

The Relationship between Social Media Advertisement Towards Customer Purchase Intention: A Case Study of Projekmommy.co Product

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Abstract

The commercial climate for online business changed as an outcome of the growth of small medium enterprise (SME). Because of the digitalization of modern society, consumer attention has shifted away from conventional purchasing behaviors. This study investigates, within the framework of Projekmommy.co, the impact of social media advertising towards customers purchase intention. A total of 200 questionnaires have been distributed to people located in Putrajaya. This research aims to examine correlation between social media advertisement towards customer purchase intention. The findings showed a substantial positive correlation between social media advertisement towards purchase intentions.

Keywords: - Social media advertising, customer purchase intention

1. Introduction

The Internet is currently the most widely used communication medium in the world because of the quick advancement of information technology (IT). Social media has been the most exciting technological advance, as it provides the safest means of conducting commercial transactions and connecting people. Furthermore, the growth of major social media platforms like TikTok, Instagram, Facebook, and X has changed the business climate for multinational organizations by Kannan (2017).

Adversaries may stand out among the social media users who follow the most people by offering alluring deals, unrestricted celebrity endorsements, and personalized content. This is the greatest way for adversaries to set their goals and execute them. Social media and email marketing, renowned for their robustness and easy-to-use characteristics by Nawaz & Kaldeen (2020). With the help of these digital marketing tools, companies can interact with customers and sell their goods more effectively and affordably. This is the propensity of a prospective client to buy and use a specific good or service, which grows the clientele and increases revenue by Wang et al. (2019) and Mai et al. (2021).

A small medium enterprise (SME) that has been involved for this case study is Projekmommy.co which is a frozen food manufacturing company located in Selangor. Projekmommy.co understand the demands of modern life and the need for quick, easy-to-prepare meals without compromising on quality or flavor. Their extensive range of frozen food products encompasses a diverse selection of cuisines, from classic Malay foods to international delights. In addition to their commitment to quality,

projekmommy.co are dedicated to sustainability and environmental responsibility by minimizing carbon footprint and reducing food waste through efficient production methods and packaging.

People across the world now incorporate digital marketing into their everyday routines with ease. As people devote more and more time to online activities, both for researching products and services and conversing with other customers about their experiences with businesses, digital marketing becomes a transformative force in the customer behaviors space by Khwaja et al. (2020).

Nonetheless, there are still more ideas to investigate and ways that marketing has changed over time. All that matters is what the companies choose to use. Consequently, the objective of this study is to address the impact of social media advertising towards customer purchase intention within the framework of SME company, Projekmommy.co.

2. Literature Review

2.1 Social Media Advertising & Purchase Intention

Purchase intention refers to a customer's preference to purchase a good or service because they believe they need it; it may also relate to a customer's attitude towards a good or service and their impression of it. Keller (1993) mentions that purchase intentions mean consumer will buy a product once again after she/he evaluates a product and finds out that the product is worth buying. The group's decision-making process influences the choice of brand for well-known items. Witt & Bruce (1972) mention that choosing a brand depends on how well-liked it is by the group.

The Jayachandran et al. (2004) study elucidates the crucial impact that customer information plays in the choice to purchase a product. Purchase intention is typically correlated with customer behavior, attitudes, and perceptions. Giovanis et al. (2013) mentions that it's a crucial factor in how customers access and assess a particular product is their purchase behavior.

Morgan & Hunt (1994), Urban et al. (2001) and Herbst et al. (2012) study concentrated on the significance of an effective marketing intimacy approach. Consumer impression of a brand's reliability is reflected in brand trust by Erdem & Swait (2004). Brand trust is the capacity of a consumer to have faith in a product, brand, or service to fulfil its claimed tasks from several angles by Sirdeshmukh et al. (2002), Shamsudin et al. (2015) and Erdem & Swait (2004).

Building relationships with consumers and brands is crucial to promoting community engagement and establishing their presence. According to Lipsman et al. (2012), investigation of the impact of social media advertising on branding, social media may assist in carrying out several tasks from a brand's point of view, including content sharing, connections resharing the material, and sponsored stories.

The link between trust and buy intent has previously been extensively studied. Regarding the factors influencing consumers' desire to buy in response to social media advertising, there are still some gaps, nonetheless. To increase digital engagement, advertisers are fervently incorporating social media into their advertising campaigns. Previous study by Ashley & Tuten (2015) and De Vries & Carlson (2014) focus on the executional factors in the content of the ad that drive digital engagement. Studies by Bronner & Neijen (2006) and Malthouse et al. (2007) have identified the types of experiences such as information, transit, interaction, identification, and pastime that make up media engagement or can explain media usage.

Liu et al. (2005) mention that it's crucial to understand the connection between customers' specific purchase intentions and privacy presumptions research has indicated that trust is a significant factor in determining consumers' intentions to make online transactions. The connection between purchase intent and trust in the context of online grocery shopping and found a positive link by Kuan & Bock (2007). Lee & Jeong (2014) found that while examining a multi-channel banking scenario, clients who trusted offline banking services were more inclined to use the online banking services that the offline bank offered.

Consumer pleasure and repurchase intent were shown to be highly correlated with brand trust, according to customers' assessments of the brand by Zboja & Voorhees (2006). The social media presence of marketers creates a sense of familiarity,

and this familiarity may affect purchase intent. Consequently, it is assumed that social media advertising has a favorable correlation with consumers' intentions to make purchases, as follows: *H1: Social media advertisement is positively related to customer purchase intention.*

3. Methodology

A total of 250 self-administered questionnaires were distributed at Putrajaya. Out of the 250, only 200 were found to be usable for further analysis. 50 questionnaires were discarded mainly due to missing responses. Respondents were selected randomly in the Putrajaya area. The questionnaire consisted of four parts. The Likert scale consists of five response categories ranging from "strongly disagree to strongly agree". Questionnaires were modified and tested for suitability through the Cronbach alpha test, with reliability coefficient of 0.70 (Santos, 1999).

A six-item scale designed for measuring social media advertising was used that been developed by Hanaysha (2016). A 4-item scale was used to gauge customers' intent to buy. "I will buy products that are advertised on social media" is one of the example items established by Alalwan (2018). As this is primary research, the most appropriate data analysis tool is SPSS.

4. Finding and Analysis

The research participants' demographics, such as their gender, age, marital status, income, and employment.

Table 1. Respondents' demographic profile

Characteristics		N	(%)
Age	18 to 25	27	13.5
	26 to 30	54	27
	31 to 35	46	23
	36 to 40	35	17.5
	Above 40 years old	38	19
Gender	Male	45	22.5
	Female	155	77.5
Monthly Income	2000 and below	13	6.5
	2001 – 4000	28	14
	4001 – 6000	61	30.5
	6001 and above	98	49
Employment	Student	34	17
	Private	41	20.5
	Government	123	61.5
	Unemployed	2	1
Marital Status	Unmarried	86	43
	Married	112	56
	Divorced	2	1

A total number of 200 respondents participated in the survey. The survey response rate is 80%. The results showed that one-fifth of the participants (45, 22.5%) were men while the bulk of participants (155,

77.5%) were women. The 200 respondents' ages varied from 18 to 40 years old and older. The age group of 18 to 25 years old consists of (13.5%) participants, followed by 26 to 30 years old (27%), 31 to 35 years old (23%), 35 years to 40 years old (19%) and above 40 years old (19.0%). 73.7% A total of 86 respondents (43%) were confirmed to be single. Two of the 114 married people (1.0%) were divorced. Of the 200 responders, 13 (6.5%) earn RM2,000 and below, while 28 (14.0%) fall into the RM2,001 – RM4,000.00 salary range, 61 (30.5%) in RM4,001 – RM6,000.00 range and 98 (49%) respondents earn more than RM6,001 per month. Government employees made up most of the responders (123, or 61.5%), followed by private employees (41, or 43%) and the rest are students. The data analysis and interpretations are in Table 2, utilizing descriptive statistics.

Table 2. Descriptive analysis

Study Variable	N	Std. Deviation
Social Media Advertising	2.76	0.904
Customer Purchased Intention	3.45	0.983

According to descriptive statistics the mean values vary from 2.76 to 3.45, with response standard deviations ranging from 0.904 to 0.983. The mean score for items assessing social media advertising and purchase intention were high. Social media advertising had an average (mean) of 2.76 and a standard deviation of 0.904 and customer purchase intention had a mean of 3.45 and a standard deviation of 0.983.

To evaluate the dependability and internal consistency of each construct's elements, we calculated Cronbach's alpha values. (i.e., social media advertising and customer purchase intention). According to Cronbach (1951), the threshold value for confirming the elements on a scale is reliable and internally consistent, and it should be at least 0.70. Moreover, Kline (1998) advocated that value of Cronbach's alpha (reliability coefficient) greater than or equal to 0.90 can be regarded as (excellent), an alpha value near to 0.80 as (very good) and an alpha value approximately 0.70 as (adequate). The results of the reliability test for the current study are shown in Table 3, together with Cronbach's α values for all variables whose scales met the threshold value. (i.e., 0.85 to 0.88). The results in Table 3 indicated that all variables have internal consistency of 85% to 88% and there is no kind of reliability issue in our data set.

Table 3. Reliability analysis

Study Variable	No. of Items	Cronbach's Alpha Value	Level of Reliability
Social Media Advertising	6	0.88	Very Good

Customer Purchased Intention	4	0.85	Very Good
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Bivariate correlation analysis in Table 4 was used to evaluate the connection between our research variables. Results in Table 4 show that correlation coefficients are going in the expected direction and offer some evidence in favor of our suggested theories. Customer Purchase Intention is positively and significantly associated with Social Media Advertising, ($r = 0.351$, $p < 0.01$).

Table 4. Bivariate correlation

Study Variable	Social Media Advertising	Customer Purchased Intention
Social Media Advertising	1	.351**
Customer Purchased Intention	.351**	1

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

5. Discussion

This study's main purpose was to discover the relationship between social media advertising towards purchase intention. Since the internet's creation, businesses and people have been experimenting with using it to increase sales and consumer loyalty. A lot of companies that have found success via internet marketing include Adidas and Shopee. By providing information, these firms can interact with their customers and improve their experience, which ultimately increases their credibility.

Media social advertisement make it easier to comprehend customer behavior and adjust the product accordingly. Social media's introduction to the market has drastically changed it and brought up a plethora of options, including those related to network marketing, customer service, brand protection, and promotion.

Since social media often serves as a prospective customer's initial point of contact, Projekmommy.co should improve their online presence across all social media channels. Through social media viewer interaction, projekmommy.co may increase traffic and revenue by adding value for potential clients. Engaging content, timely responses, and authentic interactions are key to building a loyal following.

Additionally, leveraging analytics to understand audience preferences can help tailor content that resonates more effectively. Collaborations with influencers and user-generated content can amplify reach and credibility. Regularly updating profiles, sharing relevant industry insights, and showcasing customer testimonials will further establish Projekmommy.co as a trusted and vibrant community hub. By fostering a strong online presence, Projekmommy.co can create meaningful connections, drive sustained growth, and enhance

purchase intentions.

6. Conclusion

The study indicates a robust correlation between social media advertising and the purchase intentions of consumers. This study concentrates on the impact social media advertisement to customers' interest in Projekmommy.co product. Based on the results of our proposed hypothesis, Projekmommy.co should step up its social media advertising strategy to better position itself in the eyes of consumers and enhance its sales and revenue. Projekmommy.co could collaborate with well-known social media influencers, create engaging and effective social media content, and implement good copywriting to attract customers.

There are several restrictions on the research. There remains further work yet to be performed in this regard because we did not examine brands from other businesses or brands that are comparable competitors in the exact same industry in our research. Furthermore, the results of this assessment are based on a single public setting, limited sampling area. As a result, a cross-public review and widen sampling area might be conducted to strengthen the validity of the findings.

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