

Social Media Advertising and Online Buying Intentions: A Multidimensional Investigation with Shopping Enjoyment as Mediator

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ABSTRACT

In the current era, traditional marketing streams are just a small segment of the varied approaches used to market products. The increasing focus on social media shaped state-of-the-art advertising and shifted the way companies interact with their target groups. Companies, therefore, need to create effective online advertising strategies to capitalize on the current market segment by incorporating effective features in online advertising, especially in social media. This research will discuss the relationship between social media advertising and its associated dimensions including credibility, informativeness, hedonic, and materialism towards purchase intention. Moreover, the mediating effect of shopping enjoyment will also be assessed on the relationship between social media advertising and online buying intention. The research employed a quantitative research method and a total of 371 valid respondents participated in the survey. Based on the results obtained, it was found that social media advertising and its dimensions have a significant relationship with online buying intention while a partial mediating effect of shopping enjoyment exists on this relationship. These research findings have added to the existing body of knowledge in marketing literature and will be useful to marketers in understanding social media advertising's influence on purchase intention. The research also discussed theoretical and managerial implications and concluded with suggestions for future research.

Keywords: Online buying intention, social media marketing, credibility, informativeness, hedonic, materialism, shopping enjoyment

1. INTRODUCTION

Organizations must strategically use social media marketing to appeal to their target audiences, as more consumers turn to social media daily for activities such as reading the news, researching products, and enjoying entertainment (Dwivedi et al., 2021). Continuing attention on the business transformation and growing use of innovative approaches in sales, advertising, and promotion have led to shifts in organizations' concentration on customers (Quelch and Jocz, 2008). Researchers have perceived that social media advancements have become significant for market extension and to build up showcasing efforts around the world. Such showcasing in terms of advertisements and promotion focuses on the psychological, enthusiastic, and social variables influencing purchasers' conduct, emphasizing the components that should be coordinated into technology-based marketing (Quelch and Jocz, 2008).

According to Malaysian Communications and Multimedia Commissions (MCMC), Malaysia had transformed from traditional media into new media advertising. According to MCMC, Malaysia's Internet users in 2018 have expanded to 87.4%, at a 10.5% rate point extending from 76.9% in 2016. Statista reported that digital advertising expenditure share of total media advertisement spending in Malaysia from 2015 to 2020 has grown from 14.3 percent to 25.2 percent (estimated). The greatest test for the present advertisers now is to draw the customer's attention against competing rivals who are aiming for the same customer segments. This development has

presented sellers with challenges in trying to embark on creative trendy advertising approaches to increase their share of the wallet of a customer. According to Alghad (2016), consumers' attention has shifted to online advertisement, and therefore, advertisers need to plan for outstanding marketing strategies which give them a stand to compete with other advertisers in social media.

The concern of a consumer towards advertisement has been highlighted by Schosser et al (1999) two decades ago who explained that the decision of viewing the product and information depends on the trigger of the intention of the consumer on the advertisement. Despite its inception long ago, changes to internet life, promotion, and publicity on the Internet have led numerous professionals to continue researching the role of advertising in online networking in creating an online buying intention. This is because consumers' opinions and behavior towards online advertisement may still evolve (Karson, Mc Cloy, and Bonner, 2006). In accommodating these changes and attracting customers, Golden (2011) argues that social media marketing uses pull techniques to attract customers. These pull techniques may include credibility and informativeness (Alalwan et al., 2018). This is beneficial to consumers and advertisers for the hypercompetitive situation in the market (Ismail et al., 2014). Hence, the purpose of this research is to determine the relationship between social media advertising towards online buying intention. Social media advertising is investigated through its four dimensions namely, credibility, informativeness, hedonic, and materialism. Additionally, the mediating effect of shopping enjoyment also will be investigated in this research

2. LITERATURE REVIEW

2.1 Online Buying Intention

A customer's buying behaviour conveys an emotional state in the context of a product or service to the desirable or undesirable consumer. Hoyer and Macinnis (2010) had stated that a consumer's belief and cognetics towards the product could trigger the buying intention. Attitude also can be described in their types of emotions. Once the customer felt alike towards the product, it shows a positive feeling which attracts the person to buy the product without any hesitation (Solomon, 2009). This shows that everybody's positive feeling towards product or service data is focused on what the customer enjoys and dislikes. Thoughts and feelings will determine the buying behaviour of a customer. Consumers' view towards online advertisement is determined by consumer attitude towards online advertising. Behaviour is influenced by attitudes in getting into online advertisement and the feeling of like and buying intention. The content and format of advertising will trigger human feedback in online advertising. Customer perceptions towards online publicity will influence the favourable and unfavourable thoughts towards specific online advertising (Mackenzie & Lutz, 1989). Once consumers have been exposed to online advertising information and product, they will indicate either positive or negative mentalities towards that particular advertisement (Schiffman & Kanuk 2000). The influential factor of showing the effectiveness of online advertising is consumer attitudes which associate with consumer's cognitive ability which reflects their feeling and subsequently lead to buying intentions of online advertisement (MacKenzie & Lutz, 1989). Attitude is a collaboration of feeling, perception, and behaviour, and feeling is categorized as emotion or mood. The pleasure gives hope and warm feelings which lead to buying intention (Soloman, 2009). Therefore, a consumer's positive cognitive-emotional response will trigger the buying intention towards the online advertisement.

2.2 Social Media Advertising

The that new types of online community now dominates the core of attention in e-commerce with the introduction of popular web portals such as Twitter, Facebook, Instagram, YouTube, and many others. Given these drastic developments, social media life nowadays interfaces individuals

across the globe in a wide range. McLeod (2006) has illustrated the importance of online communities worldwide in response to an online lifestyle. In line with the online lifestyle, Hart et al (2007) have attracted the attention of advertisers who wish to find new ways to use online advertising for their advertising purposes and this growth is highly significant. Online life is the democratization of information, changing people from substance perusers into substance distributors. Companies can use social media to connect with their customers, raise brand awareness, influence consumer attitudes, collect feedback, improve current products and services, and increase sales (Lal et al., 2020). Social media promoting will certainly affect the purchaser's reaction to the item either positively or negatively, relies upon methods for the item being displayed to the purchaser. The message that the sponsor plans to pass on will be distinctive as the shopper will have an alternate point of view. It demonstrates the Social Media Marketing (SMM) is getting increasingly fundamental recently. It is useful to boost consumer awareness, recognition for the brand, the partial or product or service will be advertised through a social network. The types of SMM can be categories as banners, embedded videos, graphs, surveys, and sponsored advertisements. This advertisement will target the group of consumers and the advertiser will promote the goods or the service. An advertiser can look through a particular consumer profile and provide them the information that can attract the buying intention. However, SMM tends to be irritating and unpleasant if the advertiser fails to convey the appropriate information when related to the consumer's personal preferences.

Essentially, the analysts concentrated on attitude towards social media advertisements and shoppers' purchasing expectations. The study gap in these studies consists of the limited research done in the Malaysian context with a combination of AIDA theory and the variables of Credibility, Informative, Hedonic, and Materialism. Table 1 shows commonly analyzed within the social media advertising domain:

Table 1. Previous Study Theories and Model

Theory	Instrument Author(s)	Dimensions
Brackett and Carr BC	Credibility, Informative, Hedonic, Good for Economy	Weckman and Nina, (2009), Njuguna Ngure and Alvin, (2017), Chan Mei Lee and Chee Hui Loo, (2014), Elham Al-Mukhaini, (2014)
AIDA	Informativeness, Credibility, Irritation, Personalization	James Lo Teck Lun, (2014)
Theory of Reasoned Action	Credibility, Informative, Hedonic, Materialism	D. S. Chaubey, (2013), Akwasi Ampofoy, (2014)
	Credibility, Informative, irritation, Personalization	Ali Abdallah Alalwan, (2018)

In the consumer buying intention domain, many models shall be referred such as Brackett and Carr (BC) model for attitude towards web advertisements, Theory of Reasoned Action (TRA), and Attention, interest, desire, and Action (AIDA) and Brackett and Carr (BC) model of demeanors towards web promoting. The synthesis shows that commonly credibility, informativeness, hedonic, and materialism are employed in this study to provide a comprehensive investigation of relevant constructs as propounded by these theories.

2.2.1 Credibility

Information in advertisements can influence how consumers receive this information and how they view products or brands displayed in the advertisements. The metrics in the advertisements are the value of the marketing text, which affects product behavior (MacInnis & Jaworski, 1989). One factor that affects consumer attitude towards advertising or the brand is the credibility of advertising. Consumer's believability is in credibility towards advertisement (Adler & Rodman,

2000). To provide accurate and reliable information, credibility should be checked in the content of the information (Kelman & Hovland, 1953). Credibility plays a significant part in promoting the product for consumers in the advertising industry (Kwek, Tan, & Lau, 2010). The advertiser publishing product or service information is a brand image among other advertisers. The degree of consumer confidence that a business can fulfill its needs and wishes increases the level of consumer confidence. This is regarded as credibility (Goldsmith et al, 2000). It creates an image or reputation (Fombrun & Rindova, 1996). According to Wang et al (2020), credibility can be enhanced through AL methods which can eliminate or reduce consumer dissatisfaction and a lack of trust in products and brands.

2.2.2 Informativeness

The informativeness viewpoint implies the capacity of notices to advance modern, opportune, and effectively available information. As indicated by Ducoffe (1996), informativeness is considered as portrayed as charming and valuable information. The informativeness highlights of promotions impact consumer loyalty and buying choices of customers, and it is also considered a major factor in the customer's approval of the advertisement (Unal et al., 2011). In many marketing experiments, the value of information is therefore stressed again and again, given the importance of consumer information analysis to establish advertisement campaigns (Kotler & Keller, 2016). Schlosser, Shavitt, and Kanfer (1999) agree that user response to internet advertising is guided by insightful decision-making and advertisement. To be outstanding, online advertisers should indicate the convenience phrase, subjective highlights, and pernicious information about a product or service. This enhances the purchaser to have a favourable decision towards sellers (Siau & Shen, 2003).

2.2.3 Hedonic

The advertising experience can be a delight upon presentation or in memory. Promotions can be lovely to take a gander at, brush in their feelings, silly in their portrayed exercises, or raising in their music, pace, and state of mind. Hence, hedonic principles are related to the degree of understanding that shopping is beneficial depending on the various positive feelings that are experienced by buyers while shopping (Batra & Ahtola, 1990). The hedonic factor has proven to be very important in effective web marketing from Tsang and Tse's (2005) studies. Consumers' emotions can be seen through hedonic advertisements regarding products or services. According to Ramaprasad and Thurwanger (1998), the hedonic or pleasure factor has a positive relationship with attitudes towards advertising. O'Shaughnessy et al (2002) added that the feeling of pleasure, happiness, and enjoyment be a good expression of the hedonic dimension while Batra and Ahtola (1990) added indulgent promotion that executes delight, dream, and enjoyment for the product or service quality in describing the same. This is because a high level of joy and contribution during association with computer-based media prompts a simultaneous abstract impression of the positive effect and state of mind of the buyer (Hoffman & Novak, 1996). Therefore, strategies that are engaging, charming, and favorable (Eze & Lee, 2012) become the major reason is for emotional and quality experiences that make the customer enjoy the advertisement.

2.2.4 Materialism

The insistence on ownership and use of objects, as a symbol of one's standing and success in life, was noticed by Fitzmaurice and Comegys (2006), which contributed to the trend of materialism. Materialism has characterized by the degree of a consumer belief that buying the material whether enhances them to achieve their objectives such as bliss throughout their routine life (Richins & Dawson, 1992). Human believes that an individual social lifestyle or status can be identified through material belongings (Belk, 1988). Although research on this subject has increased in recent decades, there is limited empirical evidence of the relationship of materialism to consumption and related factors, such as brand image and attractiveness strategy. Materialistic

people are looking for goods that display quality and prestige that others want to see. Brand image is therefore generally significant marketing criteria for materialists by tempting them to display an endless array of material goods, advertisements that are supposed to cause people to think about their interests. There are few attributes like paying unreasonably, expensive items to flaunt, finding out about styles to own, the wearing marked merchandise are living styles of an individual with materialistic culture. Hence, material products in advertisements are pulling users and it will increase business (Wolin et al, 2002).

2.3 Shopping Enjoyment

Shopping is a lifestyle, coupled with the greatest pleasure and pleasant facets of shopping trips (Wong et al, 2012; Odekerken-Schröder et al, 2003). According to Wagner et al (2010), shopping enjoyment has been a significant factor to trigger consumer shopping intention. This is because consumers have emotional responses, such as pleasure, anticipation, and superiority, that affect their shopping experience (Koufaris, Kambil, & LaBarbera, 2001). When consumers benefit from their online buying experience, they are great at shopping online and more inclined to use the online platforms as a shopping medium. This was evident in a study by Koufais (2002) who posited that a buyer or purchasing attitude or both positively affect the fun of online shopping. For instance, hedonic shopping value and intention of buying will increase through the excitement of pleasure and arousal (Babin & Darden, 1996). According to Yasin et al (2020), when customers benefit from experiences related to their consumer experience states, they develop sharing intentions. Some researchers (e.g., Guo & Wang, 2009; Bauer, Falk, & Hammerschmidt, 2006) have, therefore, concluded that the level of shopping enjoyment will influence consumer decisions on repurchasing products or services for the future and influencing visits frequently to social media.

2.4 Hypothesis Development

2.4.1 Social Media Advertising and Online Buying Intention

Advertisers attempt to publish advertisements on online portals because of consumer's favourable behaviour towards online shopping. Such behaviours were observed long ago. For instance, Shavitt et al (1998) believed that consumers show a positive attitude towards online advertisement by responding to advertisement-related information. Additionally, Pollay and Mittal, (1993) explained that online advertisement is found to enhance advertisers' abilities to know about the favourable and unfavourable, preferences of consumers about a product or service. These types of consumer behaviours are creating a great platform for advertisers to broaden up their advertisement's approaches (Mehta, 2000). The positive reactions and behaviours towards a product or service complemented with appropriate attractive attributes will lead to developing consumers' desire to purchase. Based on these discussions, the hypothesis that was proposed for this study is:

H1: There is a significant relationship between social media advertising and online buying intention.

2.4.2 Credibility and Online Buying Intention

Purchaser's impression of online notices will be impacted because of promoting medium. According to Brackett and Carr, (2001), web publicizing tends to be critical, and providing credible, valuable, and intriguing services are important components of marketing activities (Haller, 1974). It is important to improve the believability of information among the customers as it affects the mind framework of these customers in the internet information promoting methods (Abdul Azeem & Zia ul Haq, 2012). The mind setting towards internet publicizing is

important to prove the advertiser's trustworthiness of information to the consumer (Goldsmith et al., 2000). According to Goldsmith et al., (2000), the partnership validity and the person who transforming the publishing message are a great influence on the credibility of an online commercial advertisement. Grounded by these arguments, the following hypothesis was proposed:

H1a: Credibility is significantly related to consumers' attitude toward online advertising

2.4.3 Informativeness and Online Buying Intention

Information in the online advertising portal is playing a vital role (Okazaki, 2005). It is also a critical success factor for ensuring the effectiveness of web advertising (Tsang, Ho, & Liang, 2004). One possible explanation for this was that customers of a digital era require quick and fast access to needful information in fulfilling their needs (Kaasinen, 2003). Ünal, Erci, and Keser (2011) explained that information that is updated and easier to access explains the nature of the informativeness dimension. A consumer's approval towards advertising is driven by adequate information supply (Bauer, Barnes, Reichardt, & Neumann, 2005) since customers tend to react positively when an advertisement transfers the needed knowledge (Varshney, 2003) in making their buying decisions. When the information displayed on social media is of high quality, it tends to stimulate buying intention by affecting consumers' attitudes and behaviours (Liu, Sinkovics, Pezderka, & Haghirian, 2012). A good impression is created among the customers when the information displayed is not only of good quality but also accurate, highly relevant, trustworthy, and delivered on time. Hence. It can be concluded that there are a strong connection and bonding between informativeness and buyer's perceptions in social media advertisement. Thus, the hypothesis established as follows:

H1b: Informative is significantly related to consumers' attitudes towards online advertising

2.4.4 Hedonic and Online Buying Intention

Affective feelings and perception of consumers towards promotion are resulting in the shoppers' mindset towards web-based publishing (Edell & Burke, 1987). Web-based publishing owns its framework which able to create an inspirational mentality (Hoffman & Novak, 1996). The degree of loving by consumers towards online advertisement depends on the content which is comprised of greater stimulation and convincible components (Alwitt & Prabhaker, 1992; Pollay & Mittal, 1993). A hedonic shopper is influenced by fun, amusement, arousal, fantasy, sensory stimulation, and also variety in making their purchase decisions (Hausman, 2000) driven by shopping motivations such as adventure, social, gratification, idea, role, and value (Arnold & Reynolds, 2003). Advertisement being pleasant and connective creates satisfaction of fulfilling clients' needs (Abd Aziz et al., 2008). Consumers have the potential to create an inspirational demand in internet promotion when they appreciate the online portal which consists of perfect information (Korgaonkar et al., 2001). Buyers are a decision-maker of engaging and delight publicizing messages in the online advertisement (Abdul Azeem & Zia ul Haq, 2012). Customer's responses will be positive towards the commercial advertisement when they are convinced by the online promotion that able to create a joyful mindset because joy is a greater inspiration that needs to be achieved in attracting the customers. Therefore, it is evident that buying decisions are affected by hedonic fulfilments (Angst, Agarwal, & Kuruzovich, 2008). Grounded on these reviews, the following hypothesis was proposed:

H1c: Hedonic pleasure is significantly related to consumers' attitudes towards online advertising

2.4.5 Materialism and Online Buying Intention

Materialism has gained considerable attention in the last few decades (e.g., Richins & Dawson, 1992; Strizhakova & Coulter, 2013). Belk (1984) defined materialism as the importance that consumers place on goods or products they buy. The focus on possession and use of material goods as a symbol of one's own standing and success in life has taken a strong presence among customers in the recent decade. Fitzmaurice and Comegys (2006) have contributed to a trend towards materialism that has provided increased attention to the promotion of materialistic customers. Materialistic consumers' frame of mind towards publishing and broad communication able to influence consumer mind setting towards web-based promotion, consequently making it a materialistic culture (Moschis & Chutchill, 1978). Materialistic consumers believe that by purchasing a material product they able to improve social portability (Podoshen & Andrzejewski, 2012). There were many unanswered thoughts about the materialistic framework towards web-based promoting. Based on the above discussion, the following hypothesis was proposed:

H1d: Materialism is significantly related to consumers' attitudes towards online advertising

2.4.6 Shopping Enjoyment as a Mediator

Sternquist et al (2004) stated that shopping enjoyment referred to fun, a pleasurable activity that enhances the feeling of happiness. It's depending on the positive image of consumers through their shopping enjoyment. Shopping is the major contributor to new technology embracing customers' willingness to shop (Karasavogloua, Mandilas, Nikolaidisa & Tsourgiannisa, 2013). Previous researches have provided evidence that shopping enjoyment impacts a consumer's behavior (Pappas, Giannakos, & Chrissikopoulos, 2012). This enjoyment is also found to create repurchase intentions (Bauer, Falk, & Hammerschmidt, 2006), re-patronage intention (Hart, Farrell, Stachow, Reed, & Cadogan, 2007) leading to and impulse buying behaviour (Saad & Metawie, 2015). Several researchers (e.g., Lo, 2014; Kim et al., 2010) highlighted that shopping enjoyment is driven by uniqueness and desire for uniqueness among the customers. Hence, the desire for unique or new experiences is associated with shopping enjoyment (Engelland et al., 2001) and often it is less price-sensitive (Goldsmith, Flynn, & Goldsmith, 2003). This is particularly valid when consumers hedonic benefits which makes their shopping experience much more enjoyable (Jantararat, Laisawat, & Shannon, 2010). According to Koufaris and Hampton-Sosa, (2004), consumer's positive emotional responses will help e-distributors to retain their consumers because a higher level of shopping enjoyment predisposition leads to higher levels of positive affect (Mohan et al., 2013). The level of pleasure shopping will determine the attractiveness of the social media advertising website (Childers, Carr, Peck & Carson, 2001; Pereay Monuwe et al, 2004). Based on the above discussion, the following hypothesis was proposed:

H2: There is a mediating effect of shopping enjoyment between social media advertising and online buying intention

2.5 Conceptual Model Development

Researches on consumer buying intention have adopted various models in the past including Brackett and Carr (BC) model for attitude towards web advertisements, Theory of Reasoned Action (TRA), and Attention, Interest, Desire, and Action (AIDA) and Brackett and Carr (BC) model of demeanors towards web promoting. AIDA model learned about obtaining conduct by online merchandise and scarcely any researchers had preferred this model (Hadiyati, 2016; Li, & Yu, 2013) with the blend of Brackett and Carr BC (Tsang et al., 2014). Modern marketing theory can be shown in the AIDA model and the AIDA method is used for promotion in an advertisement. This model mainly focuses on customers' perception and advertisement. AIDA theory is referred to as the Attention, Interest, Desire, Action model which presents consumer's buying behavior stages. AIDA is the term used in advertising and marketing because it represents a general

overview of events that may arise when a client is involved with a specific advertisement (Flores, 2014). Mackey and Gass (2005) state that AIDA comprises of awareness (consumer awareness); interest (improving customer commitment by focusing on increase a preferred perception and not depending on attributes, for example, traditional advertising); desire (persuading buyers that the item or service worth and will meet their needs); and action (fundamental customer activities in purchasing products and services) (Li & Yu, 2013). AIDA model is to attract the attention of potential consumers, to raise the curiosity of consumers, and the willingness to do the last act is the purchase. Marketing strategy using the AIDA model raises the trust level of the consumer candidate in the purchasing process this model shows that the ability of the consumer candidate to be a real purchaser.

2.5.1 Attention

A marketer must be able to create social channels to attract consumer attention. An advertiser should create an impression reflecting individuals' enthusiasm, having amazing words or pictures equipped for making individuals view the message communicated and grasp it.

2.5.2 Interest

The marketer can attract customers to social media by using attractive information for buyers. The marketer must have to ensure media that conveyed the meaning of the product's significance to the consumer. Lots of poor media are reluctant to take this measure, but consumers are prepared to spend their time reading this message in-depth in this process. Increasing the curiosity of the audience by offering a solution or optimism for a particular problem is, therefore, a way of attracting consumer interest.

2.5.6 Desire

A marketer needs to be a clever and sharp reader. This is important for advertisers and finds the right way to make the right decision for their consumers'. In this stage, customers got roused to possess a brand and an advertiser had the option to create the needs of the purchasers.

2.5.7 Action

An advertiser must guide and act to persuade buyers to purchase a product or service. This deed portrays that this stage an advertiser needs to take is perusing and convince customers to purchase a brand. Coordinating perusers and clients' needs an advertiser's intercession to explain and advise about a specific product or service.

It was concluded that in the future, studies should focus on determining what factors affect people's views of social media use, as well as their subsequent actions (Jacobson, Gruzd, and Hernandez-Garcia (2020). Ground by the literature review and the underpinning by the theoretical arguments above, a conceptual framework was established to indicate the relationship between social media advertising (and its four dimensions: credibility, informativeness, hedonic, and materialism) and online purchase intentions as shown below:

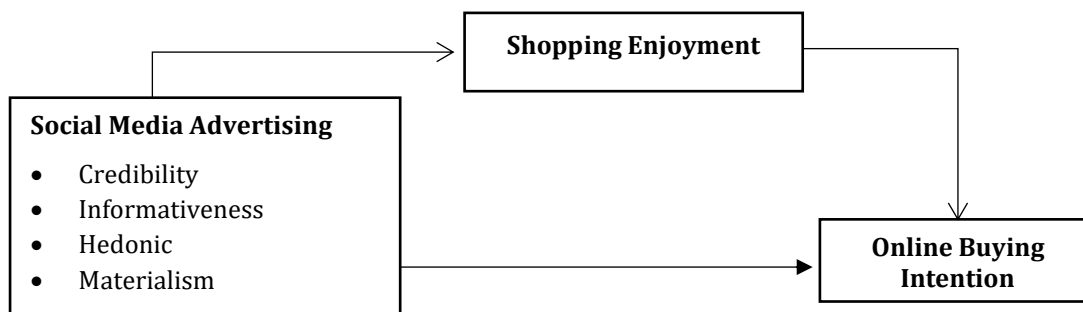


Figure 1. Conceptual Framework

3. METHODS

3.1 Procedure and Participants

This research was conducted in the context of Malaysian social media users. The research employed a Google form to collect the respondents' data. The questionnaires used in this survey consisted of 7 demographic-type, 16 social media advertising-related, 6 online buying intention-related, and 5 shopping enjoyments-related questions. The questionnaire was circulated to the participants mostly through social media sites for wider reachability. The sample size was determined based on the total social media users in Malaysia (i.e., 24.6 million), based on records from MCMC. Following the guideline by Krejcie and Morgan, 1970), the research required a total of 384 respondents as the sample size. The sampling technique used in this research is convenient sampling since the potential respondents were conveniently accessible.

3.2 Measures and Instrumentation

3.2.1 Measures

Wolfer (2007) indicates that a five-point scale is appropriate in locating respondents' attitudes. Additionally, 5 points Likert scale was chosen also because 5 levels tend to result in better scores compared with other levels (Dawes, 2008). Hence, a 5-point Likert scale was chosen as a measurement scale in this research. The respondents were given five options namely strongly agreed, agree, neutral, disagree, and strongly disagree to locate their agreeableness to each item of the constructs examined in the research.

3.2.2 Instruments

The instrument to be used for data collection was adapted from previous studies. The questionnaire items for the variables are as shown in Table 2.

Table 2. Research Instrument

Test Instruments	Instrument Author(s)	Dimensions	Number of Items
Social Media Advertising	Ramaprasad, & Thurwanger (1998)	<ul style="list-style-type: none"> • Credibility • Informativeness • Hedonic • Materialism 	4 4 4 4
Online Buying Intention	Chaubey, Sharma, & Pant (2013)	<ul style="list-style-type: none"> • None 	6

Test Instruments	Instrument Author(s)	Dimensions	Number of Items
Shopping Enjoyment	Seock, & Bailey (2008)	• None	5

A pilot test consist of 25 respondents was conducted. It is measured using a coefficient that ranges between 0 and 1 (Tavakol & Dennick 2011; Gliem & Gliem, 2003), with a coefficient of 0.7 being the prescribed limit to show a satisfactory dimension of an acceptable level of reliability (Pallant, 2013; Drost, 2011; Cortina, 1993; Nunnally, 1978). Pilot test results indicate that all variables under study achieved the required threshold levels.

3.3 Statistical Analysis

The data collected through the survey was analyzed with the Statistical Package for Social Science (SPSS) software version 22. Table 3 illustrates the list of statistical analysis tests that were conducted to analyze the data.

Table 3. Data Analysis Methods

Description	Test
Respondent Profiling	Descriptive Statistics
Reliability	Cronbach-Alpha
Sample Adequacy	Kaiser-Meyer-Olkin (KMO) Test
Indicator Loadings	Factor Analysis
Hypothesis Testing	Regression Analysis

4. RESULTS AND DISCUSSION

4.1 Respondent Profiling

A total of 397 responses were received in the research. After eliminating the outliers, a total of 371 responses were finalized for subsequent analysis. As shown in Table 4, 193 respondents were females and 178 were males. These respondents were further segregated based on their age group. As expected, most of the participants were from the younger age group between 18 to 35 years old. Besides that, an education level was also used to segregate the respondents. The majority of the respondents possess a bachelor's degree, followed by a master's degree and diploma. Most of these respondents were also employed with an income bracket of RM2001 to RM5000. The demographic profile further indicated that most of these respondents are new to the labour market with an average experience of 2 to 5 years.

Table 4. Respondent Profiling

	Freq.	%
Gender		
Male	178	48%
Female	193	52.00%
Total	371	100%
Age		
18 to 25 years old	134	36.10%
26 to 35 years old	184	49.60%
36 to 45 years old	34	9.20%
46 to 55 years old	13	3.50%
56 years old and above	6	1.60%
Total	371	100%
Education Level		
Secondary school	15	4.00%
Diploma	61	16.40%
Degree	230	62.00%
Master	60	16.20%
PhD	5	1.30%
Total	371	100%

	Freq.	%
Employment Status		
Student	77	20.80%
Employed	270	72.80%
Unemployed	15	4.00%
Self-employed	8	2.20%
Retired	1	0.30%
Total	371	100%
Income Level (RM)		
Less than 2000	110	29.60%
2001 to 5000	197	53.10%
5001 to 8000	51	13.70%
8001 to above	13	3.50%
Total	371	100%
Working Experience		
No experience	46	12.40%
Less than 2 years	93	25.10%
2 to 5 years	133	35.80%
5 to 8 years	49	13.20%
More than 8 years	50	13.50%
Total	371	100%

4.2 Reliability

The assessment of the structural model in this study is assessed based on the standard assessment recommended by Hair et al. (2018). An acceptable general rule of 0.6-0.7 indicates an adequate level of reliability, and 0.8 or greater, as it is a tremendous level of reliability (Hulin, Netemeyer, & Cudeck, 2001).

Table 5. Instrument Reliability

Category	Cronbach's Alpha
Credibility	0.710
Informativeness	0.783
Hedonic	0.769
Materialism	0.700
Online Buying Intention	0.792
Shopping Enjoyment	0.869

As shown in Table 5, Credibility (0.710), Informativeness (0.783), Hedonic (0.769), Materialism (0.70), Online Buying Intention (0.792), and Shopping Enjoyment (0.869) are within the acceptable threshold levels of reliability.

4.2 Sample Adequacy

Kaiser-Meyer-Olkin (KMO) test was conducted to measure the sampling adequacy. The existence of the null hypothesis was tested through the Bartlett test of Sphericity to ensure whether a vital

interrelationship arose among the tested variables (Field, 2009). The sample adequacy formed when the KMO value exceeded 0.6 (Pallant, 2013).

Table 6. Sampling Adequacy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.866
Bartlett's Test of Sphericity	Approx. Chi-Square	3963.092
	df	351
	Sig.	.000

As demonstrated by Table 6, the KMO value was 0.866 which is >0.6, and is adequate while Bartlett’s test significance value was <0.05, therefore, the null hypothesis is rejected. It was concluded that the current sample size is adequate for subsequent analysis.

4.3 Factor Analysis

Factor analysis is used to measure and analyze the data and identify the structure of factors (Halim & Che-Ha, 2009). While, dimension reduction is a process formed by lesser latent variables which in the end have some variances (Rietveld & Van Hout, 1993). As posited by Rummel (1970), factor analysis has a major impact in this research comprising large numbers of questionnaires, surveys, and variables so that it can be condensed into a smaller group to be easily interpreted and identify the framework of this research. As a guideline, the factor loading should be more than 0.4 and if it is lesser than that, it deems to be a weak reflection between variables (Stevens, 2012). Accordingly, factor analysis was conducted in this study.

Table 7. Factor Analysis – Social Media Marketing

Var	Test Items	Factor 1	Factor 2	Factor 3	Factor 4
Credibility	I felt social media advertising is credible		0.526		
	I felt social media advertising is trustworthy		0.757		
	I think social media advertising is believable		0.818		
	Social media advertising is convincing me		0.597		
Informativeness	I believe a valuable source of information about product/service				0.441
	I felt social media tells which brands have the feature looking for				0.712
	I believe by social media advertising can be up to date about product/ services available in market				0.807
	I felt social media advertising assist to make decision				0.414
Hedonic	I think social media advertisement are even more enjoyable than other media content	0.658			
	I feel the pleasure in thinking about saw or heard in social media advertising	0.620			
	I think contains give excitement and surprises	0.730			
	I enjoy the funny characters in advertising	0.764			
Materialism	I believe making a materialistic society in buying and owning things			0.693	
	Social media advertising make buy an unaffordable product to show off			0.791	
	I learn about social media to impress others			0.741	

Table 8. Factor Analysis – Online Buying Intention

Var	Test Items	F1
Online Buying Intention	I analyze advertisement encourages and boosts intention to purchase	0.517
	I believe celebrity increase intention to purchase	0.651
	I believe humorous advertisement increase intention to purchase	0.660
	I felt product quality online increase intentions to purchase	0.689
	I think music increase intentions to purchase	0.615
	I believe meaningful content increase intention to purchase	0.638

Table 9. Factor Analysis – Shopping Enjoyment

Var	Test Items	F1
Shopping Enjoyment	I enjoy doing shopping	0.517
	Shopping online gives enjoyment to me	0.651
	I enjoy browsing for product/service	0.660
	Shopping gives a good mood to me	0.689
	I enjoy spending time browsing for product/services	0.638

As shown in Tables 7-9, the factor analysis indicated that the loadings for all items considered in the study met the threshold levels. Only one item in the materialism dimension did not meet the threshold levels hence removed before performing the hypotheses testing.

4.3 Hypotheses Testing

Since reliability scores, sample adequacy, and factor structure were confirmed, hypothesis testing was performed. The study attempted to test five direct relationships and also one mediating relationship. Table 10 below shows the results of the direct relationships.

Table 10. Hypotheses Testing – Direct Relationships

H	Independent Variable	Standardized Beta	t-value	Sig. (p-value)	R ²	Result
H1	Social Media Advertising	0.553	12.746	0.000	0.306	Supported
H1a	Credibility	0.290	5.810	0.000	0.084	Supported
H1b	Informativeness	0.295	5.941	0.000	0.087	Supported
H1c	Hedonic	0.472	10.276	0.000	0.223	Supported
H1d	Materialism	0.462	10.014	0.000	0.214	Supported

Dependent variable: Online Buying Intention

Social Media Advertising and its associated dimensions reported a p-value of less than 0.05. This result indicates that all hypotheses were found to be significant and therefore retained. Additionally, positive relationships as indicated by the standardized beta value confirmed that the stronger the credibility, informativeness, hedonic, and materialism of social media advertising, the higher is the online buying intention.

Next, the mediating effect of shopping enjoyment was tested. The study adopted the steps recommended by Baron and Kenny (1986). The first three steps are taken to ensure that all parameters have a zero-order relationship. In the fourth step, if the mediating variable and

independent variable were tested parallelly toward the dependent variable to identify the existence of partial mediation, full mediation, or zero-mediation. Table 11 reports the statistical results.

Table 11. Hypotheses Testing – Mediating Relationship

Step	Standardized Beta	t-value	Sig. (p-value)	R ²
S1. SMA with OBI	0.553	12.746	0.000	0.306
S2. SMA with SE	0.470	10.215	0.000	0.220
S3. SE with OBI	0.470	10.235	0.000	0.221
S4. SMA and SE predicting OBI				0.363
SMA	0.426	9.038	0.000	
SE	0.270	5.732	0.000	
Note: SMA = Social Media Advertising; OBI = Online Buying Intention; SE = Shopping Enjoyment				

As reported in Table 11, steps 1 to 3 are found to be significant, $p < 0.001$ and have allowed mediation testing in Step 4. In step 4, both the social media advertising and shopping enjoyment variable remain significant, $p < 0.001$. Additionally, the standardized beta value (SMA \rightarrow OBI) of 0.553 reduced when a mediator was introduced onto this relationship (SMA \rightarrow SE \rightarrow OBI) to 0.426 which confirms the presence of partial mediation.

Social media can be an effective tool in improving communication (Dogle, 2007) especially in achieving marketing objectives through an integrated marketing model (Castronovo & Huang, 2012). Hence, social media marketing has received growing momentum as it is not only effective but also less expensive in reaching a wider customer base making it at the forefront of marketers today (Hossain & Sakib, 2016). This has made organizations attempt to increase their social media presence to capture the target audience of their advertisements.

Van der Waladt et al (2009) stated that credibility is a crucial agent in online advertising to enhance trust among consumers. Online advertising provides consumer ideas and information that can enhance satisfaction and lead to buying intentions. Researchers suggest that online advertising allows customers to develop their confidence and trust, that additional confidentiality or sensitive issues can be handled with sufficient security, allowing the business circle to grow to reach more users to access the service or product (Koo et al., 2012; Drossos et al., 2007). Besides, informativeness which has been significant in the research is also compatible with the research conducted by previous authors (e.g., Blanco et al., 2010; Kwek et al, 2010, Keshtgary & Khajehpour, 2011; Punyatoya & Durgesh, 2011) who concluded the similar results.

Consumer’s online buying intention towards online advertisement is significant towards the hedonic of advertising information. These findings are similar to the study conducted by other researchers (e.g., Ramaprasad & Thurwanger, 1998; Munusamy & Wong, 2007; Pollay & Mittal, 1993) whereby they found that hedonic pleasure of an advertising message affects consumers attitude towards advertising and eventually buying intention. Materialism which describes the importance consumers place on goods or products they buy also found to be significant in explaining the online buying intention among customers. Abd Azeem and Zia ul Haz (2012) also agree with this finding that materialism has an important connection with social media advertising and online buying intention. Additionally, Aziz and Ariffin (2010) added that consumers with high status prefer to show a positive attitude to online advertising and purchase intentions. This sense of enjoyment and self-identity presents the materialism of consumers (Christoper et al., 2009). Hence, it can be concluded that consumers with a positive attitude toward online advertising foster a positive belief in materialistic online advertising.

Shopping enjoyment was positively related to consumer's online buying intention towards shopping online. This result concurs with the previous studies (e.g., Sternquist et al, 2004; Koufaris, 2002) whereby they have proved that attitude has empowerment on shopping enjoyment through online buying intention. To continue purchasing online, consumer's attitudes towards shopping enjoyment will determine the consumer's online buying intention. The reputation of purchasing the product depends on consumers' level of shopping enjoyment through consumers' online buying intention. The research results indicated that social media marketing interactions towards online buying intentions have partial mediation of shopping enjoyment. While credibility, informativeness, hedonic, and materialism are significant in explaining the online buying intention, shopping enjoyment in tandem with these social media marketing dimensions has better explanatory power in explaining online buying intentions among the customers.

5. CONCLUSION

In conclusion, the overall findings of this study have shown that there is a significant relationship between social media marketing and online buying intention while shopping enjoyment is found to have a mediating effect on this relationship. Additionally, all the subscales of social media advertising are found to be significant towards online buying intention. The research conducted had given very beneficial information for future researchers to conduct further examination of consumer's attitudes towards advertising in the context of Malaysia. The positive result of shopping enjoyment as a mediator on social media advertising and online buying intention provides additional insights about online buying intention. The findings of this research have offered additional strength to existing theoretical findings in the area of marketing. In terms of managerial implication, the results provide some perspectives and recommendations to the media industry drafting various advertising strategies of different marketing campaigns to improving the advertisement behavior of benefiting customers. However, suggested strategies include ensuring that the sources of advertising are credible, trustworthy, and believable, as well as keeping the advertising message informative, customer-oriented, and up to date, as part of the efforts to create a favorable consumer attitude.

In this research, there were several limitations. Firstly, the sample size of this research is rather small in comparison to the population of the research. Generalization of the findings may require a much larger sample size. Secondly, the study was done on a general view examining social media marketing and online buying intentions among the general public. A more focused demography-specific research may produce more in-depth insights in understanding the phenomenon. Nevertheless, increasing use of social media worldwide has led to trust among the consumers that this is a valuable tool in engaging consumers to purchase the product. As an avenue for future research, the researchers shall examine the influence of social media by considering differences in respondent's demographics especially taking into consideration generational intelligence. Finally, new variables can also be introduced in future research to enhance the predictive validity of the model examined in the research. The inclusion of other constructs concerning social media marketing and online buying intentions may nullify the existing findings or unlock newer, unexplored insights in explaining the phenomenon better.

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