Social Media Marketing amongst Millennial's in Malaysia: Issues and Challenges

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Abstract: Social Media Marketing (SMM) is an internet marketing strategy with an emphasis on using social networking sites like Facebook, Twitter and Instagram to earn potential customers to visits the website. Social media marketing are very important nowadays to help people stay connected with others and gain information. Therefore it is very imperative to further understand how Millennials whom are the highest internet user respond to social media marketing. This study will review the literature pertaining to social media marketing within the millennial scope. Additionally, this study will explore the issues and challenges of social media marketing in Malaysia. The implication of the study is social media marketing consist of two newly dimensions namely entertainment and perceived trust and this dimensions are important on this study.

Keywords: Social media marketing, millennials, entertainment, perceived trust, Malaysia

1. Introduction

Social media marketing is a medium in which the consumer and business party may communicate within limited time that allows all parties to use, experience and gain benefit for all parties involved (Dwivedi, Kapoor and Chen, 2015). In addition, social media marketing is a tool to create, communicate, deliver and exchange offers that is valuable for organisations, stakeholder and social media technologies, channels and software (Tuten and Solomon, 2015). According to Maoyan et al. (2014), social media marketing is known as community marketing and it is also a kind of internet model with several social networking sites, in which would help to achieve marketing objectives. According to Chi (2011), social media marketing is a connection between brands and consumers. It also provides a way for consumers to socially interact and centralize the networking (Chi, 2011). Neti (2011) defined social media marketing as a strategic and methodical process that establishes company influence, reputation; and brand within the communities of potential consumers, readers or supporters. Social media marketing focuses to deliver content which can draw readers attention and encourage them to share (Chary, 2014).

High usage of social media becomes popular as a marketing tool, so the establishment and management for customers' relationship have been found on influencing consumer shopping behaviour (Lagrosen and Grundén, 2014). According to Khan and Jan (2015), social media marketing is to reach a consumer on the virtual networks and it is a new marketing strategy which is almost all businesses adopt it. An innovative tool to create a strong public relation with the customer in virtual network is a social media marketing (Jan and Khan, 2014).

2. Social Media Marketing in Malaysia

According to Wok and Mohamed (2017), internet was first introduced to the Malaysian public in 1995 and numerous planned steps have been taken to speed up its diffusion among the public. Additionally, the introduction of broadband in 2007 further preserved the internet as an important component of Malaysian life. Better and ahead internet access has facilitated the growth in e-commerce and online businesses. It has also let Malaysians to obtain more from the internet, especially in the form of faster streaming of media content. Hence, Malaysians have become more dependent on the internet for daily activities such as the daily news, paying bills, or simply communication with family and friends. The accessibility of individual media and social networking sites allows Malaysians to not only obtain information or manage dealings but also to make and add ideas, information, and life stories.

Millennials in Malaysia are the largest group who use social media marketing for daily activities purpose. Based on the Department of Statistics Malaysia 2017, the current population estimates millennials in Malaysia for those who are age 20 until 39 is 11,679,000 (http://www.dosm.gov.my). The percentage distribution of internet users for the age group of 20 to 34 in Malaysia is 53.6 percent which is the highest compared to other age groups. Therefore, the age group of 20 to 24 is the highest internet users in Malaysia according to Internet Users Survey 2017 by the Ministry of Communication and Multimedia. Additionally, based on Internet Survey 2018, the top five social networking users in Malaysia are Facebook (97.3%), Instagram (57.0%), YouTube (48.3%), Google+ (31.3%) and Twitter (23.8%) (http://www.mcmc.gov.my). According to Bernama (2019), Malaysia ranks top five globally and highest in Southeast Asia for in mobile social media penetration. Thus, based on this statistics, it can be concluded that examining millennial's purchase behaviour, issues and challenges towards social media is deemed an important subject that can be explored. The following section will discuss in detail about issues and challenges in social media marketing amongst millennials in Malaysia.

3. Issues and Challenges of Social Media Marketing

Social media marketing is important nowadays especially to millennials because they can gain any knowledge and information through any types of devices like smartphone, desktop, tablet and laptop at any time and any places. Besides that, millennials can stay connected with family and friends around the world. Additionally, social media marketing also help marketers to distribute and spread advertisement directly to millennials. Marketers also can have two way communications with consumers regarding the product or services problems, suggestion and recommendations. In other words, marketers purposely know what categories of products or services millennials loves to explore. This study will discuss issues and challenges of social media marketing amongst millennials in Malaysia which are millennial's purchase behaviour, online communities, entertainment and perceived trust. The following section explains each of these issues and challenges of social media marketing amongst Malaysia millennials.

3.1 Issues and Challenges of Millennial's Purchase Behaviour

The first issue and challenges of Malaysian social media marketing is millennials purchase behaviour. According to Hawkins, Mothersbaugh and Mookerjee (2010), purchasing a product in regularity is called purchase behaviour. Consumer purchase behaviour can be defined as repeated purchase behaviour or repeated patronage by loyal customers with favourable attitudes (Kong, 2006). Purchase behaviour is more towards a long term purchase and purchase intention as a near term whereby it is seen as a swift purchase (Newberry, Klemz and Boshoff, 2003). According to Sun, Wei, Lu, and Pan (2017), consumer purchase behaviour helps to understand the influential factors on purchase decision and recognise what and why customers make a purchase. In addition, firms can also figure out customers' reactions and responses towards their marketing strategies.

Katta and Patro (2016), online shopping behaviour is individual's overall perception and evaluation of the product or service during online shopping which could in a positive or negative feedback. The advancements of the internet have changed online purchase behaviour as a result of the changing dynamics that surround it (Roy, Datta and Mukherjee, 2018). Rahman and Mannan (2018) mentioned that online purchase behaviour can be developed through the innovative use of web technologies and online brand familiarity which are currently growing at a rapid pace and eclipsing traditional buying processes. Additionally, this phenomenon has caused the rapid market entry of numerous online sellers.

Malaysian millennial's purchase behaviour received more information through the internet and they could chat with others about their personal opinions, stories and perceptions in social media marketing. They expect to learn more about the products, services or brands in social media marketing. Besides that, the advanced of technology help Malaysian millennials use social media marketing platform to explore and widen their interactions. Therefore, Malaysian millennial's purchasing behaviour is important to be studied and is anticipated to be influenced by issues and challenges of social media marketing such as online communities, entertainment and perceived trust.

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4.2 Issues and Challenges of Online Communities

The second issue and challenges of social media marketing among millennials in Malaysia is online communities. Online communities are known as forums, which are formed for a certain reason, for example product information (Pitta and Flower, 2005). Additionally, consumers can publish their opinions considering their satisfaction with a specific product after the consumption of said product. The bond among online communities and purchasing behavior contain online forums and owning good affiliation with purchaser to understand customers' purchasing behavior (Hong and Kim, 2012). Consumers stay informed on the expansion of certain brands and products via online communities (Bilal, Ahmed, & Shahzad, 2014).

Social media is a trending initiative in Malaysia which acts as a one-stop centre for people from all over the world to connect with one another through visuals and words (Kushairi, 2017). In other words, social media allows individuals to share their expressions via virtual communities such as Facebook, Twitter and Instagram. Besides that, social media is addictive enough where people tend to spend more time on these platforms (Kushairi, 2017). Currently, due to demanding usage of internet in Malaysia, millennials starts to spend more of their time in social media and this also affects their buying behaviour. Millennials, regardless of their locations; either in urban or sub-urban are both heavy users of social media. According to Mahadi *et al.* (2016) said millennials is too dependent and they are easily influenced by technology, internet and social media. Nowadays millennials prefers online shopping because of its' convenience, save times, cost and more discounts from websites. In addition, online shopping is more convenient because the items purchased could be delivered at any customers' places (Bernama, 2016). Millennials can use various types of device such as smartphone, tablet, laptop and desktop to connect with social media marketing platform. Therefore, online communities is perceived to be an important issues in social media marketing which this factor is said to have an influence on Malaysian millennial's purchasing behaviour.

4.3 Issues and Challenges of Entertainment

The third issues and challenges of social media marketing is social media entertainment. Entertainment is the capacity to fulfil individual needs for escapism, diversion, aesthetic enjoyment or emotional enjoyment (Harshini, 2015). According to Kujur and Singh (2017), online consumers involve with the brand when there is an entertaining content on the brand post and buzz between a consumer which in turn helps in looking for brand awareness, image building and leverage. This study had used entertainment as a dimension of social media marketing that was proposed by Karman (2015).
Kim and Ko (2010) found that entertainment had a positive influence on purchase intention in the context of luxury brands. Kim and Ko (2010) mentioned that the activities provided in the social media marketing should be entertaining for example building relationship with others, providing customer service, free entertainment contents and obtained genuine information on personal attention.

In Malaysia, millennials characteristics where they can be described as more trendy, youngster and technology savvy group. Entertainment value influenced millennials purchase behaviour because of the environment and performance of the social media marketing were very interesting and enjoyable. The design of social media marketing attracted millennials to access and use it. Additionally, the entertainment values can help millennials purchasing decisions because it could change millennials mood and perceptions while using social media marketing.

One of the issues of entertainment in social media marketing amongst millennial is entertainment which the millennial are more attracted with the online content which is full of entertainment in social media marketing like online games, attracted to the song during surfing the internet and attracted to the visual of the websites on the social media marketing. Therefore, entertainment is perceived as important factor and considered to be a new dimension in social media marketing. In addition, this factor is said to have an influence on Malaysian millennial's purchasing behaviour.

4.4 Issues and Challenges of Perceived Trust

The fourth issues and challenges of social media marketing amongst Malaysian millennials is perceived trust. Online trust is regarded as customers developing positive imitations of e-commerce sites from the internet background (Urban *et al*., 2009). Trust in online shopping context as a consumer's willingness to depend on the seller and take action in conditions where such action makes the consumer susceptible to the seller (Jarvenpaa and Tractinsky, 1999). In electronic commerce, trust plays an important part when a customer makes purchases, since a purchase choice has to be made in the face of doubt, (Hong, 2015). Trust is the greatest important factor in the connection between buyer and seller especially in e-commerce (Sonja and Edwald, 2003).

The study from Razak *et al*. (2014) found a significant relationship between online trust and repurchase intention. The findings also were supported by Shah Alam *et al*. (2008) there is a significant relationship between trust and online shopping. In addition, Shah Alam *et al*. (2008) claimed that trust is a fundamental in adding value of experience in online shopping and build up a relationship. Besides that, Salem *et al*. (2017) found that trust is directly and positively related to repurchase intention. Previous study from Hajli et al. (2017) in the context of social networking sites, they found a positive relationship between trust and purchase intention.

In Malaysia context, millennials has placed trust as a vital aspect in terms of purchasing products through social media marketing. A positive feedback from existing and loyal consumer provided solid trust to millennials. Additionally, marketers should grab opportunity to maintain a long term relationship with millennials and provide genuine information regarding the products or services offered. Millennials trusted the procedure of online shopping through social media marketing such as payment transaction and shipping process. Besides that, millennials expected that the items to be delivered on the expected time, received the exact same items ordered in a good conditions and well packaging.

Therefore, based on the issues that have been discussed earlier, this study proposes that social media marketing should consists of three dimensions of social media marketing namely online communities, entertainment and perceived trust. This proposition is in line with Karman (2015) whom proposed that entertainment is a new dimension of social media marketing, thus entertainment is valued important in this study. Besides that, perceived trust was proposed by Muda *et al*. (2016) and the study found that perceived trust has the strongest significant relationship with purchase intention. In Malaysia context, it is anticipated that millennials purchasing behaviour will be affected by entertainment and perceived trust value. This is because entertainment value brings a positive feedback to millennials purchase behaviour since they will feel the joy by using social media marketing. Moreover, it seems that millennials will put a trust towards online sellers from social media marketing. Perceived trust existed between millennials and marketers when they have a positive feedback on the procedure of online purchasing such as information details of the products or services, payment and shipping process.

Thus, it is proposed that to study the influence of social media marketing on purchase behaviour among the millennial's, the following framework is proposed:
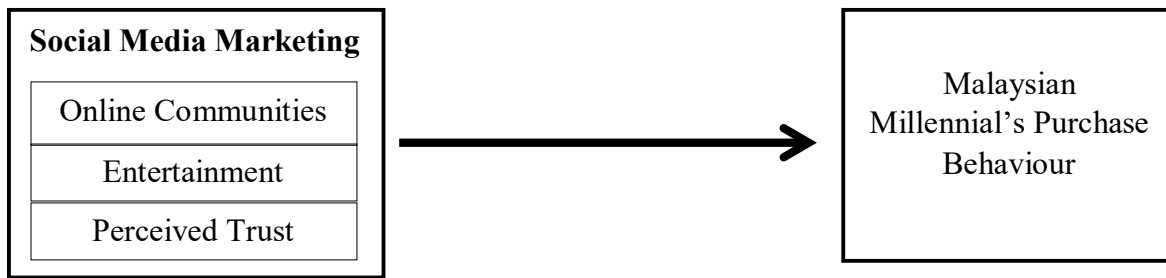

Fig. 1 - Theoretical Framework

5. Conclusion

Social media marketing nowadays are very important to millennial to stay connected with family and friends and also to gain all information and knowledge regarding the products or service offered. Millennials in Malaysia used social media marketing because of easiest way for them to search specific products they wants to know. In other words, Malaysian millennials preferred purchasing through online websites because the items could be delivered directly to their place and also could cut cost and their time rather than visiting a physical store. Besides that, millennials enjoyed online purchasing because online websites provide several of benefits like promotional code, free delivery, extra and redemption points. This study consists of four issues and challenges of social media marketing which are millennials purchase behaviour, online communities, entertainment and perceived trust. This study recommends adding entertainment and perceived trust value into social media marketing dimensions. The entertainment is a new dimension of social media marketing since it was important and a few researchers must look on it. Entertainment values in social media marketing help millennials on purchasing decisions because the environment on social media marketing can change their mood and perception while surfing on the internet. The characteristics of Millennials are more up to date, trendy and youngster. Perceived trust was one of the main contributions in this study and millennials has placed trust as a vital aspect especially for the purchasing process. It was developed by marketers to maintain their long term relationship with millennials. Marketers also should provide a good and genuine content; the design of the websites should be interesting and attracting on social media marketing.

Acknowledgement

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