The Relationship between Social Media Marketing and Online Purchase Intention

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Abstract

The internet and social media have altered traditional business methods with customer interactions, as well as the ways in which businesses and customers trade. It involves two-way interactive social networking, is inexpensive, widespread, and practical for reaching customers including our research scope, generation Y. Although excellent intergenerational communication exists, they are sophisticated and powerful customers who are challenging to persuade, influence, and keep as customers. Because of this, the cohort uses social media extensively and is constantly seeking out new information. For the reason that, the study aims to explore the relationship between social media marketing and online purchase intention among the generation Y in Malaysia. There are three dimensions which are interaction, entertainment, and electronic-Word-Of-Mouth (e-WOM) will be discussed in this study. The study has surveyed 239 respondents which the target respondents of this study are Gen Y, the current age is 29 to 41 which also known as digital natives born between 1982 and 1994. The sample was assembled using an online survey and questionnaire that conformed with the quantitative research methodology. This study used randomly selecting respondents from the population generation Y without any specific criteria or stratification. A SPSS software program will be used to analyze data collected from respondents among generation Y who are familiar with online shopping to achieve the research purpose. In the form of charts and graphs, the results of the data analysis will assist the researcher in answering the study's objectives. Based on the analysis, all variables showed a significant relationship with Gen Y online purchase intentions. According to Dimension Entertainment, social media marketing has a significant influence on online purchase intention with a correlation coefficient of 0.428.

1. Introduction

The internet and social media have altered traditional business methods with customer interactions, as well as the ways in which businesses and customers trade (Nadezhda, 2017). The Internet has impacted our daily activities, and its ongoing growth is critical for humanity's future. According to Statista Research Department, around 78.5 percent of Malaysians are active in using social media and is reported as in January 2023. Out of all the accessible social media, Facebook was the most widely used Managing user-generated content, advertising on social media platforms, and blogger endorsements are some of the online marketing techniques most businesses use to connect with their customers (Wang & Kim, 2017). These digital technologies will influence customers' opinions so they can engage with businesses and communicate with others. According to OOSGA Research, average there are about 30.8 million active social media users monthly in Malaysia 2022.

1.1 Research Background

Online purchase intention typically occurs at the point in the decision-making process on internet when the customer has acquired a firm desire to pursue a particular product or brand (Valacich *et al.*, 2011). 74% of participants in a 2021 study on social commerce in Malaysia stated they would check internet reviews and ratings before completing a social media transaction. These characteristics serve as the very reason for companies to invest more in marketing efforts done through novel ways, since these approaches can help to enhance their market shares. It is seen that more and more Malaysian businesses are recognizing the significance of social media marketing platforms as the digital revolution continues.

According to the Digital 2023 Global Overview Report, overall spend across all marketing channels increased by 18.9% in Malaysia, comparing to a staggering 257 million USD rise over the previous year. Online activities such as shopping have grown in popularity, particularly among the younger generation following the rise of the internet and social media (Anderson, 2018). The advent of social media websites such as Facebook, Twitter, and YouTube have presented customers with incredible opportunity to share and spread information and content about a relevant product or brand that they use. This is because there is more information available online, making it easier for shoppers to compare things and pricing (Loria, 2019). Consequently, buyers became more informed and cautious about acquiring information on characteristics of products before any purchase was made (Ahmed *et al.*, 2014), This demonstrates the importance of social media marketing and customer participation in providing information to other users, thus influencing their preferences, and purchasing decisions.

1.2 Problem Statements

According to Forbes Communications Council (2020), social media marketing has become the backbone of customers to receive information when purchasing goods and services. Hence, modern businesses are rapidly using social media to conduct marketing campaigns that effectively reach niche audiences for e-commerce. According to Koufie, Gen a trait of Gen Y that stands out is that Generation Y feels compelled to use social media. Therefore, many businesses have made significant investments in Generation Y to understand their attitudes and actions (Zhang *et al.*, 2017). For this reason, the study of social media marketing toward purchase intention in Generation Y has become a critical topic.

Today, the idea of social media must be at the top of the list for organizations, decision-makers, and marketers. Practically, everyone engages in social media contact as a significant part of their daily lives. The number of users on websites like Facebook, Twitter, Instagram, or LinkedIn is substantial, and it keeps increasing every second of the day. In 2018, more than 3.196 billion users of social media actively used social media (We Are Social and Hootsuite, 2018). In comparison to traditional communication methods, social media of all kinds enables businesses to engage in direct and adequate end-customer engagement at lower costs and with higher efficiency. Therefore, marketers must be attracted by these rising numbers of social media users. In fact, social media marketing must have been acknowledged by businesses as a crucial medium that must play a significant role in their marketing plans if they want to appeal to Generation Y. Recognizing the platforms and communication channels that Generation Y uses frequently allows businesses to interact directly with them.

Social media marketing refers to using traditional and digital marketing communication instruments (Tuten & Solomon, 2017). It increases customer involvement and online purchase intention by keeping monitors and facilitating customer interactions, collaborations, and conversations with the business. It also covers the opinions of the customers regarding the different social media marketing of the business (Yadav & Rahman, 2018). Despite the increasing number of studies on social media, however, the study still considered concealed which still needs to be done in-depth on how these practices affect customer purchase intention among Generation Y (Seo & Park, 2018). Previous studies on social media marketing have focused on content analysis, creative methods, consumer behavior, the importance of developing virtual brand communities, and the benefits of content created by customers (Ibrahim, 2021). As a result, this study identifies the links between social media marketing and customer's responses to the brand, especially among Generation Y.

Therefore, to achieve the research objectives the level of social media marketing towards online purchase intention among the generation Y in Malaysia is determined. Furthermore, the level of online purchase intention among generation Y in Malaysia also determined. Consequently, the relationship of social media marketing and online purchase intention among the generation Y in Malaysia is identified.

1.3 Scope of the Study

This research will apply the quantitative method. According to the Harris Poll, a more significant percentage of Millennials than any other age group (42%) use social media to share their passion for a product or service.

According to the report, 60% of Millennials have utilized social media platforms for customer service, either on the company's page or in private. For this reason, Gen Y, as digital natives born between 1982 and 1994, who are currently between the ages of 29 and 41, are the target respondents for this study. The survey will be distributed through social media. The respondents will get a set of surveys in the form of Google Forms to complete. Statistical Package Social Sciences (SPSS) software will be used to examine the data quantitatively.

1.4 Significance of the Study

This study may also be helpful in the specific field, particularly for those in which social media marketing seeks to increase customer purchase intention. The researcher may also create opportunities for professional advancement as well as establish knowledge of the purchase criteria. Respondents in this study can get to know social media marketing and receive more information to use as a resource when looking for work. This study will be helpful for future researchers to provide a reference for the gaps that exist on this topic to ensure that this study leads to more evolutionary research.

2. Literature Review

This chapter provides an elaborated and comprehensive review of literature including definitions, theories, and concepts regarding the relationship between social media marketing and online purchase intention among generation Y in Malaysia. The researcher gathered a variety of expertise and information for this study from journals, books, and literature sources to find the answers and resolve the issue.

2.1 Purchase Intention

Customers who are inclined to purchase a product or service from a specific website, such as online shopping, can be defined as online purchase intention. A better understanding of purchase intention is essential to understanding consumer behavior to improve the business of the company. Additionally, consumers' reluctance to make purchases, which arises from a number of problems with online shopping, becomes a barrier to the growth of e-commerce. (Dachyar & Banjarnahor, 2017). Purchase intention typically occurs at the point in the decision-making process when the customer has acquired a firm desire to pursue a particular product or brand (Valacich *et al.*, 2011). Its ability to estimate a customer's likelihood of making a purchase makes this purchase intention an essential instrument for studying customer behavior. A customer is more likely to purchase a product if their purchase intention is higher. According to previous research, it shown social media has a positive influence on purchase intention in three aspects, which are interaction, entertainment, and word of mouth (Sabri, 2019).

2.2 Online Purchase Intention

Online purchase intention refers to an individual or a customer's tendency or preparation to purchase through an online platform or website (Sakalli, 2018). In addition, future projections of customers' behavior on online shopping attitudes that have a significant influence are referred to as online purchase intentions. An earlier study discovered that followers are drawn to the visually appealing content of influencers (Ki *et al.*, 2019). Therefore, marketers come up with a variety of tactics, such as working with influencers, as they can affect online customers' intentions to purchase. In the previous study, online purchase intention was defined as the degree to which a customer is willing to purchase a product from an online store (Peña-García *et al.*, 2020). Research has demonstrated that a rise in purchase intention is associated with an increase in the potential to make a purchase. This means that when consumers have a favorable intention to make a purchase, their behavior will facilitate that purchase (Martins *et al.*, 2019). Hence, it is critical to investigate how to the customers view because it will affect customers intention to purchase. These are the reasons in case of need to understand customers online purchase intention before advance the marketing tactics.

2.3 Social Media

Social media should be acknowledged as an essential and influential marketing instrument capable of competing with conventional marketing channels such as television, newspapers, and so on (Yadav, 2017). Social media platforms and applications, such as videos, podcasts, social blogs, weblogs, photos, and so on, are a variety of different types. Collaboration, participation and sharing of content are facilitated by the use of this medium. Besides, the purpose of using social media is to connect with others (Alalwan *et al.*, 2017). Additionally, social networkers, governmental organizations, and commercial businesses use social media extensively for communication (Cheung *et al.*, 2021). As a result, social media has a tremendous impact on how individuals live their lives nowadays. Because of the fast-changing nature of social media, it is never too late to build a presence (Godey *et al.*, 2016). Consequently, businesses view social media as essential resources for achieving success in the virtual marketplace (Ebrahim, 2020).

2.4 Social Media Marketing

The use of social networking sites for online shopping is known as social media marketing (Kujur & Singh, 2017). Businesses that give their customers relevant and valuable information can predict with accuracy what kind of purchases their customers will make in the future. Delivering material that can grab customers' attention and let them share it with the public is the primary purpose of social media marketing (Chary, 2014). Most companies have adopted this new marketing strategy since it is so effective. Social media marketing is a cutting-edge instrument for building solid customer relations in virtual networks in a variety of forms, such as live streaming, chatbots, polls, and various applications. Due to the widespread use of social media as a marketing tool, it has been discovered that building and maintaining customer relationships has an impact on how customers behave when shopping. Hence, social media marketing, which is interaction, entertainment, and electronic-word-of-mouth (e-WOM), and how it relates to online purchase intent will be covered in-depth in this study.

2.5 Generation Y

Generation Y, also known as Gen Y, are the people who were born between the early 1980s and the mid-1990s and are referred to as being part of Generation Y (Zhang *et al.*, 2017). They grow up during a period of considerable technical developments, such as the widespread use of the internet and mobile devices. As the first generation to grow up in the digital age, they have been influenced by it in terms of views, actions, and communication patterns. Due to Malaysia's high internet penetration rate, Generation Y is beginning to spend more time on social media. This will influence how they make purchasing decisions. As a result, the study's definition of Generation Y matches with the earlier researchers' definition.

2.6 The relationship between Social Media Marketing and Online Purchase Intention

Social media influences customer purchasing decisions through user-generated content, engagement, entertainment, electronic word-of-mouth marketing, and targeted advertising, all of which increase consumers' likelihood to make online purchases and strengthen their trust in businesses. In general, social media marketing is crucial for increasing online purchase intent and business expansion. When social media marketing is managed correctly, customers will have more excellent online purchase intentions. Social Media Marketing attractive content is a necessary condition to encourage online purchase intention (Moslehpour *et al.*, 2021). The positive electronic word-of-mouth brought about by proper social media marketing management will lead to higher purchase intentions from customers.

2.7 Theories Related to Online Purchase Intention

Para-social interaction (PSI) (Horton & Richard, 1956); Theory of Technology Acceptance Model (TAM) (Davis, 1989); Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975); Theory of Human Brand (Thomson, 2006) as well as Theory of Planned Behavior (TPB) (Ajzen, 1991) have been used to explain purchase intention. Through successful marketing outcomes to determine social media marketing's relationship to online purchase intentions, this study has selected interaction, entertainment, and e-WOM as its indicators. Therefore, discussing and explaining the purchase intention toward social media marketing makes value for this research.

2.8 Research Framework

The study has covered the elements that lead to online purchase intentions from social media marketing. This research provided three independent variables which are interaction, entertainment, and electronic word-of-mouth (e-wom) and one dependent variable which is online purchase intention.
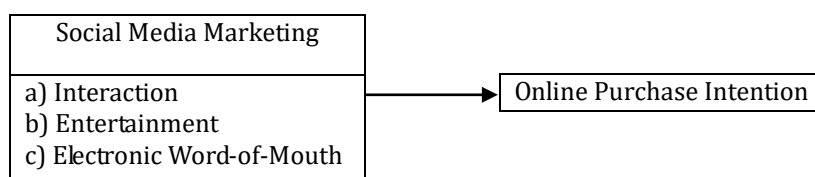

Fig.1 *Research framework*

2.1.1 Interaction Dimension

The capacity to add and invite friends to social networking websites is referred to as interaction (Taprial *et al.*, 2012). In the context of social media, interaction is the dialogue and communication process that takes place

between customers and companies as well as between individuals and other individuals, during which ideas and information are exchanged. Individuals could connect, share, and discuss in real time with the aid of interaction. Hence, social media marketing interactions can take the form of conversations between customers or customers and businesses, but it also enables firms to quickly respond to customers inquiries. Social interaction in the context of social commerce refers to consumer engagement in which customers communicate, exchange information, offer recommendations and opinions on products (Sun *et al.*, 2017). Even if networked relationships are possible across all social media platforms, interaction and cooperation are what is essential most.

2.1.2 Entertainment Dimension

Entertainment also involves a lot of people using social media, which has beneficial effects on people's moods and leads to contemporaneous subjective perceptions. The production of user-generated content and user participation in social media are heavily affected by entertainment. In a previous study, entertainment was defined as the capacity to meet an individual's needs for distraction, aesthetic pleasure, or emotional pleasure (Harshini, 2015). Online customers engage with a brand when there is amusing content on the post and buzz among customers (Kujur and Singh, 2017). Customers who are experiencing happiness, contentment, or satisfaction will communicate their feelings to other individuals, who may use that information to influence their purchasing decisions. In a previous study, investigation of researcher about a considerable positive correlation between entertainment and purchasing behavior was found in customers behavior on social media brand websites.

2.1.3 Electronic Word-of-Mouth Dimension

Online sources of information produced by businesses have been demonstrated to have less impact than e-Word-Of-Mouth (e-WOM). A lot of online retailers are attempting to assist their potential customers' decision-making by implementing individualized web-based recommendation systems. EWOM has become increasingly important in influencing customers' choices (Hussain *et al.*, 2017). The previous study proposed that the eWOM shown on a website page had a considerable impact on online purchase intention (See-To *et al.*, 2014). It can be seen from the customers are much more likely to believe online word-of-mouth recommendations. Electronic word of mouth exhibits the anonymity, accessibility, and dissemination effects of a virtual community. These qualities give customers a better chance and setting for social interaction. With e-WOM, the internet keeps developing as technology makes communication quicker and simpler.

2.1.4 Online Purchase Intention

There are many variables that influence customers purchase and make the decision that are connected to customer purchase intention, however in this study only three variables will be emphasized. These three independent variables are interaction, entertainment, and electronic word-of-mouth.

2.9 Hypothesis

H_1: There is a significant relationship between interaction and online purchase intention.

H_2: There is a significant relationship between entertainment and online purchase intention.

H_3: There is a significant relationship between electronic word-of-mouth and online purchase intention.

3. Research Methodology

Research methodology will conduct this study will be covered in this chapter. Different definitions of the research process, research methodology, and literature review were used in this chapter. The aim of the research methodology is to establish and clarify the procedure utilized to gather the data in order to accomplish the goals and objectives.

3.1 Research Design

Deterministic research designs are primarily used to describe phenomena that are typically observable by the study's relationship. The characteristics of the variables and profile of Generation Y's online purchasing intentions in Malaysia are to be defined by this descriptive study. Descriptive research provides a clear and comprehensive view of the studies. The study used a quantitative methodology to determine the impact of social media marketing on customer's online purchasing intentions in Malaysia's Generation Y, as an empirical research method.

3.2 Sampling Method

The first thing to do before beginning the research is to identify the population and sampling to make sure the target can be attained. Simple random sampling methods have been used for the selection of respondents to this study. No specific criteria or stratification were used in this study of randomly selected respondents from the population of Generation Y. The population of Generation Y in Malaysia is expected to reach 22.6 million people, according to the Malaysian Statistics Department. Following that, the researcher must classify the sample using the proper technique after deciding on the target population (Abu-Hussin, 2010). According to Krejcie and Morgan (1970), a sample size of 384 respondents should be taken for this study. Thus, a total of 384 respondents of Generation Y with an age range of 26 to 41 years in Malaysia must answer the questionnaire, which will be distributed through Google Forms.

3.3 Research Instrument

To gather response and feedback, the researchers decided to use questionnaires as their instruments. Quantitative methods and the suitable instrument will be used in the questionnaire form. Section A, B and C make up the three sections of this questionnaire. Section A explained the respondents' background. Section B asked the questions about the relationship between interaction, entertainment, and electronic Word-of-Mouth (e-WOM) towards social media marketing, The questionnaires are inspired by Karman (2015), Kim and Ko (2012), Kesharwani, Sreeram, and Desai (2017), Mathwick, Malhotra and Edward (2001), Kim and Ko (2012), Hwang *et al.* (2014), Seo and Park (2017). Section C asked about the relationship of using social media marketing towards online purchase intention. The questionnaires are inspired by Toor *et al.* (2017).

3.4 Measurement Scale of Questionnaire

The questionnaire can be divided into binary questions and multiple questions as well as scoring questions. It will be separated into three sections. Binary questions are that there are only two possible answers based on the fact. However, the multiple questions might be one possible answer or multiple possibility. For the first section which consists of binary questions like gender and multiple questions like ethnicity that only needs to be chosen according to your personal information. The second and third sections are regarding scoring questions based on Likert scale. A Likert scale is a style of scale that is frequently used in survey research to measure the views of respondents with a statement on a scale from 1 strongly disagree to 5 strongly agree (Elliott, 2021). The second and third sections need to score your own answers by the respondent's opinions based on the questions. There are one to five scale Likert. The measurement of questionnaire was created by adapting those from earlier studies. It is used to examine respondents' opinions toward a specific issue.

3.5 Data Analysis

The researcher used SPSS to analysis the data collected in this study. It makes the calculation of quantitative data more accurate and effective. It will clearly assist the researcher when examining the data by directly displaying the outcome in a table or graphical chart. As a result, the SPSS was used to analyze the data using a variety of methods, such as descriptive statistical analysis, factor analysis, testing validity and reliability analysis using factor analysis and Cronbach's alpha. It also could test regression analysis and correlation analysis to analyze the relationship of the social media marketing on the online purchase intention of the c through SPSS.

3.1.1 Description Analysis

Descriptive statistics shall be used for the purpose of determining the standardized deviation, average, minimum and maximum values of samples from that study. In this study, researchers used descriptive and inferential analysis to obtain population data from the sample. In addition, it examines the demographic characteristics of social media marketing and its impact on online purchasing intentions among Generation Y as well as their level of Internet purchase intention. Apart from this, the main objective of using this software is to clarify the relationship between social media marketing and online intention based on percentage and mean.

3.1.2 Correlation Analysis

The correlation analysis reveals the path and strength of the relationship among variables (Sekaran & Bougien, 2010). The correlation coefficient ranges from +1.0 to +1.0. For items that contain variables with an interval scale, this analysis is appropriate. To measure this variable on an interval or ratio scale, a bivariate correlation analysis was developed. Additionally, it demonstrated the strength of the relationship between two variables (Sekaran, 2013). In this study, it is necessary to measure the correlation between the dependent variable and the independent variables, which are the relationship between the social media marketing and how it affects online purchase intention among Gen Y. Both Pearson's correlation coefficient and Spearman's correlation coefficient is

used to express the degree of correlation between the variables.

4. Data Analysis and Findings

This chapter covered the research's findings and data, which were gathered through questionnaires that respondents completed via Google Forms. Demographic analysis, descriptive analysis, reliability analysis, and correlation analysis were performed through data analysis collected by questionnaires. The Statistical Package for Social Science (SPSS) will be used in the data analysis part of this research process.

4.1 Response Rate

Table 1 *Questionnaire response rate*

Population	Sample Size	Questionnaire Distributed	Questionnaire Received	Percentage (%)
22,600,000	384	384	239	62.23%

4.2 Reliability Test

The reliability and validity of the data collected from the questionnaires that were distributed to respondents was evaluated through the application of the Cronbach's Alpha method.

4.1.1 Pilot Study

The respondents have received 30 questionnaires in total. The result of the questionnaires was analyzed using Statistical Package for Social Science (SPSS). According to Bonett and Wright (2014), if each construct has a value greater than 0.7, which means the questionnaire is excellent following to reliability for Cronbach's alpha. Table 2 shows the summary of reliability test for this study.

Table 2 *Cronbach's Alpha value for 30 respondents*

Factors	The Cronbach's Alpha	No. item
Interaction	0.755	5
Entertainment	0.815	5
Electronic Word-of-Mouth	0.719	5
Online Purchase Intention	0.742	5

4.1.2 Actual Study

After the pilot study results in reliable and valid findings, the full study will be carried out. Table 3 shows the result of reliability test conducted for the actual study for each variable. For this study, 239 Malaysian of generation Y have been provided their responses to researcher.

Table 3 *Reliability test (actual study)*

Factors	The Cronbach's Alpha	No. item
Interaction	0.706	5
Entertainment	0.654	5
Electronic Word-of-Mouth	0.751	5
Online Purchase Intention	0.755	5

According to Sekaran & Roger (2003), that the Cronbach's Alpha value must be more than 0.50 which as a sufficient that being used are reliable. While the value of Cronbach's alpha for online purchase intention is 0.755. The result more than 0.6 and 0.7 shows that the questionnaire is on reliability level, which means that the research instrument that is being used is reliable.

4.3 Descriptively Analysis (Demographic)

Table 4 *Gender of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
	Male	86	36.0	36.0	36.0
Valid	Female	153	64.0	64.0	100.0
	Total	239	100.0	100.0	

The Table 4 shows the number of male respondents a total of 86 respondents while the total number of female respondents is 153 respondents out of 239 respondents.

Table 5 *Ethnicity of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
	Malay	78	32.6	32.6	32.6
Valid	Chinese	146	61.1	61.1	93.7
	Indian	15	6.3	6.3	100.0
	Total	239	100.0	100.0	

The Table 5 above shows the number of Malay respondents are 78 respondents while Chinese respondents are 146 respondents. The Indian respondents are 15 respondents.

Table 6 *Employment status of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
	Government Officers	80	33.5	33.5	33.5
	Private Companies	45	18.8	18.8	52.3
Valid	Student	85	35.6	35.6	87.9
	Self-employed	20	8.4	8.4	96.2
	Unemployed	9	3.8	3.8	100.0
	Total	239	100.0	100.0	

The Table 6 above shows the number of government officers has 80 respondents while private companies has 45 respondents. The respondents 85 are students which is the largest respondents. 20 respondents are self-employed and 9 are unemployed.

Table 7 *Monthly household income of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
	Below RM1,500	95	39.7	39.7	39.7
	RM1,501-RM3,000	93	38.9	38.9	78.7
Valid	RM3,001-RM5,000	45	18.8	18.8	97.5
	Above RM5,000	6	2.5	2.5	100.0
	Total	239	100.0	100.0	

Table 7 shows the number of respondents from below RM1,500 are 95 respondents and the number of respondents from RM1,501-RM3,000 are 93 respondents. The respondents from RM3,001-RM5,000 consist of 45 respondents and above RM5,000 are 6 respondents.

Table 8 *Uses of online platform for shopping of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Yes	234	97.9	97.9	97.9
	No	5	2.1	2.1	100.0
	Total	239	100.0	100.0	

Table 8 shows the number of uses of online platform for shopping has 234 respondents while 5 respondents out of 239 are not uses of online platform for shopping.

Table 9 *Kind of platform uses for online shopping of respondents*

		Frequency	Percentage (%)	Valid Percentage
Valid	Shopee	204	85.4	85.4
	Lazada	211	88.3	88.3
	Amazon	59	24.7	24.7
	TikTok	29	12.1	12.1
	Facebook	63	26.4	26.4
	Instagram	48	20.1	20.1
	YouTube	12	5	5
	Total	239	100.0	100.0

From the Table 9 above, it shows that most of the respondents are using these ways, which is Lazada and Shopee for their online shopping with 211 and 204 out of 239 respondents. While 63 respondents chose to do their online shopping on Facebook. Amazon recorded 59 respondents which slightly higher that Instagram 48 respondents. 29 of respondents chose TikTok as a platform for online shopping and 12 respondents only do their online shopping through YouTube.

4.4 Descriptively Analysis (Variables)

Researchers have analyzed the data to define the mean and standard deviation related to each of the variables: interaction, entertainment, electronic word-of-mouth, and online purchase intention. In addition, the mean distribution uses a Likert scale to evaluate the importance of each dependent and independent variable. Table 10 shows the level of measurement of the center of the tendency for each question item in the questionnaire.

Table 10 *Level of measurement*

Average Mean Score	Level
1.00-2.33	Low
2.34-3.67	Medium
3.68-5.00	High

The scale used for interpretation, known as the mean or average, was established by earlier researchers in a related study. According to Table 10, the average mean value is low if the level is between 1.00 to 2.33. If the level is between 2.34 to 3.67 recorded the mean average is at the category moderate. Lastly, if the level value is between 3.68 to 5.00 which means the average mean range is high.

Table 11 *Mean and standard deviation for interaction*

No.	Item Interaction	Mean (M)	Std. Deviation (SD)	Level
1	Using social media marketing will make it possible two-way interaction between administrator and customers.	4.09	0.783	High
2	Using social media marketing will make it possible to exchange opinions between administrator and customers.	3.97	0.881	High
3	Using social media marketing will make it possible to have conversations between	4.00	0.833	High

No.		Mean	Std. Deviation	Level
	administrator and customers.			
4	Using social media marketing will make it possible to share information between administrator and customers.	4.10	0.791	High
5	Using social media marketing will make it possible to deliver opinion between administrator with customers.	4.01	0.815	High
	Total Average	4.03	0.557	High

Based on Table 11, it shows the value of mean, standard deviation and the level of agreement for each question for interaction variable. In this study, the average mean value of interaction is 4.03.

Table 12 *Mean and standard deviation for entertainment*

No.	Item Entertainment	Mean (M)	Std. Deviation (SD)	Level
1	I am using online platform for shopping because it uses entertaining social media marketing.	4.04	0.866	High
2	I am using online platform for shopping because it uses enjoyable social media marketing.	3.95	0.885	High
3	I am using online platform for shopping because the social media marketing catches my attention.	3.99	0.845	High
4	I am using online platform for shopping because social media marketing got me interested.	4.06	0.799	High
5	I am using online platform for shopping because the contents of social media marketing seem very interesting.	4.03	0.852	High
	Total Average	4.01	0.550	High

Based on Table 12, it shows the value of mean, standard deviation and the level of agreement for each question for entertainment variable. In this study, the average mean value of entertainment is 4.01.

Table 13 *Mean and standard deviation for electronic word-of-mouth*

No.	Item Electronic Word-of-Mouth	Mean (M)	Std. Deviation (SD)	Level
1	I am using online platform for shopping for posting positive comments.	3.95	0.963	High
2	I will recommend my friends to use social media marketing for online shopping.	3.92	0.808	High
3	I will encourage my friends to use social media marketing for online shopping.	3.95	0.785	High
4	I will share the reviews when I shop using social media marketing with my friends and acquaintances through social media.	3.87	0.971	High
5	I will share my online shopping experience when I shop using social media marketing with my friends and acquaintances through social media.	3.86	1.054	High
	Total Average	3.91	0.653	High

Based on Table 13, it shows the value of mean, standard deviation and the level of agreement for each question for electronic word-of-mouth variable. In this study, the average mean value of electronic word-of-mouth is 3.91.

Table 14 *Mean and standard deviation for online purchase intention*

No.	Item Online Purchase Intention	Mean (M)	Std. Deviation (SD)	Level
1	Using social media marketing for online shopping help me make better decisions.	4.25	0.992	High
2	Using social media marketing for online shopping	3.92	0.790	High

	increase my interest in buying products and services.			
3	I probably will buy products through online platform if the seller uses social media marketing feature.	3.83	0.843	High
4	I intend to purchase products through online platform if the seller uses social media marketing feature.	3.86	0.936	High
5	I will definitely buy products through online platform if the seller uses social media marketing feature.	3.84	0.957	High
	Total Average	3.94	0.646	High

The mean score, standard deviation and the level of agreement for online purchase intention is shown by Table 14. In this study, the average mean value of online purchase intention is 3.94.

Table 15 *Analysis on social media marketing towards online purchase intention*

Items	Average Mean Score	Level
Interaction	4.03	High
Entertainment	4.01	High
Electronic Word-of-Mouth	3.91	High
Online Purchase Intention	3.94	High

Based on the highest mean score, the independent variable which is interaction has the highest total average value (M=4.03) through Table 15. Meanwhile, electronic word-of-mouth has the lowest mean score with total average value (M=3.91).

4.5 Normality Test

Before conducting the correlation analysis, normality analysis is required. Sample size research of more than 50 Kolmogorov-Smirnov will be used to define the normality of data (Ghasemi & Zahediasl, 2018). The researcher must use the Kolmogorov-Smirnov or Shapiro-Wilk test to verify whether the data distribution is normal or not.

Table 16 *Normality test analysis*

Variables	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Interaction	.229	239	.001	.872	239	.001
Entertainment	.193	239	.001	.856	239	.001
Electronic Word-of-Mouth	.239	239	.001	.858	239	.001
Online Purchase Intention	.180	239	.001	.878	239	.001

(a) Lilliefors Significance Correction

Based on Kolmogorov-Smirnov and Shapiro-Wilk has shown the result of normality test through Table 16. Kolmogorov-Smirnov values were considered in the analysis because the sample size exceeded 50, with 239 respondents. This analysis shows that all the values of variables, p value <0.005 which are 0.001. Spearman's Rho correlation test which for non-parametric test will be used to describe the relationship between two variables because the data is not normal to accomplish the purpose of this study.

4.6 Correlation Analysis

In this study, bivariate correlation is used to estimate the degree of relationship between interaction, entertainment, electronic word-of-mouth and online purchase intention. Besides, researchers will observe the hypothesis relationship that had been analyzed with the hypothesis that is developed at the early stage of this study.

4.1.3 Relationship between Social Media Marketing (SMM) and Online Purchase Intention (OPI)

Table 17 *Correlation between interaction and online purchase intention*

		Online Purchase Intention
Interaction	Correlation Coefficient	0.383
	Sig. (2-tailed)	.000
	N	239

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

Table 18 *Correlation between entertainment and online purchase intention*

		Online Purchase Intention
Entertainment	Correlation Coefficient	0.428
	Sig. (2-tailed)	.001
	N	239

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

Table 19 *Correlation between electronic word-of-mouth (E-WOM) and online purchase intention*

		Online Purchase Intention
Electronic Word-of Mouth	Correlation Coefficient	0.408
	Sig. (2-tailed)	.001
	N	239

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

4.1.4 The Level of Correlation

The process of observing the strength of correlation coefficient values following the categorization made by Dancey and Reidy (2004) in Table 20 below.

Table 20 *Interpretation of spearman rho correlation coefficient*

Correlation	Strength of Relationship
1	Perfect
0.7-0.9	Strong
0.4-0.6	Moderate
0.1-0.3	Weak

Table 21 *Level of coefficient correlation*

Items	Coefficient Correlation	Level
Correlation between Interaction (I) and Online Purchase Intention (OPI)	0.383	Weak
Correlation between Entertainment (E) and Online Purchase Intention (OPI)	0.428	Moderate
Correlation between Electronic Word-of-Mouth (E-WOM) and Online Purchase Intention (OPI)	0.408	Moderate

Based on Table 21 above, all the independent variables, which are interaction, entertainment, and electronic word-of-mouth factor, have a relationship with the dependent variable, online purchase intention. As a result, interaction and online purchase intention show that there is a weak relationship between the variables through the correlation coefficient. Meanwhile, there is a moderate relationship between entertainment and electronic word-of-mouth towards online purchase intention among Gen Y in Malaysia.

5. Discussion, Recommendations and Conclusion

The purpose of this chapter is to discuss and summarize the research objectives and findings from the previous chapter. The aim is to reach a conclusion on the study, and this chapter will include some limitations and recommendations to enhance related future research.

5.1 Discussion

To sum up, all research objectives were successfully achieved. The few sections will discuss the objectives of this study that has been carried out to determine the level of online purchase intention and to explore the relationship between social media marketing and online purchase intention among the generation Y in Malaysia.

Based on these three dimensions of social media marketing, the level of interaction, entertainment, and electronic word-of-mouth is high. The collected data analysis results significantly confirm the hypotheses that have been set earlier, which is that there is a significant positive relationship between interaction, entertainment, and electronic word-of-mouth with online purchase intention. The result shows that interaction and entertainment are the vital factors that influence online purchase intention among Generation Y.

Many of the previous research findings are in line with this study's findings. The same outcome showed that, in line with the previous study, an interaction has a favorable effect on intent to purchase over the Internet. (Kim & Ko, 2010). Similarly, according to Karman (2015), a study has shown a positive effect of interaction in terms of intent to buy on the Internet. In terms of entertainment, this is consistent with the study conducted by Kim & Ko (2010), which showed that it has a positive influence on consumers' intention to make an Internet purchase according to their luxury brands context. Moreover, this study also found that online shopping intentions are positively associated with the use of WOM. It was like the previous study (Tseng *et al.*, 2014) explained in their study, which also said, "e-WOM has been shown to play a significant role in online purchase intention."

The findings display that the overall level of online purchase intention among Gen Y in Malaysia is at a high level. The results show that interaction, entertainment, and electronic word-of-mouth are strong factors that influence online purchase intention among Gen Y. Most respondents said using social media marketing for online shopping helps them make better decisions. In contrast to the conventional marketing methods, social media marketing offers customers an interactive online shopping platform that they can use with both known individuals and total strangers. Customers converse and share information about their interests in particular goods and services offered by the participating companies during these exchanges. It is proven by this study that these may provide customers with more options in their online purchase intentions.

The results show among the five items there is an item which is "Using social media marketing will make it possible to exchange opinions between administrator and customers" are reached weak significant relationship. There could be instances where customers may deny the effectiveness of this item for several reasons such as lack of responsiveness or delayed responses on the feedback or comments by the administrators can lead to customers may feel neglected. Perhaps, customers may question the sincerity of the interaction if administrators communicate in a scripted, robotic, or fake manner. To build trust, communication must be sincere and open otherwise customers may begin to doubt the usefulness of social media interactions if they believe that sharing their thoughts there will not end up in better products or services or in solving real-world problems.

5.2 Limitation of Study

First of all, it has a time-consideration problem cause to limited number of respondents. Other than that, some of respondents are not familiar in using google form due to the scope of respondents is among generation Y which is around 26-41 years old. Furthermore, only a small number of organizations, particularly the senior or older employees, are willing to assist with answering the questionnaires.

5.3 Recommendations for the Future Research

The first recommendation is to extend the data collection period in order to obtain additional information from the respondents. Other than that, according to Sekaran & Roger (2003), the Cronbach's Alpha value is acceptable when reached 0.7 but must more than 0.50 which as a sufficient that being used are reliable. Against on reliability test for actual study, factors entertainment was almost reached then 0.6 which is 0.654 in actual. A value of 0.6 may raise concerns about the reliability of the scale for that specific variable. Therefore, it was recommended to review for reverse-coded items should not be phrased negatively in order to ensure that respondents are correctly understanding them. Rephrasing sentences to guarantee that they are clear and in line with the construct that is being measured otherwise consider removing specific items that might be contributing to the low Cronbach's Alpha value but ensure that the exclusion makes conceptual sense and improves the interpretation on reliability. In the future, the researchers may also apply different kinds of methodologies, involving the qualitative method, to analyze the social media marketing towards online purchase intention and its consequences. Additionally, the questionnaire questions should be straightforward and simple enough for the respondents to understand. Based on their understanding, respondents may complete the questionnaire with less effort.

5.4 Conclusion

As it influences customers' decision to buy online today, the use of Facebook as an advertising medium is a crucial factor for online shopping. The study aims to establish the level of Social Media Marketing towards Online Purchases among Malaysia's Generation Y, as well as examine whether there is a relationship between this type of marketing and Internet purchasing intentions amongst generations in Malaysia.

In conclusion, interaction becomes the essential factor of social media marketing toward online purchase intention among Gen Y because the average mean score is equal to 4.03 compared to the mean scores of other variables, such as entertainment and electronic word-of-mouth. Apart from that, Gen Y online purchase intention is at a high level. Moreover, all the variables have been shown to be associated with a positive significant relationship in this study. Entertainment has the highest correlation coefficient and the second-highest average mean. Finally, this study will be able to improve our knowledge and understanding of the opinions expressed by respondents as regards social media marketing for internet purchases through Generation Y.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** P.H.T. and S.A.S.; **data collection:** P.H.T.; **analysis and interpretation of results:** P.H.T. and S.A.S; **draft manuscript preparation:** P.H.T. and S.A.S. All authors reviewed the results and approved the final version of the manuscript.

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