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THE IMPACT OF SOCIAL MEDIA MARKETING ON THE PURCHASE INTENTION OF GENERATION Z

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Abstract:

The success factor in achieving purchase intention is social media marketing which is a crucial component of management in a business. This research offers fresh insight into how social media marketing initiatives affect younger customers' intention to purchase. This research aims to determine the impact of social media marketing on the purchase intention of Generation Z in Malaysia. The research used a simple sampling approach, with descriptive and inferential analysis of 339 respondents. Quantitative surveys were designed to collect data based on model constructs for social media activities. The analysis was performed with the aid of SPSS statistical analysis software, by using correlation analysis for the data analyzed. All social media marketing activity factors have significantly influenced customer purchase intention. The strongest indicator is trendiness, which is followed by brand awareness and perceived trust, respectively. The research will make organizations aware that, social media is a crucial component for increasing audience perceptions toward influencing consumer purchase intention.

Keywords:

Purchase Intention, Social Media Marketing, Perceived Trust, Brand Awareness, Trendiness

Introduction

The pace of innovation in the world today is unprecedented, particularly in the realm of information technology (Jingyi Li et al., 2018). These days, many business owners use online and social media to market and sell their products (Sara et al., 2018), especially for Generation

Z. So, the organization needs to think of ways to win over their patronage and turn using their goods or services into an exciting adventure. In addition, nowadays the number of social media users has increased significantly, including the use of technology to find information regarding products or services (Eva et al., 2020) such as Facebook, Instagram, TikTok, and YouTube. As a result, the number of users from Generation Z on social media platforms is also increasing tremendously (Sohail et al., 2020). Therefore, past studies claimed that they cannot utilize these platforms to market their products and reach their target customers

Since social media has become more popular, marketers have more ways to inform consumers about their goods and services by using social media sites like Facebook and Twitter. Sukanya et al. (2021) claimed that a well-established approach aids in the improvement of public relations by collaborating with other companies and organizations. One of the reasons that social media platforms can be utilized as an idea is the interchange of information such as expectations, comments, explanations, and predictions via networks, and the phrase refers to a collection of communication that takes place through networks, especially for Generation Z. Because, all over the world are using the internet and shopping online more and more. However, in some countries, people are still afraid to shop online because they do not trust the internet (Sikandar et al., 2021). Therefore, we need to find a way to gain customer trust such as their e-mail address, phone number, live chat, and customer support details that will be used so that we can increase customer trust issues and purchase intention. On the other hand, there was a lack of brand awareness promotion among Generation Z as the seller did not provide enough information about the existing product.

Moreover, recently purchase intention has decreased as there were too many frauds happening on social media online purchases (Zinko et al. 2021). Customers had been complaining about the risks and issues that arose for them. The main reason they had been complaining about purchasing online is fraud such as product price, item received not being the same as shown, service issues, and many more happening. The products and services that the online sellers have provided did not satisfy the customer as the quality offered does not meet the customer's purchase intention. In addition, the main issue of social media marketing is often linked with perceived trust, which eventually affects customer purchase intention. This study examined whether social media marketing has a significant impact on customers' purchase intention. Understanding these factors could provide better awareness about customer behaviors, which in turn recognizes the influential factor for continuous improvement in the social media marketing of Generation Z in Malaysia.

Literature Review

Social media can be defined as websites or presentations that allow people to take part in social activities by creating or participating in the matter. For example, Facebook, Twitter, Instagram, and YouTube are all examples of social media (Alojado, 2010). Social media is rapidly being utilized as a substitute for traditional media for a variety of purposes, including commerce. (Rishi & Khasawneh, 2017) Therefore, any seller can use this social media platform to market and promote a product.

Furthermore, social media is an internet-based technology that facilitates contact, cooperation, and the exchange of information among users (Sukanya et al., 2021). As many activities that can be done by doing creative posting, live selling, and creating a contest, many business owners now use social media apps to promote their items. Hence, entrepreneurs are urged to

use social media platforms to expand their businesses. Guha et al. (2021) claim that a large number of marketers presently utilize social media platforms as advertising mediums to present items to a large audience. Based on how businesses employ consumer interactions to raise brand recognition and reduce unfavourable mentions, social media marketing enables customers to communicate with brands (Chaffey & Smith, 2017).

Perceived Trust

With the help of perceived trust, consumers can get over their fears of threat and insecurity (Sook et al., 2020). Without trust, customers would not give out their personal information, like credit card numbers. Hence, falling trust issues such as privacy and security concerns are a big reason why people avoid using the Internet (Sook et al., 2020). As a result, online trust grows over time as customers buy things online multiple times. Trust is intimately associated with the ethics of perception and the trustee must establish the trust. In marketing, trust is a state of mind that includes being willing to be vulnerable based on positive expectations of others' intentions (Kim et al., 2017). By creating consumer trust in a brand, we can improve the likelihood that they will purchase a product online. By creating consumer trust in a brand, we can enhance the possibility that they will buy a product online. By impact, we also received a great review on social media with provided a high-quality product, and as an outcome, our customers were confident in their decision to buy our product once again.

Brand Awareness

Brand recognition or memory is defined as brand awareness (Huang & Sarigöllü, 2012). Strong ties with consumers may be effectively promoted by brands (Edy & Leonardo, 2022). Additionally, since consumers value items that fit their brands highly, brand awareness may have a significant beneficial impact on customers' purchasing intentions (Malefyt, 2015; Esch et al., 2012). Additionally, brand knowledge has a significant impact on how consumers perceive risk and how confident they are in their own purchase choices (Lee et al., 2019). Increased brand purchases should occur once a company's marketing approach results in greater brand recognition (Sasmita & Suki, 2015). Several studies agree with these results and say that brand awareness is very important to real purchase intent. (Lee et al., 2019; Huang & Sarigöllü, 2012; Tomalieh, 2016). Social media platforms may assist in raising brand awareness, much as the digital internet can assist in reaching a worldwide audience. The use of social media is to promote or sell a product that can help buyers become more aware of it.

Trendiness

Trendiness may be classified as the audience's enjoyment of and popularity with advertising material (Duygu, 2019). The trendiness of a brand may contribute to the perception of the brand as a top product by encouraging clients to search social networks for the most recent and relevant information (Bilal et al., 2019). As a consequence, the more fashionable the information offered by social media brand websites, the more likely it is to engage consumers (Malthouse, 2018). As a result, trendiness information encourages, captures customers' attention, arouses hopeful feelings, and pours faithfulness intention (France et al., 2016). Therefore, a brand should try to both start and follow the trends. Social media marketing gives a company the chance create a trend that could make customers happier (King et al., 2014). Timelines and current trends can be understood by how quickly people respond to social media (Sano, 2014). Trendiness is the availability of new information about a brand and the general acceptance of brand ideals that are mixed into a brand offer (Zhang et al., 2014).

Purchase Intention

Purchase intention is the buyer's transactional behaviour after evaluating a product or service (Schiffman & Kanuk, 2010). Morwitz (2014) defined purchase intention as the evaluation of marketing methods' efficacy in predicting sales and market share. The type of items evaluated will also affect consumers' willingness to purchase (Lu, Chang, & Chang, 2014). When it comes to buying intention, consumers' purposes can frequently be expected. However, when it comes to behaviour, customers' purposes can be predicted almost always (Athar et al., 2021). Other opinions claim that purchase intention is one kind of behavioural intent that may be used to identify genuine consumer purchasing behaviour and is associated with it. It is one measure of behavioural intent (Athar et al., 2021). He said that important choices at the individual level, such as those made before, during, and after a consumer purchase decision, are related to the person's attention to their buying power intentions. **Figure 1** shows the framework of this research. The independent variables include perceived trust, brand awareness, and trendiness, and the dependent variable is purchase intention.

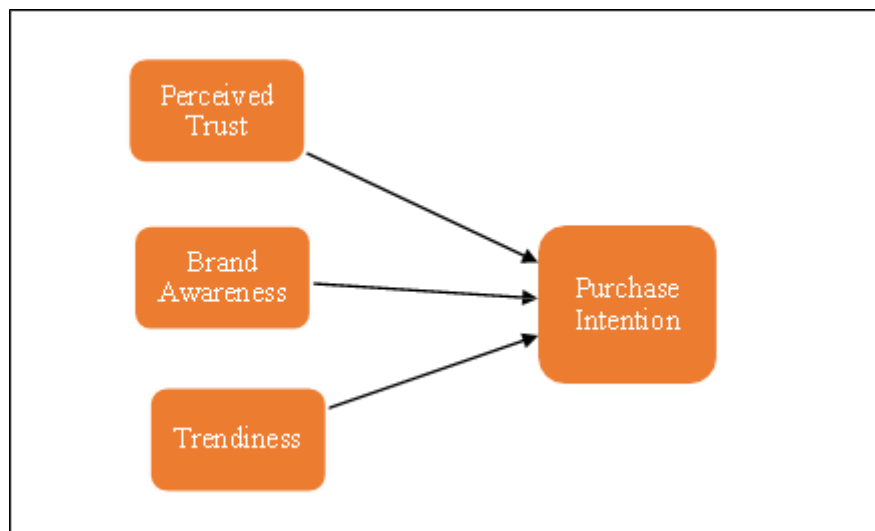


Figure 1: Research Framework

The following hypotheses are proposed in this study,

H1: Perceived trust is positively associated with purchase intention

H2: Brand awareness is positively associated with purchase intention

H3: Trendiness is positively associated with purchase intention

Research Methodology

This study uses quantitative methods to collect the data needed for analysis. The study aims to determine the impact of social media marketing on purchase intention. Descriptive research is used to study the variables of social media marketing and the impact on customers' purchase intentions. Past studies have shown that young people or millennials have a greater Generation Z tendency toward online activities than older generations do. This behaviour is likely due to their greater comfort with an appreciation for modern technology, as well as their more significant curiosity and need for variety. (Kim et al., 2021; Lee & Leonas, 2018) Therefore, Generation Z born between years 1997 and 2012 in Malaysia, was chosen as a respondent because they represent the generation of millennials that is relevant to the purpose of this research. Data were acquired using an online questionnaire. Based on Krejcie and Morgan's

(1970) sampling table and the population the desired sample size. The questionnaire is divided into two sections the first section aims to collect demographic information in order to comprehend the respondent's backgrounds. The second section is to mention their perception of social media marketing on trust, brand awareness, trendiness, and purchase intention. The 5-point scale was used in measuring the level of agreement, which strongly disagree, disagree, neutral, agree, and strongly agree. The survey questions on the scale were appropriate for gauging respondents' thoughts and responses to particular concerns (Taherdoost, 2019). The Statistical Package for Social Science (SPSS) was utilized for data analysis to test the hypothesis.

Findings

Demographic of Respondents

The study collected a total of 339 respondents. **Table 1** depicts the demographic characteristics of the respondents. The result shows that 68 percent of respondents are female and 32 percent of respondents are male.

Table 1: Respondents Gender

Item	Category	Frequency	Percent
Gender	Male	109	32
	Female	230	68

In **Table 2**, the percentage of Malay respondents is the highest which is 64.6 percent. In addition, 20.4 percent and 11.2 percent of respondents are Chinese and Indian respectively. The remaining 3.8 percent of respondents indicated that others.

Table 2: Respondents Race

Item	Race	Frequency	Percent
Race	Malay	219	64.6
	Chinese	69	20.4
	Indian	38	11.2
	Other	13	3.8

Table 3 shows that the highest percentage of respondents, 68.4 percent had experience using social media for more than seven years. Respondents with 5-6 years of experience and those with 3-4 years of experience made up 19.8 percent and 10 percent respectively. The respondents with 1-2 years of experience in social media represent the remaining 1.8 percent.

Table 3: Respondents Experience in Social Media

Item	No of Year	Frequency	Percent
Year Experience	1-2	6	1.8
	3-4	34	10
	5-6	67	19.8
	More than 7	232	68.4

Cronbach's Alpha Scores

Each structure's reliability was tested, as well as its Cronbach's Alpha scores. **Table 4** indicates that trust, brand awareness, trendiness, and purchase intention were projected in high reliability. As a result, variables with Cronbach's Alpha less than 0.7 are often deemed deleted (Kim, Kim & Park, 2017). Therefore, Cronbach's Alpha values of more than 0.7 were considered credible, while values greater than 0.8 were considered to be positive. (Sook et al., 2020). **Table 4** also indicates that trust, brand awareness, trendiness, and purchase intention were projected in high reliability with Cronbach's Alpha, which is between 0.891 and 0.948 respectively.

Table 4: Cronbach's Alpha Scores for Variable

Variables	No of Items	Cronbach's Alpha
Trust	6	0.903
Brand Awareness	6	0.948
Trendiness	5	0.891
Purchase Intention	6	0.918

Pearson Correlation Analysis

Correlation coefficients are used to evaluate the strength of relationships between data variables. The Pearson correlation coefficient, the most popular, evaluates the degree and direction of a linear link between two variables. **Table 5** shows the correlation between independent variables and purchase intention. The results showed that all the independent variables have significant correlations and correlate in the expected positive direction with customer purchase intention. The correlation coefficient between trendiness and purchase intention was 0.805 and showed a significant level of 0.01, indicating that there was a significant strong positive correlation between trendiness and customer purchase intention. In addition, it also showed a significant positive correlation between brand awareness ($r = 0.694$, $p < 0.01$) and trust ($r = 0.603$, $p < 0.01$) with customer purchase intention.

Table 5: Pearson Correlation Results

Variables	Purchase Intention
Trust	0.603**
Brand Awareness	0.694**
Trendiness	0.805**

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

Model Summary and Analysis of Variance Results

Table 6 shows that the correlation of coefficients was 0.827, which is a strong and positive relationship between independent and dependent variables. Meanwhile, **Table 7** of ANOVA results indicated that the F distribution value was ($F = 242.186$, $\text{Sig} < .001$) indicating that trust, brand awareness, and trendiness had a significant relationship with purchase intention.

Table 6: Model Summary

Model	R	R ²	Adj. R ²	Std. Error	F	Sig.
1	0.827 ^a	0.684	0.682	.43033	242.186	<.001

a. Predictors (Constant), Trust, Awareness, Trendiness

b. Dependent Variable

Table 7: Analysis of Variance Results

Model	Sum of Square	df	Mean Square	F	Sig
Regression	134.544	3	44.848	242.186	<.001
Residual	62.035	335	0.185		
Total	196.579	338			

- a. Dependent Variable
- b. Predictors: (Constant), Trust, Awareness, Trendiness

Discussion

The results of the study revealed that social media variables of trust, awareness, and trendiness positively and strongly influence purchase intention among Generation Z in Malaysia. The previous study shows that there is a significant relationship between trend and purchase intention among small and medium enterprises in Northern Province, Sri Lanka. (Kumaradeepan, 2022). Moreover, the variable of trendiness is described as offering the newest information about goods or services. Nevertheless, a new trend was not a conspicuous incentive for social media marketing. In addition, Generation Z was driven to follow this by the convenience of use and pleasure and information sharing. Overall, the research presents evidence that individuals tend to be impacted internally and externally by the usage of current media tools such as social networking sites. It indicated that social media platforms provide delightful focus, even intimacy, to rising patterns in information exchange. Therefore, this research proved that social media is the benefit received by the customer acceptance of up-to-date information about destination products, and services, which determines their sustainable destination marketing programs.

Implication and Conclusion

This research has successfully demonstrated the effect of social media marketing on purchase intention among Generation Z in Malaysia. The result showed that the factors affecting purchase intention in today's business industry have a positive significant value; it is hoped that business owners will be able to improve their goods and services by providing the best for consumers in increasing their sales and achieving their business goals. Based on the conclusion obtained in this study, all hypotheses of all dimensions proved that it was significantly positive to the purchase intention which is perceived trust, brand awareness, and trendiness. Based on the findings of this study, businesses should develop a focused and effective social media marketing plan to boost business success. Therefore, increasing a customer's purchase intention can be done by increasing a promotion to increase perceived trust, brand awareness, and being trendy. On the other hand, social media marketing strategies can be carried out by following today's trends on social media apps such as TikTok, FaceBook, Twitter, Instagram, and YouTube online platforms, which will make it easier to attract customers to purchase their products or services.

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