

The Impact of Social Media Advertising Features on Consumers' Purchase Intention Among Young Malaysians in Klang Valley

Jing Lyu

UCSI University, Kuala Lumpur 56000, Malaysia.

Abstract: As social networking services become more widely used in this modern life, social media advertising becomes a more appealing vehicle for increasing ad effectiveness. The use of social media as a platform for marketing and advertisement is becoming more common. However, it is always challenging for organizations to design social media advertisements that successfully engage customers and drive them to purchase the products or services. Therefore, this study aims to identify the main factors related to social media advertising that could predict purchase intention among young consumers in Klang Valley, Malaysia. Six variables were constructed, and the proposed framework was tested using an online questionnaire-based survey of 200 respondents. The results hopefully can provide guidelines to researchers and marketers on how to plan and implement their advertising over social media platforms.

Keywords: Social Media Advertising; Purchase Intention

1. Introduction

Social media advertising is the practice involving the use of paid adverts on social networking sites like Facebook, Instagram, YouTube, and other content. Starting in late 2019, the prevailing Covid-19 pandemic has had a dramatic effect on human life that young Malaysians spend more time online, using social media heavily and viewing advertisements. Currently, the substantial growth of advertising during a pandemic depends on the increased use of social media and the cost-effectiveness of social media advertising. The problem that the present study aimed to address is the lack of more up-to-date empirical evidence on social media advertising features during Covid-19 epidemic. More importantly, marketers are constantly faced with the challenge of planning and designing these social media ads more effectively and engagingly within Malaysian youth consumers. Thus, it is necessary to study young consumers' responses to the different features of social media advertising.

2. Theoretical Basis

2.1 Theoretical significance and value

This research only targets Malaysian citizenries aged 15 to 30 who use social media platforms and live in Klang Valley. Ducoffe's web advertising model will be used in this research to clarify the continuance the intention of influencing young Malaysian consumers to purchase the products presented in advertisements (Aktan et al., 2016)^[1]. Therefore, this research will focus on informativeness, irritation and entertainment to identify their influences on consumers' purchasing intentions. In addition, interactivity, perceived relevance, and the design quality of the advertising will also be included in the social media advertising features that affect the young consumers' purchase intention.

2.2 Practical meaning and value

Studying what social media advertising features affect the purchase intention of young Malaysian consumers in Klang Valley will be beneficial to several entities and stakeholders such as researchers, advertisers, social media companies, the government, and social media users. First, this study will add to the theory and literature on advertising and business research. Social media advertising remains a rapidly growing phenomenon that needs to be researched. Second, this study will also add to the practice that it can help advertisers to assess the effectiveness of social media advertising. It will show the specific areas of social media advertising that work best and those that do not. Finally, this study will also help social media companies to better market their advertising abilities. The companies can also improve their advertising experience based on the findings of this study. (Nor et al., 2012)^[2].

3. Understanding the Impact of Social Media Advertising Features on Consumers' Purchase Intention among Young Malaysians in Klang Valley

3.1 Literature Review

3.1.1 Purchase intention

Purchase intention is defined as a measure of a consumer's willingness to purchase a specific product in a given timeframe. Purchase intention is essential for business and marketing research because higher purchase intention for a given product is associated with an increased chance of buying the product (Martins et al., 2019)^[3]. The growth of online advertising has matched the increase in social media usage. An important reason for the popularity of social media advertising is its capacity for tailor-made advertisements and assessing whether consumers are actively engaging with the advertisements (Liu-Thompkins, 2019)^[4].

3.1.2 Informativeness

Advertisements' informativeness refers to the ability of advertising to educate consumers on commodity alternatives and the strengths of these alternatives over other commodities, particularly the commodities that are regularly used by the consumer (Najib et al., 2016)^[5]. Informativeness speaks to the content of advertisements. An advertisement's content is crucial because it determines whether the consumer will see the need for purchasing the commodity being advertised.

3.1.3 Irritation

Advertising irritation is defined as the consumers' perception of displeasure and transient impatience towards an advertisement. Some qualities of mobile or online advertising that causes a negative perception of advertisements in general are their intrusiveness and disruptiveness where other activities such as watching videos and browsing are disrupted by advertisements. Targeted advertisements are predicated on tracking the online activities of consumers, and this is regarded as intrusive (Billore & Sath, 2015)^[6].

3.1.4 Entertainment

The entertainment of advertising refers to the degree to which an advertisement contains elements that are warm, playful, and pleasant to view (Najib et al., 2016). The trick for advertisers is to find a balance between entertaining and informative content.

3.1.5 Interactivity

Interactive advertising refers to promotional elements that encourage an exchange between the consumer and the advertisement or the brand behind the advertisement. Interactive advertising encourages consumer engagement, improves interpretation and understanding of advertisements, and builds direct long-term relationships that breed brand loyalty (Alalwan, 2018).

3.1.6 Perceived Relevance

Perceived relevance in consumer behaviour refers to the subjective view of the consumer on the appropriateness of a given product to their needs and has also been described as perceived value (Alalwan, 2018)^[7].

3.1.7 Design Quality

The quality of an advertisement is essential because it determines whether the viewers will engage with the advertisement and how they will perceive the message in the advertisement. Pop up advertisements with loud colors can be viewed as malware by many viewers and will be avoided. Elements such as the size of the advertisement, color code, amount of information, layout, and the relevance of each feature have been used to assess the quality of advertisements (Martins et al., 2019)

4. The Conceptual Framework for the Research Study

4.1 Influencing factors of advertising value

Ducoffe developed and tested a conceptual model designed to assess how attitudes towards internet advertising affect the value of advertisements. The extensive use of similar studies shows that it is appropriate for our current research on young Malaysians' purchasing intention. Based on Ducoffe's model, this study analyses the influencing factors of Yong Malaysian consumers' purchase intention, and the results show that informativeness and entertainment value are critical factors in young Malaysians' positive reception of social media advertising on social media platforms, and irritation negatively impacts their purchase intention, contributing to a negative perception of advertisements, and diminishing advertising value.

5. Data Analysis

5.1 Reliability Analysis

According to Sekaran & Bougie, the result of the Reliability Test less than 0.5 are unacceptable, those in the 0.7 range are acceptable, and those over 0.9 are excellent. Cronbach's Alpha for informativeness is 0.825, irritation is 0.865, entertainment is 0.905, interactivity is 0.867, perceived relevance is 0.917, design quality is 0.864 and customer purchase intention is 0.890. Cronbach's Alpha results for entertainment, perceived relevance variables are excellent, where $\alpha \geq 0.9$. Informativeness, irritation, interactivity, design quality, and purchase intention variables' results are good, where $0.9 > \alpha \geq 0.8$. Consequently, the Reliability Test findings are deemed good and consistent.

5.2 Normality Test

A multiple regression analysis was conducted to investigate whether six variables could influence purchase intention significantly. The result of regression indicates that the r-squared value was 0.569, and the variables informativeness, irritation, entertainment, interactivity, perceived relevance, design quality account for 56.9% of the variation in purchase intention. Hence, the strength of the relationship is considered to be average, $F(6,193) = 42.517$, $p = 0.000$. Based on the result of the regression coefficients, the hypotheses of informativeness ($B = 0.615$, $p < 0.05$), irritation ($B = -0.116$, $p < 0.10$), entertainment ($B = 0.499$, $p < 0.05$), interactivity ($B = 0.506$, $p < 0.05$), perceived relevance ($B = 0.700$, $p < 0.05$), and design quality ($B = 0.722$, $p < 0.05$) are statistically significant.

6. Conclusion

The emergence of e-commerce trends during the Covid-19 pandemic has allowed Malaysians to spend more time online, use social media frequently and view advertisements (Nguyen et al., 2020). The findings of the study indicate that informativeness, entertainment, interactivity, perceived relevance, and design quality have a positive and statistically significant effect on purchase intention among young Malaysians in Klang Valley. Irritation was found to have a negative effect, although this did rise to a

statistically significant level. Therefore, this study has important implications for practice. It is clear that businesses need to keep considering the tried and tested models of advertising, even in the age of social media advertising. Informativeness, irritation, entertainment, interactivity, perceived relevance, and design quality should remain significant considerations for businesses intending to put out social media advertising. These businesses should also strive to minimize the irritation value of social media advertising. In an era where personalized advertising is commonly based on the internet use profile of consumers, businesses ensure that social media advertisements are highly targeted to those who are most likely to find them useful.

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