

# Effects of Social Media Advertising on Consumers' Online Purchase Intentions

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## Abstract

**Purpose:** The purpose of this study is to determine the effects of social media advertising on consumers' online purchase intention. Social media advertising has a significant part of the development of brand in the consumer recognition, and ultimately affect the purchase intention and marketers to emphasize these strategies.

**Design/methodology/approach:** The purposive sampling is most suitable to this study because the online purchasers are in a better position to provide information required for this study. The entire process of data collection was carried out from January 2018 to March 2018.

**Findings:** A total of 219 questionnaires were collected from the respondents and were usable for further analysis. The outcome of the research indicates that interactivity, information, trust vividness and brand image are the effects of social media advertising on consumers' online purchase intention.

**Research limitations/implications:** The questionnaire should be designed in an open way to allow respondents to express more in-depth opinions and opinions on the current situation. In order to make the results more reliable and accurate, it is recommended that future research distribute and collect data from whole Malaysia.

**Practical implications:** The results of this study will be an outstanding contribution of future parties, especially enterprises, communities and research. This study will explain the impact of social media advertising on customers' buying intentions. This will help people in the marketing industry recognize that social media advertising, advertisement likes and credibility can help them increase sales of products and potentially gain brand loyalty from consumers.

**Originality/value:** This is the first interpretation of purchase intention among online consumers in Malaysia.

**Keywords:** Social Media, Purchase Intentions, Vividness, Trust, Brand Image

## Introduction

Social media is an interactive computer intermediary technology that facilitates the creation and sharing of information, knowledge, thought, occupation, hobbies, interests and other forms of expression through virtual communities, virtual worlds and online platforms (Kietzmann et al. 2011). Existing social media has a variety of independent and built-in social media services. Services on social media will present a defining challenge. User-generated content, such as text posts or comments, digital photos or video, and data generated through all online interactions, are the lifeblood of social media (Obar & Jonathan, 2015). Users typically access social media services via web-based technologies on desktops and laptops, or download services that offer social media capabilities to mobile devices such as smartphones and tablets (Kaplan & Haenlein, 2010). In the past, we have witnessed the rapid development of social media in the online world, which has brought great influence to our daily life.

When using these services, users can create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or prefabricated content published online (Agichtein, 2008). The difference between social media and print media, such as magazines and newspapers and traditional electronic media, such as television broadcasts lies in many aspects, including quality, frequency, interactivity, availability, immediacy and performance. This is different from traditional media, which operates in a single mode of communication, such as a newspaper sending to many subscribers, or a radio station broadcasting the same program to an entire city (Pavlik & MacIntoch, 2015). Some of the most popular social media sites are Instagram, Facebook, and Facebook Messenger, Google, LinkedIn, Pinterest, Snapchat, Tumblr, Twitter, WeChat, Weibo and WhatsApp.

Social media is finding its value in every aspect of our lives, increasing every year. According to the 2016 survey of Internet Live Star (Figure 1), Internet users in the world account for 3,424,971,237 people, of which 21,090,777 consist Malaysian Internet Users. A closer inspection of the data reveal that the share of world Internet users account for 0.6% in Malaysia with 71% of the Malaysian population (21 million) being users of the internet.

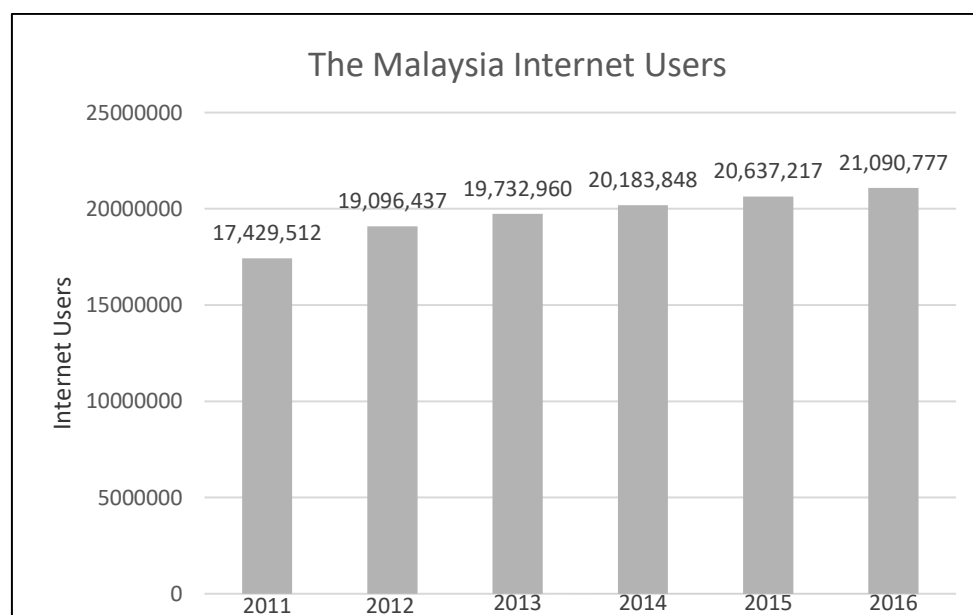


Figure 1: The Malaysia Internet Users

Source: Internet Live Star (2016)

Compared with traditional media, social media not only provides users with the ability to view and access information, but also allows for the sharing, participation and creation of private, semi-private and publicly released multi-modal content through the network of friends, followers and users (Scott, 2015). We define social media advertising as any online content with persuasive intent and/or through social media platforms that enable Internet users to access, share, add, and co-create content. Participation in social media advertising can be divided into payment, ownership and acquisition (Hurrle & Postatny, 2015). Platforms like Facebook, Twitter, YouTube and Instagram offer advertisers a variety of ways to pay for social media platforms by presenting ads, promoting content, and a variety of apps and plug-ins to exchange behavioral goals against consumers. On the other hand, advertisers are likely to use an organic presence strategy whereby companies distribute content directly to their online followers.

Finally, earned social media refers to instances where users participate in content through WOM or user-generated content (UGC) related to the brand/service. Along the way, advertisers will invest in and nurture consumers to become brand/service ambassadors and social media influencers who will be on their online social networks Roman, 2015. Such examples further highlight the opportunities and conditions social media offers for advertising, marketing and public relations. Digital AD spending is growing, and advertisers are increasingly spending more money on social media (Olmstead & Lu, 2015). Malaysians embrace social media, with 71% of internet users (18.62 million) having an account on a social media platform (Fig. 2). Social media is one of the key areas where social media advertising appears. Clients create great value for consumers and companies by looking at the products or services and buying the company's products are presented in social media advertisement. In fact, companies actively advertise on social media platforms to encourage consumers to buy and understand products and services on social media (Kim & Kim, 2018).

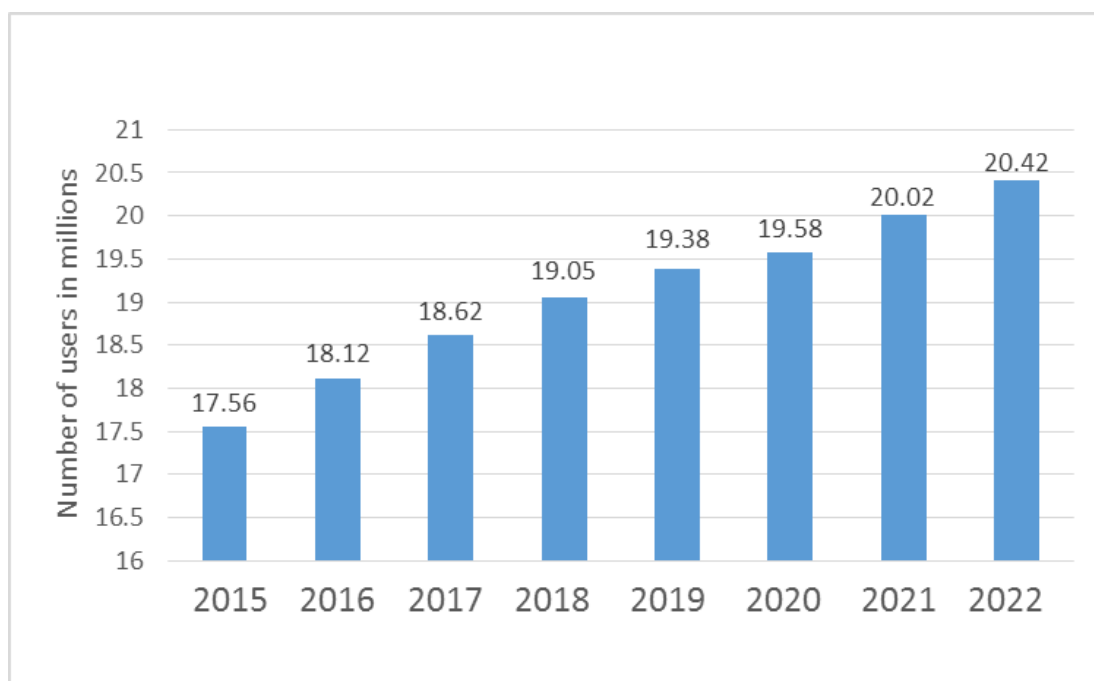


Figure 2: The Number of social network users in Malaysia from 2014 to 2022 (in millions)  
Source: The Statista Portal (2018)

Social media platforms have really changed from a diverse range of users from family, colleagues, friends, group organizations and governments to the nature of the interactions. Malaysians spend about 3 hours and 19 minutes per day on average just on Social Media (LinkedIn SlideShare, 2017). In fact, social media platforms represent a new field and platform for people to communicate, learn and perceive new things where anyone from anywhere can exchange information, ideas, products and services in the fields of business, society, politics and education (Rathore et al., 2016). These social media campaigns have generated social media buzz. This kind of word of mouth spread through social media can help consumers make purchasing decisions. Research shows that customers' purchases of products and services on the Internet are growing rapidly. Consequently, companies, organizations, developers and sellers are starting to research and think about how to use these social media platforms to attract customers to buy products and services and build good marketing relationships with those customers around the world (Alalwan, 2016).

The social media advertisement is a form of digital and online network advertisement, it has become an effective means of marketing communication because the Internet access is ubiquitous. This is the latest and fastest growing form of social media advertising. The Internet now offers everything from links to websites, to banner ads on websites, to small ads on websites, to pay-per-click ads. Compared with traditional print media and TV media, online advertising is unique in the way consumers view advertisements. Companies can apply different online advertising marketing practices such as Online advertising include Online classified advertising, Display advertising, Web banner ads, Mobile advertising, centerfold ads, text ads, Pop-ups/pop-under advertising, Floating ad, Expanding ad, Trick banners, News Feed Ads, Email advertising and HTML ads, have been found to be the dominant media for companies to market products and services via the Internet. 65% of people who use social media are accessing social media through their mobile devices (Digital in Global Overview, 2017). However, the big interest in social media marketing is advertising, which can predict consumer behavior in an interactive environment (Alalwan et al., 2017).

According to statistics provided by Facebook, 94% of Malaysians discover products and brands on Facebook and 62% of them makes a purchase after the discovery (Lee, 2016). The study found that Malaysians were positive about mobile advertising and buying intentions for films. Based on the study of the use and usefulness of social media advertising, it is found that there is a positive correlation between social media advertising and the purchase intention of advertising products (Kamboj et al., 2018). For these reasons, it is necessary to study the use and use of mobile advertising to ensure that future promotional film programmers working through mobile devices can be accepted without prejudice in Malaysia. The purpose of this study is to further understand whether consumers' purchase intention is due to social media advertising, because the topic on attitudes has been studied before in Malaysia and recorded as positive. Therefore, findings from this study on the rapid development of social media further strengthens this point. Today, social media has become a top priority for many business executives. Therefore, the purpose of this paper is to investigate the purchase desire of social media users accepting mobile ads, the type of social media users accepting social media ads, the relationship between social media users and the technical acceptance and purchase intention of social media advertising.

## **Literature Review**

### ***Consumer Purchase Intention***

Purchase intention is crucial in this study, as it helps research to determine how smart phones should be marketed. Reza et. al. (2012) pointed out that the definition of purchase intention represents consumers' habits, that is, it exists in the market and is a competitive advantage of

the enterprise, which can satisfy consumers' satisfaction with the products provided by the enterprise. Hartmann and Apaolaza (2012) mentioned that purchase intention happens almost every day, especially in the famous shopping center and various destinations that offer or sell any goods or services. Willingness to buy is so important that marketers or big companies around the world have spent millions of dollars to understand how willingness to buy works. San Martín & Herrero, (2012) when a person has the idea to buy any goods or services in the near future, the purchase intention will be generated. Purchase intention is a very common term, and individual purchase intention may be affected by various possibilities, such as financial background. This is the different stages that consumers will go through, such as identifying and identifying the products they plan to buy (San Martín & Herrero, 2012). The process of elimination and evaluation will follow. These phases often occur because consumers have questions before making a purchase, and it is vital that marketers understand how the purchase intention works. As social media advertising becomes more popular, marketers must be very clear about what is going on in the marketplace (Amos, Holmes & Keneson, 2014). Brands are spending millions of dollars on marketing to seize every ounce of opportunity to identify consumers' buying patterns. There is no doubt that there is a significant relationship between the above variables and the impact of social media advertising on consumers' purchase intention (Amos et. al., 2014).

### ***Interactivity and consumer purchase intention***

Interactivity is the degree to which communication is controlled through communication with participants (Sundar et al., 2014) and be able to switch roles in mutual discourse. Goldfarb and Tucker (2011) think of interactivity as direct communication between individuals, regardless of distance or time. Interactive communication is conceptualized as communication, which provides individuals with active control and allows them to interact and synchronize communication (Song & Zinkhan, 2008). Additionally, active control is the ability to select information and direct interaction (Lowry et al., 2006) while interactive communication refers to the ability to communicate between two or more entities (Jiang et al., 2010). Interactive communication occurs when messages flow bidirectional in a virtual environment (Shilbury et al., 2014).

Interactivity is characterized by the two-way communication between the company and the customer and the customer itself. In other words, it is characteristic of many kinds of communication (Goldfarb & Tucker 2011). Interactivity is influenced by the degree to which participants change the form and content of the mediation environment (Ananda, García & Lamberti, 2017). Social media advertising is different in its interactivity. For example, an advertisement post with only text is not interactive at all, while a site link is interactive (Fortin & Dholakia 2005) since customers can click on that link. Also, a question serves as a highly interactive advertising posting feature because it requires answers from brand fans. Research have shown that non-conclusive results indicate that the interaction has no effect on the measurement of the results, nor a positive effect, such as the attitude towards advertising, which can be explained by the degree of consideration of the interaction (Sundar et al., 2014).

The concept of interactivity has different ways, processes and methods to proceed. Many researchers believe that this is the process of interpersonal interaction and communication (Men & Tsai, 2015), and another researchers believes that people interact with electronic devices such as computers, laptops and phones (Oh & Sundar, 2015). The Internet not only helps people deliver information, but also helps them develop Shared symbolic meaning and effectively enrich interpersonal communication. The active control of the virtual environment through the actions of avatars further enhances the participants' alternative experience and makes them feel that they are in the virtual world (Ananda, García & Lamberti, 2017). Ananda,

García and Lamberti (2017) think of interactivity as influencing different types of functionality and representing web site engagement.

Interactivity plays different roles in different technologies, domains and client layers. Lee (2005) pointed out that interactivity has a significant impact on users' purchase intention according to their use of social media in mobile commerce. Abdullah, Jayaraman and Kamal (2016) pointed out in their conference paper that there is a strong relationship between perceived interactivity and customers' willingness to re-visit hotel websites. Similarly, as described by Zhang, Lu, Gupta and Zhao (2014), website and social media interactivity has an indirect impact on the user participation of commercial websites on social media. Research by Wang, Meng, and Wang (2013) shows that, interactivity is likely to affect consumers and play an important role in social media buying behavior. In addition, if the products or services on social media advertisements are less interactive, the customers trust their online purchase security is lower (Chen, Hsu, & Lin, 2010). According to the above, the level of interactivity of social media advertisements may greatly affect consumers' desire to buy, which is a hypothesis when the products and services are published on social media advertisements. Therefore, the following hypothesis is put forward:

H1: Interactivity positively influences purchase intention towards social media advertising.

### ***Information and consumer purchase intention***

Information is the ability of an advertisement to present up-to-date, timely and readily available information. The information characteristics of advertisements affect customer satisfaction and customer purchase decisions, and are considered as the main factors for customers to accept advertisements. (Ünal, et al., 2011). Consumers' desire for fast and direct access to information cannot be ignored. Therefore, the importance of information is emphasized again. The author thinks that information quality is one of the important factors of effective website design. It's worth noting that unreliable, inaccurate, and inadequate information can lead to a deterioration in online customer trust. Due to the large amount of information, high value and clarity of information, online advertising is more powerful and stable than any other factors in influencing customer behavior. Therefore, marketing managers should take into account the importance of the quality and quantity of information in designing advertising websites (Özkaya, 2010).

Many marketing research looks at consumer information search, because it's important to the development of advertising programs. Since advertising perception and persuasion are closely linked, consumers' positive beliefs about a company's website advertising should influence their information-seeking behavior, and in turn, a more positive attitude towards website advertising should increase online information search. Richard and Habibi (2016) postulated that a company can provide enough information to enable customers to make better purchase decisions. As concurred by Gao and Koufaris (2006), information that is readily forthcoming from companies plays an important role in the field of digital commerce in influencing customer attitudes. As indicated in a study by Van-Tie et. al.(2014) there is a positive relationship between information and customer attitude in the advertisement. Likewise, Lee et. al. (2016) also found a positive effect of information on consumers' response to social media advertisements is tested empirically, which proves the positive effect of information on consumers' willingness to buy products presented in social media advertisements. Undoubtedly, the quest for information explains why people consume brand-related content (Muntinga, Moorman & Smit 2011).

Information is a highly sought commodity when it comes to consumers' purchase intentions. Karson et al., (2006) believe that information seeking factors are positive predictors of consumers' attitude towards online advertising. In addition, Richard and Habibi (2016) also

believe that consumers' attitudes towards online advertising are influenced by information and the effectiveness of advertising in constructing purchase behavior decisions. Therefore, information is considered to be a very valuable incentive in marketing, as consumers respond positively to advertisements that transfer incentives. Consumers always want quick access to the information they are looking for in their current usage, and that information may be automatically passed on to consumers.

Information advertising refers to commercial enterprises' publicity and practical style through various media in order to promote commodities. In addition, as social media advertising information is updated and more comprehensive, which can be convenient for the general public, guiding social consumers will find them more useful. Rathore et al. (2016) believe that information is one of the main aspects of advertising effect. In this regard, Kim and Niehm (2018) website information quality has a significant predictive effect on the perceived value of discovery. For the same reason, Logan et al. (2012) proved that consumers have the strongest factor to improve their perception of the value of advertising information. From a consumer perspective, social media advertising can be considered somewhat more useful and efficient, according to the above. Information largely determines consumers' attitudes toward social media advertising. Therefore, the following hypothesis is put forward:

H2: Information positively influences purchase intention towards social media advertising.

### ***Trust and consumer purchase intention***

Trust is studied in a wide range of fields including psychology, sociology and economics. In the field of psychology, the previous research on trust mainly focuses on the personal characteristics of trust, while in the field of sociology, it focuses on the institutional aspects of trust. (Kim & Park, 2013) Trust is a concept closely related to the ethics of perception. The trust must exist between the trustee and the trustor. The principal needs to get something from the trustee, but the principal must trust the trustee to take appropriate action (Limbu, Wolf & Lunsford, 2012). Trust, as "a state of mind that includes accepting vulnerability based on positive expectations of the intentions or behavior of others," is especially important online due to the huge information asymmetry inherent in the Internet and customer uncertainty (Aguirre, Mahr, Grewal, Ruyter & Wetzels, 2015). In marketing, trust is defined as a state of mind, including the willingness to accept vulnerability based on positive expectations of the intentions of others, or to rely on the willingness to exchange partners (Kim, Xu & Gupta, 2012).

Trust beliefs are customer perceptions of attributes such as competence, kindness, and integrity for a particular Internet provider. However, previous studies considered trust in two ways: trust is a person's expectation of interaction, and trust is associated with vulnerability exposure and acceptance (Kim & Park, 2013). Since trust is examined by researchers from different fields, there are many different ways to define trust (Dabholkar & Sheng, 2012). For example, consumers cannot determine how retailers use shopping behavioral information on their websites. Without any way to determine whether a company is acting in their own best interests, consumers may still be reluctant to give the company more interactive control (Aguirre et al., 2015). As a result, social media advertisers resort to various strategies, such as relying on the credibility of a particular site or using signal cues, to build more trust in their ads and thus increase click-through rates (Aguirre et al., 2015).

In the context of e-commerce, trust has become a more important issue, as exchange relationships are impersonal in nature based on the Internet's infrastructure. In particular, consumers face the challenge of buying products or services social media from unknown merchants. Plus, they can't actually see or touch the product. Trust plays a central role in helping consumers overcome their perceptions of risk and insecurity (Limbu, Wolf &

Lunsford, 2012). Since privacy and security issues are a major barrier to Internet access, without trust, customers will not provide personal information, including credit card information, to providers (Kim, Xu & Gupta, 2012). Thus, online trust is built up over time as consumers gain experience through repeat transactions (Thamizhvanan & Xavier, 2013). This study defines trust as a consumer's belief that online merchants will not be opportunistic and that the e-commerce environment is safe enough to provide risk-free transactions.

Social media advertisers can leverage a trusted site to exploit potential trust spills from the site to the advertisers. Consumers tend to believe that ads follow the specifications of the sites they appear on (Aguirre et.al., 2015), so if a web surfer trusts a particular site, he or she may assume that the guarantees and guarantees associated with that site are also associated with ads on that site. In turn, they are more receptive to vulnerability to trusted sites (Kim, Xu & Gupta, 2012). If such sites have highly personalized ads, we expect consumers to accept this form of vulnerability, despite secret data collection, and show higher click-through intentions than they would in response to ads on an untrusted site. That is, we predict that vulnerability will diminish the willingness to click through only when consumers see highly personalized ads on an untrusted website (Aguirre et.al., 2015).

Many studies on the impact of trust have found that trust has a significant effect on trust performance, especially purchase intentions (See-To & Ho, 2014). For example Chiu, Hsu, Lai and Chang (2012) claim that buyers' trust in the seller is the premise of their purchase decision and a key factor influencing their purchase intention. Kim (2012) examined the influence of trust on shopping and found a significant relationship between trust and consumers' purchase intention. Kuan and Bock(2007) proposed various factors affecting online trust performance in the context of e-commerce, and found that online trust has a positive impact on online purchase intention. Other studies have concluded that consumers who trust online sellers are likely to show a willingness to buy from them (Lu, Fan & Zhou, 2016). However, there is no research into this relationship in the context of social media advertising. Trust is more important for advertising messages than other types of online business, as social media advertising as a major source of information and experience sharing. Therefore, the following hypothesis is proposed: H3: Trust positively influences purchase intention towards social media advertising.

### ***Vividness and consumer purchase intention***

Vividness is the extent to which an advertising post stimulates various senses (Luarn, Lin & Chiu, 2015). Compared with information in a text message, the combination of text and photo format information can provide users with more vivid product information (Van Der Heide et al., 2012; Wang et al., 2010). Users can not only perceive product information from photos, but also obtain product descriptions from texts. Furthermore, video information is more vivid and can provide information about products and companies; as a result they are likely to be attractive (Ching, Tong, Chen & Chen, 2013). Therefore, multimedia content has the potential to appeal to users because of its direct impact on various senses (De Vries, Gensler & Leeflang, 2012).

The literature shows that the vitality of perceived advertising is one of the most significant attributes of advertising and contributes to consumers' emotional response (Ching, Tong, Chen & Chen, 2013). Vividness is defined as the representational richness of an intermediary environment, defined by its formal features, that is, the way in which an environment presents information to the senses (Luarn, Lin & Chiu, 2015). It includes breadth, the number of senses involved, depth, quality or proximity to the parts that replicate human feelings. A vivid advertisement is likely to attract the audience's attention, emotionally engaging him or her, inspiring specific imagery and sparking imagination (De Vries, Gensler & Leeflang, 2012).



Additionally, more vivid websites leave a more lasting impression on visitors, especially on websites, rather than less vivid ones (Tsai & Men, 2013).

One way to increase the visibility of advertising posts is to include graphic features. It vividly reflects the richness of the form features of the advertisement. In other words, it's the degree to which an advertisement post stimulates different senses (Luarn, Lin & Chiu, 2015). Vividness can be achieved by including dynamic animation, contrast colors, or images (Goldfarb and Tucker, 2011). The degree of vividness can vary in the way in which the senses are stimulated (Wallace, 2014). For example, video is more vivid than the picture because the former stimulates not only vision but also hearing.

Previous research has confirmed the positive effects of vivid narrative advertising on experience and emotional responses (Tsai & Men, 2013). Vividness involves the clarity of images and significantly improves consumers' understanding of a product, enhances their beliefs that their virtual experiences are compatible with their physical shopping behavior, and improves their shopping enjoyment (Lehmann et al., 2012). Furthermore, the richness contextual details and attractive online narrative presentations enable consumers to form self-simulating psychological imagery in a realistic and relaxed manner, promoting psychological simulation (Brodie et al., 2013) transportation, and enhance persuasion. Thus, the vividness of an advertisement the way it touches the senses can positively influence consumers' beliefs and attitudes towards the product. Advertisements vividly and positively affect consumers' attitudes towards products.

Research has also shown that highly graphic banner ads are more effective for the purpose of clicking and click-through rates (Lohtia et al, 2007). Moreover, higher vividness seems to be most effective in improving people's attitudes towards websites (Fortin and Dholakia 2005). We suggest that more vivid advertising posts lead to a more positive attitude to advertising posts. This positive attitude should force advertising enthusiasts to like or comment on an advertising post. Therefore, the more vivid the advertising posts, the more popular the advertising posts.

Previous studies have also confirmed the positive effects of vividness narrative advertisements on experience and emotional responses (De Vries, Gensler & Leeflang, 2012). Vividness includes image clarity, which significantly improves consumers' understanding of products, enhances their beliefs, their virtual experiences are compatible with their physical shopping behavior, and improves their shopping enjoyment (Okazaki & Taylor, 2013). In addition, rich contextual details and attractive online narrative presentations enable consumers to form self-simulated psychological imagery in a realistic and relaxed manner, promote psychological simulation (Peters et al., 2013) and transportation, and enhance persuasion. Therefore, the vividness of an advertisement such as that the way it touches the senses can positively affect consumers' willingness to buy and their attitude towards the product:

H4: Vividness positively influences purchase intention towards social media advertising.

### ***Brand image and consumer purchase intention***

Brand image refers to the sum of connotation accumulated by consumers in their cognition of a product (Aghekyan, Forsythe, Kwon & Chattaraman, 2012). Brand image is the recognition of the brand reflected by the brand association in consumers' memory (Aghekyan et al., 2012). Brand image comes from all consumer experiences, and perceived service quality is the function of these experiences. Therefore, customers' perception of service quality has a direct impact on brand image (Aydin and Ozer, 2005). Brand image is important for future profits and long-term cash flow, alliance and acquisition decisions, stock price, sustainable competitive advantage and market success (Wang & Tsai, 2014).

When consumers evaluate products before purchasing, brand image is often used as an external hint (Aghekyan et al., 2012). Therefore, brand image includes consumers' experience and

evaluation of the brand (Torlak, Ozkara, Tiltay, Cengiz & Dulger, 2014). Therefore, the better the brand image, the more positive the attitude towards brand products and their attributes. In addition, good product brand image has a positive impact on purchase intention (Wang & Tsai, 2014) and consumers are more likely to buy brand-name products online (Torlak et al., 2014). For categories that typically require physical evaluation, such as apparel, some information needed to make a purchase decision is not available online. This may affect consumers' purchasing decision.

Brand image is an important clue in the process of consumer purchasing decision, which can be defined as the relationship between brand and consumers (Wang et al., 2012). In order to meet the needs of consumers for various products, merchants give brand unique significance. Good brand information positively influences perceived quality, perceived value and consumers' purchase intention (Aghekyan et al., 2012). Consumers are more inclined to buy well-known brand products with positive brand image, because positive brand image can indeed reduce consumers' perceived risk (Wang & Tsai, 2014) or the increase in consumer perceived value (Kwon and Chattaraman, 2012).

A study by Aghekyan et al. (2012) found that brand image is a warning information used to recall advertising information. Therefore, the brand image may generate real and virtual association in consumers' mind. Consumers try to collect market intelligence by acquiring tangible and intangible products and/or service associations through media channels (Reza & Samiei, 2012). Although an advertising may not have intrinsic appeal and will not generate the trust needed for sales, customers will buy it according to the image associated with it (Diallo, 2012). In the past few years, with the rise of web.2.0, the development of brand groups and the enhancement of brand awareness on Social media (Reza & Samiei, 2012). Yu, Lin and Chen (2013) believe that the brand advertising image will affect the company's future profits and long-term cash flow, affect consumers' willingness to pay premium, merger decisions, stock price, sustainable competitive advantage and marketing success. On the basis of argumentation, especially the vivid expression of female communication has a strong influence on the judgment of advertising products (Torlak et al., 2014). We believe that the spread of Internet worms in vivid and interactive media such as the Internet may strongly influence the image of brands in advertising, and thus the purchase intention.

In a study related to another brand, Diallo (2012) constructed an advertising effect with the purchase intention as the brand image as the intermediary variable. He also reported similar findings that brand image is the overall intermediary that affects purchase intention. In addition, Diallo (2012) found that electronic reputation had a positive impact on brand image. Consumers consider comments obtained through social media advertising and use those comments to form brand image perceptions. On the one hand, brand image depends on the product group, which is more effective than advertising in influencing consumers' purchase intention, indicating that our results are meaningful. On the other hand, we can assert that brand image is more effective for consumers' willingness to buy mobile phones than advertising (Kwon and Chattaraman, 2012). For example, an empirical study conducted by Liljander et al. (2009) shows that consumers' behavior of buying products' brand clothing and the negative influence of brand image of social media advertising on their purchase intention. Based on the above discussion, we propose:

H5: Brand Image positively influences purchase intention towards social media advertising.

#### ***Word-of-Mouth (WOM) and consumer purchase intention***

Word-of-mouth (WOM) refers to any positive or negative statements made by potential, actual or previous customers about a product or company that can be made available to numerous people and organizations via the Internet (Dou, Walden & Lee, 2012). Social media has a huge

potential, and marketers can use WOM of the online world to develop the brand image of their products in an inexpensive way. In recent years, some research is looking at how electronic word of mouth has developed on social media (Mohammad, Jalilvand & Heidari, 2017). WOM can also influence customer purchase intentions through value creation. Co-creation of value is a process in which consumers and enterprises are closely involved in value, which is unique to individual consumers and sustainable to enterprises. (Deepti & Ruppall, 2017). WOM communication is widely believed to play a significant role in influencing and shaping consumers' attitudes and intentions (Mohammad Reza Jalilvand & 2017).

Product reviews posted by consumers on the Internet are one of the most important forms of word-of-mouth communication (Yang, 2012), and for consumers, it is increasingly common to look for online product reviews when collecting product information before buying (Wen, Prybutok & Xu, 2011) and purchase intentions (Kudeshia et al, 2017). Furthermore, brand issues are considered a major capital for many industries. Strong brands can increase customers' trust in the products or services they buy, enabling them to better see and understand intangible factors.

In recent years, we have observed that WOM has positively increased publications of more and more articles in the Internet system, marketing journals and other related disciplines, such as innovation management (Mohammed, Mustafa, Meshall & Kayode, 2017). Most of these publications focus on how the WOM affects attitudes and buying intentions. Based on the statistics from (Kudeshia et al, 2017), At least one-third of these publications are non-doctrine-oriented, and there are calls for more theory in this area (Mohammad, Jalilvand & Heidari, 2017). As far as we know, there is no research on WOM's impact on value co-creation.

Market researchers also reported WOM's impact on various online platforms, including websites (Deepti & Ruppall, 2017), online forum (Mohammed, Mustafa, Meshall & Kayode, 2017), and social media, emails, virtual community, etc. (Dou, Walden & Lee, 2012), on customer purchase intentions. It can be seen that WOM has an impact on the trust and purchase intention of different network platforms. In summary, previous studies have shown that women have a direct effect on purchase intentions, using regression analysis to support the use of the price of the product as a proxy for purchase intentions, or experimental research to develop a trust-based theory or an extended trust as an additional construct.

The Internet has made WOM both ubiquitous and unnecessary everywhere (Deepti & Ruppall, 2017). The new trend, known as "" electronic word of mouth," has great potential to spread consumer ideas (Jalilvand & Samiei, 2012). Electronic word of mouth is more effective than traditional word of mouth because of extensive access to resources (Bomil, Park, 2013). Word of mouth can be described as a way of communicating information to consumers about the use of sellers and products and services through Internet technology. Some sources for electronic word of mouth are blogs, virtual communities, newsgroups, product review websites, fan clubs, e-mail, etc. Product reviews on the Internet before purchase and consumer considerations for those reviews are the most important aspect of word of mouth communication. Therefore, electronic WOM seriously affects consumers' product evaluation and purchase intention (Kudeshia et al, 2017).

Social media apps offer options to spread word of mouth and expose consumers to it. While the traditional verbal WOM spread slowly in the past, social media and the millions of consumers it directly reaches have greatly increased the speed at which WOM spreads. The desire to communicate with others, including negative and positive WOM, is one of the main reasons for using social media (Erkan & Evans, 2016). Annoyance can have the opposite effect on positive WOM. The primary goal of WOM marketing is to get consumers to form a willingness to buy products already on the market. Therefore, the effectiveness of corporate social media activities will be measured against this goal. Therefore, WOM should positively

influence consumers' willingness to buy (Fan & Miao, 2012). Based on the above discussion, we propose:

H6: Word-of-Mouth positively influences purchase intention towards social media advertising.

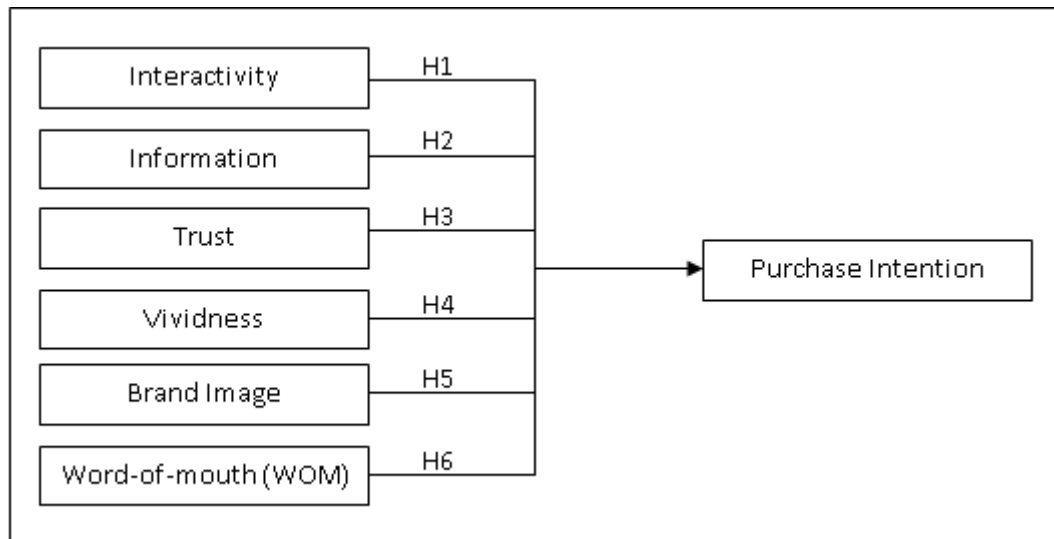


Figure 3: Theoretical Framework

### Method

The respondents of this study were consumers in Malaysia. The number of samples was calculated using the G-Power software. The effect size as small (0.15) and the power needed as 0.80, the minimum sample size required was 92. The questionnaires were distributed to the respondents at the mall as well as the universities upon getting the approval from the management. The entire process of data collection was carried out from January 2018 to March 2018. A total of 219 questionnaires were collected within the stipulated period.

### Findings

Table 1 projected that there were total 219 respondents who had participated in the survey questionnaires. 116 males encompassing 53% of the respondents and 103 females who made up 47% of the respondents took part in this research. In addition, the age range for the respondents comprised 114 respondents between the ages of 18-24 years old, 54 respondents aged between 25-34, while 32 respondents were between 35-44 years old and 19 respondents were 45 years old and above.

Furthermore, out of the 116 respondents, 33 were from the Malay ethnic group, 155 were Chinese and 31 Indians. Based on the observation, Chinese accounted the highest segment which was 70.8%, followed by the Malays 15.1%, and Indians 14.2%. Based on the research, the job status of the respondents which is projected in Table 1 included students, non-employed, employed, part time, and retired and others. There were 94 respondents were students followed by 27 respondents were non-employed, 79 of the respondents were employed, 11 part-time respondents, 7 retired respondents and 1 were others. There are 42.9% of respondents are employed followed by students composed of 36.1%, 12.3% non-employed respondents, 7% retired respondents, 5% part-time job and 0.5% of other job respondents.

In terms of income, 112 respondents earned within the range of below RM1,000, while 23 respondents earned between RM1,001-RM1,500, 24 respondents earned between RM1,501-RM2,000 and 60 respondents earned between RM2,001 and above. When analysing the respondents' social media profiles, 150 of them used Facebook, 58 enjoyed Instagram, 8

followed Twitter, 2 had Weibo accounts and 1 dabble in other social media platforms. Based on the research, the log on frequency which is projected in Table 1 included mobile device, pc and both mobile device and pc. 104 respondents used Mobile devices followed by 10 respondents who used the PC, and 105 of the respondents used both mobile devices and PCs. On the frequency of internet usage, the respondents consisted of 16 responded they do not use social media often, while 36 respondents said their usage was 2 to 4 hours per day. Meanwhile, 56 respondents reported a frequency usage of 4 to 8 hours per day with 44 respondents whose usage was 8 to 9 hours per day and 67 responded a usage of more than 9 hours per days. Based on the observation, more than 9 hours per days' usage accounted the highest which were 30.6%, followed by 4 to 8 hour 25.6%, 8 to 9 hours per days 20.1%, 2 to 4 hours per day 16.4% and not often usage 7.3%.

Table 1: Demographic Profile of Respondents

		Frequency	Percentage
<b>Gender</b>	Male	116	53.0%
	Female	103	47.0%
<b>Age</b>	18-24 years old	114	52.1%
	25-34 years old	54	24.7%
	35-44 years old	32	14.6%
	45 years old and above	19	8.7%
<b>Race</b>	Malay	33	15.1%
	Chinese	155	70.8%
	Indian	31	14.2%
<b>Work Status</b>	Student	94	42.9%
	Non-Employed	27	12.3%
	Employed	79	36.1%
	Part Time	11	5.0%
	Retired	7	3.2%
	Others	1	0.5%
<b>Income per month</b>	Below RM1,000	112	51.1%
	RM1,001-RM1,500	23	10.5%
	RM1,501-RM2,000	24	11.0%
	RM2,001 and above	60	27.4%
<b>Social media mostly using</b>	Facebook	150	68.5%
	Instagram	58	26.5%
	Twitter	8	3.7%
	Weibo	2	1.0%
	Other	1	0.5%
<b>Log on frequency</b>	Mobile Device	104	47.5%
	Pc	10	4.6%
	Mobile Device and PC	105	47.9%
<b>Frequency of internet usage</b>	Not often	16	7.3%
	2-4 hours/ day	36	16.4%
	4-8 hours/ day	56	25.6%
	8-9 hours/ day	44	20.1%
	> 9 hours/ day	67	30.6%

Cronbach's alpha value usually increases as the relationship between test items increases, so it is called internal consistency estimation of test score reliability. The Cronbach's alpha reliability coefficient usually be range between 0 and 1. When the value for coefficient value was greater, resulted greater value for the variable reliability. Table 2 indicate that the interactivity, information, trust, vividness, brand image, word of mouth and purchase intention were projected in high reliability with Cronbach's Alpha which between 0.794 to 0.87 respectively. In fact, the alpha value can be quite high, even if the group measures several unrelated potential structures. Therefore, Sekaran (2006) proven that the value for Cronbach's Alpha which exceeds 0.7 was meant reliable followed by Cronbach's Alpha beyond 0.8 is seems good. Alpha is most appropriate when a project measures different substantive areas within a single construct.

Table 2: Cronbach's Alpha Analysis for the Variables

Items	Cronbach's Alpha Value
<b>Interactivity</b>	0.875
<b>Information</b>	0.853
<b>Trust</b>	0.856
<b>Vividness</b>	0.794
<b>Brand Image</b>	0.795
<b>Word of Mouth</b>	0.855
<b>Purchase Intention</b>	0.850

Table 3 shows a direct impact on the purchase intention in this model which were interactivity, information, trust, vividness, brand image and world of mouth. Each of the p-value of these variables were less than 0.05 significant level ( $p < 0.05$ ) which were 0.047, 0.012, 0.032, 0.008, 0.015 and 0.350 respectively. Somehow, unstandardized regression coefficients have been identified in all models, an equation has been formed for the hypothesis, which is:

$$y = 0.504 + 0.119 (\text{Interactivity}) + 0.190 (\text{Information}) + 0.172 (\text{Trust}) + 0.157 (\text{Vividness}) + 0.156 (\text{Brand Image}) + 0.057 (\text{Word of Mouth})$$

Table 3: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
(Constant)	.504	.153		3.296
Interactivity	.119	.060	.135*	1.999
Information	.190	.075	.203*	2.539
Trust	.172	.079	.179*	2.165
Vividness	.157	.058	.182*	2.677
Brand Image	.156	.063	.170*	2.461
Word of Mouth	.057	.061	.061	0.937

Table 4: Summary of Hypothesis

	<b>Hypothesis</b>	<b>P-Value</b>	<b>Decision</b>
<b>H1</b>	Interactivity will have a positive impact on the customer purchase intention.	0.047	Accepted
<b>H2</b>	Information will have a positive impact on the customer purchase intention.	0.012	Accepted
<b>H3</b>	Trust will have a positive impact on the customer purchase intention.	0.032	Accepted
<b>H4</b>	Vividness will have a positive impact on the customer purchase intention.	0.008	Accepted
<b>H5</b>	Brand Image will have a positive impact on the customer purchase intention.	0.015	Accepted
<b>H6</b>	Word of Mouth will have a positive impact on the customer purchase intention.	0.350	Rejected

According to the hypothesis proposed that there was a significant relationship between interactivity and purchase intention towards customer. In accordance to Table 3, the beta value was 0.135 with P-value of 0.047 which within the range less than 0.05. Thus, the hypothesis was accepted as it was significant at 5% significant level. The outcome was being supported by the researched conducted by Kang et al (2015). Whereby indicated that interactivity as an attribute that would affect the customer purchase intention towards social media advertisement. For instance, interaction greatly improve the nature of the communication process with person, and the information exchanged by both parties can be found in the online network domain (Cano et al., 2017). For example, Etemad (2016) points out that interactivity has a crucial impact on customers' willingness to use mobile commerce.

Furthermore, there was a significant relationship between information and purchase intention towards customer. According to the Table 4.4, the value of beta was 0.203 with P-value of 0.012 which range below the rate of 0.05. Thus, the hypothesis was granted as it was significant at 5% significant level. The result was consistent with the previous research carried out by Jung (2016) which information as an attribute that would influence purchase intention. For instance, Lee (2016) prove through empirical evidence that information has a positive impact on consumers' response to social media advertising, and thus has a positive impact on consumers' willingness to buy products presented in social media advertising. Rathore et al. (2016) pointed out that informatization is one of the main aspects of advertising effects, and it affects consumers' attitudes towards social media advertising to a large extent.

In accordance with the hypothesis projected that there was a significant relationship between trust and purchase intention towards customer. Based on the Table 4.5 indicated that the beta value was 0.179 with P-value of 0.032 which categorized under the rate of 0.05. Therefore, the hypothesis was accepted as it was significant at 5% significant level. According to Lu et al. (2016), it showed consistent with the variable suggested in the advertisement while trust had a positive impact towards buyer purchase intention. When a woman is considering buying fashion clothing products online, consumers may take the visual match between her image and the products very seriously. Because online stores do not offer a way to try on clothes, consumers have strong psychological concerns. In this case, she will start to doubt whether the clothes of the online trading system are suitable, and may choose not to buy online (Ponte et al, 2015). If she thinks that other people might think it's not right for her, then the social risk could become significant.

Table 4 shows that H4 has a significant relationship between vividness and purchase intention towards customer. implied that the value of beta was 0.182 with P-value of 0.008 which range

between the rate below 0.05. However, the hypothesis was accepted as it was significant at 5% significant level. The outcome confirmed previous studies proven that vividness in the social media of advertisement would serve as an antecedent that would influence buying intention (Van et al., 2017). Although branded content on social media is different from banner advertising on websites, it does belong in the realm of advertising. Since social media is mainly used for entertainment, it is a platform to relieve pressure. Therefore, brand advertising content should occupy a higher position in entertainment elements. Vividness is the key to the success of online social media marketing.

Besides, the results indicated that there was a significant relationship between brand image and purchase intention towards customer. This implied that the beta value was 0.170 with P-value of 0.015 which range below rate of 0.05. Hence the hypothesis was granted as it was significant at 5% significant level. The result had shown consistent with the previous study studied by Godey et al. (2016), brand image was present as an essential element that would affect buying behavioral intention in the advertisement of social media whereby the higher the value perceived by the customers would result more favorable to purchase in the future. Purchase intention refers to the possibility of consumers to purchase a certain product (Pradhan et al, 2016) believe that consumers have a good brand attitude and purchase intention towards familiar brands. Consumers are more likely to buy familiar and reputable brands. Phua et al (2017) all believe that well-known brands can effectively reduce consumers' cognitive risk and increase positive evaluation of products. Since people tend to choose familiar things, brand awareness is an important indicator for consumers to evaluate whether they are familiar with the brand. Phua et al (2017) also believe that brand reputation is a rule of thumb for consumers when they make purchase decisions.

### **Discussion and Conclusion**

In a nutshell, the aim of the study was to investigate the factors that influence Malaysian consumers' appetite for social media advertising and purchase. In the era of social media, social media advertising, as a new form of online media advertising, has the advantages and commercial value of information transmission such as wide reach of users, high precision and relevance, deep user participation and rich social scenes. Social media will become a force to be reckoned with and a new channel for advertising. As an important means of effective advertising communication, advertising performance strategy is one of the issues worth discussing in the development of social media advertising.

The results of this study will be an outstanding contribution of future parties, especially enterprises, communities and research. This study will explain the impact of social media advertising on customers' buying intentions. This will help people in the marketing industry recognize that social media advertising, advertisement likes and credibility can help them increase sales of products and potentially gain brand loyalty from consumers.

In conducting the study, some limitations were found. These limitations should be highlighted for future researchers who have decided to conduct research related to the design and development of social media advertising. First, considering the sample size of the study, the questionnaire was distributed to a small number of individuals in some regions of the country in Malaysia, including Kuala Lumpur and Malacca, and thus failed to target the entire region in Malaysia, thereby reducing the accuracy and reliability of the necessary research results. In addition, the cultural literacy of the respondent will also take into account that a small number of respondents may not be able to clearly explain the question asked, leading to the respondent's tendency to misunderstand and answer based on their own assumptions. However, the data collected may be inconsistent.



There is a limitation when interpreting the data collected from the respondents, because the questionnaire used to collect the data is designed in a closed manner, and researchers cannot get more in-depth information. Therefore, the questionnaire should be designed in an open way to allow respondents to express more in-depth opinions and opinions on the current situation. There are other factors that may affect consumers' willingness to purchase social media advertisements that can be consider for future research. In order to make the results more reliable and accurate, it is recommended that future research distribute and collect data from whole Malaysia.

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