

Social Media Influences on Purchase Intention among Youth in Malaysia

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DOI: <https://doi.org/10.30880/rmtb.2021.02.01.019>

Received 01 March 2021; Accepted 30 April 2021; Available online 01 June 2021

Abstract: Social media become important in everybody's life and social media is a tool to explore the world just by clicking on the phone or computer. Nowadays, many companies use social media platform to promote and sell their products and services to consumers. Consumers also accept and like to purchase products and services through social media especially the youth because they access the social media platform regularly. However, there are some problems faced by consumers when they are using social media platforms to purchase products and services. Therefore, the purpose of this research is to determine the factors affecting the use of social media influences purchase intention among youth in Melaka and determine the most influential factor affecting the purchase intention among youth in Melaka on the social media platforms. In this research, the researcher uses the quantitative method and non-probability sampling method. A total of 262 sets of questionnaires are collected from the youth in Melaka online. The respondents answer according to the 5-points Likert scale and the researcher analyzed the data through Statistical Package for the Social Sciences (SPSS) version 20 software. The findings showed that there is a positive significant relationship between brand credibility, celebrity endorsement, subjective norm, and trust toward purchase intention. Moreover, the subjective norm is the most influential factor that influences youth purchase intention on a social media platform. Therefore, a future researcher can investigate the relationship between the other variables in social media platform and expand the population area.

Keywords: Social media, Social media platform, Purchase intention

1. Introduction

Globalization already changes the mode of internet usage in people life and the internet become very important to people no matter where the people stay (Wok *et al.*, 2012). The probability of young people using social media reaches up to 90% from the previous study (Moghavvemi *et al.*, 2017). According to Statcounter (2020), the active social media users in Malaysia increase from the year

2016 to 2020. The social media statistic in Malaysia in March 2020 are Facebook (77.51%), Twitter (10.65%), Instagram (4.82%), Pinterest (3.63%), YouTube (3.01%), and Tumblr (0.2%). This shows that social media are very important in people daily life because the social media users in Malaysia increase year by year. Social media also will affect people purchase intention because of the information and advertising that share on the social media platforms especially the youth because they access a variety of social media platforms regularly.

1.1 Research Background

In this competitive world, many merchants or companies promote and sell their products and services through an online, network, or social media platforms which are Facebook, Instagram, YouTube, and others. The company can promote, advertise, and sell its products and services to different ages of people in Malaysia and people around the world through social media platforms. Nowadays, people more access social media platforms compare to watch television or other traditional entertainment platforms.

YouTube is a social media platform that can be regarded as a combination of traditional entertainment which is television, music, and film (Khan, 2016). In Malaysia, 51% of people have an active YouTube account, and up to 80% of social media user watch and download videos from YouTube every month (Moghavvemi *et al.*, 2017). So, this shows that people more access social media platforms compare with traditional entertainment platforms.

In this technology world, people cannot resist the temptation of technology, especially the youth. According to the Ex-Minister of Youth and Sports, Syed Saddiq Syed Abdul Rahman (2019), the youth was defined as a person between the ages of 15 and 30. The youth is a group of people that easily affected by the people and environment surrounding them.

According to Kim Ho (2019), Malaysians spent almost eight hours a day on multiple social media platforms. In the current situation of Malaysia that faced the Coronavirus (Covid-19) cause the Malaysians need to stay at home to comply with the Movement Control Order (MCO). So, social media platforms become more important in this MCO period.

1.2 Problem Statements

Social media become an important platform for people to share information, ideas, personal message, career interests, communicate with others especially the youth because they spend a lot of time and access social media platform frequently. At the same time, many problems occur when the consumers buy the products through social media platforms, especially the youth. It is because some of them are students and did not have extra money, but they do not know how to control their purchase intention, it will become a burden for their parents.

First, the very serious problem that will affect the purchase intention of the youth is the privacy, security, and trust aspects of the social media platform. According to Gundecha and Liu (2012), new challenges increase due to the user's opposing needs which are a user like to have many friends in their social media account, but they also like to be as private as possible when needed. This is quite difficult because of the variety of personal information disclosed in user profiles. According to Sinar Project digital rights activist, Tan Sze Ming, even the user post set as private but their posts still can be used by third parties without the user agreement. This makes the user social media or bank account been hacked by someone.

The second issue is the unknown user or unclear information of the products share on the social media platforms. This will make harm the user of social media because they did not clearly know or understand the product function and simply buy the product with good comments on the social media

platform. The social media platforms exposed participants to the posts of an unknown user or exposed to user-generated posts by their friends (Mayrhofer *et al.*, 2019).

The third problem faced by the consumer is an online scam. In Malaysia, 6 out of 10 people have lost money because faced the online scam problem when purchasing the products through social media platforms (Mokhsin *et al.*, 2018). As a smart consumer, the awareness must be very high when purchasing goods and services through the social media platform. So, the researcher wants to determine the factors that influence the purchase intention among youth on social media platforms even though many issues that occur in Malaysia.

1.3 Research Questions

- (i) What are the factors influences on purchase intention among youth in Melaka on the social media?
- (ii) What is the main factor that will influences on purchase intention among youth on social media platform?

1.4 Research Objectives

- (i) To determine the factors that influences on purchase intention among youth in Melaka on social media platforms.
- (ii) To determine the most influential factor that influences on purchase intention among youth in Melaka on the social media platform.

1.5 Scope of the Study

The scope of this study focuses on the youth (ages 15 to 30) in Melaka that using social media platforms to purchase products and services. A stage of youth develops to adults, they will be making the judgement from the view of society compare to their personal interests (Ann *et al.*, 2017). Therefore, many of the social media platforms elements will affect the youth decision when purchasing the products and services through social media platforms.

1.6 Significance of the Study

This study is aimed to determine the factors or elements of social media that influence purchase intention among youth in Melaka. It is because many problems and issues that occur when the customer purchases the products and services through social media platforms. Next, Melaka is a small state in Malaysia and the income level also lower than other states which are Kuala Lumpur, Selangor, Johor, and others. Therefore, the researcher wants to determine the factors that will influence the youth in Melaka to purchase the products and services through social media platforms.

Besides that, the merchants or the company that promote and sell their products and services through social media platform, they also can refer the affected elements or factors that will influence youth purchase intention in this study to improve their problems. It can help the company to maintain the customer and attract a newer customer base.

2. Literature Review

2.1 Purchase Intention

Purchase is the individual take possession of a given asset, property, or right by paying a predetermined amount of the money for the transaction to exchange with the products or services they want. Many factors will affect the consumer's purchase intention when they select the products and services (Younus *et al.*, 2015). According to Athapaththu and Kulathunga (2018), the purchase intention of the online customers is very precious because the customer has various temptations in the

social media platforms and at last, they still choose the seller. From the purchase intention of the consumers, the business company can forecast their business and plan the business strategy for their company in recent and future (Putra *et al.*, 2017).

2.2 Brand Credibility, Celebrity Endorsement, Subjective Norm, and Trust

Brand credibility can enhance the consumer expected utility and the probability of the consumer to make choice to certain products and services (Jeng, 2016). A brand is the name of the products or services of a company and credibility is the quality of products or services that are trusted in believed in by the consumers. According to Vidyanata, Sunaryo, and Hadiwidjojo (2018), credibility is the individual that believes in certain products or services at a certain time. Brand credibility will affect the purchase intention of the consumers because they will measure the products and services through the quality, risk, information, and cost of products and services to make a decision (Dwivedi, Nayeem, & Murshed, 2018).

Celebrity endorsement is a marketing strategy to introduce the company's products and services to the public to have name recognition in the competitive market (Awobamise *et al.*, 2018). Celebrity endorsement can improve the brand image of the company and purchase behaviour or intention of the customers (Ford, 2018). Most business companies invest a lot of money in celebrity endorsement because celebrity endorsement is the most effective way to increase the sales of the company (Danniswara *et al.*, 2017). Celebrity endorsements play an important role because the celebrity endorsement represents the company (Lim *et al.*, 2017).

Subjective norm is the element that can directly affect the other individual's behaviour or decision (Lim, 2015). According to Dinc and Budic (2016), the subjective norm can be defined as the individuals who support or not support certain behaviour. Subjective norm is the individual feeling, sensitivity, or perception and it will affect the individual behaviour (Ida & Putu, 2019). The individual purchase intention will affect by the people around them or public opinions and the specific groups of people they believe (Noor *et al.*, 2020).

Trust can be defined into two categories which are the individual trusting a prediction and take some action or the trusting in model and express in rational ways (Ribeiro *et al.*, 2016). Trust is a manner to attract the customer to purchase the products or services through social media platforms (Hasbullah *et al.*, 2015). Next, according to Leerapong and Mardjo (2013), trust is the foundation of e-commerce. So, the merchants need to build trust when they communicate with the customer through social media platforms (Cheng *et al.*, 2016).

2.3 Factor Influence Consumers' Purchase Intention on the Social Media Platform

The most influential factor from the previous research is a subjective norm which is a state that subjective norm is the strong positive factor to influence the consumer purchase intention (Atchara & Anny, 2013; Hasbullah *et al.*, 2015; Noor *et al.*, 2020). Next, trust is an important factor to influence consumer purchase intention (Atchara & Anny, 2013; Hasbullah *et al.*, 2015). Brand credibility also important to affect the consumer purchase intention when they are using social media (Jeng, 2016; Deandra *et al.*, 2018). The fourth influential factor is celebrity endorsement because celebrity endorsement helps the company to promote the products and services through the social media platform (Randy *et al.*, 2017; Deandra *et al.*, 2018).

2.4 Hypotheses Development

The concept of brand credibility is consumer-based brand equity (Baek *et al.*, 2010). According to Jeng (2016), the consumer more willing to purchase the products or services from the brand or the company they believe in. According to Mittal (2017), brand credibility is an important factor that will influence consumer purchase intention. There have some previous studies or research that result in

brand credibility have a significant impact on the consumer purchase intention (Vidyanata *et al.*, 2018; Mittal, 2017; Jeng, 2016).

H1: *There is a significant relationship between brand credibility and purchase intention among youth in Melaka on the social media platform.*

Celebrity endorsements bring a positive or good image to the brand or company but not necessarily will affect or influence the people to buy the products or services of the company or brand (Baig & Siddiqui, 2012). The celebrity endorsement more influence and attract the attention of young people's (Ghani & Kakakhel, 2011). The celebrity endorsement in any commercial or advertising that through social media platforms will affect the consumer purchase decision and intention (Jaffari & Hunjra, 2017). The previous studies show that celebrity endorsement has a significant relationship to consumer purchase intention (Mittal, 2017; Randy *et al.*, 2017).

H2: *There is a significant relationship between celebrity endorsement and purchase intention among youth in Melaka on the social media platform.*

Subjective norm or can be called as social influence, it is the people behaviour that always performs based on their perception that can influence other individual and the social influence is very high especially in social media platforms (Atchara & Anny, 2013). The people that around the individual such as family, friends, colleague, peer, and others will be affected by the individual (Watts & Chi, 2018). subjective norm can increase consumer purchase intention and sustain consumer consumption (Yang, Li, and Zhang, 2018). According to Syed *et al.* (2019), the subjective norm is effective in the marketing area and marketing strategy. The previous studies show that the subjective norm has a significant relationship to the consumer purchase intention (Hasbullah *et al.*, 2015; Lim, 2015).

H3: *There is a significant relationship between subjective norm and purchase intention among youth in Melaka on the social media platform.*

Trust is an important factor to influence consumer purchase intention. Trust can affect by many factors such as past experiences (Gundecha & Liu, 2012). According to Yeolib and Robert (2017), trust can be measure or evaluate by the previous consumer satisfaction with the products or services, repeat order, consumer loyalty, and the security of the social media platforms and the online shop in social media platforms. Some previous studies show the consumer trust is positively related to purchase intention (Athapaththu & Kulathunga, 2018; Putra, Rochman & Noermijati, 2017; Hasbullah *et al.*, 2015). The highest consumer trust toward the online shop or the merchants in the social media platforms will influence the consumer purchase intention (Lu, 2017).

H4: *There is a significant relationship between trust and purchase intention among youth in Melaka on the social media platform.*

2.5 Research Framework

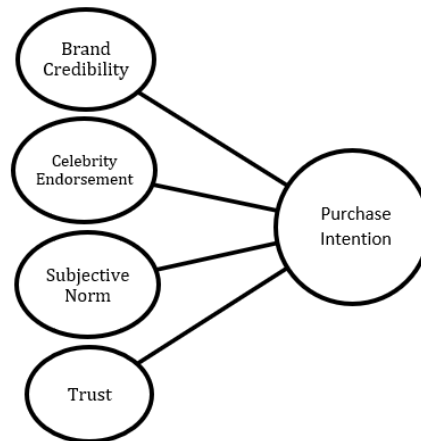


Figure 1: Research framework

3. Research Methodology

3.1 Research Design

In this research, the researcher uses descriptive research design to determine the relationship between the independent variables (brand credibility, celebrity endorsement, subjective norm, and trust) and dependent variable (purchase intention) on social media. The researcher uses the quantitative method and non-probability sampling to collect the data from the respondents. The researcher decides to use the survey method to collect data or information from the respondents through the online questionnaire which is Google form. The researcher distributes the questionnaires to the randomly selected respondents among the youth in Melaka to answer the questionnaire.

3.2 Population and Sampling Technique

In this research, the target population is the youth consumers' use of the social media platforms which is the ages from 15 to 30, and the focus area is in Malaysia, the target respondent focuses on Melaka area. According to the Department of Statistics Malaysia (2019), the total population of youth ages between 15 and 30 in the year 2019 is 288,820 youths in Melaka. The reason that the researcher chooses the sample as a youth in Melaka because the youth is the categories people that always access social media platforms and online shopping.

In this research, a sample is drawn from the youth in Melaka. The target of respondents includes the different gender, age, race, type of social media platform, and purchase on social media platform frequency. A total of 384 sets of questionnaires were distributed to the youth in Melaka through the Google form. The total population of the youth in Melaka is 288,820 people. As the table by Krejcie and Morgon (1970), the sample size is 384 respondents that the researcher needs to collect.

3.3 Data Collection

The data collection in this research is primary data collection and secondary data collection. Primary data collection in this research is researcher distributes 384 sets of questionnaires to the target population randomly to complete by the youth in Melaka online. The respondents are required to answer all the questions in the questionnaire which contains 35 questions. The researcher will collect the data from the respondents through the online questionnaire. In this research, the researcher also using the multiple choice or Likert scale to reduce the possibility of uncertainty in the result of the research.

The secondary data collection in this research is published articles, government web sites, and others. The researcher gets the data and information from the previous study or research from Google

Scholar, and other online journals to get the data and information to support this research. The researcher also accesses the online newspaper which are New Straits Times, The Star, others to get the latest information in Malaysia and around the world. Besides that, the researcher gets the population of youth in Melaka through the Department of Statistics Malaysia (2019).

3.4 Construct Measurement

In this research, there is three sections which are A, B, and C in the questionnaire form. In section A and B is about the respondent demographic information and experience using the social media platform. So, in these two sections, the measurement will be nominal scale such as the measurement mechanism in which answer to a particular question. In section C, the researcher uses the 5-point Likert scale to measure the agreement on the independent variables and dependent variable (Table 1).

Table 1: 5-Point Likert scale

Scale	Statement
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.5 Pilot Test

The researcher distributes the questionnaire to 30 respondents which are youth in Melaka to conduct the pilot test for the questionnaire. The result of the reliability analysis for the pilot test shows in Table 2. All the result of the reliability test for the independent and dependent variable in the pilot test are accepted.

Table 2: Result of reliability test for independent and dependent variable in pilot test

Variables	No. of Item	Cronbach's Alpha	Interpretation
Brand Credibility	5	0.964	Excellent
Celebrity Endorsement	5	0.862	Good
Subjective Norm	5	0.732	Acceptable
Trust	5	0.962	Excellent
Purchase Intention	5	0.879	Good

3.6 Data Analysis

After collecting all the data from the respondents through online Google Form, the researcher starts to analyses the data using the Statistical Package for the Social Sciences (SPSS) version 20 software. The researcher uses SPSS 20 to analyse the descriptive analysis, reliability analysis, normality test, and correlation analysis of this research.

4. Results and Discussion

4.1 Response Rate

The questionnaire has been distributed among 384 respondents which are youth (ages 15 to 30) in Melaka, and the respondents collected was only 262 from 384 respondents, which is 68.23% of the overall sample size. The response rate of this researcher presented in Table 3.

Table 3: Response rate on distributed questionnaires

	Frequency / Rate
Population	288,820
Sample Size	384
Number of questionnaires has been distributed	384
Number of questionnaires has been collected	262
Response Rate	68.23%

4.2 Reliability Analysis

The result of the reliability test has been shown that the Cronbach's Alpha value for brand credibility was 0.843, celebrity endorsement ($\alpha = 0.827$), subjective norm ($\alpha = 0.855$), trust ($\alpha = 0.839$), and purchase intention ($\alpha = 0.890$). The result of the reliability test for this researcher presented in Table 4.

Table 4: Result of reliability test for independent and dependent variable

Variables	No. of Item	Cronbach's Alpha	Interpretation
Brand Credibility	5	0.843	Good
Celebrity Endorsement	5	0.827	Good
Subjective Norm	5	0.855	Good
Trust	5	0.839	Good
Purchase Intention	5	0.890	Good

4.3 Descriptive Analysis

Descriptive analysis was used to describe the respondent characteristic in the forms of frequency and percentage. The researcher discussed in detail the respondent's personal information and experience of using social media that was collected from questionnaires in Section A and B. Respondent's profile in this research is gender, age, race, education background, and marital status. Section B is about the respondent's experience when using the social media platform which are the frequency of using social media platform, types of social media platforms, time per day using social media platform, the purpose of using social media platform, and frequency of purchase products and services through the social media platform. The result of descriptive analysis for this research presented in Table 5.

Table 5: Demographic information and respondent's experience on social media platform

Gender	Frequency	Percentage (%)
Male	108	41.2
Female	154	58.8
Age		
15-18 years old	17	6.5
19-22 years old	74	28.2

23-26 years old	148	56.5
27-30 years old	23	8.8
Race		
Malay	49	18.7
Chinese	185	70.6
Indian	23	8.8
Other	5	1.9
Education Background		
Secondary School	37	14.1
Diploma	29	11.1
University/Degree	185	70.6
Masters	3	1.1
Other	8	3.1
Marital Status		
Single	230	87.8
Married	29	11.1
Other	3	1.1
The Frequency of using Social Media Platform		
Yes	257	98.1
No	5	1.9

Table 5: Continue

Types of Social Media Platforms		
Facebook	129	49.2
Instagram	81	30.9
Twitter	8	3.1
YouTube	34	13.0
Pinterest	1	0.4
Other	9	3.4
Time per Day using Social Media Platforms		
Less than 30 minutes	12	4.6
More than 30 minutes but less than 1 hour	40	15.3
1 to 2 hours	68	26.0
2 to 3 hours	46	17.6
More than 3 hours	96	36.6
Purpose of using Social Media Platform		
Entertainment	173	66.0
Meet People	14	5.3
Maintain Relationship	19	7.3
Social Events	8	3.1
Academic Learning	6	2.3
General Information	31	11.8
Other	11	4.2
The Frequency of purchase Products and Services through Social Media Platform		
Yes	165	63.0
No	97	37.0

4.4 Normality Test

A normality test is a test to determine whether the sample data has been drawn from a normally distributed population. In this research, the researcher is using the Kolmogorov-Smirnov test because the number of respondents is 262. There is significant value for each dimension of independent variables and dependent variable which are brand credibility, celebrity endorsement, subjective norm, trust, and purchase intention. The significant value for all the dimension is 0.000, which explained that all the data are non-normal. Therefore, Spearman's rho was conducted in correlation test. The result of the Kolmogorov-Smirnov test for this research presented in Table 6.

Table 6: Kolmogorov-Smirnov test

Dimension	Statistic	df	Significant
Brand Credibility	0.096	262	0.000 (Non-normal)
Celebrity Endorsement	0.117	262	0.000 (Non-normal)
Subjective Norm	0.118	262	0.000 (Non-normal)
Trust	0.093	262	0.000 (Non-normal)
Purchase Intention	0.126	262	0.000 (Non-normal)

4.5 Correlation Analysis

Correlation analysis is an important part in the research because in this part will show the relationship between two or more quantitative variables which is independent and dependent variable. In H1, brand credibility was positively significant correlated, r (0.444), p (0.000). In H2, celebrity endorsement also positively significant correlated, r (0.509), p (0.000). In H3, the subjective norm was positively significant correlated, r (0.689), p (0.000). In H4, trust also was positively significant correlated, r (0.645), p (0.000). Therefore, all the independent variables are accepted because there are significantly correlated, and the significant value is 0.000.

Table 7: Correlation analysis

Hypothesis	Variables	Correlation Coefficient Rank (r)	Significant (p)	Result
H1	Brand Credibility	0.444 (4)	0.000	Accepted
H2	Celebrity Endorsement	0.509 (3)	0.000	Accepted
H3	Subjective Norm	0.689 (1)	0.000	Accepted
H4	Trust	0.645 (2)	0.000	Accepted

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

4.6 Discussions

(a) Factors that Influence on Purchase Intention among Youth in Melaka on Social Media Platforms

Based on the findings of the previous section, there are four factors which are brand credibility (H1), celebrity endorsement (H2), subjective norm (H3), and trust (H4). These four factors are achieved a significant level ($p < 0.05$); therefore, these four factors are accepted as the factors that influence purchase intention among youth in Melaka when they are using social media platforms.

(b) Most Influential Factor that Influences on Purchase Intention among Youth in Melaka on Social Media Platforms

The most influential factor is the subjective norm (H3) which have the highest correlation coefficient value ($r = 0.689$, $p = 0.000$). Subjective norm is the most influential factor that influences purchase intention among youth in Melaka on social media platforms. It is because an individual will easily influence by the people that they always live together. The people behaviour and action will approve and support a particular behaviour to act like them.

5. Conclusion

This research has been conducted for a year and as a whole, it has successfully answered all the research objective, as well as providing empirical evidence of the relationship between brand credibility, celebrity endorsement, subjective norm, and trust towards purchase intention among youth on social media platforms. The objectives were achieved by correlation analysis and all the

hypotheses were accepted based on Spearman's rho test. From Spearman's rho test, the researcher also determines the most influential factor which is the subjective norm because the subjective norm has the highest correlation coefficient value. Based on the result, which is collected from the youth in Melaka, it shows that the majority of the youth using social media platforms frequently and more than half of the total respondents purchase the products or services through social media platforms. Therefore, the result shows that social media platforms become important in youth daily life and the marketers can focus on the selling and buying process or strategies in order to increase youth purchase intention on social media platforms.

Acknowledgement

This research was made possible by support from the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia.

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