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MASTER OF BUSINESS ADMINISTRATION

< The Effectiveness of social media advertising features in influencing customers' purchasing intention in Nilai, Malaysia >

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Declaration

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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Abstract

A lot of research has been conducted in the field of marketing, many of which focus on consumers' purchase intentions, especially on social media platforms that have developed rapidly in recent years. Research on consumers' attitudes and understanding of social media advertising features in Malaysia, however, is very limited. The purpose of this study is to determine and test the main features in social media advertising that could predict purchase intention. through quantitative research methods. This study is targeted on the advertisement business of developing countries which brings greater market opportunities via social media platforms. The study proposes an associate integrative theoretical model of research backed by the Unified Theory of Acceptance and Use of Technology (UTAUT2) of Venkatesh. The data was compiled using a sample of 192 participants on the questionnaire. The SPSS end result largely supported the validity of the current model. Furthermore, the results of the analyses indicate that all independent variables (hedonic motivation, informativeness, interactivity, and perceived relevance) in this study have a significant influence on the dependent variables (customers' purchasing intention). This report would provide a range of theoretical and Managerial recommendations for how advertisers should prepare and execute their advertising successfully over social media channels.

Keywords: Social media, Advertising, Customers Purchase Intention, Hedonic motivation, Informativeness Interactivity, Perceived relevance

1 Chapter 1 Introduction

This chapter is primarily represented the overall study stage, context of the project, research objectives and research concerns, as well as explained the study's significance and limitations.

1.1 Background of Study

The emergence of Web 2.0 plays an important role in the development of modern commerce, in which social media is developing rapidly on the basis of Web 2.0 (Odero, 2019; Ertemel and Ammoura, 2016). Social media can be defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Alalwan, 2018). Nowadays, social media is undoubtedly playing an important role in our lives. As a result, customers have closer relationships than ever with major social media platforms such as Tik Tok, Google+, Facebook, YouTube, and Instagram (Kim and Kim, 2018).

And social media has changed the nature of our communication either friends and family or public organizations (Alalwan, 2018). Social networking also offers a powerful communication channel where individuals, companies, and even governments can interact and share data, knowledge, goods, and services in various fields with each other (Rathore, Ilavarasan and Dwivedi, 2016). As the influence of social media in the digital era continues to increase, more and more companies and brands have their own communities on social media platforms and regard these platforms as one of the largest potential markets for selling their products or services (Jain, Kamboj and Kumar et al., 2018;Jiao, Ertz and Jo et al., 2018). This is mainly because social media platforms provide these brands with opportunities to implement different marketing strategies, such as advertising and customer relationship

management (Ananda, Hernández-García, and Lamberti, 2016). However, from the perspective of researchers and related practitioners, a large amount of money the company spends on advertising indicates that advertising is their most interested part in social media marketing (Zhu and Chang, 2016; Alalwan, 2018).

1.1.1 Global trend

Kemp (2020) illustrated that indicated that there are currently 4.5 billion people using the Internet these days, while Figure 1 shows that the number of users using social media has exceeded 3.6 billion (Clement, 2020). Compared with the same period last year, this number has increased by more than 6%. At the same time, the latest trends also indicate that by mid-2022, half of the world's population will use social media (Clement, 2020).
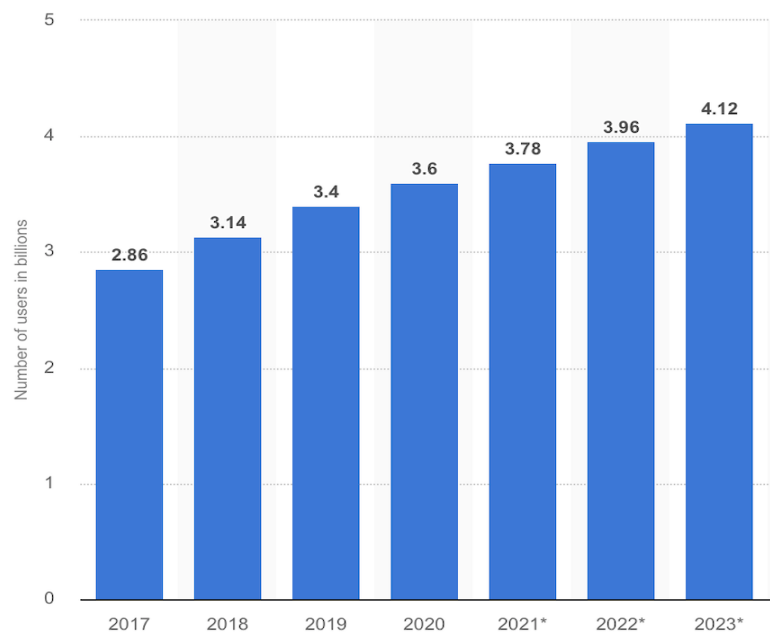
Figure 1: Number of social network users worldwide from 2017 to 2023 (Clement, 2020)

From the perspective of global social media advertising spending, Zenith predicted that spending on social media advertising will reach $84 billion in 2019, with a 20% increase from last year (Gesenhues, 2019). According to another data from Zenith, spending on social media advertising will surpass print advertising spending for the

first time this year, to become the third-largest advertising channel in 2019, to achieve a 13% share of total global advertising spend (Freier, 2019).

1.1.2 Malaysian trend

Kemp (2020) indicated that, from April 2019 to January 2020, the number of social media users in Malaysia increased by 1 million (4.1%) to reach a total of about 25 million users. Figure 2 also shows that as of January 2020, about 81 percent of the Malaysian population were active social media users (Müller, 2020). In addition, the latest research from Ho (2019) demonstrated that Malaysian social media users spend an average of 5 hours and 47 minutes across platforms each day. 17 percent of them spend more than 8 hours on social media, while only about 7 percent of people spend less than an hour online (Kemp, 2020).
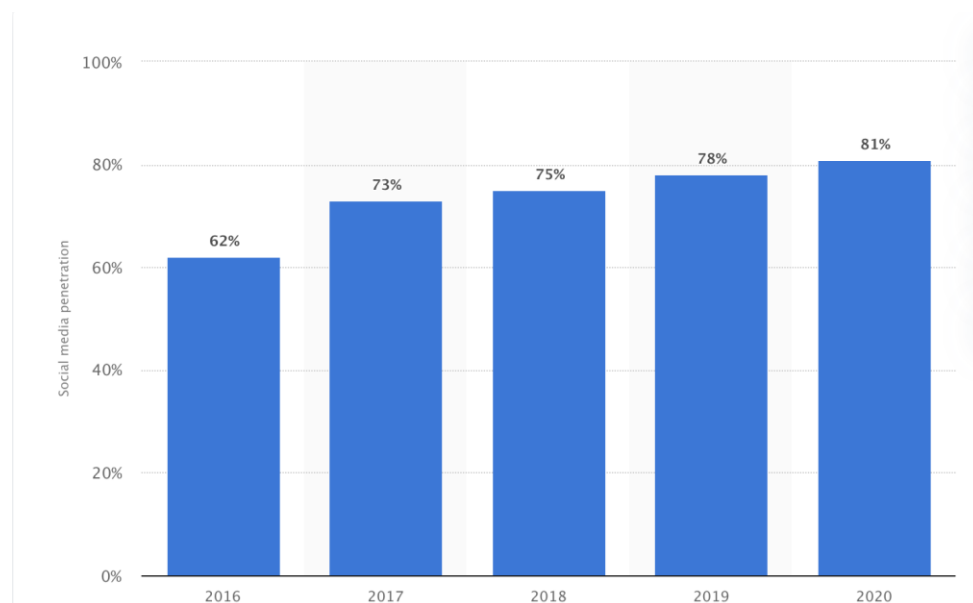
Figure 2: Active social media users as percentage of the total population in Malaysia from 2016 to 2020 (Müller, 2020)

In terms of advertising expenditures, Digital will continue to promote the growth of advertising expenditures in 2020, of which social media advertising is expected to reach 108 million US dollars (Shahila, 2020). This trend shows that advertising spending will be directed to social media and creates opportunities for brands that want to increase market share and brand influence. Malaysia is considered as one of the fast-growing

countries in terms of the number of social media users along with the special interest paid by Malaysian business in investing in social media marketing activities (Wok and Mohamed, 2017). This, in effect, raises a concern about the viability of these promotions from the viewpoint of the company. Most specifically, advertisers are also facing the question of how to prepare and build these social media advertisements most effectively and attractively. Meanwhile, social media platforms have to understand which features in advertising can help sellers attract more users.

1.2   Problem Statement

Due to the modern technology of social media itself such as the interactive nature, so many companies that advertise on social media regard it as the cutting edge of communication with customers (Alalwan, 2018). In addition, Ramanathan, Subramanian and Parrott (2017) indicated that social media advertising is an effective tool that is used to attract potential customers and transform them into loyal customers. This is also because social media provides features for companies to communicate with users, while other advertising platforms are difficult to achieve (Jung, Shim and Jin et al., 2016; Alalwan, 2018). Therefore, companies that advertise on social media can use this tool to encourage users to actually purchase their products and achieve their desired marketing goals, such as sales and brand awareness (Tritama and Tarigan, 2016; Datta and Kaushik, 2019). At the same time, the growth of advertising revenue also plays a key role in the sustainable development for social media platforms (Minton, Lee and Orth et al., 2012).

However, a previous report on user attitudes towards social media advertising shows that only 22% of users are satisfied with social media advertising and hold a positive attitude (Jung et al., 2016). Furthermore, data from IPG in 2017 shows that as long as the advertisements on YouTube have a chance to be skipped, 65 percent of people will skip it immediately (Handley, 2017). What damage social media platforms more is that as the over-promotion of social media advertisements made consumers dissatisfied, 8%

of users studied had left a certain social network (Jung et al., 2016). If this situation proceeds, which means the seller who advertised on social media will not achieve their expected sales. Furthermore, social media platforms will lose the profit from advertisement business. Therefore, how to conceive and design social media advertisements that could have a positive impact on customers' purchase intentions is worthy and necessary for relevant practitioners (Alalwan, 2018).

Although there are more and more studies on how to make social media advertisements positively affect customers' purchasing intention (Lee and Hong, 2016; Jung et al., 2016), researches have proved that there is hardly unification opinion on factors that could predict the customer's purchase intention for the products that are promoted using social media advertisements (Alalwan, 2018; Martínez-López, Pla-García and Gázquez-Abad et al., 2016). Furthermore, the majority of studies that have examined consumer purchasing intention toward social media marketing have been conducted in western countries (Dehghani, Niaki and Ramezani et al., 2016; Mathur, Narayanan and Chetty, 2018). Research in social media advertisements features that can predict consumers' purchase intentions is still in the exploratory stage in Malaysia.

As the variety of research literature on this issue cannot offer consistent solution regarding features in social media advertisements that can positively influence purchase intention and there are limited research available pertaining to customer's attitude toward social media advertisements in Malaysia (Hanaysha, 2016), this paper aims to fill in the knowledge gap by conducting research, which might be able to serve as a foundation for further studies in Malaysia.

1.3 Research Objectives

The main objective of this research is to clearly understand which features in social media advertisements would satisfy more social media users. In addition, it aims to help social media platforms to implement new strategies, which lead to making more profit from advertisement business and at the same time to help sellers who advertised on

social media achieve their expected sales. Thus, closer reviewing of the main body of literature over the related area of marketing advertisements and social media leads this study to identify four features (hedonic motivation, interactivity, informativeness, and perceived relevance) as key predictors of the purchase intention.

RO1: To determine whether hedonic motivation in social media advertisements has a significant influence on customers' purchase intention.

RO2: To determine whether informativeness in social media advertisements has a significant influence on customers' purchase intention.

RO3: To determine whether interactivity in social media advertisements has a significant influence on customers' purchase intention.

RO4: To determine whether perceived relevance in social media advertisements has a significant influence on customers' purchase intention.

1.4   Research Questions

In line with Alalwan, (2018), one of the key goals of utilizing social networking for marketing and connectivity is to form the decision-making cycle for the customer. Therefore, to determine the relationships of four key predictors of social media advertisements and customer's purchase intention in Malaysia. Four questions will be posed for this research to help focus the hypotheses and assist in the development of the methodology:

RQ1: Does the hedonic motivation in social media advertisements have a significant influence on customers' purchase intention?

RQ2: Does informativeness in social media advertisements have a significant influence on customers' purchase intention?

RQ3: Does interactivity in social media advertisements have a significant influence on customers' purchase intention?

RQ4: Does perceived relevance in social media advertisements have a significant influence on customers' purchase intention?

1.5   Significance of the study

1.5.1   Academic

This study will positively contribute to the theory of research social media advertising feature that could effectively predict consumers' purchase intentions. It can provide a theoretical and practical reference for associated future studies. Furthermore, this study will be able to expand the theoretical horizon of the UTAUT2 model because the applicability of this model is extended to new systems and applications (social media advertising and customers' purchase intention). Lastly, current research for this topic is more to developed countries or countries with a large number of social media users (Dehghani et al., 2016). social media advertising feature that could predict consumers' purchase intentions is still at an initial stage in Malaysia. Therefore, from an academic standpoint, this study will contribute to fill in the knowledge gap in Nilai Malaysia's context.

1.5.2   Industry

Considering the important influence of advertising on social media users' purchasing decisions, this study can design attractive social media advertisements for marketers, thereby more effectively attracting consumers to increase their willingness to buy products. Marketers who plan to shape the consumer's decision-making process can refer to this outcome as a foundation and adopt a new formulation of marketing strategies.

1.6   Scope of Study

The research aims to determine the relationship between features in social media advertisements and consumers' purchasing intention in Malaysia. Adults in Nilai Malaysia are high probability to use any social media during work or leisure time. Thus,

valuable suggestion and information can be collected. This research using convenience and purposive sampling because of easy to connect with respondents (Emerson, 2015). Convenience and purposive sampling method can either a collection of subjects that are reachable or a self-selection of individuals ready to engage (Etikan, Musa and Alkassim, 2016).

1.7 Limitation of Study

The main limitation of this paper is the lack of time. The author needs to complete this research within a three-months-time-frame due to the nature of the course structure. Moreover, primary data collection based on geographical reasons, the students are the majority of respondents, and this might affect reliability. Furthermore, the survey distributed by online questionnaires and respondents might not answer the questions sincerely and this also affects the reliability. The questionnaire itself cannot comprise of too many questions as it will deter respondents from ending them due to the longer time required to finish answering the questions.

1.8 Ethical Consideration

Throughout the survey, all participants will voluntarily join this activity and were considered independent individuals. Regardless of the participants' faith, race, habits, education level, wealth status, they will be treated equally and respected. In addition, all the collected data will be used only for academic research purposes, and any participant's personal information will not be disclosed to other individuals or organizations for any reason. Finally, before the researchers formally cooperate with the participants, the relevant research objectives and information will be explained to the participants in detail.

1.9 Outline of Study

This review comprises five chapters, and each chapter has specific functions that are outlined in detail and listed in the table below.

Table 1: Outline of The Research

The Outline of the Research	
Chapter 1 Introduction	The first chapter's initial purpose is to introduce the overall background of the research and discuss the current situation and development of social media users and expenditures on social media advertisements in Malaysia. It consequently describes the concept of issue as well as suggests study objectives and related research questions. Next, it elaborates on the study's meaning, ethical consideration, scope and limitations.
Chapter 2 Literature Review	This chapter is intended to review related earlier studies about this study's research subject, dependent, and independent variables. It reviews literatures related to features in social media advertisements and customers' purchase intention and finds the research gap. In addition, this study is illustrated with related theories and models for further research into the subject. It shows the context for study and elaborates the creation and formulation of theories with supporting literature as well.
Chapter 3 Research Methodology	This chapter majorly illustrates the research design and research strategy. This chapter also includes the measurement instrument and the

	study of quality and reliability measures in order to maintain the work accurate. Methods of measurement, data processing and interpretation are handled through this part's discussion.
Chapter 4 Data Analysis and Findings	This part covers the findings and analysis results via SPSS software. Related analyses are carried out, such as factor, reliability tests and correlation analyses. To check the data and test the effects of the hypothesis, a descriptive approach is required to expand on the data obtained and explain the findings of the study. In addition, regression analysis is used to answers the research hypothesis.
Chapter 5 Conclusion and Recommendation	The last chapter provides relevant managerial implications and theoretical implications. In addition, the conclusion, limitations of this study, and recommendations for future study are also illustrated.

2 Chapter 2 Literature Review

This chapter will present the understanding of customers' purchase intention and hedonic motivation, informativeness, interactivity and perceived relevance based on the literature. It is intended to discuss the relationship between customers' purchase intention and relevant features in social media advertising. this part will review the literature to focus on how the development of theories and propose the hypothesis.

2.1 Social Media Advertising and Advertising Value

Social media advertising is generally defined as an advertising format that attracts the social context of the users viewing the advertisement (Jung Shim and Jin et al., 2016). Dahana, Kobayashi and Ebisuya (2018) indicated that traditional marketing selects the target audience according to psychographic variables (such as attitudes, value of life) and demographics (such as income and age). Unlike traditional marketing, social media advertising selects the target audiences based on the user's social networks and social media advertising incorporates user interactions that the users have agreed to display and share (Windels, Heo and Jeong, 2018).

Compared with traditional marketing, social media advertising has many advantages. First of all, compared to other traditional media (TV, newspaper), advertising on social network is cheaper (Alamsyah and Sarniem, 2017). Second, because of the development of technology, the location, age and interests of users using social media can be found by advertisers to determine their target audience (Baglione and Tucci, 2019). Therefore, customized advertisements are more likely to accurately target potential consumers. Third, before the global public health crisis, the time spent by potential consumers on social networking sites has been increasing (Kemp, 2020).

Martins, Costa and Oliveira (2019) defined advertising value as "a subjective assessment of the relative value or utility of advertising to consumers," so advertising value is one of the tools used to measure the effectiveness of advertising. When the

message brought by advertising meets the needs of consumers, the value of advertising will be reflected (Jung et al., 2016). In addition, social media advertising that satisfies users can strengthen the relationship between advertisers and consumers, also exchange valuable information and feedback with each other (Lou and Yuan, 2019). Thus, advertising value can be indicated as an overall assessment and representation of the worth of advertising on social media (Jung et al., 2016).

2.2   Customers' Purchase Intention

The earliest definition of purchasing intention is the subjective probability that users perform a certain behavior (Al-Ja'afreh and Al-daileh, 2020). Purchase intention is a kind of consumer's subconscious decision to purchase a specific product (Gao, Zhang and Wang, 2012). If a specific product or service is considered by users whether they need to obtain it, it means that the purchase intention has already appeared in their minds, and they will further think about whether to buy the product for a long time (Morwitz, Steckel and Gupta, 2007). Ariffin, Mohan and Goh (2018) believed that purchase intention is the psychological activity of consumers who tend to buy a specific product or service in a certain condition. When users have a positive reputation toward a brand's products or believe that these brands convey positive expressions, the user's purchase intention is more likely to happen (Kim and Johnson, 2016). Alalwan (2018) pointed out that purchase intention can effectively predict the purchase process. The desire to purchase may be altered and the potential reasons involve price or perceived standard and interest. (Marakanon and Panjakajornsak, 2017). In addition to this, consumers could be affected by internal motivations or external motivations during the purchase process (Mirabi, Akbariyeh and Tahmasebifard, 2015). Since purchase intention is related to the actual behavior and in order to better understand consumer behavior patterns, purchase intention has been used to predict consumers' actual behavior many times (Wee, Ariff and Zakuan et al., 2014; Lim, Osman and Salahuddin et al., 2016).

In terms of advertising effectiveness, previous studies believe that purchase intention is an important indicator, and users' attitudes towards advertising will affect their purchase intention (Cheung and To, 2017). In addition, MacKenzie (1989) found that users' attitudes towards advertisement also directly affect brand awareness (Erkan, Gokerik and Acikgoz, 2019). Advertising value is positively correlated with behavioral intentions in the social media environment (Van-Tien Dao, Nhat Hanh Le and Ming-Sung Cheng et al., 2014). More specifically, an advertisement recognized by social media users is more likely to lead their purchase intention (Jung et al., 2016).

2.3   Features Influencing Customers' Purchase Intention

Finding from previous studies, no matter it is social media advertising or TV advertising, entertainment and information are two obvious features that affect advertisements' value (Belanche, Cenjor and Pérez-Rueda, 2019; Cadet, Aaltonen and Kavota, 2017). Jung (2017) illustrated that perceived relevance can be used to predict consumers' attitudes towards targeted advertising. In addition, the existence of social media is based on Web2.0 technology, so the interactivity of social media is also one of the important features often discussed in related literature (Sreejesh, Paul and Strong, 2020). Previous research had the foresight on the development of shaping consumers' purchasing intentions and proved the advertising features related to this research (Alalwan, 2018; Yüksel, 2016; Dehghani et al., 2016). Therefore, hedonic motivation, informativeness, perceived relevance, and interactivity as the four advertising features which influence customers' purchasing intention will be introduced and explored in detail in the following part based on the literature.

2.3.1   Hedonic motivation

Hedonistic motivation is understood as making people feel fun or pleasure through the use of technology (Venkatesh, Thong and Xu, 2012). Previous research determines that providing a social media platform with more entertainment value will effectively attract

more users to use the media, and this will also help the development of the advertising business (Brahim, 2016; Murillo, Merino and Núñez, 2016). At the same time, Social media advertisements can create entertainment in contents to attract social media users to enjoy the fun, so as to actualize consumers' hedonic needs (Sheth and Kim, 2017). Today's social media platforms are widely regarded as a new model for people to relax and find entertainment (Wamba, Bhattacharya and Trinchera et al., 2017). Especially the creativity and attractiveness brought by advertisements, many users may be attracted by these interesting social media advertising (Lee and Hong 2016; Wamba et al., 2017). In line with Brahim, (2016) that the social media environment advertising by presenting pleasant entertainment is capable of enhancing consumer hedonic needs. Furthermore, the type of social platform breaks the communication restrictions, providing the high level of interactivity which greatly improves the ability of customers to control, contribute, and communicate with others (Sreejesh, Paul and Strong et al., 2020). Therefore, customers may get more hedonic benefits from it (Fischer and Reuber, 2011). According to this argument, Alalwan (2018) indicated in research that attitudes to Web advertising are directly related to perceived levels of entertainment. Jung et al. (2016) also confirmed in research that Korean Facebook users are more likely to show the positive response on social media advertisements on Facebook when they see them as entertainment or promotional rewards.

For consumers motivated by hedonic values, the experience itself is important (Tamilmani, Rana and Prakasam, 2019). Although purchase behavior is a result of experience, social media users can enjoy the experience without the need to make a purchase (Mikalef, Giannakos and Pateli, 2013). In addition, hedonistic values include not only the need for an entertainment desire, but also the desire to escapism, or the wish to enjoy the interaction with product providers or the enjoyment of the hunt for a good bargain (Alan, Kabadayi and Bakis, 2019). Consumers' motivation has a direct impact on their attitudes toward online shopping and virtual shopping technology (Feng,

Fu and Qin, 2016). Therefore, the hedonistic values that social media advertising can provide are one of the motivations for users to purchase products (Alalwan, 2018).

2.3.2 Informativeness

Informativeness is the extent to which product suppliers can provide sufficient information, and customers can browse this information based on their own needs to make better consumption decisions (Lee and Hong, 2016). Informativeness is usually defined in previous studies as the extent to which comprehensive and useful information is provided to users (Dehghani et al., 2016). According to Gisdakis, Papadimitratos and Giannetsos (2015), accuracy, practicality and timeliness are all qualitative features that users need when receiving information on mobile devices.

In addition to hedonic motivation, the content displayed in the advertisement also plays an important role in the effectiveness of the advertisement, because it directly affects the user's perceptions of the product in the advertisement and even the product company (Dehghani et al., 2016). Alalwan (2018) indicated that media users choose to accept advertisements as they distinguish the ability of advertisements to provide consumer information. Ducoffe (1995) defined informatics as "there is a consensus on the ability of advertisements to inform consumers about product alternatives", so informativeness allows consumers to make positive purchasing decisions. In addition, in order to obtain more information, consumers are more likely to actively search for the product information, and unconditional, interpersonal information exchange (De Mooij and Hofstede, 2010). Pavlou, Lee and Hong (2016) also illustrated that Informativeness is a structure that can enhance the perception of the person who receives the information. Gao and Koufaris (2006) found through the survey that they noticed the important role played by informativeness in the field of digital commerce, and further emphasized the influence of this structure on customers' purchase intention. Due to the features of social media itself, it can enable users to get more product information (Rathore, Ilavarasan and Dwivedi, 2016). Thus, the amount of information available on social media allows

users to show a positive attitude (Cui, Gallino and Moreno, 2018). Lee and Hong (2016) empirically demonstrated the positive effect of informativeness on customers' responses toward social media advertisements and, in turn, their intentions to purchase products displayed in social media advertisements. Furthermore, this concept is universally recognized and expanded, and many scholars indicated the importance of informativeness in users' attitudes towards social media advertising in previous studies (Alalwan, 2018; Eid, Nusairat and Alkailani, 2020; Lee and Hong, 2016).

2.3.3 Interactivity

Fundamentally speaking, interactivity is the ability to control information. In traditional advertising, consumers usually passively accept product or service information, so the presentation is linear (Nyström and Mickelsson, 2019). However, social media advertising is different, as consumers can actively traverse the information in interactive advertising (Tan, Lee and Hew, 2018). Alalwan (2018) also indicated that Interactivity is one of the most useful functions of social media platforms, and it is also difficult to be achieved by traditional media like TV, newspapers. Therefore, this has aroused great interest from researchers in this area. Past studies indicated that as consumers pay more attention to their information activities, they are more willing to participate in interactive media rather than traditional media (Baumöl, Hollebeek and Jung, 2016; Hur, Kim and Karatepe, 2017). Petty, Cacioppo, and Schumann (1983) also defined cognitive involvement as the extent of cognitive elaboration that occurs during a communication process.

Obviously, such technologies of social media can effectively allow users to receive a larger amount of information, and at the same time help them to deal with more information (Cui et al., 2018). Kim and McMillan (2008) further pointed out that interactivity is central to marketing communication in the current Internet era (Barreda, Bilgihan and Nusair, 2016). Alalwan (2018) gave an explanation that because of the existence of interactivity on social media, which greatly improves the communication

process between each person. On the other hand, if the target social media is less interactive, the security of online purchasing is not satisfied by most customers (Hult, Sharma and Morgeson III, 2019).

In addition, marketing management has also been affected by the advancement of interactive technology, which makes the company's communication with consumers closer and makes it easier than ever to establish relationships (Bauer, Dohmen and Strauss, 2011). Therefore, the development of interactive features inevitably encourages more people to begin paying attention to the impact of marketing communication on new media (Fischer and Reuber, 2011). Many of researchers or marketers believe that interactivity is positive for marketing communication (Schultz and Malthouse, 2017; Cheung, Pires and Rosenberger, 2020), while others believe that the negative consequences of interactivity cannot be ignored (Liu and Shrum, 2002; Sun, Fang and Hwang, 2019).

2.3.4   Perceived relevance

Because of the convenience of the social media platform, advertisers can customize the types of messages and content posted based on the customer 's personal specifics such as location and preferences (Zhu and Chang, 2016). Zhu and Chang (2016) also indicated that It is important that how much the customer perceives the content posted in the advertisement. Shanahan, Tran and Taylor (2019) believed that if customers perceive a certain level of personalization, they will remain largely loyal and satisfied. Alalwan (2018) also indicated that if the content of the advertisement is connected to the customer's personal preferences, then the customer is more likely to be interested in the advertisement.

Users usually tend to accept personalized messages, mainly because such messages are related to users (Krafft, Arden and Verhoef, 2017). This idea is consistent with self-reference, which means the extent to which users relate information with their own needs (Tam and Ho 2006). For example, this type of message is designed according to

the needs of the target population, so it will know more clearly how to make itself more refined and ultimately achieve the purpose of persuading users (Bright and Daugherty 2012). Stephen (2016) also indicated that greater perceived relevance can make personalized messages generate more driving forces to change consumer behavior. According to a previous study, it can be determined that the purpose of personalized information is to cater to the current unique preferences of users (message recipients) and delivering to them in an effective way (Alalwan, 2018). When exposed to a personalized message, message recipients are expected to pay closer attention to it, process it more carefully, and be more likely to use it for decision-making (Johnston, Warkentin and Dennis, 2019). Therefore, marketers must understand the profile and needs of the target population when designing advertisements (Beer, 2018). Most researchers found that compared to non-personalized messages, personalized messages are more likely to have a favorable influence, such as making users feel impressive, satisfied, and more convincing (Li, 2016; Li and Liu, 2017).

2.4   Gaps in the Literature

Previous studies have supported that offering entertainment over social media evokes positive emotions which influence the attitude towards the brand (Handayani, Musnaini and Praditya, 2020). There have also been many studies connecting hedonistic motivation with brand loyalty and purchase intention, but most of the studies are just in response to its impact on online shopping (Kim, Kim and Park, 2010; Close and Kukar-Kinney, 2010; Delafrooz, Paim and Khatibi, 2011). There are very few views on hedonic motivation as a main dimension of social media advertising that can influence a customer's purchasing intention (Alalwan, 2018). Informativeness was revealed by the previous studies as another important aspect (Lee and Hong, 2016; Dehghani, Niaki and Ramezani et al., 2016). However, a part of such studies is aimed at the influence of Informativeness on traditional media advertising such as television and printing (Van der Waldt, Rebello and Brown, 2009). In addition, there is also a part

of the studies focus on mobile advertising, which is wider than social media advertising, including the original SMS and mobile web advertising (Saadeghvaziri and Hosseini, 2011; Martins). Therefore, it is necessary to study the influence of Informativeness on consumers' purchase intentions in the field of social media advertising.

Alalwan (2018) indicated that interactivity is an important feature that promotes the rapid development of social media marketing. But Liu and Shrum (2002) do not believe that interactivity will have a positive impact on advertising effectiveness. they even claimed that the rush to implement interactivity features into a marketing situation must be tempered. Therefore, this study should evaluate the influence of interactivity toward social media advertisements. Many studies have also shown that Perceived relevance is an important feature for social media marketing (Alalwan, 2018). In contrast, another important result of other study is the orthogonality of the constructs of personalization and privacy (Chellappa and Sin, 2005). Therefore, it is worth observing whether the respondents in this research area tend to accept social media advertisements with perceived relevance.

No matter previous researchers focused on all probable features of social media advertising or focus on the freestanding features of social media advertising and its impact on customer purchase decisions, most of the researchers have chosen Western countries as the research area such as the United States and Italy (Dehghani, Niaki and Ramezani et al., 2016; Mathur, Narayanan and Chetty, 2018). There are few relevant literatures based on Nilai or even Malaysia. Therefore, it is unclear whether the four IVs in social media advertisements in this article will have a significant influence on the purchasing intention of consumers in Nilai Malaysia. In addition, compared with studies in other regions, this study will further consider the impact of demographic factors (age, gender, income level, education level).

2.5   Unified Theory of Acceptance and Use of Technology 2

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a technology acceptance model built by Venkatesh and others in "User Acceptance of Information Technology: Toward a unified view" (Williams, Rana and Dwivedi, 2015). UTAUT is proposed to explain the intentions of users using an information system and the subsequent behavior of users (Venkatesh, Thong and Xu, 2016). Since UTAUT was first published, it has been used as a baseline model for the research of a variety of technologies in related environments (such as organizational and non-organizational settings) (Williams, Rana and Dwivedi, 2015). Taking the organizational settings as an example, part of the model or the entire model has undergone a series of practical applications and replications to make it more generalizability (Dwivedi, Rana and Jeyaraj et al, 2019).

UTAUT2 is an extension of UTAUT and its particular attention is on consumers (Venkatesh, Thong and Xu, 2012). The main aim is to better understand consumers' acceptance of new systems or technologies through this model (Venkatesh, Thong and Xu, 2016). In recent years, many people believe that theories that identify relevant predictors and mechanisms and focus on specific backgrounds are significant in having a rich understanding of focal phenomena and expand the theories. In particular, Venkatesh, Thong and Xu (2012) demonstrated that several important changes in theories may occur in new or specific contexts, such as the initial theoretical relationship becoming nonsignificant, establishing new relationships, and changing the direction of relationships. Dwivedi et al. (2019) indicated that the result of each change may result in the theoretical decomposition and lead to the creation of new knowledge creation. For example, the original UTAUT was developed only to explain the acceptance and use of technology by employees (Garone, Pynoo and Tondeur, 2019). The birth of UTAUT2 is to solve how to extend the original one to the context of consumer technologies (Alalwan, 2018). Based on the development of technology, consumers currently have a large number of technical devices and applications, so this context is an industry with great value (Venkatesh, Thong and Xu, 2012).
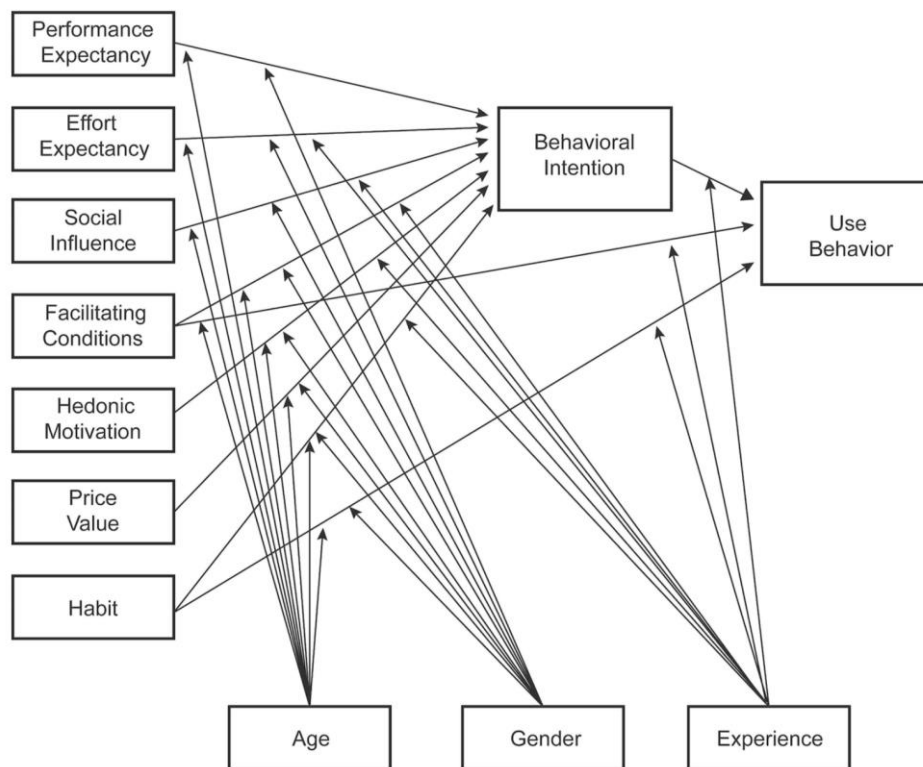
Figure 3: Unified Theory of Acceptance and Use of Technology 2 (Venkatesh, Thong and Xu, 2012)

Because UTAUT2 has been extended to the context of consumer technology. Therefore, this study will refer to the theory of UTAUT2 and hedonic motivation has been taken as one of the independent variables in this study to predict customers' purchase intention.

2.6   Conceptual Framework

Marketers have always maintained a high degree of attention to the role of social media advertising in predicting customer perception and response. Therefore, it is necessary for researchers to design a conceptual model that contains key aspects of social media advertising. (Dwivedi, Rana and Tajvidi et al., 2017; Kapoor, Tamilmani and Rana et al., 2018). Based on previous studies, this thesis suggested the following empirical theoretical method to analyze the relationship between independent variables and dependent variables, and its analysis model thesis. The four independent variables of this proposed conceptual framework are Hedonic Motivation (UTAUT2), Informativeness, Interactivity, and Perceived Relevance of social media advertisements.

The dependent variable of this proposed conceptual framework is the customers' purchase intention.
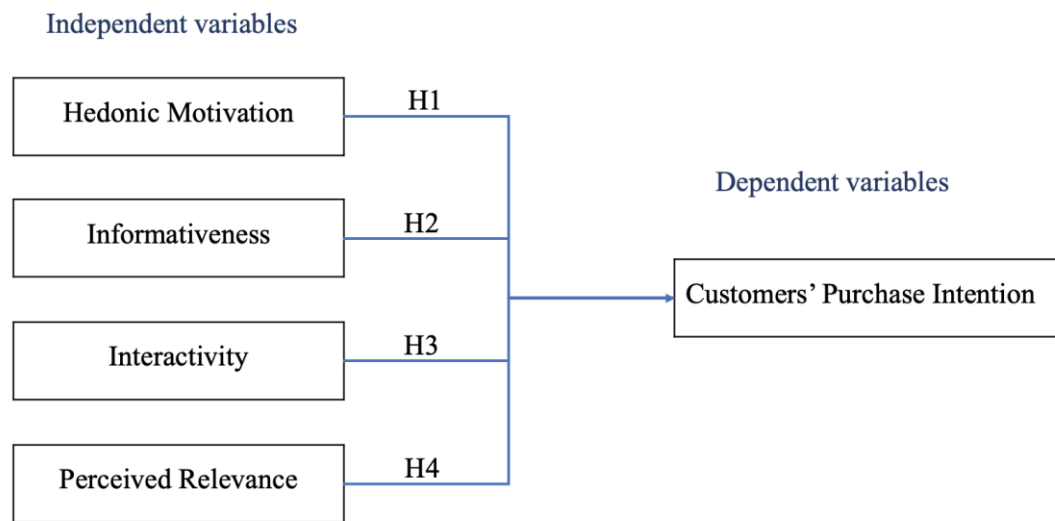
Figure 4: Proposed Conceptual Framework

2.7 Hypothesis Development

Based on the aforementioned topic, it may be suggested that hedonic motivation may have a crucial role to play in predicting the response and attitude of consumers towards social media advertising, and on that basis the following theory is proposed:

H1: Hedonic motivation in social media advertisements has a significant influence on customers' purchase intention.

According to the above discussion, it could be argued that the level of the informativeness that exists in social media advertisements could increase consumers' purchasing intentions accordingly and could empower them to have better buying behavior. Thus, the following hypothesis proposes that:

H2: Informativeness in social media advertisements has a significant influence on customers' purchase intention.

According to the above-mentioned discussion, it could be argued that the level of interactivity existing in social media advertising could shape customers' purchase intention of the products presented in social media advertisements. Thus, the following hypothesis proposes that:

H3: Interactivity in social media advertisements has a significant influence on customers' purchase intention.

According to the above-mentioned discussion, it could be argued that customers will positively value social media advertisements and be more willing to depend on such advertisements when making their decisions if they perceive the advertisements to be relevant to their goals and preferences. Accordingly, the following hypothesis postulates that:

H4: Perceived relevance in social media advertisements has a significant influence on customers' purchase intention.

3   Chapter 3 Research Methodology

The following chapter will introduce the process of how this research will be conducted, which includes research design, study population, sampling method, sample size selection, data collection, measuring instruments, data measurement and data analysis.

3.1   Research Design

Research design is a basic phenomenon that explains what steps researchers will take to conduct the entire research to make it real authentic and professional, and thus shows how the outcome will take place accordingly. The following table may illustrate the details of research design.

Table 2: Research Design Details

Problem statement	**Purpose of Study**	**Types of Investigation**	**Extent of Researcher interference**	**Study Setting**	**Measurement**	
	Descriptive Research on customers' purchasing intention based on former studies and explore the relationship between social media ads features and customers' purchasing intention among adult users using social media in Malaysia.	Correlation design in this research is non-experimental, and the results of the research can be positive, negative, or no correlation. If relationship exists, correlation design shall conduct to explore what is the extent and strength of the relationship.	Minimal: Online survey was used in this study to collect key data. This is mainly due to the influence of COVID-19, and online surveys would not be restricted by geography.	Non-contrived: The present research was carried out in the natural setting of Malaysia. The researcher had no control over the variables and hence the research setting is non-contrived.	Scaling	
	Unit of Analysis	**Sampling Design**	**Time Horizon**		**Data Collection**	DATA ANALYSIS
	Individuals: The unit of analysis is the user. Because the focus of this study is on users using social media. The questionnaires distributed will be answered by individuals with exposure to social media advertisements.	Non-probability: Easy to access with the target population. Sample Size 384: According to Krejcie and Morgan.	Cross-sectional: This study needs to distribute online questionnaires. Data collection period from chosen population for this study within 2 weeks.		Questionnaire	Analyses are demonstrated in chapter 4

3.2   Study Population and Unit of Analysis:

To study a group of the general population with common characteristics is called the study population. According to different objectives, it is the population from which the sample population is selected randomly or purposefully. On the basis of the census by the Malaysian government, there are around 38,612 population in Nilai which is the targeted study area. The whole local citizens and foreigners who work or study in Nilai are all the study population as long as they are more than 18 years old and the study data will be gather from them. Because of the time limitation, the primary data collected for this research is going to be only once.

3.3   Sample Size Selection

The size of the sample is an important step in the research design. It always difficult to engage to whole population, based on the consideration of cost and time-consuming factors (Wan, 2013). In order to make statistical information accurate and reliable, the investigator should design an appropriate sample size (Chua, 2006). A large or appropriate sample size can better allow researchers to smoothly control the cost, time, and energy during the research. A sample size that is too small is likely to result in unusual pieces of data, thereby misleading the research findings.

The sample size in this study is determined according to the theory of Krejcie and Morgan (1970). They suppose that the choice of sample size should be related to the total population of the survey area, and the relationship between them is illustrated in Figure 1. It can be seen that as the population continues to increase, the sample size also shows the same trend. The purpose of this study is to target consumers in Nilai, Malaysia and the Department of Statistics Malaysia showed that the total population of Nilai reached 38,612 in 2018. Therefore, 380 participants should be drawn from the population in Nilai Malaysia. However, the final sample size might be lower than the expected size due to the time limitation. Therefore, the confidence level and confidence

intervals of this research have respectively set as 90% and 6%, which calculates that at least 187 samples should be collected.
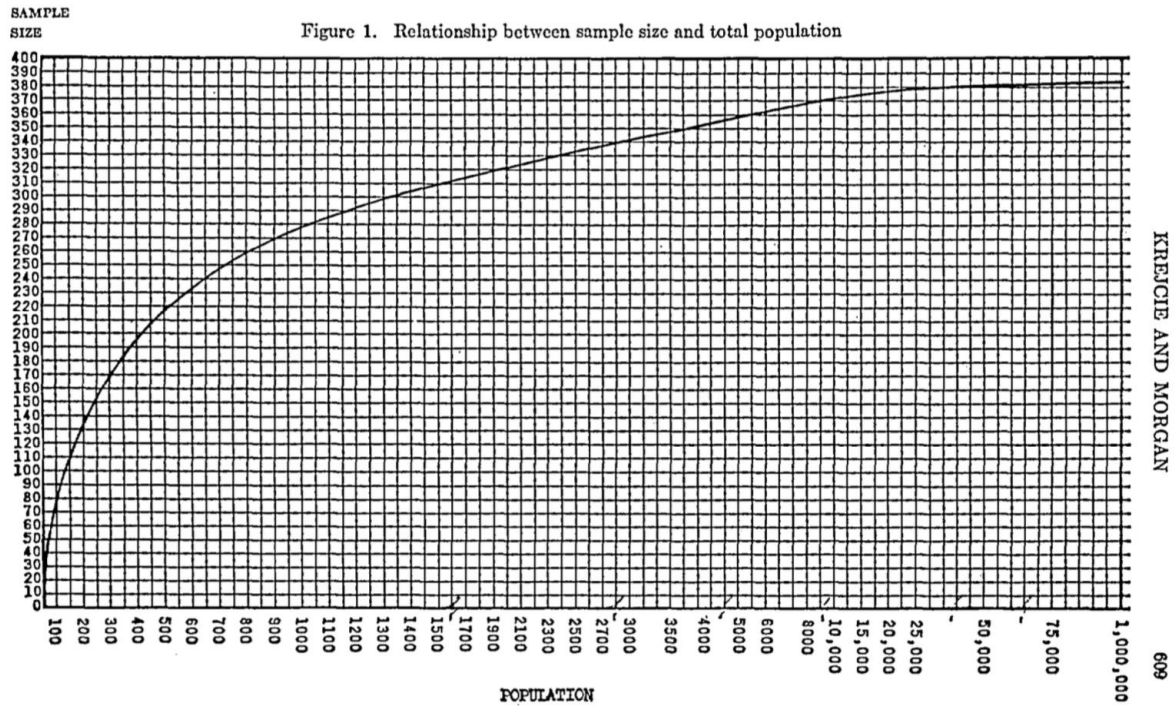
Figure 5: Relationship between sample size and total population (Krejcie and Morgan, 1970)

3.4 Sampling Techniques

To ensure that the research results will be meaningful, the limited amount of data in the sample must be able to represent the entire population. Therefore, it is major to choose the appropriate sampling technique that can help select the appropriate unit as the research data. Non-probability sampling methodology which is used in this analysis for ease and purpose. The reason is due to easy access with target population (Emerson, 2015). Besides, it is also a purposive sampling that is selected based on characteristics of a population and the objective of the study (Sekaran, 2003).

3.5 Data Collection

In this study, primary data collection will be conducted via the online Google forms. There are two types of questionnaires: paper questionnaires and online questionnaires.

Due to the influence of COVID-19, this study refused the format of the paper questionnaire. This is mainly because close contact may cause dissatisfaction with the participants and delay the progress of the research.

3.6 Measuring Instrument

The questionnaire is a commonly used tool for collecting research data from participants of a study. Codó, Dans and Wei (2008) indicated that questionnaires are an effective tool for the quick collection of quantifiable information and questionnaires are useful for the collection of declarative data. Therefore, the online questionnaire will be distributed to the respondents to obtain the responses of the participants. The questionnaire was developed as a measurement tool focused on the nominal and ordinal scale of variables in this study. There are no objective parameters and criterion for evaluating or checking the buying intent of the customer definition. Therefore, hypothesis variables are adopted and adapted to the design questions to quantify the consumers' purchase intention on social media advertising.

In this questionnaire, the researcher uses a five-point Likert scale to assess the quantified variables questions. The biggest feature of such a scale is that it allows respondents to be neutral rather than being forced to express an either-or opinion (Cooper and Schindler, 2014). In addition, a five-point Likert scale uses a universal method of collecting data, which means it is easy to understand them. The basic standard of definition of the degree can be seen in the table below:

Table 3: Five-point Likert Scale Interpretation (Calora and Lleva, 2018)

Response Categories	Numerical Value
Strongly Agree	1
Agree	2
Neither Agree or Disagree	3
Disagree	4
Strongly Disagree	5

3.7 Data Analysis

After the data is collected, the researchers will input the data into SPSS software for further analysis. This effective and power analysis tool are popular in health science and marketing field. The first part is to conduct pilot test including factor and reliability. The second part is to conduct descriptive analysis, which includes analyzing the individual situations of the respondents, such as gender, age, income level, education level, etc. Part three is an analysis of the relationship between dependent variables and independent variables.

3.7.1 Pilot Test

A pilot study could be defined as "small research," used to test research protocols, data collection instruments, sample recruitment strategies, and other research techniques in preparation for a larger study (Pallant, 2011). A pilot study is one of the indispensable stages of a research project. It aims to identify potential problem areas and find out recessive failures and incorrect procedures in research instruments and protocol prior to implementation during the full study (Cooper and Schindler, 2014). Therefore, Pilot study is compulsory in order to ensure key functions and deliver valuable insights.

Connelly (2008) proposes a pilot research survey to be 10 percent of the expected sample for the broader study of parents. According to the requirements for sample size determination, 40 or more samples (10% of the total sample size) were taken in the

Pilot Test of this study to identify potential problems in research instruments and protocols. Therefore, this research will circulate 40 online questionnaires to reach respondents and collect data regarding them.

3.7.2   Reliability and Validity Test

Alpha is an important concept in the evaluation of assessments and questionnaires. Reliability analysis conducted and analyzed based on Cronbach's Alpha value, which can help researchers assure and validate the consistent stability of the questionnaire results (Tavakol and Dennick, 2011).

Cronbach's alpha is the most common measure of internal consistency and reliability (Ferketich, 1990). When the range is from 0 to 1, it is considered as a measure of scale reliability where it can be correlation efficient. In terms of reliability, if the alpha value is less than 0.6, it is considered unacceptable, while the outcome close to 1 indicates higher reliability (Hair, Black and Babin, 2010). The table below illustrates the empirical rules regarding the alpha values of Cronbach:

Table 4: Rule of Thumb on Cronbach Alpha (Shah, 2015)

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

3.7.3   Factor Analysis

Exploratory factor analysis (EFA) is a statistical tool used to determine the fundamental function of a fairly large number of variables (Bartholomew, Knott, and Moustaki, 2011). EFA is useful for studies that involve a few or hundreds of variables, items from questionnaires, or a battery of tests that can be reduced to a smaller set, to get at an underlying concept, and to facilitate interpretations (Yong and Pearce, 2013).

Kaiser-Meyer-Olkin (KMO) will be conducted in this study to measure sampling adequacy for each variable in the model and for the complete model. KMO returns values from 0 to 1. The KMO values are getting closer to 1, it means that the result of factor analysis is more useful. In contrast, the KMO values are getting closer to zero, it indicates that there are widespread correlations which are a large problem for factor analysis (Hill, 2011). The table below shows the thumb rule for every definition of the KMO values:

Table 5: Interpretation Guidelines for the Kaiser-Meyer-Olin (Field, 2013)

KMO Value	Degree of Common Variance
0.90 to 1.00	Marvelous
0.80 to 0.89	Meritorious
0.70 to 0.79	Middling
0.60 to 0.69	Mediocre
0.50 to 0.59	Miserable
0.00 to 0.49	Don't Factor or unacceptable

3.7.4 Descriptive Analysis

Descriptive analysis is a critical starting stage for statistical analysis and it is often used to describe the basic characteristics of the data in a study (Quinlan, Babin and Carr, 2019). In addition to providing simple summaries about the sample and the measures, descriptive statistics can also highlight potential relationships between variables. Furthermore, when researchers conduct a descriptive analysis, they also can enhance their understanding of individual variables and the relationships between variables by generating several pictorial methods and variables such as Histograms, Scatter plots, and Sociograms which provide a visual representation of the data (Walliman, 2017). Therefore, the process of conducting descriptive analysis is necessary, as it forms the basis of virtually every quantitative analysis of data.

3.7.5 Correlation Analysis

Correlation analysis is a related technique that assesses the relationship between an outcome variable and one or more confounding variables or risk factors (Thompson, 2005). The outcome variable is as known as the dependent or response variables while the risk factors are called the predictors, or independent variables. Correlation analysis, as a statistical method, can visually represent and examine the relationship between two numerical variables (e.g., between an independent and a dependent variable or between two independent variables) through a scatter plot (Koo and Li, 2016).

The correlation coefficient (more specifically the Pearson Product Moment correlation coefficient) is denoted by "r", which is a measure of the strength of the straight-line or linear relationship between two variables (Schneider, Hommel and Blettner, 2010). Figure 1 Indicates that the correlation coefficient (r) ranges from -1 (a perfect negative correlation) to 1 (a perfect positive correlation). The correlation coefficient may assume any value in the interval between +1 and -1, including the end value +1 or -1.
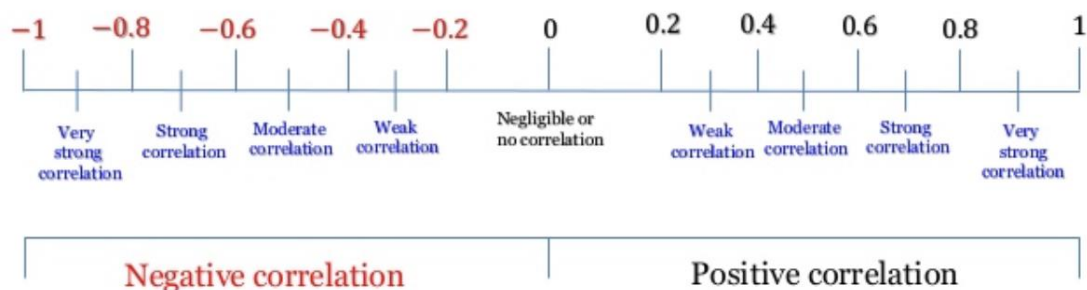
Figure 6:   Correlation coefficient interpretation guideline (Phanny, 2014)

It can be seen from Figure 7 that the three correlations will be displayed as analysis results (Schober, Boer and Schwarte, 2018). The first type is a positive correlation that as values of one variable increases, the values of the other variable shows the same trends. The second type is the negative correlation that the values of one variable increases, whereas the values of the other variable decreases. The last type is no correlation that may usually indicates as randomness or a curve instead of linearly

related. This situation demonstrates that there is no apparent relationship between the variables.
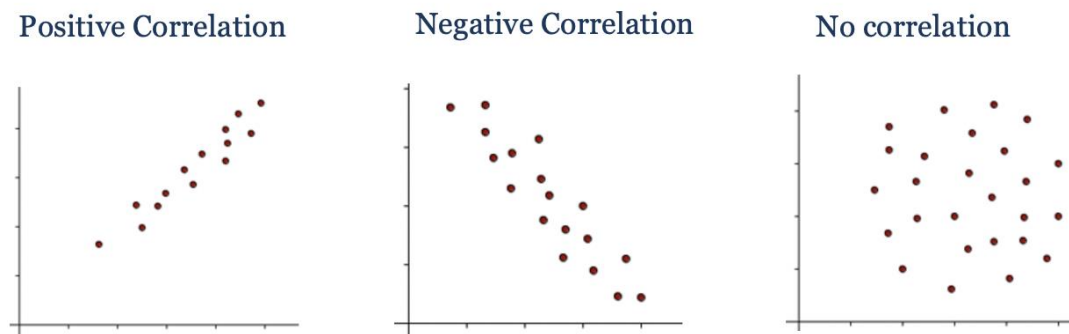
Figure 7: Three Types of Correlation (Schober, Boer and Schwarte, 2018)

3.7.6 Multiple linear regression

Multiple linear regression is a statistical study of the regression that researchers frequently use. Gaskin and Happell (2014) indicated that unlike Simple Linear Regression, it can consist of two or more categorical or continuous independent variables to predict the value of the dependent variable and to explain the impact of changes in an independent variable on the dependent variable.

The following formula explains the multiple regression equation：

$$y = a + b1\ x1 + b2x2 + b3x3 \ldots + bmxm$$

In this study, the researchers will analyze the relationship between independent variables (hedonic motivation, interactivity, informativeness, and perceived relevance) and dependent variables (customer's purchasing intention). The results of the analysis can tell marketers and advertising companies which factors in social media advertising are significant predictors for customers' purchase intentions.

3.8 Design of Questionnaire

The online questionnaire is used as the instrument of research methodology, which provides the subsequent data that the researcher can analyze. Therefore, the assumptions and questions in this questionnaire will be true and clear in order to

recognize issues and validate theories connected with the area of features in social media advertising.

The questionnaire will be made step by step until it gets completed which consists of various parts. The first part is the demographic part in which multiple-choice questions will be given for the respondents to have an easy and fast choice. The second section of the questionnaire primarily asks the respondents questions pertaining to the affinity for social media and past experience. The third part is mainly asking some questions associate with customers' purchase intention (dependent variable) as well as some social media advertising features (independent variables). In the third section of the questionnaires a 5-point Likert classification scale will be given based on the 1-5 alternatives, where 1= Strongly Approve, 2= Approve, 3= Neither agree nor disagree, 4= Disagree, 5= Strongly disagree. The overall description of the questionnaires can be seen in the table below.

Table 6: Questionnaire Summary

Dependent Variable	Number of items	Sources
Customer's purchase intention	5	(Kim, Kim and Park, 2010; Martins, Costa and Oliveira et al., 2019)
Independent Variables	Number of items	Sources
Hedonic Motivation in Social Media Advertising	5	(Kim, Kim and Park, 2010; Blanco, Blasco and Azorín, 2010)
Informativeness in Social Media Advertising	5	(Martins et al., 2019; Blanco, Blasco and Azorín, 2010)
Perceived Relevance in Social Media Advertising	5	(Lee, Lee and Yang, 2017; Alalwan, 2018)
Interactivity in Social Media Advertising	5	(Alalwan, 2018; Tan, Lee and Hew et al., 2018)

3.8.1 Questions of Dependent Variables

The items related to customers' purchase intentions (dependent variable) is designed and sorted out in this part according to relevant studies. To reliably calculate the degree level from participants, a 5-point Likert rating scale is introduced as the metric scale of the questions. The queries referring to dependent variables are illustrated below:

Table 7: Questions of Dependent Variable

Customers' Purchase Intentions	Rating of Response				
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(Q1) I will buy products advertised on social media because the social media is convenient.					
(Q2) I will buy products advertised on social media because the advertisements are entertaining.					
(Q3) I will buy products advertised on social media because the advertisements are very informative.					
(Q4) I will buy products advertised on social media because the advertisements are relevant to me.					
(Q5) I will buy products advertised on social media because the advertisements are very interactive.					

3.8.2 Questions of Independent Variables

Four independent variables were built from the conceptual context in this study. For each independent variable, it designs 5 questions related to a social media advertising feature and purchase intention. To reliably calculate the degree level from respondents,

a 5-point Likert rating system is implemented as the metric system of the queries. The queries referring to independent variables are illustrated below:

Table 8: Questions of independent Variables

Hedonic Motivation	Rating of Response				
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(Q1) Advertisements on social media that is entertaining are more likely to grab my attention.					
(Q2) I'm more likely to be impressed with interesting advertisements on social media.					
(Q3) I feel that advertisements on social media with entertainment features are important.					
(Q4) I feel that social media advertising is pleasing.					
(Q5) I feel like finding out more on the product if I feel that the advertisements on social media are interesting.					
Informativeness	Rating of Response				
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(Q1) Advertisements on social media are good sources of product information and supply relevant product information.					
(Q2) Advertisements on social media provide timely information.					
(Q3) Advertisements on social media are good sources of up-to-date product information.					

(Q4) Advertisements on social media are convenient sources of product information.					
(Q5) Advertisements on social media supply complete product information.					

Interactivity	Rating of Response				
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(Q1) Advertisements on social media are effective in gathering customers' feedback.					
(Q2) Advertisements on social media that are interactive are more likely to grab my attention.					
(Q3) Advertisements on social media encourage customers to offer feedback.					
(Q4) Advertisements on social media with interactive features are important to me.					
(Q5) Advertisements on social media with two-way communication allow me to make purchase decisions faster.					

Perceived Relevance	Rating of Response				
	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(Q1) Advertisements on social media are relevant to me.					
(Q2) Advertisements on social media that fit my needs are more likely to attract my attention.					
(Q3) I think social media advertising fits to my interests.					

(Q4) Compared with the traditional advertisements, advertisements on social media are more relevant to my preferences.					
(Q5) Overall, I think social media advertising fits me.					

4   Chapter 4 Research Finding

Findings of the study are discussed in this section; data were collected by 192 participants. The first part is the pilot test and then the second part is the participants' demographic information. the last part is the analysis test including correlation and regression tests. This chapter discusses and evaluates the connection between the purchasing purpose of customers in Nilai Malaysia and features in advertisements on social media.

4.1   Pilot test

Pilot tests should be conducted early on before the research instrument is decided, and this is a small-scale evaluation or experimental planning to ensure reliability and viability. The developed instrument gathers 40 samples which are appropriate for the reliability check. All the data translated to IBM SPSS Analytics program for empirical execution.

4.1.1   Factor analysis

Factor analysis for independent variables and dependent variables is described as seen below.

Table 9: Factor Analysis for Dependent and Independent Items

Communalities

Items	Initial	Extraction
Q10-1	1.000	.859
Q10-2	1.000	.787
Q10-3	1.000	.836
Q10-4	1.000	.780
Q10-5	1.000	.860
Q11-1	1.000	.765
Q11-2	1.000	.617

Q11-3	1.000	.806
Q11-4	1.000	.849
Q11-5	1.000	.796
Q12-1	1.000	.757
Q12-2	1.000	.780
Q12-3	1.000	.842
Q12-4	1.000	.776
Q12-5	1.000	.819
Q13-1	1.000	.746
Q13-2	1.000	.678
Q13-3	1.000	.728
Q13-4	1.000	.744
Q13-5	1.000	.752
Q14-1	1.000	.869
Q14-2	1.000	.792
Q14-3	1.000	.860
Q14-4	1.000	.838
Q14-5	1.000	.851

Generally, it is acceptable for this extraction value to be greater than 0.5. Therefore, the items for this research are considered acceptable.

Table 10: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Bartlett's Test of Sphericity.	Approx. Chi-Square	845.540
	df	300
	Sig.	.000

The outcome of KMO for all items is 0.755, means that the result of factor analysis is good. Bartlett's Test of Sphericity Significance value (P-value) is 0.00, so small significance point values (less than 0.05) suggest that the factor analysis is useful.

4.1.2 Reliability Test

Reliability Check for a group of 40 participants is conducted to assess the precision and reliability of the instrument. Data for both dependent and independent items are shown in the table below.

Table 11: Reliability Test Result of Alpha

Reliability Statistics

Cronbach's Alpha	Number of Items
.949	25

Based on the 25 items of dependent and independent, the Cronbach's Alpha is 0.949 greater than 0.90, indicating excellent internal accuracy.

Table 12: Reliability Test Results

Variables	Cronbach' Alpha	No. of Items
Hedonic motivation (IV)	.895	5
Informativeness (IV)	.846	5
Perceived relevance (IV)	.760	5
Interactivity (IV)	.806	5
Customers' Purchase Intentions (DV)	.843	5

According to the table above, it indicates that the significance of Cronbach's Alpha is greater than 0.70 for both dependent and independent items, indicating that the internal precision is to be considered high.

4.2 Descriptive Analysis

4.2.1 Demographic Analysis

Table 13 indicates the overall demographic details of 192 participants, which include gender, age, ethnicity, education level and monthly income.

Table 13: Demographic Details of All Valid Participants

Demographic Items		Valid Frequency	Valid Percent
Gender	Male	105	54.7%
	Female	87	45.3%
Age	18-24	139	72.4%
	25-30	46	24%
	31-36	6	3.1%
	37 and above	1	0.5%
Ethnic	Malay	9	4.7%
	Chinese	141	73.5%
	Indian	16	8.3%
	Other	26	13.5%
Educational Level	Certificate	8	4.2%
	Diploma	36	18.8%
	Degree	100	52%
	Master	47	24.5%
	PHD	1	0.5%
Monthly income	Below RM 3000	148	77%
	RM 3000 - RM 6000	36	18.8%
	RM 6001 - RM 9000	5	2.6%
	More than RM 9001	3	1.6%

According to above table, an almost equal blend of male and female participants took part in the survey, with the majority as male (54.7%) and the remaining 45.3% being female. In terms of age, the majority of the respondents (72.4%) are at the age between 18-24 years old, followed by age group between 25-30 (24%). Between 31-36 and more than 37 age groups are respectively occupied 3.1% and 0.5%.

The major participants are Chinese (71%), followed by Indian (15%) and Malay (12%). Other ethnicities included Kazakh, Maldivian, and so forth made up 14% in this survey. In terms of educational level, there are 52% are degree holders. Follow by the master

and diploma holders, both conduct 24.5% and 18.8%. There are only 4.2% of certificate holders and 0.5% of PhD holders in this survey respectively.

In this survey, most of the participants having an income of Below RM 3000 per month taken 77%% and RM 3000 - RM 6000 per month taken 18.8%. participants who have a monthly income with RM 6001 - RM 9000 account for 2.6% and those who have a monthly income with More than RM 9001 occupy 1.6% respectively.

4.2.2 Social media Using Behavior

In this part, it focuses on the behavior of social media user in Nilai Malaysia.

Table 14: Social media Using Behavior

Behavioral Items		Valid Frequency	Valid Percent
Time spending on social media per day	Less than 1 hour	20	10.2%
	1-3 hours	74	37.8%
	3-5 hours	69	35.2%
	More than 5 hours	33	16.8%
Purchase behavior of products advertised on social media	Yes	127	64.8%
	No	69	35.2%
Social media platforms visiting very often	Facebook	132	69.8%
	YouTube	148	78.3%
	Instagram	137	72.5%
	LinkedIn	34	18%
	Twitter	43	22.8%

From the above data, it illustrates that most of the participants spending time on social media per day range of 1-3 hours and 3-5 hours, respectively occupied 37.8% and 35.2%. The third major group is users who spend time on social media per day for More than 5 hours (16.8%), against those who spend less than 1 hour only occupied 10.2%. Purchase behavior on products advertised on social media is an indicator for measuring the consumers' attitude toward social media advertisements. From the above table, it

proves that 64.8% of participants have experienced purchasing products advertised on social media against 35.2% of participants who have had no experience with that. Among the social media platforms that participants frequently visit (multiple choice), YouTube is the most popular platform (78.3%). The number of participants who frequently visit Instagram and Facebook is similar, accounting for 72.5% and 69.8% respectively. Finally, the number of participants who frequently visit LinkedIn and Twitter is relatively small, and both are around 20% in this survey.

4.3   Correlations Test

It can analyze and check the relationships via the Pearson correlation test if correlated among variables.

Table 15: Result of Pearson Correlation

Correlations		Hedonic Motivation	Informativeness	Perceived Relevance	Interactivity	Customers Purchase Intentions
Hedonic Motivation	Pearson Correlation	1	.771**	.807**	.771**	.807**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	192	192	192	192	192
Informativeness	Pearson Correlation	771**	1	.782**	758**	.800**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	192	192	192	192	192
Perceived Relevance	Pearson Correlation	.807**	.782**	1	.835**	.822**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	192	192	192	192	192
Interactivity	Pearson Correlation	.771**	.758**	.835**	1	.844**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	192	192	192	192	192

Customers Purchase Intentions	Pearson Correlation	.807**	.800**	.822**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	192	192	192	192	192
**. Correlation is significant at the 0.01 level (2-tailed).						

From the aforementioned table on Pearson Correlations, the outcome of the p-value is 0.00 (less than 0.05) for all independent variables, which means these independent variables are all clearly significant at a meaningful level. The four independent variables meanwhile are highly positively associated with customers' purchase intention. Specifically, The Pearson Correlation of each independent variable with the dependent variable (Customers Purchase Intentions) is 0.807 (Hedonic Motivation), 0.800 (Informativeness), 0.822 (Perceived Relevance) and 0.844 (Interactivity).

It can interpret the relationship between independent variables and dependent variables in terms of correlations as below:

Customers Purchase Intentions are highly positively correlated with Hedonic Motivation. Customers Purchase Intentions are highly positively correlated with Informativeness. Customers Purchase Intentions are highly positively correlated with Perceived Relevance. Customers Purchase Intentions are highly positively correlated with Interactivity.

4.4 Hypothesis Testing

It shows the instrument is sufficient via the factor analysis and data reliability check implemented. Meanwhile, the results of the correlation test indicate that subsequent hypothesis tests could be conducted. The hypothesis proposed for the hypothesis check in this section will be tested and evaluated by running Simple-linear Regression. Before that, we need to check if this model has some predictability power among customers' purchasing intentions and features that affect customers' purchasing intentions.

4.4.1 Hypothesis of Hedonic Motivation and Customers' Purchase Intention.

H0: Hedonic motivation in social media advertisements has no significant influence on customers' purchase intention.

H1: Hedonic motivation in social media advertisements has a significant influence on customers' purchase intention.

Table 16: ANOVA of Hedonic motivation and Customers Purchase Intentions

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.293	1	89.293	354.139	.000[b]
	Residual	47.907	190	.252		
	Total	137.199	191			
a. Dependent Variable: Customers Purchase Intentions						
b. Predictors: (Constant), Hedonic Motivation						

According to table 16, Hedonic Motivation as an explanatory variable produced a significant result as the p-value of the regression is 0, which is less than alpha 0.05. There is enough statistical evidence to reject H0, thus this indicates that this model is valid to perform regression analysis and the model has the predictive capability.

Table 17: Model Summary of Hedonic motivation and Customers Purchase Intentions

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.649	.50214
a. Predictors: (Constant), Hedonic Motivation				

According to table 17, the R-value is 0.807, which indicates there is a strong correlation between hedonic motivation and customers' purchasing intention. The R square value of 0.651 indicates that 65% of the variation in customers' purchasing intention can be explained by the variation of hedonic motivation.

Table 18: Coefficients of Hedonic Motivation and Customers Purchase Intentions

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.837	.157		5.346	.000		
	Hedonic Motivation	.775	.041	.807	18.819	.000	1.000	1.000
a. Dependent Variable: Customers Purchase Intentions								

According to table 18, the variance inflation factor (VIF) value for hedonic motivation is less than 10, which has fulfilled the assumption for linear regression. The p-value (Sig.) that is less than 0.05 is 0 for hedonic motivation, which indicates this is the valid independent variable in the context of the dependent variable. Hence the basic linear regression equation can be written as follows:

Customers Purchase Intentions = 0.775 (Hedonic Motivation) + 0.837

4.4.2 Hypothesis of Informativeness and Customers' Purchase Intention.

H0: Informativeness in social media advertisements has no significant influence on customers' purchase intention.

H2: Informativeness in social media advertisements has a significant influence on customers' purchase intention.

Table 19: ANOVA of Informativeness and Customers Purchase Intentions

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.845	1	87.845	338.181	.000[b]
	Residual	49.354	190	.260		
	Total	137.199	191			
a. Dependent Variable: Customers Purchase Intentions						
b. Predictors: (Constant), Informativeness						

According to table 19, Informativeness as an explanatory variable produced a significant result as the p-value of the regression is 0, which is less than alpha 0.05. There is enough statistical evidence to reject H0, thus this indicates that this model is valid to perform regression analysis and the model has the predictive capability.

Table 20: Model Summary of Informativeness and Customers Purchase Intentions

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800^a	.640	.638	.50966
a. Predictors: (Constant), Informativeness				

According to table 20 (model summary), the R-value is 0.800, which indicates there is a strong correlation between informativeness and customers' purchasing intention. The R square value of 0.640 indicates that 64% of the variation in customers' purchasing intention can be explained by the variation of informativeness.

Table 21: Coefficients of Informativeness and Customers Purchase Intentions

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.908	.156		5.805	.000		
	Informativeness	.736	.040	.800	18.390	.000	1.000	1.000
a. Dependent Variable: Customers Purchase Intentions								

According to table 21, the variance inflation factor (VIF) value for informativeness is less than 10, which has fulfilled the assumption for linear regression. The p-value (Sig.) that is less than 0.05 is 0 for informativeness, which indicates this is the valid independent variable in the context of the dependent variable. Hence the basic linear regression equation can be written as follows:

Customers Purchase Intentions = 0.736 (Informativeness) + 0.908

4.4.3 Hypothesis of Interactivity and Customers' Purchase Intention.

H0: Interactivity in social media advertisements has no significant influence on customers' purchase intention.

H3: Interactivity in social media advertisements has a significant influence on customers' purchase intention.

Table 22: ANOVA of Interactivity and Customers Purchase Intentions

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.754	1	97.754	470.856	.000b
	Residual	39.446	190	.208		
	Total	137.199	191			
a. Dependent Variable: Customers Purchase Intentions						
b. Predictors: (Constant), Interactivity						

According to table 22, Interactivity as an explanatory variable produced a significant result as the p-value of the regression is 0, which is less than alpha 0.05. There is enough statistical evidence to reject H0, thus this indicates that this model is valid to perform regression analysis and the model has the predictive capability.

Table 23: Model Summary of Interactivity and Customers Purchase Intentions

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	.712	.711	.45564
a. Predictors: (Constant), Interactivity				

According to table 23, the R-value is 0.844, which indicates there is a strong correlation between interactivity and customers' purchasing intention. The R square value of 0.712

indicates that 71% of the variation in customers' purchasing intention can be explained by the variation of interactivity.

Table 24: Coefficients of Interactivity and Customers Purchase Intentions

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.886	.134		6.622	.000		
	Interactivity	.766	.035	.844	21.699	.000	1.000	1.000
a. Dependent Variable: Customers Purchase Intentions								

According to table 24, the variance inflation factor (VIF) value for interactivity is less than 10, which has fulfilled the assumption for linear regression. The p-value (Sig.) that is less than 0.05 is 0 for interactivity, which indicates this is the valid independent variable in the context of the dependent variable. Hence the basic linear regression equation can be written as follows:

Customers Purchase Intentions = 0.766 (Interactivity) + 0.886

4.4.4   Hypothesis of Perceived Relevance and Customers' Purchase Intention.

H0: Perceived relevance in social media advertisements has no significant influence on customers' purchase intention.

H4: Perceived relevance in social media advertisements has a significant influence on customers' purchase intention.

Table 25: ANOVA of Perceived relevance and Customers Purchase Intentions

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.626	1	92.626	394.839	.000[b]
	Residual	44.573	190	.235		

	Total	137.199	191			
a. Dependent Variable: Customers Purchase Intentions						
b. Predictors: (Constant), Perceived Relevance						

According to table 25, perceived relevance as an explanatory variable produced a significant result as the p-value of the regression is 0, which is less than alpha 0.05. There is enough statistical evidence to reject H0, thus this indicates that this model is valid to perform regression analysis and the model has the predictive capability.

Table 26: Model Summary of Perceived relevance and Customers Purchase Intentions

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822^a	.675	.673	.48435
a. Predictors: (Constant), Perceived Relevance				

According to table 26, the R-value is 0.822, which indicates there is a strong correlation between informativeness and customers' purchasing intention. The R square value of 0.675 indicates that 67% of the variation in customers' purchasing intention can be explained by the variation of perceived relevance.

Table 27: Coefficients of Perceived relevance and Customers Purchase Intentions

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.715	.154		4.634	.000		
	Perceived Relevance	.805	.041	.822	19.871	.000	1.000	1.000
a. Dependent Variable: Customers Purchase Intentions								

According to table 27, the variance inflation factor (VIF) value for perceived relevance is less than 10, which has fulfilled the assumption for linear regression. The p-value (Sig.) that is less than 0.05 is 0 for perceived relevance, which indicates this is the valid

independent variable in the context of the dependent variable. Hence the basic linear regression equation can be written as follows:

Customers Purchase Intentions = 0.805 (Perceived Relevance) + 0.715

4.5 Multiple-Linear Regression

After simple-linear regression for hypothesis testing, in this section Multiple-Linear Regression would be further performed to validate and check the association between the dependent variable and the independent variables.

Table 28: ANOVA of IVs and Customers Purchase Intentions

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.898	4	27.474	188.187	.000[b]
	Residual	27.301	187	.146		
	Total	137.199	191			
a. Dependent Variable: Customers Purchase Intentions						
b. Predictors: (Constant), Hedonic Motivation, Informativeness, Interactivity, Perceived Relevance						

Centered on the table above, the regression p-value is 0 and is below alpha 0.05. Therefore, Hedonic motivation, Informativeness, Interactivity and Perceived relevance as explanatory variables produced a significant influence on Customers' Purchase Intention, and this model is valid to perform regression analysis.

Table 29: Model Summary of IVs and Customers Purchase Intentions

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895[a]	.801	.797	.38209
a. Predictors: (Constant), Hedonic Motivation, Informativeness, Interactivity, Perceived Relevance				
b. Dependent Variable: Customers Purchase Intentions				

According to table 29 the R-value is 0.895, which indicates there is a strong correlation between the features and customers' purchase intention. The R square value of 0.801 indicates that 80% of the variation in customers' purchase intention can be explained by the variation of the hedonic motivation, informativeness, interactivity, and perceived relevance.

Table 30: Coefficients of IVs and Customers Purchase Intentions

Coefficients^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.322	.129		2.504	.000		
Hedonic Motivation	.208	.059	.217	3.543	.000	.285	3.510
Informative ness	.208	.053	.226	3.899	.000	.316	3.162
Interactivity	.339	.058	.374	5.874	.000	.263	3.804
Perceived Relevance	.155	.068	.158	2.280	.024	.221	4.521
a. Dependent Variable: Customers Purchase Intentions							

As shown from the table above, the variance inflation factor (VIF) values for all the IVs are less than 10, which means the IVs have a strong predictor. Meanwhile, the p values (Sig.) are less than 0.05 for all IVs, which indicates all IVs are the valid independent variable in the context of the dependent variable. Therefore, the equation of the multiple linear regression can be written as below, where Interactivity has the highest degree of influence on customer's purchasing intention.

Customer's purchasing intention = 0.208 (Hedonic Motivation) + 0.208 (Informativeness) + 0.339 (Interactivity) + 0.155 (Perceived Relevance) + 0.322

4.6   Summary of Findings

To summary the findings, SPSS was conducted as an analysis tool in this research. 192 participants were taken part in this study, 25 items were tested by exploratory factor analysis and reliability test for uncovering the underlying structure for great set of variables. These 25 items run to Pearson correlation coefficient and regression analyses in the next. Both Pearson correlation coefficient and regression analyses were used to test the relationship of both the independent and dependent variables. After the simple-linear regression, the final outcome results were stated as below:

Table 31: Summary of Hypothesis Result

Hypotheses	Accept/Reject
H1: Hedonic motivation in social media advertisements has a significant influence on customers' purchase intention.	Accepted
H2: Informativeness in social media advertisements has a significant influence on customers' purchase intention.	Accepted
H3: Interactivity in social media advertisements has a significant influence on customers' purchase intention.	Accepted
H4: Perceived relevance in social media advertisements has a significant influence on customers' purchase intention.	Accepted

According to Pearson Correlations Analysis, all of the independent variables (Hedonic Motivation, Informativeness, Interactivity, and Perceived Relevance) are highly positively correlated with customer's purchasing intentions. According to the Simple-Linear Regression (hypothesis testing) and Multiple-Linear Regression in this study, all independent variables have a significant influence on customer's purchasing intentions, and Interactivity has the highest degree of influence on customer's purchasing intentions.

5   Chapter 5 Conclusion and Implication

Based on the research results, as the last chapter of this study, this chapter will conclude some constructive recommendations and contributions to managerial and theoretical implication. Meanwhile, some of the limitations of this study and the focus on future research will be revealed.

5.1   Managerial Implication

From a managerial perspective, the current research results provide clues to the customers' purchasing intention toward social media advertisements. This is the focus that marketers engaged in social media platform operations and social media advertising should pay attention to.

According to multiple-linear regression analysis, it is proved that interactivity is the most important variable that affects Nilai consumers' purchase intentions for products or services advertised on social media. This is because timely feedback from platforms and sellers can effectively shape the consumer's decision-making process. Therefore, as sellers who advertise on social media and providers of social media platforms, they should provide and maintain effective two-way communication channels to attract consumers. In order to achieve this goal, the platforms can consider the following aspects: First, the platform provider should keep two-way communication open so that users can comment, inquire and get feedback from the seller. At the same time, the platform provider may consider leaving a link to the seller's community below the advertisements to encourage dialogue between the seller and the user or between the user themselves. In this way, sellers who advertise on social media can get a lot of content and high-quality information about consumers. Secondly, sellers must provide their consumers on social media platforms with feedback and sellers' own comments and information. Meanwhile, sellers could encourage more potential consumers to take

part in the discussion of advertising and even products through active interaction with consumers.

As the results of this study show, hedonic motivation plays an important role in social media advertising. Therefore, for platform providers, they should provide their customers (seller) with a variety of media mixes such as pictures, music, and videos. This makes its customers have more choices in advertisements creation. Then, platform providers can provide multiple advertisement models, such as immersive advertisements. This type of new technology-based way not only allows consumers to participate in advertisements but is also a perfect embodiment of the interactivity in social media advertisements, thereby greatly improving consumers' pleasure. For sellers, advertising marketers should design advertisements in a more creative and innovative way. Making full use of the advertisement functions provided by social media platforms will help firms attract consumers' attention emotionally, thereby increasing the level of hedonic motivation. For example, sellers use a multimedia mix and new advertisement ways to replace monotonous advertisement ways.

The results of this study show that Informativeness in social media advertising is another important feature. Sellers should pay attention to the quality and quantity of information presented when designing advertisements. Specifically, when designing social media advertisements, they should take comprehensive and updated information into descriptions covering all dimensions of the product, such as the price, discount, delivery, and features of the product or service. In addition, the design of advertising content should also reflect the value proposition of the product. Because products with high added value are usually more likely to attract consumers' attention both cognitively and emotionally. This opinion was also supported by (Shareef, Mukerji, etc., 2018). Value-added products usually include higher quality, lower cost, and irreplaceability in terms of cognition, while emotional aspects are related to consumers' feelings, such as intangible assets of the brand. Lastly, sellers who advertise on social media should combine the informativeness with the hedonic motivation of social media advertising,

displaying information about products or services to consumers through a multimedia mix.

The results of this study show that perceived relevance can be also used to predict consumers' purchase intentions. Platform providers can cooperate with sellers who advertise on their platforms to help their products better meet the needs of consumers. For example, the platform provider can track the user's experience with the advertisements posted by the seller in the past (the advertisements which users have stayed for the longest time and whether there is any further understanding of specific products). Based on such information, the seller can customize social media advertisements more purposefully, thereby attracting users with the same area of interests and characteristics. In addition, in order to better understand the interests and preferences of consumers, the seller's advertising marketers can use cookies in their communities with the user's permission. The purpose of this is also to view the user's personal information and traces, so as to help marketers design and customize their social media advertisements according to the user's product preferences and interests.

5.2   Theoretical Implication

This study provides a considerable theoretical contribution for researchers in related fields to understand the attitudes of social media users in Nilai, Malaysia towards social media advertisements, and possible subsequent behaviors of users. This study extracted a factor (Hedonic Motivation) from the model of UTAUT2 (2012) and extends the applicability of the model to new systems and applications (social media advertising and customers' purchase intentions). In addition, this study adds interactivity in social media to the main structure of this model. At the same time, informativeness and perceived relevance were also added in this model as predictors of customer purchase intentions. Therefore, this study is able to expand the theoretical horizon of UTAUT2 and provide the latest understanding of the main features in social media advertisements that could influence consumers' intention.

5.3   Limitations and future research directions

Although this research was successfully completed within the given time, there are still some limitations. First of all, due to time constraints, the distribution of questionnaires and data collection in this study are relatively tight. This results in the effective sample size in this study being only 192, which is lower than 384. Secondly, due to the impact of COVID-19, online questionnaires were used throughout this study, so the participants may understand these questions in an incorrect way. Finally, the independent variables in this study are relatively not adequate, so the actual answers and the variety of results from the participants may not be truly reflected.

Future studies in related fields can consider adding personality characteristics that are not considered in this research, such as advertising creativity, and privacy concerns associated with interactivity. Second, it is recommended that future studies can collect a sufficient sample size if they are carried out without time constraints. Finally, the survey results that this research focuses on spans multiple social media platforms (including Instagram, YouTube, etc.), and does not conduct research and analysis on specific platforms. Future research could also investigate whether these variables might be behaving differently from one platform to another.

5.4   Conclusion

In this study, the hypotheses and each independent variable has been well examined and accepted because of all the evidence succession. In addition, all the research questionnaires have been answered alongside the achievement of all the objectives.

The growth rate of social media users in Nilai Malaysia and the time they spend on it every day prove that social media advertising has great potential for this region. This research provides a better understanding of users' attitudes towards several features in social media advertising. According to this research results, it is determined that there is a positive relationship between hedonic motivation, informativeness, interactivity,

perceived relevance, and purchase intention. What's more important is that the above four features all have a significant influence on customers' purchase intentions, among which interactivity has the highest degree of influence. Through this study, it is likely to be able to assist companies that want to advertise on social media to develop a marketing strategy specifically targeting social media users in Nilai. In addition, social media has a better understanding of the needs of its users for advertisement features on the platform.

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Appendix 1: Initial Research Paper Proposal

STUDENT NAME & ID NO	Xu Wenhao I18016058
BROAD AREA	Marketing
Concise Title	The Effectiveness of social media advertising features in influencing customers' purchasing intention in Nilai, Malaysia
Problem Definition	A previous report on user attitudes towards social media advertising shows that only 22% of users are satisfied with social media advertising and hold a positive attitude (Jung et al., 2016). Furthermore, data from IPG in 2017 shows that as long as the advertisements on YouTube have a chance to be skipped, 65 percent of people will skip it immediately (Handley, 2017). What damage social media platforms more is that as the over-promotion of social media advertisements made consumers dissatisfied, 8% of users studied had left a certain social network (Jung et al., 2016). If this situation proceeds, which means the seller who advertised on social media will not achieve their expected sales.
Research Questions OR Objectives	The main objective of this research aims to help social media platforms to implement new strategies, which lead to making more profit from advertisement business and at the same time to help sellers who advertised on social media achieve their expected sales. RO1: To determine whether hedonic motivation in social media ads has a significant influence on customers' purchase intention.

	RO2: To determine whether informativeness in social media ads has a significant influence on customers' purchase intention. RO3: To determine whether interactivity in social media ads has a significant influence on customers' purchase intention. RO4: To determine whether perceived relevance in social media ads has a significant influence on customers' purchase intention.
Scope of study	The research aims to determine the relationship between features in social media advertisements and consumers' purchasing intention in Malaysia. Adults in Nilai Malaysia are high probability to use any social media during work or leisure time. Thus, valuable suggestion and information can be collected. This research using convenience and purposive sampling because of easy to connect with respondents (Emerson, 2015). Convenience and purposive sampling method can either a collection of subjects that are reachable or a self-selection of individuals ready to engage (Etikan, Musa and Alkassim, 2016).
Significance of the Research	Significance to Academia This study will be able to expand current understanding regarding the main features in social media ads that could shape the customer's perception and intention. Meanwhile, This study will be able to expand the theoretical horizon of the UTAUT2 model because the applicability of this model is extended to new systems and applications (social media advertising and customers' purchase intention). Significance to Industry

	Marketers can further understand which features in social media advertising could form consumers' perception of the importance, usefulness of SMA. Furthermore, by ascertaining the features that may encourage consumers to adopt social media advertising, a new formulation of marketing strategies can be adopted by marketing managers.
Literature Review	Irshad and Ahmad (2019) indicated that Hedonic motivation plays an important role in influencing consumers' attitudes towards social media marketing. Furthermore, Informativeness plays an important role in helping customers with enhancing brand awareness when receiving YouTube advertisements and subsequently forming purchase intention (Dehghani, Niaki and Ramezani et al.,) According to the research from Lou and Koh (2018) introduced that the management of interactivity of brand content enables social media advertising to work well, helping social media advertising efforts make sense in the cost and effectiveness aspects. Kim and Huh also highlighted that the relative importance of perceived ad relevance in positively influencing consumer responses to online behavioral advertising. According to the research from Alalwan (2018) introduced that, Informativeness, interactivity, and perceived relevance seem to be a crucial mechanism contributing to purchase intention.
Research Methodology	Research Methodology: This study methodology is mainly taken descriptive and explanatory methods. Through conceptual framework to construct dependent variable and independent variables.

	Sampling Procedure and Size:
	To determine a specific sample, sample design should be planned and figure out the studied population of Nilai Malaysia. According to data from Malaysia and the Department of Statistics Malaysia, the total population of Nilai reached 38,612 in 2018. Thus, the final sample size reached 192.
	Data Collection Approach:
	Questionnaire is determined as the data collection method.
	Measurement Approach and Questionnaire Source:
	5-point Likert Scale is designated in the questionnaire for participants to rank the level. In addition, Factory analysis such as KMO and Factor loading, Reliability Test (Pilot and Preliminary tests), Hypotheses testing (regression), collinearity and Beta coefficient will be considered in the procedure of measurement and analysis.
	Source of instrument will take adapt and adopt approach to determine final questions for questionnaire.
	Data Analysis Tools:
	SPSS as the major data processing instrument and assisted by Microsoft Excel for some data visualization work.

Appendix 2: Questionnaire

The effectiveness of social media advertising features in influencing customers' purchasing intention in Nilai, Malaysia

Dear Participants,
As a part of my Master of Business Administration (MBA) study from INTI International University, I am doing my final project of the questionnaire that needs your assistance for my research.
This questionnaire is designed to survey consumer's purchase intention on products that have advertised on social media.
The researchers sincerely hope that you would make this study success by answering all questions frankly, honestly and thoroughly. Your responses will be kept anonymous and will never be linked to you personally.
Thanks in advance for your cooperation and participation in this study.
yours sincerely.

Section A: Demographic Information
说明（可选）

1. Age *

○ 18-24

○ 25-30

○ 31-36

○ 37 and above

2. Gender *

○ Female

○ Male

3. Ethnic *

○ Malay

○ Chinese

○ Indian

○ Other

4. Educational Level *

○ Certificate

○ Diploma

○ Degree

○ Master

○ PHD

5. Monthly income *

○ Below RM 3000

○ RM 3000 - RM 6000

○ RM 6001 - RM 9000

○ More than RM 9001

Section B: Social Media Preference and Experience
说明（可选）

6. How much time do you spend on social media per day. *

○ Less than 1 hour

○ 1-3 hours

○ 3-5 hours

○ more than 5 hours

7. What kind of social media sites do you visit very often

- [ ] Facebook

- [ ] YouTube

- [ ] Instagram

- [ ] LinkedIn

- [ ] Twitter

- [ ] 其他…

8. Have you purchased any product or service advertised on social media? *

- ( ) Yes

- ( ) No

::::

9. How much do you plan to spend per year on products or services advertised on social media? *

- ( ) None

- ( ) Less than RM 1000

- ( ) RM 1000-3000

- ( ) RM 3001-5000

- ( ) More than 5001

Section C: Features Influencing Customer Purchasing Intention in Social Media Advertising

The following statements are on several features in social media advertising, that might influence your purchase intention. Rate the statements from scale 1 (strongly disagree) to 5 (Strongly

10-1. Advertisements on social media that is entertaining are more likely to grab my attention. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

10-2. I'm more likely to be impressed with interesting advertisements on social media. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

10-3. I feel that advertisements on social media with entertainment features are important. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

10-4. I feel that advertisements on social media are pleasing. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

10-5 I feel like finding out more on the product if I feel that the advertisements on social media * are interesting.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

11-1. Advertisements on social media are good sources of product information and supply * relevant product information.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

11-2. Advertisements on social media provide timely information. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

11-3. Advertisements on social media are good sources of up-to-date product information. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

11-4. Advertisements on social media are convenient sources of product information. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

11-5. Advertisements on social media supply complete product information. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

12-1. Advertisements on social media are relevant to me. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

12-2. Advertisements on social media that fit my needs are more likely to attract my attention. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

12-3. I think advertisements on social media fit to my interests. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

12-4. Compared with the traditional advertisements, advertisements on social media are more *
relevant to my preferences.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

12-5. Overall, I think advertisements on social media fit me. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

13-1. Advertisements on social media are effective in gathering customers' feedback. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

13-2 Advertisements on social media that is interactive are more likely to grab my attention. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

13-3. Advertisements on social media encourage customers to offer feedback. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

13-4. Advertisements on social media with interactive features are important to me. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

13-5. Advertisements on social media with two-way communication allow me to make purchase *
decisions faster.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Section D : Customers' Purchasing Intention
说明（可选）

14-1. I will buy products advertised on social media because the social media is convenient. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

14-2. I will buy products advertised on social media because the advertisements are entertaining.   *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

14-3. I will buy products advertised on social media because the advertisements are very informative   *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

14-4. I will buy products advertised on social media because the advertisements are relevant to me.   *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

14-5. I will buy products advertised on social media because the advertisements are very interactive.   *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Appendix 3: Project Paper Log

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	Xu Wenhao
Supervisor's Name:	Ms. Faziha Abd Malek
Dissertation Topic: The Effectiveness of social media advertising features in influencing customers' purchasing intention in Nilai, Malaysia	

SECTION A. MONITORING STUDENT DISSERTATION PROCESS

The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Activity	Milestone/Deliverable Date						
	20/05/2020	25/06/2020	07/07/2020	24/07/2020	28/07/2020	04/08/2020	21/08/2020
Finalizing Research Topic	Completed						
Complete chapter 1-3		Completed					
Proposal defense			Completed				
Data collection				Completed			
Data analysis and complete chapter 4-5					Completed		
Final Project presentation (VIVA)						Completed	
Final submission							Completed

SECTION B. ETHICS

Ethics form protocol number:

SECTION C. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

Meeting 1

Date of Meeting	20/05/2020
Progress Made	The proposed research topic and conceptual framework were discussed and finalized
Agreed Action	To start with the first draft of the first three chapters
Student Signature	
Supervisor's Signature	

Meeting 2

Date of Meeting	27/05/2020
Progress Made	Submission of topic and research framework to supervisor approval
Agreed Action	Start to find more journals to support
Student Signature	
Supervisor's Signature	

Meeting 3
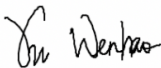
Date of Meeting	25/06/2020

Progress Made	Completed the first draft of chapter 1 to 3
Agreed Action	Supervisor will check on the first draft of Chapter 1 to 3 and provide feedback
Student Signature	*Yu Wenhao*
Supervisor's Signature	*[signature]*

Meeting 4
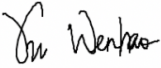
Date of Meeting	02/07/2020
Progress Made	Preparation for Proposal defense
Agreed Action	Prepare power point slides of the first three chapter for proposal defense
Student Signature	*Yu Wenhao*
Supervisor's Signature	*[signature]*

Meeting 5
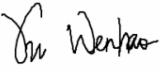
Date of Meeting	07/07/2020
Progress Made	Present proposal defense, to the second panel
Agreed Action	Proposal accepted, proceed to data collection and analysis
Student Signature	*Yu Wenhao*

Supervisor's Signature	

Meeting 6

Date of Meeting	20/07/2020
Progress Made	Sample questionnaire was provided to the supervisor to obtain final feedback before actual data collection
Agreed Action	Improve the questions in the questionnaire
Student Signature	
Supervisor's Signature	

Meeting 7

Date of Meeting	24/07/2020
Progress Made	40 questionnaires were collected
Agreed Action	Pre-test and Pilot Test using SPSS
Student Signature	
Supervisor's Signature	

Meeting 8

Date of Meeting	28/07/2020
Progress Made	All data already collected
Agreed Action	All data analysis using SPSS. Chapter4 and chapter 5 finalization along with viva preparation

Student Signature	
Supervisor's Signature	

Meeting 9

Date of Meeting	04/08/2020
Progress Made	Viva Presentation
Agreed Action	Cleared to proceed to Finalize and submit the project
Student Signature	
Supervisor's Signature	

Meeting 10

Date of Meeting	20/08/2020
Progress Made	The final draft of the study is submitted for final checking prior to final submission
Agreed Action	Final Submission
Student Signature	
Supervisor's Signature	

Section D. Comments on Management of Project
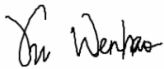
(to be completed at the end of the dissertation process)

Student Comments

This MBA project was a great learning experience for me. Ms. Faziha Abd Malek, my

supervisor, was very helpful for me and always offered any help needed.

Supervisor Comments

The student is very independent and has a great ability and initiative to learn. Very hardworking and motivated in completing tasks. He always refers back to the supervisor for guidance and discussion. He has shown a great attitude and good work. He manages to complete the project on time without having major problems.

Signature of Student	Date 20/08/2020
Signature of Supervisor	Date 20.8.2020
Ethics Confirmed	Date

Appendix 4: SafeAssign Result

SafeAssign Originality Report

MBA PROJECT · MGT7998 MBA Project

View Originality Report - Old Design

XU Wenhao -

Total Score: ✓ Low risk   8 %

Submission UUID: 86b90977–c731–d944–8a0b–68f93e672b6b

Total Number of R...	Highest Match	Average Match	Submitted on	Average Word Co...
1	8 %	8 %	08/20/20	13,285
	final project for ch...		03:18 PM GMT+8	Highest: final proje...

● Attachment 1   8 %

Word Count: 13,285
final project for checking Similarity.docx

Internet (11)   4 %

① 1	inflibnet	① 0	diva-portal	②	15writers
				④	globalmediajournal
① 5	expertjournals	① 2	swansea	① 3	learntechlib
⑦	scirp	⑥	jafeb	⑨	knepublishing
⑤	cesa				

Global database (3)   4 %

| ③ | Student paper | ⑧ | Student paper | ① 4 | Student paper |

Institutional database (1)   0 %

| ① | Student paper |

Top sources (3)

| ③ | Student paper | ① 1 | inflibnet | ① 0 | diva-portal |

Excluded sources (0)