.	1	2	3	4	5
4.	Informativeness and advertising creativity drive attitude toward empathy expression.	1	2	3	4	5
5.	Visual emotional and informative appeals influence user engagement on social media platforms.	1	2	3	4	5

Appendix 4.1 SPSS Output: Reliability Test

Scale: AC

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded ^a	0	.0
	Total	242	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
.946	.958	5

Scale: GC

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded ^a	0	.0
	Total	242	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
.937	.950	5

Scale: TSM

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded ^a	0	.0
	Total	242	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
.923	.937	5

Scale: FSM

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded ^a	0	.0
	Total	242	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
.914	.932	5

Scale: IE

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded ^a	0	.0
	Total	242	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
.894	.906	5

Appendix 4.2 SPSS Output: Pearson Correlation Coefficient Analysis

Correlations

		Correlations					
		AC_Score	GC_Score	TSM_Score	FSM_Score	IE_Score	TC_Score
AC_Score	Pearson Correlation	1	.961**	.931**	.896**	.837**	.962**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	242	242	242	242	242	242
GC_Score	Pearson Correlation	.961**	1	.942**	.909**	.858**	.950**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	242	242	242	242	242	242
TSM_Score	Pearson Correlation	.931**	.942**	1	.920**	.834**	.921**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	242	242	242	242	242	242
FSM_Score	Pearson Correlation	.896**	.909**	.920**	1	.853**	.894**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	242	242	242	242	242	242
IE_Score	Pearson Correlation	.837**	.858**	.834**	.853**	1	.845**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	242	242	242	242	242	242
TC_Score	Pearson Correlation	.962**	.950**	.921**	.894**	.845**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	242	242	242	242	242	242

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

Appendix 4.3 SPSS Output: Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.975 ^a	.950	.949	.18944	.950	895.205	5	236	<.001

a. Predictors: (Constant), TC_Score, IE_Score, FSM_Score, TSM_Score, GC_Score
 b. Dependent Variable: AC_Score

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.638	5	32.128	895.205	<.001 ^b
	Residual	8.470	236	.036		
	Total	169.108	241			

a. Dependent Variable: AC_Score
 b. Predictors: (Constant), TC_Score, IE_Score, FSM_Score, TSM_Score, GC_Score

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.002	.061		-.036	.971			
	GC_Score	.428	.059	.416	7.209	<.001	.961	.425	.105
	TSM_Score	.114	.051	.111	2.231	.027	.931	.144	.033
	FSM_Score	.016	.044	.015	.371	.711	.896	.024	.005
	IE_Score	-.023	.031	-.023	-.754	.452	.837	-.049	-.011
	TC_Score	.472	.049	.470	9.587	<.001	.962	.529	.140

a. Dependent Variable: AC_Score

Re: U/SERC/78-600/2025

16 October 2025

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 Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student’s Name	Supervisor’s Name	Approval Validity
1.	Exploring the Relationship Between AI Competency and Employment Hope Among Final-Year Undergraduates	Wong Shu Hui	Dr Low Mei Peng	16 October 2025 – 15 October 2026
2.	Examining the Knowledge Gap of Undergraduates’ Awareness of the Consumer Protection Act 1999 in Relation to Influencer Marketing	Lim Jia Yu	Dr Tan Pei Meng	
3.	Examining the Drivers of AI technologies for Academic Productivity Among Higher Education Students	Esther Lee Ke Xin	Dr Low Mei Peng	
4.	E-waste Recycling Behavior	Teh Wai Quan		
5.	The Dark Side of Digital Learning: Investigating Technostress, Academic Disengagement, and Self-Perception of Academic Performance Among University Students	Weiline Chong Wei Ling		
6.	Determinants of Firm Performance Among Malaysian SMEs in Cross-Border E-Commerce	Lee Yee Heng	Dr Farah Waheeda Binti Jalaludin	
7.	The Influence of E-Commerce Live Streaming Features on Consumer Trust and Purchase Intention in Malaysia	Lai Jing Yu		
8.	The Role of Operational Efficiency in Enhancing Online Buyer Satisfaction	Liew Xin Ying	Dr Komathi a/p Munusamy	
9.	Examining the Drivers of Employee Job Performance in the Malaysian Service Industry	Chong Yen Yi	Dr Cheah Lee Fong	
10.	Understanding E-waste Recycle Practice in Malaysia through the lens of Behavioral Reasoning Theory	Tan Wei Yan	Dr Low Mei Peng	
11.	Brewing Preference: A Study on Consumer Purchase Intention Towards ZUS Coffee	Kong Carol	Dr Law Kian Aun	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
12.	Workforce Motivator Amongst Millennials and Centennials	Lim Wei Ming	Dr Komathi a/p Munusamy	16 October 2025 – 15 October 2026
13.	Exploring Job Seekers' Experiences and Intention to Use AI Technologies in Recruitment in Malaysia	Nyew Shuen Yee	Dr Mahendra Kumar a/l Chelliah	
14.	The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles	Chu Hor Yin	Dr Malathi Nair a/p G Narayana Nair	
15.	The Impact of Cross-Cultural Human Resource Management Practices on Employee Performance in Multinational Corporation (MNCs)	Pang Yun Ling	Dr Cheah Lee Fong	
16.	Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia	Chaw Khun Thin	Dr Sia Bee Chuan	
17.	The Impact of Marketing on Customer Behaviour: Fashion and Daily Clothing	Reyes Loh Chang Le	Dr Law Kian Aun	
18.	Factors Influencing Purchase Intention on Plant-Based Food in Malaysia	Tan Guan Ming	Pn Faridah Hanum Binti Amran	
19.	Factors Influencing Consumers' Intention to Participate in Racquet Sports	Pang Poh Yee	Dr Cheah Lee Fong	
20.	Factors of Hybrid Workplace that Affect Employees' Work Performance	Tan Ling Zi	Ms Hooi Pik Hua @ Rae Hooi	
21.	The Influence of TikTok on Consumer Purchase Decisions for Beauty and Personal Care (BPC) Products Among Generation Z in Malaysia	Lim Zhi Qing	Dr Sia Bee Chuan	
22.	False Feedback, Real Consequences: The Effect of Fake Reviews on E-commerce Trust and Credibility	Lee Kar Man	Ms Low Suet Cheng	
23.	The Impact of Delivery Service, Time, Security and Privacy, and Price on Consumer Satisfaction Towards Online Food Delivery Services in Malaysia	Loy Hew Lam		
24.	To Assess the Digital Literacy of Great Eastern Life Assurance Policyholders to use E-Connect	Jank Eng Jian Yee	Pn Ezatul Emilia Binti Muhammad Arif	
25.	Factors Influencing the Consumer Purchasing Intention on Instagram	Tan Shi Wei	Dr Foo Meow Yee	
26.	The Impact of Social Media Influencers on Gen Z's Purchase Decisions	Ling Keng Hong	Dr Law Kian Aun	
27.	Exploring the Influence of Loyalty Program on Customer Loyalty Among University Students in the Food and Beverage Industry	Liew Lok Xuan	Mr Low Choon Wei	
28.	A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia	Heng Kian Houu	Dr Abdullah Sallehuddin bin Abdullah Salim	
29.	The Influence of Cultural Sensitivity on Purchase Intention in Malaysia	Leong Sin Yee	Dr Yeong Wai Mun	
30.	Factors Influencing Academic Dishonesty Through AI Tools Among Business Undergraduates Students	Pang Wan Qing	Dr Lim Wan Leng	
31.	Exploring the Drivers of Willingness to Pay for Sustainable Fashion Brand Among Young Adults	Ng Kai Er	Dr Malathi Nair a/p G Narayana Nair	
32.	The Impact of Social Media Influencers on Brand Trust and Consumer Purchase Intentions of Skincare Product Among Generation Z	Chu Kah Fei	Dr Cheah Lee Fong	
33.	Social Media as a Tool for Creating Environmental Awareness to the Public	Yap Hong Jin	Dr Abdullah Sallehuddin bin Abdullah Salim	
34.	Examining the Influence of Government Incentives and Perceived Value on Green Purchase Intentions for Electric Vehicles Among Consumers in Klang Valley	Heng Yan Xiang		
35.	Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception	Chua Seow Wern	Ms Goh Poh Jin	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
36.	The Impact of Alibaba's Global E-Commerce Training (GET) Program Towards UTAR Students	Low Zhi Qing	Pn Ezatul Emilia Binti Muhammad Arif	16 October 2025 – 15 October 2026
37.	The Impact of Micro-Influencer Attributes On Consumer Choices in Social Media	Chan Qiao En	Ms Tai Lit Cheng	
38.	Gen Z's Cross-Border Shopping Habits in Malaysia: Why They Buy Global Brands Online	Lim Ze Jun	Dr Law Kian Aun	
39.	Examining Green Governance on How Corporate Governance Influences Environmental Responsibility in International Business	Khor Yong Li	Dr Abdullah Sallehuddin bin Abdullah Salim	
40.	Perception of Young Adults Towards Coffee as a Lifestyle Product Influencing Purchase Intention	Lee Wei Jien	Ms Goh Poh Jin	
41.	The Role of Instagram Reels in Shaping Young Adults Buying Behavior	Ow Jia Ming Clement		
42.	Live Streaming and Female Empowerment in Malaysia: Impact on Brand Building and Consumer Purchase Intention	Liew Le Yo	Pn Ezatul Emilia Binti Muhammad Arif	
43.	Lazy or Revolutionary? The Impact of Perceived Effort on the Overall Perception of Quality of Using AI in Digital Marketing	Yap Shao Qian		
44.	The Influence of Digitalization on Supply Chain Efficiency in Malaysian SMEs	Neng Wei Bin	Dr Komathi a/p Munusamy	
45.	Factors Affecting SMEs' Performance in Malaysia	Brandon Cheong Zhun Hin	Dr Law Kian Aun	
46.	The Influence of Socio-Psychological and Social Environment Stimuli on Impulse Buying Behaviour Among Generation Z Consumers in the Fast Fashion Market: A Stimulus-Organism-Response Approach	Georgina Adrianna Stalin Jerah	Ms Puvaneswari a/p Veloo	
47.	Factors Affecting Malaysian Consumers' Purchase Intention Green Products	Loh Chun Hong	Dr Foo Meow Yee	
48.	Blind Box: The Factor Influencing Generation Z	Chooi Qiao Yi		
49.	Influential Factors of Buying Behavior of Generation Z Towards the Blind Boxes Industry in Malaysia	Aw Ho Yi		
50.	Exploring the Relationship Between Brand Attachment and Impulse Purchase among K-pop Fans	Cheong Yik Lum	Dr Yeong Wai Mun	
51.	Factors Influencing Digital Marketing Effectiveness: An Analysis of Campaign Performance	Ling Zhi Bin	Pn Ezatul Emilia Binti Muhammad Arif	
52.	Determinants of Electric Vehicle Purchase Intentions Among Malaysian Consumers	Teoh Khai Hong	Pn Faridah Hanum Binti Amran	
53.	The Impact of Influencer Marketing on Gen Z Purchase Decision	Tan Joey	Ms Hooi Pik Hua @ Rae Hooi	
54.	Determinants of AI Components that Influences Employees Productivity	Lam Kah Fei	Dr Mahendra Kumar a/l Chelliah	
55.	Coping with Rising Costs: A Correlational Study of Mental Accounting, Financial Management Practices, and BNPL Spending on Essential and Non-Essential Goods by Malaysian Urban Households	Florence Chan Yu Jiao	Mr Lee Yoon Heng	
56.	How Integrated Marketing Communication (IMC) Strategies Influence UTAR Students' Trust And Loyalty Toward Local Brand	Foo Chwan Jiunn	Dr Law Kian Aun	
57.	Sustainable Supply Chain Practices in Last-Mile Delivery	Lee Guy Hoe	Dr Komathi a/p Munusamy	
58.	How FoMO-AI and Technology Acceptance Factors Affect the Intention to Learn Artificial Intelligence	Choo Min Xin	Dr Corrinne Lee Mei Jyin	
59.	Does Emotional Branding Affect Consumer Purchase Intention	Hang Wei Jun	En Khairul Anuar Bin Rusli	
60.	How Influencer Marketing Influences Online Buying Intention of Gen Z-ers in Selangor	Lee Zixuan		

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



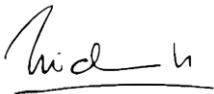
The conduct of this research is subject to the following:

- (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 Dr Zuraidah Abd Manaf
Chairman
UTAR Scientific and Ethical Review Committee

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